Place Attractiveness and Image. A research agenda.

Edited by Christophe Alaux, Laura Carmouze, Vincent Mabillard, Martial Pasquier

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Editors

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Contributors

Perrine Alberola is a PhD student in Management Sciences at the Research Center in Management Sciences (CERGAM) and teaches public management at the Institute of Public Management and Territorial Governance (IMPGT), Aix-Marseille University (AMU). Her thesis aims to understand residential attractiveness of cities and initiatives available to match local supply with local demand. Her thesis focuses on place marketing, public management and urban planning sciences, with an interdisciplinary approach.

Joël Beney has a master's degree in public policy and management. He is a former research associate at the Swiss Graduate School of Public Administration (IDHEAP). He is currently working at Valais Wallis Promotion. His expertise lies at the intersection of place branding and sustainability, both from a practical and academic point of view.

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Run Zhao is a PhD candidate in the Erasmus Initiative collaboration programme, Inclusive & Prosperous Cities, at Erasmus University Rotterdam, Netherlands. With a master's degree in public administration and a bachelor's degree in business administration, she brings experience from the urban planning consulting industry. Her research focuses on the synergy between inclusive urban public policy, urban project governance, and city branding.

Place branding –
A focus on actors, attractiveness, and emerging trends

This book results from a PhD workshop held in Aix-en-Provence in June 2023. The workshop was organized conjointly by Aix-Marseille Université (France), the Université de Lausanne (Switzerland), and the Université libre de Bruxelles (Belgium). It provided PhD students from all over Europe with a great opportunity to present their thesis' projects or their most recent papers. A special session, focusing specifically on place branding and marketing, gathered six contributions. These contributions then received particular attention from supervisors from all three universities, and underwent a revision process. They form the chapters presented in this book.

The book consists in three parts: 1) emerging trends in place branding, especially in cities; 2) a focus on the dynamics that characterize the relationships between actors of a city or region; and 3) attractiveness for residents and tourists (especially when places are used as filming locations). The first part relates to a global phenomenon to which cities cannot escape: the general path towards sustainable transition in many places around the world. Numerous cities are participating in the development of a more sustainable planet. Sustainability is typically seen as a "catch-all" term, that covers many dimensions. Here, the two chapters dedicated to new trends in place branding, that accompany this transition to more sustainable places, focus on two main aspects: being "green" and "inclusive".

Chapter 1, written by Run Zhao, addresses the issue of inclusiveness in cities, including a case study on Cologne, Germany. She depicts a contrast between what is presented as, in many regards, a model in inclusivity, and a reality where efforts are still to be made. Moreover, she reflects on the potential of this aspect to brand a city and to use such branding to attract targets, and what kind of targets. In Chapter 2, Joël Beney investigates how cities position themselves as green, how they are perceived in this regard, and how they may use this aspect in their branding efforts.

The second part focuses on the main actors behind place-branding and -marketing processes. Since organizations and individuals in charge of promoting a destination are central, it remains essential to better understand how they form, structure, and implement place branding. The increasing call for more participatory approaches, and the coordination challenges faced by most places, necessitate a refined understanding of these bodies tasked with improving place image and attractiveness.

Chapter 3, written by Etienne Doré-Lesachey, investigates the inter-organizational relationships between local and regional authorities on the eve of 2024 Olympic Games held in Paris, France. It discusses the challenges faced, the potential for increased cooperation (also after the event), and the main issues to consider. In Chapter 4, Dario Giuffrè concentrates on a specific aspect of attractiveness strategies designed by places: clustering. Clusters refer to closely related economic actors that have acquired specialized resources and expertise in the same business and geographical area, revealing tensions around the coopetition logic. This calls for further research on the functioning of clusters, but also on their construction as brands, which can in turn not only increase attractiveness of the cluster, but of the region as a whole.

The third part concerns the design of place-development strategies that target specific groups and activities. While residents' attraction, and retention especially, is not completely new – cities and regions faced with emigration of people and talents have already thought about this issue for decades – residential attractiveness has often been overshadowed by economic and tourism matters. However, due to several factors (teleworking and the increased time spent at home in general), residential attractiveness has become a preoccupation for most places, now promoting life quality and lower rent/buying prices, especially outside of big city centers.

In Chapter 5, Perrine Alberola addresses residential attractiveness through the prism of geographical areas, and the related typologies. To do so, she conducts a systematic literature review that presents what has been done so far in research, and what remains to be explored. Regarding tourism, most academic contributions have focused on destination marketing. In Chapter 6, Manon Châtel prefers a different perspective, and concentrates on places as filming locations. She investigates the role played by films/series in place branding. This approach is grounded in contemporary reality, since we have observed increased flows of tourists visiting places associated with a movie or series (e.g., Iseltwald in Switzerland).

The main objective of the book is to provide the readers with compelling paths for further research in place branding, emphasizing the importance of emerging trends, stakeholder and interorganizational dynamics, and strategies (with a focus on activities and target groups).

The aim of this book is to open up new perspectives: on the one hand, by showing the research carried out by European doctoral students; and on the other, by identifying the problems encountered by public and private players in the field of territorial marketing.

Christophe Alaux, Laura Carmouze, Vincent Mabillard, Martial Pasquier

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Part 3:
Attractiveness for residents and tourists

Places and residential attractiveness: a systematic literature review

PERRINE ALBEROLA

Abstract

This chapter proposes a systematic literature review of recent international studies on residential attractiveness, and suggests avenues for future research. It will address the following questions: is there one type/category of place that emerges in particular as being appropriate to study residential attractiveness? Are the latest studies on residential attractiveness based on an official nomenclature? Globally, recent studies on residential attractiveness do not refer to statistical nomenclatures. They focus on the municipal level, where residential attractiveness seems to be a response to numerous issues. We therefore suggest that future research on residential attractiveness should continue to focus on the local level. However, it should pay greater attention to the broader institutional structure in which municipalities are embedded. In this regard, the European NUTS (Nomenclature of territorial units for statistics) could be used for this purpose. Finally, we warn against the limitations of certain methods used to study residential attractiveness, and suggest the creation and use of a mixed research protocol in further studies on this subject.

Keywords: Place Attractiveness, Residential Attractiveness

1 — Introduction

Residential attractiveness is a major issue in dynamization and balance of places (Davezies, 2009; Ruault, 2017). The latest studies on this subject seem to confirm the idea that, in France, the Covid-19 crisis tends to accelerate residential mobility current trends (France Stratégie 2022, Popsu 2022). Thus, some medium-sized or small cities seem to be attracting more and more attention from households (POPSU, 2023). It appears that the Covid-19 crisis have brought new advantages to these areas and facilitated the choice of residential mobility, particularly with the rise of teleworking (Florida et al., 2021; Mouratidis & Papagiannakis, 2021; Talandier, 2021) or by changing people's expectations in terms of housing (Bennedjai & Bencherif, 2022), access to amenities, or transport (Chu et al., 2021). Nevertheless, this subject is much more complex than it may appear at first glance. While 52% of French people claim that small and medium-sized cities are ideal places to live, 22% of them would like to live in a large city, including a majority of young people, i.e., under 35 years of age, and people from high socio-professional categories (Alaux et al., 2021).

Recently, we have observed a boom in place attractiveness initiatives led by French local authorities. Traditionally, the main actors of place attractiveness include regions, departments as well as municipalities and EPCIs (public inter-municipality cooperation establishments). These organizations have created agencies in charge of place attractiveness, with more and more in-house services specialized and dedicated to residential attractiveness. Local public organizations of all sizes (from villages to urban areas) are interested in these attractiveness issues, which are no longer exclusively metropolitan (Alaux et al., 2015).

Furthermore, places of all sizes and scales (large, medium-sized, and small cities, regions, etc.) are facing a job vacancy (Bouba-Olga, 2022; *Pôle Emploi - Enquête BMO*, 2022). To respond to the recruitment difficulties experienced by local companies, these places feel the need to implement urban development and residential attractiveness policies (Askenazy & Escudero, 2022; Miot, 2015).

This context is not exclusively French. The same phenomena can be observed in many other places (Poór et al., 2021; Tuccio, 2019). The development of places is closely linked to their capacity to attract and retain residents (Florida et al., 2021; Kourtit & Nijkamp, 2019).

In line with other chapters from this book, place attractiveness is defined as "*a lever for the development and the current and future quality of life of places. It aims at attracting and/or anchoring internal and external stakeholders of the places: residents, market and non-market organizations, tourists, events, etc. Different methods can be used to achieve these objectives, including place marketing*" (Chaire A&NMT, 2021). Residential attractiveness is therefore a component of place attractiveness.

It is defined here as the capacity to convince new inhabitants to move to a place, and to keep the current population there (based on Barreira et al., 2019; Fertner et al., 2015).

Research has been conducted on the subject by categorizing places (by size, through statistical categories, or typologies, such as INSEE). For example, regarding size, there are studies on "small" towns (Delebarre & Pfirsch, 2016; Talandier & Jousseaume, 2013), "medium-sized" towns, and "large" towns and metropolises (Bai et al., 2020; Houllier-Guibert, 2019).

In this regard, we ask the following question: **is there one type/category of place that emerges in particular as being appropriate to study residential attractiveness?** To respond, we will conduct a systematic literature review (Gough et al., 2017). We will follow the procedure proposed by Tranfield et al. (2003), which consists in three stages: planning the review (1), collecting the data (2), and analyzing the data and synthesizing (3).

We aim to synthesize the results of international studies on residential attractiveness to consolidate the links between the existing studies, and in a second step to identify directions for new research by questioning the approach by place category.

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[1] The French National Institute for Statistics and Economic Studies (INSEE) collects, produces, analyses and disseminates information on the French economy and society

2 — From place attractiveness to residential attractiveness

Attractiveness has become an increasingly common concept, used at all levels – local, national, and even international – and has been seen as a 'catch-all' term for over ten years (Cusin & Damon, 2010). It "*refers to both seduction and attraction for populations, professions and locations*"[2] (Cusin & Damon, 2010, p.26) and has as much to do with both behavioral and attitudinal factors (Serval, 2015). The concept of attractiveness has two dimensions (Alaux et al., 2023):

- A physical dimension, referring to the attraction and retention of resources (human, financial, material, intangible);
- A psychological dimension, which refers to attraction and seduction, i.e., the influence that the area can have on people's attitudes, by arousing their interest.

According to Poirot and Gérardin (2010, p. 27) place attractiveness is "*the ability of a place to be chosen by a player as a (temporary or long-term) location for all or part of its activities; this attractiveness is a perceived attractiveness that involves only natural persons, individuals, households or teams, for example the management teams of a company or a public administration*" (author's translation).

As part of place attractiveness, residential attractiveness has for several decades been considered a "*by-product of economic attractiveness*" (Noisette & Vallérugo, 2010, p. 247). According to Serval (2015, p.41), "these two types of attractiveness must be thought of as interdependent". Economic attractiveness aims to attract and retain investors, skilled workers (managers of companies, associations, NGOs and qualified people working for these organisations), and tourists (Noisette & Vallérugo, 2010). In contrast, residential attractiveness is an emerging concept in search of a consensual definition (Barreira et al., 2019; Miot, 2015).

Empirically and theoretically, residential attractiveness is a subject of study common to several social science disciplines. Thus, this concept can be based on work in economics (Batisse et al., 2021; Bütikofer & Peri, 2021), sociology (Cusin, 2016; Martí & Ródenas, 2021) and geography (Rérat, 2016; Schachner & Sampson, 2020). This systematic literature review will therefore take an interdisciplinary approach.

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[2]   freely translated by the author

3 — Place categories and typologies in France and European Union

The main goal of this chapter is to analyze scales and categories of areas used in the literature to study residential attractiveness. We will also look at the number of areas studied (as a whole or comparatively) in each contribution included in our literature review. We have two main objectives:

- Understand the effect of these choices on how residential attractiveness is defined and studied;
- To verify the relevance of studying residential attractiveness using place size categories or another typology.

To give a better idea of the range of possibilities in terms of place categories, we have chosen to present two examples:

- A statistical typology determined in a national context with the aim of grouping places into profiles;
- A statistical nomenclature determined in an international context with the aim of comparing places that may be very different, on the basis of multiple classifications.

3.1 Typology of places as defined by INSEE [3]

In a 2020 INSEE study on residential migration, the factors of residential attractiveness and its level are associated with place profiles. A typology of intermunicipal areas is proposed, based on their potential to attract population. This typology comprises 7 major place profiles, as shown in Figure 1 and described in Table 1. The typology has been illustrated by the French region of Bourgogne-Franche-Comté. Of the 7 profiles proposed, all are identified as being small or large clusters, or as places that are more or less directly linked to clusters, or dependent on large clusters (Ville & Bordet-Gaudin, 2020).

INSEE defines an urban cluster as "*an urban unit offering at least 10 000 jobs and which is not situated in the suburban rim of another urban cluster. Also visible means cluster - urban units from 5000 to 10 000 jobs and small cluster - urban units from 1500 to 5000 jobs.*" [4]

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[3] French national institute for statistics and economic studies
[4] (*Definition - Urban cluster*, 2020)
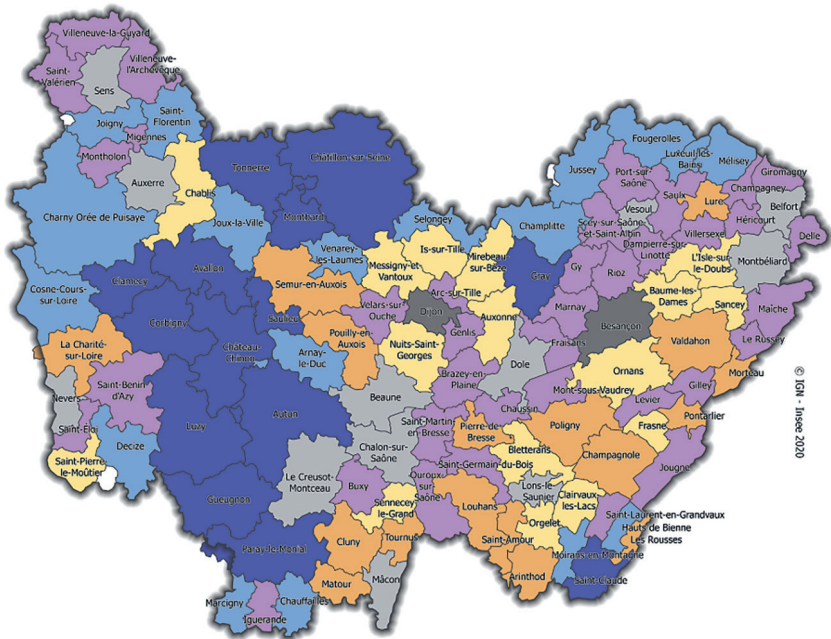
Figure 1. The Bourgogne-Franche-Comté region by territorial profile. Source: Ville & Bordet-Gaudin (2020, p.3)

Place profile	Attractiveness potential	Color on the map
Small growing clusters	Place structure and geographical position favorable to attractiveness	
Peri-urban areas with low dependence on large clusters	Attractiveness contributing to developing a central role	
Peri-urban residential areas highly dependent on large clusters	Weak proximity attractiveness	
Small connected clusters in decline	Place structure unfavorable to attractiveness	
Small isolated clusters in decline	Remoteness and place structure unfavorable to attractiveness	
Intercommunality centers of large clusters		
Central intercommunal areas of Dijon and Besançon		

Table 1. Seven place profiles, map legend for Figure 1. Source: Author, based on Ville & Bordet-Gaudin (2020, p.3)

In its approach to residential attractiveness, INSEE classifies places according to the number of jobs, emphasizing the identification of small and large areas. These adjectives are not insignificant, since in other studies they may be used to compare places on the basis of other statistical criteria. Overall, INSEE officially proposes 6 study classification systems[5]:

- Urban unit bases;
- Attractive urban area bases;
- Employment zone bases;
- Living area bases;
- Communal density grid;
- Cities and functional urban areas (FUA) databases - Eurostat.

3.2 NUTS: Territorial statistical categories in the European Union

Eurostat's NUTS 2021 (Nomenclature of Territorial Units for Statistics)[6] suggests a classification into 3 groups: NUTS 1, NUTS 2 and NUTS 3.

It also proposes a categorization based on the extent to which the territory is urban or rural, and a more precise version of this categorization which adds a criterion of remoteness. There are thus 5 categories:

- Predominantly urban;
- Intermediate, close to a city;
- Intermediate, remote;
- Predominantly rural, close to a city;
- Predominantly rural, remote.

Furthermore, a number of geographical categorizations are proposed: a binary categorization on the basis of metropolitan or non-metropolitan areas, a categorization on the basis of coastal areas (3 categories[7]), a categorization on the basis of mountains (4 categories[8]), a categorization on the basis of borders (2 categories[9]), and finally a category identifying island regions.

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[5] INSEE website: https://www.insee.fr/fr/information/2114631
[6] Eurostat website: https://ec.europa.eu/eurostat/fr/web/nuts
[7] Non-coastal; Coastal (on coast); Coastal (at least 50% of population living within 50km of the coastline)
[8] At least 50 % of population live in mountain areas; At least 50% of surface are in mountain areas; At least 50% of population and 50 % of surface are in mountain areas; Other regions
[9] All NUTS3 regions along land borders, plus NUTS3 regions that have at least 50% of their population in areas of 25 km with along a land border; Other regions

Although NUTS helps to harmonize European studies, it may seem restrictive for a study of residential attractiveness, as it does not allow us to reach a scale as local as municipalities, for example.

Are the latest studies on residential attractiveness based on an official nomenclature? If so, which one is preferred, and does this make a difference to the approach taken in these studies? Does one type/category of place emerge in particular as being appropriate for future research on residential attractiveness?

4 — Interdisciplinary systematic literature review on residential attractiveness

The aim of this chapter is to identify relevant academic work exploring the concept of residential attractiveness and to answer the above questions. To do so, we conducted a systematic literature review (SLR) (Gough et al., 2017). The SLR allows us to synthesize varied researches that have been conducted on residential attractiveness with the aim of consolidating the links between existing works and identifying avenues for further research.

According to Brocke et al. (2009), when conducting an SLR, particular attention must be paid to the description of the method applied, the protocol for selecting papers and the way insds which they are documented.

We followed the procedure described by Tranfield et al. (2003) in three stages: planning the SLR (1), conducting the review (data collection, extraction, synthesis) (2), reporting and dissemination (data analysis, recommendations, evidence) (3).

4.1 Planning the review

In this first planning stage, the need to conduct an SLR must first be identified. The first parts of this chapter are therefore the direct result of this stage, during which we conducted an exploratory review of the literature. Next, it is necessary to draw up a proposal for a systematic literature review.

To plan our SLR, we used Cooper's (1988) taxonomy. Thus, as Table 2 shows, we did not choose a single focus because we felt that the results, methods, theories and applications of the papers were likely to provide insight into a definition of residential attractiveness. The goal of our work is to synthesize existing knowl-

edge on a subject within different research areas and disciplines (integration). Our SLR is organized conceptually rather than historically or methodologically, as this type of organization seems best suited to our goal. We have chosen a neutral representation that is as objective as possible. The audience for this article is general academics. Finally, we propose a representative coverage of the sources, again in line with our goal.

To conclude this planning stage, we set out the protocol for our SLR. We conduct a systematic literature review among online available papers by using a combination of four databases[10] to ensure a satisfactory representativeness of the literature (Bramer et al., 2017). Again to ensure satisfactory representativeness, we have chosen a two-language SLR with papers in French and English. Papers may be theoretical or empirical. We include articles published in scientific journals (ranked or not), book chapters and conference papers. We have used the bibliographic software Zotero as a reference management tool. The references were selected by keyword search on these four databases (in English or French depending on the database) on 02/03/2023. The keywords were searched in the title and/or abstract of the papers, where the database search engine allowed. Table 3 (in appendix) lists all the search queries used. These keywords were chosen on the basis of our understanding of the subject as presented in the previous section. Empirically and theoretically, residential attractiveness is a subject of study common to several social science disciplines. In particular, this concept can be based on work in economics, sociology and geography. This is why our systematic literature review is placed in an interdisciplinary approach, we chose not to integrate any discipline in our criteria of research, inclusion or exclusion.

Characteristic	Categories			
Focus	Research outcomes	Research methods	Theories	Applications
Goal	Integration	Criticism	Central issues	
Organization	Historical	Conceptual	Methodological	
Perspective	Neutral representation		Espousal of position	
Audience	Specialized scholars	General scholars	Practitioners / politicians	General public
Coverage	Exhaustive	Exhaustive and selective	Representative	Central / pivotal

Table 2. Taxonomy of literature review. Source: Author, based on Cooper (1988, p.109)

Four selection stages follow the keyword search:

- Surface sorting: reading the title only. Exclusion of duplicates found in the same query on the same database / Exclusion of papers that are neither in English nor French / Exclusion of papers whose theme has no connection with ours;
- Sorting according to online accessibility of papers;
- Removal of duplicates;
- Extensive selection: reading titles, abstracts, introductions and conclusions. Based on our knowledge of the subject, we include papers for which residential attractiveness (in whole or in part, as defined above) is the main subject or one of the main subjects (Jesson et al., 2011, p.115).

A thematic content analysis (Allard-Poesi, 2003; Evrard et al., 2009) is carried out using NVivo software. We start with open coding in order to reveal emerging categories in the corpus (Bramer et al., 2017; Wolfswinkel et al., 2013).

4.2 Conducting the review

Following the protocol we defined, we selected a final corpus of 53 papers. Figure 2 shows their selection and Table 4 (in Appendix) provides an overview of our corpus representing the existing literature on residential attractiveness.

More than 58% of the papers selected were published between 2017 and 2022 (Figure 3), and the oldest is from 1994. Nearly 87% of them are journal articles and 13% are conference papers (Figure 4). Although most of the studies were carried out in Europe, there is a wide diversity of countries involved (Figures 5 and 6):

- Most countries appear only once (Australia, Belgium, Canada, Czech Republic, Greece, India, Israel, Japan, Netherlands, New Zealand, Slovenia, and Switzerland);
- Five countries are studied twice (Germany, China, Denmark, Portugal, and Ukraine);
- Some appear in three or four studies (Latvia, Russia, Sweden);
- Five studies target several countries;
- Poland appears in six studies;
- France appears in nine studies.

Similarly, the interdisciplinary nature of the subject is very well represented in this corpus.

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[10] Web of Sciences (WoS), Business Source Complete (BSC), Research Papers in Economics (RePEc) et Cairn.info (CAIRN)

Potentially relevant papers (keywords): **904**
(698 WoS + 155 Ebsco + 34 Cairn + 17 RePEc)

Exclusions based on language, duplicates in the same query and reading the title (extremely remote subject, with no lexical field common to our theme)

Papers selected for further assessment: **262**
(186 WoS + 46 Ebsco + 19 Cairn + 11 RePEc)

Exclusion of papers not available online
(+ 12 for language)

216

Exclusion of duplicates

175

Exclusion of papers on the basis of a reading of the abstract, introduction and conclusion
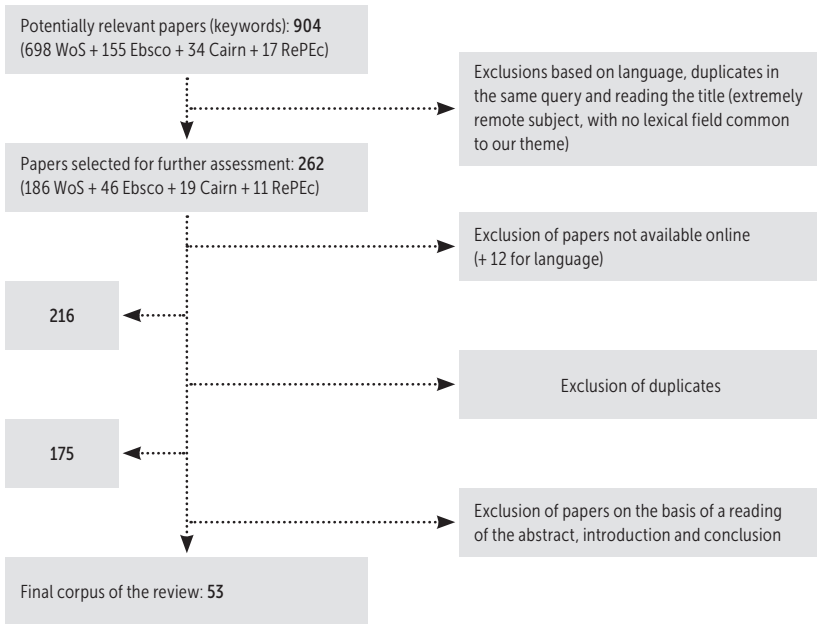
Final corpus of the review: **53**

Figure 2. Diagram of the systematic literature review. Source: Author
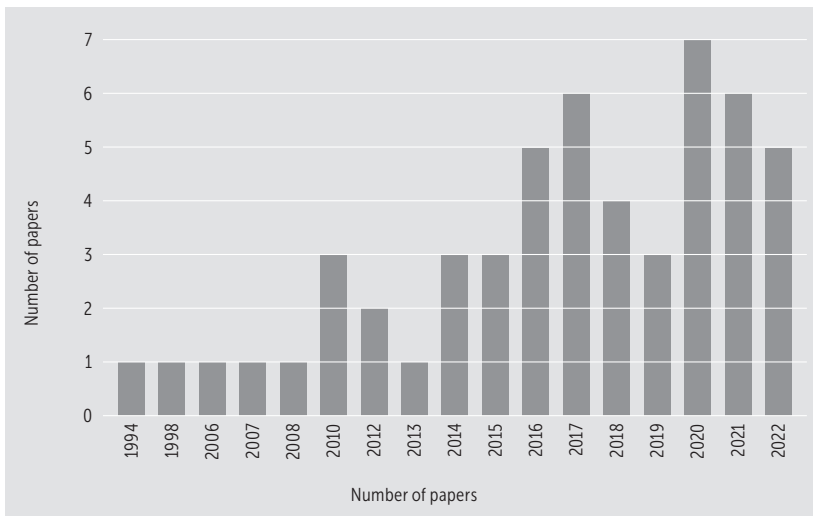

Figure 3. Number of papers published by year. Source: Author
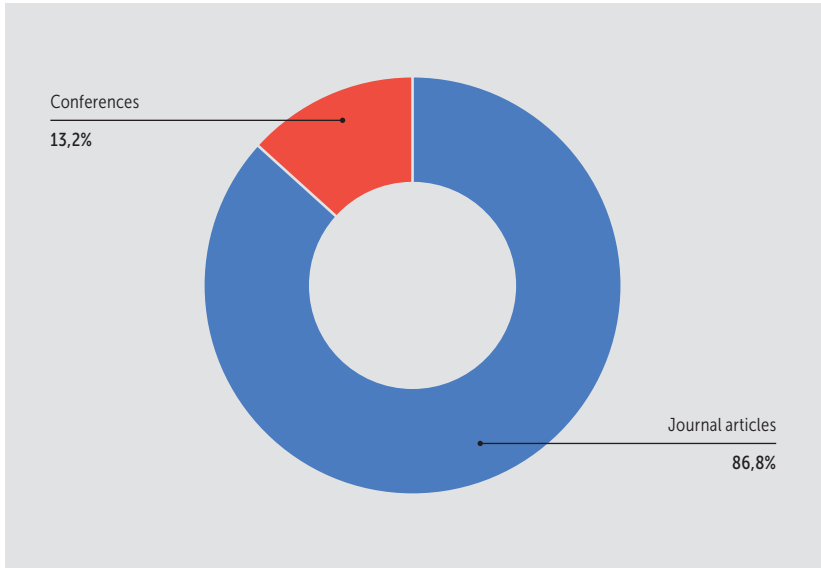
Figure 4. Breakdown of journal articles / conference papers. Source: Author
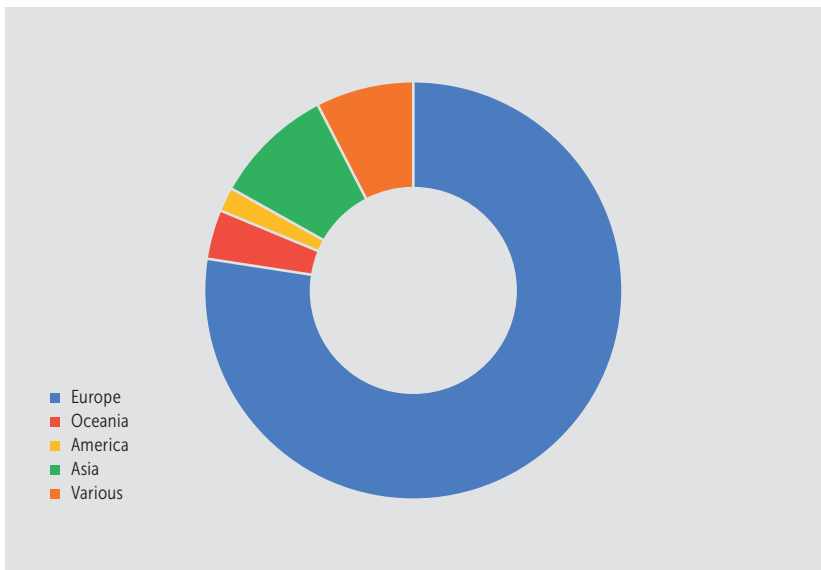
Figure 5. Geography of studies in the corpus by continents. Source: Author
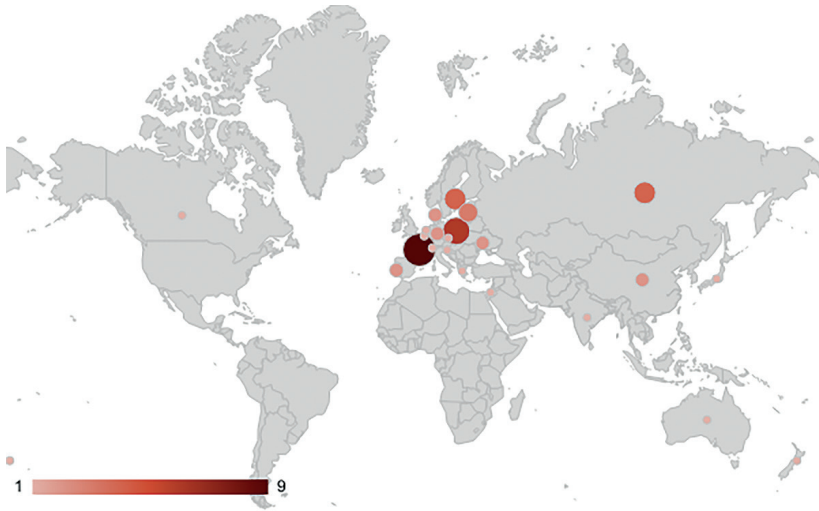
Figure 6. Geography of studies in the corpus (excluding multiple). Source: Author

To answer our research questions, we prefer to focus on the most recent part of the corpus. This choice will make our conclusions more up to date and will limit the biases linked to changes in standards and nomenclatures. We have chosen to include papers published between 2018 and 2023 in our analysis. This represents a total of 25 papers, i.e. almost half the corpus of the systematic literature review.

Of these 25 papers, 84% were journal articles and 16% conference papers. Figure 7 is a "word cloud" grouping together the author disciplines for the papers in our corpus between 2018 and 2023. Table 5 summarizes the distribution of the reduced corpus by country (where the study was conducted) and by year of publication.

This corpus was analyzed by thematic coding using NVIVO software. The following section presents the main results that help us to answer our research question and its sub-questions: **Is there one type/category of place that emerges in particular as being appropriate to study residential attractiveness?**

- Are the latest studies on residential attractiveness based on an official nomenclature?
- If so, which one and does this make a difference to the approach taken in these studies?
- Does one type/category of place emerge in particular as being appropriate for future research on residential attractiveness?

Figure 7. Disciplines of authors in the reduced corpus (2018-2023). Source: author

Country / Year	2018	2019	2020	2021	2022	Total
Australia			1			1
Belgium					1	1
Canada					1	1
Greece			1			1
India	1					1
New Zealand	1					1
Portugal		1				1
Slovenia	1					1
China			1		1	2
Multiple (>5)	1			1		2
France		1			2	3
Russia		1	2			3
Sweden			1	2		3
Poland			1	3		4
Total	4	3	7	6	5	25

Table 5. Distribution of the reduced corpus by country of the study and by year of publication. Source: Author

5 — Residential attractiveness studies from 2018 to 2023: the effect of the chosen categorization on literature

5.1 Globally, recent studies on residential attractiveness do not refer to statistical nomenclatures

Above the 25 studies, 23 study one or several "administrative" places (generally municipalities or regions), one study does not refer to a specific place but uses INSEE classification systems (urban areas, attraction areas, urban centers, etc.), and the last one uses the European statistical nomenclature. This article focuses on municipalities and divides them into statistical regions based on the Nomenclature of Territorial Units for Statistics (NUTS). The aim was to obtain data about shrinking and growing statistical regions and to be able to identify municipalities within these regions which could be relevant for the study:

> *"We obtained data about which statistical regions are losing their inhabitants and which, according to the inhabitants' perspectives, are more attractive to live in."* (Kukovic, 2018)

No statistical nomenclature does not mean no choice of category. In the corpus, we were able to distinguish four major place classifications used by the authors:

- A "geographical" classification: mountain places, coastal (or seaside) places, etc. (5 papers);
- A "size" classification: tall, small, medium sized, etc. (7 papers);
- A "socio economic" classification: rural, urban, global, shrinking, growing, etc. (9 papers);
- A "cultural" classification: artistic place (1 paper).

These classifications echo those proposed by the European Union to describe the differences between all statistical regions of the NUTS. However, even if the classification already exists in Europe, studies in Europe that use the exact same criteria do not refer to it. So they may end up studying places that could be classified in the same category and easily compared without knowing and the other way round, a study could mobilize another one thinking they are comparable when they are not.

Category code	Category label
1	> 50% of population live in mountain areas
2	> 50% of surface are in mountain areas
3	> 50% of population and 50% of surface are in mountain areas
4	Other regions

Table 5. Distribution of the reduced corpus by country of the study and by year of publication. Source: Author

Consider a scenario where a researcher is conducting a study, 'Study A,' which focuses on geographically categorized places, specifically mountainous regions. In the course of this study, the author realizes that there exists prior research, 'Study B,' on the residential attractiveness of mountainous areas and intends to draw insights from it. However, 'Study B' lacks a clear classification system for what constitutes a mountainous region. Now, the question arises: How can the author of 'Study A' ensure that 'Study B' is using the same criteria for defining mountainous areas as their own study? To illustrate this challenge, let's look at the NUTS classification, which offers four possible categories for mountain areas (refer to Table 6). In this situation, it becomes evident that without a consistent and well-defined classification system for mountainous areas, researchers like the author of 'Study A' may encounter difficulties in comparing and utilizing findings from 'Study B'.

This example describes a situation where the categorization is based on the landscape, on something that can be observed in concrete terms. The situation is even more blurred when a study uses adjectives such as "large", "medium" or "small" to describe the place, without specifying what precise criteria or categorization it is based on. Of course, a number of studies in our corpus clearly specify the definition or categorization to which they refer. But it's rarely the same and not always the case. This underscores the need for standardized categorizations in research to ensure compatibility and reliability across different studies.

Finally, about the scale studied, 20 papers out of 25 chose to work on the municipality level. The others chose regional level (3) or neighborhood level (1), one is not concerned. This will not allow us to compare the difference between the different scales of study.

5.2 Ancillary results: multiple issues at a local level

Above 25 papers, 8 study only short mobility targets or the repartition of population within a place. The 17 others work on long and/or short mobility targets and the attractiveness of a whole place (usually in competition with others). These are the ones we are most interested in for our review. 12 papers out of 17 study multiple places.

In our corpus, there are many issues linked to residential attractiveness (Figure 8). The 17 studies mentioned above are all concerned by at least one of these issues. 10 of the 17 clearly mention an economic issue (or response to shrinking or growing), while only 1 of the remaining 8 refers to the economy (and 2 refer to urban growth). Of these 8 studies involving internal residential movements, the most important issues are social and, to a lesser extent, environmental:

> *"It is a challenge for urban planners, designers, and architects to establish environments that are inclusive and caring to their residents."* (Zhang et al., 2022)

Among the articles that do not rule out long-term mobility, we note that there is more mention of attracting new residents than of encouraging residents to stay. Although when this is clearly specified, most articles define residential attractiveness in terms of attracting and retaining residents.

In addition, we would like to focus on the methods used to study residential attractiveness. In our corpus, we find that there is a great lack of clarity regarding the way in which residential attractiveness should be studied. This leads to methods that are sometimes very limited, resulting in a static assessment of the state of a place's residential attractiveness.

> *"In the study, they were asked to **forget for a moment about their own budgets**, to identify their dream locations and choose the criteria that guided them in their selection."* (Jaroszewicz & Majewska, 2021)
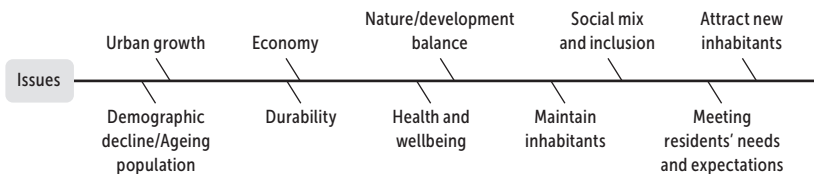

Figure 8. Issues related to residential attractiveness. Source: Author

> *"The binary variable 'intention of living the city of residence within one year' was used as a measure of the residential attractiveness of the studied shrinking cities."* (Barreira et al., 2019) *"A logistic regression model was used to assess the relative influence of the respondents' demographic and socio-economic characteristics, including residential satisfaction, on **their intention of leaving the city of residence (residential attractiveness)"** (Barreira et al., 2019)

> *"Although our work also takes into consideration the different impacts of the various "urban functions" of cities on two different agents (in particular, residents and tourists), the importance of those functions as determinants of urban attractiveness is estimated through its quantitative impacts on **population growth** and tourism dynamics"* (Romao et al., 2018)

These three quotations illustrate methods of measuring residential attractiveness that are present in the corpus and that we consider to be limited because they do not take into account the concept in all its complexity, sometimes completely changing its meaning.

6. Conclusion: towards more comprehensive studies of residential attractiveness

Based on our corpus, the municipal level [11] appears to be both the most commonly used to study residential attractiveness and also the most appropriate. However, it seems clear from the majority of studies that the environment, the landscape and neighboring areas have a very important role to play in the residential attractiveness of a place.

Therefore, we would suggest that future studies on the subject should give greater context to the municipality being studied. Indeed, it might be appropriate to do so with regard to an official nomenclature such as the European Union's NUTS. This nomenclature makes it possible to locate the municipality in a statistical region with a certain level of precision regarding its main characteristics: we noted in the previous section that the same categories were present in our corpus. The NUTS regulation is based on precisely defined principles and characteristics (Population thresholds, statistical regions generally mirroring the territorial administrative division, …) [12] thus it can be transposed to non-EU countries.

In most of the studies, two aspects of residential attractiveness, which seem to us to be pivotal to this concept, are left out of the equation:

- Residential attractiveness is a tool for place development and balance. It is very often a response to a broad issue, which must be specified and translated into clear goals;
- Residential attractiveness, like place attractiveness (Serval, 2015), is bi-dimensional. It involves both physical attraction (body of the place; Kourtit et al., 2021) and psychological attraction (soul of the place; Kourtit et al., 2021).

These aspects of residential attractiveness and the complexity and recency of the concept lead us to encourage mixed studies combining quantitative measurement methods and qualitative methods of understanding. For the qualitative part, we find in the corpus multiple case studies that seem relevant for observing and understanding the particularities of the context of several municipalities. These studies must be conducted at a municipal level, while paying particular attention to the context of the place using its statistical region (as proposed in the NUTS for example).

As we conclude, it is evident that the concept of residential attractiveness is both multidisciplinary and multidimensional. To advance our understanding of this complex phenomenon, it is imperative to bridge multiple disciplines, employ a range of research methods, and adopt various perspectives, encompassing the micro, meso, and macro levels. Standardizing place categorizations is essential to enhance comparability and foster meaningful connections between different studies.

It is vital to emphasize that residential attractiveness should not be merely assessed at a single point in time ('t'). It should be viewed as a dynamic tool for the development and balance of places. Furthermore, we must recognize the bi-dimensional nature of residential attractiveness, encompassing both physical and psychological attraction.

With these principles in mind, researchers can contribute to a more comprehensive and holistic understanding of residential attractiveness, ultimately assisting public managers, policymakers, and urban planners in creating more attractive places.

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[11] Using the UNESCO definition of the municipal level as *"a public administration that exists at the lowest administration level within government state such as municipality of district." (Local/Municipal Level,* 2020).

[12] (*Principles and Characteristics - NUTS - Nomenclature of territorial units for statistics - Eurostat*): https://ec.europa.eu/eurostat/web/nuts/principles-and-characteristics

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Appendices

Nom	Exact query	Data base	Number of results
WOS 1	"residential attractiveness" (title or abstract)	Web of Science (WoS)	21
WOS A	"residential appeal" (title or abstract)	WoS	4
WOS 2	"attractiveness" AND resident (abstract)	WoS	482
WOS 3	"attractiveness" AND inhabitant (abstract)	WoS	174
WOS 4	"attractiveness" AND resident (title)	WoS	14
WOS 5	"attractiveness" AND inhabitant (title)	WoS	3
BSC 1	"residential attractiveness" (title or abstract)	Business Source Complete (BSC)	3
BSC A	"residential appeal" (title or abstract)	BSC	3
BSC 2	"attractiveness" AND resident (abstract)	BSC	119
BSC 3	"attractiveness" AND inhabitant (abstract)	BSC	25
BSC 4	"attractiveness" AND resident (title)	BSC	4
BSC 5	"attractiveness" AND inhabitant (title)	BSC	1
ECON 1	"residential attractiveness" (title or keywords)	EconPapers (RePEc)	6
ECON 2	"attractiveness" AND resident (title or keywords)	RePEc	8
ECON 3	"attractiveness" AND inhabitant (title or keywords)	RePEc	3
CAIRN 1	"attractivité résidentielle" (titre ou résumé)	CAIRN	5
CAIRN 2	"attractivité" et résident (résumé)	CAIRN	10
CAIRN 3	"attractivité" et habitant (résumé)	CAIRN	19
n/a	"attractivité" et résident (titre)	CAIRN	0
n/a	"attractivité" et habitant (titre)	CAIRN	0
n/a	"residential appeal" (title or keywords)	REPEC	0

Table 3. Queries used to select the corpus

N°	Authors	Year	Title	
1	Zhang et al.	2022	Data-Based Analysis of Environmental Attractiveness towards Low-Carbon Development in Seaside Cities	
2	Berriet-Solliec et al.	2022	The National Rural Development Programme in France: How Does It Contribute to the Attractiveness of Regions? Le programme hexagonal de développement rural : quelle contribution à l'attractivité des territoires ?	
3	Berns et al.	2022	Pour un changement de paradigme dans la politique d'attractivité résidentielle en Région de Bruxelles-Capitale	
4	Di Croce et al.	2022	A sonic perspective for the post-pandemic future of entertainment districts: the case of Montreal's Quartier des Spectacles	
5	Talandier	2022	Métropolisation et inégalités territoriales. Bilan de trente années de recomposition territoriale:	
6	Kourtit et al.	2021	How to make cities the home of people - a `soul and body' analysis of urban attractiveness	
7	Zawadzka	2021	Architectural and Urban Attractiveness of Small Towns: A Case Study of Polish Coastal Cittaslow Towns on the Pomeranian Way of St. James	
8	Kourtit et al.	2021	A Structural Equation Model for Place-based City Love: An Application to Swedish Cities	
9	Jaroszewicz & Majewska	2021	Group Spatial Preferences of Residential Locations-Simplified Method Based on Crowdsourced Spatial Data and MCDA	
10	Szaja	2021	Applying the VMCM method to assess the level of residential attractiveness of municipalities in the West Pomeranian Voivodeship	
11	Stankovic et al.	2021	URBAN MAGNETISM IN THE GLOBAL CITY FRAMEWORK: EXPLORING THE LINK BETWEEN URBAN FUNCTIONS AND POPULATION GROWTH	
12	Szołtysek & Otręba	2020	Attractiveness of Cities during Social Isolation: Views of Residents of the Silesian Voivodeship (Poland)	
13	Lindberg et al.	2020	Co-creative place-innovation in an arctic town	
14	Slavko et al.	2020	City structure shapes directional resettlement flows in Australia	

Table 4. Final corpus: 53 papers

	Discipline (Authors')	Country (of the study)	Language	Type (article/ chapter/ conference)
	Urban planning & Architecture	China	En	Article
	Economics	France	Fr	Article
	Geography & Sociology	Belgium	Fr	Article
	Urban planning & Psychoacoustics	Canada	En	Article
	Urban planning	France	Fr	Article
	Economics & Social Geography	Sweden	En	Article
	Urban planning & Architecture	Poland	En	Article
	Economics & Social Geography	Sweden	En	Article
	Geography & Architecture	Poland	En	Article
	Management	Poland	En	Article
	Economics	Multiple (>5)	En	Article
	Economics	Poland	En	Article
	Management & Design & Human labour sciences & Architecture	Sweden	En	Article
	Computer science & Physics	Australia	En	Article

N°	Authors	Year	Title	
15	Starikova & Ponomarev	2020	The Marketing Potential of the Region as a Driver of Its Economic Development	
16	Dyachenko & Lazareva	2020	Regional Service Potential as a Factor of Attractiveness of Rural Settlements	
17	Bai et al.	2020	Exploring the Mechanism of Residential Attractiveness in Compact Urban Areas - a Case Study of Hong Kong	
18	Anastasiou & Duquenne	2020	Determinants and Spatial Patterns of Counterurbanization in Times of Crisis: Evidence from Greece	
19	Barbier	2019	Détruire pour mieux reconstruire ?: Sociogenèse de la friche de l'Union dans l'agglomération de Lille (1990-2006)	
20	Barreira et al.	2019	Satisfied but thinking about leaving: the reasons behind residential satisfaction and residential attractiveness in shrinking Portuguese cities	
21	Antonova et al.	2019	The Attractiveness of City as Place to Live: The Case of Yekaterinburg	
22	Romão et al.	2018	The smart city as a common place for tourists and residents: A structural analysis of the determinants of urban attractiveness	
23	Mondal & Das	2018	How residential compactness and attractiveness can be shaped by environmental amenities in an industrial city?	
24	Kukovic	2018	Coping with Demographic Challenges: Case of Slovenian Local Communities	
25	Walters & Insch	2018	How community event narratives contribute to place branding	
26	Tamura & Masuda	2017	Effects of the distant population density on spatial patterns of demographic dynamics	
27	Tarasovych & Tamuliene	2017	MARKETING AS A TOOL FOR SOCIAL AND ECONOMIC RURAL AREAS DEVELOPMENT	
28	Tanaka & Kanki	2017	Attractiveness for Younger Generation of Ostrava - Jih Housing Area Developed in Socialist Era: Through Interviews with the Inhabitants (Ostrava-City, Czech Republic)	
29	Daszkiewicz & Mazurek	2017	THE PERCEPTION OF WROCLAW AS A LIVEABLE CITY	

Table 4. Final corpus: 53 papers

	Discipline (Authors')	Country (of the study)	Language	Type (article/ chapter/ conference)
	Marketing management	Russia	En	Conference
	Economics & Philosophy	Russia	En	Conference
	Architecture & Civil Engineering & Machine Learning & Computer science	China	En	Conference
	Social geography & Economics	Greece	En	Article
	Political science	France	Fr	Article
	Economics & Environmental sciences & Landscape architecture	Portugal	En	Article
	Sociology & Philology	Russia	En	Conference
	Tourism & Geography & Economics	Multiple (>5)	En	Article
	Urban planning & Geography	India	En	Article
	Political Science & Public Administration	Slovenia	En	Article
	Social Sciences & Tourism & Marketing	New Zealand	En	Article
	Anthropology & Mathematics & Biology	Japan	En	Article
	Management	Ukraine	En	Article
	Urban planning & Engineering	Czech Republic	En	Conference
	Marketing & Economics	Poland	En	Conference

N°	Authors	Year	Title	
30	Budnikevych & Gavrysh	2017	MODERN MARKETING CONCEPTS AS THE BASIS FOR FORMATION AND INCREASE OF THE ATTRACTIVENESS OF CITIES AND TERRITORIES	
31	Bontje et al.	2017	Skills and cities: knowledge workers in Northwest-European cities	
32	Guimarães et al.	2016	What makes people stay in or leave shrinking cities? An empirical study from Portugal	
33	Żróbek - Różańska et al.	2016	Studies Over Characteristics Shaping Residential Attractiveness of Suburban Rural Areas	
34	Dragin-Jensen et al.	2016	More options do not always create perceived variety in life: Attracting new residents with quality- vs. quantity-oriented event portfolios	
35	Sunina & Rivza	2016	IMPORTANCE OF TERRITORY MARKETING AND ITS SYMBOLS: CASE STUDY OF TALSI MUNICIPALITY	
36	Faye et al.	2016	Géographie des ménages fortunés en France: Étude des déterminants de la localisation des ménages soumis à l'Impôt de Solidarité sur la Fortune	
37	Ketterer & Rodriguez- Pose	2015	Local quality of government and voting with one's feet	
38	Fertner et al.	2015	Small towns resisting urban decay through residential attractiveness. Findings from Denmark	
39	Miot	2015	Residential Attractiveness as a Public Policy Goal for Declining Industrial Cities: Housing Renewal Strategies in Mulhouse, Roubaix and Saint-Etienne (France)	
40	Litavniece	2014	RISK MANAGEMENT IN PROVISION OF CITY ATTRACTIVENESS	
41	Buch et al.	2014	What Makes Cities Attractive? The Determinants of Urban Labour Migration in Germany	
42	Kunze & Schramm-Klein	2014	Evaluating the Impact of Regional Marketing Projects on the Development of Regions from Different Stakeholder Perspectives	
43	Talandier & Jousseaume	2013	Les équipements du quotidien en France : un facteur d'attractivité résidentielle et de développement pour les territoires ?	
44	Chevalier et al.	2012	Le Paris des résidences secondaires. Entre ville réelle et ville rêvée	

Table 4. Final corpus: 53 papers

	Discipline (Authors')	Country (of the study)	Language	Type (article/ chapter/ conference)
	Public economics & Marketing management	Ukraine	En	Article
	Urban geography & Economic geography	Netherlands	En	Article
	Economics & Environmental Sciences & Landscape Architecture	Portugal	En	Article
	Geographical economics & Regional planning	Poland	En	Article
	Management & Managerial eco-nomics & Place branding	Denmark	En	Article
	Economics	Latvia	En	Conference
	Economics	France	Fr	Article
	Economics	Multiple (>5)	En	Article
	Urban planning & Geography	Denmark	En	Article
	Urban planning	France	En	Article
	Management	Latvia	En	Article
	Sociology & Labour Economics	Germany	En	Article
	Marketing & Management	Germany	En	Article
	Urban planning & Geography	France	Fr	Article
	Anthropology	France	Fr	Article

N°	Authors	Year	Title	
45	Ezmale	2012	Strategies for Enhancing Attractiveness of the Cities in Latgale Region	
46	Rérat et al.	2010	New forms of gentrification: issues and debates: Guest Editorial	
47	Haase et al.	2010	Emergent spaces of reurbanisation: exploring the demographic dimension of inner-city residential change in a European setting: Emergent Spaces of Reurbanisation	
48	Sacareau et al.	2010	Attractivité touristique et attractivité résidentielle du littoral charentais: lorsque les Anglais brouillent la donne	
49	Cassel	2008	Trying to be attractive: Image building and identity formation in small industrial municipalities in Sweden	
50	Sencébé	2007	Le logement social dans un pays rural sous influence urbaine: une forme hybride du périurbain	
51	Rérat	2006	Mutations urbaines, mutations démographiques. Contribution à l'explication de la déprise démographique des villes-centres	
52	Portnov	1998	Social attractiveness of the urban physical environment: Cities of Siberia	
53	Carmon & Baron	1994	REDUCING INEQUALITY BY MEANS OF NEIGHBORHOOD REHABILITATION - AN ISRAELI EXPERIMENT AND ITS LESSONS	

Table 4. Final corpus: 53 papers

	Discipline (Authors')	Country (of the study)	Language	Type (article/ chapter/ conference)
	Economics	Latvia	En	Article
	Geography	Multiple (>5)	En	Article
	Urban planning & Urban sociology & Geography	Germany, Italy, Spain and Slovenia	En	Article
	Geography	France	Fr	Article
	Geography	Sweden	En	Article
	Sociology	France	Fr	Article
	Geography	Switzerland	Fr	Article
	Geography	Russia	En	Article
	Architecture & Urban Planning & Sociology	Israel	En	Article

N°	Autoren, Titel und Datum / Auteurs, titres et date
328	**Weber, S** On the effects of the Swiss Heavy Vehicle Fee, 2024
327	**Eschmann, B** De l'indépendance des Services parlementaires en Suisse, 2024
326	**Giovannini, C** Promotion de la santé mentale au travail: empowerment émancipatoire ou gouvernementalité néolibérale? 2023
325	**Hajdini, D** L'administration publique au Kosovo sous le programme SIGMA de l'OCDE et de l'UE: analyse de quelques domaines de réformes, 2023
324	**Soguel N., Munier E.** Comparatif 2022 des finances cantonales et communales, 2023
323	**Vannay, C-A.** La conduite du changement dans le contexte de la transformation numérique et de l'agilité au sein du département fédéral des affaires étrangères, 2022
322	**Ladner, A.** Kantonale Wahlen und Parteien system, 2022
321	**Soguel N., Munier E.** Comparatif 2021 des finances cantonales et communales – Vergleich 2021 der Kantons- und Gemeindefinanzen, 2022
320	**Steinbrüchel F.** Analyse des conventions de subventionnement dans le domaine de la musique classique en Ville de Genève, 2021
319	**Ladner A., Haus A.** Aufgabenerbringung der Gemeinden in der Schweiz: Organisation, Zuständigkeiten und Auswirkungen, 2021
318	**Lauwerier E., Gatto L., Brunner D., Nahrath S., Bundi P.** Comparing European and Swiss Strategies for the Regulation of Plastics, 2021
317	**Soguel N., Munier E.** Comparatif 2020 des finances cantonales et communales – Vergleich 2020 der Kantons- und Gemeindefinanzen, 2021
316	**Guarato P.** Carbon Capture, Utilization and Storage in Switzerland. Volume 2 – The Institutional and Legal Framework, 2021
315	**Guarato P.** Carbon Capture, Utilization and Storage in Switzerland. Volume 1 – The Technological and Scientific Framework, 2021

L'institut de hautes études en administration publique idheap– est, en suisse, la plus importante structure universitaire et interdisciplinaire de formation, de recherche et d'expertise dédiée intégralement et exclusivement au secteur public et parapublic. Fondé en 1981, il est intégré depuis 2014 dans l'université de lausanne (faculté de droit, des sciences criminelles et d'administration publique-fdca).

POURQUOI?

La réponse aux enjeux sociétaux requiert une administration publique – un secteur public, innovant, capable de constamment repenser sa manière d'agir. Y contribuer est notre raison d'être !

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Le secteur public a besoin de connaissances, de compétences et de solutions pour répondre aux enjeux sociétaux, quel que soit le niveau institutionnel. Nous les lui apportons !

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Nos formations couvrent tout le champ de l'administration publique. Leur contenu s'adapte à l'évolution du savoir et des besoins. Leur formule est flexible et leur pédagogie interactive.

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Nous apportons notre expertise aux autorités en Suisse et à l'étranger, à tous les échelons institutionnels. Nos conseils sont fondés sur les acquis de la science administrative et sur une large expérience de terrain.

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Nous communiquons notre savoir et le résultat de nos recherches. Nous nous engageons dans les débats académiques au niveau international. Nous apportons un regard fondé sur les acquis scientifiques.

Formations consécutives & continues spécifiques certifiantes
- Doctorat en administration publique
- Master of Advanced Studies in Public Administration (MPA)
- Master of Arts in Public Management and Policy (Master PMP)
- Diploma of Advanced Studies (DAS) en administration publique

COMMENT?

Notre Institut cultive une approche interdisciplinaire orientée vers la satisfaction des besoins de nos parties prenantes, au niveau local, national et international.

Interdisciplinaire
Nous cultivons une approche interdisciplinaire et un travail rigoureux. Nous relevons ce défi grâce à de solides ancrages disciplinaires couplés à une démarche collaborative.

Centré sur les besoins
Les besoins de nos parties prenantes – administrations, étudiant·e·s en particulier – sont au centre de nos préoccupations. Le pluralisme de nos méthodes leur garantit des résultats probants.

Local, national et international
Nous opérons au niveau local, national et international. Nos formations intègrent les acquis de l'expérience dans tous ces contextes. Nos recherches les utilisent comme champ empirique.

Indépendant
Nos avis sont indépendants et nos résultats impartiaux, quels que soient nos partenaires, les activités que nous conduisons ou leurs bénéficiaires.

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- Certificate of Advanced Studies en administration publique (CAS) dans différents domaines
- Séminaire pour spécialistes et cadres (SSC)

The main objective of the book is to provide the readers with compelling paths for further research in place branding, emphasizing the importance of emerging trends, stakeholder and interorganizational dynamics, and strategies (with a focus on activities and target groups).

It is divided into three parts. The first part relates to a global phenomenon to which cities cannot escape: the general path towards sustainable transition in many places around the world. Numerous cities are participating in the development of a more sustainable planet. Sustainability is typically seen as a "catch-all" term, that covers many dimensions. Here, the two chapters dedicated to new trends in place branding, that accompany this transition to more sustainable places, focus on two main aspects: being "green" and "inclusive".

The second part focuses on the main actors behind place-branding and -marketing processes. Since organizations and individuals in charge of promoting a destination are central, it remains essential to better understand how they form, structure, and implement place branding. The increasing call for more participatory approaches, and the coordination challenges faced by most places, necessitate a refined understanding of these bodies tasked with improving place image and attractiveness.

The third part concerns the design of place-development strategies that target specific groups and activities. While residents' attraction, and retention especially, is not completely new – cities and regions faced with emigration of people and talents have already thought about this issue for decades – residential attractiveness has often been overshadowed by economic and tourism matters.