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### Creative Cities Network for Marketing Touristic Products: an Analysis on Literary Cities

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#### ABSTRACT

In recent years, countries have started to focus on alternative tourism types other than sea-sun-sand triple in order to increase their share in tourism due to increasing tourism competition. They have started to attach high importance to region-specific promotions instead of country-specific ones for the marketing of touristic products. Given that international labels and tags attached to cities or regions increase their brand value and the number of visitors. The Creative Cities Network, created by UNESCO, provides a competitive advantage for the marketing of tourist destinations. The title of Literature City is one of seven different themes that formulate the Creative City concept and has been given to twenty cities between 2004-2015. What features of these cities stand out most and the selection parameters are the main concern of this study. Content analysis is made on the interviews conducted with the authorities executing the application process. As a result, prestige, recognition and efficiency stand out as the most significant variables for creative cities network.

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**Keywords:** Literature city; UNESCO; Destination marketing; Local development

#### Introduction

UNESCO Creative Cities Network, founded by UNESCO in 2004, is an initiative that brings together cities from diverse regions with different income levels, capacity and

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population to work in creative industries (UNESCO, 2015). Due to their historical and cultural backgrounds and the dynamic structures that hold together various cultural actors, cities are seen as places which have the power to produce and discover new dimensions of creativity. The objectives of the network are determined as follows:

- Strengthening the creation, production, distribution and use of cultural goods and services at local level,
- Encouraging creativity and creative expression among particularly fragile groups, including women and young people,
- Enabling access to and participation in cultural life, promotion of the use of cultural goods,
- Incorporating cultural and creative industries into local development plans.

The program aims to improve the creative, economic and social potential of cultural industries run by local actors and thus supports UNESCO's cultural diversity objective. The Creative Cities Network has been shaped around seven themes that can be chosen by cities according to their creative industry sector preferences, which will direct their skills and their energy. These themes are defined as literature, film, music, craft and folk arts, design, gastronomy and media arts. By 2016, the Creative Cities Network has 116 members from 54 countries (UNESCO, 2016).

## 1. Literature

Literature, which is defined as any poem, play, story, novel, discourse created in poetry or prose form with the intention of arousing aesthetic sense, excitement, is also an art of expressing events, thoughts, emotions and dreams through language, either verbally or in written form (TDK(Turkish Language Association), 2016). Literature, known to be as old as human history, defined itself in the

XVIII. Century in the way we sense it today and had widespread cultural interaction with tourism in the past. However the interaction between literature and tourism is significantly rising today because of the widespread culture tourism that has gained importance in recent years (Özdemir, 2009). When the relational dimensions of literature and tourism are examined, it is seen that factors such as the

desire to visit places described in literary works (Çimen, 2013), the impact of literature in destination selection (Özdemir 2009: 45), the tendency to know different cultures and people with the inspiration of literature (Özdemir 2009: 45), the temptation of literary heritage (Özdemir 2009: 45) stand out as well as the importance of literature for urban image (Çimen, 2013).

Authors have an unprecedented influence on the creation of urban image and branding with their works. For example; Kafka undertook the creation of cultural image for Prague, Hugo for Paris, Dickens for London, Yahya Kemal and Orhan Veli for İstanbul (Özdemir, 2009). Aforementioned writers and many others have become so identified with the city they belong to, that mentioning one's name is evocative of the other;

Mevlana comes to mind with Konya, Yasar Kemal and Çukurova are mentioned together, Prince Islands in İstanbul is associated with Sait Faik.

Also, when a region or destination is the subject of a literary composition also the attractiveness of that region or destination increases. For example; the book *Hell (Inferno)*, written by the American writer Dan Brown and published in 2013 (Habertürk, 2016), attracts attention with mentioning İstanbul in some sections. Some of the tourism agencies, considering this multi-selling book will enhance İstanbul's reputation and develop cultural tourism, organize 'Dan Brown' tours covering historical peninsula (Habertürk, 2016). All these examples bring branding to minds. The concept of brand in terms of tourism is expressed as "the attempt to create an identity in the perception of consumer or visitor about the supplied tourism products" (Doğan et al., 2014). Today, competition is not only between products or firms but also between countries and cities. Therefore, the role of literature is significant for cities that want to gain competitive advantage by creating their own brand with the benefit of specific characteristics. Many features like scientific, religious, and artistic values belonging to the historical periods, language, architectural structures, local cuisine, festivals, exhibitions, fairs, museums, arts and crafts etc. are signs of cultural attractions that enable any place to be a tourist attraction zone (İçellioğlu, 2014). In this sense, it can be said that among today's attraction factors of marketing activities, the cultural heritage that a region possesses could be more important than other attraction elements of tourism (Edwards, Griffin and Hayllar, 2008). However, the transition to a new design/presentation style and to completely redesign and implement activities within this transition is based on creative individuals and organizations or international programs. Beginning in 2004, *UNESCO Creative City Network* emerges as one of the programs that focus on creativity. Participating in the UNESCO Network program could be a very powerful and successful marketing tool for cities. Through UNESCO 'Creative Cities', a city may have the opportunity to introduce the best of the arts field through its creative prism of its history, art, traditions, cultural heritage and tourism potential and to offer new experiences to both visitors and locals (Ajanoviç and Çizel, 2015). On the other hand; the fact that literature tourism destinations are fed from past cultural sources shows that there are common points with film tourism. The analysis of long-term traditional structure of a geographical region with common aspects of literature is common in both types of tourism (Connell, 2012). In addition, some literary texts geographically defining tourist attractions can provide valuable information that enables tourists to discover the attractions of the cities they visit (Johnson, 2004).

## 2. Method

The descriptive approach among qualitative research methods is preferred as a method in this study. Qualitative research is defined as "a qualitative study of the perceptions and events in a natural and realistic way"(Yıldırım and Şimşek, 2011). Descriptive studies describe a given situation as precisely as possible. Identification of the case is the starting point of all research efforts (Büyüköztürk et al., 2012). Cities

that are given literature city title cities by UNESCO have been identified with this purpose. Apart from reviewing the documents regarding the cities and required conditions for the title,

the current situation is dealt with a descriptive approach and content analysis is made on the restricted data such as the interviews with the administrators of the network member cities.

The Aim of the Study; is to explain and evaluate innovation and creativity in the context of literature, cities that have identified as a strategic element of sustainable development, international partnerships between cities within the partnership of public sector and private sector, professional organizations, communities, non-governmental organizations and, cultural institutions; also to show brand effect of the 'Creative Cities' network in the marketing of touristic products.

Significance of the Study; The competition between tourism destinations is increasing. Cities that want to stand out from the crowd are looking to develop local goods and present them as an attractive value so that the visitor might want to buy. These values need to be accepted, registered, tagged and branded in order to be subject of change. The relationships between literature and tourism have become more apparent with the influence of globalization. It is important how cities are able to uncover and strengthen literary assets (bring them into a competitive position). Many cities, that want to stand out for literature theme in other countries, may find good practice examples, collaborations and opportunity to compare and contrast with their own processes.

Data Collection Method; Secondary data sources such as UNESCO data, reports, web pages of cities, written sources such as tourism pages and interviews with administrators are used. Also information on tourism statistics of Edinburgh, the first city receiving the title, is researched. Since the other cities are holding the title for a short period of time, only interviews, written sources and qualitative data are included regarding them. The statements of the process governing people are subjected to content analysis and key words are presented in a table.

### **3. Findings and discussion**

*Literature*; is one of seven creative industries with media arts, film, music, craft and folk art, design, gastronomy identified by UNESCO for cities network. Members are communities made up of cities as local government systems and their numerous public sector/private sector, professional organizations, non-governmental organizations, cultural institutions, etc.

UNESCO has set the following criteria and characteristics to guide the cities that want to join the network as a literature city:

- The quality, quantity and diversity of publishing houses and publishing enterprises

- The quality and quantity of educational programs focusing on local or foreign literature in primary, secondary and higher education
- Urban development in which literature, theatre and/or poetry plays a primary role
- Experience in hosting literary events and festivals to promote local and foreign literature
- Libraries, bookstores and public or private cultural centres dedicated to the preservation, promotion or dissemination of domestic and foreign literature
- Efforts to translate and publish literary works from various national languages and foreign languages
- Active use of media, including new media, to promote literature and strengthen the marketing of literary products

The rules concerning the execution of the cities' membership to the literature network are determined:

- Cities can join the network indefinitely. They can also leave the network whenever they want as long as they inform UNESCO.
- Selected cities can use UNESCO's name and logos under specified circumstances.
- Cities have to inform UNESCO every year about their relations to other local, international cities in the process of implementing policies and activities.
- After two written reminders, if the city does not inform and does not fulfil its commitments, UNESCO may ask the city to leave the network.
- Following the leave from the network, cities cannot use UNESCO name and logo in the expressions connected to membership of the city. The major cities that are designated as City of Literature (UNESCO, 2016):

*Edinburg (Scotland)*: Edinburg, was designated as the first City of Literature in 2004 by UNESCO. Edinburgh City of Literature Foundation, is founded on the basis of promoting a world- wide enlightened approach in literature and bringing out modern and different things. It has a heritage that comprises centuries of literature. It is place where famous writer, poet and dramatists such as Arthur Conan Doyle (Sherlock Holmes), Walter Scott (Waverley), and JK Rowling (Harry Potter) were born and that hosted them.

*Melbourne (Australia)*: Melbourne, Australia, was designated as the second City of Literature by UNESCO on August 2008. Melbourne, has the largest publishing network and host four literature festivals: Melbourne Writers Festival, Overload Poem Festival, Alfred Deakin Innovation, Exposition and Developing Writers Festival. Most of the books that are borrowed are from Melbourne libraries in Australia and having the Wheeler Centre, which is a sound literature centre, makes Melbourne a significant literature centre.

*Iowa City (USA)*: Designated as City of Literature by UNESCO in 2008. They started the first Innovative Writership master's program with Iowa Writers Studio in the first Fine

Arts department. The city raised 25 writers awarded with Pulitzer Prize<sup>1</sup> Iowa Public Library, comes forefront with the mobile library application, activities for children and the collaboration with other libraries.

*Dublin (Ireland)*: Dublin was designated as City of Literature by UNESCO on 20 July 2010. Dublin, is strongly associated with James Joyce<sup>2</sup> but also Nobel Prize winners George Bernard

Shaw, WB Yeats, Samuel Beckett and Seamus Heaney<sup>3</sup> are from here. Dublin has -the highest literary prize bestowal-International IMPAC Dublin Literature Prize. The revenues of the writers that live in the city is untaxed. (Dublincityofliterature, 2016).

*Reykjavik (Iceland)*: Designated as City of Literature by UNESCO on 2 August 2011. Reykjavik may be the only country that has a word in its language 'Jolabokaflokkur' to express the workload before Christmas. Reykjavik values medieval literature, Iceland epics and Poetic Eddas (Medieval Iceland poetic narration books).

*Norwich (England)*: Designated as first City of Literature of England by UNESCO in May 2012. Norwich writers have changed the World. Thomas Paine's common sense epistle, the first English book was written in 1395 by Julian of Norwich who affect the course of the American Revolution. It was the first refugee city fort he threatened writers and was a founding member of International Cities of Refugee Network (ICORN). It covers for 5 percent of English publishing sector and maintains its position as a centre of excellence.

*Krakow (Poland)*: Krakow was designated as City of Literature by UNESCO in 2013. It is the cradle of Polish language and literature and the city of Polish writers than won the Nobel Prize. It has some of the most beautiful and valuable monastery escritiores and libraries and with its two literary festivals it is a developing book market.

*Dunedin (New Zealand)*: Dunedin; was designated as the 8th City of Literature together with Prague, Heidelberg and Granada on December 2014. Dunedin legends and stories are home to the ancestors of the Kai people who have been woven for centuries by oral history and traditions. It is also seen as a unique centre for excellence in books, book history, print culture and new platforms and publishing models.

*Heidelberg (Germany)*: was designated as City of Literature in 2014 with Dunedin, Prague and Granada. Heidelberg is home to the oldest university in Germany, the Institute of Translation and Interpreting. The Medieval German poetry book Manesse Codex is here and there are fifty publishing houses in the city.

*Granada (Spain)*: Granada, Dunedin, Prague and Heidelberg were designated as the City of Literature on the same day, December 2014. Granada, which has been a centre for literature for centuries, has many places such as Alhambra where poems written on stones have been on since ancient times, as well as nearby El Centro Federico Garcia

Lorca. More than 10,000 people attend the Internacional de Poesia de Granada Poetry Festival annually, and Granada is a partner of the HAY Festival.

*Prague (Czech):* Prague, Dunedin, Heidelberg and Granada were designated as "City of Literature" together in 2014. Since the collapse of communism, the city has been bursting with innovation and literature. There are about 200 libraries in the city and it is one of the cities with the most bookstores in Europe. Writers such as Franz Kafka, Max Bod and Jaroslav Hašek adopted it as a hometown, and the airport is named after the statesman and writer Vaclav Havel.

In December 2015, in addition to the above eleven cities, nine more cities were awarded with the UNESCO City of Literature title.

*Baghdad (Iraq):* Baghdad is a city that hosts a large number of libraries, museums and theatres. Bayt Al-Hekmah science centre, which is composed of a library and translation centre established in the city of Baghdad by the Abbasids at the beginning of the 800's is in this city. The United Nations Arabic Language Day is celebrated from 2010 onwards. Tayyib al-Mutanabbi, one of the 10th century famous Arab poets, is from here. The children's culture house that was founded in 1969 is making efforts to love literature for young people.

*Barcelona (Spain):* It is a cosmopolitan city of the Catalonia district. Catalan and Spanish are spoken in the city. Literature festivals and publishing with a strong history comes to the fore. It has been the place that many novels such as *The Shadow of the Wind* by Carlos Ruiz Zafón and *The Cathedral of the Sea* by The Ildefonso Falcones it is place that story is experienced within.

*Ljubljana (Slovenia):* Slovenia is the capital of music and art with a population of 283 thousand. It hosts many cultural and art festivals including 14 international festivals. Throughout 2010, UNESCO has been declared the world's book capital. In Slovenia, 5,300 books were published in 2014. 1,315 of them are about novels. 66% of the printed works were published in Ljubljana.

*Lviv (Ukraine):* It is a city with a population of 723 thousand in the western part of Ukraine. It reflects reflect the Polish heritage in Literature and architecture Lviv hosts 45 bookstores, 174 libraries and 54 museums. The libraries serve 334,000 readers, representing 45% of the city. Founded in 1586 in Lviv, Eastern Europe has the oldest and still operating The Assumption Brotherhood printing house.

*Montevideo (Uruguay):* It is the capital city with a population of 1 million 400 thousand located on the southern coast of Uruguay. It is Uruguay's centre of art and literature. It hosted writers such as José Enrique Rodó, Carlos Vaz Ferreira, Julio Herrera y Reissig, Delmira Agustini and Felisberto Hernández In 1900. Since then it is known as the Athens of the region. The author and journalist Eduardo Galeano whose books are translated into many languages is from Montevideo.

*Nottingham (England)*: The city is located in Nottinghamshire. It is a known destiny with the famous hero Robin Hood. At the same time, national literary masters Lord Byron and DH Lawrence are symbols of the city. It hosts a wide range of literary organizations such as The DH Lawrence Heritage, Nottingham Writers' Studio, Nottingham Theatre Building, Literature Festival and Nottingham Word Festival.

*Óbidos (Portugal)*: It is a town with 11 thousand inhabitants north of Lisbon. It is a place that contributes to the promotion of the culture that Festivals, seminars, meetings, concerts, reading and writing sessions and writing and reading. It has a variety of literary events including poetry, photography, children's literature, design and creativity, travel, adventure and nature, gastronomy, wine and addiction, history and religion and many other themes. A literary village is established in Obidos where all activities related to literature can be organized.

*Tartu (Estonia)*: Estonia is the second largest city with a population of 97 thousand. There is the Estonian Literature Museum in the city. The Estonian Literature Society and the Estonian Writers' Union are organizing a festival entitled Crazy Tartu to which poets, musicians and literati participate. The Library of Tartu University is the oldest library established in 1802. 3.7 million books are available, and an average of 2,000 people visit every day. The Tartu Creative Industries Centre was established in 2009 by the city council.

*Ulyanovsk (Russia)*: Ulyanovsk is a city on the eastern side of Moscow, founded on the banks of the Volga River with a population of over 500 thousand. It is Lenin's birthplace. More than 100 people live in the city. It is the city where the novelist Ivan Goncharov was born. He became famous for his second novel Oblomov (1859). There is a literature festival in its name. The historian, linguist and writer Nikolai Karamzin is from here, as well. Poets Nikolai Yazykov, Denis Davydov and Dmitry Sadovnikov lived in Ulyanovsk.

Administrators of the cities related to the acquisition of the title of City of Literature, key words in the views of the administrators are presented in Table 1. The representatives of the towns of Montevideo was not available. Besides this city, the words, resource and phrases of the views of the executives of the 19 cities were included.

**Table 1. Views of Executives on City of Literature Title**

Cities of Literature	Executive	Expressions	Resource
Edinburgh, Scotland (2004)	James Boyle	Prestige, recognition, revenue, activity	The Guardian (2004)
Melbourne, Australia (2008)	Lynne Kosky	Activities, recognition, progress	Poets and Writers (2008)



Iowa City, USA (2008)	Christopher Merrill	Collaboration, progress, projects	Events Edinburgh (2008)
Dublin, Ireland (2010)	Mary Hanafin	Market share, activity, tourist	The Irish Times (2010)
Reykjavik, Iceland (2011)	Jon Gnarr	Cultural heritage, progress, transformation	Embassy of Iceland (2011)
Norwich, England (2012)	Ian McEwan	Tourism, international connection, arts	Poets and Writers (2008)
Krakov, Poland (2013)	Jacek Majchrowski	Prestige, activity, recognition	The News Poland (2013)
Granada, Spain (2014)	José Torres Hurtado	Prestige, activity, attraction centres	Granada Hoy (2014)
Dunedin, New Zealand	Dave Cull	Prestige, International market, cultural tourism	Ministry For Culture and Heritage (2014)
Heidelberg, Germany	Eckart Würzner	Recognition, collaboration, progress	Universitat Heidelberg (2014)
Prague, Czech	Jan Wolf	Recognition, attraction point, tourist	Czech Centre (2014)
Bagdad, Iraq (2015)	Basim Abdul Hamid Hamoudi	Progress, activity, collaboration	Iraq Solidarity News (2015)
Barcelona, Spain	Ada Colau	Urban progress, activity, project	SaraMartinUAB (2015)
Ljubljana, Slovenia	Zoran Janković	Progress, project, activity	Ljubljana (2012)
Lviv, Ukraine	Oleksandr Kobzarev	Promotion, progress, visitors	City Institute (2014)
Montevideo, Uruguay	-	-	-
Nottingham, England	David Belbin	Historical heritage, money, visitors	My Nottingham News (2015)
Obidos, Portugal	Humberto Marques	Image, investor, recognition	Entertainment (2015)
Tartu, Estonia	Urmas Klaase	Prestige, Project, activity,	The Baltic Times (2015)

Ulyanovsk, Russia	Sergey Morozova	Internationalization, project, progress	Ulyanovsk (2016)
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City administrators often think that it is a prestige or a symbol of quality for a city that is designated. A symbol is a thing representing something else (Lau, 2015). In this context designation symbolize status and idiosyncrasy that pull the visitors. Administrators think that they will increase their recognition of the title and they would provide international cooperation in this context. Another important statement is that the title would contribute to the development of the region in a significant way. Many administrators have expressed their views on this issue. Second commonly used word is activity. They think that the title obtained will be a repulsive force. They also anticipate that they will be able to reach more people by increasing their activities and will welcome many visitors in the context of tourism. For this purpose, many cities create attraction centres and begin to organize tours in the context of literary roots. When they are evaluated within the scope of special interest tourism, they think that they have an effect of increasing the awareness of the title in terms of the tourist.

### Conclusion and suggestions

UNESCO is the United Nations educational, scientific and cultural group that facilitates international co-operation among member states. Launched in 2004, the Creative Cities Network is designed to both promote local initiatives and global connections, as well as support the development of innovative, socially, economically and culturally prominent cities around the world. The Creative Cities Network connect cities that want to share their experiences, ideas and best practices for development. Cities can use the network to continue to be seen as centres of continuing excellence, to join the program and nurture their own creative economies, and especially to support other cities in developing countries.

Once the city becomes a member of the network, it can bring new opportunities for itself and other cities on a global platform for sharing experiences and activities based on the concept of creative tourism. The key factor here is the creation of public sector/private sector partnerships that play an important role in the new economy, helping small businesses to unlock their entrepreneurial and creative potential. In order to support the development of cities, it is necessary for small creative businesses to have innovative competence and thus to develop powerful contemporary arts, fashion, arts, music, design schools and cities.

Destinations are regarded as a combination of tourist products that offer an integrated experience to consumers (Buhalis, 2000). Tourists perceive destinations as a whole, including local communities and service providers. Before traveling, they develop an image based on previous experiences about destinations, mouth-to-mouth rumours, press reports, advertising and common beliefs. Along with global competition on the consumer side, new, experienced, demanding and intellectual tourists are having a significant effect in repositioning destinations. Tourists are increasingly following

recreational and educational experiences with special interests in their travels. This is what makes the destination themes even more crucial.

When we look at through globalization perspective, people, residential areas, styles, and local features similar to each other gain importance. In this process, it is important that local people participate in the process of innovation, branding and labelling. The ability to develop a sustainable development model depends on the extent of participation. Valuable products lead to income and welfare increase especially in rural areas. The concrete effects of UNESCO's literary label will be present more explicitly in the future (5-10 years). Statistics can be compared better at that stage. Future research studies can be conducted on cities which introduce innovation in areas such as gastronomy, film, music, handicrafts and folk art, design, and media arts with a deeper focus on innovation processes.

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<sup>1</sup> It is a prestigious award given by Columbia University in New York City, in areas such as journalism, literature and music. The Pulitzer Prize, the largest and prestigious award in America, was founded by a journalist named Joseph Pulitzer from the Jewish heritage of the 19th century.

<sup>2</sup> Dublin is actually the city of Joyce. Although he has spent his life in continental Europe, he constantly talks about Dublin in his novel and his story, and events happen in Dublin. There is even a story book called *Dubliners* (*Dubliners*). He is also aiming to rebuild Dublin in the same way, looking at his own books. Yeats is on the poetry side of literature. They also have a political side, choosing themes for their Irish myths, customs, traditions, lifestyles they wrote in the Irish Resurrection Movement. The aim is to develop an Irish awareness over the Irish culture to be built, leaving the differences in the fragmented Irish society aside. The grave is in Sligo. He is one of the founders and administrators of Theatre Abbey.

<sup>3</sup> Seamus Heaney is born in Derry, Northern Ireland (London). He lived in a farm called Mossbawn, where he lived until his education, studied at the university in Belfast, taught in the same department, moved to the Republic of Ireland in 1997, and lived there until 2013.