

THE EVOLUTION OF PLACE MARKETING

**: Focusing on Korean Place Marketing and
Its Changing Political Context**

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Abstract

Over the last three decades, within the context of globalisation and intensified inter-urban competition, we have observed the growing use of market-centred strategy such as 'marketing or branding places'. Despite the worsening of the economic situation since the 2008 global financial crisis, the overall trend of expansion of place marketing based on marketing science keeps going further in many cities in South Korea. Why does this phenomenon happen? How can we interpret it at this time? What does this mean for the cities and their residents? In order to answer these questions, this thesis attempts to understand the process of place marketing projects, and analyse how they were politically formed and what their actual effects were for residents. In addition, it develops a critical understanding of the evolution of urban place marketing projects from the political perspective in Gwangju, South Korea: the Gwangju Biennale, the Asian Culture Complex, the Dome Baseball Stadium, the Urban Folly, and the Gwangju Universiade 2015. Through a nation-wide Korean expert survey and a case study of Gwangju, this research shows that Korean place marketing shares common trends with Western cities as well as having some specifically Korean characteristics. In particular, it tries to reveal the evolving nature of Korean place marketing by employing a combination of multi-scalar and cultural politics approaches. The thesis concludes that some Korean cities such as Gwangju have moved toward neo-liberalisation by employing entrepreneurial strategies of place marketing.

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List of Abbreviations

ACC	Asian Culture Complex
BID	Business Improvement Development
CCBS	Citizen Committee for Constructing Baseball Stadium
CSC	Citizen Supporting Committee
EA	Executive Agency for Culture Cities
GDI	Gwangju Development Institute
Gigaehyeop	Committee of Gwangju-Jeonnam Local Development
GVO	Gwangju Democratisation Movement Victims Organisation
HCAC	Gwangju Hub City of Asia Culture
HQ	Headquarters
JCC	Joint Civic Committee for old JPH
JPH	Jeonnam Provincial Hall
KAPM	Korea Alliance of Progressive Movements in Gwangju & Jeonnam
KDI	Korea Development Institute
KFAA	Korean Fine Arts Association
KHPR	Korean Housing Provision Rate
KIEP	Korea Institute International Economic Policy
KTX	Korean Express Train
LDDC	London Dockland Development Corporations
LED	Light-Emitting Diode
LH	Korea Land and Housing Corporation

MCS	Ministry of Culture and Sports
MCT	Ministry of Culture and Tourism
MCST	Ministry of Culture, Sports and Tourism
MLTM	Ministry of Land, Transport and Maritime Affairs
MOCT	Ministry of Construction and Transportation
OECD	Organization for Economic Cooperation and Development
POSCO	POSCO Corporation
ROK	Republic of Korea
SMR	Seoul Metropolitan Region
UDC	Urban Development Corporation
UNESCO	United Nations Educational, Scientific and Cultural Organization
WBC	World Baseball Classic