

**ANALYTICAL STUDY OF BRANDED “TOURIST CITY”
AND ITS EFFECT ON SOCIAL, LOCAL,
ENVIRONMENTAL QUALITY AND REALM OF THE
CITIZEN**

Karunanayaka Pathirannehelage Sameera Jayasundara Bandara

(198585R)

Master of Urban Design

Department of Architecture

University of Moratuwa

Sri Lanka

January 2022

**ANALYTICAL STUDY OF BRANDED “TOURIST CITY”
AND ITS EFFECT ON SOCIAL, LOCAL,
ENVIRONMENTAL QUALITY AND REALM OF THE
CITIZEN**

Karunanayaka Pathirannehelge Sameera Jayasundera Bandara

(198585R)

Dissertation submitted in partial fulfilment of the requirements for the

Degree

Master of Urban Design

Department of Architecture

University of Moratuwa

Sri Lanka

June 2022

Declaration of the candidate and supervisor

I declare that this is my own work and this thesis/dissertation² does not incorporate without acknowledgment any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgment is made in the text.

Also, I hereby grant to the University of Moratuwa the non-exclusive right to reproduce and distribute my thesis/dissertation, in whole or in part in print, electronic or another medium. I retain the right to use this content in whole or part in future works (such as articles or books).

Signature:

Date:

The above candidate has carried out research for the Masters dissertation under my supervision.

Name of the Supervisor:

Signature of the supervisor:

Date:

ABSTRACT

The city is a major economic factor in any country or society. When there is a break in this interconnection between the growth of a city and its economics, the function of a city changes and turns into a domestic low-level dwelling city or at times termed as abandoned.

After the industrial revolution with better health and a growing economy, growth in human townships evolved rapidly in relation to that of the ancient city. With the growth of these townships the growing demand and attraction towards city life, progressively increased over time to date. This demand for growth increased the need for the city to generate more wealth for the growth and development of the city. This phenomenon automatically created competition amongst all cities throughout the world. Same way wealth was a factor of power and protection for its inhabitants.

In some ways for a city to survive, it needs to brand itself, otherwise, the city will struggle to succeed with the competition of the neighboring cities, the region, or the national level with the economy. But city branding for its better future can happen in less time than the time it needs for a city to evolve

In the days gone by many people who had heard of a place or cities, conjectured them virtually imagining of other part of cities. This concept radically changed after early to late seventies with the vibrant development of transportation and media. With the development of televisions and film industry, it became a major turning point for obtaining knowledge and exploring a city. After the invention of personal computers, exploring of other part of the cities around the world became much more accessible with digital media. The early nineties with invent of the internet made a massive change in connection peoples around the world. By this time the concept of Globalization, a Global village was aggressively explored, and the branding own cities became an inherent platform to attract more wealth to the cities.

The remarkable change in city branding evolved with smartphones and every visitor to the city sharing images of interesting places with each other. This is evolving further with the introduction of digital social media, giving rise to “influencers”, who write extensively of their experiences in various cities and places of interest, thus

encouraging more and more people to visit. The branding profession expanded beyond imaginable limits with the new era of communication.

With all the branding of a city, the tourism industry became a major component of the city economy. Architecture, Archeology, food, fashion, urban experience, Natural beauty were some key elements to brand in a city as tourist destinations. This tourism branding idea was developed with the modern communication platform such as television, via the internet, and the latest methods such as social media mainly with smartphones. This branding technique is becoming a fast method to attract tourists. Due to fast branding, other supportive facilities in the city also need to expand at the same speed. This gives quick transforming of the urban economy for a better way and the realm citizens are also changing due to these factors.

The realm of the wealth of citizens achieves in a short period of time. But it meets only one or few realm urbanites. The branding can bring negative aspects as well. This study focuses on research and analyzing how the realm of people are affected by City branding.

ACKNOWLEDGEMENT

Foremost I would like to express my sincere gratitude to my senior Adviser and lecturer in Master Urban Design course director and the head of the department of Architectural Faculty Dr. Janaka Wijesundara for his tremendous support, time, energy, and guidance throughout the course. The intellectual moral support that I received to understand the vast area of the urban design field is unmatched by any other Education.

I would like to convey my sincere gratitude to my supervisor and the lecture from architectural education to Urban design education Arch: Janaka Dharmasena for his tremendous work and support.

My sincere thanks go to senior lecturers Dr. Senaka Dharmathilake Arch: D.B Navarathna for their acknowledgment of each research. I would like to thank all my senior lecturers and visiting lecturers for sharing their expertise, experience, and knowledge.

I would like to thank the staff of the Urban design faculty of the University of Moratuwa for their tremendous support by facilitating my research.

My friends helped with research by finding the locations and connecting with relevant personalities for interviews and preparing the questionnaires, my sincere thanks go out to them. At the same time special thanks go to National tour guides who have taken the time to fill up the research questionnaire, sparing time off their busy schedules. I would like to thank all the participants for the questionnaire and interviews in Ella and Galle fort.

Finally, finally I would like to extend my heartfelt gratitude to my parents for giving all facilities for my education and my loving family for being ever supportive and generous with their time in enabling me to further my education.

TABLE OF CONTENTS

Declaration of the candidate & Supervisor	i
Abstract	ii
Acknowledgments	iv
Table of contents.....	v
List of Tables	viii
List of Figures	x
List of Appendices.....	xii
Introduction	
Background to the topic.....	01
A background to the study.....	02
Objectives of the research	03
Methodology	04
Limitation and scope of the study.....	04
1.0 Chapter 01 Urbanization and City Branding.	
1.1 The Urbanism urbanite and their realm	06
1.1a City with kingship/rulers.....	06
1.1b City with Commercial Evolvment.....	08
1.1c City Evolvment with Harbor.....	08
1.2 The Development of the city.	08
1.3 The realm of citizen	11
1.4 What is City branding	13
1.5 City Branding in Today’s Context.....	16
1.6 Sustaining the marketed quality for future tourism.....	18
1.7 Other Impacts of City Branding.....	25
1.8 The Morphology of The City due to its banding.....	26
2.0 Chapter -02 Theoretical framework and research .	
2.1. Theoretical framework and research methodology.....	28
2.1.i Impact On Natural Environment.....	31

2.1.ii	Impact On Built Environment due to tourism.....	32
2.1.iii	Impact On Social Environment due to tourism.....	33
2.2.	Research methodology for collecting data.....	34
2.2.i	Observation on field visits.....	35
2.2.ii	Prepared Questionnaire.....	36
3.0	Chapter - 03. Case Study: Data analysis and findings	
3.1.	Introduction to case studies.....	40
3.1.1	Galle City.....	43
3.1.2	Ella Town.....	43
3.2.	Case study 01- Galle fort	
3.2.1.	Geological Location and History of Galle fort.....	45
3.2.2.	Morphological development of Galle fort.....	46
3.2.3.	Tourist Attraction and Branding in Galle Fort.....	48
3.2.4.	Qualitative study for the Realm of Urbanite.....	50
3.2.5.	Questionnaire survey and analysis of Galle Fort Physical forms.	50
3.2.6	The online survey analysis from google forms.....	58
3.2.7	The Outcome of Interviews - Galle fort	64
3.3	Case study 02- Ella	
3.3.1.	Geological Location and History Ella	66
3.3.2.	Morphological development of Ella	67
3.3.3.	Tourist Attraction and Branding in Ella	68
3.3.4.	Qualitative study for the Realm of Uranite.....	69
3.3.5.	Questionnaire survey and analysis of Ella – Physical forms.....	72

3.3.6.	The Online Survey analysis from google forms.....	80
3.3.7.	The outcome of Interviews - Ella.....	85
4	Conclusion	88
5	Bibliography.....	93

LIST OF TABLES

Table 1.0	Research framework.....	29
Table 1.1	Analysis of questionnaires Galle Fort Q-NO 1.....	51
Table 1.2	Analysis of questionnaires Galle Fort Q-NO 2.....	51
Table 1.3	Analysis of questionnaires Galle Fort Q-NO 3.....	52
Table 1.4	Analysis of questionnaires Galle Fort Q-NO 4.....	52
Table 1.5	Analysis of questionnaires Galle Fort Q-NO 5.....	53
Table 1.6	Analysis of questionnaires Galle Fort Q-NO 6.....	54
Table 1.7	Analysis of questionnaires Galle Fort Q-NO 7.....	54
Table 1.8	Analysis of questionnaires Galle Fort Q-NO 8.....	55
Table 1.9	Analysis of questionnaires Galle Fort Q-NO 9.....	56
Table 1.10	Analysis of questionnaires Galle Fort Q-NO 10.....	56
Table 1.11	Analysis of questionnaires Galle Fort Q-NO 11.....	57
Table 2.01	Analysis of questionnaires Galle Fort Google form Q-NO	59
Table 2.02	Analysis of questionnaires Galle Fort Google form Q-NO2....	59
Table 2.03	Analysis of questionnaires Galle Fort Google form Q-NO03...60	
Table 2.04	Analysis of questionnaires Galle Fort Google form Q-NO 04..60	
Table 2.05	Analysis of questionnaires Galle Fort Google form Q-NO 05..61	
Table 2.06	Analysis of questionnaires Galle Fort Google form Q-NO 06..62	
Table 2.07	Analysis of questionnaires Galle Fort Google form Q-NO 07..62	
Table 2.08	Analysis of questionnaires Galle Fort Google form Q-NO 08..62	
Table 2.09	Analysis of questionnaires Galle Fort Google form Q-NO 09..63	
Table 2.10	Analysis of questionnaires Galle Fort Google form Q-NO 10..63	
Table 3.01	Analysis of questionnaires Ella Q-NO 01.....	72
Table 3.02	Analysis of questionnaires Ella Q-NO 02.....	73
Table 3.03	Analysis of questionnaires Ella Q-NO 03.....	74
Table 3.04	Analysis of questionnaires Ella Q-NO 04.....	75
Table 3.05	Analysis of questionnaires Ella Q-NO 05.....	76
Table 3.06	Analysis of questionnaires Ella Q-NO 06.....	76
Table 3.07	Analysis of questionnaires Ella Q-NO 07.....	77

Table 3.08	Analysis of questionnaires Ella Q-NO 08.....	78
Table 3.09	Analysis of questionnaires Ella Q-NO 09.....	78
Table 3.10	Analysis of questionnaires Ella Q-NO 10.....	79
Table 4.01	Analysis of questionnaires Ella Google form Q-NO 1.....	80
Table 4.02	Analysis of questionnaires Ella Google form Q-NO 2.....	81
Table 4.03	Analysis of questionnaires Ella Google form Q-NO 3.....	82
Table 4.04	Analysis of questionnaires Ella Google form Q-NO 4.....	82
Table 4.05	Analysis of questionnaires Ella Google form Q-NO 5.....	83
Table 4.06	Analysis of questionnaires Ella Google form Q-NO 6.....	83
Table 4.07	Analysis of questionnaires Ella Google form Q-NO 7.....	84
Table 4.08	Analysis of questionnaires Ella Google form Q-NO 8.....	84
Table 4.09	Analysis of questionnaires Ella Google form Q-NO 9.....	85

LIST OF FIGURES

Figure 01	New York branding concept.....	22
Figure 02	New York concept on T shirts.....	22
Figure 03	New York concept on underpants	22
Figure 04	New York concept on shop fronts.....	22
Figure 05	New York concept on city centers.....	22
Figure 06	New York concept on public space.....	22
Figure 07	Self-background of branding.....	23
Figure 08	The social media advertise of selfie locations.....	23
Figure 09	Similar city branding in Bangalore India.....	24
Figure 10	Similar city branding in Amsterdam.....	24
Figure 11	Similar city branding in Melbourne Australia.....	24
Figure 12	Similar city branding in Dubai.....	24
Figure 13	Similar city branding in Mumbai India.....	25
Figure 14	Branding on consumer items.....	25
Figure 15	Worlds Island in Dubai.....	32
Figure 16	Bolivia La-Paz city with dense building created unpleasant built environment.....	33
Figure 17	Lake Titicaca Bolivia-Tourism and garbage created unpleasant built environment.....	39
Figure 18	Galle Fort in 1726.....	44
Figure 19	Galle Fort in UNESCO restoration	44
Figure 19	Galle Fort in UNESCO restoration	44
Figure 19	Galle Fort in UNESCO restoration	44
Figure 20	Galle festivals branding on internet.....	47
Figure 21	Branding on print format.....	47
Figure 22	Galle Fort branding in internet.....	47
Figure 23	Ella town location in Sri Lanka map.....	64
Figure 24	Ella town location in google map.....	64
Figure 25	Ella town with dance buildings	65
Figure 26	Google image of Ella town.....	65

Figure 27	Ella town node with cafes.....	65
Figure 28	The buildings over comes the hilltop 1km away from town node.....	66
Figure 29	Ella town Branding on social media.....	66
Figure 30	Ella town Branding on social media.....	69
Figure 31	Ella town Branding on social media.....	69
Figure 32	Garbage issue makes unpleasant environment in the town.....	71
Figure 33	Garbage issue makes unpleasant environment in the town.....	71

LIST OF APPENDICES

Appendix – 01 – Questionnaire form – Ella.....	97
Appendix – 02 – Questionnaire Google form – Ella	101
Appendix – 03 – Questionnaire form – Galle Fort.....	105
Appendix – 04 – Questionnaire Google form – Galle Fort	108

INTRODUCTION TO THE TOPIC

The City Branding in Sri Lanka dates to as far as 1990 that occurred mainly with the development of the country as a tourist destination. Sri Lanka being popular as one of the most beautiful and safe tourist attraction in the world, it has been an inevitable fact to be considered as a Branded destination.

The Branding of tourist cities will vary from town to town and city to city according to what the locations are famous for. Some cities will be well known for their ancient values and some Cities for their breathtaking nature and wildlife. In Sri Lanka, this type of branding has been found to contribute to the overall upliftment of the economy over the years. At the ground level, it has kept the city being developed, creating townships that support the locals in these localities. This has gradually led to the transformation of small towns to bigger city centers. A city once based its development on agriculture-based economy is now more focused on a Tourist based economy.

This transformation on people's attraction to city life got peoples' attention being shifted to accumulating wealth, looking for a more comfortable life, lust towards a sophisticated lifestyle and expecting for a safer city. The change in the peoples' interest towards a materialistic lifestyle gradually deprived them from the traditional agriculturally based economy. In general, there was a tremendous change in the realm of people residing within these cities or towns.

Therefore, this research will mainly focus in finding that Branding in Tourist Cities and how it affects the realm of its people. To carry out this task, the following major questions will have to be answered to build a strong case for the study.

A. Background to the study

- Definitions for Town / City (Urban), its character and who are its citizens (urbanite)
- Features that are included in the realm of a city dweller.
- The fundamental difference between urban and rural settings and its application to a country such as Sri Lanka and the influence of Mega cities, Countryside, and townships?
- The Character of urban setup and their inherent features to attract tourists to bring out the necessary Branding. It can be environmental, architectural, heritage or Monumental Value. If properly not identified, it is bound that the city would end up as a failure project.
- Looking into aspects of the evolution of city branding. In this regard, to investigate the cities' evolvement through the years and the use of infrastructure, mass media, and information technology that would be utilized for city branding.
- Study of Applicable tools for city branding in this modern world, there are so many media options to Brand a city. There can be more effective, faster, and easy methods for branding. This research therefore will explore effective and trendy methods for Branding.
- Positive Benefits and Negative Impact on people's realm the impact on peoples' realm may be better, bad or no effect at all. This research will therefore focus on finding how the peoples' realm is affected in a branded city. While branding cities and towns for tourism is taking place to bring the intended economic wealth and prosperity, it's a common thought that the pressure of doing so will have destroyed the branded image if not carefully handled. Research has found that even

though branding uplifts the economy of towns and cities there has been no substantial evidence on after-effects on the realm of the city dweller on short term and long-term periods.

- Do similar situations exist in other parts of the world?
Comparing the Branding of Cities and Towns of Sri Lanka with similar countries around the globe to better visualize what Branding can do to a Country.
- Finally, Answering the question, “Is Branding of a city meet people’s realm?”
The realm may be different from city to city, Geographical location to location and with the subculture of its people. This research will focus on identifying the real effect on the people.

B. Objectives of the research.

In this Research, the following Key aspects shall be considered as important and pertinent.

- What are branded Sri Lankan cities and how it affects the economy.
- What are possible reasons to Brand a city and attract Tourism for economic growth? is it Geographical, Type of Nature that’s inherent to the location or is it Historical?
- Explore the relationship of how Branding can bring out Happiness and Self Satisfaction for its Urbanites. In general, how Branding affects the realm of people.
- Branding as a key aspect of tourism, that supports towns and cities to encourage and promote industries, employment, mood, and ambiances which can be easily marketed globally and can be utilized to uplift the economy.

C. Methodology

It is intended to base the Research on gathering information on selected cities and Towns in Sri Lanka, drawing conclusions, and suggesting outcomes.

With the literary survey (including eBooks) it is aimed at studying the ancient history of branding both locally and globally. Research Papers and Articles on Economics and marketing will also be looked at in this regard. Site supervision to gather information and documenting via photographs will be done to carry out the analytical aspect of this study.

Questionnaires will be shared amongst participants to gather information further.

The theoretical questionnaire will include aspects on city, urban, and citizen's realm in a similar direction and arguments to focus on the city branding and effects on people's realm.

D. Limitation and scope of the study.

Due to the prevailing Corona pandemic situation in the country and the restricted Travelling that prevailed, basic photographs were downloaded from the internet for comparison purposes.

For case studies, this research will focus on an ancient city and a recently branded and populated tourist destination in Sri Lanka where both tourist destinations have recently been branded as successful towns in Sri Lanka. Both have a roaring tourist-based economy. In this regard, Galle Fort city and Ella town were selected for the research. However, both cities, consists of two different qualities of tourism experience.

For the selected Two cities, the following methods will be considered.

- Site visits and observation - Site supervision to gather information, to

understand the geological location and its context, and to understand the current context. The site visits helped to understand the of current social context and the pattern of the lifestyles of urbanite of these cities.

- Interviews with urbanites the interviewing of urbanites directly helped to support the theoretical approach of the research and to understand the realm of urbanite and how it changed with time. The interviews were limited to selected personalities who represent different social groups.
- Questionnaire survey - The prepared questionnaire was to fill a from by a selected number of urbanites in the town. The questionnaires were prepared to understand and to get information to support the theoretical framework of the research, to get clear and correct understand of the research 50 numbers of participants for each case study and total 100 participants for both case studies were selected. From these 50 numbers 35 participants selected to answer physical questionnaire and the rest were residents of Ella and Galle town limits. The selection of participants for the questionnaire covered all social categories with difference with occupations. Other 15 participants selected from the National tour guides who are as third-party urbanite who are regular visitors to the Ella with tourists. They are much close to the destination and its changing and with the direct feedbacks from tourist. With their modern technology literacy, the google form became success answering method with their busy time schedule.
- Research on books and archives of case studies. - The books and archives were reviewed to understand and research on history, morphological development, and realm of citizen of selected towns.

CHAPTER -01 URBANIZATION AND CITY BRANDING

1.1 Urbanism, Urbanite, and their realm¹

From ancient day to date, we have always seen the dichotomy between city and rural areas. The city center development is rather prominent than the rural development and the movement of the people has always been from rural areas to city centers. The reason for this movement has always been a common cause since ancient day to date. This can be identified as a drift from the countryside.

In modern urban architecture, Urbanism is defined as the study of how inhabitation of urban areas (town/cities) interact with built environment. and Urbanite is referred to as the users of the city or town. The users can be city dwellers or out visitors to the city. The Realm of the City Dweller refers to the physical and physiological domain of Person's field of interest.

In urbanism, three types of ancient cities can be identified. They are.

- a. City with Kingship/Rulers
- b. City with Commercial Evolvement
- c. City Evolvement with Harbor

1.1a City with kingship/rulers

This type of city was mainly based within a limited plot of land where the kingship ruled, and the commercial hub was within the fort limits. In Asia, the Indian ancient cities were good examples to understand the idea and for the buildup of fortresses.

¹ Koolhaas. Rem., Mau, Bruce, OMA, (1995).SMLXL Italy. – The Monacelli Press.

In Sri Lanka too, it is very clear with evidence with the fortress and the perimeter to have its rural civilization. It is very clearly explained in the research paper of the *pre-modern city in Sri Lanka: the 'first' and 'second' urbanization Senake Bandaranayake*² Further, it also explains the urban and urban hierarchy. In his research paper, he further explains with evidence the common facilities in all ancient cities and how it was differentiated with the rural setup and demarcation of the city with security precaution. All cities were established with an inner city and outer city, the outer city too demarcated with its boundary with rampart walls. This has been a common factor in any ancient city where the rulers ruled before the industrial revolution. The research paper of *Southeast Asian urbanism: from early city to Classical state by Miriam t. stark at page no 79 explain guides*³ further supports the above statement.

The king's Palace and its fortress was very clearly defined esp. for its security purposes. Beyond this fortress, the urbanite was known as villager. With the industrial revolution (1850to1914) this situation drastically changed, making way for a new society, referred to as living colonies. This was the changing point to start large scale urbanites This phenomenon is well explained in the research paper⁴, *Dagmar,Haase , Burak Güneralp , Bharat Dahiya , Xuemei Bai,and Thomas Elmqvist, (2014) Global Urbanisation Chap 1 –, Perspectives and Trend Chapter 1.2 page no.29*. In this research paper.

² Bandaranayake, Senaka,Dr. *The pre-modern city in Sri Lanka: the 'first' and 'second'urbanization* , Pages 1-25.

³ Miriam.T.Stark, *Southeast Asian urbanism: from early city to Classical state* at page 79

⁴ Dagmar,Haase , Burak Güneralp , Bharat Dahiya , Xuemei Bai,and Thomas Elmqvist, (2014) *Global Urbanisation Chap 1 –, Perspectives and Trend Chapter 1.2 page no.29*

1.1b City with commercial Evolvement

These are Cities that evolved with commercial development.

Istanbul is a good example for a commercial hub development city. Istanbul is strategically located where it meets Asia and Europe. This kind of cities have developed with a larger area allocated for Commercial activities than the fortress cities. In these cities, the demarcation is not visible as ancient ruler's city. However, like other cities there were religious building commercial trading, support buildings, cafes, hotels, and other service providers supporting its occupants.

1.1c City Evolvement with a Harbor

All over the world, harbor-based cities have been established. These cities were much different from the previously mentioned two types of cities. These cities evolved with the sea fort and with international trade connections. Like commercial cities, there were no clear demarcation to separate the city from a rural area. Hence, the city area merged with the rural agricultural land, and it supported the city needs from the countryside.

1.2 The development of the city

The modern existing city evolved and developed drastically after the industrial revolution. The city's development was based on available infrastructure and gradually urban sprawling occurred. During this urban sprawling it not only acquired the agricultural lands, industrial lands but went beyond the abandoned lands as well. In this process, the character of the ancient cities drastically changed to fit in to the new urban fabric.

The industrial revolution also made way for new materials needed for the building industry. The Cities developed both horizontally and

vertically and appeared with a new look. This change in the cities also made way for more issues, more problems.

Whilst cities developed from ancient to modern, a new type of cities evolved too due to several reasons. New industrial zones were created, and the cities developed around these new zones. Later the initial industrial zone disappeared, and the city was developed. In the same manner new colonies emerged. Later the cities became megacities. America and Canada's cities are a good example for such kind of developed cities. The urban fabric of these cities was very different to the ancient cities. The infrastructure too was well established because it originated with established plan. In addition to these main cities, satellite cities evolved centered on the main cities. However, a common criterion that existed with ancient, evolved cities and newly develop cities was that the agricultural lands were far away from the city centers. All road networks and services interconnected with those cities and the agricultural lands.

One aspect that was strong was that the city cannot exist without people, and it cannot grow without people. Hence cities were crowded with people. Where do they come from was a question when we try to understand the city? According to the research, when more population gets attracted to the cities, they tend to abandon the agricultural lands.

Some one can argue that it's the comfort and the facility that the city provides are the reason for the inflow of people to the city. Although this argument can be true, people need something more than the basic needs of comfort and facilities for their wellbeing whilst keeping the city alive and active. People tend to spend more money, waste more and change more material on earth for this reason.

So, what exactly is the reason behind people's minds set? According to philosophers, religious leaders, theoreticians, it's the term

called LUST that's behind all of these motives. People with lust tend to create, develop, and change conceptualize urbanization in a city.

If we analyze the meaning of the word lust it gives more greediness for power, money, comfort, food (rather than hunger) and sexuality.

How does lust exist in a city in urban places, squares, parks, streetscape and in totally in an urban built environment? What elements in an urban space is required to maintain this lust in an urban built environment?

In the research paper⁵ - *Luis Delfim Santos & Isabel Martins & Paula Brito* (March 2007) "*Measuring Subjective Quality of Life: A Survey to Porto's Residents* page no 52 explain that the city is good territorial context to wealth and employment. Space utilization, materials, planning are key factors to be achieved in an urban space.

The cities create more opportunity than the rural setup and its easy and quick money for a city to build opportunities. Furthermore, the article discusses that to compete with other cities the city needs to provide more attraction to humans and its investments. So, there is continuous growth of attraction to the city to sustain itself. It needs more energy, more infrastructure, more food and more people to sustain and maintain the city.

Does the realm of citizens depend on LUST or COMFORT is the question? What is certain is Cities need provide lust or attraction to keep the existing urbanite within the cities or else they may move to other comfort areas. This becomes a very big challenge for every city governor. Since maintain the urbanites within the city has a direct

⁵ - Luis Delfim Santos & Isabel Martins & Paula Brito (March 2007)

"Measuring Subjective Quality of Life: A Survey to Porto's Residents page no 52

connection to the development of an economy. This is the cycle that occurs every day which cannot be stopped.

1.3 The realm of citizen.⁶

The realm of citizen has different meaning with different cities or towns, and it varies with the expectation of citizens. But the realm of citizen is a key factor to keep citizen in a city life continuously. When it pushes the limits of boundaries of people's realm, it directly impacts on city development. So, the realm of citizen is a very sensitive study with its unique connection with culture, geography and anthropological interests. Some citizen's realms can become another nations or citizen's rejection. It's therefore a totally subjective matter. But with the modern-day globalization theory every citizen's expectation is becoming similar.

In the book of *Cities and Citizenship* by James Holston and Arjun Appadurai⁷ explain that the modern-day citizenship is different compared to the traditional meaning of a citizen.

“Their streets conflate identities of territory and contract with those of race, religion, class, culture, and gender to produce the reactive ingredients of both progressive and reactionary political movements. Like nothing else, the modern urban public signifies both the DE familiarizing enormity of national citizenship and the exhilaration of its liberties.”

With the gradual evolvement of urbanism, the people who lived in cities for generation and people who gathered or attracted to the city as their choice of place for the living made way for a utopian urbanism. Same time they created and demarcated their boundary's with comport, safety,

⁶ Lofland. Lyn H 1998 *The Public Realm: Exploring the City's Quintessential Social Theory* (Communication and Social Order) published by Routledge

⁷ James Holston and Arjun Appadurai, 1996 *Cities and Citizenship, Public Culture*, by The University of Chicago.

wealth satisfaction with physiologically and physically in urban setup. It's been found that human being need to have this territorial comfort in his or her living parameters.

In ancient days the realm of citizen in city was mainly based on political requirements of its ruler. However, with the economic change there was a shift in movement the realm of citizen. Now the realm of the citizen is mostly defined by the freedom in people through physiologically, physically, economically and through comfort. However, with the globalization and the digitalization of the world, the needs of humans and expectation are also becoming more and more complex

This idea has been summarized in the book of 'The morality of urban public life: The emergence and continuation of a Debate by Lyn H Lofland in the page no 06 state that⁸ ;

“During the past few hundred years the debate over morality of life one or another of the realms of city life has fitted the private and parochial-realms the worlds of domestic intimacy and community against public realm- the world we might say, of urbanity.”

Therefore, it could be summarized that urbanity and public realm are core related factors which evolve from the history to up to date changing with it's the existing environment and political visions.

⁸ Lofland. Lyn H 2007. The morality of urban public life: 1998. Routledge

1.4 What is City Branding?

Unlike ancient cities it's very difficult to sustain a city and its economy with the ongoing global competition. A city needs to stand out amongst other cities and attract investment and people need to sustain the system. To stand out amongst others, a particular city needs to support special services and goods, or the city needs to be a beautiful, attractive place to explore. So-called beauty or attraction need to express with other cities. It is no doubt that with the development of mass media, this expression became easier. In the same way, the marketing profession started a theory called ' or service to sustain its market.

In the research paper of⁹ City Branding: A State-of-the-art Review of the Research Domain state that the so-called city branding was only established as recent as 20-30 years back. It shows that the competition amongst cities started after the new development of infrastructure and information technology. When compared with other traditional media such as papers, books and communication Media City Branding has taken the lead.

According to research paper *Lucarelli, Andrea, Berg, Per Olof, 2011 City Branding: A State-of-the-art Review of the Research Domain, Journal of Place Management & Development page number 18*, the first marketing is doing with space, place monument, geography and any other physical objects in the city.

The second marketing is done with the administration, cities, territories regions etc. as concept of ownerships and belongings to

⁹ Lucarelli, Andrea, Berg, Per Olof, 2011 City Branding: A State-of-the-art Review of the Research Domain, Journal of Place Management & Development page number 18

market. For examples indicating Britain as Great Britain, America as Great America, and Sri Lanka as the Pearl of the Indian Ocean.

As third model of marketing is done by evaluating social and cultural values in a city or town which is unique and inherent to that location. These can be emphasized through social and cultural values such as community values, language, fashions, technology etc.

This nation branding evolves with latest trend in the world and in the research¹⁰ of “*Nations are making increasingly conscious efforts to hone their country branding in recognition of the need to fulfil three major objectives: to attract tourists, to stimulate inward investment and to boost exports. A further objective for many nations is talent attraction, whereby countries compete to attract higher education students, and skilled workers.*” By *Nation Branding Concepts, Issues, Practice* Keith Dinnie .

Branding is all about bringing wealth to the society. By attracting investments, tourist professional consultants, skill workers for development of nation.

The city branding evolves within the nation branding within same country. Which support to the national economy by selection of unique character to of its location.

So, this City branding became another marketing tool to market a nation or a country. Similar to other marketing, the ultimate goals is to bring money, pride, power to the so-called nation or the country. City branding was parallel to cooperate branding same way with its approach and applying of theories.

¹⁰ Dinnie. Keith . 2008, *Nation Branding, Concepts Issues, Practice* . Elsevier Lincare House, Jordon Hill, Oxford

City branding is therefore a teamwork with urban designers, planners, stakeholders, and governors. There can be one or more marketing factors within a city.

In a city, there can be a major thing or several things which can be marketed. For example, Singapore developed as a city from 1990 to 2000 period and became a major attraction for foreigners. Singapore was earlier known for its trade business only, However, with the erection of new building facades, new material usage on them, a new form that were utilized in the buildings contributed tremendously for its major attraction in to the city. Similarly, in the Middle east too, the city of Dubai even though the location has a very uncomfortable weather, the people from all over the world are attracted in large numbers to the location mainly due to its branding and new urban fabric. Similar situation can be found in the European side of the world too. Amsterdam is a very good example of a newly branded city with beauty and freedom.

Some cities do not need special branding. Beijing in China, Madras in India, Rome in Europe Moscow in Russia are some examples of this type. For these cities, there's no need for special branding efforts as it has been already branded with its historic value. But these cities need careful handling with the city expansion and urban sprawling so as not to ruin the ancient character of the city. People can be made to experience a different kind of architecture and cultural values through these cities whilst keeping the original flavor of history intact. Respecting its own Historical values will be a branding itself for these cities.

*“Using historical heritage as a factor in tourism development Gulnara Ismagilovaa, LLennarSafiullina, *, Ilshat Gafurova”¹¹* explain that the tourist are attracted to historic city for their cultural experiences, values,

¹¹ guides\books\using-historical-heritage-as-a-factor-in-tourism-development.pdf

ideas. Maintaining an ancient city within a modern city is a big asset for its marketing. The ancient city fabric gives a difference in mood to the existing modern city. Therefore, this character becomes the main marketing point of that particular city.

1.5 City Branding in today's context.

With the Industrial revolution, new commercial cities were developed in almost country to support the growth of population and the economy of the country. These cities developed with new architecture and urban fabric that gave a different urban experience than the ancient, evolved cities. With the boom of the economy, people began to invest in these cities. This resulted a competition to sustain the ancient, evolved cities. Further, these new urban settlements grew along with their satellite cities to create a major economic hub. However, opening of new opportunities and hence overcrowding of big cities was inevitable. India's newly planned city Lavaca is a good example of the above-mentioned city fabric. In the research of¹² "*A Tale of New Cities: The Future of Urban Planning in the Developing World* Article in Harvard International Review · January 2014" page no 15¹³ explain that the Lavaca city was in the mood of creating a European city to attract the Indian rural. It's a Good example to understand the vision of city development whilst keeping the need of the city. In this city, the urban fabric was created to the mood of an Italian city. Therefore, it is very clear that human's lust is mainly to explore and to attract.

Therefore, it is evident that branding makes a mood for the city fabric, development, city culture, and economy.

¹² "A Tale of New Cities: The Future of Urban Planning in the Developing World Article in Harvard International Review · January 2014" page no 15

¹³"A Tale of New Cities: The Future of Urban Planning in the Developing World Article in Harvard International Review · January 2014" page no 15

In the research paper of “*City Branding Evaluation as a Tool for Sustainable Urban Growth: A Framework and Lessons from the Yangtze River Delta Region*”¹⁴ explain that a region is marketed as a new city to compete with other cities and province. It’s furthermore explained on page no 06 that additional new services introduced such as many restaurants and entertaining places can add to the economy of a place. After investing in activities such as these, there were more people who had moved into a city. Yangtze region is an example of one such branded city

It is important therefore that city branding should meet the one goal for a city’s development and that should be the one that needs proper marketing. This idea has been expressed in the research paper of “*City Branding and its Impact on Cities Attractiveness for External Audiences Master Thesis Erasmus University Rotterdam*” (Anna Raubo 2010)¹⁵ .This identifies that there are three elements to look at for city branding.

1. The first step is to look at the “**strategy**” for the branding. According to the research, this should be done by the city authorities and stakeholders.
2. Secondly “**Substance**” Implementing of the strategy with existing city activity’s such as *economic, politics, and culture activity take place within the city.*
3. Finally, the “**Symbolic action**” That is to take the aim of the action to the city with disserved concept to realization.

With all understandings, there should be several brandings for a city compared to one type of branding. It needs to be unique to the specific city in concern. This type of approach in branding will help

¹⁴ guides\books\City_Branding_Evaluation_as_a_Tool_for_Sustainable.pdf

¹⁵ Raubo., Anna . 2010, Attractiveness for External Audiences, Master Thesis University of Rotterdam

buildup trust with outsiders such as tourists, investors, stakeholders, and even international branded companies. For example, we can consider famous branded cities such as Thailand Bangkok for street life and culture, Amsterdam for tourists to explore beauty fun, Las Vegas for Casino, and Rome as a Historic city. These cities can be considered as cities that have reached it's to maximum level with their branding. The socioeconomic culture will the follow with the branded image.

1.6 Sustaining the market quality for future tourism.

After branding a city for tourism it needs to sustain the marketed quality for the future as well. Otherwise, the competitors will overcome the marketed quality in a different way. This exercise in a city is not an easy task because it involves other interrelated factors of city life. Health, culture, social “*City Branding Evaluation as a Tool for Sustainable Urban Growth: A Framework and Lessons from the Yangtze River Delta Region*”¹⁶ explain on page no 09 the sustainable factor for city branding for a continuous sustainable city. According to this research, there are 06 factors that involve continuing with the market quality. They are.

1. Economic development
2. Environmental sustainability
3. potential pulse of marketing
4. people (urbanite and visitors),
5. infrastructure,
6. governance.

The above factors are interrelated, and it seems every part is vitally important. But there can be one factor mostly highlighted and can be market more than other factors. For example, a city with natural

¹⁶ Yang. Tianren, Ye, Minghai, Pei, Pei, Shi, Yongjiang, Pan, Haozhi, 2019, City Branding Evaluation as a tool for sustainable Urban Growth: A Framework and lessons from the Yangtze River Delta Region.

environment can become a more powerful city compared to a city that lacks the beauty of a natural environment. For example, in Sri Lanka Nuwara Eliya is famous for his breathtaking surroundings and therefore can be marketed for its natural environment. The urban council in Nuwara Eliya gets more income due to tourism as most tourists visit this place to enjoy the surroundings. However, if one looks at the infrastructure facilities available in Nuwara Eliya, it is not good as other cities in the country. Therefore, I feel that if the above mentioned seven factors can be incorporated into branding of a city, then that particular city can reap the maximum benefits of Branding.

Page no 07 the paper further explains that in order to maintain the urban market, continuous infrastructure development to sustain the quality of marketed value as well as monitoring those factors continuously are essential. A new technological transport system such as light rail, new energy sources, uninterrupted internet facilities and other communication facilities too need to improve to bring up the quality of the city. To add to this, the environment quality becomes the main factor to monitor the city's life quality. Air quality and noise reduction within the city are essential to improve the environmental quality. For tourist to experience the city, all the above factors need to be addressed and maintained and upgraded throughout. By doing so, Tourist would continue to visit the places again and again.

In the modern-day world, everything has change from the way it was in Four decades ago and with the movement of post modernism, there has been change in culture too. The word cult too is such a new word that originated in 1960. In the web article of "*What creates culture also creates cults*" by Devdutt Pattanaik ¹⁷ in the date 2021 November 07 explains that Cult is indulging of human fantasy and has avoided its

¹⁷ <https://devdutt.com/articles/what-creates-culture-also-creates-cult/>

original cultural dominated ideology of soul, rebirth, hell, heaven and God. And further he states that the above mentioned traditional cultural values became falsehood ideology and cult became a living trusted fantasy which can be enjoyable. This principle applies to branding as well. Professional Branding is much smart than finding existing cult and market. They tend to create new cult by carefully studying human psychology and behavior patterns. The branding and information technology are an interconnected profession which plays a major role in same platform. This digital branding has become a mega trend for city branding in all over the world.

This is new trend is now being used to attracting and branding their cities in today's context. With the latest technology in advertising and marketing, has been utilized to branding Cities nowadays. In the research of "*city branding and the new media: Linguistic perspectives, Discursive strategies and Multimodality*" by Marina Cristina Panagoni page 4-5¹⁸ explain that how the digital platforms play role in the new Urban marketing. It explains that the simple branding techniques develop in to sophisticated web design platforms and handing over to public to handle share in the social branding. This is the trend in the world fighting with each other to attract tourist and investment into their cities. Here, the most attractive part is the branding to promote with the public all over the world. In the same research in the page no 59 explain the involvement of social media such as Face book and twitter for significant city branding. The selfie camera in smart phone capturing a city place, monument, buildings, hotels, or any beautiful places in cities became popular cult with peoples around the world. And it becomes a self-expression of being delighted to be in such places.

¹⁸ Paganoni, Maria, Cristina, 2015, *City Branding and New Media: Linguistic Perspectives, Discursive Strategies and Multimodality*, Basingstoke and New York, Palgrave Macmillan, 2015.

This phenomena is well explained in the research “*self in Art /Self As Art: Museum Selfie as Identity work*” by Robert Kozinets, Utrike Greatzeland Anja Dinhopl.¹⁹ In page no 146 , the back ground object in a selfie becomes an art object and the person who present in the selfie become an art. This is a very attractive art form in digital plat form and selfie camera quality became the most important quality part in a smart phone to market.

When one researches on the internet on the world on branding one could easily find such logos or places at very short time.

The following research on Google when searched for New York City this is how it appears on digital platform in social media. These trends of branding create tourist attraction for the cities, and they feel that they too want to be part of the cult. This cult explores advantage by using marketing professionals to create innovative ways to attract tourism and investors for cites.

¹⁹ Kozinets, Robert, 2017, *Self in Art/Self As Art: Museum Selfies As Identity Work* National library of Medicine



Fig – 01 New York branding concept
Source: internet



Fig – 02 New York concept on T shirts
Source: internet



Fig – 03 New York concept on undergarments



Fig – 04 New York concept on shop



Fig – 05 New York concept on city centers



Fig – 06 NYC concept on public space

²⁰ <https://solidbranding.com/redesigning-love-ny-logo/>

²¹ <https://solidbranding.com/redesigning-love-ny-logo/>

²² https://www.google.com/search?q=i+love+ny+in+virtual+world&sxsrf=APq-WBvRT1BXfvfAyJKoikxTuQFpe4N5CQ:1643736745549&source=lnms&tbn=isch&sa=X&ved=2ahUKEwj7z8nGhN_1AhUKTWwGHTK9AH4Q_AUoAXoECAEQAw&biw=1280&bih=600&dpr=1#imgrc=BcvnUshNng612M&imgdii=8g67dc112bVcuM

When the Concept of **I love New York** is virtually established in digital plat form, it also becomes part of consumer items such as clothing, cups, books, gifs items etc. Similarly, city center shops and their shop fronts too depict this name tag. This branding appears everywhere in the city. This kind of branding continuously grow in the digital world.



Fig – 07 self-background of branding

<https://myfamilytravels.com/laguardia-airport-terminal-b-enhanced-security-traveler-amenities/>

The following shows how to advertise via social media as to where to travel in New York to get Instagram photo shoot. The destination market promote selfies and the City of New York becomes a success with virtual fun for people around the globe.



Fig – 08 the social media advertisement of selfie locations

<https://picturesandwordsblog.com/most-instagrammable-places-in-nyc/>

When a similar kind of branding concept follows in other regions and, countries it becomes a way of branding in global platform as culture. Sometimes it can lose its own identity of branding when blindly following the same popular branding methods that exist in other cities.



Fig – 09 Similar city branding in Bangalore

<https://economictimes.indiatimes.com/news/politics-and-nation/bengaluru-becomes-first-city-to-get-its-own-logo/uber-cool/slideshow/62239211.cms>



Fig – 10 Similar city branding in Amsterdam

Source: Internet

<https://www.asser.nl/media/5466/1200px-i-amsterdam-in-regenbooguitvoering.jpg?crop=0,0.23792111549900055,0,0.021013114913948569&cropmode=percentage&width=387&height=190&rnd=132648749690000000>



Fig – 12 Similar city branding in Dubai
Source: Internet

https://divaempiretravel.com/wp-content/uploads/2020/02/DSC_4932-2-1024x683.jpg



This identity uses the letter 'M' to create a bold and vibrant identity that is multifaceted to help capture the diversity and innovation of the city.

Fig – 11 Similar city branding in Melbourne Australia
Source: Internet

<https://www.fifteendesign.co.uk/wp-content/uploads/2017/08/1-Melbourne.jpg>



Fig – 13 Similar city branding in Mumbai India
Source: Internet

<https://static.toiimg.com/thumb/imgsize-450174,msid-68624218,width-400,resizemode-4/68624218.jpg>



Fig – 14 branding on consumer items
Source: Internet

<https://image.spreadshirtmedia.com/image-server/v1/mp/products/T842A196MPA3667PT17X37Y48D1021532036FS1861/views/1,width=550,height=550,appearanceId=196,backgroundColor=F2F2F2,modelId=5306,crop=1st/i-love-mumbai-tote-bag.jpg>

1.7 OTHER IMPACTS OF CITY BRANDING.

City branding and its impact on citizen and build environment are interrelated. It's very essential to study this inter relation and how it affects citizens. In general, Branding focusses on the economy of the city and quality of the life but it can also affect on the social aspect of a citizen's lifestyle.

Most cities have been success with its branding. Those cities have not only gained good economy, social and image but also created an earning factor for its country's National Gross Domestic Product. Example Amsterdam, Berlin, Toronto, Vancouver.

In every market, the target tries to achieve a positive goal that changes the lifestyle of citizen or achieve the final realm of citizens. In short term, the goals give positive factors but on a long term they may not achieve full potential. When one doesn't achieve the full potential of a goal, the city may get abandoned or deprive itself from any development.

It is thought that with city branding a city can come to its peak level. When more people gather and get attracted to the city, the city needs to facilitate the supportive services. This would automatically create new employment opportunities. And with this creates a need for urban sprawling, overloading of people and excess traffic which could become a huge problem and unwanted tension/stress on a city. This problem in turn would create environment pollution and finally a city becomes limited in resources to provide enough facilities to the space. There could also be social issues such as cultural and economic issues to the residents of the city.

In order to counterattack this problem, some cities implement new rules and regulations. One of them could be creating more infrastructure facilities and new developments. This may tend to affect in losing the city's market branding quality due to change of the city and the freedom of its urbanites.

1.8 THE MORPHOLOGY OF THE CITY DUE TO ITS BRANDING.

To understand a town or city morphology, it's very essential to observe on old archive and research articles. It will help to understand the changes on the environment due to the tourist development. photography, collecting existence data and recording of movement pattern within towns are some of ways to focus on surveyor method explore to gather information about case studies

Interviewing of urbanite- This method is very vital important for the research because it helps to get genuine feedback from the urbanites. The intention is to select a targeted social group with respective personalities with their social background to study and understand their realm. In this research it's important to explore the vast variety of social classes. Every town or a city there are laborers to white collar workers, businessmen to government officers and dwellers. The realm of these different classes of people may change due to their social classes. The

self-expression of people through the interviews can portray a very genuine and sincere feels towards their realm.

Chaptor-02 Theoretical framework and research

2.1 Theoretical framework

As explained in the preceding chapters, the city, the connection with its people, its economy and the attraction to the city life are all in one cycle. These aspects are so interconnected that any parameter of this cycle cannot be separated or isolated. If separated there is no urban life or existence of any urbanite. This phenomenon creates other global issues as well. Even though this is becoming an endless task people's life goal, are too becoming increased in this cycle.

The urban economy is a key factor of any urban setup. As explained in the preceding chapters city economy changes from time to time with the movement of world trends. Early days, with the industrial revolution, it led to supply-oriented city economy to change. These cities slowly moved to the production to suburb areas or to other developing countries in Asia and in Africa. Early cities with governor's capital too developed with as many commercial cities. Same way these cities have changed its economy from production economy to service sector economy.

With the major city economy changing to the tourism sector its major change has been on the change of transportation. This is evident in at international level too. The air transportation, speed railways are amongst the transportation changes that occurred due to the economic development.

The following flow charts explain the city branding and realm of people and its interconnection

Research framework in a chart.

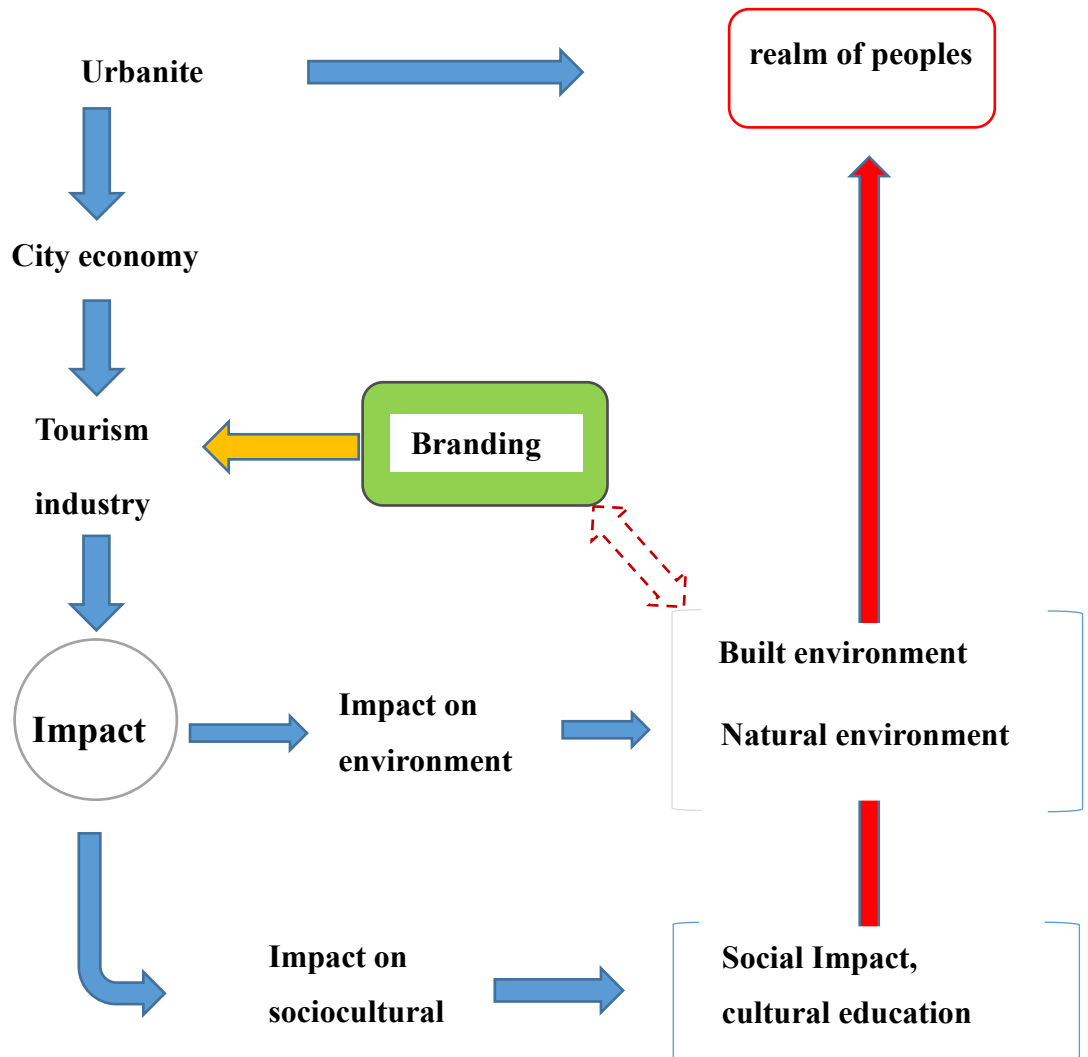


Table 1.0

Research framework chart

By promoting and branding the tourism industry it helps to make quick money. This money can be collected on arrival from the tourist. This factor helps to give more return on investments. Because of this quick wealth on investment, with the tourism industry it has created natural competition amongst the country's, cities, or with towns. The outcome of this phenomenon has created a huge development of branding competition. So, the branding is directly involved with the economy along with tourism. Some country's economy is entirely dependent with tourism industry. Maldives is a good example for this, Depending on the country's marketed values for tourism changes the on branding and the way of branding Natural Environment, commercial, hotel to relax, fun and relax and archeology are some key trending sector for branding.

With this tourism industry, more core related industries too develop concurrently to support the related functions. Construction industry, food and beverages, agriculture, handicrafts are some of supportive industries that it creates core related job opportunities for countries economy.

With all this vision and mission in urban setup, there is impact for the citizen well as for environment. Same way when a city brand promotes for tourism same as other branding in a city there is impact on other fields too, they are as follows.

1. Impact on natural environment due to tourism
2. Impact on social environment due to tourism
3. Impact on built environment due to tourism.

2.1.i Impact On Natural Environment

To bring in more wealth from tourism, it needs to increase the correlated infrastructure such as roads network and transportations, telecommunication, buildings etc. These changes directly effect on the environment both Natural and manmade. Any changes to environment give different reactions. Some reaction can be bad on human behavior and the natural eco system. Similarly, there could also be positive aspects such as investments, money, job opportunity wealth and protection created as well. Same way these changes directly or indirectly effect on social life of humans with short terms and long terms consequences. So any project related to tourism need to handle carefully to avoid any bad impact in returns.

Effects on Tourism on environment is mostly negative. very rarely effect on Erecting of new buildings, infrastructure and other services directly effect on the natural environment. When one carefully analyses these changes to the environment with the help of scientist, ecologists, environmentalists, and related professionals one can easily find the damages caused to the eco system. Manmade effects on the environment can be irreversible. To avoid these imbalances to the environment and to minimize the damages, most of the countries utilizes controlling nature related tourism law and order and adhering to accepted guidelines applicable to that specific land. If not, the negative impact would create more and more environment damages. Remedial actions may take more money and time. Similarly, these remedial measures may sometimes deviate from the branded mood and ultimately the expected income may not become a reality.

Amongst many examples, Dubai Emirates was branded to bring lot of money for its artificial Islands. But the expected branded quality couldn't be achieved on real ground. So, it became a waste of money along with many environmental hazards being created.



Fig,15 : World Island in Dubai

<https://www.easyvoyage.co.uk/travel-headlines/most-costly-failed-tourist-attractions-77080>

2.1.ii Impact On Built Environment due to tourism

Creating beautiful architecture for tourists, can affect the built environment and if rightfully done, can bring in more wealth to a country. Similarly, may bring in bad impacts to the tourism industry if not handle with care. Similar to eco-tourism, it needs to introduce new laws and guidelines to monitor and control. If not, it may tend to become an unpleasant built environment and finally the expected branded quality may lose and end up in as trustless and useless projects.

With the ever-increasing energy issues, more the built environment more the carbon foot prints the environment receives. This effect too indirectly effects on the natural environment.

These changes in built environment creates social problems to the society too. With new typologies of architecture, the original mood and sense of belonging may change from original users, leading to rejection from original habitats causing the beginning of urban sprawling. Further, due to the thriving of the booming economy, the original users may not be able to afford. This may affect in the loss of realm of original users of the city or town.

Further, the upcoming demand and property values due to branding, the investors may try to swipe out the poor urbanite with their money. This usually happens with creating new opportunities. This trend will also create new set of business allied group and setup within the brander's city or town, Leading to huge social imbalances



Fig16: Bolivia La Paz city with dense building created unpleasant built environment

<http://www.smh.com.au/content/dam/images/h/1/1/5/h/r/image.imgtype.articleLeadwide.620x349.png/1536037087660.png>

2.1.iii Impact On Social Environment due to tourism

When the newly exposed opportunity and business-related tourism gives economical thrive to a city,

the traditional economy such as agriculture and industries may not be able to continue and develop. When tourism industry brings quick money from return on investment or on service. This attraction with tourism sector tends to change the existing living standards and culture. The short-term benefits would be transforming of social life to smooth lifestyle, but it will not be able to rectify the effects on people's realm within that period. These bad effects may not be able to rectify within a given time too. The education levels with continuing higher studies, skilled labor force will tend to shift tourist related jobs such as three-wheel drivers affecting traditional skilled labor opportunities.



Fig 17. Lake Titicaca Bolivia-Tourism and garbage created unpleasant built environment

<https://loveincorporated.blob.core.windows.net/contentimages/gallery/47474e1a-6159-463c-b1e5-b81ce46cb22a->

LakeTiticaca_Trash.jpg

2.2 Research methodology for collecting data

It was clear that there are strong effects on peoples realm with branding a city. But to measure, understand or evaluate these realms it needs to qualitative and quantitative evaluated. To do this, it need to find appropriate research methodology.

Research methodology formulated from the beginning of the research as follows.

- Formulating research question
- Literature review
- Creating theoretical framework.
- Data collection from case studies
- Analysis of data

For case study and data gathering focus on 03 basic dimensions.

1. Observation-Collecting of preliminary data
2. Interviews- Collecting of preliminary and secondary data
3. Questionnaire- Quantitative and qualitative data

2.2.i Observations on fields visits

Observation is basic and stone way of approaching research to gather information and to analyses data. For this research observation focus with several directions.

Observation on field visits directly helps to understand the physical and social development in the selected case studies. It gives existence data, environment factors, understand of visual impact and the comfort and attraction of tourist destinations. Same way it can clearly understand and feel about the branded quality and how it exists. Recording with photography, collecting existence data, and recording of movement pattern within towns are some of ways to focus on surveyor method explore to gather information about case studies.

Observation on past records and research papers. To understand the town or city morphology it's very critical to observe on old archive and research articles.

It will help to understand the changes on the environment due to the tourist development.

Interviewing of urbanite-

This method is very vital important for the research because its helps to get genuine feed backs from urbanites. The intention is to select targeted social group with respective personalities with their social background to study and understand their realm. In this research trying to explore the vast variety of social class is of importance. Every town or a city there are labors class, white scholars, businessmen, government officers and dwellers. The realm of them may change due to their social classes or may be the same. The self-expression people are very genuine feels towards their realm.

2.2.ii Prepared Questionnaire

The questions will be very clear and easy to understand. One of important research technique to get data and information is a set of questionnaires which related to aim the research and for the target category of social class. This may be different from location to location. Same way it needs to be carefully focusing to get correct and target information for the research avoiding unwanted answers, such as personal vision, political vision, self-egoistic view. Therefore, the form filling will give several opinions of answers that will help to focus on the target research. Limiting the questions for short numbers also is another way of getting better resonance because too many numbers of questions on the questionnaire may feel uncomfortable and unimportant to the user.

Each of the questions in the questionnaire its vital importance to have self-expression space for the urbanite to give opportunity for their own ideas. This allows to express their good and bad realm and future expected realms of urbanites.

Deciding of number of urbanites for the research is another key aspect for the research. Because even with a smaller number of answers we can get clear result. But it needs to select the target urbanite very carefully which represent and express similar type category of social structure.

Other than the public of cities town there are outside visitors throughout the year. They can be professionals such as businessmen, tourist guides, doctors, lawyers, engineers etc. These types of professionals have a certain vision towards a city from outside and are clear about changes than the city users or dwellers.

Sending questionnaires in English, for them to answer with no physical contact was made way due to the latest information technology available the urbanites selected were found to be very intellectually updated than most of the public. It was also found that their vision and experience of city is comparatively different to others. They were found to understand and feel about the percent situation of the city and with the time what are good things and bad things, comfort, and discomfort, that prevails in the city. The city dwellers seem to live with changes, but they seem to be not aware much about as they live with it 24/7. The service they have provide engage within the profession is another matter to consider. The services that these urbanites provide to the city

indicates city experience with time and can be used understand the morphology changes of city.

Method of Analyzing of collected data.

The research outcome to be to find without any hypothesis from the start of the research.

The first research observation gives us an indication as to how it changes from a good or bad way in a physical environment. This will only give a hypothesis on people's realm, but not a clear indication that we can create a conclusion. The same way, the records of relevant cities or location can give a clue to the realm of people and how it has changed with the time. That clue and hypothesis is yet to be proven with other method of research. Interviews with relevant personalities will also give another clue for past and future of people's realm. Analysis of those outcome will be brought up and clear out the realm of peoples.

Analyzing of data is needed to comply with very scientific approach to get a clear and precise conclusion. The selected data shall be converted to bar chats, pie charts format for easy understandings.

Analyzing can be done question by question or grouping similar data together. It can take majorities ideas well as important but hidden information by analyzing the charts. But in this research, to get a clear idea about people's realm, the open columns for free expression may help understand their realm and how it changes or succeeds clearly. And in the same column we can understand that the future expected realm. If everyone has mention about the same idea what they expect from future realm as citizen, means its common feeling for everyone. This same idea can be represented with the question bar

charts as well. Finding those similar data and analyzing them we can understand the effect on realm after branding a city and bring a for a conclusion.

CHAPTER -03. CASE STUDY: DATA ANALYSIS AND FINDINGS

3.1 Introduction to case studies

This research is oriented to look at recently marketed city or town with branding. In this regards, two selected popular town ships have been selected as follows.

1. Case study 01 -Galle fort
2. Case study 02- Ella

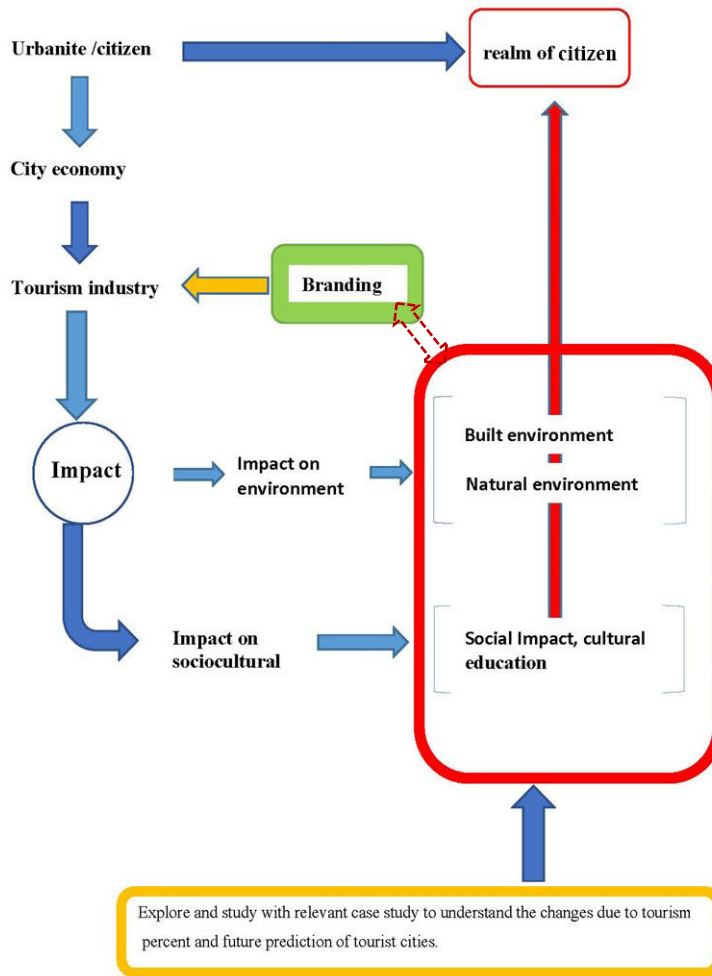
Both townships are two of most the attractive tourist destination presently in Sri Lanka. These two cities are in totally different areas of Sri Lanka, one in the southern coastal belt and the other closer towards the central part of Sri Lanka. These two cities produce distinctly two different moods for tourist attraction. and it's also different to each other with its branding toward tourism.

Both cities came to its peak in tourism in same time after 2010. Both cities contributed to country's GDP in same propositions. The moods and techniques which were used to branding these cities were different, but the outcome of its peak tourism attraction was same as in both cities. But it can be said that the affect is different with the people's realm in both cities and the realm can be same in both cities' due to its peak. The consequences may change the physical and social environment which gives new hope to their future generation, and there can be hidden threat to the future of these cities and peoples' realm which will identified in future time.

Above mention factors will be important and the research will orient towards exploring these findings. Similarly, it's very essentials to look at the social factor and how it will change the future of the city branding and the economy of the city. The trust and bond with the city with branded image amongst tourists will be a key factor for future

branding in other cities in Sri Lanka. These case two studies will undergo an analytical approach when examining the data and information

Research framework in a chart.



Above diagram shows the impact on social, cultural, natural, and built environment due to tourism. The aim of the case study to explore and research the impact and the changes in people's realm. To understand the built and natural environment information gathering may direct with the site observation and studding history and records. The impact on built and natural environment

indirectly and directly changes people's realm. To research the changes of people's realm, And the direct connection with branding and its effects on citizens the best way of selected method was the questionnaire and interviewing of the citizens. mainly focusses to research past and present and future expectation of citizen.

The study method for these two case studies was limited to the following research methods.

- a. Site visits and observation -Site supervision will be done to gather information to understand the geological location and its information and to understand the current context. Furthermore, the site visits are intended to help to understand the current social context and the pattern of the lifestyles of urbanite of the city.
- b. Interviews with urbanites- The interviewing of urbanite directly helps to support the theoretical approach of the research and to understand the realm of urbanite and how it changes with the time. The interviews will be limited to selected personalities who represent different social groups.
- c. Questionnaire survey. - The prepared questionnaire will be allowed to fill from the selected number of urbanites in the towns and the questionnaires prepared will be made to understand and to get information to support the theoretical framework of the research.
- d. Research on books and archives of case studies. - The books and archive review will be done to understand and research on history, morphological development, and realm of citizen of selected towns. The visitor comments become a major value for any tourist destinations with

digital marketing. Their ranking system for best tourist destination and feed backs from visitors help to brand a destination.

3.1.1 Galle City

Galle fort is an ancient city which was developed mainly after Independence. But today it is one of the most attractive places in Sri Lanka. It has an inherent good architectural background and unique character and a mood for development. This place existed as usual, but with branding it became popular to its peak position. With the peak of tourist attraction and economy it has contributed to the local government and the central government and to the and hence has become the reason to study the Urbanite.

3.1.2 Ella Town

Ella town ships is another good example to study about branding and how it is popular amongst tourists in the recent days. The city has branded itself for its natural beauty in the landscape and the surrounding small-town ship developing into a small city center with its peak time of its attraction. It's a good time to study of the people's realm of Ella and how the city is changing to the future development of the city.

Both Galle City and Ella Town was researched on the following aspects.

e. Geological Location and History

This helps to understand important of the location to a civilization and its development and get idea about the attraction of location towards tourism and importance for other economic opportunities. Observing the site and gather information and finding old records, maps literature are basic methods to understanding the geological location and the history of the towns.

f. Morphological development of towns

This is to get clear picture about the city development trough out the history to up to date with physical and sociologically. And this helps to understand the future opportunity to explore and the factors which help to understand the current existed character and the mood of the town towards tourism.

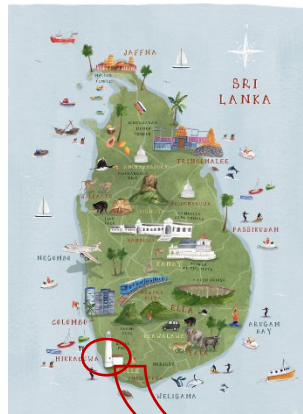
g. Tourist Attraction and Branding

This is to research what are the characteristic and importance to tourist attraction of selected towns and how it was branded. And the branding methods that had been used to promote to its success. This is also to understand the how the branding quality or the image exists on town and tourist and how urbanites enjoy it.

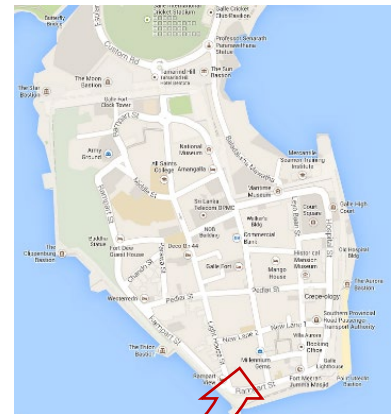
h. Qualitative study for the Realm people in the towns

This is to understand and focus on people's realm and how it blends with the branding of the city. This method will find what their realm were and how it changed after the branding along with the peak in tourism.

3.2 - Case study 01- Galle fort



Graphical
Map of Sri Lanka²⁴



Map of Galle Fort²³

3.2.1 Geological Location and History of Galle fort

Galle fort is in the west cost of Sri Lanka in Galle district, next to the famous ancient bay of Galle. The main access is from the Colombo Matara A2 road, and it also connects with the Colombo Matara railway line.

This Fort city has a history that runs more than 400 years. Galle bay was a harbor from ancient days which connected Europe, East Asia, and Middle Eastern countries. According to history, it was a busy trading point and the

²³ <https://www.gallefort.lk/galle-fort-map>

²⁴ <https://www.archchis.com/shop/p/sri-lanka-map>

famous voyager Iban Battuta too had touched base at this port. After the arrival of Portuguese in 1505, this fort was developed by the Portuguese as a trading point and military barracks. Most of the Portuguese building now remains as ruins inside the fort and are being restored by Archeology Department and by UNESCO. After the Portuguese, this fort was fortified by the Dutch in 1640, and they developed the fort with administrative buildings and residential buildings with all infrastructure. This entire area is demarcated by an area of 52 hectares.

After the Dutch, British conquered Sri Lanka and the fort was captured by the British governors from 1815 to 1948. British did not change much on the master plan of the fort. They used the administrative buildings and houses for their use. However, the British introduced some modifications to the Dutch architecture details. But the footprints of buildings can be the same as the Dutch period.

Today Galle fort is a listed as a world heritage site and it's a one of a rare living heritage city in the world.

3.2.2 Morphological development of the Galle fort

The city development can be clearly understood with its development fabric of Portuguese, Dutch and British Periods.

In the Portuguese period, the buildings were more inclined to Baroque style. Most of these buildings are now dilapidated. With the arrival of the Dutch, the Fort city was developed more with Dutch architecture. New set of building were constructed to develop their administrative proposes. During the Dutch period, the main entrance to the Galle fort was from the harbor side. The Present Entrance is what the

British developed. It is evident that during the British period, few changes to the existing infrastructure and to the buildings were made. Only the outer appearance in most buildings were changed with British architecture.

With the restoration work in progress with the archeology department, these three layers can be clearly identified. Today the fort is a mix of European architecture and therefore creates varying moods and expressions. After Independence, the buildings have been given post modernism look. Due to the attraction mostly towards the Dutch architecture, it is easily marketed as a tourist attraction.

After independence the British abandoned the Galle fort and was handed over the locale government. The administrative building is still used by the government. The residential buildings were owned by mostly the Muslim community. There were Few Sinhalese and Dutch Community occupying few residences. But just after independence the inside of fort was not an attractive or conducive place to reside. The buildings were in bad condition and the architecture was not an attractive element. Therefore, most of the buildings were left in abandoned condition. But soon after restoration works, outsiders started coming into the Fort and people who were already staying inside the Fort, continued to live under better conditions.

Demography study after independent to up to date

<u>Population by GN division and sex 2012</u>				
GN division	GN number	Both sexes	Male	Female
	Fort 96D	1,068	469	599

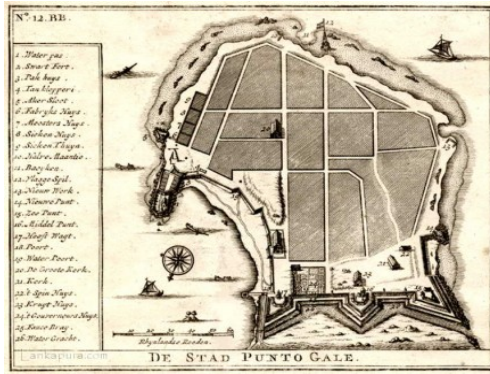


Fig:18 Galle Fort in 1726

<https://lankapura.com/wp-content/uploads/City-of-Galle-1726-434x347.jpg>



Fig:19 Galle Fort in UNESCO restoration Source: Internet

https://kiptra.com/wp-content/uploads/2019/12/y495_20120306181202-1.jpg

3.2.3 Tourist Attraction and Branding in Galle Fort

After restoration of the Galle fort by the UNESSCO and Archeology Department, the Galle fort became branded around the world as a beautiful tourist destination. With this, the land value too dramatically increased. With the UNESCO naming Galle Fort as a world heritage site in 1988 the attraction to Galle fort as tourist destination was remarkable.

The branding of Galle city is mainly boosted by the Tourist Board of Sri Lanka. Several annual projects are being programmed to promote the fort and its surroundings. Due to the archeological value and the beauty of the location more writers and publications have helped to popular the fort city area. With the introduction to new government policies on investment, foreigners were able to buy properties inside the fort as well. This created a big boom to develop the city and create a different mood. The property values in Galle City skyrocketed due to all these factors.

On the negative side, this transformation in the Galle city, barricaded the locale investors coming inside the fort.

With recent development of information technology, along with publicity by print media, a new mood captured Galle Fort and was circulated all around the world. The ancient literature about the Galle fort and its unique character of buildings also became a self-branding. Galle Fort was anyways considered as a living ancient fort. This reason too was a fact to consider in Galle Fort Branding. Sri Lanka's land laws for foreign investments changed to make way for foreign investors. The Dutch Burger Union also played a major role to market the Galle Fort.



Fig 20 : Galle festivals branding on internet

[https://www.attracti
onsinsrilanka.com/
wp-
content/uploads/20
19/07/Galle-
Children%E2%80
%99s-Festival.jpg](https://www.attracti
onsinsrilanka.com/
wp-
content/uploads/20
19/07/Galle-
Children%E2%80
%99s-Festival.jpg)



Fig.21:branding on print format

[https://i0.wp.
com/thuppahi
s.com/wp-
content/uploa
ds/2015/11/g
aq-
asleepcover.j
pg?ssl=1](https://i0.wp.
com/thuppahi
s.com/wp-
content/uploa
ds/2015/11/g
aq-
asleepcover.j
pg?ssl=1)



Fig 22. Galle Fort branding in internet

https://youtu.be/_pBoeuQxbfk

3.2.4 Qualitative study for the Realm of Urbanite

With all of branding taking place within the Galle Fort and the market value of land rising, the original inhabitants were outside of the fort city and alien residents were inside the fort city. Most of the houses had changed to boutique hotels and were run by foreigners. They operate and handle the income via online booking and transactions and the locale people and government did not get any return out of it. The reselling of property was done mainly to outsiders but not to the locals. There was no benefit to the local people. Most of the land dealing transactions happened on overseas ground with foreigners and there were no controlling and monitoring agent with local governments to get real benefits due to Branding.

However, on a positive note, with branding there were many tourist attractions into the Galle Fort. It was noted after interviews and observations that the locale and foreign hotel owners were happy with the attraction and the improvement of their businesses that also led to with demand of the land value, they received greater opportunity and higher portion of income when dealing with commissions.

Most of locale people state the development of Galle Fort is a good thing because it controlled and restored the value and mood of the architecture inside the Fort.

3.2.5 Questionnaire survey and analysis of Galle Fort physical forms.

This survey was done with physical questioner forms of 35 numbers of participants from Galle urbanite. Search

result had analyzed and generated a parentage value of 100% .

The outcome of the questionnaire and feed backs analyzed as follows, question by questions.

Question no 01

The reason to be in Galle Fort..

1.Residence 2. Occupation

■ 1 ■ 2

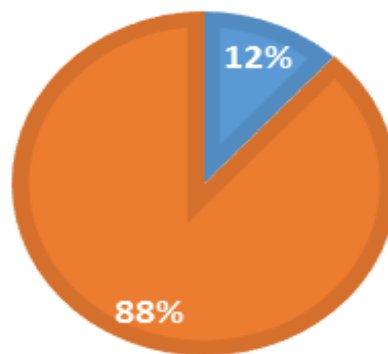


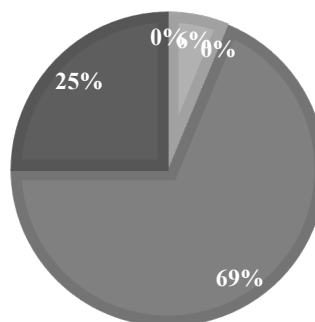
Table 1.1-Analysis of questionnaires
Galle Fort Q-NO 1

Question no 02

Type of occupation

1.Goverment 2. Business 3. Agriculture 4. Tourism 5. All above or few

■ 1 ■ 2 ■ 3 ■ 4 ■ 5

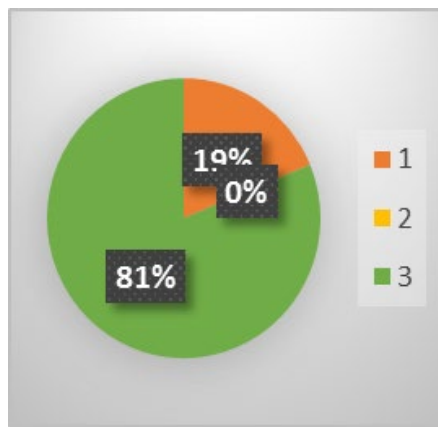


The above two basic questions make us aware that participants are well known with their place and their urbanites.

Question no 03

As per your knowledge, what do you think Galle is a famous for?

- 1.Beautiful natural environment 2. Agriculture 3. Tourists Destination



Question no 04

What is the most prominent difference between old Galle Fort before 20 years and Present Galle fort?

- 1.Attractive 2. No Difference 3. Not Special

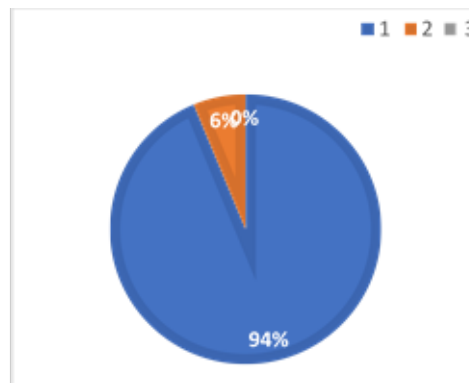


Table 1.5 Analysis of questionnaires Galle Fort Q-NO 4

In question No 04, refers to directly asking a question from participant that existed 20 years ago in Galle fort of its

mood and development and its attractions then and now. The response was similar, meaning Galle fort developed and attracted ONLY after the UNESCO renovation. Therefore, it's evident that Fort became a self-branding for Galle fort serving its peak of tourist attraction. 94% of the people said that the Galle Fort is currently very much attractive than it was 20 years ago.

Question 05

What is the main income in the residence of Galle fort?

1. Income from Tourism
2. Shop owners and sellers
3. Government job
4. Other

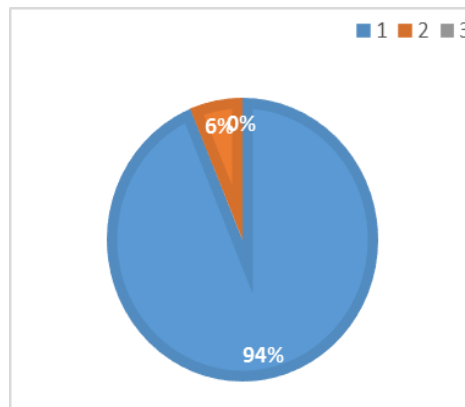


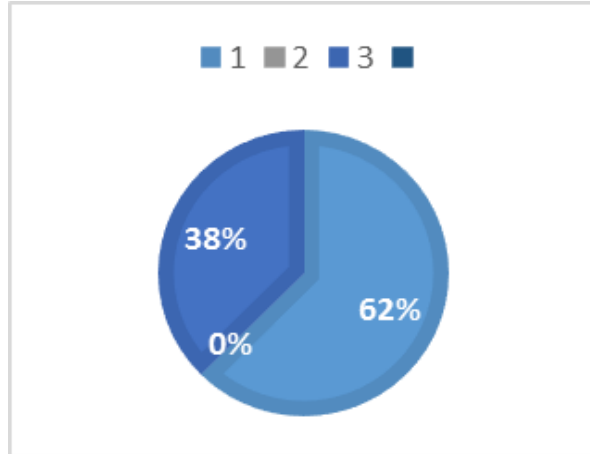
Table 1.4 Analysis of questionnaires Galle Fort Q-NO

The answer to question 03 and 05 gives the inter connectivity with tourism and peoples and data analysis proves it.

Question 06

Do you or your family have any economic benefit from the tourist industry?

1. Yes 2. No 3. Indirectly



Question 07

Is Tourism industry being benefit for Galle fort residents?

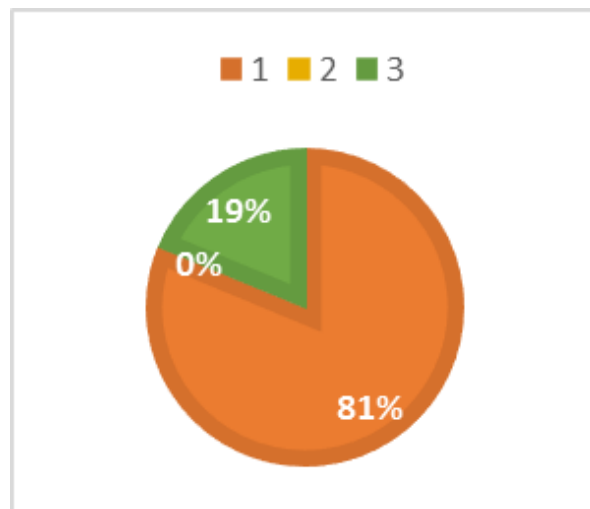


Table 1.7 Analysis of questionnaires Galle

Question no 06 and 07 asks similar answers from the participants. The economy benefits the urbanite and the development of Galle city together. Because of the high demand to the land, hotels, and other shops, it gives direct benefits to the urbanites. According to the gathered data analysis, it shows that the urbanite and Galle fort has direct

inter connection for its development resulting in Development of Galle fort and their expected realm is 100 %.

Question 08

If no 07-question answer is NO then, Tourist industry to Galle fort is

1. A Harassment
2. Has no Problem

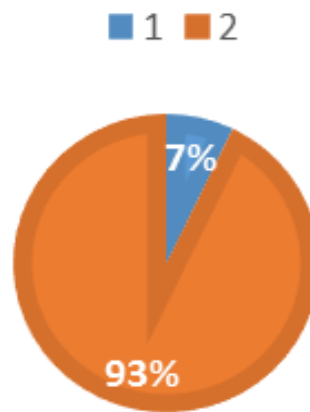


Table 1.8 Analysis of questionnaires
Galle Fort Q-NO 8

Question no 8 was raised to get the feedback on any bad effects on the realm of their participants. The data analysis showed that there is no feeling of bad realm. Majority, that is 93% of participants has expressed that they have no Bad feelings about the tourist industry functioning in Galle Fort.

Question 09.

If it is beneficial, how is it?

- 1. Employment Opportunity
- 2. Hotel/ Motel/ Shops
- 3. Indirect Job Opportunity

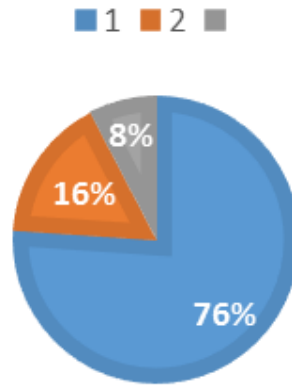


Table 1.9 Analysis of questionnaires Galle Fort Q-NO 9

Question N 10.

Tourism industry got more economical benefit but, if was, did it make more problem to the Society

- 1. Yes
- 2. No
- 3. Little

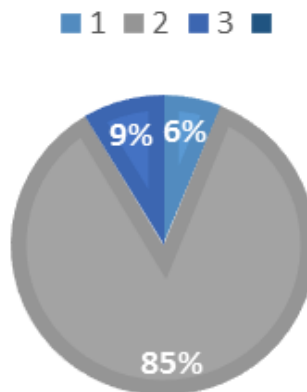


Table 1.10 Analysis of

Question no 09 and 10 further explore tourism and its effect on Galle fort urbanites. That also very clearly shows the expected realm of urbanite and how they are happy with the

gentrification of Galle fort. In question no 10, 85% of the population says that there is any bad impact with tourism. Question no 09 76% proves that they are getting more employment opportunity with tourism industry. This proves that more positive benefits with the branding of Galle fort with tourism.

Question no 11

if there are problems associated with Tourism then, what are they??

1. Changes on Old Buildings
2. changes on Rules and Regulations
3. Bad effect for Society (drugs, prostitution)
4. Other

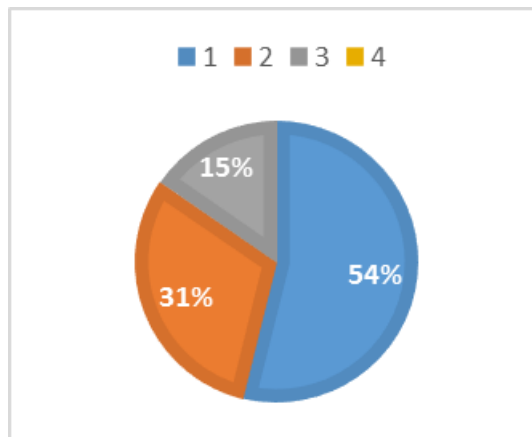


Table 1.11 Analysis of questionnaires

Question no 11 focuses in to the direct or indirect marketing effect on citizen. Majority percentage of 54% does not want to change the old buildings nor the new context with the old context. The reason may be that they are feeling that the ancient values bring them business and prestige. Similarly, few people feels that they have uneasiness with the existing rules and regulation after the place was considered a world heritage site. Their main idea was parking inside Galle fort was not allowed and the building permit process took a longer time restricting the owners to change their buildings

the way they want at the time they want. These implementations of regulation to maintain the branded quality in ancient character of Galle fort restricted the original users in many ways.

15% of the research outcomes proved that they have other bad experiences such as drug issues, prostitution etc. as well. Altogether, a majority of 46% showed that they have had bad experiences within the Galle fort after the Fort was branded.

More important research question of their free expression column was filled with 90% of the population. It was observed that they were very keen to write at least few words of their own expressions. By carefully studying their views it expressed similar ideas. All most all persons wanted to have much more attractive environment for tourists. They wanted to restore the Galle fort to protect the ancient values, character, architecture, heritage and archeological values. They also had a fear of losing the values, character with the upcoming demand. They also felt that the government buildings inside the Galle Fort got disturbed due to parking and gathering of outside public. However, it could be observed that from participant's views that tourism met with their realm.

3.2.6 The online survey analysis from googles forms.

The online Survey orientated different angle of questionnaire and selected professional qualified participants of National Tour Guides to answer them. This short questionnaire but dealing with a deep area of questions covered 09 numbers of questions. They are as follows.

Question no 01

How many years are you working with the tourist industry?

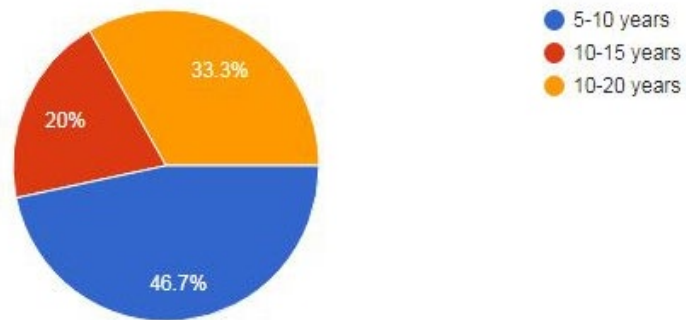


Table 2.01 Analysis of questionnaires Google form Galle Fort Q-no 1

The analysis shows that all of tourist guides have had more than 5 years of experience in the Galle Fort area. 33% of them had more than 10 years of experience. Their answer to the questionnaire is with vast experience of tourism.

Question no 02

2. For How long have you travelled to Galle Fort with tourists

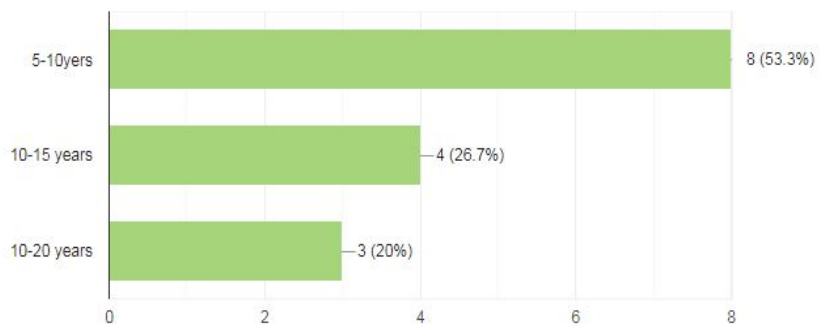


Table 2.02 Analysis of questionnaires Google form Galle Fort Q-no 2

We could observe the Same outcome as question no 01. Every

tourist guide has had more than 5 year travelling experience with tourists.

Question no 03

In the first days of your visits to Galle fort your experience has been?

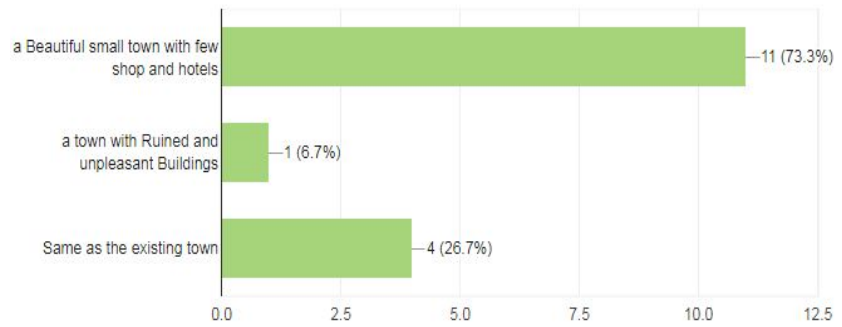


Table 2.03 Analysis of questionnaires Google form Galle Fort

This was to get an idea as to how Galle fort was before UNESCO renovation and after. Even through 26% said that the Galle Fort was same 73% proved it was a town with few shops, few hotels and more residential buildings.

Question no 04

What is your interest in Galle Fort?

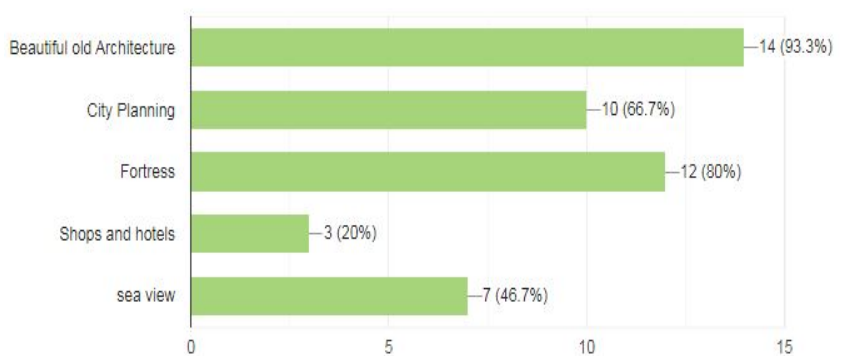


Table 2.04 Analysis of questionnaires Google form Galle Fort

Q-no 4

Question no 05

Why tourist like to visit Galle Fort

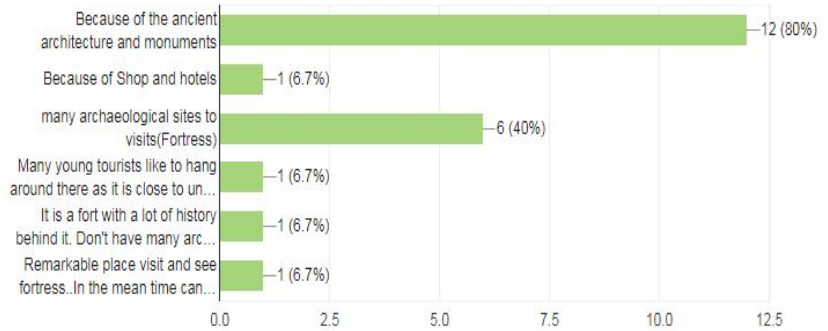


Table 2.05 Analysis of questionnaires Google form Galle Fort Q-no 5

This analysis shows that the Galle Fort is branded with its very own ancient architecture and monuments, and people have time interest in visiting sites of archaeological values. Galle Fort can therefore be branded with its Ancient Architecture.

Question no 06

Are you satisfied with current facilities in Galle Fort

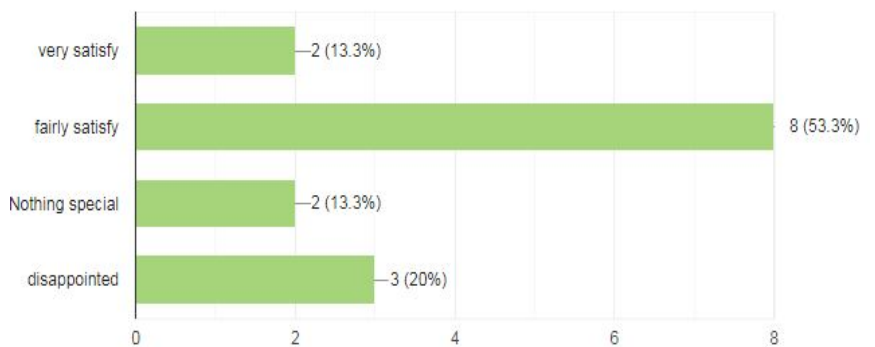


Table 2.06 Analysis of questionnaires Google form Galle Fort Q-no 6

The analysis shows that tour guides are not very happy with the services provided inside the Fort. According to them the fort

doesn't have comfortable staying facilities that other tourist destination hoteliers provide for their tour guides. It seems that there's no connection between hoteliers and tour guide within Galle Fort. The main reason being due to the ownership of boutique hotels being with Foreigners and not with Locals.

Question no 07

This question focuses to find the social or business relationship with participants and hotel owners. Most of the participants proved that they don't have good business relationship with hotel owners of Galle Fort.

Question no 08

What do you think that you know about Galle Fort owner ships?

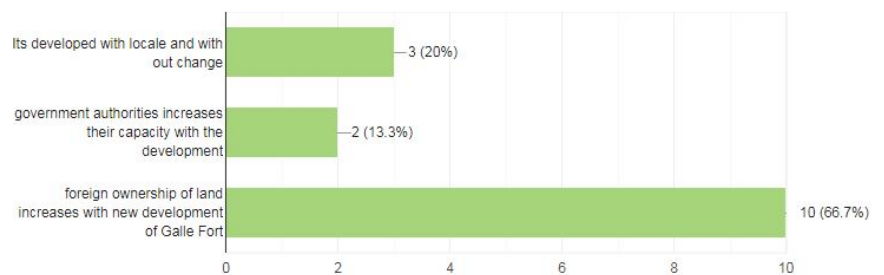


Table 2.08 Analysis of questionnaires Google form Galle Fort Q-no 8

Most of the participants predicted that the ownership of the property inside was not with locale people and it will remain so in the future. They expressed this prediction with their experience of observation.

Questioning no 09

What do you think of future hotel ownership and business situation in Galle Fort.

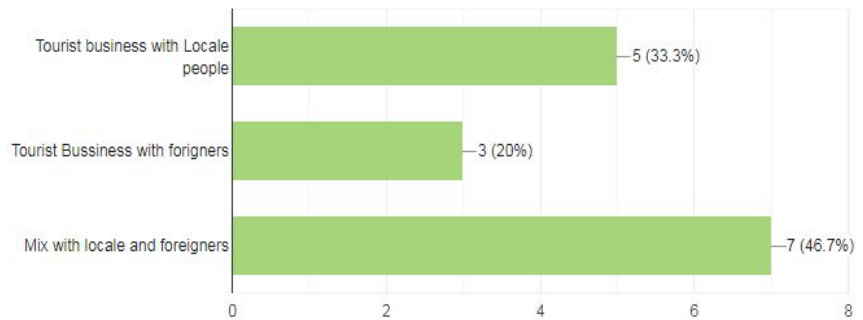


Table 2.09 Analysis of questionnaires Google form Galle Fort Q-no 9

Almost 60 % believed that in the future the more business will be with foreign ownerships

Question no 10

Compare with other tourist destinations how Galle fort will be related to you?

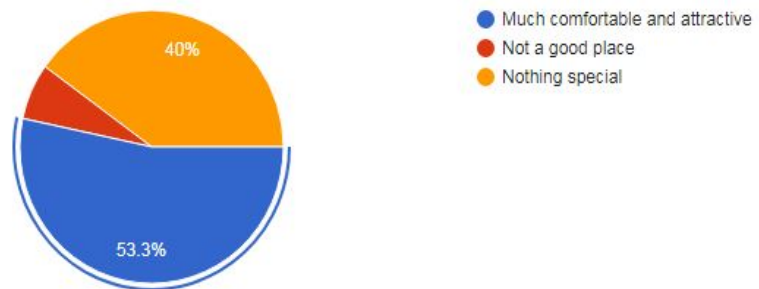


Table 2.10 Analysis of questionnaires Google form Galle Fort Q-no 10

Final question was raised to get idea of the belonging of place for participants in Galle Fort. Most of the people (almost half the participant) proved that they do not felt that they belonged to Galle fort as much as they did with other destinations. This had happened with unforeseen factors of ownership of Galle

Fort after branding with the new renovation and restoration works.

3.2.7 The Outcome of Interviews – Galle Fort.

For the Galle fort interview 03 participants were selected. These 03 participants covered the different social structure by occupation and urbanite who had experience more than 10 years at Galle fort.

Person -1 A businessman who lives in Galle fort for generations

Person -2 Director of a Boutique hotel in Galle Fort.

Person -3 Government agent working in Galle Fort.

All three were interviewed with similar questionnaire but were focused on different directions with their occupation and service that they provided.

Person -1 is in to gem and jewelry business, a business carried out from his paternal grandparents and belonging to wealthy family. He has had more experience living in Galle Fort than the other two. Even though he and his family earned from tourists coming to Galle Fort, he expressed that he is not happy with the existing situation inside the Fort. According to him who is part of the Sri Lankan Moor community has been limited their existence to the Interior of the Fort. This has been mainly due to the sudden demand of land for the improvement Galle Fort by UNESCO and SL Archeology Dept. The SL Moor community was offered to sell their property and earn quick money The government too didn't help these communities financially. According to him the change of government policies on property ownership with foreign investment was an unfortunate incident had happened. Due to this, the original residents of the Fort area do not even know their neighbors and the real owners

of properties. All properties seem to be selling towards oversea buyers with no regards to the locals or the SL Government.

Person-2 , The director of a boutique hotel expressed a different view towards the Galle fort development. The property he manages is fully owned by a foreigner and the management is run by a different company. The present branding of Galle Fort has become a huge opportunity for them to run their business. But when the question raised on profit sharing proposition, he refused to express his views. He explained that the booking of the premises is managed by an overseas travel agent and the locale management team only provide services and maintain the property. Even though Person No 2 is happy with the development of Galle Fort for tourism and he seem to be not much aware of the marketing and rates for boutique villas in overseas.

Person No 3 who works at a government authority was asked on the demography data and how rapidly has changed the place. He informed that the property ownership is rapidly changing and that there are traditional residents' new property owned by locales, foreign individual owners and property own by companies, mainly Foreigners. Person No 3 stressed the fact that each day this number of companies are increasing inside the fort and traditional owners continue to sell their properties and move away from Galle Fort. These phenomena are not visible to outside of the city but it happens rapidly within the Fort.

3.3. Case study 02- Ella



Fig :23 Ella town location in Sri Lanka map

<https://travelandstories.wordpress.com/2014/05/19/ella-sri-lanka/>

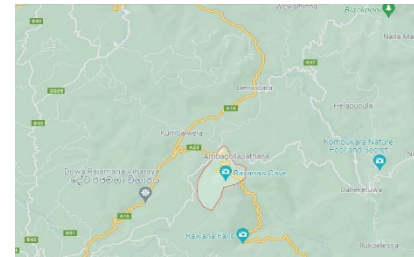


Fig 24 Ella town location In google map

<https://www.google.com/maps/place/Ella/@6.87778,81.004307,12.75z/data=!4m5!3m4!1s0x3ae465955bc09a25:0xbdfad>

3.3.1 Geological Location and History of Ella

Ella town is situated in the Hill country of Badulla district in Sri Lanka. This was a small township created with the railway station at the node Ella -Passara. Ella Wellawaya and Ella Kubalwala. From the ancient days the area consisted of agricultural plantations and tea. The first and old building in Ella town is the railway station and then the Ella restaurant and few temporary buildings in the node.

Few decades ago, Ella was full of green mountains with its unique scenic beauty. Some areas were re cultivated with tea plantations as a major crop of that area.

3.3.2 Morphological Development of Ella

Ella consists of mountains which belong to the government as forest reserve. Till the year 2000 the Ella was an unnoticed town but with one article written by a writer Ella was attract by visitors from all over the world due its natural beauty and values.

In Early days tourists were attracted to the famous Ravana falls, Duwa temple and the nine-arch bridge. The tourists stayed in Bandarawela which was 15.4km .km away from Ella and visited Ella. Gradually with the attraction in Ella the accommodations started facilitating in Ella. With more branding of the Ella within tourist all over the world, a high demand to the Ella town created Ultimately during the season, Ella was at its peak and finding accommodation in the area became a problem, This became another reason for investors to starting small boutique villas within the area. All the vacant land was sold by mainly locale investors.

Within 10 years' time the landscape changed its beauty to a series of building around the city node. From the city node around 1 km dia- meter circle one could observe a highly developed with hotels, cafes, and motels.



Fig :27 Ella town node with cafes



Fig :28 The buildings over comes the hilltop 1km away from town node

<https://www.google.com/maps/@6.8730754,81.0471802,1049m/data=!3m1!1e3?hl=e>

3.3.3 Tourist Attraction and Branding in Ella

Ella city branding happened instantly with Ella enthusiasts, mostly due to Tourists. The government nor any authority promoted the Ella Town Ella was popular mainly due to its scenic beauty and with the development of social media from the 10 years Ella city reached to its peak level of branding. Selfies, self-portraits, and positions in image with natural location became most popular posts on social media. The train travels exploring beauty from Kandy to Ella was another attraction that Ella to become a honey pot for tourist. The famous Ravana Water Fall and the Demodara Rail tunnel and bridges, Little Adams peak are some significant locations that the tourists are attracted to. The rest of the city too has developed with mood capturing of Natural beauty. Cafe's restaurants and hotels have developed mostly with non-architects and has created a unique character within the locality.

The following images shows how the Ella branding in social media. Most of the post has been host by the individual tourists



Fig :29 Ella town
Branding on social media

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.thecommonwanderer.com%2Fblog%2Fthings-to-do-ella-sri->



Fig :30 Ella town
Branding on social

<https://gretatravels.com/wp-content/uploads/2019/05/Copy-of-New-Design-Ideas-5-683x1024.jpg>

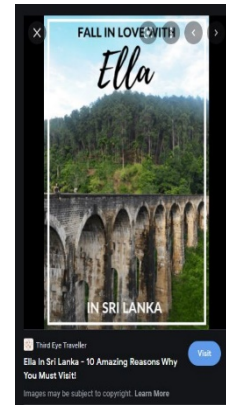


Fig :31 Ella town
Branding on social media

<https://thirdeyetraveller.com/wp-content/uploads/2017/11/ELLA-2-1.jpg>

3.3.4 Qualitative study for the Realm of Urbanite

Due to the Boom of Ella and its surroundings, the traditional agricultural economy changed with time by providing services to the tourism sector. Small houses turned into homestay hotel concepts or small boutique hotels. It created a lot of income compared to traditional agricultural income. Converting agricultural lands to income generating buildings mainly happened to cater for the needs of the Tourist. Due to this the city limits are also expanding in with linear development. The supporting requirement for tourists is also increasing and expanding all over the place in Ella. This has created a new hope for future dwellers to convert their homeland to boutique hotels or sell land for higher demand and relocate to suburban areas

Due to fewer facilities of public transportation available, there also created opportunities for three-wheeler drivers, mostly the youth to operate them. These youths have

found that this is an easy way to earn the daily wages without and any skill or education. Most of the hotel jobs such as chefs, room boys, stewards, helpers, waiters are full of the locals taking these job opportunities. It has been found that the personal income of these urbanites is higher than even the neighboring towns. This is also a huge golden opportunity to the provincial governor's income as well.

It seems that whatever the decision they made with their property towards tourism, they are happy about it because they can make a reasonable income out of it.. Similarly, Ella municipal council too gets more income from the tourist industry, and they are promoting the tourism around their division. The Ella provincial council has taken the authority from the urban development authority for building regulation and for the city development within Ella town Today, the infrastructure is getting developed with the blessings of the Government too, creating attractive locations within the locality, bordered by safety fences, and decking in the location, road improvements, building retaining walls for land slides are some key developments that has taken place.

Even with the farmers within the area are looking for more tourist attraction. Their only barrier is that they do not have their landowner ships. Since most of the land is owned by government and very few land having clear deeds it has become a drawback for them as they cannot obtain any bank loans or grants for their ownerships. Since the developments are booming in these areas many urbanites are willing to get owner ships for their lands.

With the rapid development of the town the outcome of garbage is also increasing which cannot be handled by the municipal council alone. The garbage collection has created

an unpleasant environment and health hazards to the surroundings. This has also led to the gradual pollution of ground water and eco system which was not something that was anticipated many years ago.

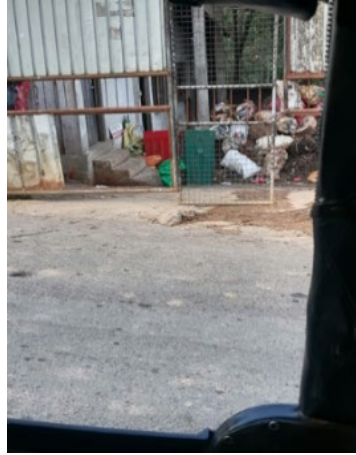


Fig: 32 Garbage issue makes unpleasant environment in the town



Fig :33 Garbage issue makes unpleasant environment in the town

The branded scenic beauty of Ella is now getting crowded as more and more hotels, motels, cafes, home stays rising up from each and every mountain. This new scene tells us that tourists are booming and Numbers of rooms that are being booked forecast the tourist capacity of the area. This is a good indicator for Ella and for the governors for their income. Same way it's a good prediction for tourist board and for the government for their income calculation for a predicted year.

The negative aspect is that there is no proper master plan declared for Ella tourist development from any authority. The development take place in a haphazard manner with the available lands and with random developers. The beautiful land scape has now changed gradually to a built environment.

3.3.5 Questionnaire survey and analysis of Ella physical forms.

The prepared questionnaire survey was followed with a mix method approach to get filled in with participants. The questionnaire was prepared with short number of question and used the Sinhala language for easy understanding by the participants. At the End of the questionnaire was a self-expressing column to get if the participants have expressed their own views towards the future realm. The prepared Sinhala language questionnaire has attached.

The questionnaire 1,2 mainly focused to know that their existence in the town and experience that they have with Ella town.

1.Are you an urbanite?

1. Living in Ella

2. Working Ella

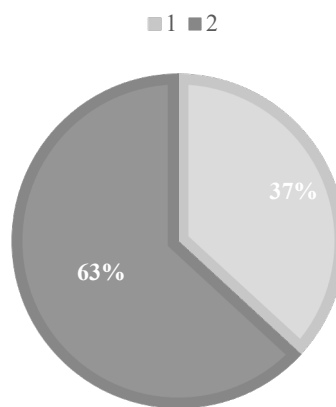


Table 3.01 Analysis of questionnaires Ella Q-NO -01

The research combination shows that most people living in the city are visitors to city with their occupation. Both are very important as an urbanite.

Further to clarify their occupation and the connection to the city the question No 2 was raised.

2.Type of occupation

1. Government
2. Business
3. Agriculture
4. Tourism
5. All or few of above

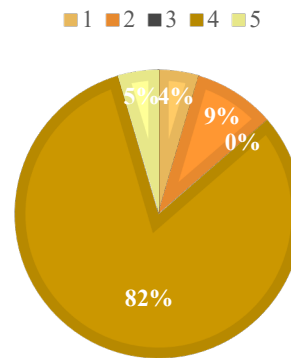


Table 3.02 Analysis of questionnaires Ella -Q-NO -02

Question no 02 on research questionnaire and majority involve with tourism and it comprises 82% from total. It proves that even through Ella is based with an agriculture economy people earn more from tourism. So, it's very clear that with branding Ella as a tourist destination, the occupancy opportunity does not derive from traditional economy.

Question no 03 focuses to get an idea of how Ella is identified by the city users other than the tourists and outside visitors. It is expected that this would identify the direct effect with their realm of economy and proves that the economy is mainly based with Tourism but a less percentage shared with agriculture benefits.

Question No 3. According to your knowledge what's Ella famous for

1. Beautiful natural environment
2. Agriculture
3. Tourism destination

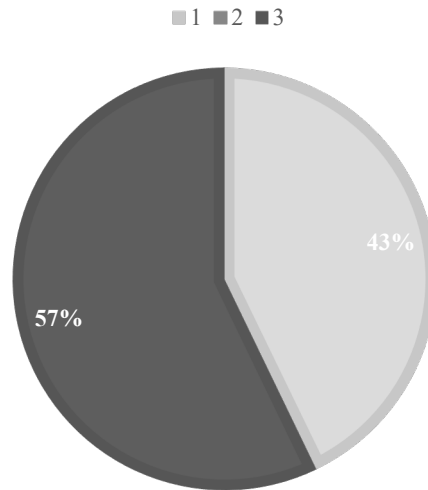


Table 3.03 Analysis of questionnaires Ella -Q-NO -03

Question no 04 focuses to get an idea as how peoples' cognition memory, imagination, and memorization of Ella from 20 years ago as it helps to understand the morphological changes and city development through the years.

4. What was your memory of Ella 20 years ago

1. Mountain with jungles
2. Tea and other crops
3. Both explain above
4. Area with construction

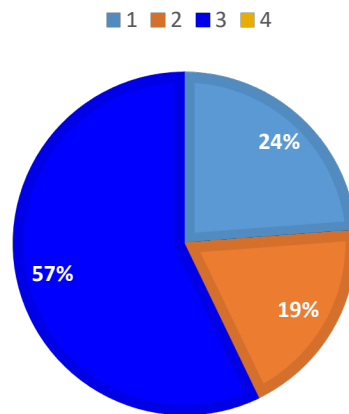


Table 3.04 Analysis of questionnaires Ella -Q-NO -04

This is very remarkable feedback of imagination of Ella from 20 years back. It shows that it was a totally beautiful green range mountain with natural beauty. They cannot remember any built environment that existed 20 years back. This clearly shows the morphological changing with a short period of time with one layer of building all around.

Question no 05,06,07 are serious yet similar questions asking from participants, without asking them directly the answer of economy and tourism of Ella. The questionnaire starts with participant's family income and finally with the Resident's income. The Idea was to get a genuine ground level feedback rather than a demographic data.

5. What is the main income source of Ella people?

1. Tourism industry 2. Agriculture 3. Government jobs 4.

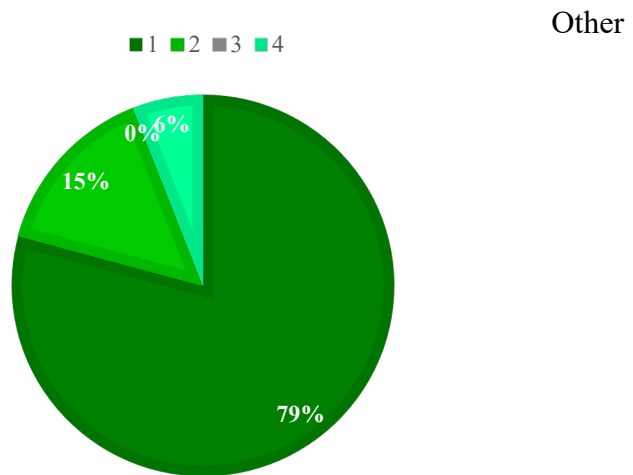


Table 3.05 Analysis of questionnaires Ella -Q-NO -05

Research proves Ella is now Transforming from agriculture-based living style to a tourist-based industry style. This aspect is mainly prominent with new generations since it generates quick and easy value-added income rather than a slow income.

6. Any benefits to you or your family from tourism industry

1. Yes 2. No 3. Indirect way

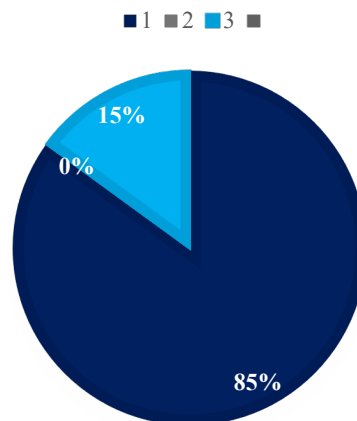


Table 3.06 Analysis of questionnaires Ella -Q-NO -06

This feeds backs shows the economic benefits 85 % direct and indirect way. The other 15 % depends on traditional agriculture

sector or as government servants. But they are comparatively a small proportion.

7. Does tourism help to prosper of Ella people?

1. Yes 2. No 3. In medium way

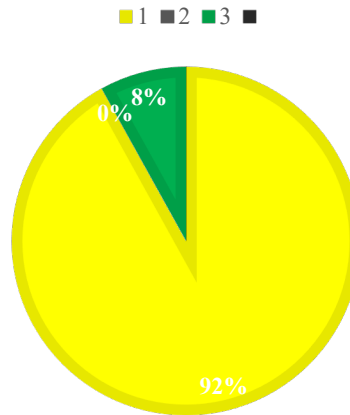


Table 3.07 Analysis of questionnaires Ella -Q-NO -07

Above feedbacks prove that the tourism is their future and will prosper more than any other economic sector given 92% of self-experience. And with this feeling the urbanite is ready to plan and keep hope with tourism.

The Question no 08 and 10 are critical questions in the questionnaire because its focuses to get answers to any bad effects with tourism.

8. If the answer no to above question 7 then how tourism effects to Ella

1. Disturbs 2. Not a problem

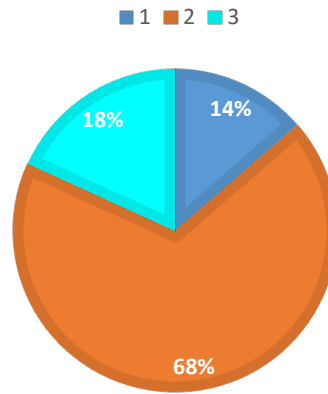


Table 3.08 Analysis of questionnaires Ella -Q-NO -08

The answer to questionnaire shows clearly that tourism industry does not create issues for their living. Indicating 100% proves Tourism does not pose any threats to Ella town. There could be few draw backs of Tourism but that does not seem to affect the inhabitants Lifestyles.

10. Even if tourism brings money does it become a problem to Ella?

1. Yes 2. No 3. In Subtle way

Table 3.9 of questionnaires Ella -Q-NO -010

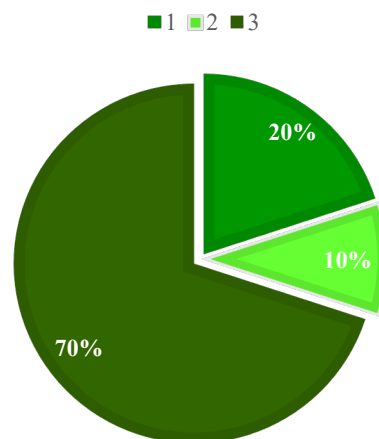


Table 3.09 Question no 09 is for a supportive question to find, if tourism effects in positive way for the realm of people.

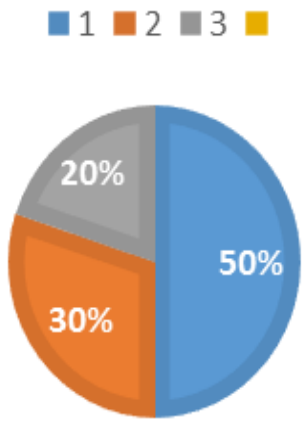
Table 3.10 Analysis of questionnaires Ella -Q-NO -09

Question no 11.

If there are any Issues with Tourism, what are they

- 1. Change of natural environment
- 2. Natural hazards
- 3. Social issues (drugs, prostitution)
- 4. Any other please write

This question attempts to cover all aspects which affect social life and built environment. There's has been given an opportunity for people to write their opinion too. However, no one had filled that area and seem to be satisfied



with the questionnaire already given.

Table 3.11 Analysis of questionnaires Ella -Q-NO -11

Question no 12 is to finally to focus on get expression of the good or bad effect on tourism and write your opinions for a better Ella in future

From most of the comments gathered, they are they looking for tourist attractions and better environment for Ella tourism. They are looking for natural environment to be preserved as they know that Tourists are mainly attracted to are nature lovers. Therefore, it is essential that

the nature is preserved at any cost for future as well. This intention is clearly visible in the answers given.

3.3.6 The online survey analysis from google forms.

Question no 01

1. How many years have you worked in the tourist industry

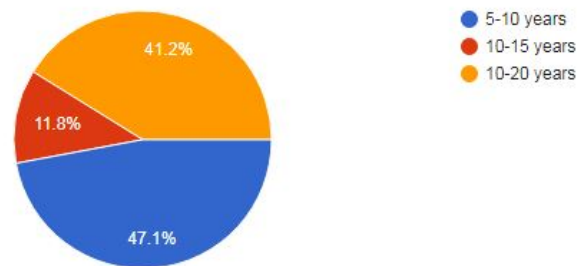


Table 4.01 Analysis of questionnaires Ella Google form - Q-NO -01

Most of the participants are more than 10 – 15 years in the tourism industry and it indicates 88% of the answers. The research is accurate because the tour guides are much aware with the destinations and they are more experienced with the morphological changes in the city fabric.

Question no 02

1. How long have you been Travelling to Ella with tourists

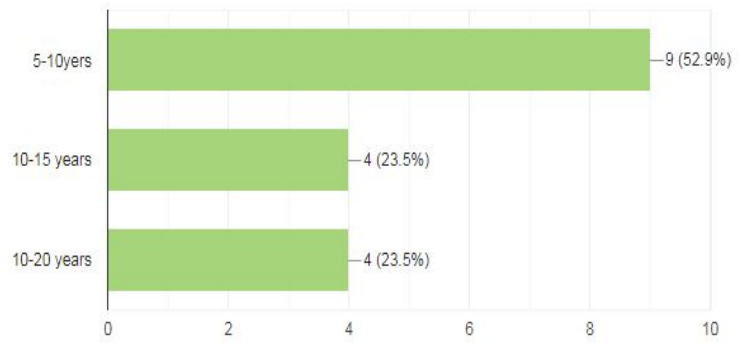


Table 4.02 Analysis of questionnaires Ella Google form -Q-NO -02

This is very much similar in findings that they have travelled with tourists to Ella as their professional engagement.

Question no 03 –on the first days of your visits to Ella it's been a

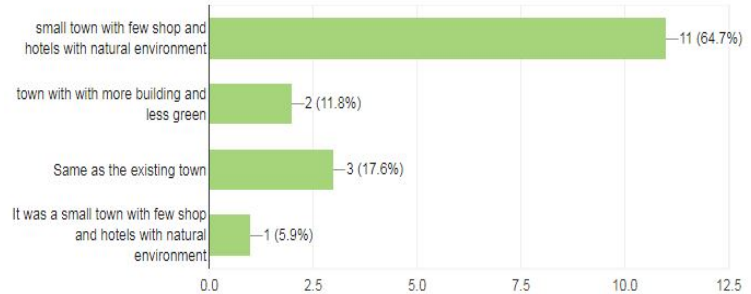


Table 4.03 Analysis of questionnaires Ella Google form -Q-NO -03

This is an important question to get know the answers from participants about their mind map of Ella 10 years back. The research results showed that 64% of the participants remembered Ella as small town with few shop and hotels with natural environment in plenty. That's way before Ella was branded in digital platform.

In the 02 question as well, it showed that with the tour guides experience of 5-10 years, they are around 52%. That's mean this rapid changing of town has started within a 10 years period and the usage of smart phone in peoples' usage this trend has even become more evident.

Question no 04

What is your interests in Ella

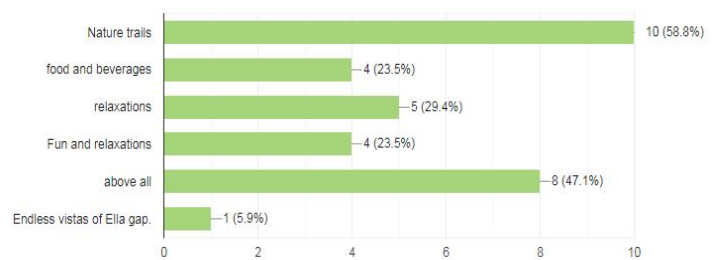


Table 4.04 Analysis of questionnaires Ella Google form -Q-NO -04

This aspect clearly shows what Tourists like to engage with and research show as that a 58 % are interested in viewing nature. The graphs show that other facilities such as food and beverage are also in attraction with tourists.

Question no 05

Why tourists likes to visit Ella?

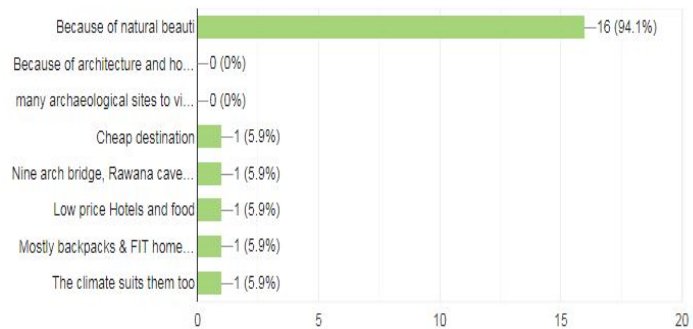
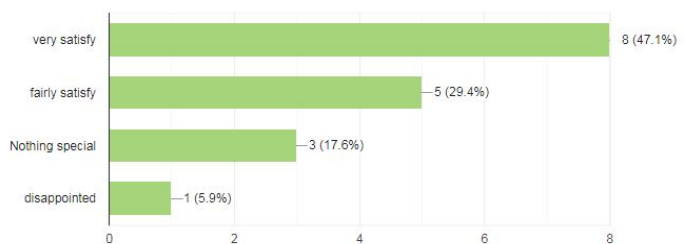


Table 4.05 Analysis of questionnaires Ella Google form -Q-NO -05

Similar as question no 04 and to confirm from tourist attraction toward Ella. The research shows the similar answer as question no 04.

Question no 06 - reasons to above answer

Table 4.06 Analysis of questionnaires Ella Google form - Q-NO -06



The data findings shows that the most people love the existing branded mood. But at the same time 21% of the tourists are either disappointed or feels nothing especial. This is the most important outcome from data analysis. Because all the tourists visit Ella because of vast branding. The branded quality is not represented on the existing conditions of the place as the location 20% .

Question no 07

What do you think of present situation in Ella

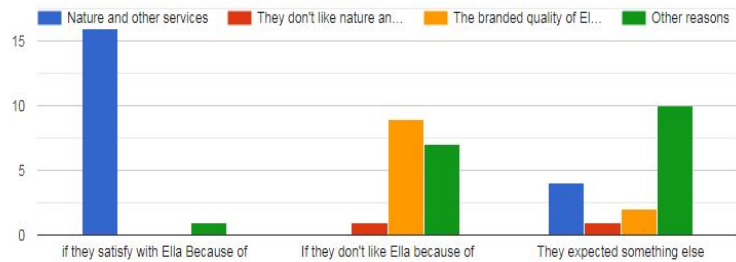


Table 4.07 Analysis of questionnaires Ella Google form - Q-NO -07

In this question the outcome shows that the most of tourist feels that branded quality does not exist in Ella and in a similar way some people enjoy the natural beauty of Ella

Question no 08

What do you think of present situation in Ella

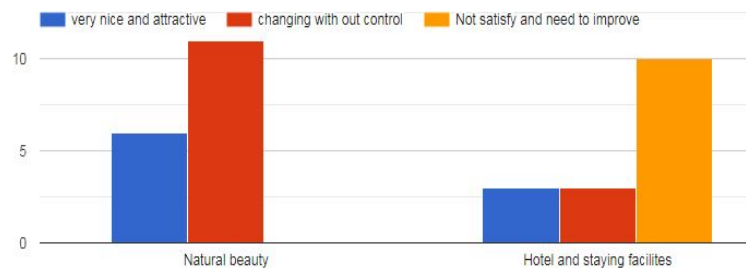


Table 4.08 Analysis of questionnaires Ella Google form - Q-NO -08

According to their answer the data analysis shows that the tour guide represents tourist feedbacks of losing its branded character. More than 50 % shows that the

existing character need to change according to the branded image.

Question no 09

Your suggestion to improve Ella tourism

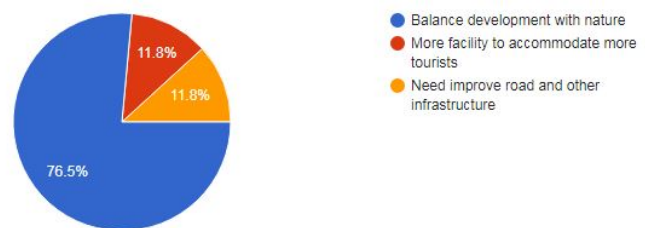


Table 4.09 Analysis of questionnaires Ella Google form -Q-NO -09

This is a very important and generous answer of feeling of existing situation in Ella and 75% of the tour guides feels that the development needs to take place with balance development with nature friendly eco-tourism.

3.3.7 The Outcome of Interviews – Ella

For the interviews 03 participants from the Ella urbanites were selected to represent all social structures. Urbanites within the area who had lived for more than 20 years and age group 40 years to 50 years were part of the survey.

Person 01 – Small boutique hotel owner in Rathnagiri Estate Ella.

Persoon02- Three-wheel driver in Ella town

Person 03- Farmer in Hallpe junction Ella

A similar approach to Galle Fort study was conducted but concentrated more in experience towards their living in Ella. All the questionnaire focused from the history of Ella and how it has changed to up to date. The main Idea was to get old memories with their lives and look at the Morphological changes in the city of Ella from past. It was intended to gradually shift their experience with existing environment in Ella and how it closely affected and supported their lifestyles. It was intended to express their feeling towards the changes in the town. Finally, the questionnaire raised to expressing their thoughts on the good and bad of their future expectation.

The person- 1 was an owner of a Boutique hotel was a retired government servant person. He was very happy with his retirement and starting up with a boutique hotel after that. What he expressed was that even during the pandemic situation in 2021 he had better hope with the tourism industry and was happy with the income. Before the pandemic situation he has had a good income from his business. He lived a comfortable life, and his children too were studying in Overseas. With the income he received he was able to support his children with the income of the hotel. He was very happy with the industry and all the other good effects that he had received from the Ella development. However, he said that the uncontrolled developments may result in destroying the expected the green and scenic beauty of Ella. According to him he expressed that they are unable to provide the room demand for the tourist in the peak season although the development is essential to full fill the needs.

Person – 2 , the Three-wheel driver was the second participant and he knew the morphological changes in the Ella town from his childhood. Interview with him explored different ideas than the first person. His occupation was a direct deal with locale community and with tourists as well. According to him the unforeseen threat and social issues are happening due to tourist industry. The main reasons are drugs and few developments of prostitution in a hidden way. Prostitution is mainly happening through the marketing of spa facilities around the place. The Issue is that although Spas can be a useful facility for the Tourists, the local younger generation is mainly attracted in terms of a different mindset that could result in breaking the social values of the society. The drug issue has also become a cancer to the area concerned as many young males are attracted to the drug usage.

Person -3 interviews was a famer, and he is not directly involved with tourism industry. He is happy with the development in the area but is keen on knowing the effects of uncontrolled development within the area. According to him, he complains that the freshwater streams have been disappearing which were very active 10years ago. The rapid change in in topography due to construction was one reason for that. The water flow direction had also changed and with the removal of tree canopies. He complains that a greener cover and a fresh air was prevalent 10years back.

04 - Conclusion

The branding of a city has its effect on the realm of its urbanites. As with the facts, data, research (papers, books, Dissertation), observation and with the case studies, it's very clear that for a city to sustain, branding plays a huge role.

Marketing and Branding becomes co related with urban development. With the growing of urban populations, the wealth of a city needs to expand to accommodate the new urbanite. These changes (development, improvements, re-deigns) in city causes urbanites to experience the city transforming. This transforming experience effect on peoples' realm in both ways, positively or negatively. This transforming experience however does not long last for long term, may be 5-10 years.

This changing experience is more affected to the urbanite than the people who live in the rural areas. Urban setups need to run a mechanism to make sure the Urbanites survive in the city. They live on a utopian ideology and need to provide pleasure, happiness and lust for their survival and growth. But when they are unable to achieve these goals, it results in stress, tension, and discomfort.

This city transforming for a new urban experience to give happiness and comfort, is not free and easy to achieve. As a result, the urbanites need to spend money, time, wealth, and knowledge. This is not an easy task when compared with rural lifestyles. With the expected lifestyles in an urban set up everything from space to water to shelter becomes costly. This willingness to pay and live in cities or town is the realm of peoples that they are looking for.

When you have an ideology of utopian city and in order to achieve that, they would use the knowledge, creativity, expertise skills of

professionals such planners, urban designers, architects along with engineers and economists to achieve the goal for the city transformation. Their minds are all trying achieve a goal of success which is huge, great, comfort and politically strong as well. At an international level, this gigantic phenomenon plays to develop or plan with the utopian theory by the power, and energy and physical growth of an environment, which tend to attract more and more people to city centers.

For a town or City to become successful, it needs the help of professional knowledge and support. Same time skills of the people to run the city.

The branding a city focus on to achieve the above goals. In the mission of achieving these goals, the realm of urbanite may change. Same way this mission and task need to agree and comply with urbanites realm.

With all the research and the outcome shows that the success of branding quality and the success of expected people's realm of a city or a town it's very essential to approach it in a multi-disciplinary way with professionals, rulers and with the urbanites. This gives a unique identity with a value. This multi-disciplinary approach needs to sustain the branded quality within the city and to meet people's realm.

Mainly with two case studies conducted it showed that in order to economically succeed in both tourist's towns Ella and Galle Fort it also helps with peoples' realm of money, opportunity, hope, and better economy and future.

It also allows people to grow, invest, and create new income opportunities for themselves. Same way, all professional authorities find and implement creative visions and missions to bring further developments to success and to maintain.

In Ella case study it showed that the agricultural society slowly changed to the hospitality industry and the urbanites were happy about the overall change. The economic boom was indicated that the urbanites were in a path to success.

Same way, with the involvement of UNESCO and archeology department in Sri Lanka when Galle fort city became as a world heritage site, the Fort too became a branded city and within a short period time land value, demand and attractiveness uplifted which could not have been achieved without their interventions. This branding gave an economic boom to the city by creating opportunities to sell or rent their properties, involving in direct or indirectly with hospitality industry. Similarly, they also reached for the life of realm in economic development.

The research also found that there can be bad effects on a city and its urbanites due to Branding. This bad experience is something that will not be felt immediately by the Governments, Authorities, Professionals and the public. With the study it was revealed that bad effects on people's realm happen due to poor monitoring of the branded propaganda while it being implemented.

The two case studies are a good example to study the long-term bad realm of urbanites. Ella is developing to its peak with poor monitoring by its authorities. There seem to be no proper control of building massing and height, density, and character controlling. The branded mood of green mountain with clean air will not sustain if the development is heading in the wrong direction. If this unexpected mood change happens to Ella, it will not sustain with its original branded quality. Gradually it may tend to lose its hospitality business due to the loss improper management.

The research also shows that there can be unexpected social problems to Ella due to drugs, prostitution etc. This was not something

that was expected from urbanites with their economic boom. It also takes time to notice this kind of negative social issues especially when a place is moving towards an economic boom. The problem of drug dealing, and its bad effects are spreading and is interconnect with its nearby towns as well. This will finally lead to a national issue.

In a similar manner, the Research indicates that the Galle Fort it's clearly losing its land, property, and business ownerships from locale and is moving towards the foreign companies. This is happening mainly due to branding and demand of Galle Fort within a short period time. This kind of issues happens due to the poor regulation and legislation of the country as there is not national policy towards foreign investment on lands. Finally, the ownership of most valuable heritage site which are great assets to the country may end up in foreign hands as well.

With all these research and studies, it's very clear that the branding of a city or a town, directly and indirectly effects with its urbanites. Most of the effects are for the betterment to their realm and other effects will have long term bad effects to their realm.

These bad effects can be overcome by multi-disciplinary approach by professionals working together on a common goal that involves social, cultural, and economic aspects of a Town. This needs clear monitoring in planning stage, implementation stage and in the functional stage of the branding process.

The world today is heading for Branding towards economical prosper of cities and towns. The economy is becoming a key factor for any city or town, which also determines the realm of citizens.

It is important that we do Branding so that people do not abandon cities and Towns, but Branding becomes a key factor to create Wealth and power to a Nation.

This problem needs to be looked at as a global awareness for the betterment of citizens in any country.

Bibliography

- Koolhaas. Rem., Mau, Bruce, OMA, (1995).SMLXL Italy. – The Monacelli Press.
- Bandaranayake, Senaka,Dr. *The pre-modern city in Sri Lanka: the 'first' and 'second'urbanization* , Pages 1-25.
- Miriam.T.Stark, Southeast Asian urbanism: from early city to Classical state at page 79
- Dagmar,Haase , Burak Güneralp , Bharat Dahiya , Xuemei Bai,and Thomas Elmqvist, (2014) Global Urbanisation Chap 1 –, Perspectives and Trend Chapter 1.2 page no.29
- Luis Delfim Santos & Isabel Martins & Paula Brito (March 2007) “Measuring Subjective Quality of Life: A Survey to Porto’s Residents page no 52
- Lofland. Lyn H 1998 *The Public Realm: Exploring the City's Quintessential Social Theory (Communication and Social Order)* published by Routledge
- James Holston and Arjun Appadura, 1996 *Cities and Citizenship, Public Culture*, by The University of Chicago.
- Lofland. Lyn H 2007. *The morality of urban public life: 1998*. Routledge
- Lucarelli, Andrea, Berg, Per Olof , 2011*City Branding: A State-of-the-art Review of the Research Domain* , *Journal of Place Management & Development* page nuber 18
- Dinnie. Keith . 2008, *Nation Branding, Concepts Issues, Practice* . Elsevier Lincare House, Jordon Hill, Oxford
- guides\books\using-historical-heritage-as-a-factor-in-tourism-development.pdf
- “A Tale of New Cities: The Future of Urban Planning in the Developing World Article in Harvard International Review · January 2014” page no 15
- “A Tale of New Cities: The Future of Urban Planning in the Developing World Article in Harvard International Review · January 2014” page no 15
- guides\books\City_Branding_Evaluation_as_a_Tool_for_Sustainable.pdf
- Raubo., Anna . 2010, *Attractiveness for External Audiences*, Master Thesis University of Rotterdam

- Yang, Tianren, Ye, Minghai, Pei, Pei, Shi, Yongjiang, Pan, Haozhi, 2019, City Branding Evaluation as a tool for sustainable Urban Growth: A Framework and lessons from the Yangtze River Delta Region.
- <https://devdutt.com/articles/what-creates-culture-also-creates-cult/>
- **Paganoni, Maria, Cristina, 2015, City Branding and New Media: Linguistic Perspectives, Discursive Strategies and Multimodality, Basingstoke and New York, Palgrave Macmillan, 2015.**
- **Kozinets, Robert, 2017, Self in Art/Self As Art: Museum Selfies As Identity Work National library of Medicine**
- <https://solidbranding.com/redesigning-love-ny-logo/>
- <https://solidbranding.com/redesigning-love-ny-logo/>
- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.carousell.sg%2F%2Fi-love-ny-short-pants-268532389%2F&psig=A0vVaw0wYqM8K0VA3v6WVojD696s&ust=1643822288832000&source=images&cd=vfe&ved=0CA0Q3YkBahcKEwjw1M23gd1AhUAAAAAHQAAAAAQCC>
- <https://expatlifeinthailand.com/travel-and-leisure/new-york-city-with-my-daughter/>
- https://www.google.com/search?q=i+love+ny+in+virtual+world&sxsrf=APq-WBvRT1BXfvfAyJKoikxTuQFpe4N5CQ:1643736745549&source=lnms&tbnisch&sa=X&ved=2ahUKEwj7z8nGhN_1AhUKTWwGHTK9AH4Q_AUoAXoECAEQAw&biw=1280&bih=600&dpr=1#imgc=BcvnUshNng612M&imgdii=8g67dc112bVcuM
- https://www.google.com/search?q=i+love+ny+in+virtual+world&sxsrf=APq-WBvRT1BXfvfAyJKoikxTuQFpe4N5CQ:1643736745549&source=lnms&tbnisch&sa=X&ved=2ahUKEwj7z8nGhN_1AhUKTWwGHTK9AH4Q_AUoA

XoECAEQAw&biw=1280&bih=600&dpr=1#imgcr=BevnUshNng612M&imgdii=8g67dc112bVcuM

- <https://myfamilytravels.com/laguardia-airport-terminal-b-enhanced-security-traveler-amenities/>
- <https://picturesandwordsblog.com/most-instagrammable-places-in-nyc/>
- <https://economictimes.indiatimes.com/news/politics-and-nation/bengaluru-becomes-first-city-to-get-its-own-logo/uber-cool/slideshow/62239211.cms>
- https://www.asser.nl/media/5466/1200px-i_amsterdam_in_regenbooguitvoering.jpg?crop=0,0.23792111549900055,0,0.021013114913948569&cropmode=percentage&width=387&height=190&rnd=132648749690000000
- <https://www.fifteendesign.co.uk/wp-content/uploads/2017/08/1-Melbourne.jpg>
- https://divaempiretravel.com/wp-content/uploads/2020/02/DSC_4932-2-1024x683.jpg
- <https://static.toiimg.com/thumb/imgsize-450174,msid-68624218,width-400,resizemode-4/68624218.jpg>
- <https://image.spreadshirtmedia.com/image-server/v1/mp/products/T842A196MPA3667PT17X37Y48D1021532036FS1861/views/1,width=550,height=550,appearanceId=196,backgroundColor=F2F2F2,modelId=5306,crop=list/i-love-mumbai-tote-bag.jpg>

- <https://www.easyvoyage.co.uk/travel-headlines/most-costly-failed-tourist-attractions-77080>
- <http://www.smh.com.au/content/dam/images/h/1/1/5/h/r/image.imgtype.article/Leadwide.620x349.png/1536037087660.png>
- https://loveincorporated.blob.core.windows.net/contentimages/gallery/47474e1a-6159-463c-b1e5-b81ce46cb22a-LakeTiticaca_Trash.jpg
- <https://lankapura.com/wp-content/uploads/City-of-Galle-1726-434x347.jpg>
- https://kiptra.com/wp-content/uploads/2019/12/y495_20120306181202-1.jpg
- <guides\books\ASSESSING THE CULTURAL SIGNIFICANCE OF WORLD HERITAGE.pdf>

Appendix - 01

2022.01.02

අධ්‍යාපන සමීක්ෂණය සඳහා තොරතුරු ලබා ගනීම

කේ.පී. සමීර ජයසුන්දර බණ්ඩාර වන මම මොරටුව විශ්ව විද්‍යාලයේ නගර නිර්මාණ විශේෂ උපාධිය හදාරණ ශිෂ්‍යයෙක් වෙමි. මාගේ පර්යේෂණ නිබන්ධනය සඳහා ඇල්ල ප්‍රදේශය තෝරාගෙන ඇති අතර, ඒ සඳහා මේ සමග ඇති පෝරමය පුරවා ඔබගේ සහයෝගය ඊට ලබාදෙන මෙන් කාරුණිකව ඉල්ලා සිටිමි. (මෙම තොරතුරු මාගේ අධ්‍යාපන කටයුතු සඳහා පමණක් භාවිතා කරන බවද දැන්වා සිටිමි)

විශ්ව විද්‍යාලයේ හැඳුනුම්පත් අංකය : 198585R

දුරකථනය අංකය :0714397438

ලිපිනය :130F කලුගොඩ, පන්නිපිටිය

01. ඔබ ඇල්ල ප්‍රදේශයේ 1. පදිංචි
 2. සේවයේ යෙදුන
02. රැකියාවේ ස්වභාවය 1. රජයේ
 2. ව්‍යාපාර
 3. කෘෂිකර්මාන්ත
 4. සංචාරක කර්මාන්ත ආශ්‍රිත
 5. ඉහත සියල්ල හෝ කිහිපයක්
03. ඔබගේ අදහසට අනුව ඇල්ල ප්‍රදේශය ප්‍රසිද්ධ 1. අලංකාර ස්වභාවික පරිසරය
 2. කෘෂිකර්මාන්ත
 3. සංචාරක පුරවරයක්
04. මීට වසර 20 කට පෙර ඇල්ල නගරය ඔබගේ මතකයට ඇනුව පැවතුනේ
 1. ලදු කැලැස්සේ කඳු
 2. හේ හා අනෙකුත් කෘෂි ඉඩම්
 3. ඉහත සඳහන් දෙකම
 4. ඉදිකිරීම් සහිත නගරයක් ලෙස
05. දැනට ඇල්ල නගර වැසියන් වැඩි ආදායමක් උපයනුයේ
 1. සංචාරක කර්මාන්තයෙන්
 2. කෘෂිකර්මාන්තයෙන්
 3. රජයේ රැකියා වලින්
 4. වෙනත්

06. සංචාරක කර්මාන්තයෙන් ඔබට හෝ ඔබගේ පවුලට ආර්ථික වාසි ගෙනදෙයිද

1. ඔව්

2. නැත

3. වක්‍රආකාරයෙන්

07. සංචාරක කර්මාන්තය ඇල්ල පනසාගේ සුභසිද්ධිය හේතු වද.

1. ඔව්

2. නැත

3. මද වශයෙන්

08. ඉහත (07) හි පිළිතුර නැත නම්, සංචාරක කර්මාන්තය ඇල්ල ප්‍රදේශයට

1. කරදරයකි

2. ගැටළුවක් නැත

09. සුභසිද්ධියට හේතු වී නම් ඒ කෙසේද 1. රැකියා අවස්ථා

2. තෝටල් / ලැගුම්හල්/ කඩආදිය

3. වක්‍රරැකියා

10. සංචාරක කර්මාන්තයෙන් ආර්ථිකව වාසි ගෙන දුන්නත්, එයින් සමාජයට ගැටළු මතුව ඇතිද

1. ඔව්

2. නැත

3. මද වශයෙන්

11. ගැටළු ඇත්නම් එවා

1. සවිභාව සෞන්දර්ය වෙනස් වීම

2. පරිසර ආපදා වැඩිවීම

3. සමාජීය නරක බලපෑම (මත්ද්‍රව්‍ය, ගණිතා විෂත්තිය)

4. වෙනත් මෙහි ලියන්න.....

12. අනාගතයේ ඇල්ල පුද්ගලයේ ප්‍රගතිය සඳහා ඔබගේ යෝජනා ලියන්න

.....

.....

.....

.....

.....

.....

.....

ඔබගේ නම :

ඔබගේ ලිපිනය :

APPENDIX - 02

1/24/22, 8:31 PM

Research on Ella town and tourism

Research on Ella town and tourism

I am Sameera Jayasundara Bandara and I am a student who is following the Master of urban design in university of Moratuwa. For my Final year I am doing a research on Ella town and how it develops with the tourist industry. So I would like to invite you to fill my short questionnaire by giving me...

Address: K.P.S.J Bandara
130F Kalalgoda
Pannipitiya

University ID NO: 191985R

1. How many years you work in tourist industry *

- 5-10 years
- 10-15 years
- 10-20 years

1. How long your travel To Ella with tourist *

- 5-10yers
- 10-15 years
- 10-20 years

<https://docs.google.com/forms/d/1QeD0LIYn-n7bRPIkN2SnjVdd7mVtmNWPav1KsAnDs/edit?userstoinvite=chandimalwickrama@gmail.com&ts=61...> 1/12

in the first days of your visits to Ella it's been a *

- small town with few shop and hotels with natural environment
- town with with more building and less green
- Same as the existing town

What is your interest in Ella *

- Nature trails
- food and beverages
- relaxations
- Fun and relaxations
- above all
- Other: _____

Why tourist likes to visit Ella *

- Because of natural beauti
- Because of architecture and hotels
- many archaeological sites to visits
- Other: _____

Were there, the tourists expected satisfaction in Ella? *

very satisfy

fairly satisfy

Nothing special

disappointed

reasons to above answer *

	Nature and other services	They don't like nature and tourist facilities	The branded quality of Ella as not there	Other reasons
if they satisfy with Ella Because of	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If they don't like Ella because of	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
They expected something else	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

What do you think of present situation in Ella

	very nice and attractive	changing with out control	Not satisfy and need to improve
Natural beauty	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Hotel and staying facilites	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Your suggestion to improve Ella tourism

- Balance development with nature
- More facility to accommodate more tourists
- Need improve road and other infrastructure

This content is neither created nor endorsed by Google.

Google Forms

APPENDIX - 03

2022.01.02

අධ්‍යාපන සමීක්ෂණය සඳහා තොරතුරු ලබා ගනීම

කේ.පී. සමීර ජයසුන්දර බණ්ඩාර වන මම මොරටුව විශ්ව විද්‍යාලයේ නගර නිර්මාණ විශේෂ උපාධිය හදාරන ශිෂ්‍යයෙක් වෙමි. මාගේ පර්යේෂණ නිබන්ධනය සඳහා ගාල්ල කොටුව තෝරාගෙන ඇති අතර, එ සඳහා මේ සමග ඇති පෝරමය පුරවා ඔබගේ සහයෝගය ඊට ලබාදෙන මෙන් කාරුණිකව ඉල්ලා සිටිමි. (මෙම තොරතුරු, මාගේ අධ්‍යාපන කටයුතු සඳහා පමණක් භාවිතා කරන බවද දන්වා සිටිමි)

විශ්ව විද්‍යාලයේ හැඳුනුම්පත් අංකය : 198585R

දුරකථනය අංකය :0714397438

ලිපිනය :130F කලුගොඩ, පන්නිපිටිය

01. ඔබ ගාල්ල කොටුව ප්‍රදේශයේ 1. පදිංචි
 2. සේවයේ යෙදුන

02. රැකියාවේ ස්වභාවය 1. රජයේ
 2. ව්‍යාපාර
 3. කෘෂිකර්මාන්ත
 4. සංචාරක කර්මාන්ත ආශ්‍රිත
 5. ඉහත සියල්ල හෝ කිහිපයක්

03. ඔබගේ අදහසට අනුව ගාල්ල කොටුව ප්‍රදේශයේ 1. අලංකාර ස්වභාවික පරිසරය
 2. කෘෂිකර්මාන්ත
 3. සංචාරක පුරවරයක්

04. මීට වසර 20 කට පෙර පැවති ගාල්ල කොටුව, සහ දැන් ගාල්ල කොටුව අතර වෙනස
 1. ආකර්ශනීයයි
 2. එලෙසමයි
 3. විශේෂයක් නැත

05. දැනට ගාල්ල කොටුව වැසියන් වැඩි ආදායමක් උපයනුයේ
 1. සංචාරක කර්මාන්තයෙන්
 2. වෙළඳාම
 3. රජයේ රැකියා වලින්
 4. වෙනත්

06. සංචාරක කර්මාන්තයෙන් ඔබට හෝ ඔබගේ පවුලට ආර්ථික වාසි ගෙනදෙයිද

1. ඔව්

2. නැත

3. වක්‍රආකාරයෙන්

07. සංචාරක කර්මාන්තය ගාල්ල කොටුවේ සුභසිද්ධිය හේතු වූද.

1. ඔව්

2. නැත

3. මද වශයෙන්

08. ඉහත (07) හි පිළිතුර නැත නම්, සංචාරක කර්මාන්තය ගාල්ල ප්‍රදේශයට

1. කරදරයකි

2. ගැටළුවක් නැත

09. සුභසිද්ධියට හේතු වී නම් ඒ කෙසේද 1. රැකියා අවස්ථා

2. හෝටලු / ලැගුම්හල්/ කඩආදිය

3. ව්‍යුරැකියා

10. සංචාරක කර්මාන්තයෙන් ආර්ථිකව වාසි ගෙන දුන්නත්, එයින් සමාජයට ගැටළු මතුව ඇතිද

1. ඔව්

2. නැත

3. මද වශයෙන්

APPENDIX - 04

4/17/22, 9:12 PM

Research on Galle Fort tourism and land ownership

Research on Galle Fort tourism and land ownership

I am Sameera Jayasundara Bandara and I am a student who is following the Master of urban design in university of Moratuwa. For my Final year I am doing a research on Galle fort about tourism and ownership of hotels . So I would like to invite you to fill my short questionnaire by giving me 5 minutes of your valuable time. And all the data I gather only for my academic purpose only

Address: K.P.S.J Bandara
130F Kalalgoda
Pannipitiya

University ID NO: 191985R

*** Required**

1. Email *

2. 1. How many years you are working in tourist industry *

Mark only one oval.

- 5-10 years
 10-15 years
 10-20 years

3. 2. How long you had travel To Galle Fort with tourist *

Check all that apply.

- 5-10yers
 10-15 years
 10-20 years

<https://docs.google.com/forms/d/1gc8xiLk2hrQ1dx1a1i1Cem-1JrGCnByx9M62pLG6jQ/edit>

1/4

4. 3.In the first days of your visits to Galle fort it's been a *

Check all that apply.

- a Beautiful small town with few shop and hotels
- a town with Ruined and unpleasant Buildings
- Same as the existing town

5. 4.What is your interest in Galle Fort *

Check all that apply.

- Beautiful old Architecture
- City Planning
- Fortress
- Shops and hotels
- sea view

Other: _____

6. 5.Why tourist like to Galle Fort *

Check all that apply.

- Because of the ancient architecture and monuments
- Because of Shop and hotels
- many archaeological sites to visits(Fortress)

Other: _____

7. 6.Do you satisfy with current facility in Galle Fort *

Check all that apply.

- very satisfy
- fairly satisfy
- Nothing special
- disappointed

8. 7.reasons to above answer *

Mark only one oval per row.

	Parking and other facilities	There is locale to associate	No social and business connection with hotel owners
if you satisfy with Galle Fort Because of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you don't like Galle Fort because of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 8.What do you think with the time you know about Galle Fort owner ships *

Check all that apply.

- Its developed with locale and with out change
- government authorities increases their capacity with the development
- foreign ownership of land increases with new development of Galle Fort

10. 9.What do you think of future hotel ownership and business situation in Galle Fort *

Check all that apply.

- Tourist business with Locale people
- Tourist Bussiness with foreigners
- Mix with locale and foreigners

11. 10.Compare with other tourist destinations how Galle fort will be dealing with you *

Mark only one oval.

- Much comfortable and attractive
- Not a good place
- Nothing special