Explaining the Pattern of Identifying Urban Brands in the Direction of Developing Culture- based Tourism (Case study: Tabriz Metropolis)

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Abstract

Urban branding is an important topic in the fields of urban planning; architectural signs; natural and geographical factors; events and occurrences; It is considered mass media. Considering the importance of this issue in urban identity building, tourism, and urban economy, the current research aims to investigate important options at the level of Tabriz metropolis based on the criteria identified in this area and to specify the brand for one of the most important cities in northwest Iran Therefore, using the snowball sampling method, 50 experts were identified in this field and the eleven criteria of the research included "Historical Landscape, Ritual Landscape, Cultural Landscape, Symbolic Landscape, Narrative Landscape, and Common Memories, Facilities and Services, Access, Economic Affordability, significance, personality and reputation, readability" based on 3 components "identity, function, distinction" were asked for 15 important elements of Tabriz in a qualitative rating scale of seven FUZZY degrees. By using the method of positive and negative preference, the aforementioned criteria, people's opinions were entered into the Ms Excel software, and by calculating the steps of the FUZZY TOPSIS method, they were visualized graphically in the Arc Map software, and finally, the historical market of Tabriz, Eynali Collection and Eel Goli Park was assigned the first to third options in the branding of the city.

Keywords: City Brand, Urban Development and Architecture, Tourism, Tabriz.

1. Introduction

One of the new approaches to the sustainable development of cities is branding. The growth of the world economy in the 1990s and the liberalization of markets have led to intense competition among cities to attract the attention of the world and increase their influence in the world so that cities seek to attract various investments (Gelder and Alan, 2006: 51). To survive in the world's competitive market, cities must maintain a successful mental image of themselves, or restore the valid mental image of the past, or renew their brand by creating serious mental images of themselves (Winfield, 2005: 19).

Examining the branding strategies of many cities in the world shows how effective this approach has been in determining the role of the future as well as the mentality of residents and non-residents. One of the advantages of this approach is to identify the unique brands of each city in different social, economic, physical, cultural, etc. fields, and in the absence of a brand, to try to create it by strengthening the possible examples in each of the above fields. Many Iranian cities may have landmark buildings and spaces, customs, culture, celebrations, holidays, and everything that can be classified as a brand, which has been formed in the mentality of their residents by word of mouth and over time, but it remains limited to the same city and region.

History has always been the scene of extensive competition to obtain more wealth and assets by governments and local and regional powers. Humans, alone or with the support of like-minded people and the forces under their command, have tried, competed, and strengthened their economic foundation. The issue of urban, regional, national and international competitiveness in Iran has a long history. In the pre-Islamic period, the vast and powerful land of Iran was considered one of the main competitors for the lands of the east and west of the world, as the lands of China and Rome always looked at Iran and its cities as a powerful competitor in the fields of trade and commerce.

Certainly, in the contemporary era, many efforts have been made, especially in the field of introducing Iranian cities with various goals; But to what extent have these efforts been successful and have they been able to influence the mentality of non-residents?

The vision-making part of the city's future plans can be considered somewhat aligned with the branding approach, with the difference that branding is a visualization and image of the strengthened, refined current situation and a very near future. The fact that the vision is a more ambitious and comprehensive vision for the city and its realization depends on a relatively longer time than branding, which is why visions and vision statements are dominant in the spatial visualization of cities. So far, they have played a passive role.

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However, as there is a feeling of need to transition from comprehensive and detailed plans to strategic, structural plans, there is a need to identify and explain a new approach as brand-building or branding for cities and at the top of the program. Cities are located. Therefore, it is necessary to use the branding approach in Iran, so that by using it, it is possible to identify the brand(s) of each city and, based on that, help in their sustainable development.

In the context of the mountain city of Tabriz, despite having a cultural and social background, special traditions, and special natural factors, until now comprehensive research has not been done in the field of identifying its architectural brand(s) and urban planning, or it has been limited to a specific neighborhood or region. Therefore, it is necessary to carry out research in this field on the scale of Tabriz metropolis, so that by using it, it is possible to introduce the special characteristics of this city to the whole world, Iran or Azeri-speaking cities in the mountainous climate.

Therefore, the main goals of this research are: 1. Identifying the functional scale and different areas of brand presence in the city 2. Investigating the tourism approach and the indicators affecting it in the field of branding 3. Compiling the framework of architectural and urban brand indicators with a tourism approach 4 Examining the signs and symbols of Tabriz city architecture and urban development from the perspective of urban domain experts and finding the brand(s) of this city and finally 5. Presenting branding strategies of this city in line with the sustainable development of its tourism.

2. Research Background
2-1 Brand and urban branding

In simple words, a brand is a product that creates special positive or negative associations in the minds of the audience. Cities can often be considered as products; although compared to the brand product, it has more different users and stakeholder groups (Cavaratzi and Ashworth, 2005: 35). The brand gives an identity to a building, an area of the city, and distinguishes the city itself from other buildings, districts, and cities.

Urban branding refers to the process of creating a clear and positive set of mental images and associations of a city in the minds of the world, to make that city more attractive and unique, and as a result, better marketing ability happens for it (Lang, 2011: 541).
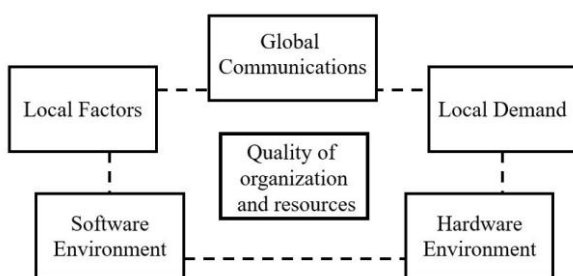

Fig. 1. Global urban competitiveness: characteristic factors (Pengfei, Marco, Ruxi, 2017: 20)

In fact, creating a brand for cities that are very complex is a difficult task. According to Lang's view (ibid: 546), the branding process is similar to the planning process and includes six steps"
 identification of the current image of the city; Identifying the assets of the city; landscape creation; project planning; strategy implementation; Evaluating the effects of the entire branding process."

Ashworth and Cavarazzi (2010: 112) believe that place branding is paying attention to being in a place and the emotional experiences of a place that has a distinctive identity. Branding is actually an exercise for identification, organization, and coordination of all the variables that help in creating a unique mental image of the destination.

Helmi (2008: 10-11), believes that branding changes the perception of place and city, leading to a place that is interesting for investors, planners, architects, and other influential groups in promoting its role. This factor has improved the mental image of the branded place and will attract economic capital and tourists. He believes that urban branding is based on the two main components of "location and location promotion" as follows.

1. Place making or city building, a process that makes a place useful and attractive in a special way.

2. Place or city marketing, an effort to promote the city or place with its special advantage and attractiveness.

Also, the main goals of branding can be defined in the form of the following (ibid: 11).

1. Achieving regional and international competitive advantages

2. Strengthening the reputation of the city and the identity of the unit, especially in order to improve its economic role

3. Improving the quality of urban life for residents through the preparation of a better public realm and a special sense of place.

4. Protection and repair of cultural diversity as an important characteristic of the life of some cities.

5. Improving readability and permeability in cities.

In general, the two main characteristics of an urban brand can be introduced in the form of "efficiency and added value", the characteristics that we are looking for in urban tourism. Cities, like brands, should have diverse functions such as a place to live, work, reside, public transportation, tourism, the recreation of attractions, etc. Many cities develop their strategies, plans, and development plans in the future in order to gain a better reputation and freedom through attracting citizens, creating new job opportunities and promoting tourism, new culture and comfort facilities, providing housing. They have correctly recognized the better presentation of spectacular events.

2-2 Brand Identifiers

So far, no comprehensive research has been done in the field of brand identifiers. However, some identifiers have been provided for specific cities. Venolo (2008: 377) believes about Turin that the brands of this city can be defined in the form of fame and reputation; art; nightlife; variety; graduate university education; and introduced the

third spaces of this city. He believes that these identifiers can be based on physical and visual components; He categorized the slogans and descriptions of a city as well as its events.

Reyhan (2013:4) believes that urban brands can be searched in six cases: "Historical buildings; urban form; architectural symbols; urban design brand projects; urban life brand and finally mass media imagery.". Based on this point of view, in addition to physical dimensions, brands also include social and cultural factors, but many cities are attracting the attention of the world with their cultural events and activities. On the other hand, mass media, due to the large number of audiences, by displaying brochures and logos of specific symbols of each city; reflecting the opinions of people with national and international fame about that city, and continuously expressing positive descriptions of a city can indirectly play a role in creating and identifying a brand.

Rezvanpour and Bayat (2017: 13) also emphasized the importance of both physical and mental factors in identifying and creating the brand of urban spaces and saw the physical factors affecting it in the form of seven items: "vitality; safety and security; sensory richness; appropriate visual, continuity and persistence, permeability and public art.

From another point of view, Mona Helmi (2008: 42) believes that urban brand strategies can be created in three general categories: "place branding; urban life branding; commercial branding". He mentions three cases: location, branding projects, and architectural signs for the first case. In the following, events, attractions, lifestyle, cultural activities, and heritage are mentioned as the branding of urban life. He also mentions competitiveness and services and economic facilities as business branding cases, which are abundantly observed in the cities located on the southern margin of the Persian Gulf that he has investigated.

She also mentions the influence of mass media in the form of highlighting logos, slogans, advertisements, and websites, etc. on identifying and creating a city brand.

2-3 Performance scale of brands

According to the image above, the city brand can be introduced into 5 formats: "Urban development areas; architectural signs; natural and geographical factors; events and occurrences; mass media".

2-4 Urban areas

A- Systematic patterns of urban form: natural-geographical, historical-social factors play a decisive role in the emergence and evolution of the spatial structure of cities and their regions. The specific spatial structure or, in other words, the systematic relationship between physical elements, natural and man-made phenomena, and different uses of a city is so important that in many cases, it is considered as a brand. Paying attention to the form of cities and how they are spatially linked has been repeatedly raised by Crystaller, Weber, Crystaller, Burgess, Hoyt, Losch, Ullman, Harris, Houghton, Hantz, Friedman, etc.

In this research, due to the large scale of the city, the main emphasis was on the two-dimensional plan and form of that city. So that it has a certain credibility in the minds of the people, it is clear that topics such as density, usage, and performance do not have an important place in this category.

In a general classification, the systematic patterns of cities with more diversity can be presented in the following cases.

1. Linear forms, which are a clear example of the cities of the northern coast of the country; small towns on the road whose lives are tied to the life of the road; The central cities of Iran which were built according to the route of the canals and on their route, such as Tabas, Nain, Zavareh, Taft, Meybod, Abarkoh.

2. Organic forms, of which we can refer to Oramanat in Kurdistan, the cities of Paveh, Ravansar, and Javanrud, which were formed in the foothills of the mountain and according to the special topography there.

3. Checkered and regular forms that have been planned and prepared in advance, and prominent examples include the cities of Fariman, Salmas, Shahrekord, and Ilam.

4. Concentric circular cities, the prominent examples of which are the city of Hamadan in Iran, the city of Milan in Italy, and the imperfect example of which is Fouladshahr of Isfahan.

5. Concentric radial cities of which Mashhad is the leading example and similar examples can be mentioned in Qom and Sanandaj.

B-Urban design:

Urban design measures, as the art of creating people-oriented places, have a tremendous effect in identifying and highlighting places until reaching a brand. Many European cities such as Copenhagen, as the world's pedestrian-orientated city, or Amsterdam as the bicycle-orientated city are clear examples. Fortunately, in Iran, in recent decades, the profession of urban design has grown on par with its field, and many successful examples have been implemented, especially in major cities and cities, which can be used as an example to create sidewalks, waterfronts, wall constructions, entrances to cities, and in general, although it was small, it pointed to the growing populism in public spaces.

2-5 Architectural signs

Architectural buildings, if they have specific readability in terms of height, form, placement and combined use, they can be considered as the main elements of addressing or can be considered for hangouts and appointments. In many American cities, the central core of the city is considered with high density and high-rise buildings, and this is the reason why the central part of the city is identified by a set of signs. Historical identity is another factor that can influence the acceptance of architectural buildings as urban brands.

Due to their large scale, metropolises have a large number of signs, and the scale of these signs will be different depending on their importance and functional radius. For example, Milad Tower at the scale of Tehran city, Armita Tower at the beginning of Bucharest Street at the scale of

zone 6, Espinas Palace Hotel tower at Behroud Square at the scale of zones 5 and 2, Pars Tower at the intersection of Shahid Modares Highway and Africa Boulevard at the scale of zone 3, Tehran International Tower at the intersection of Hakim Highway and Kurdistan Highway in the scale of District 6 and etc are among the well-known landmarks of Tehran.
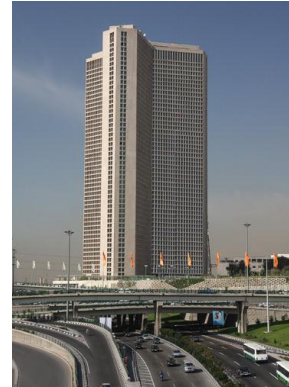
Espinas Palace Hotel Tower

Tehran tower

Azadi Tower (former Shahyad)

Milad Tower

Figures 2 to 5: Architectural signs in Tehran, Authors

2-6 Natural and geographical factors

Paying attention to natural, geographical and environmental factors because these factors form the base and the main position of the city, and in addition, they can all the elements and details of urban design such as location, shape, structure, and texture of the city, vegetation, and so on. influence the tribe and be considered as a sign and even a brand in the minds of residents and visitors. Natural and geographical factors can include a set of obvious lowlands and heights of the land, the existence of watersheds (mountains and hills), river areas (brooks, rivers, river valleys, and lakes), (wetlands, deltas and marshes), and coastlines (shores and coastal rocks).

Some of its examples can be mentioned in the valleys of Tehran such as Darabad, Darband, Derkeh, the difference in level and height of Gandhi Street in Tehran, where the return route of the street is at two different heights, Zaribar Lake in Marivan, Vali-khan river in Saqqez city, Zaindeh river in Isfahan, Qara-Su river in Kermanshah, Abbas-Abad hills in Hamadan, hills in Sanandaj city, based on which in 2007, the name of the city of Hazartepe was approved by the World Tourism Organization. , the coastal strip of the southern and northern cities of Iran, etc.

Fig 6 and 7: Natural tourism areas of Iran as a brand, authors

The beach of Zaribar lake in Marivan city, Kurdistan province

The coast of the Persian Gulf in the resort island of Kish

2-7 Events and occurrences

Many times, cities have a special meaning due to hosting events in various sports, political, religious, and academic fields and are in the center of attention in international forums. One of its examples is the Pirshalyar ceremony in Oramanat, Kurdistan, which hosts a large number of

visitors at certain times of the year. Holding many international sports competitions such as beach volleyball in Kish, Pachokheh wrestling in Esfrain, etc. They are in this category. However, one should be careful, the continuity and specific sequence in holding an event is a necessary condition to influence in the field of branding.

Figures 8 and 9: Nowruz ceremony - the selection of the city of Sanandaj in Iran as the capital of the world's Nowruz ceremony, 2022 authors

Fig 10 and 11: Holding the 14th International Street Theater Festival - Marivan City, Kurdistan Province, Iran, 2022 Authors

2-8 Media

Any source of information that conveys knowledge and information to people is media. These devices can be books, posters, paintings, or even a teacher who teaches in a class.

Audio, visual and virtual mass media, in any form, can play an important role in identifying and introducing an element or in promoting an urban sign and symbol in the public mind to the extent of a brand. The set of these actions can be in the form of logos, posters, music and advertising clips, anything that is electronic or printed is a helpful step in this direction, such as sites, websites, software and so on, and finally, slogans and statements of famous people in mass media are from this category. Despite the importance of this sector in branding, unfortunately, Iran has been very passive in this field. At a glance, some of the problems in this area can be pointed out.

Advertisements in radio and television are not sufficiently coherent and the issues of aesthetics, creativity, etc. are less considered, so that it is felt that there is no coherent plan for this work. The lack of a single and coherent slogan for Iranian cities with a tourism approach, or if they exist, they are very general and can be associated in different ways. The comprehensive tourism plans

prepared by the cultural heritage organization are not accessible to everyone, while the realization of the plan is low.

Fig. 12. The selection of Sanandaj as a creative music city in the world by UNESCO since 2019

The prevalence of xenophobia among the intellectual and famous class of Iran, who are the role models of many people (for which, of course, various reasonable and unreasonable reasons can be presented, which are not included in the article) and the inadequacy of the campaigns to support Domestic tourism by this group.

In this research, while presenting a new category of brand domains that will be helpful for similar researches, due to their large scale, only urban domains, urban planning and architectural signs are emphasized and in line with

Creation of a specific framework is done to identify the indicators and identifiers of such brands.
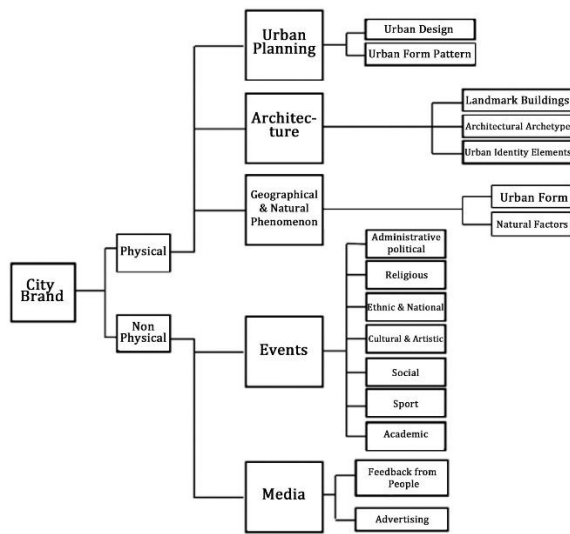

Fig. 13. The domains and performance scale of brands, 2022, Authors

2-9 Urban culture-based tourism approach

Tourism has always been a thriving and interesting industry that city planners and trustees used as a powerful tool to boost the economy of countries and cities. Since 150 years ago, when tourism was born on a mass scale, new types of it have emerged in interaction with concepts such as culture, nature, politics, sports, trade and commerce, brand, etc., which new aspects of this He showed the industry to everyone. Therefore, it seems necessary to use this approach in order to identify and guide brands in the direction of sustainable growth of cities.

The three main factors in the development of tourism are: tourists, host community and destination characteristics (brands). In another classification, factors affecting the development of tourism include: economic factors, ideological, political and international relations factors, social, cultural and religious factors, security and law enforcement infrastructure, natural factors, cultural heritage, historical background, Development infrastructure, education, technology.

According to Lau (1996: 168), tourism resources consist of three main parts:

The first part is the primary elements of tourism (brands), which are actually the main factor of attracting tourists and includes places that can be visited such as: historical monuments, historical streets, parks and green spaces, etc., places that are used for activities. Tourism facilities have been built, such as cinemas, theaters, art galleries, etc. The second part is the secondary elements of tourism, including accommodation facilities, shops, etc., and the third part is the elements that provide guidance and tourism services, such as: Tourism Guidance Department. The spatial distribution of the main elements in the city regulates other elements of tourism, i.e., secondary and tertiary elements. Therefore, the primary and attractive elements of tourism (brands) in the city are nodes that

other tourism points are formed in accordance with and in connection with it.

From the point of view of tourists, most of them are looking for destinations that have a high level of environmental quality. They like to visit an environment that is attractive and clean and not polluted and overcrowded. It is also important for the residents of tourist areas to be safe from environmental damage and social problems (Inskeep, 1994: 64). According to Johnson's tourism theory, the pedestrian tourism route includes the classification of elements such as access to the parking lot entrance. Available infrastructure facilities such as roads, airports, or public facilities such as hiking trails are indicators of the quality of life. A good physical environment is a part of social welfare, which is one of the elements that affects the quality of life (Jusoh, 2013: 32).

Galdini (2007: 103), believes that tourism is linked with sustainable development, because all actions in this area are based on more attractive offers for tourists, higher quality of life for residents, and positive long-term development for tourism. And it means preserving the environment. Sustainable tourism works in harmony with the environment, society and local cultures so that they can become permanent benefits. All these reasons make tourism an engine for urban redevelopment.

2-10   Brand indicators

In the current world economy, brands are considered as one of the main pillars of business and tourism development. In order to become powerful, every brand must be able to create its identity correctly and improve its image in the mind of visitors at different times with physical and non-physical innovations. Identity is a key component of branding and the core of creating and expanding a successful brand is understanding how to create and develop brand identity (Lafur, 2010: 111).

In relation to the identity of the place, many theorists have done research. Relf (1976), Norberg Schultz (1981), Boyer (1994), Sack (1997), Steadman (2002) are in this category. Examining the collection of their views shows that identity can be defined from various aspects. Investigation. The most obvious state that evokes identity is the existence of a place's history and history, which can be introduced as a historical landscape. In 1996, the World Heritage Committee defined the criteria and characteristics of historical landscapes. It is presented as follows, the most important of them are presented:

 -It represents a unique achievement of human artistic genius. - Show the cultural exchange and important human values within a certain time limit within a cultural area. - An outstanding example of a building, architectural group or a historical environment. - An outstanding example of a human settlement that fully represents one or more cultures, especially if such places have been exposed to serious damage under the influence of effective and irreversible factors. -Be directly and concretely related to events, customs, traditions, thoughts and ideas, artistic or literary works of global importance.

From Spiren's point of view (1387), quoted by David Leventhal, "awareness of what we were, is a confirmation of what we are." Toan (1977: 69), believes that the effective relationship between place and people is described in three factors, belonging, experience and memories of that place. Memory is in the form of places where we feel peace, security, pleasure and we have satisfied ourselves or we have experienced the unique characteristics of a place, such as extraordinary beauty or special events. Also, there is no place without dreams, traditions are passed down from generation to generation and cause the formation of identity. Therefore, hearing and identifying collective memories and narratives can play a role in identifying and creating a brand and can be introduced in the form of narratives and memories.

Ritual landscapes express the worldview, values, spiritual relationships and basically determine the identity of a place. Urban rituals emphasize the presence in urban spaces and gradually give a special identity and nature to the place of ceremony.

Ritual landscapes are actually religious and sacred places that, from the point of view of the general population of Iran, provide the means to satisfy their spiritual needs and are the manifestation of their spiritual heritage on earth. These landscapes can include a collection of sacred and blessed places such as shrines of imams, imamzadehs, sheikhs, tombs, etc.

A unique and culturally valuable brand can be so powerful that it captures the mentality of citizens and visitors to the city.

Twiger and Ozell (1996: 61) introduces four indicators of identifying a brand and differentiating a space: continuity, differentiation, personality, and self-efficacy.

In fact, an urban domain or an architectural landmark should have a distinction from its surrounding domain to be formed as a brand in the minds of the city's people and tourists. This distinction can be manifested in qualities such as readability, individuality, and expressiveness.

A brand can also play a functional role through a set of factors such as service provision, proper access, and revenue generation. As mentioned in tourism indicators, a brand should have something to offer in order to encourage people to visit it. A series of factors can be helpful in this regard, such as welfare facilities such as canteens, temporary and permanent residences, establishing order and security, and the permanent presence of police representatives, firefighters, rescuers, and information in different languages and so on.
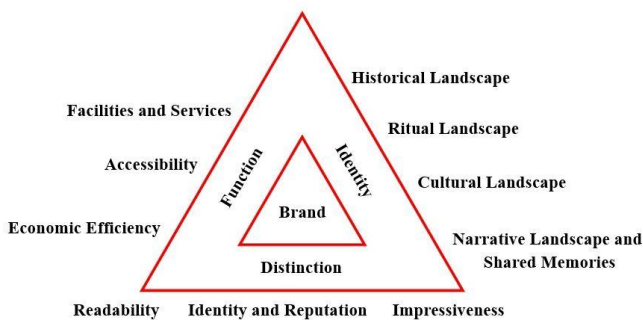

Fig. 14. Brand indicators, 2022, authors

Access can be checked at the city scale and at the micro-scale. A city in which a certain brand is located on an extra-urban scale should have numerous and favorable transportation infrastructures. On the other hand, access from all parts of the city should be easy and with the possibility of choosing several options to reach the brand. Another feature of the brand that distinguishes it from signs and symbols is the possibility of making a profit for the city, employment of employees, and overall prosperity of the city with the brand. Therefore, city brand indicators can be introduced into three categories "identity, differentiation, and function" as shown in the figure.

3. Materials and Methods

In terms of the type of objective, the current research is among applied research, and in terms of the type of method, it is placed in the category of descriptive survey research.

The tool used in this research is a questionnaire containing 11 questions in the field of research, the questions of which are about measuring the opinions of experts in the field of urban planning about choosing a brand for the metropolis of Tabriz. Snowball sampling is a non-probability sampling method for when the studied units are not easily identifiable. Especially when these units are very rare or form a small part of a very large community.

In this method, after identifying or selecting the first sampling unit, the statistician uses it to identify and select the second sampling unit. In the same way, other sample units are identified and selected. This sampling can be implemented in both linear and non-linear (exponential) ways. This method works like a chain and is similar to the situation where one person introduces you to other people with the same subject or attribute, and then the researchers observe and examine the introduced people, and this process continues until a sufficient number of us continue to reach people.
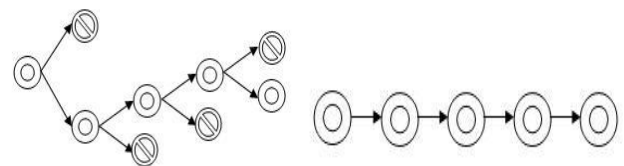
Fig. 15. Snowball sampling, Authors

One of the advantages of using this method is its cheapness, simplicity, and no need for planning and extensive physical work compared to other sampling methods. One of the disadvantages of this method is the bias of this sampling. Also, the primary sampling units may introduce more famous or similar units.

Snowball sampling is also a type of easy sampling. This method is used in cases where it is difficult to access people who have the desired characteristics of the researcher. In this method, first one or more people with the desired characteristics are selected and then they are asked to introduce people who have similar characteristics

to the researcher. Sampling continues until the samples reach the desired level (Grow, 1993: 4).

The sampling method in this research was the snowball method; in this way, the researchers identified a number of urban experts familiar with Tabriz city and after explaining the purpose of the research and obtaining oral consent, they were asked to introduce other urban experts and they were also requested to do the same and continue the chain so that more urban specialists are included in the study.

3-1 Topsis model

The TOPSIS model was proposed by Huang and Yun in 1981. This model is one of the best multi-indicator decision-making models and it is widely used. In this method, m options are evaluated by n indicators. The basis of this technique is based on the concept that the chosen option should have the smallest distance with the positive ideal solution (the best possible state) and the greatest distance with the negative ideal solution (the worst possible state). It is assumed that the desirability of each index is uniformly increasing or decreasing. Solving the problem with this method requires the following six steps:

1-Quantification and de-scaling of the decision matrix (N): for de-scaling, norm de-scaling is used.

2-Obtaining the weighted unscaled matrix (V): We multiply the unscaled matrix (N) by the diagonal matrix of weights (Wn×n), that is :V=N×Wn×n

3-Determination of positive ideal solution and negative ideal solution: Positive ideal solution and negative ideal solution are defined as follows:

Positive solution idea= [V vector of the best (W_j^+)

values of each index]

Negative solution idea = [V vector of the worst (W_j^-)

values of each index]

((best values)) for positive indicators are the largest values and for negative indicators, the smallest values, and ((worst)) are the smallest values for positive indicators and the largest values for negative indicators.

4 -Obtaining the distance of each option from positive and negative ideals:

The Euclidean distance of each option from the positive ideal (d_j^+) and the distance of each option to the negative

ideal (d_j^-), are calculated based on the following

formulas.

$$(d_j^+) = \sqrt{\sum_{j=1}^{n}(Vij - (v_j^+)2}$$ i=1, 2,…, m

$$(d_j^-) = \sqrt{\sum_{j=1}^{n}(Vij - (v_j^-)2}$$ i=1, 2,…, m

5- Determining the relative closeness (CL*) of an option to the ideal solution: d_i^-

$$CL_i^* = \frac{d_i^-}{d_i^- + d_i^+}$$

6-Ranking of options: Any option whose CL is bigger is better.

3-2 Fuzzy logic

FUZZY theory was presented to the scientific community by Lotfi Asgarzadeh, an Iranian scientist and a professor at Berkeley University in America in 1965. The applications of this theory in various scientific fields have greatly contributed to its growth and deepening since its presentation until today. The FUZZY approach is a theory for action in conditions of uncertainty, for this reason it has found many applications in complex sciences such as management and decision making.

This theory is able to transform many concepts, variables and systems that are imprecise and ambiguous into mathematical models and provide the basis for reasoning, inference, control and decision-making in conditions of uncertainty. For this reason, the use of this approach in research in the field of strategic management, which requires interaction with a complex and large group of variables and faces a lot of uncertainty due to its nature, can provide a more complete understanding than other analytical approaches and provided statistics.

In FUZZY thinking, determining the specific boundaries of the problem and the belonging of different elements to different concepts and topics is relative (ibid., 122). Such thinking is very compatible with nature and human environment. In the FUZZY theory, membership can take a range of numbers from zero to one. A function that expresses the degree of membership in a set is called a membership function. In this function, the most important characteristic is the numerical value of one and the least important is the value of zero. The basic characteristics of FUZZY logic presented by Professor Lotfizadeh are as follows:

In FUZZY logic, every subject or concept has a degree of membership and every logical system can be expressed in FUZZY form. In FUZZY logic, information is expressed as a set of FUZZY constraints, equivalent constraints, or elastic constraints in a set of variables (so Boolean logic can be expressed as a FUZZY logic).

3-3 Fuzzy topsis method

This method was first presented by Chen and Huang in 1992 (Chen & Hawang, 1992). In this model, the values are defined based on FUZZY numbers, and like the classic TOPSIS, ranking is done based on the distance from the positive and negative ideal solution (Ertugrul & Karakasoglu, 2007, Mohammadi et al, 2011).

TOPSIS and FUZZY TOPSIS models are used to rank the options resulting from multi-criteria decision-making (when the number of options obtained is more than 1, they are ranked using these methods. The difference between

FUZZY TOPSIS and TOPSIS is that FUZZY TOPSIS uses the FUZZY and non-deterministic properties of 0-1) (which takes into account the FUZZY and non-deterministic nature of natural phenomena in ranking) for ranking the options or, in other words, FUZZY TOPSIS uses continuous values and TOPSIS uses discrete values.
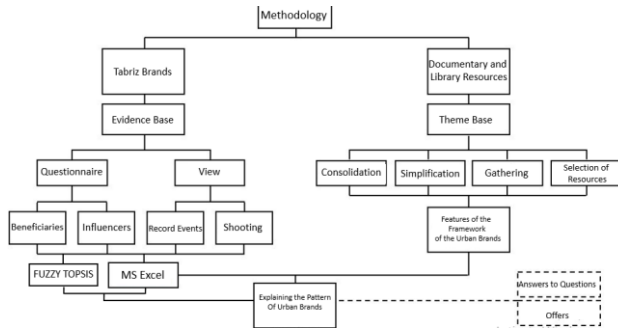
4. Case Study

The city of Tabriz is the largest city in northwest Iran, and in terms of its location, it is considered the only city in the region of Azerbaijan, which has a very wide sphere of influence. Currently, after Tehran, Mashhad, Isfahan, and Karaj, Tabriz is the fifth city in the country in terms of population (Iran Statistics Center, 2015).

Fig. 16. Introduction of the study area

Despite the fact that Tabriz has witnessed countless plunders, lootings, and incidents, but it has not been unaffected by these events and has sometimes lived at the peak of glory and beauty and sometimes in weakness and destruction. At the same time, this city has been able to preserve many historical works and remains in its heart and hand the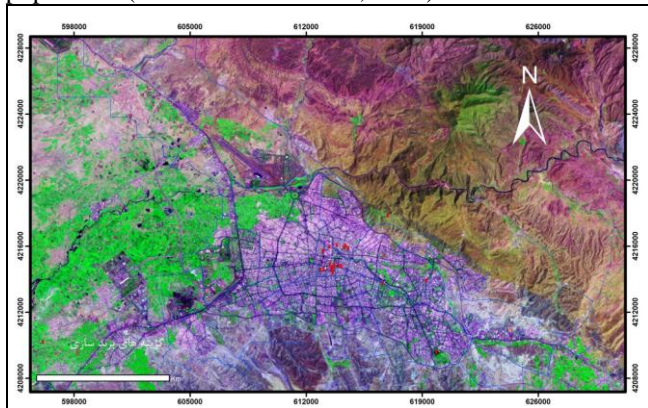m over as cultural heritage and historical buildings to today's generation. According to the Cultural Heritage Organization, there are many historical works in this city, which they can potentially be among the brands of this city.

However, considering the brand indicators and the wide, practical circle of brands, through sampling and preparing a questionnaire, an effort has been made to identify the brands of this city and prioritize them from the point of view of urban area experts.

5. Results and Discussion

Based on oral interviews and distribution of questionnaires, 15 samples "Alishah Citadel; Tabriz Historical Bazar; Blue Mosque; Tabriz University; Tomb of the poets; Faculty of Architecture and Urban Planning of Tabriz Islamic Art University; Azerbaijan Museum; Rab-e Rashidi; Clock Tower; Historical houses; Chay Kenar River, El Goli Park, Tarbiat Pedestrian, Tabriz Pavement or Vali-e Asr, Eynali Complex" were identified in the functional scale of architecture and urban planning in Tabriz metropolis. Based on the FUZZY TOPSIS model, the mentioned samples are based on 11 parameters "Historical Landscape, Ritual Landscape, Cultural Landscape, Symbolic Landscape, Narrative Landscape, and Shared Memories, Facilities and Services, Accessibility, Economic Efficiency, Impressiveness, Identity and Fame, Readability" which in the theoretical foundations' section, it was presented in the form of three components "identity, function, differentiation" according to the table below, it was scored and the following results were obtained.

Table 1
Inclusion of branding criteria in selected options in Tabriz metropolis

Readability	Identity and Reputation,	Impressiveness	Economic Efficiency	Accessibility	Facilities and Services	Narrative Landscape and Shared Memories	Symbolic Landscape	Cultural Landscape	Ritual Landscape	Historical Landscape	Criteria / Options
*	*	*		*		*			*	*	Alishah Citadel
*	*	*	*	*	*	*	*		*	*	Tabriz historical Bazar
*	*	*	*	*	*	*	*		*	*	Blue Mosque
	*	*	*	*	*	*	*	*		*	Tabriz University
*	*	*	*			*		*	*	*	Tomb of the poets
*	*	*	*	*	*	*		*		*	Faculty of Architecture and Urban Planning of Tabriz Islamic Art University
		*		*				*		*	Azerbaijan Museum
	*					*				*	Rab-e Rashidi
*	*	*		*	*	*	*	*		*	Clock Tower

	*		*	*	*	*				*	Historical houses like Heidarzadeh, Nikdel, Mashrooteh and etc
						*					Chay Kenar River
	*		*	*		*				*	El Goli Park
*	*	*	*	*	*	*	*			*	Tarbiat Pedestrian
	*	*	*	*		*	*				Tabriz Pavement or Vali-e Asr
	*	*	*	*	*	*			*		Eynali Complex

Table 2
Decision matrix space and normalized FUZZY TOPSIS criteria

Readability	Identity and Reputation,	Impressiveness	Economic Efficiency	Accessibility	Facilities and Services	Narrative Landscape and Shared Memories	Symbolic Landscape	Cultural Landscape	Ritual Landscape	Historical Landscape	Brand Factors
(70/90/100)	(90/100/100)	(70/90/100)	(50/70/90)	(70/90/100)	(30/50/70)	(50/70/90)	(70/90/100)	(70/90/100)	(90/100/100)	(90/100/100)	Weights
No	No	No	No	Yes	No	No	No	No	No	No	Negative criterion
(5/7/9)	(7/9/10)	(7/9/10)	(3/5/7)	(3/5/7)	(0/1/3)	(7/9/10)	(7/9/10)	(3/5/7)	(1/3/5)	(10/10/9)	Alishah Citadel
(7/9/10)	(10/10/10)	(7/9/10)	(10/10/9(	(0/1/3)	(7/9/10)	(7/9/10)	(7/9/10)	(5/7/9)	(7/9/10)	(10/10/9)	Tabriz historical Bazar
(5/7/9)	(7/9/10)	(7/9/10)	(3/5/7)	(1/3/5)	(3/5/7)	(5/7/9)	(7/9/10)	(5/7/9)	(5/7/9)	(10/10/9)	Blue Mosque
(5/7/9)	(7/9/10)	(3/5/7)	(5/7/9)	(1/3/5)	(3/5/7)	(3/5/7)	(5/7/9)	(7/9/10)	(3/5/7)	(5/7/9)	Tabriz University
(7/9/10)	(7/9/10)	(5/7/9)	(5/7/9)	(1/3/5)	(5/7/9)	(5/7/9)	(7/9/10)	(5/7/9)	(5/7/9)	(5/7/9)	Tomb of the poets
(5/7/9)	(3/5/7)	(3/5/7)	(5/7/9)	(0/1/3)	(3/5/7)	(3/5/7)	(3/5/7)	(7/9/10)	(1/3/5)	(5/7/9)	Faculty of Architecture and Urban Planning of Tabriz Islamic Art University
(5/7/9)	(3/5/7)	(3/5/7)	(5/7/9)	(1/3/5)	(3/5/7)	(3/5/7)	(3/5/7)	(3/5/7)	(1/3/5)	(5/7/9)	Azerbaijan Museum
(1/3/5)	(5/7/9)	(1/3/5)	(1/3/5)	(5/7/9)	(0/1/3)	(1/3/5)	(3/5/7)	(3/5/7)	(1/3/5)	(7/9/10)	Rab-e Rashidi
(7/9/10)	(7/9/10)	(7/9/10)	(5/7/9)	(0/1/3)	(5/7/9)	(7/9/10)	(7/9/10)	(3/5/7)	(3/5/7)	(7/9/10)	Clock Tower

Readability	Identity and Reputation,	Impressiveness	Economic Efficiency	Accessibility	Facilities and Services	Narrative Landscape and Shared Memories	Symbolic Landscape	Cultural Landscape	Ritual Landscape	Historical Landscape	
(5/7/9)	(5/7/9)	(5/7/9)	(5/7/9)	(1/3/5)	(3/5/7)	(3/5/7)	(5/7/9)	(5/7/9)	(3/5/7)	(7/9/10)	Historical houses like Heidarzadeh, Nikdel, Mashrooteh and etc
(3/5/7)	(3/5/7)	(3/5/7)	(1/3/5)	(1/3/5)	(3/5/7)	(1/3/5)	(1/3/5)	(1/3/5)	(3/5/7)	(3/5/7)	Chay Kenar River
(10/10/9)	(10/10/9)	(7/9/10)	(7/9/10)	(0/1/3)	(7/9/10)	(7/9/10)	(7/9/10)	(3/5/7)	(3/5/7)	(7/9/10)	El Goli Park
(7/9/10)	(7/9/10)	(5/7/9)	(7/9/10)	(0/1/3)	(5/7/9)	(7/9/10)	(5/7/9)	(3/5/7)	(1/3/5)	(7/9/10)	Tarbiat Pedestrian
(5/7/9)	(5/7/9)	(5/7/9)	(7/9/10)	(1/3/5)	(5/7/9)	(3/5/7)	(1/3/5)	(1/3/5)	(0/1/3)	(0/1/3)	Tabriz Pavement or Vali-e Asr
(10/10/9)	(10/10/9)	(7/9/10)	(5/7/9)	(5/7/9)	(5/7/9)	(7/9/10)	(7/9/10)	(3/5/7)	(5/7/9)	(7/9/10)	Eynali Complex
Readability	Identity and Reputation,	Impressiveness	Economic Efficiency	Accessibility	Facilities and Services	Narrative Landscape and Shared Memories	Symbolic Landscape	Cultural Landscape	Ritual Landscape	Historical Landscape	Alishah Citadel
(0/5/0/7/0/9)	(0/7/0/9/1)	(0/7/0/9/1)	(0/3/0/5/0/7)	(0/0/0)	(0/0/1/0/3)	(0/7/0/9/1)	(0/7/0/9/1)	(0/3/0/5/0/7)	(0/1/3/0/5)	(0/9/1/1)	Tabriz historical Bazar
(0/7/0/9/1)	(0/9/1/1)	(0/7/0/9/1)	(0/9/1/1)	(0/0/0)	(0/7/0/9/1)	(0/7/0/9/1)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/9/1/1)	Blue Mosque
(0/5/0/7/0/9)	(0/7/0/9/1)	(0/7/0/9/1)	(0/3/0/5/0/7)	(0/0/0)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/9/1/1)	Tabriz University
(0/5/0/7/0/9)	(0/7/0/9/1)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	(0/0/0)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	Tomb of the poets
(0/7/0/9/1)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/0/0)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	Faculty of Architecture and Urban Planning of Tabriz Islamic Art University

(0/5/0/7/0/9)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	(0/0/0)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/7/0/9/1)	(0/1/0/3/0/5)	(0/5/0/7/0/9)	Azerbaijan Museum
(0/5/0/7/0/9)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	(0/0/0)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/1/0/3/0/5)	(0/5/0/7/0/9)	Rab-e Rashidi
(0/1/0/3/0/5)	(0/5/0/7/0/9)	(0/1/0/3/0/5)	(0/1/0/3/0/5)	(0/0/0)	(0/0/1/0/3)	(0/1/0/3/0/5)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/1/0/3/0/5)	(0/7/0/9/1)	Clock Tower
(0/7/0/9/1)	(0/7/0/9/1)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/0/0)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/3/0/5/0/7)	(0/7/0/9/1)	Historical houses like Heidarzadeh, Nikdel, Mashrooteh and etc
(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/0/0)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/3/0/5/0/7)	(0/7/0/9/1)	Chay Kenar River
(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/0/0/3/0/5)	(0/0/0)	(0/3/0/5/0/7)	(0/0/0/3/0/5)	(0/0/0/3/0/5)	(0/0/0/3/0/5)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	El Goli Park
(0/7/0/9/1)	(0/7/0/9/1)	(0/7/0/9/1)	(0/7/0/9/1)	(0/0/0)	(0/7/0/9/1)	(0/7/0/9/1)	(0/7/0/9/1)	(0/3/0/5/0/7)	(0/3/0/5/0/7)	(0/7/0/9/1)	Tarbiat Pedestrian
(0/7/0/9/1)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/0/0)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/3/0/5/0/7)	(0/1/0/3/0/5)	(0/7/0/9/1)	Tabriz Pavement or Vali-e Asr
(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/0/0)	(0/5/0/7/0/9)	(0/3/0/5/0/7)	(0/0/0/3/0/5)	(0/0/0/3/0/5)	(0/0/1/0/3)	(0/0/1/0/3)	Eynali Complex
(0/9/1/1)	(0/9/1/1)	(0/7/0/9/1)	(0/5/0/7/0/9)	(0/0/0)	(0/5/0/7/0/9)	(0/7/0/9/1)	(0/7/0/9/1)	(0/3/0/5/0/7)	(0/5/0/7/0/9)	(0/7/0/9/1)	Alishah Citadel

Based on the similarity index compared to the positive and negative criteria shown in Table 4, the Historical Bazar of Tabriz, Eynali Complex, and El Goli Park were assigned the first to third options in branding the city, respectively.

Table 3
Weighted matrix space of TOPSIS Fuzzy Criteria 2022

	Historical Landscape	Ritual Landscape	Cultural Landscape	Symbolic Landscape	Narrative Landscape and Shared Memories	Facilities and Services	Accessibility	Economic Efficiency	Impressiveness	Identity and Reputation,	Readability
Weights	(90/100/100)	(90/100/100)	(70/90/100)	(70/90/100)	(50/70/90)	(30/50/70)	(70/90/100)	(50/70/90)	(70/90/100)	(90/100/100)	(70/90/100)
Negative criterion	No	No	No	No	No	No	Yes	No	No	No	No
Alishah Citadel	(81/100/100)	(9/30/50)	(21/45/70)	(49/81/100)	(35/63/90)	(0/5/21)	(0/0/0)	(15/53/63)	(49/81/100)	(63/90/100)	(35/63/90)
Tabriz historical Bazar	(81/100/100)	(63/90/100)	(35/63/90)	(49/81/100)	(35/63/90)	(21/45/70)	(0/0/0)	(45/70/90)	(49/81/100)	(81/100/100)	(49/81/100)
Blue Mosque	(81/100/100)	(45/70/90)	(35/63/90)	(49/81/100)	(25/49/81)	(9/25/94)	(0/0/0)	(15/53/63)	(49/81/100)	(63/90/100)	(35/63/90)
Tabriz University	(45/70/90)	(27/50/70)	(49/81/100)	(35/63/90)	(15/53/63)	(9/25/94)	(0/0/0)	(25/49/81)	(21/45/70)	(63/90/100)	(35/63/90)
Tomb of the poets	(45/70/90)	(45/70/90)	(35/63/90)	(49/81/100)	(25/49/81)	(15/53/63)	(0/0/0)	(25/49/81)	(35/63/90)	(63/90/100)	(49/81/100)
Faculty of Architecture and Urban Planning of Tabriz Islamic Art University	(45/70/90)	(9/30/50)	(49/81/100)	(21/45/70)	(15/53/63)	(9/25/94)	(0/0/0)	(25/49/81)	(21/45/70)	(27/50/70)	(35/63/90)
Azerbaijan Museum	(45/70/90)	(9/30/50)	(21/45/70)	(21/45/70)	(15/53/63)	(9/25/94)	(0/0/0)	(25/49/81)	(21/45/70)	(27/50/70)	(35/63/90)

Rab-e Rashidi	(63/90/100)	(9/30/50)	(21/45/70)	(21/45/70)	(5/21/45)	(0/5/21)	(0/0/0)	(5/21/45)	(7/27/50)	(45/70/90)	(7/27/50)
Clock Tower	(63/90/100)	(27/50/70)	(35/63/90)	(49/81/100)	(35/63/90)	(15/53/63)	(0/0/0)	(25/49/81)	(49/81/100)	(63/90/100)	(49/81/100)
Historical houses like Heidarzadeh, Nikdel, Mashrooteh and etc	(63/90/100)	(27/50/70)	(35/63/90)	(35/63/90)	(15/53/63)	(9/25/94)	(0/0/0)	(25/49/81)	(35/63/90)	(45/70/90)	(35/63/90)
Chay Kenar River	(27/50/70)	(27/50/70)	(7/27/50)	(7/27/50)	(5/21/45)	(9/25/94)	(0/0/0)	(5/21/45)	(21/45/70)	(27/50/70)	(21/45/70)
El Goli Park	(63/90/100)	(27/50/70)	(21/45/70)	(49/81/100)	(35/63/90)	(21/45/70)	(0/0/0)	(35/63/90)	(49/81/100)	(81/100/100)	(63/90/100)
Tarbiat Pedestrian	(63/90/100)	(9/30/50)	(21/45/70)	(35/63/90)	(35/63/90)	(15/53/63)	(0/0/0)	(35/63/90)	(35/63/90)	(63/90/100)	(49/81/100)
Tabriz Pavement or Vali-e Asr	(0/10/30)	(0/10/30)	(7/27/50)	(7/27/50)	(15/53/63)	(15/53/63)	(0/0/0)	(35/63/90)	(35/63/90)	(45/70/90)	(35/63/90)
Eynali Complex	(63/90/100)	(45/70/90)	(21/45/70)	(49/81/100)	(35/63/90)	(15/53/63)	(0/0/0)	(25/49/81)	(49/81/100)	(81/100/100)	(63/90/100)

Table 4
Weighting of selected brands of Tabriz metropolis in TOPSIS model based on brand indicators from the point of view of urban experts, 2022

| Places	Result of similarity
Historical Bazar	0/71697
Eynali Complex	0/661984
Eel Goli Park	0/660072
Clock Tower	0/641013
Blue Mosque	0/626039
Tomb of Poets	0/622006
Tarbiat Pedestrian Way	0/59134
Alishah Citadel	0/564596
Historical Houses	0/557504
Tabriz University	0/553874
Faculty of Architecture and Urban Planning of Tabriz Islamic Art University	0/486424
Azerbaijan Museum	0/457816
Tabriz Pavement or Vali-e Asr	0/409186
Rab-e Rashidi	0/382729
Chay Kenar River	0/368705
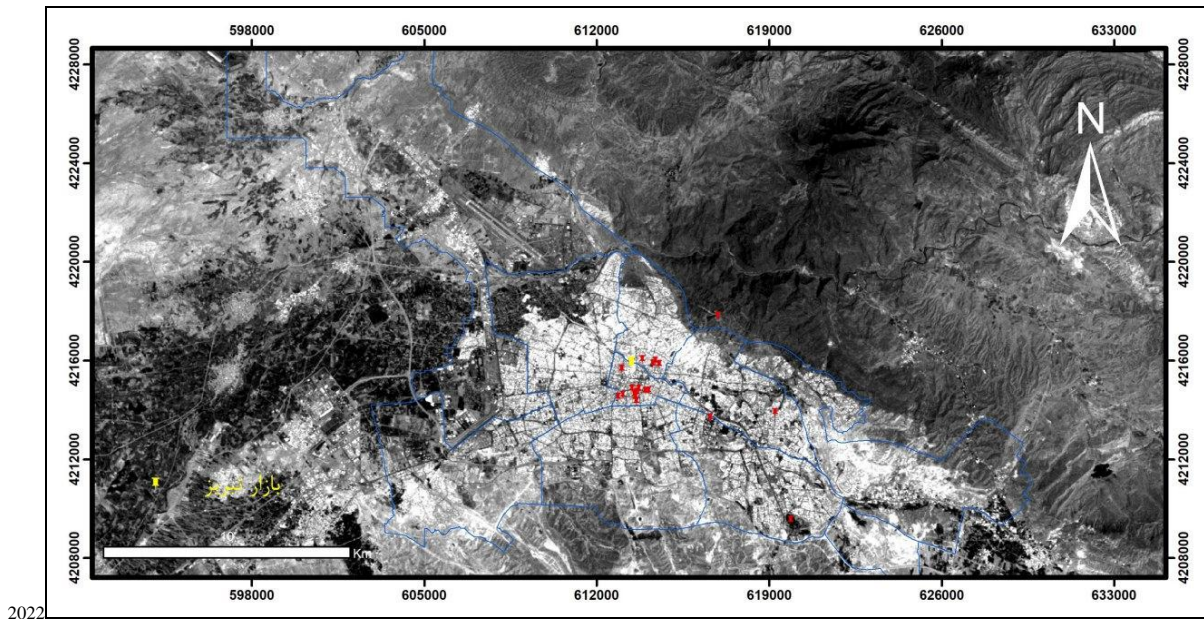
Fig. 17. The final map resulting from FUZZY TOPSIS analysis for selecting the branding option

6. Conclusion

The successful cities of the world in the matter of branding, first need to introduce themselves in the competitive market of cities and sustainability, need to know their existing assets and resources accurately; So that by fully understanding their strengths and opportunities and using them properly, they can advocate the promotion of their city's brand. In recent years, Iran's metropolises have faced major issues and challenges such as increasing population growth and migration, uneven physical development, increasing social and economic inequalities, the inefficiency of urban management, and lack of natural resources.

If the existing trends continue and there is no collective will to strategically solve these issues, the position and role of metropolises will be weakened and since these cities play a leading role in sustainable development and national development processes, on one hand, this will negatively impact the sustainable development of other cities in the country and on the other hand and on the other hand, it will cause the country to lag behind other countries in the region and the world.

The metropolis of Tabriz is no exception to this rule. Therefore, one of the basic steps in this field is to enter the branding market process.

The current research tried to find a model for branding in Tabriz metropolis while examining the concept of brand and urban brand, and the frameworks of this concept. If it is observed in the process of the figure, in short, it can be said that the first step in city branding for this metropolis is to determine the clear indicators expected from the city brand. Branding in itself is not a goal, and due to limited resources, it is unlikely to be able to brand all cities. The word brand, due to the fact that it was created in a capitalist environment, sometimes evokes a negative view

and causes mental and practical resistances, while as mentioned many times in this research, the brand of a city may not be merely historical and can be an emerging element such as Laleh Park

Considering the important elements of the city of Tabriz and taking into account the uncertainty of the indicators by collecting different indicators from different articles, we came to the conclusion that the historical Tabriz market is in the first place, followed by the Ainali complex, El Goli and Burj Saat. They are worth investing, preserving and maintaining, and it is suggested to the city managers to introduce them as a brand of Tabriz city and invest in the sustainability of this city's tourism to the world.

In order to brand the city, city managers must present a new image; what the branding is trying to achieve, so that the spatial form of urban spaces and buildings is attractive to investors and tourists.

6-1 Author contributions

A. Molaei helped and Guide in the literature review, performed the experiments, compiled the data, and reviewed the conclusion and manuscript preparation.

K. Ketabollahi performed the literature review and experimental design, analyzed and interpreted the data, and prepared the manuscript text and edition.

6-2 Acknowledgement

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6-3 Conflict of interest

The authors declare no potential conflict of interest regarding the publication of this work. In addition, the ethical issues including plagiarism, informed consent,

misconduct, data fabrication and, or falsification, double publication and, or submission, and redundancy have been completely witnessed by the authors.

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