
Title

**Impacts of Culture-led Regeneration on the Citizens' Perception
of the City Image and Brand and Quality of Life**

Candidate full name

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Erasmus Mundus Joint Master's Degree in Social Science

Tourism Development & Culture Programme

Master (MSc) in Hospitality and Tourism Management

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ISCTE Business School

Co-supervisor:

Dr. Marie Avellino,
Institute for Tourism, Travel & Culture,
University of Malta

July, 2021



**BUSINESS
SCHOOL**

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Resumo

A regeneração liderada pela cultura é considerada uma política eficaz de renovação urbana, valorização da imagem e marca da cidade e melhoria dos padrões de vida que se estabeleceu em todo o mundo. Tornou-se relevante e procurado, sobretudo nas cidades que sofreram com a desindustrialização e que precisavam de construir uma economia, imagem e marca da cidade em torno de novos significados, como cultura, artes e turismo. Glasgow, a maior cidade da Escócia, é um dos exemplos mais famosos de cidades que empregaram a cultura em sua agenda de revivificação urbana. Este estudo examina a eficiência da regeneração liderada pela cultura com foco em eventos e festivais por meio da percepção dos residentes da imagem e marca da cidade e sua satisfação com a qualidade de vida em Glasgow. A entrevista em profundidade deste trabalho é projetada em um formato semiestruturado para reunir dados interpretativos de natureza. A análise temática é aplicada para analisar as transcrições das entrevistas. Os resultados confirmam as associações positivas entre os impactos de eventos e festivais, a percepção da imagem e marca da cidade e a satisfação dos cidadãos. Além disso, verificou-se que os impactos econômicos e socioculturais melhoram a percepção dos residentes sobre a imagem e marca da cidade. No entanto, um problema como a desigualdade social, que causa a pobreza e a criminalidade, tem sido enfatizado pelos moradores. Em termos de infraestrutura, apenas pequenas melhorias foram destacadas aqui. Assim, os resultados concluem que a regeneração orientada para a cultura não é abordada de forma totalmente sustentável em Glasgow, mas os seus impactos não podem ser negados, uma vez que contribuiu para o renascimento da cidade e valorização da sua imagem e marca.

Palavras-chave: regeneração baseada na cultura, imagem e marca da cidade, satisfação dos cidadãos.

Classificação JEL: Z32 Tourism and Development, Z39 Tourism: Other.

Abstract

Culture-led regeneration is considered an effective policy for urban renewal, city image and brand enhancement and living standards improvement which has established itself all over the world. It became relevant and in demand, especially in those cities that suffered from deindustrialisation, and which needed to build an economy, city image and brand around new meanings, such as culture, arts and tourism. Glasgow, the largest city of Scotland, is one of the most famous examples of the cities that employed culture in their urban revival agenda. This study examines the efficiency of culture-led regeneration focused on events and festivals through the residents' perception of the city image and brand and their satisfaction with the quality of life in Glasgow. The in-depth interview of this work is designed in a semi-structured format to gather interpretive in nature data. A thematic analysis is applied to analyse the interview transcripts. The findings confirm the positive associations between impacts of events and festivals, perception of city image and brand and citizens' satisfaction. Moreover, it has been found that economic and socio-cultural impacts improve the residents' perception of the city's image and brand. However, such a problem as social inequality, which causes poverty and crime issues has been emphasised by residents. In terms of infrastructure, only minor improvements have been highlighted here. Thus, the results conclude that culture-driven regeneration is not approached in a fully sustainable way in Glasgow, but its impacts cannot be denied as it makes a contribution to the city revival and its image and brand enhancement.

Key words: culture-led regeneration, city image and brand, citizens' satisfaction.

JEL classification: Z32 Tourism and Development, Z39 Tourism: Other.

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Introduction

In today's modern world of globalisation, competition between cities, significant centres of human development, is increasing sharply. City branding is a key tool for building productive communication with a potential audience to enhance the growth of investments into the city's development, tourism attractiveness, and a number of talented people or, as called by Florida a 'creative class' (2005). The degree of city branding success determines its awareness and competitiveness in the global arena. Consequently, city branding highlights the primary characteristics of a city and aims at ensuring brand awareness and its presence in the global information space (Dinnie, 2011). As reported by Merrilees et al. (2012), this complex process is inextricably linked to a positive image creation as it is regarded as the first step toward successful city branding. The city image is based on the diversity and uniqueness of the city's history, cultural heritage, architectural appearance, famous townspeople, etc. Hankinson (2004) states that the heritage and history of a city, as well as its community, are significant in brand projections. But what if a city's reputation leaves much to be desired so that the country has to "apologise for its city" (BBC, 2004). In world practice, a number of cities managed to transmute their image and rebrand themselves with the help of culture-led regeneration, which is an urban strategy viewed as the catalyst for city revitalisation through the cultural activities (Ennis & Douglass, 2011). Birmingham, for instance, was known as an automotive industry centre, but the cultural component made it possible to master the industrial zone and transform the city into a centre for cinematography, with all cinema-related premises being built into old abandoned production halls. Another example is Manchester, a hub of mechanical engineering and textile and chemical industries, which put a bet on culture and creativity and, consequently, became famous for its music sector.

Investments in the cultural sector have been viewed by governments as exorbitant and "affordable in periods of affluence" for many years (Rutten, 2006, p. 10); however, in the 70s of the XX century, structural changes began in the industrial economy, which led to the search for new development priorities. Culture has been redefined from just a social practice to a socio-economic element that possesses the power of reshaping cities that took a path of deindustrialisation (Filimonova, 2020). Thus, this sector has taken a pivotal position in urban entrepreneurialism development and has proved its effectiveness in world practices, especially among 'factory capitalism' cities. Besides overall improvement of the city, culture-led regeneration is considered a strategy for city image and branding enhancement to make the city appealing for increasing tourism and investments flows (Garcia, 2004).

Apart from tourists, investors, entrepreneurs, potential residents, talented people/'creative class', the target audience of city branding also includes local residents. This research is especially relevant in the context of reinventing the image and brand of post-industrial cities in order to improve residents' perception of the city and their satisfaction with quality of life. In this study, the city image and brand transformation is viewed through the culture-driven regeneration. According to Jones (2000, p. 5), "cities are cultural entities. The texture of social and economic life in them is defined by their cultural energy or lack of it, and cities all over the world – Glasgow, Barcelona, Seattle – have demonstrated that by changing the way their cultural life is perceived you can change everything about them". As a result, culture becomes the necessary element that can help cities get well on the way to revival and creation of a successful city brand afterward.

1.1 Contextualisation

As the modern realities shift accent to the information- and knowledge-based economy underlying emotional, symbolic and experiential components of the product that boost "experiential reactions of consumers" (Power & Scott, 2004, p. 3; Pashkus et al., 2014), the role of the cultural sector, in which the aforementioned components are embodied, are gaining the utter importance in urban economy, city's vibrancy and attractiveness. This research examines the case study of Glasgow, the largest city of Scotland, that discovered its salvation in rebranding with the help of culture-driven regeneration. It is considered to be one of the first post-industrial cities that has put a bid on cultural policies in order to rebuild its image and transmute itself into a world-class city. The city suffered from serious impacts of deindustrialisation in the last century, which found its display in the city image and reputation. Once a foremost centre of manufacturing, the city saw a dramatic decline in the local economy, loss of a significant number of jobs, social instability and housing deprivation (Gomez, 1998). Its culture reflected in heritage, art, architecture, music and sport was used to transmit its unique features. The most significant steps on its way to a successful image transformation were the 1990 European Capital of Culture nomination (ECOC), 2008 inclusion into the UNESCO Creative City Network (UCCN), hosting the Commonwealth Games 2014, and numerous annual festival and cultural events that upgraded the city image.

The first attempt to improve a negative city image of a gang-ridden and hard-drinking city that suffered from economic decrease, unemployment, social instability, was taken in 1983 when the 'Glasgow's miles better' campaign was launched. At that time, two types of culture-led regeneration were prevailing in Glasgow: building of 'flagship' cultural facilities

and holding events and festivals. As stated by Gomez (1998), in the 80s, Glasgow started implementing art and culture in urban policy agenda actively: the arts festival Mayfest began in 1982, the Burrell Art Collection was opened in 1983, the Scottish Exhibition and Conference Centre was founded in 1985, the national Garden Festival was held in 1988. All these prerequisites led to the preparation of the city to participate in the ECOC programme. Glasgow was the first city to receive the ECOC title after nomination of such cultural centres as Athens (1985), Florence (1986), Amsterdam (1987), West Berlin (1988), Paris (1989), and it, therefore, gave rise to an era of the ECOC as an accelerator for city revitalisation and Glasgow's prestigious status of a culture-driven regeneration trailblazer (Kirkpatrick, 1996). Moreover, it became a member of UCCN in 2008 and got recognised as a world-renowned City of Music. As reported by UNESCO Creative Cities Network (n.d.), "5 of the 6 biggest Scottish employers in the music industry are based in Glasgow as is over half of the country's music workforce"; moreover, there are a lot of music events taking place in the city on a regular basis, e.g. Celtic Connections, TRNSMT Festival, Piping Live Festival, etc., it has a "varied music 'ecosystem' of venues" (Perman et. al., 2018, p. 3), educational music institutions, including the Royal Conservatoire of Scotland, which is ranked as a leading institution for performing arts education in the world (QS Top Universities, 2021). All these factors influence the image of the city and form conditions for music tourism development which generates a £160 million contribution to the local economy (The Scotsman, 2018). The Commonwealth Games 2014 alongside its Cultural Programme is another example of the city's attempts to improve its image and produce a WOW-effect. Glasgow took the opportunity to establish an enduring cultural legacy bringing creativity and festivals and events in the city. The programme developed by primarily three organisations – the Glasgow 2014 Organising Committee, Glasgow Life, and Creative Scotland – embraced such cultural areas as visual arts, multimedia, film, literature, theatre, comedy, music, and dance (Creative Scotland & Glasgow Life, 2015).

City image and brand studies are usually carried out by analysing it from the external and internal audiences' perspective, but there is not enough investigation on the latter group's perspective. This makes up for the problem of understanding whether policies for reinforcement of the city image and brand are applied in a sustainable way. The thesis is driven by the lack of research on citizens' opinion on how culture-led regeneration, particularly through events and festivals, influences the city image and brand and their life in the city. Apart from being just an economic boosterism of a city centre, culture-led regeneration should address four pillars of sustainability (Grodach, 2013) and improve the

quality of life in the city and, therefore, its image and brand in the eyes of locals. Having the problems that negatively affect the city solved, citizens change their perception towards the city image and brand (Priporas et al., 2020). Thus, the study of the citizens' perception of the city image may help local councils and policy makers to understand that a process of branding a city needs to start with improving the living standards in the city.

1.2 Research aim and research question

The central research question of the study is *“How does culture-led regeneration influence the citizens' perception of the city image and brand and their satisfaction with life in the city?”*. The thesis aims at evaluating the efficiency of culture-led regeneration focused on events and festivals through the residents' perception of the city image and brand and their satisfaction with the quality of life in Glasgow. To answer the main question, two sub-questions have been designed: *“Is there a positive association between the impacts of events and festivals and the citizens' perception of the image and brand of Glasgow?”*, *“Is there a positive association between the perception of the city image and brand and citizens' satisfaction?”*. The objectives have been identified in order to achieve the aim of the research:

- to determine Glaswegians' perceptions of the impacts of events and festivals held in the city and their attitude to the city image and brand;
- to define whether Glaswegians think that impacts of events and festivals enhance urban development and improve their living standards in the city;
- to analyse how Glaswegians' perceptions of the city image and brand influence their satisfaction with the living standards in Glasgow.

The following hypotheses, which will be fully or partly confirmed or refuted by the data analysis, have been designed:

H1 Culture-led regeneration focused on events and festivals enhances the citizens' perception of the city image and brand.

H2 If culture-led regeneration focused on events and festivals produces positive economic, social, environmental, cultural impacts, it enhances the citizens' perception of the city image and brand significantly.

H3 The citizens' perception of the city image and brand influences their satisfaction with the quality of life.

H4 Culture-led regeneration focused on events and festivals improves the citizens' satisfaction with the quality of life.

1.3 Research structure

The current study consists of five parts. The first part is an introduction, which describes the motivation for the research, theoretical importance and relevance of the work, its contextualisation, main aim, objectives, research question, sub-questions and hypotheses.

The second part is a literature review that focuses on three core categories: impacts of events and festivals, city image and brand, citizens' satisfaction. The literature analysis on these topics has been carried out to highlight the research subject and identify the research gap to determine the course for further work. It also provides a rationale for the choice of the concepts which link the research question to the theoretical background, thereby defining four hypotheses.

The third part is dedicated to methodology. The essence of the research philosophy of this study is the interpretivist paradigm which is rooted in the ideas of Weber (1949), who emphasised the need to understand the environment from the point of view of those people who are in it. A deductive approach has been applied since hypotheses have been designed based on the theory. A methodological choice makes up a qualitative approach in order to immerse in the topic and study people's perceptions better. Grounded theory is chosen as a research strategy. A time horizon has been identified as cross-sectional. In-depth interviews are applied as a data method collection. The interview questions are employed to collect non-numerical data to obtain rich insights and meanings. This part also includes ethical considerations in regard to interviews.

The fourth part consists of a description of the data analysis technique, an analysis of three categories and a synthetic analysis. A thematic analysis has been chosen to process the collected data, identifying its general pattern of meanings, a so-called 'semantic configuration' (Khoroshilov & Melnikova, 2020). Two main types of themes have been found and investigated: obvious (the one that lies on the surface of the text) and latent (hidden one which is not directly articulated in words). The latter themes are usually of important psychological interest and are discovered primarily with the help of very complex models of interpretation, such critical hermeneutics and others (Busygina, 2017; cited in Khoroshilov & Melnikova, 2020). The interviews with 14 Glaswegians are studied through the lens of theoretical foundations. Findings are presented and discussed.

The last part seeks to draw up the results of the research, providing contributions to existing theory, limitations, and propositions for further study.

Literature review

The literature review focuses on three topics: city reimagining and rebranding through culture-led regeneration, sustainable culture-led urban regeneration, and citizens' perception of city image and brand and importance of their satisfaction. The fourth part provides linking between above mentioned elements formed into a conceptual model with research hypotheses.

2.1 City image and brand transformation through culture-led regeneration

A large body of literature has investigated city image and branding as concepts of increasing urban competitiveness and attractiveness that allows for bringing investors, tourists, and 'creative class' into the city as well as influences success for access to different markets (Florida, 2002; Kavartzis, 2004; Castillo-Villar, 2018). This, therefore, forces cities to boost their images on the global arena, broadcast their best features and strategically market themselves through city branding (Dinnie, 2011). Rebuilding image and brand is also a common world practice as cities attempt to adjust to new economic realities or eliminate a negative city image (Stein & Heikkinen, 2009). Due to this, a reconstructed city brand is to be viewed through the prism of the alterations in organisational identity and local culture (Hatch & Schultz, 2009).

A number of authors have distinguished the community's history, culture and creativity as necessary assets to represent a city (Florida, 2002; Hankinson, 2004; D'Ovidio & Cossu, 2008; Vanolo, 2008) and one of the main factors that adds value to its brand (Sepe, 2004). Dudek-Mańkowska and Grochowski (2019, p. 276) identified the definition of *place branding* as "a set of city features, starting with logos and slogans to much more complex elements, such as marketing activities, quality of infrastructure, *uniqueness of the place* resulting from its natural and cultural assets, local policies or activities of non-governmental organisations". This research views culture as a significant element that determines *the uniqueness of a city* and contributes to urban reimagining and rebranding.

Academics claim that cultural policies are applied for city regeneration, economic enhancement as well as for urban image and brand designing (Bianchini, 1993; Boggs, 2009; Pratt, 2008; Waitt, 2008; Boland, 2010; Yúdice, 2018). Culture-led regeneration is interrelated with city branding, as the city brand promotes unique features of the city such as cultural and heritage assets, cultural and creative industries, events and festivals. Moreover, Jenkins (2014) states that city branding through arts and culture is a win-win strategy especially for 'tough cities' that have a negative image as the "connection that arts and culture can create with

individuals is more powerful than any other codes and can allow for an immediate identification with universal values” (Massi et al., 2019, p. 101).

Four main types of culture-driven regeneration have been identified: building of ‘flagship’ cultural facilities, landmark sculptures and public art schemes, innovative structural engineering, events and festivals (Vickery, 2007). The latter one is also known as *event-led regeneration* which brings different events, mega-events and festivals to the agenda of urban policies. Sepe (2009) distinguishes two types of city creative clusters: first, cultural clusters that are built around innovation, arts, theatre, design, etc., and second, events that express cultural and leisure manifestations. These clusters are interconnected, so that cultural component that already exists within the urban environment is taken as a basis, and events serve to promote these expressions to make up a positive city image. As Getz (2008) observes, events are often geared at place promotion and are widely used in the marketing practices of a plethora of destinations. Being a vital part of local culture and community, events and festivals serve as promoters of tourism and help to consolidate a positive image of the destination in the minds of tourists, and the image of the event, therefore, ultimately associates with the destination brand (Hernández-Mogollón et al., 2018). Thus, events turn into a ‘cultural currency’, especially in the context of their impact on the reimagining and rebranding of the city (Richards & Wilson, 2004; Cuffy et al., 2020).

As a large number of studies stress the increasing attention to culture as a resource for the cities’ enhancement and their image building, policymakers likewise include them in a plethora of urban development agendas. The most evident cases are the ‘European Capitals of Culture action’ (ECOC), participation in which is compared to the Olympic Games nomination (Richards, 2000), and UNESCO Network of Creative Cities (UCCN) which cities enter under the specific categories: literature, music, film, media arts, design, gastronomy, crafts, and folk arts. Some authors point out that ECOC and UCCN are the leading examples of how recognition as a ‘Capital of Culture’/‘Creative City’ influences city image improvement that resonates deeply with attracting investments and tourists inflows into the city (Iordanova-Krastevai et al., 2010; Sasaki, 2010).

Cuffy et al. (2020) note that even cities that possess few attractions can get a chance to compete with others taking advantage of events. The example of Glasgow as a city that has placed culture, especially in the form of festivals and events, in the centre of its urban development agenda demonstrates a rebuilding process of the negative city image. The city held the ECOC event in 1990, which became a celebration of its revival. Despite the fact that the ECOC brought the city to another level and put it on a world map as a cultural hub, there

is a myriad of disputes in academia around its effectiveness and sustainability and there is no consensus. On one hand, it helped tackle economic, physical and image problems that were very acute for Glasgow; moreover, according to the research that included a review of 350 articles on Glasgow's ECOC hosting (Garcia, 2005, p. 845), about 90% of acknowledgments presented the references "to the city's image transformation (31%), followed by references to the event's positive economic legacies (19%) and the growing levels of tourist visits in particular (17%)". As a result of the enhancement of its symbolic nature – image – the city benefited mostly in business and leisure tourism, employment rates climbed and locals' perceptions of the city altered alongside opinions from outside.

On the other hand, academics claim that the policies taken in the ECOC's framework were mainly concentrated on cultural consumption rather than production (Mooney, 2004). Although it was also noticed that a number of live art performances had risen by 82% (Hoare, n.d.), based on the results of interviews of local cultural and creative entrepreneurs in Glasgow (Garcia, 2005), some of them raised doubts on the ECOC's cultural legacy as there was an uneven boost of the city's cultural industries and not all their representatives experienced great influence on their work. Another factor that questions the 1990 ECOC's sustainable approach is social legacy. MacLeod (2002) draws attention to the fact that Glasgow continued to carry the burden of social division and poverty because the major event's policies did not address the gentrification problem.

According to Kotler (1997), image represents a set of beliefs, ideas, and impressions that compose a series of associations with a specific place. Thus, if the city image was only partially improved due to the inclusion of culture in the urban policies, but did not touch issues associated with the bad reputation of the city, then this impacts the audience, whether domestic or foreign, in terms of accepting the new image of the city. Academics state that image as a combination of emotional elements is connected with personal perceptions and attitudes, but at the same time reflects collective ideas about the city (Blichfeldt, 2005). Consequently, the main goals of city branding are to communicate a positive city image and bring the audience's attention to its values (Castillo-Villar, 2018). Culture is one of these values and unique features of the territory (Landry, 2005), but if they are not employed in a sustainable way, the rebranding turns out into the masking process (Harvey, 1989). Such an important element as culture should be closely related to local citizens as they are deemed to be the "central factor to reinforce the city's image and communicate it to other external audiences" (Castillo-Villar 2018, p. 34). As the study focuses on the citizens' point of view, their perceptions, attitudes and satisfaction, it suggests that:

H1 Culture-led regeneration focused on events and festivals enhances the citizens' perception of the city image and brand.

2.2 Sustainable culture-led urban regeneration

Nowadays, a significant number of academics support the idea that urban problems can be successfully tackled by culture-led regeneration (Mooney, 2004; Paddison & Miles, 2005; Miles, 2007; Andres & Chapain, 2013; Yúdice, 2018), which gained importance due to “the shift of post-industrial societies towards the symbolic economy” (Della Lucia & Trunfio, 2018, p. 35). There is a large volume of studies investigating a role of culture-led regeneration in urban space enhancement (Bianchini, 1993; Evans, 2005; Sasaki, 2010; Martone & Sepe, 2012; Lees & Melhuish, 2015; Mckenzie & Hutton, 2015; Shaw, 2017) and a concept of ‘Creative City’ and ‘Capital of Culture’ (Landry, 2005; Florida, 2002; Bayliss, 2007; Ooi, 2008; Rosi, 2014). Special attention has also been paid to the importance of sustainable cultural relevation approaches (Neil, 2004; Evans & Jones, 2008; Grodach, 2013; Leary & McCarthy, 2013; Gregory, 2016; Liu, 2019). Numerous authors have examined the immense potential of cultural policies in impacting the city image and brand (Pratt, 2008; Waitt, 2008; Boland, 2010; Yúdice, 2018) through the cultural and creative industries development (Howkins, 2001) and implementation of cultural activities in the city, such as festivals and events (Richards, 2017). Culture alongside its creative aspect is identified as one of the vital components of competitive identity which also involves tourism, investment, people, policy, and brands (Anholt, 2007).

Notwithstanding that many scholars consider culture-driven regeneration effective in employment, income generation and city image building process, some academics argue that implementation of such policies is only half the battle of successful revitalisation and a label ‘Creative City’ or ‘Capital of Culture’ cannot be a panacea for all the problems that a city faces. Previous studies have reported that there are some dilemmas of economic, social and cultural aspects of cultural strategies (Van Puffelen, 1996; Bianchini, 1999; Immler & Sakkers, 2014; Garcia, 2017). First, there is trouble in understanding whether the transformations are aimed at external or internal *target audiences*. There is often a preponderance towards attracting investors, tourists, potential residents, and ‘creative class’, while the local residents’ interests are little taken into account. Second, *geographical bias* causes a conflict between the city centre, which is more often preferred, and suburb areas, which remain undeveloped. Third, *production and consumption* issues lead to understanding if the priority of urban regeneration is to attract visitors and increase their loyalty or focus

attention on developing more opportunities for creative and cultural industries expansion. Four, *building and activity* problems lie in where it is worth investing: either the construction of new cultural flagship facilities (museums, exhibitions, concert halls, etc.) or cultural and creative activities (festivals, events, artistic projects, etc.) (Bianchini, 1993; Griffiths, 1995). Five, the *'ephemeral' and 'permanent' activities* give rise to the dilemma of short-term projects that attract the attention of tourists, and long-term ones that contribute to improving the citizens' living standards (Tursie & Perrin, 2020). All these factors lead to unsustainability and problems such as segregation, gentrification, exclusion, displacement, and excessive cultural commodification (Kagan & Hahn, 2011; Pratt, 2008). Seo (2002) underlined that in the previous century, a number of British industrial cities implemented cultural strategies to highlight positive city constituents attempting to reimage themselves. On the contrary, Harvey calls into question the efficiency of culture-led regeneration and views it as a "carnival mask that diverts and entertains, leaving the social problems that lie behind the mask unseen and uncared for" (Harvey, 1989, p. 21; cited in Garcia, 2005).

Scholars claim that instead of short-term projects that deliver instant results, a focus of cultural policies should be driven on long-term activities and production that can bring valuable inputs for the city and its dwellers. Efficiency of cultural projects, including ECOC and UCCN, in terms of urban revitalisation and changing the city image is yet to be investigated since it is challenging to evaluate their results, as well as economic, environmental, social, and cultural effects in long-term (Grodach, 2013; Garcia, 2017). Moreover, Tursie & Perrin (2020, p. 94) highlight that a scientific focus has been shifted from the "production-oriented measurements of the success" of the ECOC to investigation of social development and such aspects as community pride, citizens' satisfaction with quality of life, and their wellbeing. In order not to turn the cultural transformation into "self-fulfilling prophecies" (Garcia, 2017, p. 3179), but rather sustainable legacies (Zhu et al., 2017), a holistic approach that takes cross-sectoral dependencies into consideration is to be employed in a comprehensive cultural project of revitalisation and city image creation.

Grodach (2013) claims there is a disparity between economic and socio-cultural dimensions of culture-led regeneration which causes the formation of different perceptions and motivations of various actors. Even if it is believed that culture-driven regeneration addresses problems related to the improvement of environmental quality of the city, equal distribution of material and social benefits among inhabitants, cultural development, and economic expansion (Duxbury & Jeannotte, 2010; Campbell & O'Brien, 2019), the emphasis is often geared toward the latter aspect. Such a focus can unintentionally perpetuate

geographic bias and give preference to the better-off urban area enhancement – a city centre. In the research dedicated to the Liverpool ECOC designation in 2008, which is often compared to the case of Glasgow’s nomination, Boland (2010) critically pointed out the fact that stakeholders’ attention was concentrated on economic growth which turned into a boosterism for the city centre. However, despite the great investment upswing and improved city image, Liverpool still maintained a specter of unresolved socio-economic issues such as unemployment and poverty, especially in suburbs (Boland, 2010). Thus, culture-led regeneration touched only a specific area of the city and did not address local problems that were crucial for residents. The question, consequently, arises about the level of effectiveness and success of the project in terms of improvement of all aspects that are supposed to be covered by the culture-led relevation.

In the current study, a focus has been made on event-led regeneration in Glasgow and impacts of events are considered in the context of city reimagining and rebranding because they directly affect how the city is perceived by its residents and visitors. In the case of local residents, these impacts affect their perception of the city’s image, respectively, their satisfaction with the standards of living. Andreck et al. (2005) claim that events have the power of changing and improving the quality of life in the city. Although different types of events generate impacts of different complexity (Getz, 2010), having analysed works of a number of authors, common patterns of events’ impacts that positively influence the living standards have been divided into four main groups:

- *Economic impacts* include a rise of visitor flows which increases visitor expenditure, employment opportunities, profit to local businesses (Gursoy et al., 2004).
- *Social impacts* imply “the collective and individual value systems, behavior patterns, community structures, lifestyle and quality of life” (Balduck, 2011, p. 94), so they encompass engagement of locals and social cohesion, betterment of community image, as well as city image, enhancement of the sense of community well-being, as well as civic pride, increase of social interaction and networking, providing educational opportunities to acquire new skills and gain knowledge, development of intercultural experiences that enhance cultural understanding and communication (Delamere, 2001; Huang & Zhang, 2012; Kaplanidou et al., 2013; Caiazza & Audretsch, 2015; Cope et al., 2015; Mao & Huang, 2016).
- *Environmental impacts* include such physical urban aspects as regeneration and beautification of cities’ physical appearance and convenience (sidewalks, parking areas, landscaping), creation of comfortable leisure areas (parks, art spaces),

enhancement of cities' symbolic space, improvement of public utilities (water, sewer, lightning, public restrooms, litter control), upgrade of transport infrastructure (roads, public transportation, stations, airports) (Kreag, 2001; Richards, 2016).

- *Cultural impacts* are often intertwined with social impacts, but some specific improvement of cultural facilities, preservation of cultural traditions, construction of cultural identity (Colombo, 2016).

Besides positive effects, events also produce negative costs such as disruptions to local lifestyles, traffic, overcrowding, littering, noise pollution, vandalism, etc. (Tiyce & Dimmock, 2000; Caiazza & Audretsch, 2015). To reach more positive outcomes of events, specific actions should be taken to enhance security control and protection of the area, which again is related to improvement of quality of life in the city. The benefits can also be reached by a focus on long-term legacies, holistic and strategic placemaking approach that incorporates a physical aspect (or *materials*, such as buildings, design, public space, etc.), the place's lived experience (or *creativity* that implies the patterns of daily life) and the symbolic space (or *meaning*, such as icons, symbols, storytelling embodied in brands) (Anholt, 2007; Richards, 2016).

These events' impacts and benefits are interrelated with the classical pillars that are involved in sustainable cultural regeneration (Grodach, 2013): *economic sustainability* which is not only indicated by stable growth, but also appeals to equal distribution of the economic profit; *environmental sustainability* implies the use of materials and resources that are already available in the city (abandoned and non-functioning industrial buildings redevelopment for new amenities together with the rehabilitation of historic built environments for new amenities); *social sustainability* applies to active involvement and participation of locals in cultural activities, human capital development, enhancement of intercultural communication, collaboration of different groups of community, creation of new opportunities for marginalised groups of people, creation of educational opportunities, creation of a favorable atmosphere in the city; *cultural sustainability* is based on local cultural and heritage preservation for future generations, as well as its development with incorporated representation of community's values and practices.

All four pillars of sustainable urban enhancement intend synergy of cultural policies with other municipal policies and the above mentioned aspects must be seen in the context of comprehensive evolution of projects that are to be designed specifically for a particular city as every city has its own economic, political, environmental, social, cultural background, as well as geographic and historic particularities. Thus, it is necessary to build policies around the

local identity to avoid banalisation (Cuffy et al., 2020). Copying stereotypical ways of urban development should in no way form the basis of cultural policies, as this leads to the cities' typicalisation, loss of the uniqueness and exceptional style of urban objects (Dnishev & Alzhanova, 2015). Novoselskaya (2017) states that innovative strategies for urban enhancement by means of culture are most entirely embodied in the cultural and creative industries, which encompass such spheres as heritage (museums, art centres, exhibitions, and libraries) and traditional crafts, festivals and celebrations; visual and performing arts; media (print, publishing, audiovisual culture, video games, and software); functional creations (design, fashion, advertising, architecture, research, and development) (UNCTAD, 2008). As the creative economy is mostly locally rooted, it gives cities comparative and competitive advantage. Consequently, the attention should be drawn to the city's cultural capital to identify niches of cultural and creative industry that represent a potential development trajectory for the city.

Urban regeneration through culture possesses a high potential and is considered more effective in a long-term strategy that spurs a city for a change. However, it becomes possible if culture-led regeneration aims to enhance the citizens' satisfaction of living standards and their pride by addressing problems that the city faces. In this case, creating a positive image becomes not just a mask that hides weaknesses of a city to attract external groups, but a valid foundation for changing citizens' perceptions of the city, its image and brand. Tursie & Perrin (2020, p. 89) state that "improving the city's image in the eyes of its own inhabitants, as well as a new sense of regional identity are key elements" and that the regeneration is regarded successful if residents take pride in being part of a city that is constantly evolving. Considering the above, it can be hypothesised that:

H2 If culture-led regeneration focused on events and festivals produces positive economic, social, environmental, cultural impacts, it enhances the citizens' perception of the city image and brand better.

2.3 Citizens' perception of city image and brand and their satisfaction

Urban branding transmits the city's values and personality, physical and socio-psychological characteristics and makes it possible "to see the city in a particular way" (Selby, 2004; cited in Jensen, 2007, p. 213), therefore, "a brand becomes a promise, a guarantee for the consumers that proves their good decision" (Benedek, 2017, p. 43). A city brand has a wide range of consumers: potential residents, tourists, talented people/creative class, entrepreneurs,

investors, and current residents. As reported by Trueman et al. (2004), a city brand considers a variety of stakeholders that need to be analysed since the discrepancy between external and internal groups takes place in most practices. Moreover, residents, unlike tourists, are an integral part of the city's environment (Zenker et al., 2017) that actively participates in the production of local policies, services, and goods (Zenker et al., 2013) and the city brand is influenced by their behaviour and traits (Freire, 2009). Thus, one of the purposes of city branding is to catalyse the improvement of residents' satisfactory level of quality of life in the city (Zenker & Martin, 2011).

A number of scholars have emphasised the significance of citizens' satisfaction with their place of living in image and branding studies (Zenker et al., 2013; Zenker & Rütter, 2014; Gilboa et al., 2015; Insch & Walters, 2018; Priporas et al., 2020). Gilboa et al. (2015, p. 50) define a city image as "a mental picture" which includes a set of impressions, beliefs, and ideas that a person holds about a particular city. Jaffe & Nebenzahl (2006) affirm that people's perceptions and attitudes regarding the city are affected by the city image. Satisfaction with the city, therefore, is conditioned by people's perception of the city image. Despite research demonstrating that proper management and communication of the city's image ensure the city's attractiveness (Ashworth & Kavaratzis, 2009), the overall quality of a place and living standards are also crucial aspects improving competitiveness of the city on the global arena (Darchen & Tremblay, 2010). Merrilees et al. (2009) and Fetscherin (2010) declare that city marketing and branding have to incorporate the needs and take into account the interests of the city's stakeholders in order to establish positive perceptions of internal and external groups about the city image. Thus, from the residents' perspective, perceptions of the city image can be considered positive if they view the city as an appealing place to live in.

To investigate city brand attitudes of residents, such city attributes have been identified as nature, business creativity, shopping, brand, cultural activities, safety, clean environment, social bonding, government services, transport reflecting the city's economic, social, environmental, cultural, touristic, international, healthcare, security features (Merrilees et al., 2009). Gilboa et al. (2015) state that most studies related to city brand and image dimensions include the following attributes: services (municipal and medical facilities), infrastructure, culture, heritage, entertainment, safety, sport and shopping facilities. Based on that, scholars have deduced the attributes of city image divided into the main groups, such as municipal facilities, leisure, security, public services, to measure it from the citizens' point of view.

Most of the city image and brand attributes are interrelated with the dimension of the residents' satisfaction of quality of life in the city. Rainisto (2003; cited in De Noni et al.,

2014) studied city attributes from the urban development perspective and subdivided them into three groups: *community service development* that includes the social element that contribute to the quality of life in the community (healthcare, education); *urban design and planning* concentrates on improving the city’s design qualities (environment, architecture, street layout) which enhances the perception of the level of safety in the city; *economic development* implies a city’s competitiveness enhancement. All these factors directly affect the city brand and image perception of the citizens and the external audience.

Having analysed 39 studies on city image and brand, Gilboa et al. (2015) conclude that most of them are concentrated on the tourists’ perceptions rather than on the residents’ ones. As a result, a scale for city image measuring from the perspective of both residents and visitors was developed by scholars. For the measurement of citizens’ perceptions, they grouped 18 items of city image into four factor groups: municipal services, public services, leisure, and security. These items correlate with the measured items of citizens’ perceptions of the city brand developed by Merrilees et al. (2012). The study examined attitudes toward the city brand from the point of view of multiple stakeholders, including residents. The measured items were divided into eight groups: nature, business opportunities, transport, social bonding, brand attitude to living in the city, cultural activities, brand attitude to doing business in the city, networking. The items of the above mentioned concepts also correlate with the citizens’ satisfaction items designed by Zenker et al. (2013) (Table 2.3). In their research, the academics answer the question “*What makes citizens happy and how to measure it?*” (Zenker et al., 2013, p. 156) and scaled it through such factors as urbanity and diversity, nature and recreation, job opportunities, cost-efficiency, and overall satisfaction.

Table 2.3. *Correlated items for measurement of the city image and citizens’ satisfaction.*

Factor groups Gilboa et al. (2015), Merrilees et al. (2012) and Zenker et al. (2013) respectively	City image Gilboa et al. (2015)	City brand Merrilees et al. (2012)	Citizens’ satisfaction Zenker et al. (2013)
Municipal services/-/ Nature and recreation	Quiet		Tranquility of the place
Municipal services/-/ Urbanity and diversity	Safe/A low crime rate/Caring for older people		Openness and tolerance of the city
Municipal services/-/ Nature and recreation	Low air pollution		Environmental quality (low pollution)

Municipal services/Nature/ Nature and recreation	Well maintained streets and sidewalks	Access to clean outdoor recreational areas	Cleanness of the city
Leisure/Nature/ Nature and recreation	Tourism facilities (restaurants, parks)	Many parks, BBQ and picnic facilities/Green belt/Natural wonders/	A lot of nature and public green area/A number of parks and open spaces
Leisure/Cultural activities/Urbanity and diversity	Disco techs and nightclubs	Cultural events and festivals/Live shows and performing arts	A wide range of cultural activities (theatre, nightlife, etc.)
-/Cultural activities/Nature and recreation		Wide range of leisure activities	A wide range of outdoor-activities
Municipal services/Transport/-	Good public transportation	Road network adequate	
-/Social bonding/Overall satisfaction		Overall lifestyle is good/Good reputation among residents	In general I like living in this city

Thus, the analysis of the relevant literature suggests, first, that the city image and city brand perceptions depend on the common factors, and second, that the level of satisfaction of local residents with the quality of life is directly related to their perception of the city image and brand, and conversely, city brand and image influence their level of satisfaction with life in the city. Consequently, the research suggests that:

H3 The citizens' perception of the city image and brand influences their satisfaction with the quality of life.

H4 Culture-led regeneration focused on events and festivals improves the citizens' satisfaction with the quality of life.

2.4 Conceptual model and research hypothesis

This section provides a baseline and relates the study's dimensions: culture-led regeneration, city image and brand, citizens' satisfaction. Based on the studied literature (Bianchini, 1993; Ennis & Douglass, 2011; Hwang, 2014; Yúdice, 2018), it can be concluded that *culture-led regeneration* is a type of urban management policy that encompasses a range of cultural and creative activities, as well as cultural resources (historical, spatial, artistic, and living culture) and applies them as a tool for revival and development of the city, especially deteriorated

areas. McCarthy (1998) stated that two different opinions were identified in the academic field in terms of its rationale in the past: some authors considered it a driver for economic development, while others viewed it as a catalyst for city image and brand enhancement. However, nowadays, scholars affirm that such beliefs only limit the possibilities of culture-led regeneration and argue that it should be approached in a holistic and comprehensive way as it can bring much more advantages (Grodach, 2013; Magno & Dossena, 2020). Thus, in the context of this study, culture-led regeneration is regarded as both a strategy for urban revival and city reimagining and rebranding that improves the quality of life in the city to certain extent. In particular, it examines the connection between locals' perception of Glasgow's image and brand transformed by events and festivals and their satisfaction with living standards in the city regenerated by culture. The study of Magno & Dossena (2020) demonstrates that large events, or mega-events, impact the quality of life in the hosting city in economic, cultural, infrastructural ways and, moreover, positively influence the city image. Lill (2015) concludes that events and festivals contribute not only to the tourism sector of the destination, but also positively impact the local community. Grodach (2013) outlines positive economic, environmental, social, cultural outcomes of sustainably approached culture-driven regeneration.

It is also necessary to understand the conceptual apparatus of the city image and brand. The image of the city is relatively stable and reproduced in the mass and individual consciousness set of emotional and rational ideas about the city, formed on the basis of all the information received about it from various sources, as well as their own experience and impressions (Morozova, 2010). Formation of confidence in the future, social optimism, trust in local authorities among the population of the city affect the formation of a favorable image of the city in the minds of its residents and visitors (Kirynin, 2005). Additionally, the city image is not limited to the external form, it necessarily refers to the internal meanings and values (Gabdulhakova et al., 2021). They in turn facilitate building of a city brand which is regarded as a psychological phenomenon rather than just visual components, such as slogans and logos (Webster & Keller, 2004). Accordingly, a city brand is composed of the identifiers purposefully created and established in the minds of the target audience which demonstrate the city's suitability for living and investing (Mukhametov & Sivkova, 2020). For this reason, city branding has become popular among city officials and experts, as illustrated by the widespread use of city brand ratings, such as the Anholt-GMI City Brands Index and the Saffron European City Brand Barometer (Anholt, 2006; Hildreth, 2011). From this it follows that culture-driven regeneration can encourage the improvement of the city image,

introducing new meanings and values, which in turn form the basis of the city brand. Gilboa et al. (2015) highlight in their research that a focus on both residents and tourists, rather than only on the latter group, in the process of building the city image and brand allows for reaching better and favourable results for the city. Merrilees et al. (2012) also specify the fact that different stakeholders have different impressions and perceptions of the city image and brand. Therefore, it is not enough just to address an external audience to attract the flow of investments and resources, but it is essential to take residents' interests into consideration because identification of the place itself and, as a consequence of the brand, occurs precisely through local residents. This category of consumers, who, in most cases, are interested in the process of creating a brand and promoting it in order to enhance the well-being of the city, thereby improving the quality of life (Golendukhina, 2017).

It is important to note that according to scholars, if cultural strategies are not used in a sustainable way, they simply create an effect of a mask for a city to hide its imperfections instead of tackling them (Harvey, 1989; Garcia, 2005; Tursie & Perrin, 2020). Grodach (2013) concludes that it is crucial to consider four pillars of sustainability while talking about implementation of culture-led regeneration (economic, social, environmental, cultural). Then the city image and brand are enhanced by real change in the city that improves the quality of life of locals and, therefore, their level of satisfaction.

To distinguish and better understand the city's strengths and flaws, its acute social, economic, environmental, cultural problems that need to be tackled, the city image is to be analysed from the residents' point of view (Luque-Martínez et al., 2007). As a significant element in the fields of urban development, management and marketing, citizens' satisfaction is investigated from different perspectives and in different contexts. This study views satisfaction in terms of citizens' perception of changes in the city and its image and brand.

The **research question** of the study is determined as *“How does culture-led regeneration influence the citizens' perception of the city image and brand and their satisfaction with life in the city?”*. Thus, the main **aim** is to evaluate the efficiency of culture-led regeneration focused on events and festivals through the citizens' perception of the city image and brand and their satisfaction with quality of life in Glasgow. To reach the aim of the study, the sub-questions have been derived: *“Is there a positive association between the impacts of events and festivals and the citizens' perception of the image and brand of Glasgow?”*, *“Is there a positive association between the perception of the city image and brand and citizens' satisfaction?”*.

In order to understand the relationships between the dimensions of the study, the following conceptual model with hypotheses have been designed (Figure 2.4):

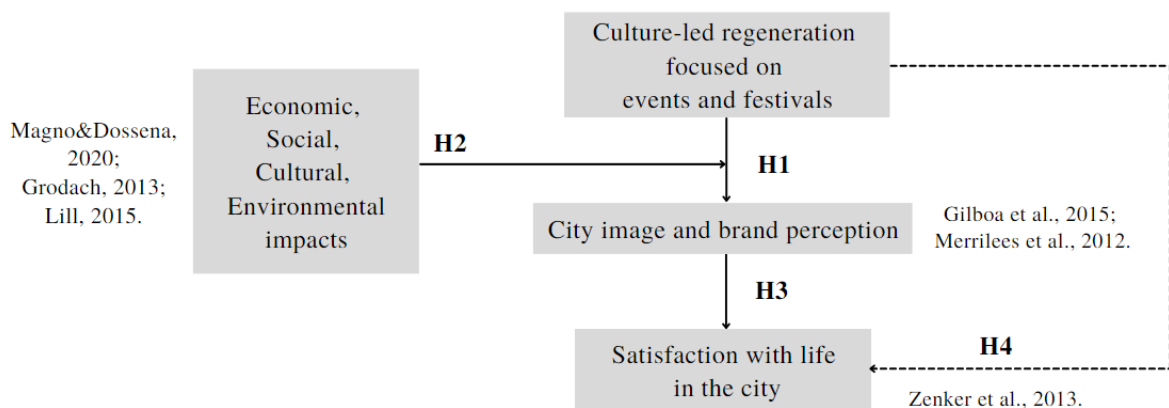
H1 Culture-led regeneration focused on events and festivals enhances the citizens’ perception of the city image and brand.

H2 If culture-led regeneration focused on events and festivals is applied sustainably and produces positive economic, social, environmental, cultural impacts, it enhances the citizens’ perception of the city image and brand significantly.

H3 The citizens’ perception of the city image and brand influences their satisfaction with the quality of life.

H4 Culture-led regeneration focused on events and festivals improves the citizens’ satisfaction with the quality of life.

Figure 2.4. Conceptual framework and research hypotheses.



The theoretical importance of the research lies in an attempt to move forward social studies on city image and brand through their transformation with help of cultural and creative policies on the example of residents’ satisfaction level with life in the city.

Methodology

The methodology section consists of the following parts: research design, data collection, participants, and ethical considerations. The methodology explains the philosophy, logical organisation, and methods of the research.

3.1 Research design

The methodological basis of the dissertation research is understood as a set of methods of scientific knowledge used by a researcher to achieve the goal of the study. Given the nature and characteristics of this study, it is possible to view it from a constructivist ontological position, which is opposite to objectivism. It means that cognition is not considered just a reflective essence, but the subject's active construction of a model for interpreting the world (Kasavin, 2017). The constructivist paradigm allows for a relativistic ontology (recognition of the existing set of local, socioculturally constructed realities), subjectivist epistemology, mainly qualitative methodology and pursues the goals of social criticism, reflection and transformation of certain social formations and human life (Lincoln & Guba, 2005). The research philosophy of the current study is interpretivism, which is opposite to positivism and requires understanding and interpretation of any types of social and humanitarian knowledge, as well as preaching in relation to the latter the methodological principles of 'humanitarian imperialism' (Orekhov, 2017). As stated by Myers (2019), social constructs such as consciousness, shared meanings, and language are the main components for constructing reality within an interpretivist paradigm. Thus, this philosophical stance seems appropriate for this work as its principal objective is to get a comprehensive understanding of Glaswegians' perceptions and attitudes to the culture-led regeneration in their city.

The thesis implies achieving an understanding of the meanings, therefore, an inductive approach is typical for this type of work. However, this study seeks to implement particular components of theory that provide an opportunity to design hypotheses. Thus, a deductive approach is applied.

A qualitative method has been chosen to gain more insights on the topic. Qualitative works are mostly conducted with the help of the constructivist paradigm since it ensures to build realities by achieving a thorough understanding of participants' points of view (Graff, 2012). Qualitative research is mostly based on the analysis of the words (some content extracted by a researcher from observation protocols, interviews, documents and audiovisual materials), which can be grouped, clustered, divided into semiotic segments and organised in

such a way as to allow a researcher to compare them and highlight their semantic invariants. In general, a qualitative data analysis inevitably presupposes a creative process of interpretation, which is often difficult to make explicit (Ulanovsky, 2009). Dey (1996) distinguishes differences between qualitative and quantitative data in terms of the distinction between meanings and numbers. Qualitative data correlate with meanings which are analysed by conceptualisation and hence this type of data is often presented as richer and more authentic and subtly describing the studied phenomena than quantitative data (Dey, 1996).

Another key factor to remember is that in a qualitative study, the researcher himself is recognised as the main measuring instrument of work (Yastreba, 2018). The lack of rigid standardisation allows a researcher to remain more receptive to reality and free in relation to these procedures and ways of working with the data of the study. The interpretation of the researcher is considered a research tool itself, consequently, flexibility of decisions and reliance on non-rigid research design are important features of the qualitative study methodology (Ulanovsky, 2009).

A research strategy involves grounded theory, which implies an immediate data analysis, coding and comparison, development of diagrams or schemes, and theoretical sampling. Although grounded theory is inductive in nature since a theory is usually created after data collection begins, according to Glaser and Strauss (1967), deductive approach in grounded theory is used to extract conceptual guidance from inductive codes. Deduction serves for further induction due to the fact that the source of conclusions is the codes obtained as a result of comparing and analysing data.

3.2 Data collection

As the research endeavors to examine citizens' opinions and perceptions of events and festivals' impacts in Glasgow, its city image and brand, as well as their satisfaction with the living standards, a qualitative method – interviews – is applied to find a better understanding of specific information. An anthropocentric approach is characteristic of the qualitative techniques, which is appropriate for research that claims comprehension of respondents' points of view, attitudes, thoughts, values, and behaviours (Ghauri & Grønhaug, 2005; Graff, 2012). Besides, they are used to receive insight with the help of a constructivist paradigm and scrutinise the topic deeply by gathering important interpretive in nature data (Creswell et al., 2007). For this reason, the researcher gets multiple answers from interviewees that are not supposed to be separated into wrong or right ones.

Due to the nature of the study, in-depth interviews with a cross-sectional approach are considered suitable to gather the primary data. The interview questions are designed in such a way that they answer the central research question: “*How does culture-led regeneration influence the citizens’ perception of the city image and brand and their satisfaction with life in the city?*”. The in-depth interview of this work is designed in a semi-structured format, with open-ended questions and focused not on the massive collection of data, but on the achievement of a profound comprehension and interpretation of the studied social phenomena (Guion et al., 2011). The in-depth interview questions, which are characterised as a continuous semantic sequence, are fundamentally different from closed-ended questionnaires, which are characterised as discrete. The questionnaire’s structural unit is a question or a block of questions, while the interview’s structural unit is a *topic* or a *theme*, which is a coherent presentation of any issue with semantic unity (Belanovsky, 2001).

The interview has been developed on the studies of Magno and Dossena (2020), Lill (2015), Gilboa et al. (2015), Merrilees et al. (2012), Zenker et al. (2013) and consists of three following thematic blocks that comprise 31 questions in total. The first block is dedicated to the attitudes of the local residents towards the impacts of events and festivals in the city and the study attempts to understand if citizens consider them helpful in terms of improving economic, infrastructural, and socio-cultural situations in Glasgow. The second one is related to citizens’ perception of the image and brand of Glasgow and how they evaluate municipal service, public service, leisure, security, social bonding, and brand attitude to living in the city. The third one is aimed at measuring citizens’ satisfaction level and understanding their perceptions towards such aspects in the city of Glasgow as urbanity and diversity, nature and recreation, job opportunities, cost-efficiency, and their overall satisfaction. Notwithstanding that a script with the questions was prepared, additional ones were also asked to specify some information. According to Belanovsky (2001), the central challenge in designing in-depth interview questionnaires is the sequencing and granularity of topics. The interview of this work has been grounded on the topics that are presented in the literature review and the relationships between these concepts have been discussed and formulated into the conceptual model. Table 3.2 represents the authors’ measurement statements applied in their studies which have been used to form the interview questions.

Table 3.2. *The authors’ measurement statements applied in their studies.*

Authors	The authors’ measurement statements
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Measurement of the citizens' perception towards the impacts of events and festivals	
Magno & Dossena (2020)	<ul style="list-style-type: none"> - Events and festivals contribute to enhancing the international image of the city. - Thanks to events and festivals, tourism has increased in the city. - Thanks to events and festivals, urban infrastructure (e.g. streets, railways) have been improved. - Thanks to events and festivals, public infrastructure, usable by all inhabitants, has been built and/or improved.
<p>Lill, G. (2015)</p> <p>Based on works of Delamere (2001), Janeczko et al. (2002), Rollins et al. (1999), Skoultos and Tsartas (2009), and Viviers and Slabbert (2012).</p>	<ul style="list-style-type: none"> - Events and/or festivals contribute to improving the community's services (restaurants, shops, hotels, etc.). - Events and/or festivals create new job opportunities. - Events and/or festivals bring more profit to local businesses. - Events and/or festivals help to improve cultural facilities. - Events and/or festivals give an opportunity to have fun with family and friends. - Events and/or festivals give an opportunity to learn new skills. - Events and/or festivals improve the locals' quality of life and living standards.
Measurement of the citizens' perception of the city image and brand	
Gilboa et al. (2015)	<ul style="list-style-type: none"> - Quiet - Safe - Good public transportation - Well maintained streets and sidewalks - Tourism facilities (restaurants, parks)
Merrilees et al. (2012)	<ul style="list-style-type: none"> - Good place to do business - Wide range of leisure activities - Wide range of cultural events and festivals - Good for families - Good reputation among citizens - I am proud to live in Glasgow
Measurement of citizens' satisfaction	
Zenker et al. (2013)	<ul style="list-style-type: none"> - The energy and atmosphere of the city - A variety of shopping opportunities - A lot of nature and public green area - Environmental quality (low pollution) - Cleanness of the city - The general level of wages - Good job and promotion opportunities - The general price level in the city/costs of living - Availability of apartments and houses - All together I am satisfied with the city I live in - In general I like living in this city

Altogether, 14 interviews were conducted with 14 Glaswegians from the 4th till the 14th of June. Such telecommunications applications as Skype and Zoom were used to carry out the interviews. They were audio-recorded and transcribed by means of the Otter Voice Meeting Notes application for analysis. It was also complemented with the field notes by the interviewer. As stated by Guion et al. (2011) and Phillippi et al. (2018), written notes are highly recommended because they can be helpful for verbal and non-verbal behaviours' observations; however, as the interviews were carried out online, it appeared to be challenging to watch the respondents' non-verbal reactions. To take into account all the ethical and legal matters, before starting the procedure, the interviewees were notified about a recording that was accomplished with their consensus. Although such demographic information as age, gender, education level, marital status and income was asked, names remained undisclosed in order to protect the interviewees' identity. The conduction of one interview took about 50-65 minutes. The questions are presented in Appendix.

3.3 Participants

14 Glaswegians, 7 females and 7 males between the ages of 23 and 58, took part in the research. 7 of them were married, 5 were single, 1 was divorced and 1 was widowed. A prevailing number of respondents have annual income between £20 000 to 30 000. Income of 3 participants consisted of between £35 000 to 40 000. 2 current students (1 Bachelor and 1 Master) were involved in the research as well whose income was up to £10 000. Overall, 9 respondents obtained either Bachelor's (8) or Master's (1) degree, 3 respondents graduated from college, 2 graduated from high/secondary school. All participants were born in Glasgow, 4 people had lived in other cities of the UK (London, Edinburgh, Liverpool, Oxford) for up to 3 years. Demographics for ethnicity were not assessed in the study.

No strict age limits were set for the participants, the only condition was that they reached the age of majority. The study did not imply binding to any particular age group, since the purpose of the research is not limited to the analysis only of the 1990 ECOC results. It also aims to assess the effectiveness of other festivals and events that take place in the city. The participants were selected in order to track trends related to the perception of people at different ages.

Interview announcements were posted in Facebook groups related to Glasgow. Those who were interested in participating contacted the researcher via Facebook. Then they were notified of the conditions and rules for conducting the interview, and then a time was set for its conduct.

3.4 Ethical considerations

As stated by Bryman (2012), ethical considerations include such points as confidentiality of participants, their voluntary involvement, informed consent, political correctness, data protection, reliability of published information, possible harm to participants (in forms, such as stress, privacy intrusion, a threat to self-esteem, career prospects, or relationships, etc.) and all these should be taken into account while conducting research and collecting data. Leontovich (2011) claims that the reliability of the obtained results is ensured by the application of the following scientific criteria to research: objectivity, prationality, reliability (truthfulness of conclusions), verifiability, falsifiability, consistency and coherence, heuristic, reproducibility (the possibility of extrapolating the obtained results to other studies).

From the ethical consideration perspective, the data collection procedure of the current study consisted of two main parts and followed the recommendations of the research institution of the Russian Academy of Sciences (Veselkova, 2000). The first one was to assure the voluntary participation in the interview and to inform the respondents regarding the interviewer's name, position and study; brief but accurate statement of goals; specifying the degree of confidentiality of responses; guarantee of voluntariness of cooperation and the absence of negative consequences in case of refusal; ensuring the opportunity to skip any question if the respondents had negative associations with it; ensuring the right to answer questions as the respondents see fit, as the interview did not imply right or wrong answers. The second part was to protect the respondents: all people who were involved in the collection of data acknowledged confidentiality and the interviewees' names remained undisclosed.

Data analysis

This section is dedicated to the interpretation of the core of this study – collected data. It includes an explanation for the data analysis method choice, an analysis process of the ‘Impacts of events and festivals’, ‘City image and brand’ and ‘Citizens’ satisfaction’ categories, a synthetic analysis, and findings.

4.1 Thematic analysis

A thematic analysis has been chosen as a method for analysing the qualitative data of the study. It is a method that allows a researcher to find an optimal balance between the systematicness of the procedure and the depth of analysis achieved through the interpretation of implicit content (Busygina, 2015). A thematic analysis is suitable for answering research questions regarding the characteristics of subjective experience or people’s attitudes and ideas about certain events, social objects, relationships, etc. (Lester et al., 2020). This procedure includes familiarisation with data, multi-stage coding, themes’ generation, as is customary in the tradition of content, and language-based data analysis (Braun & Clarke, 2006). The first phase – familiarisation – involves taking observational notes that can be synthesised into ideas (Willig & Rogers, 2017). Highlighting key elements of information allows for getting insights, which proves a subjective nature of the study. Shaw (2010) affirms that a researcher always impacts the results of the data analysis and this is an inevitable process. The second phase – generating codes – means building significant ‘tags’ or ‘labels’ of latent ideas. The third phase – themes’ development – is a pattern organisation process and creation of the semantic clusters, united by a certain general category, or a theme, and formed from the codes (Joffe, 2012).

Busygina (2015) points out that in order to achieve better validity and reliability of the data analysis, it is crucial to adhere to the rule of complex work, or a comprehensive analysis, with the entire data corpus. A comprehensive analysis requires taking into consideration all the available material to avoid the danger of the tendency that the researcher turns only to cases corresponding to the study’s hypothesis, and ignores others. Special attention should be paid to deviant, or negative, cases, i.e. cases that are knocked out of the researcher’s system of ideas, in the process of a comprehensive analysis.

The course of the analysis of this study corresponded to the recommended plans developed by the authors (Shaw, 2010; Busygina, 2015; Lester et al., 2020). After each interview, the recordings were listened to by the researcher several times for better

familiarisation, checking the mistakes and loophole sins in the transcribed data to ensure their credibility. Therefore, the main codes were identified by emphasising and documenting the important elements. Then central themes were formulated and named based on relevant codes.

4.2 Analysis of the ‘Impacts of events and festivals’ category

Comprehensive ideas of what Glaswegians think about the impacts of local events and festivals have been received. In general, residents speak positively about events and festivals, as well as their impacts on improving the city. However, economic, environmental (infrastructural) and socio-cultural impacts have been rated to varying degrees. Overall, three themes have been identified.

Economic impacts. Based on the residents’ responses, a pivotal theme – *the local economy’s improvement* – has been identified according to the five highlighted codes: increase of profit, enhancement of establishments’ image, service quality’s improvement, establishments’ increment, temporary jobs’ creation, increase in tourism.

Increase of profit. Overall, 10 citizens out of 14 think that events and festivals contribute to the improvement of the community’s services (restaurants, shops, hotels, etc.) mostly by an economic upswing: “these events that take place in Glasgow do influence food service, hotels and shops simply because they bring income”, “hospitality and catering sectors have an economic boom during events and festivals”, “...people visit their places, purchase things and bring profit”. Citizens think that a big emphasis is paid to refinement of the local hotels: “before the Commonwealth Games, some of the hotels were on renovation and not in vain. The games brought Glasgow full occupancy rates in various types of accommodation for summer 2014”, “there are also a lot of renovated hotels in the city centre, which, I think, tells us that there is a demand for this”, “the hotel industry rejoices during festivals and events as they increase their rates and occupancy”.

All 14 interviewed Glaswegians note that festivals and events are undeniably profitable for local businesses. One of the interviewees identifies it as “a simple formula”: “more people = more sales = more money”. 8 people say that establishments located near the events’ venues receive more benefit since they get more attention: “lucky businesses that are located closer to events’ venues get more profit. During events and festivals, I think, people tend to spend more...”, “they are simply located conveniently and close to the places where the festivals take place, of course, they will receive more attention from the attendees”.

Enhancement of establishments’ image. Some of the respondents mention the influence on the establishments’ image, which gives an opportunity for them to captivate attention of

the potential clients through social media resources, such as Instagram and Facebook: “if visitors like the establishments and their service, they share about it in their social networks or simply spread the news about them through word of mouth”. Interviewees emphasise the fact that the more people are satisfied with the service quality of a restaurant/hotel/shop, the more positive reviews they get, thereby creating a positive environment for attracting customers.

Service quality improvement and establishments’ increment. Half of the respondents note that by getting more profit, establishments invest in the development and expansion of the business, which in turn directly affect the improvement of their service and increment of their establishments, e.g. the opening of new branches of the chain.

Temporary jobs’ creation. Regarding the creation of new job opportunities, the local residents give ambiguous responses. Most of them consider events and festivals a catalyst for part-time jobs, e.g. for students, volunteers, disadvantaged groups of the population, etc. The collocation ‘temporary employment’ prevails in their responses: “organisers look for extra staff for sure, but I associate events and festivals with temporary employment”, “mainly they create jobs on a temporary basis... but these temporary employment options are better than nothing”, “events and festivals do not last forever, so most workers are temporarily employed staff with fixed-term contracts”. However, as one of the interviewees says: “events cannot just appear from nowhere, they cannot just produce themselves”, such permanent positions as administrators, event managers and marketers, stage crew and security officers are also mentioned.

Increase in tourism. Most of the respondents admit that festivals and events have made a significant contribution to the development of tourism and attraction of both domestic and foreign tourists. 10 people refer to art events and festivals while talking about tourism in Glasgow. 9 people mention the music industry as a distinguishing factor of Glasgow that appeals visitors: “it is mostly due to music festivals, so probably music tourism is a really good thing for Glasgow to develop further”, “especially since Glasgow is known as the City of Music, this title shows that music festivals regularly take place here and it attracts music fans”.

Environmental impacts. Environmental impacts are analysed through the question: ‘how significantly and in what way has infrastructure, including streets, transport, roads, railways, solid waste systems, water supply, been improved thanks to events and festivals?’. Some interviewees say that large events and festivals influence the infrastructure improvement at a bigger scale: “I am sure that for big festivals, e.g. Commonwealth Games and its Cultural Festival, the infrastructure was improved. The roads were repaired in some parts of the city”.

Moreover, 4 older citizens note that events and festivals have brought changes in the public space redevelopment. Speaking about the creative space changes, they say that on the eve of the awarding of Glasgow the title of European Capital of Culture in 1990, the ‘Tramway’ appeared: “this former tram depot in the south of the city was turned into a venue for performances and art events. The most significant thing is that it still functions as a modern centre for the visual and performing arts”.

However, people also express their concern as, in their opinion, such actions as cleaning the streets and repairing the roads should take place regardless of the presence of events in the city. Some of them give negative responses about it as they express their general dissatisfaction with the infrastructure in the city. Since the latter opinion dominates, the theme – *negligible impact on infrastructure’s improvement* – is defined based on such codes as the poor road condition, traffic, and the low level of cleanliness. None of the respondents stresses the changes associated with solid waste systems or water supply.

Socio-cultural impacts. Social and cultural impacts are combined because of their connection between each other. They are viewed through the questions related to the improvement of cultural facilities, provision of leisure activities, opportunity to learn new skills, enhancement of the quality of life, and improvement of the city image. The theme – *positive socio-cultural impacts* – has been pointed out after the analysis of the following codes: investments in cultural facilities, increase of awareness about them, bringing people together, recreational opportunities, educational value, positive change of the atmosphere, city image and brand enhancement.

Investments in cultural facilities and increase of awareness about them. Overall, 9 respondents consider events and festivals a potential opportunity for museums, galleries, halls, and cultural centres in Glasgow to get investments for their development, and additionally, to get promotion and more attention from media. Especially, as they highlight, if these cultural facilities are chosen as venues for such events: “events make an important contribution as they can attract investment to a place, either a museum, a gallery or a hall, where they are held”, “organising events, cultural venues increase awareness about themselves and it has a beneficial effect on their image...”. 6 respondents note that tourists who come for the sake of attending the events and festivals also visit museums: “I reckon that museums and galleries benefit from these events and festivals as well, especially if a lot of tourists come to an event. I do not think many locals attend museums, but mostly visitors...”. 4 other people do not think that events and festivals significantly contribute to the enhancement of any cultural facilities in the city.

Recreational opportunities and bringing people together. 11 interviewees agree that events and festivals provide a range of leisure activities and give both visitors and Glaswegians an opportunity to enjoy their time: “some festivals are really fun to attend with them [kids]. I take festivals as something unusual that stands out from my daily routine”, “it is actually a good chance for families and friends to gather together, have fun and enjoy life”. 6 citizens underline a sense of community which occurs when visiting festivals: “they unite people, I feel that I belong to this city and its community and it causes strong positive emotions”. 3 respondents admit that they are not fond of big gatherings of people, so they do not share a positive opinion about it with the rest.

Educational value. When asked whether the festivals and events provide an opportunity to learn new skills, residents deliver divided opinions. 8 of them express their position as: “it is more about obtaining knowledge”, “...develop some aesthetic vision...”, “they have an educational value and importance... People attend them to have fun, but it is also possible to learn something new...”, “It helps me develop aesthetic taste and vision as I mostly attend Art Festivals... I also think they enhance the educational level and cultural knowledge of the attendees”. They find events and festivals helpful in terms of gaining knowledge and developing the aesthetic taste rather than acquiring skills. 4 respondents point out that it depends on a type of event and also note that volunteers, students and other people who work at events or are directly involved in them boost their skills. 2 other respondents disagree that events and festivals provide any other benefits apart from entertainment.

Positive change of the atmosphere. Residents have been asked if they believe that events and festivals change their city and living standards for the better. According to most of the responses, people believe that events and festivals bring life to Glasgow and serve as a catalyst for an energetic city atmosphere: “life gets richer and more fulfilling for citizens, especially if they participate in these events”, “they bring joy to the city and make Glasgow a creative place”, “that is a great chance for people to relax and escape from their daily routine. It helps to get satisfaction, they enjoy their time”. 4 interviewees single out big events as more influential and bringing greater benefits to Glasgow, as they are able to yield more global changes, which in turn affect the standards of living in the city. Some people mention the enhanced city image and brand ‘People make Glasgow’ as a result of adhering to cultural policies and including events and festivals in the agenda: “city image also changes and we can feel the difference if we compare Glasgow today with Glasgow 20-30 years ago”. Older residents especially note the fact that Glasgow has changed for the better. Some interviewees express a positive attitude to the events’ contribution to physical changes in Glasgow. They

believe that they bring slight improvement and this is “better than nothing”: “even if the City Council refines the appearance of the city and brings some kind of convenience for tourists, it still affects our quality of life”. But 5 respondents note that these actions are not very significant and they do not change Glasgow completely. 4 people think that the quality of life does not depend on events and festivals that take place in the city.

City image and brand enhancement. 10 respondents find events and festivals important for the image and brand of Glasgow. Firstly, they note that these events produce a beneficial effect on its image by promoting and raising awareness about Glasgow: “...from a dwindling city it changed to a cultural and leisure hub and one of the most vibrant cities in the UK”. Secondly, they think that events and festivals are considered a kind of point-of-difference of the city as a brand, especially if they are based on local unique cultural resources. 3 respondents mention the largest winter folk music festival ‘Celtic Connections’ held in Glasgow. In their opinion, turning to the cultural resources – namely folk, including Scottish music – was a truly creative decision that contributed to the image of Glasgow. Such festivals as Piping Live and Largs Viking Festival & Festival are also mentioned. “The festival is one of the most powerful tools for city renewal through culture”, – notes one of the interviewees, – “I am proud to be a Glaswegian because my city has changed for the better before my eyes”. 6 emphasise the modern image of Glasgow that is based on contemporary art and music. One person concludes that “festivals change the atmosphere in the city and enrich our life, this is indisputable. Plus, the flow of tourists is increasing. Retail and entertainment-related services generate significant income. In general, benefits from all sides...”.

4.3 Analysis of the ‘City image and brand’ category

The second part of the interview is focused on getting citizens’ responses about their perception of the city image and brand. Overall, five themes have been identified. The first one – *positive associations with the city image* – is based on such codes as overcoming the negative image, civic pride, good reputation among citizens, prevailing positive attitude to the city image and brand. The second theme – *disparity between neighbourhoods* – is derived from two codes: quiet and safe depending on the area, suitability for families depending on the area. The third one – *development of community’s services* – is based on two codes: suitable for business and high quality of the tourism facilities’ services. The fourth theme – *developed recreational system* – includes such codes as a wide range of leisure activities and a wide range of cultural events and festivals. The last one – *demand for infrastructure*

improvement – is derived from the following codes: need for better transport system and infrastructure’s maintenance, need for better maintenance of the sidewalks.

Quiet and safe depending on the area. In the statements of 8 people, the following ideas about the level of quietness and safety are predominant: “...I cannot say that the city centre is absolutely safe at night”, “dangerous in some neighbourhoods”, “the city centre can be really noisy and busy”. Although, residents note that residential areas are comfortable in terms of safety and quietness: “my family lives in a residential area, it’s very quiet there, we never had any issues with it...”, “residential areas like Hillhead, Shawlands, Bearsden and Giffnock are the best for living, very safe and quiet”.

Overcoming the negative image. Other respondents emphasise that the city has overcome difficulties associated with its pervasive crime image: “Glasgow used to be a historically dangerous city, but not anymore”, “each city in this world has disadvantaged areas. Glasgow is not an exception. But apart from some neighbourhoods, it is quite a good and safe place”, “a former “Stabbing capital” is a hard title to get rid of. But I think Glasgow is working on it really well”. In this part, the answers of some residents allow us to see an extremely important insight that it is difficult to dispose of the negative image of the city: “the city had to work hard to surpass and permanently erase that reputation associated with the ‘Murder Capital of Europe’ title”. Even though Glasgow cut crime level significantly, it remained a hallmark which the city was trying to get rid of.

Need for a better transport system and infrastructure’s maintenance. The quality of the transport system in Glasgow has been estimated by residents from different aspects, such as efficiency, physical, and financial availability. 9 people note that bus stops are within easy reach and they are satisfied with the distance from the railway stations as well. The condition of stops and stations is rated as satisfactory, but the condition of the road system is assessed as below satisfactory. 12 respondents express their negative opinion about the quality of road maintenance: “I think the roads should get repaired. They are terrible in some parts of the city”. Many people also say that the ratio of the cost of a monthly public transport pass is not distributed equitably to the average income of the population. Apart from this, they mention that there are not enough parking spaces in the city and they are all paid, which makes movement on your own transport extremely inconvenient. 5 residents say they are satisfied with the frequency of the transport and traffic: “...there are many lines specifically for buses, which sometimes allows you to avoid huge traffic jams. But this is not always inevitable”. However, the rest of the respondents have a different opinion about the congestion of the roads as the duration of the trip during peak hours compared to the duration of the trip on free

roads is significantly different: “I can spend one hour getting back home from the city centre, but it usually takes me 20 minutes”.

Need for better maintenance of the sidewalks. When asked about the streets and sidewalks’ maintenance, most of the respondents echo what they have previously said about the infrastructure in the city. Their dissatisfaction is mainly due to the maintenance of streets’ cleanliness: “...another thing about cleanliness that I do not like is that waste containers are located on the sidewalks and sometimes it just does not look nice”, “it is obvious that City Council cannot manage to maintain the streets clean”. 6 people add that they would like some pavements to be repaired as well.

Suitable for business. 11 people describe the city as a good place to do business: “Glasgow is considered the biggest retail hub in the UK apart from London, of course. Besides, there is a £1000 start-up grant from the City Council...”, “I know many start-ups in Glasgow that were actually very successful. Just according to what I know, I think Glasgow has a lot to offer to businessmen...”, “there is a great variety of restaurants, bars, shops, and other services, so it is a profitable place to run a business. I think it is even better to base your business in Glasgow than in Edinburgh because of the high costs in the capital...”. Moreover, people note that it is an attractive city for investments and more affordable in comparison to Edinburgh. 5 citizens also add that Glasgow is viewed as the shopping capital of the North.

High quality of tourism facilities’ services. In general, residents highly rate the quality of tourism facilities including their products, organisation and personnel. 11 citizens speak positively about them: “I think good quality service is a key to commercial success. Glasgow offers quality restaurants, hotels, recreational areas, cultural attractions at a high level, and both tourists and locals can appreciate it”, “in my view, service in Glasgow is in no way inferior to the one in Edinburgh...”, “there is a big variety of high-rated restaurants with good service, a lot of nice places to rest and have fun”. Others say that they cannot distinguish any outstanding distinctive features of the Glasgow services from other cities’ services.

A wide range of leisure activities. All respondents note that the city provides many opportunities for various kinds of leisure activities. People mention a large number of different activities: shopping (10 people), cultural ones that include visiting art exhibitions, music concerts and festivals, theatres and film theatres (12), both outdoor and indoor sports activities, such as cycling, golf, cricket, football, tennis, bowling (13), in particular those that are available not far from the city, e.g. watersports, hiking and camping tours (8), nightlife (8), escape games and entertainment centres (7), paint and pottery studios that offer workshops (5), theatre, dance and music academies for children and adults (4).

A wide range of cultural events and festivals. A variety of cultural events and festivals in the city is defined as great: “I think there is always something going on in Glasgow. A lot of music and art events throughout the year”, “definitely, a lot of things are happening in our city and everyone can find something interesting for themselves. Even now many events and festivals have been able to reach a new level and they take place online because of the Covid”. The following events and festivals are mentioned: TRNSMT Festival (12 times), Celtic Connections (10), Glasgow International (9), Piping Lives (9), Glasgow Jazz Festival (7), UNFIX Festival (6), Largs Viking Festival & Festival of Fire (6), Scottish Gin Festival (5), Merchant City Festival (4), Country 2 Country (2). However, almost half of the respondents (6) say that they do not attend such events often, and 2 of them have never attended any of them in Glasgow.

Suitability for families depending on the area. 9 citizens describe Glasgow as a good place for families and they mostly focus on the possibilities of spending time with children, the availability of schools and various services for children, as well as the level of safety for living with children. They emphasise the fact that area of living matters a lot: “... in the suburbs of Glasgow, there are great neighborhoods to live with families and beautiful landscapes lovers will like it there”, “in my opinion, some of the areas are not safe for living with kids, and at least they must be warned to avoid some of these places”. 2 people do not completely agree with the opinion of the rest because they often worry about the safety of their children: “I do not feel comfortable if my child is delayed somewhere. I always call him and pick him up myself in the car”, “my 11 year old is attending classes at the sports complex that is not in the best area. It was the closest complex with the services we needed. I always give him a lift and pick him up from there myself”. 3 others express a neutral opinion regarding this saying that “Glasgow is a usual average city” and some poor areas are better to be avoided if possible, but there are such areas everywhere: “many people make a lot of rumors about its lack of safety and its rough reputation. In my opinion, Glasgow used to be more dangerous in the past, but it has changed since then and crime has been reduced by rates. It is not more dangerous than London or Birmingham”.

Good reputation among citizens. 3 respondents say that they are happy with life in Glasgow and in their opinion it has a good reputation among other residents as well: “I think many people find Glasgow a convenient city to live in. The cost of living here is cheaper than in other large cities of the UK”, “of course, every place has its own pros and cons, but we should appreciate the place where we live. I think most Glaswegians value their hometown”. 8 other interviewed Glaswegians think that the reputation of their city among residents is

good despite some disadvantages and shortcomings, but they also say that “some people have a positive opinion about the city and speak about it properly, but there are also people who are dissatisfied with many things”. 3 people do not consider that Glasgow has a positive image among its residents at all, citing as an example the disadvantages that exist in the city: “there are still so many problems to be solved, for example helping those who are mired in poverty,” “have you ever heard of ‘Glasgow effect’? Scientists think people die earlier in Glasgow because of factors like weather, urban planning, social deprivation that make them more vulnerable...”.

Civic pride. 10 residents out of 14 claim that they are proud to live in Glasgow due to different reasons. It is notable that many respondents mention famous Glaswegians, such as the singer-songwriter Lewis Capaldi, actors David O’Hara, Gary Lewis, Robbie Coltrane, Gerard James Butler, footballers Kenny Dalglish and Alex Ferguson, comedians Billy Connolly and Frankie Boyle, the group of Scottish artists-representers of modernism – the Glasgow Boys, the Scottish architect and designer Charles Rennie Mackintosh and his heritage. They also point out other factors, such as atmosphere (8), history (7), identity (7), events and festivals (7), Victorian architecture (6), attractions (6), parks and recreational zones (6), shipbuilding industry (5), whisky (5), cultural heritage (4), cultural diversity (4), accent and slang (3). One person mentions a production of Irn Bru, a popular soft drink, that competes with worldwide known brands Pepsi and Coca-Cola. 3 residents speak very positively about the city’s image and how the city has managed to change and despite its old reputation as an unfavorable and tough city, Glasgow is growing and developing. 3 people have a neutral position regarding the question of being proud to live in Glasgow. One person did not comment on the question in any way.

Prevailing positive attitude to the city image and brand. When asked to describe the image and brand of Glasgow, residents often use the following phrases: “old and modern”, “energetic atmosphere”, “full of life”, “rapidly changing”, “a vibrant city”, as well as “problematic legacy”, “deprived city”. It can be noticed that the views of some people on this issue are fundamentally different. 2 people speak neutrally about its city image and brand, emphasising the fact that “Glasgow is just an ordinary city with its problems”. One person is very skeptical about the question, saying: “Glasgow cannot erase its history and that image from the past will always chase it...”. Almost everyone mentions the tough city image of Glasgow, but most people refer it to the past years. Notwithstanding negative statements, people mostly express their favourable opinion: “Glasgow has the image and brand of a city that does not let the grass grow under its feet”, “the image and brand of the city are connected

to its locals, even if we recall its slogan, it broadcasts that nothing but people make Glasgow”, “...the games [Commonwealth Games] were a proof that Glasgow had changed its international reputation and revealed its treasures – cultural heritage, history and contemporary spirit”. In total, 10 people say that changes in cultural and leisure sectors bring better reputation to the city. 9 residents refer to the ‘People make Glasgow’ campaign, 6 of them say that they strongly associate the city with its slogan, 4 people add that they feel a bond between them and the city: “I believe that what I do contributes to the city’s development, in this way I feel a special connection with Glasgow”. Older residents who have been interviewed also note that the city image has improved over the past 20-30 years, which evokes positive emotions with them. 5 of them point out other city branding campaigns that the city has gone through to attract tourists and investors: ‘Glasgow’s Miles Better’, the character of which – Mr. Happy – became a symbol of friendliness and warmth, and ‘Glasgow: Scotland with Style’, due to which Glasgow received a title of the UK City of Architecture and Design in 1999.

4.4 Analysis of the ‘Citizens’ satisfaction’ category

The level of citizens’ satisfaction has been examined and three themes have been defined. The first one – *satisfactory factors* – is derived from such codes as cultural life, positive atmosphere, high quality of public services, a wide range of parks, and prevailing satisfaction with life in the city. The second one – *dissatisfaction with municipal cleaning services* – is based on the following codes: poor environmental quality and low level of cleanliness. The third theme – *financial satisfaction* – includes such codes as average level of satisfaction with salaries, satisfactory promotion opportunity, average level of satisfaction with general price level, and affordable accommodation.

Positive atmosphere. Most of the responses regarding the energy and atmosphere of Glasgow are positive (9). 6 residents mention the cultural and creative atmosphere as a focus that has started shifting to organising different events and festivals and enriching the cultural life of the city. 5 citizens say that they find it unique pointing out factors, such as festivals, architecture, green areas, a big variety of restaurants, shops, and leisure activities. 5 people describe it as a “wind of change”, saying that the city is actively being filled with new meanings: “due to the fact that our city was changing and enhancing its image, it won the bid to host the Commonwealth Games 2014. Its cultural festival was a big celebration of these changes for Glasgow...”. Nevertheless, some residents express their negative opinion about it as well. One person describes the atmosphere of the city as depressing due to the weather

conditions, 3 people say that in some areas the buildings are not in the most presentable condition and 4 citizens underline the quality of cleanliness as a factor that spoils the positive atmosphere of Glasgow. One person did not comment on the question in any way.

High quality of public services. All citizens speak positively about shopping, food, and hospitality services and mention their good availability, variety, location, and the quality of service. Interviewees say that shops and supermarkets can be found not only in the city centre and note that “Glasgow is known as the shopaholic’s paradise”. They also say that Glasgow is a “foodies’ paradise” because the city is home to a large number of representatives of different cultures and it is possible to find a cuisine for every taste.

A wide range of parks. All respondents say they are highly satisfied with the number of natural and public green areas in the city: “the creation of ecological frameworks is important for any city and I am proud that Glasgow has many parks and green zones that connect urban space with nature”, “I am very happy about the number of parks in Glasgow. Of course, there may be more of them, but I am absolutely satisfied with what we have”. Interviewees also note that there are enough benches and waste bins. Some added that they would like to have more public spaces that function and attract people all year round in the parks, such as playgrounds for children and sports grounds. Residents emphasise the fact that these green areas serve as places for sports activities, spending time with family and friends, some say that they are also used as venues for events and festivals. They underline that the territories of parks and green areas are much cleaner than streets.

Poor environmental quality. Interviewees claim that the environmental quality has deteriorated due to a large increase in the number of cars, some people point out that the urban population growth affects the situation with pollution: “an increase in population in the city not only stimulates the explosive growth of urban infrastructure, but also raises concerns with the environment... and there is the big question if Glasgow is coping with environmental pollution well”. 6 people affirm they are very concerned about the state of pollution because it could affect their health: “bad environment causes harm to the health of residents which is comparable to the harm from smoking: the skin becomes dull and pigmented, the lungs suffer, the work of the heart is disrupted...”, “I think environmental services in Glasgow should regularly collect data on air quality from all districts and monitor the situation over time”. In total, only 3 people say they are satisfied with the quality of the environment, others claim there should be some actions taken to improve it.

Low level of cleanliness. When asked about the state of cleanliness of the city, most residents reiterate what they have said earlier about this, answering previous questions.

Altogether, they emphasise that this is a big problem of Glasgow and they would like to see the streets in a better state: "...garbage is not removed in a timely manner and sometimes there is too much garbage in the waste bins so it scatters everywhere". Half of the interviewees claim that the City Council should organise their work in a better way to keep Glasgow clean. While most people say that they expect the City Council to work more systematically, 4 respondents note that educational and cleaning campaigns are needed and that "a clean place is not the one that is tidied up on time, but the one that is not littered", "and again, we should not forget what one of the brands' slogan says 'People Make Glasgow Clean...'".

Average level of satisfaction with salaries. Satisfaction with the general level of wages in Glasgow is expressed by 6 residents: "my family lives comfortably as we cope with payments for accommodation, food and other needs, but besides, we have the wherewithal for entertainment...", "I do not complain about my salary, I have enough of it for living and providing for my family, we also go on vacation abroad once a year...". Apart from comfortable living, most of them mention that they can afford travelling abroad, entertainment, leisure activities, shopping, and dining out. 3 residents think the general wages are "neither bad nor good" as, according to their words, they receive enough money for everyday needs but they prefer not to spend on any extra: "that's enough for me as I know how to control my needs and distinguish the necessary from the optional". 5 others say they would like salaries to be higher since they find it difficult to pay off loans and mortgages. 7 interviewees note that prices for everything are increasing, but salaries remain the same.

Satisfactory promotion opportunity. 9 respondents report that they see career prospects in their current job. 5 people believe that they have no chance of promotion in the near future. To get career opportunities, company employees try to work conscientiously (8) and improve their qualifications (4). Among those who do not take any action to improve their chances for a higher position, 4 admit that building a career is not the main thing in their life. 9 participants also mention work-life balance as a significant factor, 5 of them express their negative attitude to overworking: "I am not going to work 10 hours per day to get a promotion if I cannot enjoy my life, cannot see my family and friends. It is not worth it", "my close people that is what really matters. Yes, I need to earn to live well, but that does not mean that I have to work long hours to get it". It is evident that most respondents make sure that their life does not consist only of the endless process of making money, and that they value the time spent with their closest ones. In total, 6 respondents are satisfied with their current position, 2 have started their own businesses.

Average level of satisfaction with general price level. It is evident that the negative responses about the general price level in the city and costs of living are exerted by the lack of wage growth with a constant rise in prices. 4 interviewees are concerned about this issue: “the rent of a housing is often expensive, but you also do not need to forget about bills, altogether, it will be a tidy sum”, “life is not easy. Prices have gone up for a communal apartment, food, travel, for everything, but salaries remain the same”. Other 4 interviewees say that it all depends on different factors: “certainly, the cost of the accommodation, groceries, other services depends on what people got used to, I mean, everybody has his own standards...”, “there are, undoubtedly, so many factors that determine the average money level that is needed for everyone, for example, the choice of a supermarket where a person gets products from...”, “how much a person is used to consuming water, energy, food, what quality of products is acceptable for him...”. Despite this, the other 6 participants declare that they are satisfied with the price ratio and believe that their salary allows them not to worry about this issue too much.

Affordable accommodation. Speaking about the availability of accommodation, residents also assess its affordability. 7 citizens say they have no difficulty paying for housing, 4 people say they manage their budget when it comes to housing payments but they would like the rent or mortgage prices to be less and 3 others argue that accommodation prices are not reasonable. Some of those who are satisfied with the availability and affordability of housing say that they have experience living in other cities in the UK (London, Edinburgh, Liverpool, Oxford) and they think Glasgow provides good conditions for it. In addition, 8 interviewees note that: “housing sells out very quickly, if a good option appears on the market, then it will quickly be bought”. 3 residents say they own a property, 7 pay off a mortgage, 4 rent an accommodation. Nevertheless, citizens also mention deprived areas, such as Carntyne West and Haghill, where people struggle to get accommodation. The fact that a lot of people cannot afford accommodation is underlined and interviewees say they would like the government to take care about this problem. Elder interviewees share their perspective from the past and, comparing Glasgow 30 years ago, say that now there are much more people who can afford to buy housing, and the number of houses under construction has increased. Predominantly, 10 people say they are quite satisfied with their accommodation.

Prevailing satisfaction with life in the city. The final question makes it possible to look at the level of overall satisfaction with the city and if citizens like living there. Despite the negative aspects that residents voice when answering various questions, 9 interviewees are satisfied with life in the city due to different reasons. Most of them especially highlight

availability and variety of services: “Glasgow is the largest city in Scotland which offers everything you need to study, work, create, relax, and have fun”. In particular, such services are mentioned as catering (9), shopping (9), sports and leisure facilities (8), educational facilities, including nurseries, schools, colleges, universities (7), medical facilities, such as GPs (general practice), clinics and pharmacies (7). 8 people say they appreciate a big variety of green zones: “Glasgow has a huge number of beautiful parks and squares which sets up a balance between housing and green areas”, “over the past 10 years, parks have become much cleaner, there are many pedestrian streets as well. It certainly changes the city for the better”; moreover, they note that it is a great place for sports, recreation and family walks. Transport is also on the list as locals say they find it very convenient that the city has an international airport (8). They are satisfied with the variety of train and bus routes (7). However, they remark that the quality level of railway transport “leaves much to be desired” and the condition of the roads is also defined as not the best. 7 citizens emphasise cultural life of Glasgow as a factor that makes them satisfied as well: “”, “I go to local theatres and the conservatory for concerts, and I am infinitely happy that we have such a variety of cultural life in the city”, “I love the fact that Glasgow is considered a city of art. Contemporary art prevails, but this does not exclude the legacy left by great people such as Macintosh or the Glasgow boys”, “I am delighted with the musical heritage of our city, musicians and the music industry are developing, which is good news”. It is important to note that 7 citizens say the general emotional background of Glasgow has changed due to cultural development. They consider festivals and events one of the main and crucial drivers for the city image transformation and the city atmosphere improvement: “they have become the hallmark of Glasgow that alter its image in the eyes of insiders and outsiders, attracting more and more tourists and creatives”, “the city has already gone through several stages of transformation, and it is still changing its forms and acquiring new meanings”.

3 residents express their neutral position in relation to their satisfaction with the life in the city justifying this by numerous factors that are at a low level. They specifically highlight such negative aspects as wage rate, wage-to-cost-of-living ratio and services, low level of cleanliness of particular areas, climat. In their opinion, these factors prevent them from being completely satisfied with life in the city. 2 residents are dissatisfied with living in Glasgow giving such reasons as social problems, unemployment rate and heavy traffic reasons and saying that Glasgow is “a boring and gloomy city ”; moreover, they believe that the city will not be able to obliterate its dark past and negative image.

4.5 Synthetic analysis: findings

The study is dedicated to the main research question “*How does culture-led regeneration influence the citizens’ perception of the city image and brand and their satisfaction with life in the city?*” and sub-questions “*Is there a positive association between the impacts of events and festivals and the citizens’ perception of the image and brand of Glasgow?*”, “*Is there a positive association between the perception of the city image and brand and citizens’ satisfaction?*”. The synthetic analysis intends to examine the received interview responses and answer these questions. In total, 11 themes have been identified based on 39 codes.

In order to answer the sub-questions, thereby finding the answer to the central research question, it is necessary to investigate themes of three categories together. Themes *local economy’s improvement* (Impacts of events and festivals – IEF category), *development of community’s services* (City image and brand – CIB category), and *satisfactory factors* (Citizens’ satisfaction – CS category) overlap in many ways where a lot of aspects affect each other (Figures 4.5.1, 4.5.2, 4.5.3). For example, development of community’s services depends on service quality improvement, which is feasible due to increase of profit and enhancement of the establishments’ image. Thus, events and festivals increase income of different businesses which allows them to improve their service and increment the number of establishments. In addition, experiencing good service, customers tend to share it with others either by WOM or eWOM (Zhang et al., 2017), that positively affects the business reputation. Altogether, these factors contribute to an increase in the level of tourism facilities’ quality (restaurants, hotels, shops, etc.). Many residents say that a large number of restaurants, cafes, pubs, hotels, shops, and malls gives them the impression of Glasgow as a developing and vibrant city that offers recreational opportunities for both residents and tourists. Moreover, interviewees note that most of the events and festivals in Glasgow are held annually, which also makes it a good place for business. Regular events and festivals create an opportunity for Glasgow as a destination to set up a calendar, or a portfolio, of events that are held throughout the year. This in turn creates favourable conditions for event tourism development, which is considered a driver of stable economic growth as it brings investments and income (Alekseeva, 2012). In addition, annual events positively affect the image of the destination, and also stimulate the return of tourists to the region (Vishnevskaya & Bogomazova, 2017). As can be seen, respondents are satisfied with the services in the city, such as shopping, food, and hospitality services. Thus, there are positive associations between the relationships of

economic impacts of events and festivals, citizens' perception of city image and brand, and their satisfaction.

Figure 4.5.1. Theme – Local economy's improvement (IEF category).

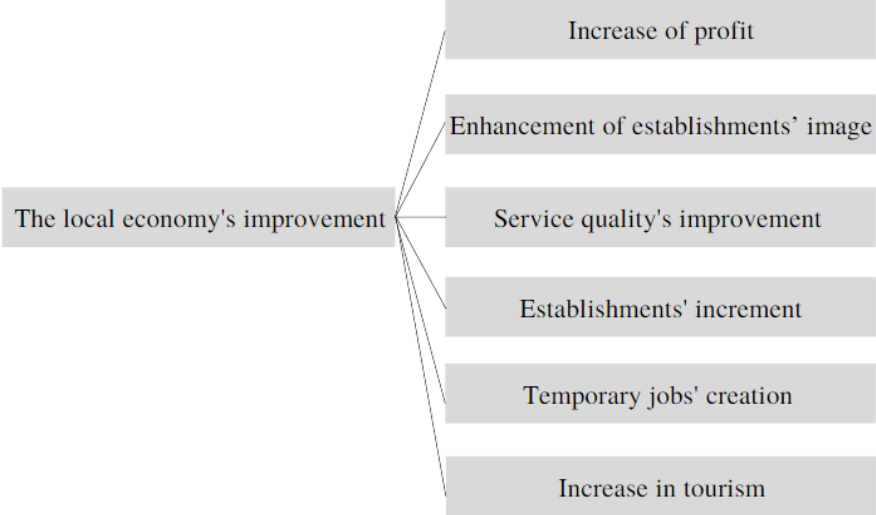


Figure 4.5.2. Theme – Development of community's services (CIB category).

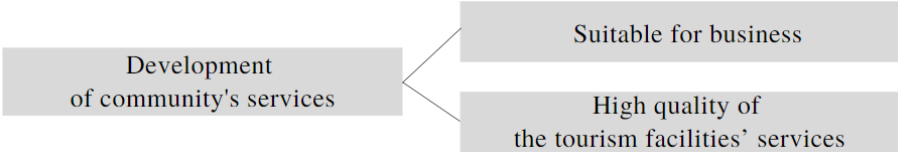
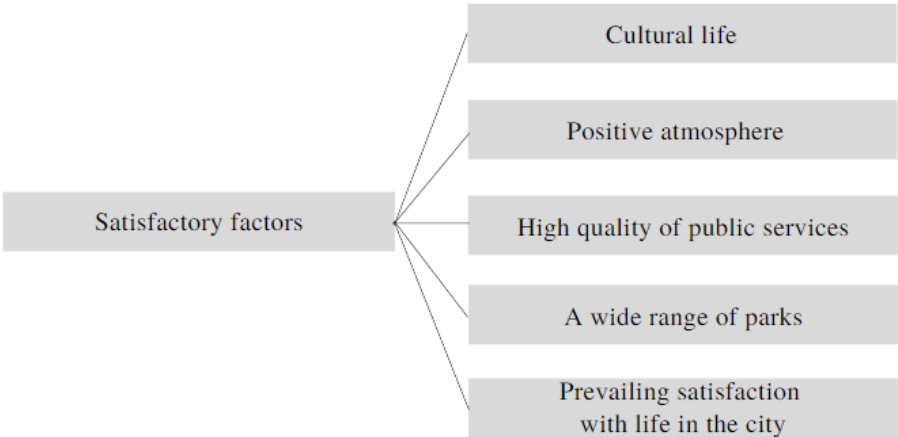


Figure 4.5.3. Theme – Satisfactory factors (CS category).



It is also possible to distinguish a correlation between such themes as *negligible impact on infrastructure (IEF category)*, *demand for infrastructure improvement (CIB category)*, and *dissatisfaction with municipal cleaning services (CS category)* (Figures 4.5.4, 4.5.5, 4.5.6). According to the citizens' responses, they are concerned about the condition of roads, streets' cleanliness, traffic jams, and this has a negative effect on them, which also influences their perception of the image of the city. They do not notice any significant improvements related to these issues in connection with the holding of festivals and events that would change the city for better. However, they still note that before the festivals, the territory of the city, especially particular areas, becomes better in terms of cleanliness. Also, some residents mention minor improvements in the quality of roads. A large number of participants believe that big events are able to bring some changes as they mention the Commonwealth Games and the event's impacts. As stated by respondents, the area where the Games were held was not in the best condition; however, before the Games, a number of works were carried out to enhance the territory and it became much cleaner. Certain roads and sidewalks were repaired as well. Some people mention redevelopment of non-functioning industrial buildings to the cultural space ('Tramway') on the eve of the European Capital of Culture event. These two examples of large events demonstrate that culture-led regeneration has brought environmental improvements, which are described by Grodach (2013), – reuse of abandoned buildings and spaces. Although, it can be concluded that annual events and festivals do not bring important infrastructure's alterations and this fact does influence the citizens' attitude towards the city image and brand. Therefore, residents are generally dissatisfied with the quality of the city cleaning services. Consequently, environmental impacts of events and festivals are negligible and do not bring satisfaction to the citizens.

Figure 4.5.4. Theme – *Negligible impact on infrastructure's improvement (IEF category)*.

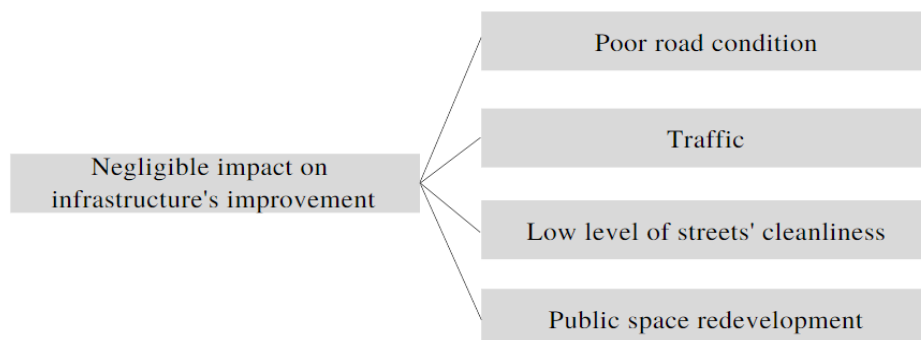


Figure 4.5.5. Theme – Demand for infrastructure improvement (CIB category).

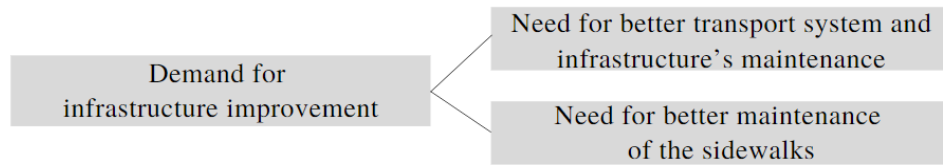
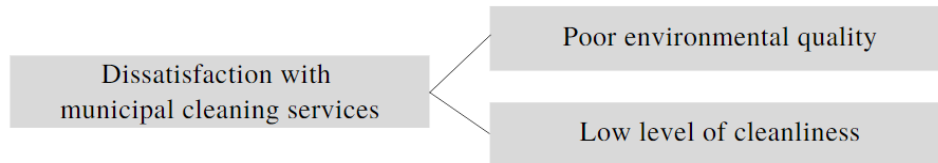


Figure 4.5.6. Theme – Dissatisfaction with municipal cleaning services (CS category).



Socio-cultural impacts of events and festivals leave an imprint on the local residents' perception of the image and brand of their city, as well as on their satisfaction with some aspects of life in the city (Figures 4.5.7, 4.5.8, 4.5.9, 4.5.10). According to Gulam (2016), people have a great need for recreational activities as they help to relieve them of negative feelings, stress, fatigue, emotional burnout and fulfill life with amusement and enjoyment. Thus, the presence of leisure activities and recreation amenities is one of the main criteria for a city suitable for a satisfying life. In the case of Glasgow, events and festivals provide enhancement of numerous recreational opportunities and cultural facilities, which is feasible with investments and increase of awareness about them. Therefore, residents get the impression of Glasgow as a city with a developed recreational system, which positively influences their perception of the city image and brand.

The theme of *positive associations with the city image* is closely related to impacts of events and festivals since their socio-cultural aspects are reflected in residents' perception of the city image and brand. For instance, citizens emphasise the fact that cultural life has been enriched with events, festivals, art exhibitions, and music concerts. Residents think that all this creates a positive change of atmosphere and enhances the city image and brand, which in turn influences their civic pride and reputation among citizens. As a result, there is a connection with the citizens' satisfaction with a positive atmosphere and cultural life. Firstly, Schlegel et al. (2017) claim that the atmosphere of the event-host city is an important component that impacts the subjective well-being of citizens, which is viewed as "a broad category of phenomena that includes people's emotional responses, domain satisfactions, and global judgments of life satisfaction" (Diener et al., 1999, p. 277; cited in Schlegel et al.

2017). According to Szymanski and Kavetsos (2008), holding events and festivals in the city increases residents' civic pride and happiness (half of the respondents claim that they are proud of Glasgow as a hosting city of many events and festivals), thereby improving their satisfaction with life. Secondly, people note that their attitude towards the city has improved as they feel proud of the changes that Glasgow is undergoing in terms of cultural and leisure aspects. Besides, citizens associate events and festivals with leisure activities and underline their benefits, e.g. educational value, bringing people together, which also embodies a sense of community and social belonging. Residents describe Glasgow as changing, growing, creative, energetic, rich in history, heritage, outstanding people, unique architecture, and these factors create a positive attitude to the city image and brand. These associations in turn influence their satisfaction with life in the city as a direct link has been found between the atmosphere and the level of satisfaction with life in the city. Respondents say that "the atmosphere in the city is extremely important in order to feel comfortable", "how can you be satisfied with the standard of living in a city if nothing good and exciting happens there". One of the participants draws a parallel with large cities, such as London and New York, saying that "they are famous for many things that create the right atmosphere there. It is comfortable to live in these cities since everything new, creative and progressive appears there". Thus, it can be summarised that satisfaction with life in the city also depends on the intangible aspect: the creative atmosphere which reigns in the city and forms a certain city image and brand.

Regarding the campaign 'People Make Glasgow', many interviewed citizens note that it carries a special message. They say that the city is doing everything possible "to forget the depressive past and create a new history". Some respondents refer to culture and events as a "breath of fresh air" that affects the image of the city in the minds of both outside audiences and locals. However, they also claim that the widespread belief that Glasgow is still a depressed city makes it difficult to objectively look at the city and see that in fact, it is "a beautiful and resurgent metropolis". Respondents believe that improving the image of the city is not so easy as it is a process that takes time. Some people very critically approached this issue: "even if the city is changing its image for the better, despite this, the media and other people will try to overshadow it with some kind of negative news. Even if something equally terrible happens in Edinburgh and Glasgow, everyone will say that Glasgow has confirmed its title as the 'Capital of the Murderers', and so on". It is evident that when Glaswegians talk about changes in the city, they have a strong desire to show others "the beauty of Glasgow", but not its weaknesses. It is also obvious that residents believe that the issue of changing the city image and brand should be approached in a comprehensive manner: "I really love the

way Glasgow improves, however, if attempts are made to change the atmosphere of a city and its image, they will always overlap with negative aspects of the city, such as its level of cleanliness and many others”.

Figure 4.5.7. Theme – Positive socio-cultural impact (IEF category).

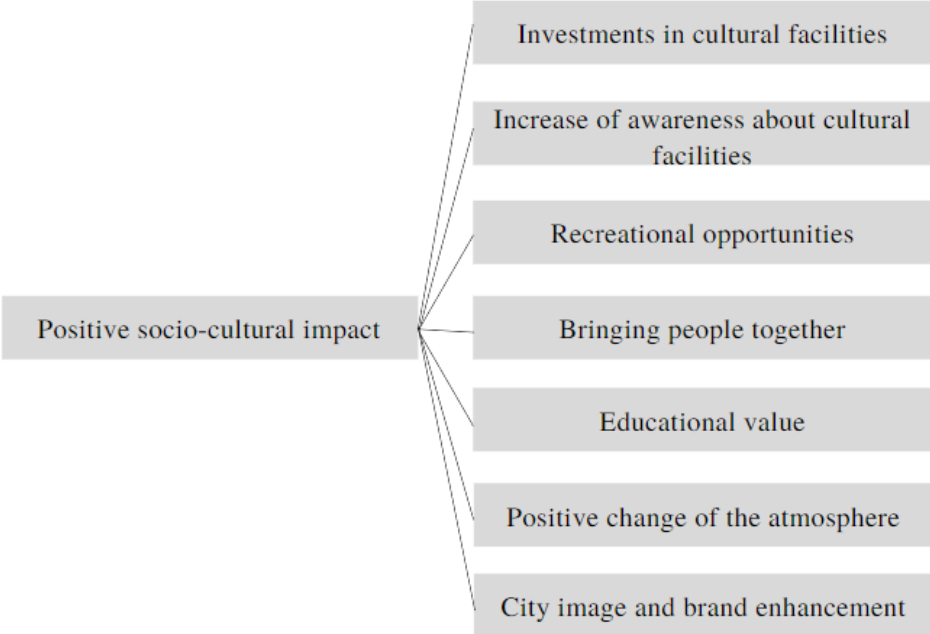


Figure 4.5.8. Theme – Developed recreational system (CIB category).



Figure 4.5.9. Theme – Positive associations with the city image (CIB category).

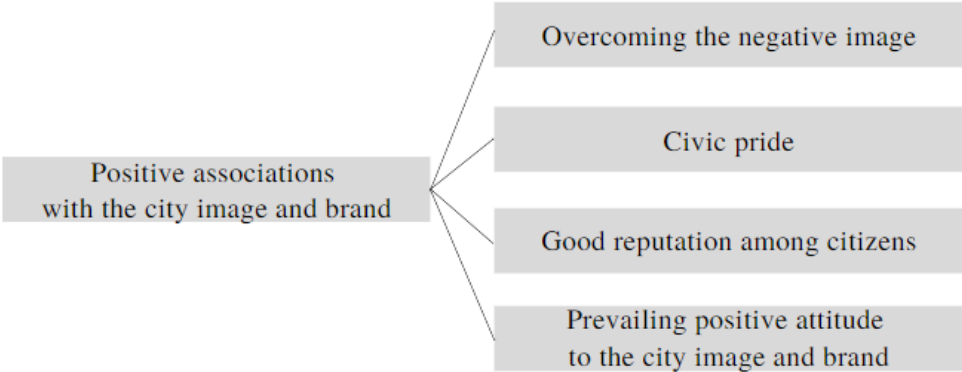
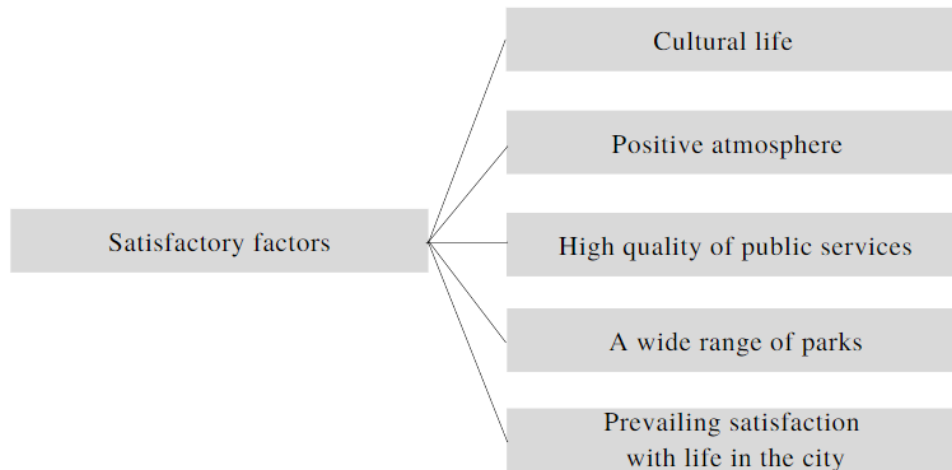


Figure 4.5.10. Theme – Satisfactory factors (CS category).



In general, people mention the following aspects that make them satisfied with life in the city: green space, sport and leisure facilities, educational facilities, transport (international airport, availability of busses and train lines), cultural life, catering service, variety of services (shopping), atmosphere, availability of apartments, promotion opportunities.

The analysis has also shown the negative aspects related to social problems that residents are dissatisfied with. First of all, as can be seen, people emphasise that it is quiet and safe depending on the neighbourhood, consequently, not all areas are considered good and suitable for families (Figures 4.5.11, 4.5.12). This demonstrates that there are a number of deprived areas with disadvantaged groups of population, which are viewed as dangerous and “better-to-avoid”. Poverty, inequality, and psychological disorders are serious problems that Glasgow faces (BBC, 2019). According to Coid et al. (2021), “poverty partly explained raised levels of violence in Glasgow” and its inhabitants die seven years earlier than their neighbours from other cities in the United Kingdom. Residents say that the Scottish government and public organisations “must stop just thinking, but take action on creating special centres to help people with different kinds of addiction”. From the interviews, it is clear that many are concerned about this situation and are unhappy with the fact that no significant actions by the state are being taken to resolve the situation: “the poorest and richest live side by side, but do not touch. Relative social status is perhaps the first metric by which we judge people who live in places where social instability and inequality prevail”.

It should be noted that the interviewed residents have generally average income (£20 000 to 30 000). However, since one current undergraduate and one graduate student have also taken part in the interview, their earnings are lower (up to £10 000). Figure 4.5.12

demonstrates that most of these citizens are financially satisfied: they find their wages, promotion opportunities, general price level, and accommodation satisfactory. 5 of them consider the social issues do influence their attitude towards the image of Glasgow and some of them do not feel comfortable living in the city with serious social problems. 5 other people say that it leaves an imprint on their perception of the city image, but only slightly because they highlight many other things that make them satisfied. 4 residents emphasise the fact that these problems mostly do not concern them or affect their life in a negative way.

Figure 4.5.11. Theme – Disparity between neighbourhoods (CIB category).

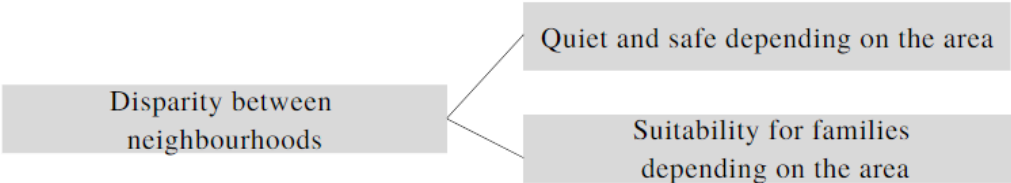
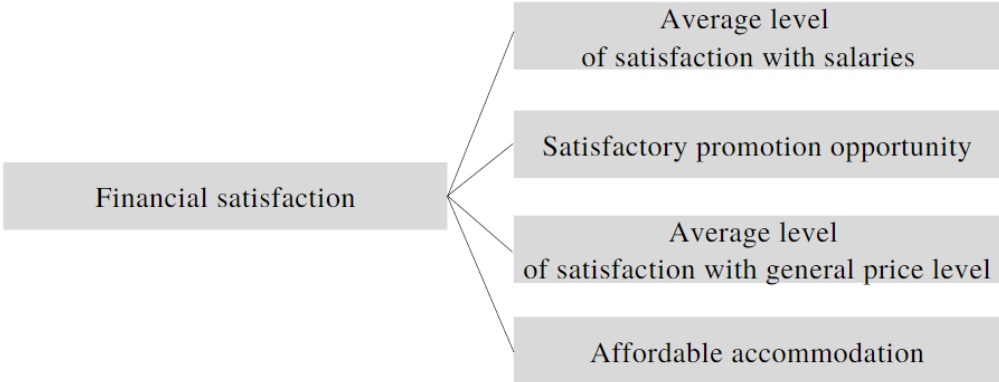


Figure 4.5.12. Theme – Financial satisfaction (CS category).



Consequently, it can be concluded that there is a positive association between impacts of events and festivals, perception of city image and brand, and citizens’ satisfaction. The results suggest economic impacts primarily affect the development of services in the city (food service, hospitality, retailing) and this in turn makes Glasgow a favourable place for doing business. Overall results on infrastructure impacts are not indicated by interviewees as positive; however, more significant improvements are associated with larger events and festivals. The most interesting finding on socio-cultural impacts is that people appreciate the changed atmosphere of the city due to the inclusion of culture, in particular art and music, in the urban agenda. Moreover, responding to the question “How would you describe the image and brand of Glasgow?”, most residents express their positive attitude and at the same time

their fervent enthusiasm has been noted when they talk about the transformation of the city. As stated by Luque-Martinez et al. (2007, p. 337), “when a city has a good image, its citizens will feel more satisfied and proud of being part of it”. In total, 10 Glaswegians out of 14 think that changes in cultural and leisure sectors bring reputation improvements, 9 consider events and festivals as a factor that creates a positive atmosphere in the city, 11 think that the city has a positive image among citizens, 9 are proud to live in Glasgow, 9 are satisfied with the living standards. In most cases, the residents’ responses confirm that the city image is an antecedent of satisfaction (Luque-Martinez et al., 2007).

Thus, based on the results of the analysis, it can be concluded that the first hypothesis ‘*Culture-led regeneration focused on events and festivals enhances the citizens’ perception of the city image and brand*’ is true. According to the responses, economic and socio-cultural impacts improve the residents’ perception of the city’s image and brand. In terms of infrastructure, only minor improvements have been highlighted here.

The findings also confirm the second hypothesis ‘*If culture-led regeneration focused on events and festivals is applied sustainably and produces positive economic, social, environmental, cultural impacts, it enhances the citizens’ perception of the city image and brand significantly*’. All respondents, without exception, noted that the problem with the cleanliness of the city and with the underdeveloped infrastructure (in most cases, the poor quality of roads, which worsens the condition with traffic jams) causes them negative emotions, and also affects the quality of their life. The biggest problem that worries residents is social inequality, which causes poverty, problems with addictions, and crime. Residents note that this is the problem that must be tackled to change the city image completely and make the city more comfortable for living. Therefore, culture-led regeneration brings economic, socio-cultural and negligible environmental impacts, but some of these results leave much to be desired. For example, such positive socio-cultural factors are defined as positive change of atmosphere, recreational opportunities, bringing people together and enhancement of sense of community, educational value of events and festivals, city image and brand enhancement, civic pride, prevailing positive attitude to the city image and brand; however, the poverty problem still remains unsolved.

The third hypothesis ‘*The citizens’ perception of the city image and brand influences their satisfaction with the quality of life*’ is considered true as well. The current study has found that the satisfaction with the quality of life to some extent depends on the atmosphere of the city. According to the residents’ responses, the atmosphere of the city is related to the city

image and brand. It is, therefore, likely that such connections exist between the perception of the city image and brand and citizens' satisfaction.

The fourth hypothesis '*Culture-led regeneration focused on events and festivals improves the citizens' satisfaction with the quality of life*' is confirmed by the fact that positive associations between economic and socio-cultural impacts have been found as a result of analysing the responses.

Conclusions and recommendations

The purpose of this work was to evaluate the efficiency of culture-led regeneration focused on events and festivals through the residents' perception of the city image and brand and their satisfaction with the quality of life in Glasgow. The outcomes of the research make it possible to draw up that culture-driven regeneration definitely brings Glasgow economic benefits and tourism growth from citizens' perspectives. Also, they note that events and festivals contribute to the improvement of the tourist services quality. Environmental, or infrastructural, impacts have not been significantly pointed out by the residents; however, considerable enhancement was seen before large events held in the city. Although social impacts of events and festivals are outlined by Glaswegians, it is important to note that acute social problems remain unsolved. Cultural impacts have been mentioned as well since the atmosphere of the city has turned to more cultural and energetic, according to the residents' responses.

Speaking about the city image and brand perceptions, the results of the study confirm that residents find the city image and brand improvements significant and most of the respondents speak positively about the changes. Furthermore, it was noticed that many citizens were defending a positive image of Glasgow very emotionally during the interviews. This fact underlines their patriotism and sense of belonging to the city among Glaswegians. Another crucial finding of the study is that the atmosphere of the city has been changed due to numerous events and festivals and that in turn has influenced the image and brand of Glasgow. Many respondents note that the level of their life satisfaction largely depends on the atmosphere and image of the city. Besides, according to the data analysis, it can be concluded that impacts of events and festivals enhance the level of their satisfaction with the quality of life in some aspects. Meanwhile, the negative responses cannot be ignored. Unresolved problems in the city have a significant impact on some residents. As a consequence, in their eyes, the image and brand of the city do not have any special positive characteristics and these people rate the living standards lower. These results match those observed in earlier studies and prove that for significant changes in the city and attempts to change the image for the better, it is not enough that cultural regeneration covers only certain aspects. Instead of this, a comprehensive approach in which culture takes the role of a mediator between economic, environmental, and social aspects of the city (Liu, 2019).

Taking into account all findings of the research, it can be recapitulated that culture-driven regeneration is not approached in a fully sustainable way in Glasgow, but its impacts cannot be denied as it makes a contribution to the city revival and its image and brand enhancement.

5.1 Limitation disclosures

An advantage of the current study is that it has collected non-numerical data that do not generalise the results, but makes it possible to find out more detailed answers about people's opinions and attitudes through subjective questioning. Nevertheless, any qualitative method also has its own limitations. For instance, it is common knowledge that in-depth interviews can be difficult to analyse the results as respondents use different words and phrases to express their point of view, in this way, some patterns in the responses can be hard to see. People may talk about different things if they find a reason to deviate from the topic in their responses. This greatly complicates the process of analysing information and presenting data.

While studying the opinions of citizens living in Glasgow, an assessment of 14 interviews has been carried out. The fact that the research involves the analysis of 14 interviews is considered a limitation since the population of Glasgow makes up 613,130 people in 2020 (UK Population, 2021). Furthermore, the study provides results based on the sample size which is deemed to be a limitation. Although the study itself implied one age limit (from 18 years old), the interviews were attended by people between the ages of 23 and 58. Additionally, it was noted by the researcher that there were some differences in responses of people of younger and older groups. The group of middle-aged respondents (5 people between the ages of 45-58) and the group of under middle-aged respondents (6 people between the ages of 32-40) gave more comparisons to the past image of Glasgow based on their own experiences, and the younger generation (3 people between the ages of 23-30) commented on questions in terms of their knowledge of Glasgow's past tough image, so they gave more present-centered answers. One of the conditions for the participants was also the period of residency in Glasgow (more than 20 years), which was set so that it would be possible to get answers from people who were more familiar with life in the city. Besides, most respondents had average earnings, which could affect their satisfaction with the standard of living in the city. Thus, this factor is taken into account as a limitation.

Another limitation is that the current findings are limited by the use of a cross-sectional approach. This observational study design takes place at a single point in time without an opportunity to compare actual results before particular events and right after. Nevertheless, this design allowed the researcher to look at the long-term effects of culture-led regeneration

in Glasgow. As stated by scholars, long-term impacts are usually hard to define, thus, this research makes it possible to assess the results of cultural policies after 30 years of their first implementation. This design allowed the researcher to look at the long-term effects of culture-led regeneration in Glasgow. Events and festivals in Glasgow, therefore, can be considered a legacy of the 'European Capital of Culture' title that continues the tradition of making Glasgow a creative city. It is also important to note that this work is focused on positive impacts of events and festivals, which has been justified earlier.

This study looked at cultural policy, its impact on the city image and brand, and satisfaction with the quality of life in the context of the city of Glasgow. The same research scheme and results could be presumably applied to other studies investigating the effectiveness of culture-driven regeneration with the relation of city image and brand enhancement as well as quality of life improvement; however, the context of the study should be taken into account. With a similar context to Glasgow, other UK cities that have suffered from deindustrialisation in the last century can be considered.

5.2 Contribution to existing theory and suggestions for future research

Despite the limitations, this research contributes to existing theory by providing results regarding interrelation of the perception of the city image and brand with their level of satisfaction of life. The study proves that culture-led regeneration carried out in a city to change the city image and brand will not work effectively without a holistic approach to improving living standards. These results also resonate with the theoretical background of the study according to which citizens are the most important target audience for branding. Also, it indicates the significance of the city's creative atmosphere for the citizens' satisfaction.

Further investigation of the topic is required to receive a more complete picture of residents' opinions on the effectiveness of culture-driven regeneration. First of all, a mixed approach can be applied to the study. Since this work has significant limitations in terms of page size, it was difficult to apply that method as it would take a large number of pages to interpret the results. In further work it is possible to compare and contrast the results of quantitative and qualitative methods. Such an approach will be able to show how the opinion of the majority correlates with the opinion of those interviewed residents. Secondly, future research should focus on the investigation of attitudes of particular groups of people in terms of their age. The researcher can divide the groups into young, middle and older generations and study the characteristics and patterns in their answers separately and then compare them.

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Appendix

The interview questions

I. Impacts of events and festivals in Glasgow

1. How do events and festivals contribute to improving the community's services like restaurants, shops, hotels?
2. In what way do local businesses benefit from events and festivals that take place in Glasgow?
3. What new job opportunities do events and festivals create?
4. Has tourism in Glasgow increased thanks to events and festivals? Why do you think so?
5. How significantly has infrastructure, including streets, transport, roads, railways, solid waste systems, water supply, been improved thanks to events and festivals? In what way?
6. How do events and festivals help to improve cultural facilities like museums, galleries, exhibition and music halls?
7. In your view, do events and festivals provide leisure activities and an opportunity to have fun with family and friends?
8. To what extent do you agree that events and festivals give an opportunity to learn new skills?
9. In what way do events and festivals improve the locals' quality of life and living standards?
10. How do events and festivals contribute to enhancing the international image of Glasgow?

II. City image and brand of Glasgow

1. Do you consider Glasgow as a quiet and safe city? Why?
2. How would you rate the quality of public transportation in Glasgow? Why?
3. How would you rate the quality of streets and sidewalks' maintenance in Glasgow? Why?
4. How would you describe Glasgow as a place to do business? Why?
5. How would you rate the quality of tourism facilities (restaurants, parks) in Glasgow? Why?
6. What is your opinion on the availability of leisure activities in the city?

7. What is your opinion on the range of cultural events and festivals in the city?
8. How would you describe Glasgow as a place for families? Why?
9. What reputation does Glasgow have among citizens? Why do you think so?
10. Are you proud to live in Glasgow? Why?
11. How would you describe the image and brand of Glasgow?

III. Citizens' Satisfaction

1. How would you describe the energy and atmosphere of the city?
2. Are you satisfied with the variety and availability of shopping, food and hospitality services in Glasgow?
3. What is your opinion on the variety and availability of natural and public green areas?
4. What do you think about the environmental quality (low pollution)?
5. Are you satisfied with the cleanness of the city? Why?
6. What do you think about the general level of wages? Why?
7. What do you think about job and promotion opportunities in the city?
8. Are you satisfied with the general price level in the city/costs of living? Why?
9. How would you rate the availability of apartments and houses?
10. Are you satisfied and do you like living in Glasgow? Why?