

Sustainability as an Effective Tool for a Place Branding an Application on El Gouna City, Egypt

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Abstract : Most developing countries consider sustainability is a luxury, but El Gouna city at hurghada, Egypt, thought differently and uses sustainability as a tool for branding the place. Branding a place is new approach towards sustainable cities development (SCD); sustainability(S) requires multi-dimensional indicators to show the relationship between economic, social, environmental and cultural aspects. Sustainable development (SD) according to Brundland commission defined as" meeting the needs of current generations without negative impact on the needs of future generation', branding a place (BP) integrate economic, social, environmental and cultural aspects into the city. In order for a city to be a good brand it must possess distinctive characteristics that can be identified, these include city appearance, people's experience, people's belief as well as what the city stands for. The study has found that place branding is a way to promote sustainable initiative; place branding has the potential to shape as a leading tool for the concurrence of more sustainable cities in developing countries, sustainability and green development should turn main priorities to developing countries.

Keywords : sustainable cities development (SCD), sustainability(S), sustainable development (SD), branding a place (BP)

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