The Innovative Approach to Public Services Provision in Cities

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Abstract

Introduction: Territory is a place, where intersect the strategies of public places, projects of infrastructure, organizational and administrative structure and vision of place management. Success depends on factors as planning, vision, strategy, brand identity, image, partnership of public and private sectors, political unity, global market factors, local development, the managerial process, etc.

Aim: Our attempt is to focus at managerial and marketing strategies in territories; especially a co-creation concept and the concept of public services provision predominantly offered by public sector, but also private sector. The aim of our research was to explore a contemporary state of application of marketing strategies dealing with the development of a place in the Slovak city Banska Bystrica.

Method: The methods of comparison and benchmarking to propose the innovative approach to marketing have been applied. In primary and secondary research have been used mixed methods, a combination of quantitative methods (demand side perspective) and the application of the Importance-Performance Analysis (IPA) and qualitative methods (interviews with the representatives of municipalities, private sector and non-governmental sector representatives, e.g. supply side perspective).

Findings: The most critical factors in the city from the side of citizens, visitors and entrepreneurs were chosen the opportunities to work, the quality of infrastructure, entrepreneurship opportunities, innovative approach to governance and city competitiveness.

Originality and value: This research might be helpful for the public sector planners to recognize desires of the users of a city Banska Bystrica. The originality is in the attempt to monitor both sides of city users (supply and demand side).

Key Words: Public services, Place marketing, Branding, Co-creation, Innovative city development, Innovations
Social Media Use Intensity (SMUI), Social Integration and Emotional Connection
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