

# 2009世運會對高雄市城市行銷影響與效益分析

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## 摘要

The purpose of city marketing lies in changing a city and offering the person's image, so a city can be utilized through the hardware construction, culture and already had natural resources etc. to change the image, setting up one and can bring the progressive new image to the city again, its course is not that short time can be finished. The goal of city marketing lies in people, lie in changing people's impression and image on a city, so the marketing tactics in the city must regard people as the centre and set out, choose the approach that has relations with people's top, go to transmit the new urban image, construct out four research, such as image marketing, attraction marketing, infrastructure marketing and people marketing, etc. to construct the surface through literature review into building in this research, and put forward the relevant development tactics and short and medium and long-term action scheme. Though a city pursues progressive ways there are a lot of kinds of, on the characteristic possessed that set up and lie in a city oneself mainly, so when run the large-scale sport game in a city, its marketing tactics need to combine this unique software and hardware of city, and show its characteristic .

關鍵字：The World Games, City Marketing, Exposure