



Competitive Cities, To Achieve Urban Sustainability

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Article info

Received 13 September 2024

Revised 7 December 2024

Accepted 9 December 2024

Available online 1 January 2025

Keywords: *Competitive Cities; Competitiveness; Cultural Heritage; Sustainability.*

Abstract. This article aims to identify the concept of competitive cities, their most important indicators and to prove the research hypothesis that sustainability plays a major role in enhancing competitive cities by improving the quality of life. The article adopts the descriptive analytical approach by examining three mini-studies, as one of the most competitive cities in the world. Studying the adopted competitive factors and the importance of cultural heritage in the city's competitiveness. One of the most important results is that cultural heritage has become one of the basic concepts of the city's competitiveness. It is believed that cultural policy has a major role in promoting tourism and improving local image and identity. Through studying three cases, the research reached some indicators of competitiveness, namely economic, tourism, cultural, social, and urban indicators. Authenticity works to create a close link between competitiveness and the cultural heritage of the city, as urban sustainability can be achieved by improving the quality of life and creating job opportunities through investment in distinguished architectural works. The article examines the importance of cultural heritage and its consideration as an essential indicator in enhancing the competitiveness of cities by studying cases of global competitive cities.

1. Introduction

Competitive cities are considered as a new approach of urban spatial development, a city that possesses some distinctive characteristics. It aims to promote, encourage local economic development and create new employment opportunities with a private sector. Moreover, it aims to enhance attraction of the place through tourism and culture. The problem is why has this approach "the competitive cities" been transformed into planning? The hypothesis is; achieving competitiveness indicators contributes to the sustainability of cities by improving the quality of life and achieving prosperity. This article aims to identify the concept of competitive cities and the reasons for their emergence and the most important capitals and pillars. Trying to discover the effect of

investing cultural heritage for enhancing competitiveness, because of public awareness of the value of cultural heritage as a competitive advantage has increased. This is particularly evident in the increasing number of people who visit in many countries buildings and architectural complexes that are an essential part of the heritage. Reflect new life and cultural development. In general, policies on cultural heritage, through their impact on economic activity and tourism, contribute effectively in development.

The research studied two of the world's competitive cities as mini case studies of Dubai and Bilbao, trying to draw the most competitive indicators they have taken to reach global competitiveness. The article finds that competitive cities contribute in one way or another to improve the quality of life and spatial development. It finds that

cultural policy has a main role in promoting tourism and improving the image and local identity.

2. Literature Review

The research studied some previous literature related to competitiveness, or related to cultural heritage, in order to create a comprehensive picture of the role of cultural heritage in promoting competitiveness and to be considered as an element or a basic indicator of competitiveness in order to prove the hypothesis of the research. From these literature reviews:

2.1. Urban Competitiveness, Culture and Tourism. Critical Aspects in Rome Planning Experience, By Gemmiti, Roberta, Università Degli Studi di Roma Roma, 2012

The paper presents the experience of Rome, which in the last twenty years has chosen a development model based on tourism and culture. Culture is one of the most important economic sector representing, moreover, all the attractiveness of the city. This planning approach aiming at the valorization of tourism resources as a main sector.

2.2. The Competitiveness of Cities, A report of the Global Agenda Council on Competitiveness, August 2014, © World Economic Forum.

In this report, global trends that examine urban growth and the competitiveness of cities were addressed, definitions of city competitiveness were set, and the most important drivers of competitiveness and the role of companies, entrepreneurship, and the private sector were highlighted.

These literature reviews and others have helped to create a clear framework for the concept of competitiveness, derive a number of elements and indicators of competitive cities, and recognize the importance of architectural work, symbolic value and tourism in achieving competitiveness.

3. What is Competitiveness?

Competitiveness, as a concept, is undefined clearly. Authors differ even in a single volume on its content; it refers to a subset of concepts, most notably productivity, income levels and economic growth. On the other hand, other authors use a narrow concept that focuses on price and trade competitiveness.

The Organization of Economic Co-operation and Development (OECD) has defined competitiveness as the ability of the state to produce goods and services, access to the global market through entrepreneurship, focus on the private sector and introduce innovation while

eliminating the negative images inherited from the industrial age. [1]

The definition of competitiveness differs from one organization to another. Some focus on generating more wealth for the country compared to competitors in the global markets. Some identified it by set of institutions, policies and factors that determine the level of economy productivity. Others consider it as a part of knowledge economy, which helps to generate sustainable value added. It is a measure of the welfare and achieve prosperity. Thus, competitiveness is a combination of all of the above. It plays an effective role in achieving prosperity. It works to ensure long-term sustainable development of countries and helps to activate economic transformations by improving their advantages, by adopting innovation and knowledge-based economy.

4. Competitive Cities

Competitive cities are defined as those cities with economic potentials that contribute to the region economic viability through economic comparative features. There are common characteristics of competitive cities, which are cities that require highly skilled labor and job creation coupled with high incomes. According to Richardson, innovative cities and possess sophisticated technology in order to show progress in the urban hierarchy. [2]

A competitive city must produce and market a set of products (goods and services) of a good value (not necessarily the lowest price) for similar products from other urban areas. The authors note that competitive cities are able to compete and produce goods and services of high value for prices and support the city's economy, as well as improve the quality of life of people in the urban area. [3]

The competitive city may also be defined as a city that offers new opportunities and spaces for new activities, better services and cities that are more developed. They are able to take advantage from the offered opportunities, such as ideas, dialogue, strategic planning, exchange of experiences, and regional integration. Competitiveness based on low-cost production and a transition to knowledge-based economy, which is the focus of wealth production, employment and social cohesion. [4]

5. The Emergence of Competitive Cities

The concept of competitive cities began in the late middle and early modern times, after many European cities were able to become strong trade centers before the industrial revolution, starting with Venice and Genoa in Italy and

moving north-west from Europe. Cities competed for commercial profits; the cities were the driving force for freedom of thought, creativity and entrepreneurship, attracting talent to these open urban areas to attract them from remote areas. This decentralized political competition generated the trade revolution and paved the way for subsequent scientific, agricultural and industrial revolutions. [5]

Globalization is a global network of rapid exchange of goods and services based on economic factors such as means and locations of production. [2]

Since 1980, focusing of competition among cities has shifted towards finding competitive advantage instead of comparative advantage, which emphasizes efficiency in the means of production, especially in the factors that have to do with performance and quality standards. As well as factors related to capital and labor efficiency. Using of advanced technologies to increase productivity, the assessment of quality of urban life, the development of human capital and social capital, giving importance to increased labor productivity, innovation and competencies such as technology, research and development. Competitive advantage is the critical element that enables an organization to make profits compared to other competitors.

Since the early 21st century, cities have grown at a higher level. Several million additional job opportunities are created every year, and the main source of job creation is the growth of private sector companies, which usually represent about 75 percent of jobs. The trend focuses on preserving the environment, climate change factors, and the sustainability of economic and cultural resources.[6]

Figure (1) refers to the ideological stages of the emergence and development of competitive cities.

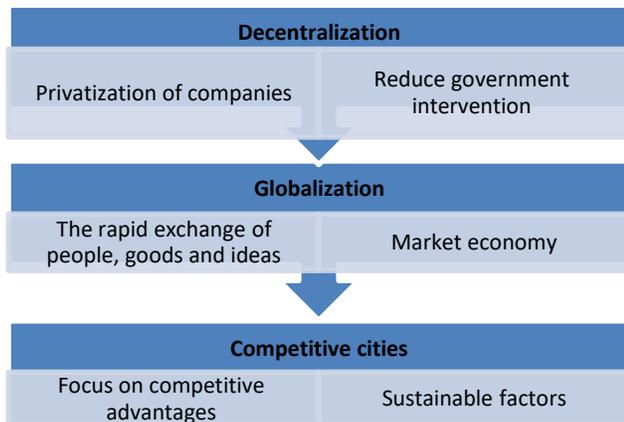


Figure 1. The ideological development of competitive cities

Thus, the emergence of competitive cities shows as the following:

- The first signs of competitiveness appeared in the middle ages before the Industrial Revolution.
- The emergence of globalization was the ideological framework applied to the neo-liberalism thinking.
- The first actual appearance of competitiveness and the transition from the concept of comparative advantage to competitive advantage after 1980.
- In the twenty-first century, orientation towards competitiveness through sustainability through ecological factors and the sustainability of cultural heritage.

6. Urban Competitiveness Indicators and Pillars

The concept of urban competitiveness is how the city can use certain measures that distinguish it from competitors, achieve excellence, and increase common prosperity.

There are several factors including institutions, regulations, skills, innovation, and project support and financing, tend to be a decisive incentive to compete in higher levels of income, human capital, advanced infrastructure and innovation, become critical systems for sustained economic growth and creation for jobs.[7]

The World Economic Forum points out that the most competitive economy is growing more rapidly over time. Productivity-based competitiveness determines the level of economy and prosperity. The productivity that must be sustainable, in the long run, that the economic, environmental and social objectives are aligned, four parts of the city's competitiveness determinants, including (1) enterprises, (2) policies and regulation of the business environment, (3) Communication Technology, (4) Infrastructure. [5]

The ADB has identified several features for improving and maintaining competitiveness:

1. Human resources; the development of human capital, which is one of the most important features of maintaining competitiveness, through strong local leadership, research and development, the interaction between social capital and exchange information between colleagues.
2. Infrastructure; by providing a strategic infrastructure that includes the physical and non-physical infrastructure which support the industrial sectors. It includes wide technological groups, such as supercomputers, scientific facilities, multimodal

transport, logistics, information and research facilities.

3. Incentives; it became necessary to focus on incentives in order to play a key role in facilitating the industry development, such as industrial, social, cultural clusters and innovative ways for local governments to develop inspirational projects that play a crucial role in creating new investments, infrastructure services, and management of community organizations. [8]

Cultural clusters play an important role in enhancing urban competitiveness. It is an attempt to revive the process of spatial and cultural spatial planning. They are not limited to arts and cultures but include entertainment facilities such as clubs, restaurants, health and fitness centers, which reflects the crucial role that these places are expected to play in marketing, or brand strategy to give prestige or a distinctive spatial mark. [1]. As a mean to stimulate innovation, find ways to preserve and share precious resources, reduce transaction costs, prevent environmental and social problems, and create sustainable employment. Culture, trust, behavior and interpersonal interactions are a fundamental aspect of economic activity and ultimately have a strong impact on competitiveness. [9]

Climate adaptation is one of the most important factors of urban competitiveness. Climate change has become an urgent global challenge for cities around the world. Cities must set this goal on the front lines to meet this challenge. [1]. The costs of the impacts of climate change in the future. Many issues interact with a wide range of social, economic and environmental sectors, including health, agriculture, energy, biodiversity and industry, which are critical to people's lives and to economic stability and competitiveness of cities.[6]

After examining the factors that determine the competitiveness of the city, it could be concluded that urban competitiveness does not depend on one factor but on a set of interrelated factors, by analyzing the factors they are classified into main groups, the research shows these factors in figure (2).

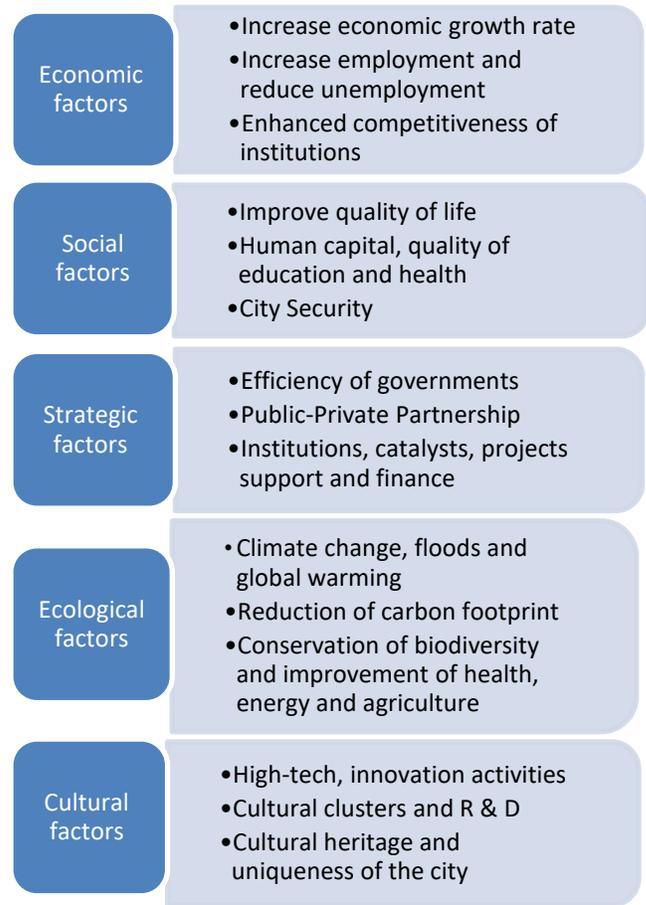


Figure 2. Urban competitiveness factors

7. Mini Case Studies

The study presents a mini case studies of the cities of Dubai in the United Arab Emirates and the city of Bilbao in the province of Bizkaia in Spain, which are from the most competitive cities in the world, then draw the most competitive indicators adopted to reach competitive cities.

7.1. City of Rome

The city of Rome is an important traditional historical city, based on services related to public administration and retail trade. Its most important feature is its cultural heritage and national and international tourism based on this heritage. It has never been a major industrial city except for the presence of some small and medium-sized enterprises and a few high-tech industry. [10]

7.1.1. Competitive strategy

The city of Rome has always been an important destination for international cultural and religious tourist flows, and for several decades, this role was almost unintended and did not require specific planning measures given the importance of the amenities offered. Matisse:2015, p58) Until the 1990s, starting with the FIFA

World Cup, local institutions tried to implement a new development program for both the city and tourism, taking advantage of some important events that occurred at that time. On the occasion of the global event at that time (the 1990 FIFA World Championship), it was noted that there was no clear model for planning this event. The construction of huge football facilities is associated with the regeneration of peripheral and deteriorating areas, but what could have been an opportunity for urban regeneration and improvement has unfortunately turned into a major lack of facilities and deterioration of infrastructure. This failure was achieved because of the need to better understand the relationship between the city and tourism. In the early nineties of the last century, the launch of the master plan began a new phase in the relationship between the city and tourism, which provided broad opportunities for the sector.[10]

7.1.2. Cultural policy

The competitive urban development plan combined both historical ancient buildings and contemporary buildings, as the city of Rome was distinguished by its uniqueness with a group of the most important historical buildings, such as the Colosseum building (the famous Roman amphitheater), which is a symbol of Rome. It is one of the New Seven Wonders of the World and one of the most visited landmarks in the world, with about a million visitors a year. It is located in the center of Rome and is the largest amphitheater in the Roman and Greek world. The Colosseum is very old, built in 80 AD. The Colosseum was a stadium where Romans would go to watch shows and battles between men and ferocious animals. Close to the Colosseum is the Roman Forum (one of the famous World Heritage Sites) in ancient Rome, or the Roman Forum, the market, and the court. Where politicians meet. [11]

7.1.3. The effects on society, economic, and quality of life

Numerous cultural projects, architectural icons, and large and small events (such as the International Film Festival) have been created in order to prolong tourism in the city. In addition to traditional tourism, Rome is currently experiencing a dynamic moment on the economic and social levels, and it has exemplary functions in global cities, as it can also attract tourist flows that are not only for holidays. According to recent research. Rome is classified as an urban growth area (mega), a city of collective capacity and competitiveness.[11]

The primary goal of the plan is to design a new cultural and tourist city in which the past and present are in harmony. Despite its ancient and ancient historical heritage, it gives the opportunity to include symbols of the

new image of the city, and provide new cultural and tourist facilities. And relaunching a new image of the city that combines the ancient and the contemporary.

7.2. Dubai City

Dubai has decided to move towards a knowledge economy. The main concept of this development trend stems from a different vision and thinking based on post-oil planning. The new approach is to deal with knowledge and information technology as a commodity and an economic value. This approach aims to attract companies and to attract smart talent.[12] The vision also aims to develop tourism and cultural sectors as two other important factors in the diversification of Dubai's economy. Tourism has grown steadily in recent times. Figures are expected to double by 2020. This development in Dubai's cultural vision produces a diverse cultural display: Forty years ago, Dubai was one of the least developed regions in the world. The strategy aims to be the first city for this type in the world, improving several projects to put Dubai on the international public map and helping attract millions of tourists from all over the world. These projects include Palm City, Dubai Marina, Business Bay, Dubai land, Khalifa tower (which includes the tallest building in the world, with many parks, residential and commercial complexes.[5]

7.2.1. Competitive strategy

Dubai has been recognized by the global agenda council for competitiveness as the best management system. It is subject to the federal law of the United Arab Emirates, but retains independence and rights in certain areas. It has a federal law as with the other emirates. In terms of knowledge specialization, it has established three major projects: Dubai Media City, Dubai Internet City and Knowledge Village. [12]

A large-scale transport network has been developed, including the main roads connecting various businesses and residential communities. The public transport network is mainly based on buses. The railway was launched in 2009 and is planned to carry approximately 1.2 million passengers on average per day and 355 million passengers annually.[5]. In terms of technology, the smart city was planned and implemented in March 2014, which includes several initiatives ranging from transportation, communications, services, infrastructure, innovations and pioneering work. [13]

There has been a notable recent increase in awareness of the importance of preserving the emirate's cultural heritage and identity. This is partly linked to the goal of

increasing cultural participation and involving its community, as well as its plans to promote Dubai as the region's leading cultural destination. The goal is to become a platform for diversified regional and global cultural exchange and innovation, enrich the cultural landscape by sustaining the heritage of the UAE and nurturing talent to promote cultural diversity and social cohesion to build new world-class art institutions; resort to tourism planning that seeks to maximize benefits and reduce tourism costs; Recognizing at the same time the comprehensive nature of tourism and adopted the planning of the visitor as well as the supplier. [14]

7.2.2. Cultural competitiveness

The cultural plan of the city include:

- Dubai Opera House, 2016, Dubai Opera is a cultural symbol of Dubai city and a world-class architectural masterpiece with a sailboat-like design that combines the heritage of the past with the future vision of Dubai. [15]
- The Union Museum for Development and the Museum of the Future, which was established as an incubator for ideas, a driver of innovation, a destination for inventors and businesspersons from all over the world.
- Renovate the oldest part of the city around Dubai Creek, to transform the area into a center of culture and heritage. It is hoped that this project will increase awareness of the rich history of Dubai, and allow local people to reconnect with their history and enhance their national identity.
- The development of the large heritage market (Deira market) to serve as a commercial destination. The market includes a series of side streets intersecting several residential districts. It is one of the most important markets in the city due to its unique location between the gold market and the Sabkha market in Deira. In addition, focus on heritage features such as the heritage boat in the city. [16].
- Hosting international exhibitions that will focus on partnerships and cooperation and will serve as an incentive to connect minds from all over the world and inspire participants to mobilize around the common challenge. About 25 million visitors are expected to attend. The vast majority will come from abroad. Which will open a gradual and sustainable vision for Dubai for the coming decades.
- Activate the level of local participation in order to achieve sustainable tourism (where the local population determines the future of tourism), acceptable limits of change, future levels and

development, which is a form of capacity management.[14],[15]

- The number of tourists is growing rapidly in Dubai, where the total number of Dubai hotel guests during the year 2010 to about 8.68 million guests compared to 7.84 million guests in 2009.
- For incentives and conferences being the gateway to the western world on the eastern world and vice versa, where Dubai connects different cultures, in addition to those who visit Dubai feel like visiting the whole world because of the diverse cultures that exist. [17].

7.2.3. The effects on society, economic, and quality of life

The citizens in Dubai perceived both positive and negative impacts of tourism on life; these, positive and negative socio-cultural impacts were identified as existing due to tourism. Positive impacts such are: becoming prouder of Dubai, improved quality of life, more shopping varieties and facilities, advanced infrastructure, more variety of leisure attractions, enhancing image of Dubai, promote understanding between different nationalities, meeting interesting people from different nations, improved cultural facilities, heritage conservation, and tolerance towards other cultural heritage.

While the negative effects were concentrated in the significant rise in real estate prices, goods and services, the rise in land prices and real estate values, and the great social diversity that led to a lack of respect for local customs and moral values, the loss of cultural identity, an increase in crime, and the increasing number of tourists that disturbed the local population. life, cultural clashes due to differences, lack of access to recreational places and activities. [14],[15].

7.3. City of Bilbao

The city of Bilbao, the capital of the province of Bizkaia in Spain, is the best example of the competitive cities that flourished because of good urban development. [18].In a short period of time (30 years), Bilbao underwent a radical transformation of the submerged city into the low industry, partly due to excessive dependence on the iron industry and alienation during the Spanish civil war and subsequent dictatorship, with economic output and political isolation on the sidelines of Europe. It has become one of the most competitive cities in the world. A dual strategy has been developed: external, open and communication with the outside world, and domestic service of its citizens, companies and local stakeholders.

The strategy was adapted as follows: "Modernization and internationalization of the country and economy to service of the welfare of people".[5],[19].

7.3.1. *Competitive strategy*

The competitive strategy included four parts: institutions (how to reform), market regulation, solid communication methods and soft communication. In this policy, the Government has also identified a competitive program that includes the shift from low-tech to a network of science, technology, innovation, the involvement of public and private sector agencies in infrastructure planning and the social welfare network in community service, in education, health and social welfare. The new competitive strategy has focused on several axes, enhancing the competitiveness of companies and technology centers, universities, financial institutions and governments in terms of:

- a. Internationalization of economy: through attracting foreign investments and complementary companies to strengthen the economic bloc, development initiatives to encourage expansion abroad, the development of new tools to support companies, facilitate cultural exchange, attract talent and enabling R & D. A new network of knowledge has been developed to create special projects of a strategic nature by integrating economic, financial, industrial policies and providing new plans and tools with the support of international experts. [4], [5].
- b. A unique socio-economic ecosystem: by developing a model of competitiveness that supports welfare and human beings with a development initiative directed at avoiding poverty, inequality and social exclusion. On social justice, Basque country was the first government in Spain, offering social pay. [18].
- c. Development of solid and soft infrastructure: Solid and soft infrastructure with both infrastructure plans (physical and intelligent), in favor of internal and external communications (Spain, and international Europe) include railways, ports, airports, roads, logistics, transport, education, health, sports, culture and entertainment, energy and communications with knowledge dissemination, services and government. (Plöger: 2008, p20).
- d. Technological specialization: Bilbao has moved from an industrial city to a technology-based city and R & D has become more sophisticated and less polluting, contributing to the renewal of

Bilbao and becoming a major player in the higher education sector. Extensive digitization, technological literacy and access to all are adopted through the integration of technology for lifelong learning (IT4 ALL); school computers; Internet access in public; and advanced information systems (IMC, CONNECT, KZ-GUNE); A network of training centers and access to information and communication technology in all regions to achieve an information society.(WEF: 2014, pp39.40).[5] [18].

7.3.2. *Cultural competitiveness*

Cultural Competitiveness in Bilbao has focusing on the nature and value of the building and its unique design. The world's leading architects were attracted to the design of avant-garde architecture, which is the center of cultural competitiveness.

The new Bilbao Museum designed by Frank Gehry, one of the most innovative architectural feats of the 20th century and a new way of producing architecture. The museum opened in 1997, attracted over one million visitors in the first year, and immediately became a major tourist attraction.[18]. The Guggenheim Museum in Bilbao is much more than artistic and cultural pleasure. It symbolizes the society's desire for change, expressing a desire to reinvent, and perhaps the best work of the 20th century.[19] In addition to the conference center and the concert hall, to two of the most important architects Federico Soriano and Dolores Palacios. This has led to the activation of the local travel industry, attracting tourists and business travelers alike, with great importance to the green spaces of hiking, sports and leisure.[18]

Other famous architects whose talents have been influenced by symbolic projects in Bilbao: Raphael Monio (the university library), the Prizcars prize winner, Zaha Hadid, and Sir Norman Foster's design of Bilbao Metro through the modernization of the city's public transport network, as well as infrastructure. In the same way, the architect Isuzaki added the ATEA building, the Zubizuri bridge and the Iberdrola tower to the image of Bilbao as the city of avant-garde architecture, a city that, despite its modern design, never forget the traditional heritage. [20]

7.3.3. *The effects on society, economic and quality of life*

Tourism in Bilbao has greatly increased and transportation has increased. Airport passenger numbers rose from 1.4 million in 1994 to 3.8 million in 2005. About one million tourists have visited the Guggenheim Museum annually since its opening. Among the negative effects were the

large amounts of public money that went to the museum building and the public subsidies necessary to finance its obligations. The number of business visitors to Bilbao, the number of shops, cafes, inns, restaurants, guides, tourist souvenirs, etc. have also increased significantly. Conferences increased, bringing the number of people arriving to the city several times, reaching 178,000 annually. [18]

8. Results

The research presents the most important indicators extracted from the two experiments and summarizes them in table 1.

Table 1. The indicators of sustainability extracted from the experiments

Indicators	City of Rome	City of Dubai	City of Bilbao
Economic indicators	the sectors that demonstrate its international relations are tourism and the media industry	Creating a free trade environment	Internationalization of its economy research and development, public and private sector participation
Tourist indicators	Rome gives the impression of being a dynamic region with an important tourism sector, with about a million visitors a year	Achieve sustainable tourism. Attention to exhibitions, museums and unique buildings to attract tourists	Attention to tourism through Guggenheim Museum and other cultural activities
Cultural indicators	The primary goal of the plan is to design a new cultural and tourist city in which the past and present are in harmony	Developing cultural sector, including creative industries such as crafts and design. With attention to museums and exhibitions	Attention to museums and exhibitions
Social indicators	Improving quality of life, by its uniqueness with a group of the most important historical buildings,	Improving quality of life, becoming prouder of Dubai, facilities and services, as well as some negative effects such as increasing prices and different cultures	Improving quality of life, services and job creation, as well as some negative effects such as increasing prices.
Urban indicators	It is one of the New Seven Wonders of the World and one of the most visited landmarks in the world,	High technology and many other industries large-scale transport network has been developed	Solid and soft infrastructure. Technological specialization

9. Discussion

The new planning approaches adopted for the city of Rome focus on tourism and culture as the most important sectors for investment to enhance the city's

competitiveness. It is clear that cultural heritage competitiveness dominates all sectors, if not the only one. The focus was on heritage sites, developing them, and encouraging tourism in a way that strengthens the national economy. The city has adopted a cultural cluster strategy

to enhance competitiveness and an event strategy in hosting events, as well as a strategy of exclusivity that has historically characterized it. Using traditional spatial indicators, we find that Rome gives the impression of being a dynamic region with an important tourism sector.

Dubai has emerged not only as a regional city but also as a global city and center for attracting talent, attracting global corporate headquarters, creating competitive infrastructure, logistics, real estate, tourism, labor, knowledge, finance, media, high technology and many other industries. Dubai has the world's tallest tower, the largest airport in the world, and has spurred cities around the world to more and fast-paced ambitions. It has been characterized by the application of the principles of sustainability, cities of knowledge and healthy cities. Dubai's location as a port has positioned it as an ideal place for growth. Contributed to enhancing competitiveness in creating a free trade environment. The venue of the world exhibitions meeting, a financial center and a major center for re-export between East and West that enabled the city to build an economy outside.

The government began to feel the need to return to heritage and identity. By taking cultural heritage as a source of competitiveness. There was a need to develop a vibrant cultural sector, including creative industries such as crafts and design. Interesting museums and exhibitions that show heritage art. The local population has also based its policy on popular participation, because the success and sustainability of the tourism process depends largely on the participation of local people and their support for tourism development.

The strategy of Bilbao city included the rehabilitation of the city and became a global reference to the transformation and development. The establishment of several cultural facilities. The creation of new major projects, culture and heritage was not only an impressive source but as a means of life and economic source of the city. Global architects such as Frank Gehry, Zaha Hadid and others were designed and renovated important buildings in order to gain fame, distinction and distinctive brand. Specialization has also been adopted with regard to digital digitization, research and development, public and private sector participation, as well as attention to social capital and achieving cultural sustainability.

10. Conclusions

The most urban competitiveness indicators are ranging into labor productivity, urban quality of life, entrepreneurship, infrastructure and incentives. The

competitiveness of the city of Rome depends mainly on tourism and tourism revenues, thus achieving the sustainability of the tourism economy and the sustainability of the city derived from its ancient history and from its integration of the past with the present. While Dubai's competitive city plan was based on several factors combined to enhance its competitive position in the world, while paying attention to cultural issues, including technology, the smart city, cultural heritage, exhibitions, arts, and healthy and sustainable cities. The competitive city of Bilbao focuses on the internationalization of the economy, the unique socio-economic ecosystem, technological specialization, arts and culture, the creation of new mega projects, and a solid and sustainable infrastructure. This study shows a new relationship between city competitiveness/city sustainability, which can be partly explained by the recent major shifts in climate change and the shift towards energy conservation and the use of renewable energies.

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