

Accepted Manuscript

Title: Health-related elements in green space branding in Hong Kong

Author: Chung-shing Chan

PII: S1618-8667(16)30117-0

DOI: <http://dx.doi.org/doi:10.1016/j.ufug.2016.12.009>

Reference: UFUG 25829



To appear in:

Received date: 1-4-2016

Revised date: 13-12-2016

Accepted date: 18-12-2016

Please cite this article as: {<http://dx.doi.org/>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Title of article:**Health-related elements in green space branding in Hong Kong*****Short-running title of article:*****Health in Hong Kong green brand*****Author's name:***

CHAN, Chung-shing
Department of Geography and Resource Management
Sha Tin, N.T
Hong Kong.
Tel: (852) 3943 6233
Fax: (852) 2603 5006
Email: ccs_johnson@cuhk.edu.hk

Descriptions of the author

CHAN, Chung-shing is a Research Assistant Professor at the Department of Geography and Resource Management at the Chinese University of Hong Kong. His doctoral research studies the potential of green resources for city branding in Hong Kong. His teaching and research interests include place branding and marketing, sustainable tourism and eco-tourism.

Abstract

A green city image of urban green spaces can provide positive benefits such as a stronger local identity, better socio-cultural ecosystem services, and ultimately the creation of a green city brand that attracts tourism and investment. This paper studies how urban green spaces can become a green brand that encompasses health-related elements. The health-related elements form part of the Green Brand Hexagon (GBH), as proposed in previous studies, and are tested with a sample of Hong Kong citizens ($n = 301$). The empirical results confirm the interrelation between these attributes and other GBH elements. The interrelation reveals a moderate association between the health-related elements and other green brand elements through regression model formulation. The findings suggest an extension of the health promotion value of the green spaces to the brand elements, focusing on the quality and the landscape aesthetic function of urban green spaces. While the effort of the public sector is highly recognized by the citizens, there should be an opportunity to thematize and brand the green city attributes to the public so that some of the problems of environmental gentrification and socio-environmental disconnection can be alleviated.

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات