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THE PROSPECTS OF DEVELOPMENT OF TERRITORIAL BRANDING IN RUSSIA IN MODERN CONDITIONS

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Abstract: In this article are considered the main directions of development of territorial branding in Russia now. The main lines of territorial brands are disclosed and their role and value in increase in tourist and recreational and investment attractiveness of regions are shown in the Russian Federation. In work are shown top trends which are take keen interest in modern conditions during the developing and advance of territorial brands. Here, in particular, such factors as the sharp growth of a share of the tourist industry in gross domestic product of many regions of the Russian Federation were carried; creation of territorial brands in the remote regions; need of advance of some types of tourism, rather new to our country: ecotourism, farmer tourism, extreme tourism, medical tourism, etc. Much attention in this article is paid to consideration of concrete brands of various regions and settlements of the Russian Federation, for example, of Siberia, the Vologda and Arkhangelsk regions, the Republics of Komi, Crimea and Adygea, the cities of Veliky and Nizhny Novgorod, Uryupinsk, Klin. Positive and negative features of these brands and ways of further development of territorial branding in the Russian Federation are noted.

Keywords: Internal Tourism, Territorial Branding, Territorial Brand, Tourist and Recreational Appeal of The Region, Tourist Brand, Competitiveness of Regions.

INTRODUCTION

Globalization of world economy, rapid growth of the service industry in the majority of the most developed countries, emergence of the new calls connected with environmental pollution climate change and spread of new deadly diseases sets serious problems for regions of the Russian Federation. In this regard improving competitiveness of regions as within the country becomes one of priority activities and beyond its limits (2). Ample opportunities development of internal tourism, as in respect of attraction of investments and development of infrastructure of territories, and in terms of creation of new jobs opens for this purpose, improvement of quality of life of the population promoting reduction of its outflow from the remote regions in the central part of the country (9). There is quite large number of the administrative and marketing methods promoting every possible growth of tourist streams. Undoubtedly, it is possible to carry actions for development and advance of territorial brands to their number. It agrees to the definitions given by us in the previous works, territorial branding represents set of the developing ideas of the respective region in consciousness of people, supported with value characteristics of this region in various fields of activity: administrative, recreational, sports, innovative or some other.

METHOD

Territorial branding is a process of formation, development and advance of territorial brands in consciousness of locals, tourists of the public, and the authorities for the purpose of creation of certain reputation advantages of the respective region (9). Now territorial branding acts as one of the most effective instruments of increase in tourist and recreational appeal of regions. It is caused, first of all, by the fact that during creation of tourist territorial brands are emphasized a unique originality of the respective region, its unique natural potential, rich history, objects of cultural and historical heritage located in its borders, a peculiar national color, a geographical location and other moments. At the same time it is important to try to obtain recognition, memorability of the territory, formation of resistant positive image of the region in consciousness of a large number of people from all corners of the globe (3). In this article it would be desirable to stop in more detail on top trends which can be allocated in territorial branding of Russia now.

1. In recent years it is possible to note the sharp growth of a share of the tourist industry in gross domestic product of many regions of the Russian Federation. It is caused by several factors: exhaustion of a number of mineral deposits and falling of cost efficiency of their production (for example, mines and coal mines in the Komi Republic, Primorsky Krai, etc.); sharp outflow of the population from the North of the European part of Russia, Siberia and the Far East (in particular, the Irkutsk region, the Kirov region, the Sakha Republic Yakutia, the Magadan region, the Komi Republic, the Sakhalin region and many other regions); deterioration in a demographic situation; reduction of jobs, etc.

All this promotes significant increase in the importance of tourism in social and economic development of the remote and less developed industrially territories of the Russian Federation (5). At the same time the value of territorial brands as their creation and advance promotes recognition and memorability of regions, creation of distinctive reputation advantages that, eventually, becomes an important factor of increase in their

competitiveness both within the country constantly increases, and it is far beyond its limits. All this is a powerful potential resource of development of entrance and internal tourism, formation of modern infrastructure of regions, creations of new jobs and increase in their investment attractiveness (6).

RESULTS

We will give several the territorial brands reflecting this trend as examples (see fig. 1,2,3).



Fig. 1. Brand of the Vologda region.

Basis of a brand of the Vologda region (see fig. 1) was the "lacy bird" symbolizing ancient traditions of this Russian edge. The embroidery, a kruzhevopleteniye, a carving and painting on a tree and other crafts long since developing in this territory, in particular, belong to them. During creation of a brand of the Arkhangelsk region (see fig. 2) the bird, but in this case already - the Bird of Happiness, one of the main symbols of northern hospitality was also used. Bright colors open a wide range of impressions which will be received by the tourists coming to this northern region.



Fig. 2. Brand of the Arkhangelsk region.

Quite interesting graphic decisions were used also during creation of a brand of Siberia (see fig. 3).



Fig. 3. Brand of Siberia.

On the one hand, slogan: "I love Siberia", written in English, obviously uses the motives involved in world famous and quite successful brands of New York and Amsterdam, on the other hand, the blue snowflake symbolizes huge open spaces of this territory and also severe Siberian frosts.

2. Now it is possible to note a trend of creation of territorial brands and in the central, not too "untwisted" concerning tourism territories. It is caused by the aspiration of regions of the European part of Russia to significantly increase rates of social and economic development, it is essential to increase quality of life of the population, not to allow deterioration in a demographic situation. At the same time outflow of the population happens generally to Moscow, St. Petersburg and abroad, first of all, to the European countries: Germany, France, Spain, Italy, this trend are characterized by the territorial brands presented in fig. 4.5.6.7.



Fig. 4. Brand of Nizhny Novgorod.

On a brand of Nizhny Novgorod (see fig. 4) the main geographical symbol of the city found the reflection: confluence of Volga and Oka. Besides, it is possible to see distinctly Khokhloma painting of which the Nizhny Novgorod earth long since is proud and which is many years the hallmark of this region (1). Quite peculiar, but at the same time an interesting graphic solution is found during creation of a brand situated near Moscow the city of Klin (see fig. 5). The fact is that in this city long time there lived the great Russian composer P.I. Tchaikovsky. Besides, with a radio communication A. Popov

made the experiments here. For this reason, the basis of this brand was formed by the idea of a sound, and the brand is presented in the form of the sound chart.



Fig. 5. Klin brand.

The decision on creation of a brand of Veliky Novgorod is submitted very interesting (see fig. 6). It is one of the most ancient cities of Russia is the sweat the museum under the open sky. For this reason, the brand is called: "The homeland of Russia", and outlines of domes and capital letters of the name of the city are graphically presented.



Fig. 6. Brand of Veliky Novgorod.

Very original idea "The capital of the Russian province" is the cornerstone of a brand of Uryupinsk (see fig. 7). During creation of the corporate style of this city the font approach is used. The brand is aimed at formation of pride and patriotism of residents, desires to make it better and is more beautiful, to get rid of a complex of "inferiority" and inferiority.



Fig. 7. Brand of Uryupinsk

3. Need of advance of such types of tourism, rather new to our country, as

ecotourism becomes one more important trend of development of territorial branding in Russia shown recently. farmer tourism, extreme tourism, medical tourism, etc. (see fig. 8.9.10). On a brand of the Komi Republic contours of the map of the region are represented. The idea of environmental friendliness of this region is taken as a basis. It is emphasized with the given slogan: The Komi is Eco Respublika. Considering that circumstance that around the world quite rapid development of ecological tourism is observed now, the maintenance of the corresponding brand becomes to interests in consonance and expectations of many people in different corners of the globe. Besides, this brand, is also used in the tourist purposes for increase in recognition of the respective territory and increase in its competitiveness.



Fig. 8. Brand of the Komi Republic

On a brand of the Republic of Adygea the meadow against the background of high mountains is represented (see fig. 9). These mountains are entered in the list of the World natural heritage of UNESCO. The republic has the huge potential for development of ecological and medical tourism which is not realized so far yet. Therefore, development of tourism infrastructure, construction of modern sanatorium institutions in this a unique natural complex, surprisingly beautiful and useful to human health, becomes the main objective for this region now.



Fig. 9. Brand of the Republic of Adygea

One more extremely important region for tourism development, undoubtedly, is the Crimea. The uniqueness of this region consists in the geographical location of the peninsula washed by two warm seas: Black and Azov, existence of picturesque mountains and steppe plains, abundance of fruit and curative water sources. Thanks to it in the Crimea practically all types of tourism, especially medical, ecological and extreme can develop (5). On a brand of the Crimea (see fig. 10) hallmarks of the peninsula are represented: blue sea, mountains sun and clouds.



Fig. 10. Brand of the Republic of Crimea

DISCUSSION AND CONCLUSION

It, image, territorial branding in Russia develops high rates now. It is caused by the objective reasons, of which need of development of tourism for various regions of the country is main. Significant expansion of geography of this process becomes feature of the present stage of development of territorial branding. Constantly the number of the regions creating and promoting in the territory tourist brands with simultaneous increase in their quality increases. All this, finally, will promote improving competitiveness of regions not only in scales of the Russian Federation, but also is far beyond its limits. And It should be noted that in the near future works in this direction will only amplify that will begin to affect in naturally salutary way development of all types of tourism in our country.

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