

The Appliance of Place Marketing Instruments for the Purpose of Promotion of Tourist and Recreational Potential of the Region

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Abstract: In the study, the problems of formation of territorial brands in the Russian Federation and their solutions in modern conditions. It is noted that the creation of local brands is a long creative process, requiring considerable investment but giving an appropriate return in the form of increased financial revenues from tourism development in the region. Much attention is paid to the processes of formation brands in the Republic of Tatarstan is not only associated with major sporting and public events but in the long term.

Key words: Territorial brand, brand value, the concept of territorial brand, the development of tourism in the region, Russia

INTRODUCTION

Under current conditions in many regions of Russian Federation there is a task of substantial increase of its tourist and recreational potential. The reason for this is the necessity of tourist industry development as an important element that is ministrant to the acceleration of social and economic development of respective territories, enhancement of its investment attractiveness, development and promotion of modern regional infrastructure projects, employment generation and many other things.

In such a case, it is necessary to find out the available tourist and recreational potential, assess its capabilities, pin down the troubles that hinder development of tourism in respective territory and identify ways to address them. Furthermore, it is necessary to design the model of tourist and recreational potential of a territory as the foundation of further progressive development of social-culture service and tourism in the region (Mingaleva and Bunakov, 2014).

Within this framework, by way, using the multifarious methods and instruments of place marketing become a very important factor.

MATERIALS AND METHODS

Place marketing (marketing of the territories (places) or regional marketing) is a social-economic and business activity that grounded in marketing principles. It is focused on the promotion of the image of respective territory, performance improvement of its business and also contributes to a positive investment climate and

realization of social programs in the region (Zhang *et al.*, 2009; Wedel and Pieters, 2008). All of this, eventually, has essential influence over the development of tourist and recreational potential of investigative territory.

Place marketing has various functional tasks which is convenient to represent in graphic form in the following manner (Table 1).

Therefore, place marketing is the marketing that sees territory in whole as an object of regard and promotion and aims to design, to develop and effectively promote and use competitive information about this territory on its behalf (Rosenholtz *et al.*, 2007). However, the most important dimensions of regions' competition are as follows (Table 2).

Let's examine some of the place marketing instruments in more detail. Development of territorial brands is an important factor in shaping of the tourism and recreational potential of the region (Andrews and Whitey, 1976). Establishment of territorial brands became one of the priority missions in relation of necessity of domestic travel development in Russian Federation. In this case, territorial brand should be regarded as the character, image or impression that this region develops in the minds of real or potential clients (Fakhrutdinova *et al.*, 2014; Chrysochou and Grunert, 2014).

Also, it should be remembered that while establishing effective territorial brand new real or constructed unique treasure should be found which distinguish considerably "branding" region from similar regions. Among the indexes of effectiveness of territorial brand, most crucial are indexes of social performance (Table 3).

Table 1: Functional tasks of place marketing

Investigative	Strategical	Performing
Investigation of natural and climatic characteristics of a region	Development of regional product stewardship	Promotion of infrastructure project
Study of region's economy	Development of regional price strategy	Branding of a region
Study of population on the region	Development of regional marketing policy	Public relations
Analysis of region-wide tendencies	Development of regional advertising strategy	Event-based marketing
Analysis of a new regional products and services	Development of regional marketing strategy	Advertising of infrastructure project
Investigation of competing regions	-	-
Study of regional environment	-	-

Table 2: Dimensions of regions' competition

Distribution and maintenance of businesses, procurement of new investments	Preservation and reproduction of people as a resource	Tourism development
Distribution of new businesses	Preservation and attraction of new population	Attraction of all types of tourists (historical-cultural, business, educational, sport tourism, ecotourism, etc.)
Preservation of existing industrial enterprises	Preservation and attraction of highly-qualified personnel	The opening of new tourist routes
Distribution of science and innovative technologies	Retention and attraction of young adults	Hosting of major sports events
Distribution of new banks and insurance companies	Development of education and public health services	Hosting of major exhibitions, expositions, etc.
Distribution of new shopping centres	Procurements of new investments to social services, youth policy and accommodation from different resources	Hosting of congresses, conferences and seminars
Procurements of new investments to the economy different resources	Provision of living environment benevolent to nature	Opening of new museums, from theatres, etc.
Development of transportation and transit functions		Sitting of cultural and tourism establishment head offices

Table 3: Performance framework of territory branding

Types of effectiveness	Indexes of effectiveness
Social performance of city branding	Quality of life Cost of living Number of manpower in tourism Population movement Dynamics of population change Number of newborn
Communicative effectiveness of brand	Number of tourists Recognizability of the city Rating of the territory (the anholt city brands index)
Economic effectiveness of city branding	Territorial behavior on the part of its consumers (enquiries) Total wages of people involved in tourism Cumulative taxes from tourism Average savings per household on taxes due to the tourism development Value of city brand earnings from brand (from trade of licenses transmission of rights to use city brand)

Development of territorial brands in some regions could be associated with event-based marketing. Thus, in recent years, in the Republic of Tatarstan development of territorial brands is due to a number of circumstances, among which are organization of festivities on the occasion of celebration of the 1000th anniversary of Kazan and Yelabuga and also organization of international sporting competitions, such as Universiade in 2013 and preparation for the FINA World Championships and FIFA World Cup in 2015 and 2018 accordingly. Furthermore, various regional infrastructure projects are actively promoted in Tatarstan: grows rapidly free trade zone "Alabuga" and not far away from Kazan are building Innopolis and first in Russia Federal IT-university that will specialize on training of specialists in the field of IT and Innovations.

RESULTS AND DISCUSSION

The enhancement of tourist and recreational potential is impossible without realization of different promotional events. Organizations in social-culture service and tourism under current conditions widely use outdoor and printed advertisement (usually in designated magazines). Occasionally advertisements of tourism and hospitality industry appear on television.

At the same time, advertisements of tourism and hospitality gather greater strength in internet. Most of not only large but also medium and small travel agencies created their own web-sites in internet. Many travel agencies place banner advertisings in Internet. In such a case, formula of impact of advertising of goods and services, connected to a brand, on its potential clients will be as follows:

$$\text{VIPS} = \text{Visibility} + \text{Identity} + \text{Promise} + \text{Simple Mindedness} \quad (1)$$

Where:

Visibility	= A clear visibility of advertisement message
Identity	= Identification of an advertisement with a territorial brand
Promise	= Reading of advertisement's promise
Simple Mindedness	= Purposefulness and desire to make a purchase

CONCLUSION

All mentioned above testify that appliance of place marketing instruments provide strong support to an enhancement of tourist and recreational potential of the region which ultimately leads to improving competitiveness of the territories, improvement of its economic and social situation and quality of life of its population.

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