

The Main Directions of Supply Chain Management Development of Territorial Branding in Russia in Modern Conditions

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Abstract- In article the most important directions of development of territorial branding in Russia are considered based on the supply chain management. Importance and relevance of consideration of the matter taking into account strengthening of competition between regions and need of increase in their competitiveness is shown. Author's definitions of a territorial brand and territorial branding are given. Classification of the Russian territorial brands on the basis of population, living in the respective territory, in the city or the rural settlement was carried out. Authors give a large number of the illustrations opening the maintenance of territorial brands and disclose the main ideas which are been the basis for their designing. In conclusion of article the conclusion was drawn that development and advance of territorial brands significantly increases tourist and recreational and investment attractiveness of regions, and, therefore, promotes acceleration of rates of their social and economic development and improvement of quality of life of local population.

Keywords- territorial brand, territorial branding, supply chain management, investment attractiveness of the region. tourist and recreational appeal of the region.

1. Introduction

Now regions of Russia are faced by very important tasks of ensuring the sustainable social and economic development, strengthening of competitive positions in the market, to improvement of quality of life living in their territory of the population. The whole complex of events for increase in investment and tourist and recreational attractiveness of various territories, to formation of their positive image not only in the Russian Federation, but also in other countries is for this purpose held [1]. Development and advance of territorial brands acts as one of the important tools promoting the most effective realization of this process. The territorial brand characterizes by itself set of the developing ideas of the respective region in consciousness of people, supported with valuable characteristics of this region in various fields of activity: administrative, recreational, sports, innovative or some other [2].

2. Methods

Territorial branding is a process of formation, development and advance of territorial brands in consciousness of locals, public tourists, and the authorities for the purpose of creation of certain reputation advantages of the respective region [3]. Territorial branding, being an element of marketing of territories, can serve as an effective remedy of strengthening of competitiveness of regions in modern conditions. All this can lead to significant increase in tourist flows, increase in employment of the population due to creation of new jobs in the sphere of tourism and hospitality, to growth of yield on regional budgets and, as a result of it, to improvement of economic and social situation of many regions of Russia [4, 5].

3. Results and Discussion

Works on territorial branding in the territory of Russia were begun in the late nineties the last century, but only recently (beginning, since 2013 - 2015) they began to be carried out on a constant basis and to carry universal, purposeful, complex, evidence-based character, covering increasing number of territories and settlements of the most different size. Now it is possible to give examples of regional brands of Russian regions, capital megalopolises, large and small cities and also rural municipal districts and settlements about which very few people heard even in the areas, next to them. For more evident idea of development of this process we will provide the Russia map with the brands of territories and cities designated on it in the Russian Federation (see fig. 1).



Figure1. Arrangement of territorial brands on the Russia map

On this card it is possible to see brands:

- big regions (Siberia and South Ural);
- administrative units (Komi Republic, Vologda region, Kaliningrad region, Republic of Tatarstan, etc.);
- big cities (Yekaterinburg, Nizhny Novgorod, Rostov-on to Don);
- average cities (Magnitogorsk, Murmansk, Sterlitamak).
- small cities and rural municipal districts (Kostomuksha, Uryupinsk, Altai region of Altai Krai).

All this demonstrates that works on territorial branding in Russia gain steam, including the increasing number of territorial educations and settlements. It is important to emphasize that the management of many regions in recent years realized great importance of systematic carrying out similar works as it promotes increase in recognition of territories, creation of their positive image not only for potential guests, but also for own population. The last circumstance is especially important in connection with an adverse demographic situation in many regions of Russia, big outflow of people from northern and east territories to the central and southern regions of the Russian Federation. In some regions of the Russian Federation the population, since 1991, was reduced more than by 2-3 times [6, 7]. If similar processes are not stopped, then it can lead to extremely negative consequences for economy of the respective territories, to stagnation of the whole industries, closing of many enterprises and organizations that will significantly threaten economic security and integrity of the whole country. For this reason, work on territorial branding becomes extremely important and relevant in modern conditions and has to be supported not only by bodies of the state and municipal authority, but also wide layers of the public in all territory of our country.

Let's consider some territorial brands in more detail.

3.1. Brands of big regions.

3.1.1 South Ural (see fig. 2).



Figure2. Brand of South Ural.

Against the background of contours of the Ural Mountains and also flowers and fallen leaves various animals inhabiting this region are represented: deer, birds, lizards. This brand was developed in 2012 and is used in the sphere of tourism for the purpose of more effective advance of this region now.

3.1.2 A brand of Siberia (see fig. 3).

The idea about huge spaces and a frigid climate is the cornerstone of a brand of Siberia. The drawn snowflake symbolizes huge territories, the covered snow, permafrost and hard frosts. This symbolics can be used practically in all Siberian regions, such as Krasnoyarsk Krai, the Sakha (Yakutia) Republic, the Irkutsk region, Zabaykalsky Krai, the Republic of Buryatia, etc.



Figure3. Brand of Siberia.

3.2. Brands of administrative units.

3.2.1 A brand of the Komi Republic (see fig. 4).

On a brand 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 Eko 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 the conformable interests 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.



Figure4. Brand of the Komi Republic.

3.2.2 A brand of the Vologda region (see Fig. 5).

On a brand of the Vologda region the drawing of the lacy bird who is in flight is represented. It is the certificate that the respective region long since was famous for an embroidery and woodcarving. During creation of a brand ancient national traditions, the Presented slogan were considered: The Vologda region – soul of the Russian North is well remembered and gives an idea of distinctive features of this brand. Similar motives laid down further and in a basis still of a number of brands, for example, here, it is possible to carry rather recently developed brand of the Arkhangelsk region.



Figure5. Brand of the Vologda region.

3.2.3 A brand of the Kalinigradsky region (see fig. 6).



Figure 6. brand of the Kaliningrad region.

The crown represented on a brand forces to remember the old name of the city - Konigsberg, translated from German as "The royal mountain". Color in which the sootvetvuyushchy image is made reminds of amber which was and remains the business card and the main richness of this region.

3.2.4 A brand of the Republic of Tatarstan (see rice 7).



Figure7. Brand of the Republic of Tatarstan.

On a brand of the Republic of Tatarstan the mythical soldier Batyr sitting on a horse and shooting a bow is represented. 10 qualities which it is the fullest, according to his creators are the basis for a brand, form the Tatarstan type of the personality. Are among these qualities:

- Advantage,
- Speed,
- Intuition,
- Traditions,
- Commitment,
- Persistence,
- Skill,
- Unity,
- Keenness,
- Endurance.

3.3. Brands of big cities, with the population over 1 million inhabitants

3.3.1 A brand of the city of Yekaterinburg (see fig. 8).



Figure 8. Brand of the city of Yekaterinburg

The logo of a brand of the city of Yekaterinburg was developed in 2015. The aspiration to show power, force, sure and stable development of the city, being the large industrial center, the capital of the Ural region was its basis.

3.3.2 A brand of the city of Veliky Novgorod (see fig. 9)



Figure 9. Brand of the city of Veliky Novgorod

The brand reflects greatness of this one of the most ancient cities of Russia about what it is specified in a slogan: Veliky Novgorod – the Homeland of Russia

Capital letters of the name of the city and outline of domes of numerous churches, cultural monuments of the last years are the basis for this drawing.

3.3.3 A brand of the city of Rostov – on – Don (see fig. 10).

As at the name of this city there is a river, the brand of Rostov-on-Don is executed taking into account these circumstances. At a landscape full of vegetation there is an extended panorama of the left river bank, with the seen domes of churches and

other constructions of one of the largest cities of the South of Russia.



Figure10. A brand of the city of Rostov – on – Don.

3.4. Brands of the average cities, with the population from 100 thousand people to 1 million inhabitants

3.4.1. Brand of the city of Magnitogorsk (fig. 11)



Figure11. City Brand Magnitogorsk.

On a brand the bridge between Europe and Asia is represented and the slogan is presented: Magnitogorsk is the meeting place of Europe and Asia. The pulsing line shows a rough rhythm of life of the young city which has everything ahead. On the one hand the bridge pipes of Magnitogorsk Iron and Steel Works well-known for the whole world, and with another residential quarters of violently developing city – the largest industrial center of South Ural are shown.

3.4.2 A brand of the city of Murmansk (see fig. 12).



Figure12. Brand of the city of Murmansk

During creation of a logo of this brand the associations connected with existence in the city of the seaport, largest in Russia, were used. It and an anchor, after the name of the city and exposed, as if freights in containers, letters.

3.4.3 Brand of the city of Sterlitamak. (see fig. 13).



Figure13. Brand of the city of Sterlitamak

During creation of a brand of the city of Sterlitamak located in the Republic of Bashkortostan the idea of representation of figure 3 which is very often shown in life of this city was used. It consists of three parts, through it three rivers flow, on its coat of arms three geese are drawn, three large higher education institutions, etc. work in the city [8].

3.5. Brands of the small cities and rural municipal districts, with the population less than 100 thousand persons

3.5.1 A brand of the city of Kostomuksha (see fig. 14).

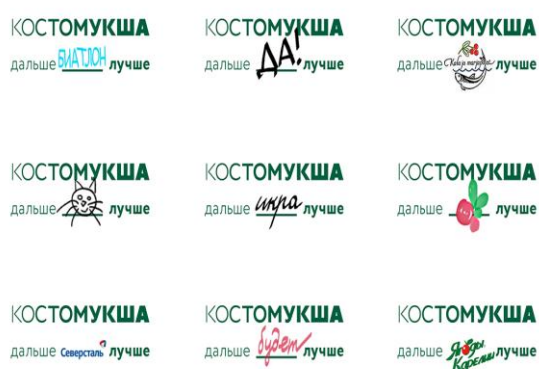


Figure14. brand of the city of Kostomuksha

In a brand of the young city of Kostomuksha in the Republic of Karelia the slogan is presented: further – it is better. In this case this slogan makes many-sided sense and is emphasized that the city still very young and has big prospects, both in the

development plan for the industry, and in advance of tourist services.

3.5.2 A brand of the city of Uryupinsk (see fig. 15).



Figure15. Brand of the city of Uryupinsk

The main idea of this brand consists in its slogan: Uryupinsk is the capital of the Russian province. This slogan was born from long-term sneers and jokes that bigger "hole", than it is impossible to find Uryupinsk in Russia. At the same time the motive of pride and patriotism aimed at overcoming an inferiority complex at locals, consisting in the approval of the capital status of Uryupinsk, let and provincial origin clearly sounds. Brand of the Altai region of Altai Krai (see fig. 15).



Figure16. Brand of the Altai region of Altai Krai

On a logo of a brand of the Altai area contours of its card are presented. They are painted in four different colors symbolizing four seasons. The presented slogan: "The Altai area – the territory of health" designates tourist orientation of this brand at once. Against the background of the image of a maral: a symbol of health and longevity the main environmentally friendly products made in the

Altai area are shown: cheese, honey, grapes, fish and also a tent – a tourism symbol. This brand emphasizes purity, fine ecology of the Altai area and all Altai Krai. In the lower drawing, against the background of green meadows and flowers the world famous, famous for the cleanest drinking water Katun River flows there is a homeland of the writer V. Shukshin, actor In Zolotukhin and many other famous people.

4. Summary

Thus, even such far incomplete characteristic of the main brands of modern Russia gives the chance to understand a variety and uniqueness of Russian regions, their huge cultural and natural potential. There is obvious, an insufficient realization of huge opportunities in development of internal ecological tourism, formation of modern transport infrastructure and rendering high-quality services to consumers in the sphere of hospitality.

5. Conclusion

Need of acceleration of rates of social and economic development of regions of the Russian Federation requires the urgent solution of all these tasks. For this reason in modern conditions in Russia purposeful and systematic development of a complex of an action for creation of regional and tourist brands is especially necessary. They act as an important factor of increase in tourist and recreational and investment attractiveness of various territories, city and rural settlements, promote strengthening of rates of their economic growth and significant improvement of quality of life of local population.

Acknowledgements

The work is performed according to the Russian

Government Program of Competitive Growth of Kazan Federal University.

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