

Summary

Graduation qualification work:
«Technological content of geobrend development (on the example of the CMW as a tourist destination)»
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pages.87, bibliographical names. 80.

Key words: geo-branding, tourist destination.

The relevance of the research topic is due to the following circumstances: in today's dynamic conditions for the development of information and communication flows, economic globalization and free movement of people, administrative and geographical boundaries tend to disappear, which leads to a rethinking of the significance of territorial space. The current context of the macroeconomic and geopolitical situation has prompted local and regional authorities to broadcast their competitive assets not only in the internal environment, but also in the external, which allows individual territories to act on the international stage as a full-scale economic player.

Today, a geobrand with a positive attribute field is one of the factors of its investment attractiveness, a factor of its high competitiveness in the projection of attracting highly qualified personnel, a factor of entering territorial education into new markets (food, tourism, educational services and health care markets), expanding the areas of its economic influence and dominance.

Target of research: to provide a comprehensive analysis of the specifics of the communication strategy for promoting the geo-brand of the tourist destination CMW and identifying promising areas for its optimization.

Goals:

- 1.to systematize key approaches to understanding geobrendga;
2. to analyze and specify technological tools for territorial branding;
3. to analyze the key imperatives of the promotion of the geobrend tourist detsinatsii;
4. propose a design solution for optimizing the communication practice of CMW

Theoretical and practical relevance of research

The results of the study may be of interest to public authorities and local self-government. Analysis of achievements and problem areas, taking into account world experience in generating the communication potential of the regions as a factor of their development can serve as additional empirical material for updating programs of the socio-economic, investment, information reform of the program of positioning the tourist potential of the Caucasian Mineral Waters.

Results of research:

The strategy of construction and brand management of a tourist destination needs constant analysis and adjustment, as necessary, taking into account the phenomenological nature of this phenomenon (the presence or absence of clear territorial boundaries, the variety of tourist resources and attractions; features of strategic planning at the national, regional and local levels with a clear understanding of the principles of its implementation; promotion of the brand of a tourist destination as an umbrella brand; dynamic space-time nature of a tourist destination as an open, nonlinear system; the special nature of the key stakeholder groups and the complex mechanism of their interaction and participation in the increment of the brand's reputation assets of the tourist destination).