

Summary

Graduation Level of Proficiency Paper (Master Degree)

Title: «Public relations as a tool of the territory promotion (using the example of Caucasian Mineral Waters)»

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124 p., 2 tables, bibl. List: 119.

Keywords: public relations, territory promotion, PR, PR-technologies, PR – tools, territory marketing, marketing, branding, image, reputation.

Topical importance: The process of globalization taking place in all spheres of life has caused serious economic changes, and one of the essential aspects of globalization is the promotion of the territory. The enhancement of the competitiveness of Russian Economy, the creation of favourable conditions that would attract investments into the domestic economy – these are current tasks, attainment of which is possible with the help of special tools and mechanisms of the territory promotion, as they contribute to enhancing the territory's attractiveness as a place of permanent residence, temporary visits and business. The territory is a complex organism consisting of various elements (people and their traditions, unique history and culture, architectural appearance, economy), the best of which can become promotional objects.

To date, the effectiveness of the territory promotion largely depends on well-organized work with the territory's consumers, influencing their consciousness and figuratively-associative perception. The leading role here is played by public relations as the most effective tool for working with various target groups in politics, business, the economy and the social sphere.

In addition, each region is unique and inimitable, and this is especially important for the promotion. In this regard, it should be emphasized that this problem is of particular importance when it comes to areas that are themselves a part of the product of promotion, that is, tourist and recreational and resort centers. Here, the quality of the territory has a specific consumer value.

The Caucasian Mineral Waters are undergoing global changes, and the interest in them by both consumers and investors is growing. Consequently, the practical application of various promotion mechanisms is one of the most important elements of the region's development. The use of promotion tools in the management of Russian regions, the elements of which are: the creation of a territorial brand, image enhancement, territorial marketing and improving the reputation of the territory.

In addition, today there are powerful interests working to worsen the image of Russia. That is why the promotion of the territory would serve many strategic interests of the country, contributing to the implementation of many national ideas. These circumstances and the obvious acuteness of the above problems determined the choice of the theme of the research.

The objective of the research is to identify effective PR-tools for the promotion of the territory necessary for the promotion of the region of Caucasian Mineral Waters.

Tasks:

1. To study the scientific category called “Territory promotion”.
2. To identify priority areas of the PR-promotion of the territory.
3. To identify the PR tools and PR-technologies of promotion of the territory.
4. To study national and international experience of promotion of the territory.
5. To analyze the PR-promotion of the Caucasian Mineral Waters region.
6. To develop recommendations for the promotion of the Caucasian Mineral Waters region on the example of “The National Park “Kislovodskiy”.

The theoretical significance of the study is that the presented conclusions form a conceptual justification of the role of image, branding, marketing and reputation in the process of promoting the territory.

The practical significance of the study is that the results of the study can serve as a basis for further in-depth study by domestic PR-specialists in the field of the territory promotion, aimed at studying the theoretical and practical possibilities for the promotion of the territory and the design of successful promotion strategies for any territory.

As a result of the study, all the tasks were solved.

Main proposals for the promotion of the territory of Kislovodsk and "The National Park "Kislovodskiy" are the following: special; advertising in the media; business events; social events; souvenirs production; promotion on the Internet; organization of study tours, promotional tours, press tours; sports events.