

SUMMARY

The theme of graduation thesis: the Brand marketing of the region as a factor of socio-economic development of the territory (by the example of North Caucasian Federal district).

Author: Lyfenko Anastasiya Andreevna

Scientific leader: doctor of philosophical Sciences, associate Professor of the Department of tourism and hotel service Burnyasheva L.A.

Information about customer organization: travel Agency "Pegas Touristik" of Pyatigorsk.

The relevance of the research topic. Improvement of processes of formation and implementation of strategies for integrated socio-economic development of regions skfo requires the application of relevant strategic marketing tools, especially the development and presentation of a holistic branding concepts of regions, allowing to provide effective informational, psychological and economic aspects of present competitive advantages of the territories of the North Caucasus.

Objective: search and evaluation of possibilities of practical use of marketing reserves to ensure sustainable socio-economic development of territories on the basis of the practical application of the concept of regional branding.

Tasks:

- to study theoretical bases of formation and development of the competitiveness of the territories, to allocate and characterize the marketing growth reserves of regional competitiveness based on the concept of territorial marketing;
- to characterize regional features of application of marketing instruments of territorial marketing;
- to assess the content and relevance of modern marketing methods of evaluation and analysis of regional competitiveness;
- to propose and test author's conception of the region's brand as a significant marketing factor in ensuring sustainable socio-economic development of the territory;
- conduct comprehensive marketing research of the competitiveness of the market of recreational services of the North Caucasus Federal district regions, to assess the marketing potential of the recreational sector of the North Caucasus Federal district and describe system barriers to sustainable, progressive development of regional recreational cluster;
- to study the possibility of using tools of territorial marketing to provide strategic development of recreational sphere of regions of North Caucasus Federal district;
- to draft a regional policy, which is a structural element of the regional brand book is necessary to optimize the composition and structure of the tools of marketing communication recreation sphere in the North Caucasus.

The theoretical significance of this work lies in the fact that the Theoretical significance of the study is to develop the marketing tools of management of socio-

economic development of territories (regions) on the basis of the proposed and proven the concept of the brand in the region as a significant marketing factor of regional competitiveness.

Practical value of results of work is determined by the appropriateness of their application and implementation in marketing activities of the bodies of regional and municipal management within the target complex programs of regional branding. Findings, results and suggestions of the author may find its use the regional strategies for socio-economic development as well as current marketing activities territorial level.

The results of the study. The study showed that the region is focused on achieving success, such as the North Caucasus Federal district should develop marketing activities and implement an integrated marketing program for the creation and further promotion of, and providing value to the consumer.

Recommendations. Implementation we have developed advertising concepts will allow you to convert spontaneously formed, fragmented market of outdoor advertising in the modern highly effective and highly profitable sector of the economy that would ensure that the revenue side of the budget, SVCO due to the increase in cash receipts from the placement of advertising constructions on the territory of the region.