

Abstract on final qualifying work  
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Subject: Formation of a unique destination brand new the Chechen Republic through the development of innovative types of tourism.

In modern social practice, any territory interested in creating a favourable image that, on the one hand, gives her the possibility of obtaining additional outside funding, and on the other contributes to the tourist attractiveness, formation of patriotism and pride of the local population.

Rich historical and cultural heritage of the Caucasus, its unique natural resources, the hospitality of the Caucasian population provide a complete basis for the solution of this problem through the prism of the development of a tourism brand. In this regard, perhaps one of the most illustrative and striking examples of the Caucasian territory is, on the one hand, one of the most controversial in perception and world-famous in recent military history, the region of Chechnya. The Chechen Republic is going through a rather difficult period of revival and rehabilitation after the conflict. She needs to choose a new vector of economic development and the formation of a favourable image, and tourism could become one of the factors contributing to this. All the above confirms the relevance of the research topic.

The aim of this work is to substantiate the relevance of the development and development of proposals on introduction of innovative types of tourism in order to create a unique tourism image of the new Chechen Republic. The implementation of the presented goal involves the following tasks:

1. To study the etymology of the concept of "branding" to justify the importance of developing a positive brand for creating and promoting a favorable image of the tourist destination.
2. To analyze international experience and national practices of marketing promotion of tourist areas.
3. To outline the basic tools for creating a brand territory and to determine the role of tourism in the creation and marketing of a unique regional brand.
4. To collect and compile information and carry out marketing analysis of tourist and recreational resources of the Chechen Republic.
5. To make the analysis of the main elements of the territorial perception of the image of the modern Chechen Republic
6. To monitor the current state of tourism in the region, on the basis of the conducted research suggest directions of innovative development of tourism and formation of unique tourism image of the new Chechen Republic.

The main results of the study:

1. Territorial branding has become a key tool for solving representative problems in various regions of the world. Russian regions are now beginning to master the tools of branding and marketing promotion of the territories, accumulating its own experience and its own technology. In a diverse range of domestic tourist destinations in the Chechen Republic occupies a special place,

gaining a positive reputation after a protracted military actions and daily proving its intention to become peaceful and hospitable Russian region. The Republic must choose the best technology for the formation of a new image, and this technology may be the development of tourism.

2. The Chechen Republic has a rich historical, cultural and natural potential for tourism development. A new tourism industry of the Chechen Republic is constantly working to expand the number of tourist programs, approaching the question creatively and proactively. However, the formation of a tourism brand, it is primarily necessary to take into account the real potential of the place, climatic, geographical features of the territory, history and national traditions of the region, formed of it a stereotypical view, and on this basis to create a unique image of the area in the desired light for a specific target audience. And the emphasis, in our opinion, should be on the definition of "points of uniqueness" of the territory.

With this in mind, we believe that the formation of tourist territorial brand should choose the specific types of tourism that need to bet. Here, especially the priority can be considered extreme tourism, this tourism destination is clearly underrepresented both in Russia and in the North Caucasus region. But, as shown by analysis, these types of tourism today begin to develop in Chechnya.