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The role of regional marketing in shaping of image of the region

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Regional marketing- is a set of measures for involving new economic agents to the region or the city, which would be very useful for prosperity of the region. Specific measures of regional marketing include creating, publishing and distribution of printed materials about the region or the city, targeted visits of heads of administration, meetings with the leaders of organizations, who are ready to open a new type of business in the region; campaigns, conducted jointly with the Chamber of Commerce and the others measures[1].

The main purposes of regional marketing are the following[3]:

- increase of employment, income growth and quality of life, creating a favorable demographic structure, social and cultural progress, preservation of the environment and improvement of ecological situation;
- optimal usage of resource potential in order to obtain the maximum benefits;
- enhance the competitiveness of the companies in the region;
- attracting new businesses to the region and investors from the other regions and countries;
- creation a favorable environment for small and medium businesses;
- attracting new consumers of the goods and services which would produced in the region;
- creating an image of the region, which confirm its prospects and its highly development speeds both at native city and abroad.

In modern conditions, as one of the purposes of regional marketing can be isolated the problem of improvement of the image and the investment attractiveness of the region.

Actuality and need of working on the marketing of the regions are caused primarily, by the growing competition between regions for skilled labor, profitable businesses, attracting investments to the region and etc. Nowadays the regions have to compete for everything: for investments, information, transport and tourist streams, environmental, economic, social and cultural projects, creative and exclusive ideas and, of course, for professionals able to manage all of it.

Despite the rising costs to our regional marketing, research in this area is obviously not enough.

Creation and implementation of the information marketing program of the RF subjects is a complex and important problem of the regional economic development:

at first, because of the regions do not always understand the actuality and necessity of system promotion of information about the region with the purpose of creating a favorable attitudes to the regions and, also, to the products, which produced in that region;

secondly, because in many Russia regions the organizations, which are performing the functions of information marketing in the region, are generally carry out these functions in part and unsystematically.

Promotion of local exclusive differences of the regions is the only possible way to make it recognizable.

Each region has a certain image. Furthermore, the regional image - quite subjective concept. It is an artificially created image, arising in the minds of people. The local administration, the mass media, the population, and the prominent figures of the various areas of social life are engaged in the processes of modeling and improvement of the image of the region [4].

Image policy is part of a regional marketing. The region is seen as a kind of "product" in it, which is offered for different "target groups". Region as a product of consumption - is primarily a resource area that represents a particular importance in the eyes of the customers.

It should be noted that the price of the region as a "product" have the different meaning for the different groups of consumers. For the inhabitants of the territory - is primarily the cost of living, income level, pensions, social benefits, and the cost of specific goods and services in this area. For the tourists it is the cost of permits and the amount of subsistence costs. For business representatives it is the cost of equipment and construction materials, tax incentives, the rules of production sharing and export earnings.

Success in shaping the image of the territory in the first place depends on how successful is consciously formed by the region image of a certain area will match, on the one hand, its objective qualities, and on the other - expectations and demands of consumers (tourists, investors, migrants).

The regions own brands should be formed for it's successful development and operation.

The brand of the region is a set of enduring values, which are reflecting the unique consumer characteristics of the original of the region and the community, who got public recognition and fame, and which is also have a stable demand of consumers [1].

Competitiveness of the region determined by the extent of his "branding."

The purpose of branding of the region is providing brand presence of the region in the information space, ensuring brand recognition for represent the region like a force of influence and ensuring the flow of financial resources to the territory, the broadcast of regional solutions of initiatives outside.

Competitive directionality of the marketing of the region lies in creation of the most advantageous conditions in comparison with the other regions in terms of investment, doing business, education, tourism, property i.e. ensuring investment, recreational, educational, financial attractiveness which are conducive to the inflow to the region of different groups of consumers, including investors.

The competitive advantages of the region cannot be created or improved in one day, it must be a long-term process of creating and realization of marketing and regional strategic concepts in activities carried out consistently. These measures should take into account the aggregate of purposes for regional marketing and its composition.

Of the main methods used in regional marketing, can be distinguished the following [2]:

1. The method of industrial and innovative clusters;
2. Differentiated regional benefits;
3. Cluster methods;
4. Stimulation of migration flows;
5. Stimulation of attraction tourists to the region or the city;
6. Environmental marketing;

7. Regional benchmarking;

8. The methods of attraction the collaborating organizations.

Given all of the above it can be concluded that skilful and rational use of marketing approach can drastically change the image component of the region, and also to bring the unique trends in regional policy and increase the competitiveness of a particular region in the fight for investors.

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