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## BRANDING OF THE REGION IN THE RESIDENTIAL NATURE-CLIMATIC ZONE BY THE EXAMPLE OF VITEBSK REGION

### БРЕНДИНГ РЕГИОНА В КУРОРТНОЙ ПРИРОДО-КЛИМАТИЧЕСКОЙ ЗОНЕ НА ПРИМЕРЕ ВИТЕБСКОЙ ОБЛАСТИ

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#### ABSTRACT

*BRANDING OF THE REGION, VITEBSK REGION, NATURE AND CULTURE OF THE VITEBSK REGION, TOURISM, FEATURES OF THE VITEBSK REGION*

*The article considers the relevance of the development of branding of the territory; the main postulates of the effective development of territorial branding are formulated; features of the tourism sector of the Vitebsk region are presented. The analysis of the tourism sector of the Vitebsk region at the end of 2018 is given. A complete description of the Vitebsk region is given, given the geographical location, transport links, environmental features and also some economic aspects.*

For more than 15 years the Republic of Belarus is living in depopulation: in the period between In conditions of fierce competition between the regions, branding in Belarus is becoming increasingly important. This is primarily due to the orientation of investors, tourists, buyers of goods and services on the image of the region and its positioning [1].

It should be noted that the effective development of territorial branding is based on a

#### АННОТАЦИЯ

*БРЕНДИНГ РЕГИОНА, ВИТЕБСКАЯ ОБЛАСТЬ, ПРИРОДА И КУЛЬТУРА ВИТЕБСКОЙ ОБЛАСТИ, ТУРИЗМ, ОСОБЕННОСТИ ВИТЕБСКОЙ ОБЛАСТИ*

*В статье рассматривается актуальность развития брэндинга территории; сформулированы основные постулаты эффективного развития территориального брэндинга; представлены особенности туристической сферы Витебской области; приведен анализ сферы туризма Витебской области на конец 2018 года; дана полная характеристика Витебского региона, учитывая географическое местоположение, транспортное сообщение, экологические особенности, а также некоторые экономические аспекты.*

number of postulates [2].

Firstly, it is a state order policy (since local government bodies act as the customer in territorial branding), based largely on the opinion of the region's residents.

Secondly, the use of modern research methods (content analysis, a survey of experts in marketing and branding, residents of the region, expert interviews, etc.) and communication practices as tools for building a territorial brand.

Thirdly, it is the development of an effective PR-strategy (SMM-promotion, "link to authorities", organization of large-scale events, etc.), which allows positioning the region with the parties most attractive to the target audience and, thereby, influencing the formation of consumer group preferences.

An example of a subject of the Republic of Belarus with high potential for the development of territorial branding is the Vitebsk region, as it is a region with a wide range of resources - unique monuments of history, nature and culture.

Vitebsk region is one of the six regions of Belarus, located in the north-east of the country [3].

Vitebsk region is included in the Euroregion "Lake District". There are over 2800 lakes, more than 500 rivers. Forest occupies more than a third of the region's territory - about 60% of it falls on centuries-old coniferous forests.

Vitebsk is a regional administrative center. The region includes 21 districts and 2 cities of regional subordination. Vitebsk region borders on three countries and has developed road infrastructure. Several highways of international importance pass through the region.

The length of railways in the Vitebsk region exceeds 1200 km. The main railway junctions are Vitebsk, Orsha and Polotsk. International railways connecting Russia with Ukraine, Poland, Lithuania pass through the territory of the region.

Vitebsk region is a developed industrial region of Belarus. More than 23 % of the working population is employed in industrial enterprises. The main industrial centers are Vitebsk, Polotsk and Orsha. In Vitebsk there is a free economic zone "Vitebsk".

Vitebsk is the birthplace of the famous international art festival "Slavic Bazaar in Vitebsk."

An integral part of tourism is nature, as well as the attractions of the region.

The tourism sector of the Vitebsk region includes [4]:

- more than 3 thousand monuments of archeology, architecture, history, art and culture, about 1000 are listed in the list of historical and cultural values of the Republic of Belarus.
- more than 100 sanatorium-resort and health-improving organizations: 9 motels, 3 student sanatoriums, 2 health centers, 29 recreation centers and others.
- more than 600 estates hospitably welcome tourists from different countries.
- more than 300 objects, 200 natural monuments, 88 reserves, 2 national parks and the only Berezinsky Biosphere Reserve in Belarus.

In the region, work is underway to develop the tourism industry, aimed at improving the

infrastructure, service and promoting tourism products on foreign service markets. A number of tourist activities (festivals, holidays, competitions), both traditional and new, have been held. More and more foreign visitors come to participate in them every year. Vitebsk region ranks second in the ranking of regions in terms of the number of agroecotourism entities. Video films were created about cities and regions of the region, where their tourism potential is also reflected [4].

The results of tourism in the Vitebsk region can be seen in the following table [5]

**Table 1 – Analysis of Tourism in the Vitebsk region at the end of 2018**

<b>Carried out tourism activities</b>	<b>157 organizations</b>
whose services were used by	197.9 thousand organized tourists and excursionists
the number of organized tourists and excursionists who visited the Republic of Belarus and served by tourist organizations of the Vitebsk region is	37.6 thousand people
provided services of	105 hotels and similar accommodation facilities
functioned in the region in 2018	109 sanatorium-resort and health-improving organizations
carried out activities of	480 subjects of agroecotourism

Source: developed by the author

Recently, in Belarus, the issue of branding of entire cities and regions has become relevant. Experience shows that regions in which management understands the importance of branding and the principles of its construction receive great interest from partners and investors, provided that the brand has an objective, positive color. Every aspect of the city's life - from the cleanliness of the streets to the work of enterprises and the mood of their employees - affects the formation of the city's brand, even if we don't.

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