

A legal basis is needed to the possibility of investing the university in a student start-up and also for the possibility of independent development of a start-up; possibility of co-investment.

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BRANDING OF TERRITORIES AS AN ELEMENT OF REGIONAL MARKETING

БРЕНДИНГ ТЕРРИТОРИЙ КАК ЭЛЕМЕНТ РЕГИОНАЛЬНОГО МАРКЕТИНГА

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Abstract. In the article the problems of regional marketing and branding are considered. In this connection, in the modern world any country competes with another country for attracting the population, tourists, investors, etc. In the context of globalization, this led to the fact that the development of marketing territory, the brand of the state itself comes to the fore along with many important goals and tasks of the state. The purpose of the article is to reveal the notion of territory branding. Problems of branding of territories in the Republic of Belarus. Topicality is expressed in the fact that more countries and cities around the world are purposefully engaged in marketing their territories and regions, forming their own brands that determine the investment and tourist attraction for the area. Therefore, the development of branding of territories is very important.

Аннотация. В статье рассмотрена проблематика регионального маркетинга и брендинга. В этой связи в современном мире любая страна конкурирует с другой страной за привлечение населения, туристов, инвесторов и т.п. В условиях глобализации это привело к тому, что развитие маркетинга территории, бренда самого государства выходит на первый план

наряду со многими важными целями и задачами государства. Целью статьи является раскрытие понятия брендинг территорий. Задачи анализ брендинга территорий в Республике Беларусь. Актуальность выражается в том, что все больше стран и городов по всему миру целенаправленно занимаются маркетингом своих территорий и регионов, формируя собственные бренды, которые обуславливают инвестиционную и туристскую привлекательность для местности. Поэтому развитие брендинга территорий является очень важным.

The process of marketing and branding of cities and countries is inevitable, because this is one of the trends of globalization and competition of the world economy.

The country's reputation is not something detached and secondary, but a very important component of its overall "rating". Peculiar marketing of national scale. It should be noted that such leading countries as Canada, New Zealand, USA, France, South Africa, South Korea, Japan and many others are engaged in forming a positive image. The branding of territories includes the following:

Human potential. The most important wealth of any country is its people. The human potential is measured with the help of a general level of education and qualification of the workforce. But it also includes rather blurry concepts, such as the degree of hospitality, tolerance and friendliness.

Structure of power. In determining this concept, first of all, the degree of people's trust in power structures and their satisfaction with their work are taken into account. Public statements of the country's leaders on such fundamental issues as democracy, poverty, justice and the environment are also evaluated.

Export opportunities. Here, it is taken into account that a particular country can "offer the world." Goods and services produced in the country, and interest from other consumers are taken into account.

The cultural heritage unites achievements in the cultural sphere, including cinema, music, sports, literature and historical monuments.

Development of tourism. It is characterized by interest to the country from foreign tourists, ensuring their safety and an abundance of cultural and natural attractions.

Investment and immigration climate. They determine the extent to which the state attracts business and visitors from other countries in terms of studying, working and living.

Despite restrictions on the use of territorial marketing, Belarus is trying to increase exports, increase tourism attractiveness, search for investments, and brand Minsk and regional centers. All this reveals the urgency of considering issues of regional marketing and branding of Belarus and Belarusian cities.

There is no Republic of Belarus in the final report of Brand Finance for 2016, concerning the most expensive national brands in the world (Nation Brands 2016). In the first place the United States, then China, Germany. Russia is at 18th place, Ukraine – at 59th. [1].

Different countries have different approaches to improving the image, using the resources at their disposal. Thus, the main promising areas for the development of branding of the territory of the Republic of Belarus should be:

1. The initiative, both on the part of the population, and on the part of the state authorities. When implementing any activities related to the development of the branding strategy of the Republic of Belarus, the opinion of citizens should be taken into account. The Administration of the President of the Republic of Belarus, the Ministry of Foreign Affairs, the Ministry of Sport and Tourism, and the sectoral ministries should first of all work on the development of strategies on the part of the state.

3. Creation of large industry and regional associations and associations that would assume the function of positioning and promoting products produced in the country to the international market.

4. Development of the tourist and roadside industry, which allows increasing the flow of money to the country.

5. Creation of large industrial centers for saving material and non-material resources, as well as saving money for the development of logistics.

Thus, the world experience of regional marketing and branding of territories has already passed the first stage of its development, there were first mistakes and results. It's time for Belarusian cities and the country in general, using this experience, to develop their branding, branding, marketing strategies and attract talents, investments, tourists, increasing exports, increasing the efficiency of the Belarusian economy and the living standards of its population.

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DEVELOPMENT OF LIFELONG LEARNING IN VITEBSK STATE TECHNOLOGICAL UNIVERSITY

РАЗВИТИЕ НЕПРЕРЫВНОГО ОБРАЗОВАНИЯ В УЧРЕЖДЕНИИ ОБРАЗОВАНИЯ «ВИТЕБСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНОЛОГИЧЕСКИЙ УНИВЕРСИТЕТ»

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