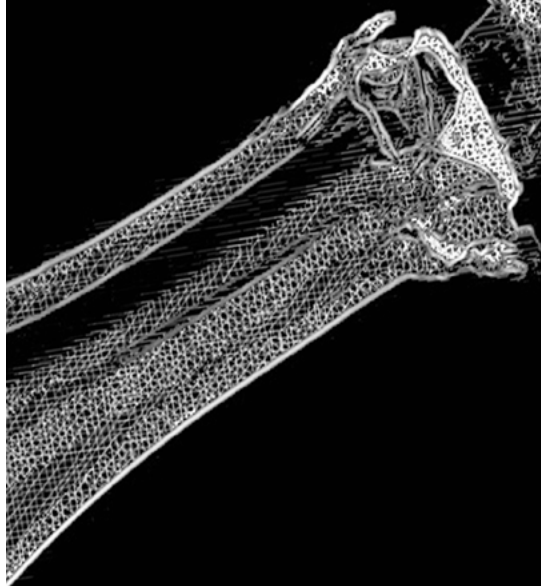


**Event Marketing As The
Instrument For Promotion
Of Territorial Brands
(On The Example Of The
Republic Of Tatarstan And
The Republic Of Udmurita.)**



EVENT MARKETING AS THE INSTRUMENT FOR PROMOTION OF TERRITORIAL BRANDS (ON THE EXAMPLE OF THE REPUBLIC OF TATARSTAN AND THE REPUBLIC OF UDMURITA)

MARKETING DE EVENTOS COMO EL INSTRUMENTO PARA LA PROMOCIÓN DE MARCAS TERRITORIALES (EN EL EJEMPLO DE LA REPÚBLICA DE TATARSTÁN Y LA REPÚBLICA DE UDMURITA)

ABSTRACT

In recent decades, there has been seen a rapid growth in the tourism industry represented in the number of destinations available to tourists. This is due to the active growth and development of world tourism. Despite the positive trend, there is a loss of individuality and identity of the territories. In other words, a tourist destination becomes easily replaceable. To prevent this, an integrated promotion of territories is necessary. So, one of the integrated tools is the event marketing. Events deserve the most attention when developing a campaign to promote locations, since a widely promoted event itself becomes a brand, which allows it to be widely used in the construction of a further location strategy. In the paper there is a conclusion that when developing event promotion of locations it is necessary to rely on the cultural identity of the territory.

KEYWORDS: Brand, Territory, Location, event marketing, cultural identity, destination

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RESUMEN

En las últimas décadas, se ha visto un rápido crecimiento en la industria del turismo representada en la cantidad de destinos disponibles para los turistas. Esto se debe al crecimiento y desarrollo activo del turismo mundial. A pesar de la tendencia positiva, existe una pérdida de individualidad e identidad de los territorios. En otras palabras, un destino turístico se vuelve fácilmente reemplazable. Para evitar esto, es necesaria una promoción integrada de territorios. Entonces, una de las herramientas integradas es el marketing de eventos. Los eventos merecen la mayor atención al desarrollar una campaña para promover ubicaciones, ya que un evento ampliamente promocionado se convierte en una marca, lo que le permite ser ampliamente utilizado en la construcción de una estrategia de ubicación adicional. En el documento se llega a la conclusión de que al desarrollar eventos de promoción de lugares es necesario confiar en la identidad cultural del territorio.

PALABRAS CLAVE: Marca, Territorio, Ubicación, marketing de eventos, identidad cultural, destino.

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INTRODUCTION

According to the United Nations Tourism Organization, there are more than 100,000 territorial units in Russia that compete daily. The number of world tourist destinations is thousands of times larger, with each tourist destination striving for self-preservation and development (Anholt and Hildreth, 2004).

In this regard, the role of differentiation and individualization of territorial entities of an international, national and regional scale is growing. Each territory seeks to take advantageous positions in the struggle for financial, labor, investment resources, as well as tourist flows (Kavaratzis et al, 2015; Kavaratzis and Ashworth, 2005). Thus, the modern tourist market can be characterized as a competitive struggle between tourist centers. In order to maximize the benefits of a region's domestic tourism policy, including increasing the amount of financial expenditures, the survey on the influence of marketing (in particular, the event marketing) on developing the potential of a territorial brand becomes a priority for local administrative structures.

METHODS

System analysis made it possible to decompose the notion of event marketing into components and clarify its essential characteristics. Functional analysis of the geo-branding concepts allowed the main ways of its realization to determine (Moilanen and Rainisto, 2008; Zenker et al, 2017). A comparative analysis of the implementation effectiveness for a set of measures to promote the territorial brand of Tatarstan and Udmurtia and a sociological survey made it possible to identify the main criteria for the effectiveness of promotion of territorial brands.

RESULTS AND DISCUSSION

The need of locations for their own brand and its promotion has recently become especially acute. Modern business development conditions, globalization and development of the information society require the territories to correctly build their positioning and be distinguished among many competitors.

Among other things, there has emerged a need to use all possible ways to attract consumers. In the struggle for the attention of the audience, it is not enough for territorial brands just to offer a quality tourist product, it is necessary to promote it qualitatively. One of the ways of promotion can be called event marketing.

The event marketing is a relatively new phenomenon in marketing, and there is no universal definition for marketing. Therefore, the theoretical substantiation of this concept becomes important. Defining the essence of event marketing, one cannot but consider the basic approaches to the definition of marketing itself.

Thus, Philip Kotler defines marketing as "a social and managerial process through which individuals and groups of individuals meet their needs and demands by creating goods and consumer values and exchanging them" (Kotler et al, 2002). Accordingly, the purpose of marketing is to meet the needs of customers. So, the most important concepts of marketing are the needs, demands and requests of a person". This definition well describes the essence of marketing, but does not fully disclose it.

Here is another interesting definition of marketing, which was given in 1973 by John A. Howard of Columbia University. Marketing is a process consisting of: "(1) determining the needs of a buyer, (2) understanding these needs in terms of the organization's production capabilities, (3) bringing this understanding to the relevant persons in the organization having the right to make decisions, (4) comprehending expected consequences from the point of view of previously defined customer needs and (5) bringing this concept to customers" (Rice and Trout, 2006).

Other authors, in particular K. Gronros, consider marketing as a communication system. "Marketing is called upon to establish,

maintain and strengthen relations with consumers and with other partners on the basis of the mutual benefits of all parties involved in the process. This goal is ensured by mutual exchange and fulfillment of obligations" (Baker, 2002).

By combining those two concepts, event and marketing, we can consider event marketing as a set of events organized to promote brands through mass, creating "wow effect" of the original events.

Feature of event marketing is that it is focused on interaction with the audience and involves a personalized approach to the target audience. Unlike traditional methods of promotion, which impose information on a consumer and force one to purchase a particular product, event marketing allows an opinion to form about a product or brand after direct contact. Accordingly, the main task in the development of an event, the goal of which is to promote a territorial brand, is to create a favorable environment, to evoke the emotions of involvement of the target audience in the promoted territorial brand.

The success of special events in brand promotion is related to the fact that they are relevant to significant changes in the demand for entertainment events. They are short-term, easily accessible, and quite flexible in terms of time and offer recreation options for an audience of all ages.

To date, the world has many territorial entities, namely, cities that specialize in recreational activities and get by on their earnings from them: cinematographic festivals in Berlin and Cannes, "Cannes lions", February carnivals in Venice. While some events help attract a certain audience of potential consumers, others unite tourists and residents of the territory. A special niche here is occupied by sporting events. For example, the following events were held in Tatarstan: the 2013 Summer Universiade, the FINA World Championships in Water Sports, the European Badminton Championship, the 2018 FIFA World Cup and the Confederations Cup football matches, All-Russian sports competitions and other events. Carrying out of events of this level allows Kazan to form the brand of the sports capital of Russia, as well as to attract tourists and investments, to raise its status and to provide a mention of the

region in the international information field, what guarantees recognizability of the territory.

Large-scale global events give the territories an opportunity to promote and enhance their touristic attractiveness. However, such measures produce a short-term effect if are not provided for in the long-term strategy related to the current social and economic situation and basic values. These events should also be supported by residents of the location. Even not very large cities and, moreover, the villages today use the tools of event marketing, organizing their festivals. Events can correspond to the brand of the city and provide economic profit and investment for the city, and promote the creation of the image of the territory through their media coverage.

The effect after an event is achieved if the event marketing is organized correctly, and if the target audience corresponding to the event is selected. With the help of competently conducted event marketing, you cannot only strengthen the influence and brand awareness, but also make the event a brand.

Carrying out an analysis of territorial brands such as the Republic of Tatarstan, the Republic of Udmurtia, we came to the conclusion that the effectiveness of event marketing will depend on such characteristics as cultural identity. This characteristic should be taken into account in the development of their territorial brands and their promotion with the help of such tools as event marketing.

Today, many regions of the Russian Federation are in the search for positioning the image of the territory. So, for example, in the territory of Udmurtia the target program "Development of internal and incoming tourism of the Udmurt Republic for 2012-2018" is being implemented. The main objective of this program is to combine state, investment, and information resources with the aim of forming a sustainable touristic image of the region and its promotion. As a result of the implementation of the tourism development program in Udmurtia, the region participates in Russian and international exhibitions and develops PR and advertising companies. Annually a contest for the best brand in the Republic of Udmurtia is held in the region. This suggests that the region seeks to evade

the military oriented brand. In addition, this shows that the region, namely the image developers have not chosen a new “object” as the basis for the image and they are in the search stage.

In October 2016 the All-Russian Center for the Study of Public Opinion conducted a survey “Youth and its nationality.” According to the results of the study, it turned out that about 48% of the population of Udmurtia at the age of 15-20 years could not name 10 different cultural places of the region. Only 12% percent were able to answer correctly questions on the history of the Udmurt Republic. The survey involved 2,946 people, 74% of the respondents indicated in the questionnaire that they are representatives of the Udmurt people. At the same time, 32% of Udmurt respondents admitted that they do not know their native language (Sociological study of the All-Russian Center for the Study of Public Opinion “Youth and its Nationality”, 2017).

In our opinion, the task of cultural education of the population, its introduction to the historical and cultural heritage of Udmurtia, must be paramount in this situation.

A similar survey was conducted in the Republic of Tatarstan. More than 6,500 students of the Kazan (Privolzhsky) Federal University took part in the survey. According to the results of the survey, the following regularity was revealed: Tatar speakers are, to a large extent, representatives of rural settlements, rather than townspeople. When asked about the Tatar cultural figures, 97% of the students named the writer Gabdulla Tukaya, the poet Musa Jalil, the choreographer Rudolf Nuriyev, the opera singer Feodor Chaliapin. Less than 2% of the respondents named composer N.G. Zhiganov, artist I. Shishkin. More than 95% answered correctly the questions about the cultural and historical values of the Republic of Tatarstan (Sociological study of the All-Russian Center for the Study of Public Opinion “Tatarstan’s Youth Policy”, 2017).

Fruitful work on the image of Tatarstan began in 2005 in preparation for the celebration of the millennium of the city of Kazan. Then the work continued on the eve of the preparation for the presentation of Kazan as a venue for the Summer Universiade 2013 - XXVII International Summer Student-Youth Sports Competitions.

In the middle of the 2000s, the leadership of the Republic of Tatarstan decided to develop the tourism industry in the region. The goal is to form a tourist product on the basis of the cultural and centuries-old historical heritage of Tatarstan. The idea of developing the infrastructure of Kazan as a center of the cultural environment of the region and municipal districts was embodied as part of the program to popularize Tatarstan among tourists.

In addition to improvement and infrastructure development, much attention is paid to Tatarstan’s own brand. It should be noted that the formation of the image of the territory in the consciousness of the external audience should be coupled with the internal perception of the territory by the local population. Tatarstan, like the other national republics of Russia, has a multiethnic population with a special ethnics and cultural eclecticism. It is impossible to create a balanced, harmonious image without resorting to the cultural identity of the region. Tatarstan has conducted a large internal political work to unite the population around the cultural identity of the Tatarstanians. This became one of the key moments in the modern brand of the Republic of Tatarstan.

To date, Tatarstan has two brands. The first was developed in 2014 and is called “The Legacy of Tatarstan”. A few years later a second brand “Visit Tatarstan” appeared.

According to the concept, the tourism development program “Visit Tatarstan” and work to promote Tatarstan as a tourist product is divided into external and internal directions. External activities include the formation of effective communication between representatives of the tourist destination and potential visitors, as well as the implementation of a set of marketing activities. This is possible, since specialists carry out planned marketing and research work in the field of promotion and establishment of relationships between business representatives, as well as between consumers and businessmen. Partner marketing projects arise and are being implemented within the framework of external work.

An essential advantage of this concept is its global nature. “Visit Tatarstan” has a long-term perspective and covers all segments of the tourism industry in the region, including related industries. The main mission of the

"Visit Tatarstan" program is to preserve the identity and cultural identity of the territorial community of Tatarstan.

Content analysis of the media field of the Udmurt Republic conducted revealed the following factors of recognizability for the image of the territory:

- Designer and gunsmith M.T. Kalashnikov.
- Composer P.I. Tchaikovsky.
- Skier G.A. Kulakova.
- Writer N.A. Durova

The cultural policy of the Udmurt Republic aims to enclose the traditional culture of the indigenous people of the region in a brand. The following mass celebrations are held to strengthen the ethno-cultural component of the Udmurt people:

- "Gerber"
- "Semyk"
- All-Russian Folklore Festival of Finno-Ugric Peoples "Vorshud"
- International Buran Festival of Folk Culture
- International Finno-Ugric Festival of Youth Ethnic Culture "Palezian".

One of the most visited and widely publicized in regional media was the festival "Harmony in Diversity". The first festival took place in 2015. Within the framework of the festival there was an exhibition site "Hospitable Udmurtia", an open national Udmurt cuisine, an exhibition stand of children's drawings on the theme "My Udmurtia", a costume photo shoot, and an exhibition of folk crafts. The next year the festival was repeated. If in the first year of the festival, it had a youth-student nature and was organized at the expense of public organizations and private investors, in 2016 the event received the official status of the festival.

However, despite the seeming popularity of the festival "Hospitable Udmurtia" against the background of other events held in the region, the effect of the festival is not fixed. In

the Udmurt Republic, there is no strategy for maintaining the cultural identity of the peoples living in the region. The authorities of the region pursue the goals of increasing the tourist flow, attracting investors, but do not form targeted programs for the development of cultural landmarks of the local population.

SUMMARY

Thus, it can be concluded that when carrying out mass events on a territory, the central place should be occupied by the brand of the city, the events should promote the creation of the image of the territory by means of information coverage in the media. The effectiveness of an event depends on the right allocation of the target audience, the choice of communication channels, the timing of the event, organization and coordinated work on its conduct. At the same time, it should be borne in mind that promotion of the brand in the external environment is possible if the perception of the brand of the territory by its residents is favorable.


In the context of the promotion of the territory, cultural identity becomes an invaluable resource for shaping the image of the region, i.e. attractiveness of the territory.

CONCLUSION

The role of the event marketing in the activation of the promotion of territorial brands is extremely important: events can be perceived as interesting festive events for the audience and provide a positive attitude to the territory. In addition, a well-promoted successful event itself turns into a brand, which makes it possible to actively exploit it when building further from the strategy of territory promotion.

Currently, there is a variety of marketing tools used to promote the territory. It includes not only advertising and PR campaigns, but also tools to stimulate sales, direct marketing, Internet promotion and product placement. In this case, event marketing can use integrated mass communications, rather than separate disparate marketing tools. This concept allows marketing message to potential tourists to communicate by using different sources. In addition, integrated marketing communications unite all resources with one common goal.

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