

The Analysis of Content of Territorial Brands of Kazan and the Republic of Tatarstan

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Abstract

The article considers the features of development of territorial branding in the city of Kazan and in the Republic of Tatarstan. The stages of creation of brands of Kazan, Sviyazhsk and Bolgar, as well as the brands of the Republic of Tatarstan "Heritage of Tatarstan" and "Visit Tatarstan" are researched. The main components of the brand "Heritage of Tatarstan" have been identified and described. The paper shows, that in order to improve the efficiency of territorial branding, the new brand "Visit Tatarstan" was created in the Republic of Tatarstan in 2016. It is designed to complement and strengthen the brand "Heritage of Tatarstan", which has already existed since 2014. The article reveals the most important tasks of the brand "Visit Tatarstan", and defines the features of its visual style. The implementation of the project involves two directions - external and internal. The first is based on the advertising program, the second combines all the components of tourism: souvenirs, national attractions and travel agencies. The role of territorial branding in the development of various types of tourism in the Republic of Tatarstan is shown. Thus, the article concludes that the formation of modern territorial brands can give a big return in the form of creation of effective tourist destination in the region. Moreover, this positive experience in the near future can be successfully used not only in the Republic of Tatarstan, but also in other regions of the Russian Federation.

Keywords: Territorial brand; Brands of the republic of tatarstan; Tourist destination.



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1. Introduction

Today, authorities are looking for ways to market cities, and in this context, Territorial branding is a valuable source for raising the economic, cultural, political and social value of cities. Territorial branding has become widespread in recent years, and marketing organizations and urban authorities have tended to expand branding. In territorial branding, a clear city identity is introduced for tourists, in other words, the Territorial brand of a city and region will be considered as a winning leaf for that city and region in the competitive world of tourism. The importance of Territorial brands is not limited to attracting tourists and capital, but they are a very powerful tool for preserving the identity of cities in a time when all cities are moving toward globalization.

For today, Kazan and the Republic of Tatarstan have done a great job in the creation of territorial brands. This was facilitated by a number of outstanding events.

On the one hand, these are the special events, dedicated to the celebration of round anniversaries from the date of foundation of large cities in the Republic of Tatarstan, such as Kazan and Yelabuga in 2005 and 2007. A few years before, significant archaeological excavations had been held on the territory of these cities. They proved, that the dates of foundation, adopted earlier, did not correspond to the truth, and the age of these cities was about 1,000 years (Eidelman and Fakhrutdinova, 2016a).

On the other hand, this is the running of numerous children's, youth and adult international competitions: the championships of Russia, Europe and the world in various sports, the Summer Universiade in 2013, and much more.

In addition, various cultural events are constantly held on the territory of the Republic of Tatarstan: Shalyapinsky and Nurievsky festivals, the International Festival of Muslim Cinema "Golden Minbar", Spasskaya Fair in the city of Yelabuga, the All-Russian festival of medieval battlefield "The Great Bolgar", as well as other local, regional and federal events (Bunakov *et al.*, 2017).

2. Methods

Territorial brands in the Republic began to be created quite a long time ago on the eve of Kazan's millennium celebration in 2005. At present, it can be stated, that in terms of quality and quantity of developed tourist brands, Tatarstan rightfully occupies one of the highest positions, not only among the regions of the Volga Federal District, but also among all the constituent entities of the Russian Federation.

All this is of particular importance in modern conditions, since the inter-regional competition is constantly increasing, and it is necessary to solve the problem of improving the tourist-recreational and investment attractiveness of the subjects of the Russian Federation (Eidelman and Fakhrutdinova, 2016b).

This was a qualitative research to examine the territorial brands of Kazan and Tatarstan. In order to achieve this goal, four main criteria were considered: brand value, their contribution to the increase of++ tourists, their contribution to creating employment and their contribution to cultural development. For each of these criteria, a checklist was set up based on background research and a library for each of these brands, and finally, based on the score obtained, a qualitative score for that brand Was considered.

3. Results and Discussion

At the moment, several brands have been developed in Tatarstan, which are widely known not only in the territory of the Republic, but also far beyond its borders. So, in particular, there are the brand of Kazan, 2 brands of Tatarstan, as well as brands of Sviyazhsk and the Great Bolgar. We describe in detail each of them.

After celebrating the 1000th anniversary of Kazan, the city managed to patent the title “Russia’s Third Capital”. The slogan “Kazan - Russia’s Third Capital” was used in the brand, created after this (Eidelman *et al.*, 2016b)

Figure-1. Brand of Kazan



Price:	is confidential
Logo:	word KAZAN
Slogan:	Kazan-Russia’s Third Capital

4 values were included in the content of Kazan brand: love, friendship, the merging of two cultures, a good attitude to each other. Kazan is a place where the traditions of the West and the East intersect. It is the intermingling of two cultures: Slavic and Turkic, two religions: Orthodox and Islam, two nations: Tatars and Russians. All this formed the basis for the development of visual solutions for the Kazan brand.

At the same time, the examples of billboards with the Kazan brand logo, booklets with various Kazan sightseeing tours and souvenirs were created.

Figure-2. Brand "Heritage of Tatarstan".



The first brand of Tatarstan was developed in 2014 and had the name “Heritage of Tatarstan”.

In the concept of the brand "Heritage of Tatarstan" 10 main components were used:

- speed;
- endurance;
- dignity;
- curiosity;
- flair;
- tradition;
- art;
- unity;
- perseverance;
- purposefulness.

Each of these qualities is visually represented as the element of style. For example, speed is symbolized by the image of a horse, endurance - is the kurash wrestler, and dignity - is the winged panther. Put together, they form an arrow, which personifies the cultural wealth of the region and its continuous development and movement forward (Eidelman *et al.*, 2016a).

In the course of further work on the creation of republican brands in Tatarstan, new brand was created in 2016. He was named "Visit Tatarstan". The main idea of this brand is that Tatarstan should sell tourists not a landmark, not an intersection of the East and the West, and, therefore, not specific products - but an atmosphere of wealth and contentment, a feeling of richness. Hence the formula of the project: "Tatarstan – is 1001 pleasure".

The implementation of the project involves two directions - external and internal. The first is based on the advertising program, the second combines all the components of tourism: souvenirs, national attractions, travel agencies, etc (Eidelman *et al.*, 2016a)

The main objectives of the brand "Visit Tatarstan" are the following:

- to increase the level of income and the quality of life of residents of the Republic of Tatarstan;
- to create an attractive image of the Republic of Tatarstan in the public consciousness, both within the region and beyond its borders;
- to improve the tourist and recreational attractiveness of the Republic of Tatarstan, through the promotion and implementation of a comprehensive marketing and communication strategy;
- to raise the prestige of tourism industry in the Republic and to make it one of the leading, along with oil production, petrochemistry, mechanical engineering and agriculture;
- to solve the problem of unemployment, by increasing engagement in the sphere of tourism and entertainment, with the help of persons with specialized education.

In addition, it should be noted, that the creation of brand "Visit Tatarstan" is not a goal in itself or someone's whim. It is determined by the urgent need to develop the region as an independent, original and attractive tourist destination, not only at the local or regional levels, but also throughout the country. All this significantly strengthens its position in the inter-regional competition in the all-Russian market. The flows of tourists, which are increasing every year, and the people, who come from the most remote parts of the world, convincingly prove the correctness of this approach, and orient to continue the work in this direction, especially in the municipal districts of the Republic of Tatarstan (Gabbrakmanov *et al.*, 2014).

The content of the brand "Visit Tatarstan" can be divided into three main components:

- values;
- nature;
- the principles of style.

So, **the main values** include:

- abundance;
- security;
- attention.

In the new brand, **the nature** can be characterized as:

- rich;
- flexible;
- complicated;
- active;
- harmonious.

The principles of style of this brand involve:

- fullness of space;
- fractality;
- composing;
- variety of colors and shapes.

Graphically, the brand "Visit Tatarstan" is as follows (Figure 3).

Figure-3. Brand "Visit Tatarstan".



At the same time, the open gates, resembling the gates of Syuyumbike tower, symbolize, first of all, the openness of Tatarstan, the desire to invite as many tourists from different countries, as possible, and adequately perceive new progressive ideas from around the world (Bunakov *et al.*, 2018).

4. Summary

Consequently, it can be stated that the brand “Visit Tatarstan” is primarily aimed at the development of tourism and entertainment in the region, and also contributes to the formation of an adequate image of Tatarstan for numerous guests, coming to the Republic from all over the world. Currently, this brand is actively used in the internal materials of the State Committee for Tourism, as well as for the promotion at international and national tourist exhibitions. Moreover, this brand has become the hallmark of the region, due to which it is recognized not only by the residents of the Russian Federation, but also far beyond its borders.

Figure-4. The components of the brand "Visit Tatarstan"



The presentation of the official tourist brands "Great Bolgar" and "Island-town Sviyazhsk" was held on November 16, 2016 at the hotel “Relita-Kazan”. These brands were created as a part of the implementation of the Visit Tatarstan program, aimed at promotion of tourist opportunities of the Republic, and at the further development of tourism industry in Tatarstan (Bagautdinova *et al.*, 2012).

The purposes of tourist brand creation were the following:

- to increase the attractiveness of the island-town Sviyazhsk for Russian and foreign tourists;
- to improve the recognition of the island-town Sviyazhsk as a tourist destination;
- to facilitate the creation of advertising and souvenir products for interested organizations.

Figure-5. Brand of the island-town Sviyazhsk



At the heart of the brand Sviyazhsk is a huge fish, swinging on the water. There is a fabulous city with domes of churches under bright sunshine on the back of the fish. The fish is also a symbol of Christ, carrying the sacrament. Therefore, the image of fish is used on the logo of the museum-reserve of Sviyazhsk and on the tourist logo of the island-town Sviyazhsk.

The source of inspiration for the style of the brand "Great Bolgar" is Tatar national jewelry - chulpy. The main materials for their manufacture were silver and gold. Jewelry was encrusted with precious and semiprecious stones: topazes and amethysts, turquoise and cornelians, aquamarines and crystal. They were extremely diverse in form, material and technique of manufacture, in their decorations and methods of wearing.

Figure-6. Brand "Great Bolgar"



The creation of brands "Great Bolgar" and "Island-town Sviyazhsk" will contribute to the further development of domestic infrastructure, and the promotion of cities Sviyazhsk and Bolgar as powerful tourist centers in the territory of the Republic of Tatarstan.

5. Conclusions

Thus, from all of the above it can be concluded, that the formation of modern territorial brands can give a big return in the form of creation of effective tourist destination in the region. Moreover, this positive experience in the near future can be successfully used not only in Tatarstan, but also in other regions of the Russian Federation. Taking into account the role and importance of inbound tourism at the present time, and its impact on the development of regional economy, the increasing attention should be paid to the formation and promotion of territorial brands.

The development of tourism in the Republic of Tatarstan will create a stable and significant flow of resources, both in the private and public sectors. It will contribute to the development of individual territories of Tatarstan and the creation of new jobs, as well as further integration of the Republic into the global cultural and economic space, as a unique cultural and social unit.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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