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## **TERRITORIAL BRANDING AS A FACTOR IN THE SOCIO-ECONOMIC DEVELOPMENT OF THE REGION**

### **Территориальный брендинг как фактор социально-экономического развития региона**

Currently, a brand can be considered not only a product, service or person, but also a territory. The main task of a brand is to create a positive image in the mind of the consumer and increase the level of recognition among others. Territorial branding is the process of creating and promoting a unique image of a certain geographical territory, such as a separate city, region or an entire region. The creation and implementation of a territorial brand allows you to enhance and promote the unique image of a geographic area, which in turn becomes attractive to residents, entrepreneurs, tourists and investors. As part of the achievement of objectives of the state program “Hospitable Belarus” to promote the tourism potential of the Republic of Belarus in the domestic and foreign tourism markets, it is advisable to create tourism brands of territories. For a practical study of the problems of territorial branding, it was decided to explore the possibility of creating a brand for the city of Kopyl [1].

Kopyl is one of the oldest cities in Belarus. The year of foundation is considered to be the first written mention of the city of Kopyl – 1006. The city is the birthplace of many Belarusian writers and artists. Kopyl district is the only district of the Minsk region where more than 40 objects included in the list of historical and cultural values are located [2].

At the first stage of developing the brand of the city of Kopyl and the Kopyl region, desk and field studies were carried out. As a result of studies of the surrounding areas of Kopyl, rich in architectural monuments and attractions, the following sources of tourist attractiveness of the region were identified: Castle Hill, Writers Alley, Carol kings.

Castle Hill is located at the confluence of two rivers: Mazhi and Kamenka and is almost a regular ellipse in shape. Its upper part is cup-shaped, gradually descending towards the center. In ancient times, the Kopyl Castle stood on it, and before it, an ancient settlement [3].

Writers' Alley was built in a park in the center of Kopyl. 17 interactive benches in the form of letters were installed here with information about writers (more than 50 names and surnames) who were born and worked in the Kopyl region [4].

The Semezhevo ritual “Carol Kings” is a historical and cultural value of Belarus and has been included in the UNESCO List of Intangible Cultural Heritage since 2009. The holiday includes caroling and elements of the folk play “Tsar Maximilian,” known since the beginning of the 18th century. “Carol Kings” is a vivid example of original Belarusian culture, with humor and imagination.

The picturesque landscapes of the city of Kopyl and the Kopyl region are fascinating, and historical information that has survived to this day makes tourists return here again and again.

The next stage in constructing a positioning strategy for the city of Kopyl and the Kopyl region is to determine the target audience. Kopyl and the Kopyl district have rich tourism potential and may be of interest to a diverse target audience:

1. History and Art Amateurs: City, history and cultural excursions may be of interest to tourists who want to learn more about local attractions. Tours of museums and exhibitions will be of interest to those interested in art and culture.

2. Photography People: Photography-oriented excursions can attract people who want to capture beauty and interesting moments.

To stimulate interest in traveling to the Kopyl region, brand promotion strategies are currently being developed based on the selected target audience. Creating a brand for the city of Kopyl and the Kopyl district will increase the involvement of the local population in the development of the area, increase its economic attractiveness and, as a result, improve the level and quality of life of the population.

## References

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