

The Territory Image Assessment with Reference to Its Tourism Attractiveness

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Abstract. The paper investigates approaches to assessing the image of the territory in connection with its tourism attractiveness. Analysis of some marketing, sociological, and cultural approaches for assessing the image of the territory was carried out. The authors propose to use a comprehensive methodology for assessing the image of the territory, including the analysis of documents, publications, myths, and legends about the territory; a set of indices and ratings characterizing various aspects of the attractiveness of the territory; a survey in the form of questionnaires and interviews; swot-analysis of factors affecting the formation of the territory's image; positioning of the territory.

In the practical part of the paper, the results of a study of the image and tourism attractiveness of Novonezhinsky rural settlement, Shkotovsky district of Primorsky Krai is presented. It is established that the territory has attractive image characteristics and high tourism potential, which are primarily associated with its rich natural and geographical resources. However, the image of the Novonezhinsky settlement as a whole can be regarded as "weak", due to the lack of recognition of certain sights of the territory by potential consumers and also, the lack of image policy and marketing strategy to promote the advantages of the territory in the information space. The paper proposes ways to improve the image of the territory by means of increasing its tourism attractiveness through the development of gastronomic tourism, gatherings, and events (festivals, forums, eco-quests, etc.), storytelling.

1. Introduction

The theory and practice of territory image-making are actively developing today. The relevance of the problem of creating a positive image of a territory is associated with the need to compete for the favorable attention of various groups of stakeholders (tourists, investors, those who live in the territory and other groups), to attract the target audience. In modern scientific literature, experts talk about a territory's attractiveness to consumers. Since the territories have different levels of attractiveness, there is a need to compare the image and attractiveness of several territories in order to assess them. In this paper, the image assessment is considered in the context of the territory's tourism attractiveness, which can contribute to the activation of domestic tourism in the region and attract foreign tourists.

The object of this study is to assess the image of a territory. The scientific novelty of the work is associated with the formation of a set of assessment tools and determining the structure of the image characteristics of rural regions.

The search for tools for assessing the image of a territory is an important task in the practice of modern image-making.

Analysis of the literature shows that one of the urgent problems of assessing the image of the territory is the fact that some authors confuse the concept of "image" with the concept of "brand", while the most authoritative researchers, especially from the standpoint of marketing (E.A. Petrova, A.P. Pankrukhin, M.L. Bacherikova, etc.), insist on the distinction between these concepts. Brand, as an economic category, can be quantified, while an image is described by qualitative characteristics, which in the process of promoting a territory can act as the image.

Depending on the purpose of the work and the methodology of research in the theory of image-making, it is possible to allocate three basic approaches for the estimation of the image and tourism attractiveness of a territory.

The most common marketing approach is presented by O.N. Barsukova, E.O. Ushakova, E.I. Charushina, M.L. Bacherikova, E.I. Yuvanov, and other authors. In these works, different methods of calculating indices as marketing tools of evaluation have been created. Based on indices, it is possible to create ratings that allow the comparison of different territories on a certain set of criteria.

In the works of I.N. Melnik and P.O. Ermolaeva, a sociological approach to assessing the image of the territory was used; they offer different forms of survey.

From the perspective of a cultural approach Ya.E. Sotnikova, G.G. Pocheptsov and other authors, when comparing territories, use criteria such as associations, the presence of myths and legends about the territory, and their emotional evaluation.

T.N. Gordeeva speaks about the need for a comprehensive approach to image assessment. In her study, a comprehensive approach is associated with an attempt to assess all aspects of the image of a territory. Sociological methods are used as evaluation tools.

The authors of this study consider one aspect of the territory's image – its tourism attractiveness. To assess this aspect, they use a comprehensive approach which includes marketing tools, sociological methods, and cultural techniques.

2. Stating the problem

2.1. The goal of the study

The aim of the study is the assessment of the external image of Novonezhinsky rural settlement, Shkotovsky district, Primorsky Krai by potential consumers of the territory – tourists.

2.2. Objectives

- identify existing approaches to assessing the image of a territory, the definition of the terms "image" and "attractiveness";
- propose an algorithm and tools for assessing the image of the territory;
- test the proposed estimation algorithm of the image of the territory and its tourism attractiveness using Novonezhinsky rural settlement in Primorsky Krai as an example;
- develop recommendations for improving the image of the territory.

3. Theoretical part

The search for approaches to assessing the image of the territory in connection with its tourism attractiveness makes it necessary to compare the concepts of "image", "attractiveness" and "tourist attraction".

Considering the various definitions of the concept of "image", we can distinguish some of its features:

- It's a stereotype or representation formed in the consciousness of the mass (G. G. Pocheptsov, E. A. Petrova, I. V. Grinev, O. P. Gorbushina);
- Image is subjective, the image of the subject relative to the object is composed in the form of opinions (A. P. Pankrukhin, A. Yu. Panasyuk, Y. G. Wesneski);

- Image is formed both on a conscious and subconscious level (A. Yu. Panasyuk, D. P. Gavra);
- Image has a symbolic structure (E. B. Perelygina, I. A. Fedorov);
- Image is a complex phenomenon (E.A. Petrova, A.A. Pankrukhin);
- Image is functional. It is created or used for a specific purpose. (G.G. Pocheptsov, D.P. Gavra)
- Image, unlike brand, cannot be measured but can be described (A. P. Pankrukhin, B. Yu. Erdyneev)

- Image is flexible and needs to be maintained. (A. P. Pankrukhin)

Defining the concept “image of a territory”, A. P. Pankrukhin argues that “... the image of a territory is a set of emotional and rational ideas arising from the comparison of all the features of a territory, people's own experience and rumors that affect the creation of a certain image”. This highlights its multi-factorial, complex character [1].

E. A. Galumov believes that “the image of a territory is a complex of objective, interrelated characteristics of the state system (economic, geographical, national, cultural, demographic, etc.) formed in the process of the evolution of a country as a complex multi-factorial subsystem of the world order”. This also highlights its multi-factorial, complex character [2].

According to D. P. Gavra, the image of a state (country) should be understood as “...a set of relatively stable signs mediated and symbolically expressed, cognitively justified and emotionally colored opinions about the image of this state (country), its originality and specificity, which are formed in the minds of the target groups of the public” [3]. Thus, according to this author, the image of a territory is stereotyped and symbolic.

A. E. Kiryumin considers the image of a territory as “...the individual complex of associative representations, the core of which is the basic representation, correlated by an individual with the region”, that is, it distinguishes such features of the territory's image perception as stereotypical and subjective [4]. Also, this author believes that “the modern image of a territory is determined primarily by the quality of information work with target groups of consumers”.

An interesting interpretation by N. M. Starinschikova says that: “the image of a city can be defined as a psychologically formed impression of it, aimed at creating a positive attitude towards the city to increase the attractiveness of living in the city, attract economic resources and increase the gross urban product. Image is immaterial and is formed in the minds of people, acquiring a positive or negative opinion. As a result of strategic management, the image of a city becomes positive and clear” [5].

In formulating the requirements for a territory's image, many authors agree that it should have a bright personality and be adequate. The image of a territory cannot be static, unfashionable. It needs to constantly evolve and maintain the core recognizable image characteristics.

The structure of an image is distinguished between the external image and internal image. The internal image is the image of a territory, the government, and the administration for the population. External image is the image for external consumption – tourists and investors, that is, the external image consists of the investment and tourism attractiveness of a territory [6].

The tourism attractiveness of a territory can be considered as one of the components of a territory's image. A territory can be attractive or unattractive for both tourists and the local population, people choosing a new place of residence, investors, territories - potential partners.

N. V. Pershina and S. V. Ugryumova believe that the tourism attractiveness of a territory is a set of characteristics that contribute to the inflow of tourists to the territory, increase its popularity and form a high demand for its tourism services [7].

S. K. Volkov proposes to determine the tourism attractiveness of a territory as a set of visual, verbal and emotional characteristics that form the attitude of tourists to a particular territory. It is directly dependent on the number of attractions or photographed places. In his study, he refers to the theory of British sociologist John Urry's “tourist view”, which says that tourism involves a trip somewhere in search of visual impressions that a person does not get at home or work [8].

I. S. Glebova identifies four main groups of factors determining the tourism attractiveness of a territory: historical and cultural, natural, infrastructural, economic [9].

Studying the category “attractiveness of a territory”, many authors draw attention to the fact that it is necessary to distinguish between the concepts “potential” and “attractiveness” [10-12].

For example, I. V. Lugovaya notes that the attractiveness of a region is determined by its potential (a set of conditions/resources) and risks (the probability of not realizing the potential) and defines the tourism potential and tourism risk [11].

According to this author, the tourism potential is a set of natural, cultural, and human tourist resources; objects of the tourism industry (accommodation facilities, vehicles, trade organizations, catering, entertainment, health, sports and business centers); the level of hospitality; loyalty of the local population and subjects of economic activity; and the level of security.

Tourist risk is the probability of negative events that prevent the satisfaction of a tourist’s needs. The following risks, in particular, are possible: the probability of natural disasters; injury or deterioration of health; the impact of climatic features; actions of third parties or loss of wealth, etc.

Noting that sufficient tourism potential is necessary for the formation of the tourism attractiveness of a territory, most authors characterize and evaluate tourism attractiveness with the same indicators as tourism potential [7, 12].

Experts agree that since the tourism potential and tourism risk, as well as the volume of demand, can be measured quantitatively, we can talk about the level of the tourism attractiveness of a region. This level shows how highly different groups of respondents and, most of all tourists, appreciate the territory [7,11].

In choosing approaches to assess the image of a territory, the authors of this article agree with the opinion of E. I. Charushina which states that the image and attractiveness of a territory are close concepts [13], and also the position of A. P. Pankrukhin that the image of a territory cannot be measured quantitatively, but can be described.

In this paper, we propose to assess image as a set of associations that arise in the target audience in the process of the perception and evaluation of a territory’s attractiveness. Based on subjective associations and objective facts, image characteristics that express the opinion (negative, positive, contradictory, etc.) of consumers of the territory are formed.

As part of the marketing approach, it was proposed to obtain data on the status and current development trends of territories with the help of indicators, indices, and ratings. In addition, in the process of analyzing the territory’s image, traditional marketing methods are used: SWOT analysis – the analysis of target markets and the positioning of territories.

This approach is actively developed by domestic and foreign researchers. An example of an image evaluation based on indices is the well-known method “Index of national brands” by S.Anholt [14,15] and the index of the level of clients’ loyalty NPS (Net Promoter Score) by F. Reichheld, which E. I. Charushina proposes to use to assess the attractiveness of a territory [13].

In the paper of M. L. Bacherikova, foreign research carried out based on a marketing approach to assessing the image of several cities, such as London, Milan, Beijing, Shanghai, based on indices was reviewed. The author proposes his evaluation model based on the index of compliance of the image of a territory with the “ideal point” – the needs of consumers in the product of the territorial [16].

E. I. Juvonen and J. D. Schmidt use an integral estimation for the rating of the recreational and tourist attractiveness of territories in Primorskiy Krai. [17].

They propose to evaluate 16 indicators, four in each of the following four areas:

- transport accessibility;
- recreational and tourism infrastructure;
- natural and ecological attractiveness;
- the level of the socio-economic development of the territory.

In Russia, since 2015, the national tourism rating has been calculated to assess the tourism attractiveness of its territories. The methodology of the national tourism rating includes 10 criteria, each of which is evaluated on a 10-point scale [18].

SWOT analysis to assess the tourist (recreational) potential of the Khasan district of Primorsky Krai was used by L. N. Derkacheva, A. V. Sinacheva, A. B. Kosolapov. Analysis of the strengths and

weaknesses of the territory can be considered as an analysis of the positive and negative image characteristics of a territory [19].

As part of the sociological approach, the most common methods of image assessment are a survey, included observation, and analysis of documents (content- and intent-analysis) [20,21].

Using a cultural approach to assessing the image of a territory, researchers rely on the mythological component, which is important from the point of view of forming a legend about a territory and identifying significant archetypes that help in its recognition. In assessing the image of a territory, this is the associative perception by the target audience associated with a given place. Cultural heritage sites are also a major indicator in assessing the image of a territory. The cultural and historical potential of a territory contribute to the formation of a unique and positive image, which increases the recognition of the territory [22,23].

Most of the authors of the considered works note that to improve the accuracy of the assessment of a territory's image, it is advisable to conduct comprehensive studies using several independent and complementary techniques.

In this paper, the authors propose to use a comprehensive methodology to assess the image of a territory. This includes:

1. analysis of documents and publications on the territory in various sources;
2. a set of indices and ratings characterizing various aspects of a territory's attractiveness;
3. survey in the form of questionnaires and interviews;
4. SWOT-analysis of factors influencing the image of the territory;
5. positioning of the territory.

The results of such an assessment can be presented in the form of a list of qualitative characteristics (positive and negative image characteristics of the territory, or a graphical model of quantitative characteristics). To describe the results of assessing the current image of a territory, different image typologies can be used.

4. Practical part

In the work, an estimation of the image of Novonezhinsky rural settlement in Shkotovsky district, Primorsky Krai in the context of its tourism attractiveness was carried out.

In the first stage, the analysis of documents posted on the official websites of the administrations of Primorsky Krai and Novonezhinsky settlement, publications in the media and on social networks, and other sources of information was carried out.

The analysis of documents allowed to:

- get information about the image and tourism potential of the territory;
- evaluate on the internet the interest in the territory as a place of relaxation;
- evaluate the promotion of the region's image in the information space.

The rural settlement is composed of five villages: Novonezhino, Anisimovka, Lukyanovna, the village of Rozhdestvenka, and the village with railway line "53rd km". The administrative center of the settlement is the village Novonezhino. The population of the rural settlement as of 01.01.2019 according to Primorskstat amounted to 3246 people. The population density in the municipal district is 8.2 people per square meter. The quality of the roads can provide transport accessibility in the territory for tourists.

The territory of the rural settlement Novonezhinsky is made up of 72% forest and attracts tourists with its beautiful landscapes and rich flora and fauna. There are popular tourist sites on the territory of the settlement: Livadia mountains (Pidan), Litovka (Falaza), Misty (Great Sparrow Ridge), Smolny waterfalls, ski slopes, recreation centers, children's summer camps, etc. Regional sports and tourist competitions are held in the vicinity of the settlements.

Via the internet, interest in the region as a place of relaxation was estimated by the number of questions on the search engine Yandex (<https://wordstat.yandex.ru>) according to the keywords: "Relax in + the name of the tourist object". The tool enables to perform data analysis over a period of 24

months, thus enabling to rate the dynamics and direction of the interest of potential tourists in the territory over two years.

Thus, the greatest points of interest in the territory of Novonezhinsky rural settlements are the villages of Anisimovka and Lukyanovka, where the main tourist sites are located.

The indicator “Promotion of the image of the territory in the information space” was evaluated according to the following parameters:

- the number of publications in the media;
- the number of publications on social networks (Instagram, YouTube, VK)

Also, the nature of image-forming information about the territory was considered in the publications. In the mass media of Primorsky Krai from 2009 to 2019, a total of 18 publications about the Novonezhino rural settlement were published. 11 publications carry negative image-forming information about the territory, most of which are related to the problems of housing and communal services, accidents, conflicts, and the inattention of regional and local authorities to the territory; these publications form a negative impression about the Novonezhino. 7 publications give a positive impression of the territory in connection with sports and cultural events. The most positive image is formed relative to the village Lukyanovka.

A small number of publications (18 articles in 10 years) suggest that the media does not pay enough attention to the territory, and the authorities of Novonezhinsky settlement are not engaged in purposefully and systematically forming the image of the territory.

In the second stage of the study, in the process of forming a set of ratings to characterize the image of rural areas, it was proposed to consider the ratings of the territories which form its external environment on a federal, regional, and district level.

The tourism attractiveness of Russia can be rated by the “Index of travel and tourism competitiveness” (The Travel & Tourism Competitiveness Index (TTCI)), which is formed by the organizers of the World Economic Forum in Davos and assesses the state of development of tourism in the countries of the world. In the ranking of countries in the TTCI, Russia takes the 45th place with an index of 4.08. A total of 141 countries participate in the ranking, thus, Russia does not have the image of a world leader in the field of tourism [24].

The image of the country's expensive tourism services which are of low quality negatively affect the image of Russia as a tourist destination. Industry experts note the positive impact of the World Cup 2018 on the image of Russia. An important factor for promoting the image of Russia in the world tourism market is the development of Russia's tourism brand.

The tourist attractiveness of Primorsky Krai is evaluated by the national tourist rating. In 2017, the region took 9th place (83.7 points), and in 2018 - 8th place (92.1 points) from 85 regions of the Russian Federation. This indicates a very high level of tourism attractiveness of Primorye, as it is considered a great success to be in the top 20 of the rating. In addition, Primorsky Krai shows a positive dynamic – moving up a level in the ranking.

For foreign tourists coming from neighboring Asian countries, such image characteristics of Primorsky Krai as “the most affordable opportunity to get acquainted with European culture” is important since it is expensive to go to Europe. Also, due to the conditions of crisis in the world economy, there is a global trend associated with the choice of cheaper tourism products. In this regard, one of the proposed (by experts of the Higher School of Economics) directions in creating the tourism brand of Primorye is “Europe in Asia”[25].

To assess the tourism attractiveness of the territories of Primorsky Krai, it is advisable to use the rankings generated by E. I. Juvonen. According to this study, the Shkotovsky district, which includes the Novonezhinsky rural settlement, ranks fifth among the 34 territories of Primorsky Krai and is second only to the cities of Vladivostok and Nakhodka and the districts of Khasan and Partisan in terms of tourism attractiveness.

In the third stage of the study, a survey in the form of a questionnaire was conducted in March and April 2019. Most of the questions in the questionnaire allowed multiple answers. 543 respondents from the population of the Russian Federation took part in the survey. Women accounted for 75% and

men 25% of the respondents. The age of the respondents ranged from 14 to 57 years, with the majority of respondents being between 17 and 30 years old. Most of the respondents live in Vladivostok, but the study presents all the cities and six rural areas of Primorsky Krai, as well as the cities of Khabarovsk, Moscow, and St. Petersburg.

It is established that the main problem of the image of Novonezhinsky is its weak recognition even though in the settlement, there are some of the most glorified tourist sights of Primorsky Krai – mountains Pidan and Falaza. According to the survey, 86% of respondents know about these tourist facilities; 66 % would like to conquer these peaks, 55% have already made such an ascent, but most of the respondents do not know that Pidan and Falaza, as well as Anisimovka and Lukyanovka, are on the territory of Novonezhinsky rural settlement.

The village Anisimovka is the most famous among the localities of the rural settlement Novonezhinsky: 56% of the respondents know about the existence of this village in connection with the popularity of the mountains Pidan and Falaza and Smolny waterfalls. Only 36% of the respondents know that the administrative center of the settlement is Novonezhino. Most of them have only heard the name of the village in passing or know that in this area there is a chance to go skydiving. 31% of the respondents know about the village Lukyanovka. Lukyanovka is known to them as a small village between Anisimovka and Novonezhino, where the recreation center and the road to the foot of the mountain Pidan begins. Also, one of the indicators of the “weak” image is the fact that even those who know the villages Anisimovka and Lukyanovka and the ski resort “Gribanovka” consider them to be competitors of Novonezhinsky rural settlement. They are unaware that the villages and the resort are located on the territory of the settlement Novonezhinsky.

According to the results of the study, 79.1% of the respondents need to go to a quiet place to relax from the bustling city. To the open question on what factors affect the choice of holiday destinations, 86% of the respondents answered that it is nature; 78% of the respondents would like to relax by the sea; 72% of tourists need fresh air and cleanliness, 70% - beautiful places; 56% prefer tranquility; 50% require developed infrastructure, and 25% of the potential consumers of the territory mentioned service.

More than half of the respondents would like to relax actively: 84% of the respondents would like to play volleyball on vacation; 75% - basketball; 56% - football, 38% - tennis. 71% of the potential consumers of tourism services are attracted by winter sports and entertainment such as skiing, snowboarding, and tubing; 56.8 % of the potential tourists expressed a desire to go hiking, i.e. climbing the mountains; 53.9% would like a parachute jump.

Motivations for visiting Novonezhinsky settlement are: waking up in the mountains (60%); active recreation at the Ski Lodge (58% of respondents); skydiving (48%); visiting Makhinskoe wineries (40%); visit the airfield (25%).

Respondents associate Novonezhinsky settlement with the colors green, blue and white, nature, mountains, fresh air, relaxation, freedom.

Respondents mention the following as competitors of the territory and its tourist facilities: Lazovsky and the Khasan district, the city of Nakhodka, Arsenyev, the Park “Shtikovskie ponds”, recreation center “Comet”.

At the final stage of the study, a SWOT-analysis of the image characteristics of the Novonezhinsky settlement was performed. The SWOT-analysis was based on the results of the previous stages of the territory’s image assessment. It is established that the possibility of Novonezhinsky is associated primarily with the development of recreational tourism (sports, cultural, entertainment, educational, gastronomy), under the condition of unification – a unified system of tourism services. There is a real opportunity to improve the image and attractiveness of the settlement based on the development and consistent implementation of an image and marketing policy of the territory.

In contrast to the possibilities, there are the following threats:

- competition from other territories and tourist facilities of Primorsky Krai and Shkotovsky district, actively pursuing an effective image policy;

- loss of tourism market shares due to the low quality of service for tourists at relatively high prices;
- pollution of tourism facilities with household garbage, loss of the image of a quiet, environmentally friendly place to relax from the bustle of the city;
- the negative attitude of residents who are not employed in the tourism industry to tourists.

Weaknesses of the image are:

- the rural settlement does not have enough recognition, as there is no image and marketing policy to promote tourism products on the market;
- dependence of tourist attraction on the season: the settlement has an image of a place you want to visit in winter because there are no sea beaches for summer holidays;
- dependence of tourism services on climatic conditions, primarily the quality of snow cover in winter;
- there is no systematic approach to the organization of service in the tourism industry
- lack of qualified specialists in enterprises due to unfavorable demographics processes;
- tourism facilities need reconstruction, not all of them meet the requirements of consumers;
- lack of interest of the local population in the development of domestic tourism;

Strengths of the image of Novonezhinsky rural settlement are:

- attractive, diverse natural and resource potential, availability of historical and cultural heritage;
- no polluting industries;
- good transport accessibility of the territory, the relative proximity to the regional center.
- availability of infrastructure for tennis, parachuting, aviation, mountain, and skiing;
- experience in organizing events that have a positive impact on increasing the tourism attractiveness

The settlement is located away from the Federal highway Vladivostok - Nakhodka, which can be both positive and negative image characteristics depending on the needs of the target audience. In the context of tourist attraction, it is a rather positive characteristic associated with privacy, silence, and lack of disturbance.

The image of Novonezhinsky settlement as a whole can be regarded as “weak” according to the classification of A. P. Pankrukhin due to the lack of recognition of the territory by potential users and the lack of a marketing strategy to promote the advantages of the territory in the information space.

The territory has attractive image characteristics and high tourism potential but is not able to transform them into competitive advantages. Some tourist objects of the Novonezhinsky settlement – mountains Pidan and Falaza, have a “too attractive” image as they are recognizably in demand for tourism. The high degree of popularity does not bring any dividends to the settlement and is associated with environmental problems and pollution from tourist activities.

In this paper, a variant of the description of the desired image of the territory is proposed: “Novonezhinskiy settlement is the most environmentally friendly and well-maintained rural territory of Primorsky Krai. It is conveniently located, fascinates with beautiful landscapes, and is rich in fauna and flora. This is a place of power, where people come to relax from the hustle and bustle, experience vivid emotions, and see the world from the top of the legendary Pidan. Guests are welcome here with year-round interesting tourist routes, entertainment and fun, and unforgettable experiences. The symbolic characters of the territory, the brothers Anisim and Lukyan Novonezhinskies, are always ready to listen to customers’ individual needs, give advice, tell beautiful legends, and share the taezhniy tea recipe.”

Anisim and Lukyan are the archetypal images proposed within the framework of a cultural approach to the formation of the image of the territory of Novonezhinsky rural settlement. Anisim symbolizes the image of an active traveler, conqueror of the peaks, lover of archaeological research, the connoisseur of the history of the region. The image of Lukyan is associated with gastronomic tourism and contemplative recreation in nature; he is a herbalist, an expert in Russian cuisine, a source of advice about a healthy lifestyle and nutrition. The creation of these characters allows tourists to get

acquainted with the advantages of the territory fascinatingly and overcome the existing problems of the territory's perception as a tourist destination.

In the process of achieving the desired image of the territory, there are three stages: increasing the level of recognition of the territory; increasing the image potential; forming and promoting the brand of the territory. The goals, objectives, and activities for each of the stages are proposed.

In the first stage, it is recommended to use the strategy of joining well-known brands and copying best practices.

As strong brands that will become "locomotives" of recognition for the territory and will allow to correctly position the image of the settlement in the perception of potential consumers, it is advisable to use geographical names – "Primorsky Krai", "Anisimovka", "Pidan"; names of organizations – partners of the territory; names of famous people. A modern trend in promoting the image of a territory is the use of brands of well-known universities in the region. Thus, the implementation of joint projects between the administration of Novonezhino settlements and VSUES (Vladivostok State University of Economics and service) has improved the indicator "promotion of the image of the territory in the information space" through the mentioning of image-making events and objects by the employees of the university in the accounts of the Department of Design and Technology.

The best practices are the active development of gastronomic tourism products; the organization of events (Borsch festival, etc.); the use of "storytelling" technology based on the images of symbolic heroes of the territory.

The most promising channels for promoting positive image-making information about the territory are social networks and hosting platforms.

The stage of increasing the image potential of the territory is associated with the implementation of the project "Active Recreation Center 'Pidan'" [25]. To overcome the seasonality of tourism services, a waterpark must be included in the composition of the objects in the Centre. This will significantly increase the competitiveness of the territory in the market of recreational and tourism services.

In the case of the successful implementation of the first two stages, conditions will be created to promote a recognizable, competitive brand of the territory.

5. Conclusion

The process of testing the possibility of assessing the image of the territory based on the proposed integrated approach, using marketing tools, sociological and cultural studies, was confirmed.

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