

ABSTRACTS

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MARKETING OF REGION AS A FACTOR OF ECONOMIC GROWTH

In the face of fierce competition among regions for the flow of investment, skilled labour, environmentally sound production growing challenge is to enhance the image and investment attractiveness of the region. Existing developments in this direction are non-systemic in nature and are not generally solve the complex problem. First of all, this is due to the lack of theoretical developments on the basis of which to develop a comprehensive marketing strategy for the region, as well as convenient and reliable tools that support the development and implementation of such a strategy. In the context of rapidly changing economic and social situation in the region and beyond, all the more urgent for the successful development and implementation of marketing strategy becomes regions make informed and timely management decisions aimed at enhancing the attractiveness of regions, strengthening and development of a positive investment dynamics. This requires the development and implementation of long-term vision of an integrated economic and social development of the region. And an important role is played here by attraction marketing as a strategic marketing direction of the region to increase the attractiveness of the region for human development through special features that ensure competitive advantages of the area. Marketing regions represented by the development and implementation of long-term vision of integrated development of the economy and social sphere of the territory by focusing on customer needs and target groups of consumers through better use of existing competitive advantages. On the basis of long-term vision of integrated development of the economy and social sphere developed marketing strategy development.