



TOURIST OPPORTUNITIES AND NEW APPROACHES TO MANAGING TERRITORIAL DEVELOPMENT: CASE OF ODINTSOVSKY DISTRICT (RUSSIA)

Elena Evgenevna Kabanova

Department of State and Municipal Administration,
Financial University under the Government of the Russian Federation – Russia
<https://orcid.org/0000-0003-1877-9684>
cool90@list.ru

Ekaterina Alexandrovna Vetrova

Department of Business Management and Service Technologies, Moscow State University of
Food Production - Russia
<https://orcid.org/0000-0002-2518-0357>
eavetrova@yandex.ru

ABSTRACT

Background: Today the Russian cities compete with each other. Each city or small settlement has great potential, needs labor resources, new investors, fresh and creative ideas for the development of public spaces in its territory. In modern economic conditions, such factors as a favorable geographical location, natural and industrial resources, programs for the socio-economic development of territories do not necessarily raise the level of city development. Accordingly, municipalities need to make new, non-standard decisions and use modern tools for their development, including territory marketing. **Objective:** The purpose of the study was to develop the marketing strategy of Odintsovsky District (Russia). **Methods:** The empirical base was the analysis of the activities of the Administration of Odintsovsky District in the field of territory marketing to identify its tourist opportunities. In addition, a sociological survey was conducted among residents of Odintsovsky District to highlight the main problems of its territory marketing. The main research method is a questionnaire survey. **Conclusion:** Being close to Moscow and other large cities of Moscow Oblast, Odintsovsky District remains competitive, improves its development tools, contributes to the formation of a positive image and supports the national and international level of recognition.

Keywords: Territory marketing; Management practice; Territorial development; Tourist appeal; Brand; Territory marketing; Image; Central and local government.



DISTRITO DE ODINTSOVSKY (RÚSSIA): OPORTUNIDADES TURÍSTICAS E NOVAS ABORDAGENS PARA A GESTÃO DO DESENVOLVIMENTO TERRITORIAL

RESUMO

Antecedentes: Hoje as cidades russas competem entre si. Cada cidade ou pequeno assentamento tem um grande potencial, necessita de recursos de mão de obra, novos investidores, ideias novas e criativas para o desenvolvimento dos espaços públicos em seu território. Nas condições econômicas modernas, fatores como localização geográfica favorável, recursos naturais e industriais, programas para o desenvolvimento socioeconômico dos territórios não necessariamente elevam o nível de desenvolvimento da cidade. Assim, os municípios precisam tomar decisões novas e não padronizadas e usar ferramentas modernas para seu desenvolvimento, incluindo o marketing do território.

Objetivo: O objetivo do estudo foi desenvolver a estratégia de marketing do distrito de Odintsovsky (Rússia). **Métodos:** A base empírica foi a análise das atividades da Administração do Distrito de Odintsovsky no campo do marketing do território para identificar suas oportunidades turísticas. Além disso, foi realizada uma pesquisa sociológica entre os moradores do distrito de Odintsovsky para destacar os principais problemas de comercialização de seu território. O principal método de pesquisa é uma pesquisa por questionário. **Conclusão:** Por estar próximo de Moscou e de outras grandes cidades do Oblast de Moscou, o distrito de Odintsovsky continua competitivo, aprimora suas ferramentas de desenvolvimento, contribui para a formação de uma imagem positiva e apoia o nível de reconhecimento nacional e internacional.

Palavras-chave: Marketing do território; Prática de gestão; Desenvolvimento territorial; Apelo turístico; Marca; Marketing do território; Imagem; Governo central e local.

1 INTRODUCTION

Over the past few years, territory marketing has been playing an important role in the life of a city/country. Its distinctive feature is versatility, a wide range of opportunities and creativity. The process of territory marketing aims at increasing the level of recognition and attractiveness, ensuring comfortable living conditions for local and potential residents, creating favorable conditions for doing business, making a positive image of the municipality, emphasizing unique features of the territory, developing tourism and promoting territorial products.

Scholars study territory marketing from different perspectives, therefore there are several approaches to understanding the essence of territory marketing. This article discusses territory marketing as a tool to increase tourist appeal. The goal of tourist marketing is to attract tourists to the territory by creating and promoting the image of the municipality and its territorial products that will be of interest to tourists.

It is worth mentioning that the tourist marketing of any territory is a large mechanism, whose effectiveness depends on the results of the following actions:

- To determine the unique resources of each municipality (natural and climatic, historical and cultural; socio-economic, etc.);
- To apply new information technologies;
- To involve residents in the implementation of tourism marketing strategies;
- To reveal and use competitive advantages;
- To comply with the affordability of tourist services;
- To create a positive image of any given territory.

A well-formed image of the territory captures the minds of potential tourists and creates a positive association with the territory, which has a different emphasis:

- Geographic – climatic conditions and location;
- Cultural – material and spiritual values of the territory;
- Ethnic – the representation of residents of the territory as a certain community.

If compared to foreign countries, the Russian cities do not actively use territory marketing and waste their opportunities. The Russian Federation is known as the largest country and each of its cities has enormous potential that can be unleashed and used with the help of territory marketing to solve the urgent problems of the municipality.

Currently, territory marketing has become one of the main socio-economic activities in almost any state, and the tourism industry has turned into a mandatory element of social behavior and consumption patterns of the largest part of society (Kabanova & Vetrova, 2017).

The development of marketing and tourism in the 21st century is devoted to the work of such Russian and foreign scientists as: Ya.M. Abdurazakova (2011), M.A. Kamenskaya (2013), R.A. Safronov, G.K. Avagyan (2015), A.B. Voronina (2011), V.A. Myasnikova (2016), E.I. Konanova, V.V. Milova (2015), T.A. Evstratova (2019), R. Croes, K.J. Semrad (2013), E. Kastenholz, C. Eusébio, M.J. Carneiro (2013), L.C. Herrero-Prieto, M. Gómez-Vega (2017), A.A. Tatuev (2017), M.M. Nimatulaev, K.K. Sirbiladze, O.N. Tsvetkova, L.I. Ivanova, A.V. Shelygov (2021), T.P. Danko, V.M. Kiselev, L.A. Chaykovskaya, M.E. Seifullaeva, T.A. Tultaev, O. Rauskiene, V.D. Sekerin (2020), V.B. Frolova, G.M. Avramenko, S.A. Beskorovaynaya, A.V. Shelygov, O.E. Matyunina (2019), etc.

The specifics and factors of building tourist appeal are considered in the works of S.V. Kalashnikova, Z.A. Khanakhok (2015), A.A. Abbasova, A.N. Radzhabov, Kh.D. Mustafaeva (2015), V.V. Slavin (2013), E.V. Frolova, E.E. Kabanova (2017), A.A.

Mashina, A.S. Vinogradova (2014), S.S. Kozyakova (2016), A.Yu. Tsurtsilina (2016), V.A. Feraru (2016).

The study aims at considering the available resources and tourist opportunities of Odintsovsky District to offer proposals for the development and implementation of tourist marketing.

2 METHODS

The research strategy is based on the integration of the principles and methods of collecting and analyzing qualitative and quantitative strategies to obtain more reasonable and reliable results in the study of tourist marketing.

The main research method is a questionnaire survey among the residents of Odintsovsky District.

Odintsovsky District is located in the west of Moscow Oblast within forest and parkland zones and occupies an area of 128,962.8 hectares, whose largest part lies on agricultural and forest lands. The Moscow River, its tributaries Setunka and Ostrovnya flow through the territory of the district. Odintsovsky District has a favorable location and fulfills unique environmental and recreational functions. The district has deposits of clay and clay loam.

3 RESULTS

3.1 The research of territory resources

The signature of Odintsovsky District is its amazing nature, beautiful spots with cultural and architectural monuments, numerous recreation zones and sports facilities. Thus, this district is considered "green" in comparison with other cities of Moscow Oblast. Local self-government bodies focus on the development of the tourism and recreation industry to attract new investors and entrepreneurs. Moreover, there are the following conservation areas: the nature recreation complex "Podushkinsky forest", the nature recreation complex "Volkovsky river bank", the nature recreation complex "Dubkovsky forest", the "Vyazemka River Valley" nature reserve, the nature recreation complex "Forests of Serebryanoborskoye lesnichestvo". Together with residents, local authorities regularly conduct environmental activities to preserve natural resources: "Separate waste collection", "Podmoskovye", "Eco-yard", ecological quest "Clean games", etc.

There are quite a few interesting museums in the district: the State Historical and

Literary Museum-Reserve of A.S. Pushkin Bolshiye Vyazemy-Zakharovo, the House-Museum of M.M. Prishvin, the Odintsovo Museum of History and Local Lore, the Museum of S.I. Taneeva in Dyutkov, the Zvenigorod Historical, Architectural and Art Museum, the Museum of the Russian Dessert in Zvenigorod, the Museum "Back in the USSR" in Zvenigorod, the Multimedia Museum "Memory Road" (1,418 steps) in Patriot Park.

It is worth mentioning estates that are known for their amazing architecture and history, and are associated with historical figures. For example, the Podushkino Estate, the Vvedenskoye Estate and the Sheremetyev Estate in the village of Ubory.

Pilgrims also like Odintsovsky District since there are quite a few churches and monasteries: the Savvino-Storozhevsky Monastery in Zvenigorod, the Transfiguration Church of B. Viazemy, the Main Cathedral of the Russian Armed Forces in Patriot Park, the Church of the Great Martyr George the Victorious, the Church of the Savior, Image Not-Made-by-Hands, in the village of Usovo, etc.

Odintsovsky District has a well-developed transport network, including federal-aid highways (Moscow-Minsk, Rublevo-Uspenskoe, the 1st and 2nd Uspenskoe, Krasnogorskoe, Podushkinskoe), regional roads (Mozhaiskoe, Zvenigorodskoe, the Little Ring of the Moscow Railway), the Belarusian railway, an airport in the urban settlement of Kubinka. Local authorities try to maintain and repair them on time. The well-developed transport infrastructure allows both residents and potential tourists to travel conveniently.

It is worth mentioning the high level of urban services and social spheres. Various infrastructure facilities are located in the territory of Odintsovsky District: construction enterprises, transport and communications, trade and services, credit and banking institutions, housing and communal services, health care, education, social security, culture and sports, gas stations, car maintenance centers and road services.

Working with the city of Odintsovo and the entire district, the administration carries out work on landscaping and urban beautification, i.e. they plant trees, bushes, lawns and flowers. Local authorities examine courtyard areas to ensure the rational planning of renovation and voting for the object requiring improvement. Every year, new parking lots are created, sidewalks and roads are repaired, old ones are replaced and more lighting is added. In 2018, the "Potholes in Yards" application was launched in Odintsovsky District. It allows residents to report violations, send photos, leave their feedback on the work done, and replenish the database of problem areas. Thus, a list of potholes is formed and local self-government bodies consistently try to solve the

Relações Internacionais do Mundo Atual Unicuritiba.

[Received/Recebido: Maio 19, 2022; Accepted/Aceito Junho 29, 2022] Este obra está licenciado com uma Licença [Creative Commons Atribuição-NãoComercial 4.0 Internacional](https://creativecommons.org/licenses/by-nc/4.0/).



problem and add a report in the form of photographs in this application.

The Administration of Odintsovsky District increases its investment attractiveness. To attract new investors, the administration has developed an investment passport freely available on the Internet. There everyone can learn what projects are being implemented and where potential investors can invest their money. In addition, there are regular meetings of investors with the Head of Odintsovsky District, round-table discussions, conferences, etc. Currently, 33 investment projects are being implemented in various fields. In the future, they will be able to attract more than 69.4 billion rubles to the district budget and create 20,189 job opportunities. The largest marketing projects in the field of infrastructure are as follows:

- The construction of a surgery center in the village of Lapino that later might become one of the best not only in Moscow Oblast but also in Russia;
- The modernization of production and replacement of equipment of OOO "MPZ Myasnitsky Ryad" in Odintsovo to increase the quantity and quality of products;
- The construction of a multifunctional entertainment center MTS Live Hall near the urban-type settlement of Novoivanovskoe with the largest seating capacity;
- The construction of a hotel complex near the urban-type settlement of Novoivanovskoe to accommodate guests during the events held in MTS Live Hall.

The Administration of Odintsovsky District also creates comfortable conditions for doing business. On February 1, 2019, the first Russian Business Protection and Support Center was founded in Odintsovo that helps entrepreneurs solve their problems, provides advice on starting their own business, etc. In addition, coworking spaces were opened in Odintsovo, where everyone can rent premises with all the necessary office equipment, hold business meetings and conferences. The website of the Administration of Odintsovsky District regularly posts information about grant competitions. The head of Odintsovsky District A.R. Ivanov arranges meetings with entrepreneurs and supports them monthly.

Industry plays an important role in the social and economic development of this district. Today Odintsovsky District creates new facilities for production, health care, tourism and sports, as well as improves its logistics. Thus, 606 enterprises are located in the district, 23 of them are large and medium-sized enterprises, 583 are small enterprises. The district's industry is characterized by a variety of industries and products: buses, bicycles, construction mechanical means, precast concrete products, building materials, furniture, meat and dairy products, confectionery.

The most famous enterprise in Odintsovsky District and Moscow Oblast as a whole is the Odintsovo confectionery factory "Korkunov". Currently, this brand is owned by Mars Inc.

The agro-industrial complex of the district includes seven large agricultural enterprises, two small businesses, 134 peasant farms and more than 34,000 personal subsidiary plots. The main areas of agricultural production are dairy production, broiler meat and growing vegetables in greenhouses. In addition, Odintsovsky District has great scientific potential and is one of the largest centers of agricultural science. Six research institutes develop new cultivation technologies, new varieties of vegetables, etc.

The Administration of Odintsovsky District pays much attention to the leisure of its residents and holds many events in parks, including sports competitions, festivals, concerts, contests, workshops, etc. The most interesting and unique events that cannot be found in other cities are as follows: "Manzhosovskaya ski track", "Watermelon cross", the Cup of Moscow Oblast in cross-country skiing for the prizes of Larisa Lazutina, etc.

Odintsovsky District is often associated with the Military Patriotic Park of Culture and Recreation of the Russian Armed Forces "Patriot".

The most famous annual event held in Patriot Park is the International Military-Technical Forum "Army" attended by millions of people. This event has a unique program that has no analogs. The organizers hold a military show, for example, parades of military equipment on the ground and in the air, battle reconstructions, museum exhibitions, etc. This scientific and business conference allows experts to discuss the relevant topics in the military-technical sphere.

One of the most significant events for all the Russians was the opening of the Main Cathedral of the Russian Armed Forces in honor of the 75th anniversary of Victory in the Great Patriotic War. It is located in Odintsovsky District near Patriot Park and neighbored by the unique Museum "Memory Road" (1,418 steps). The visitors of this museum can get acquainted with each day of the war, plunge into the events of 1941-1945, travel the path from sad defeats to the last battle. Having no analogs, the museum uses modern technologies to immerse its visitors into the surrounding environment.

A favorite spot for Odintsovo residents is "Razdolye" family park which was opened in 2019 and is located among the largest pine massif in Moscow Oblast. At the end of 2021, it is planned to open a new Malevich Park in honor of the artist who lived in the

district. Its specifics will be original architectural solutions and elements of contemporary art.

Another interesting spot is a park in the territory of the Skolkovo innovation center divided into four parts (central, family, children and technology park) and two functional zones (the business zone – the embankment, venues and pavilions for events, offices, dance floors, etc.; the recreation zone – playgrounds, hiking trails, benches, picnic areas, etc.). The setting of the park lives up to its name and allows visitors to plunge into the atmosphere of innovation and the future.

The annual theatrical festival "Wing Beat" is held in Odintsovsky District. Each creative team can participate completely free of charge, show their theatrical performances, exchange creative experience and, most importantly, expand their audience and win the love of new fans.

We should also mention the all-Russian competition "Magic of Cinema" invented and organized by the Theater Center "Zhavoronki" together with the Committee on Culture of the Administration of Odintsovsky District of Moscow Oblast. The main goal of the festival is to develop cinematography and provide support to newbies in this field.

3.2 The study of possibilities for developing tourism marketing

The Administration of Odintsovsky District had already tried to create the Odintsovo brand and presented four options in 2015. The residents were asked to vote for the best concept. In the course of voting, the residents of Odintsovsky District chose a concept called "Odintsovo at the forefront of change". However, this brand development turned out to be a formal phenomenon, a presentation and a full-fledged brand book were never presented. After the voting, this brand did not appear anywhere despite its official status.

Having analyzed the available resources and activities of the Administration of Odintsovsky District, we can conclude that local authorities are greatly concerned with investment marketing and successfully implement strategies for infrastructure and population marketing.

In addition, we determined that Odintsovsky District has enormous tourist opportunities due to the following resources:

- Natural and climatic: favorable location, a large number of parks, nature reserves, reservoirs with swimming access, temperate climate, eco-trails for hiking, etc.

- Historical and cultural: a variety of interesting museums, places with their own myths and legends, cultural heritage sites, estates with incredible architecture, international events, a large number of churches and cathedrals for pilgrimage;
- Socio-economic: the availability of the necessary and accessible infrastructure, favorable conditions for business, active work with investors.

Although Odintsovsky District tries to be the first in everything and is one of the well-developed municipalities in Moscow Oblast, its tourist potential is not fully realized and there are problems in the application and development of marketing from the tourist viewpoint:

- The Administration of Odintsovsky District does not use all the available resources in the process of implementing the attraction marketing strategy. Events are of the same type and are mainly related to sports competitions, thereby narrowing the target audience. There are currently no events presenting local products. As a result, many people do not know that the production of "Korkunov" and "Petelinka" is located in Odintsovsky District (Figure 1). Most parks do not have their own distinctive features and do not hold unique events;

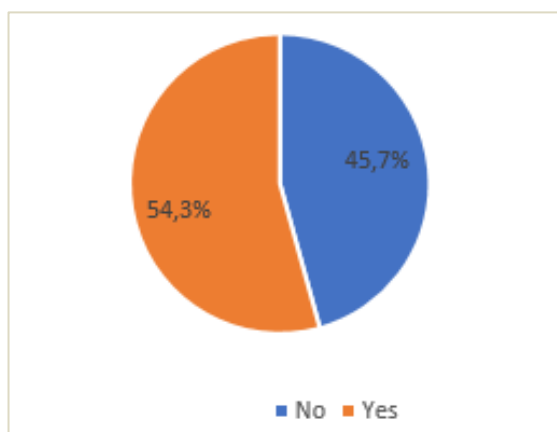


Figure 1. Do you know that Korkunov candies are produced in Odintsovsky District?

- Local self-government bodies pay little attention to image marketing strategies. Most events are poorly covered in mass media, and even residents do not know about them due to untimely billboards or their lack;
- Odintsovsky District is rich in estates, museums and new parks but the Administration of Odintsovsky District does not promote these places;
- In Odintsovsky District, there is still no real and visible brand that would suit the residents and indicate all the specifics of this municipality and thereby improve its

image. Due to the lack of a memorable image, most tourists will not be able to distinguish between Odintsovsky District and some other municipality (Figure 2);

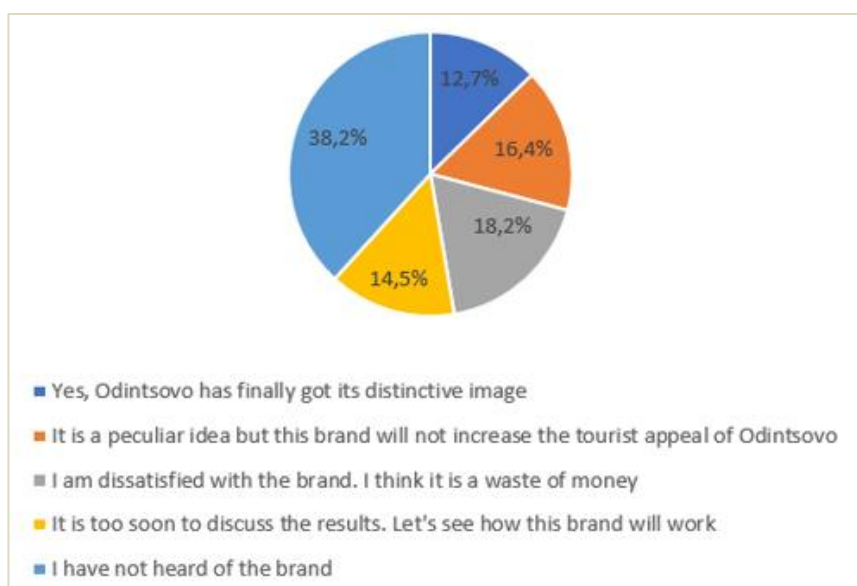


Figure 2. Are you satisfied with the work on the city brand?

- Residents negatively assess Odintsovsky District while talking with their relatives/friends. This information has the effect of mouth marketing, thereby the district loses its potential tourists. The reason is poor development, inadequate changes, poor performance and the destruction of cultural heritage sites. There was a major resonance when local authorities replaced the beloved "Old Smolensk Road" arch at the entrance to the city of Odintsovo with an unremarkable installation practically invisible. The "Old Smolensk Road" arch served as a symbol and represented the history of the city. Thanks to it, many drivers passing by understood that they went through Odintsovo. Local self-government bodies even discussed the demolition of the arch in the city center but the residents were able to sign a petition and save this historical object (Figure 3);

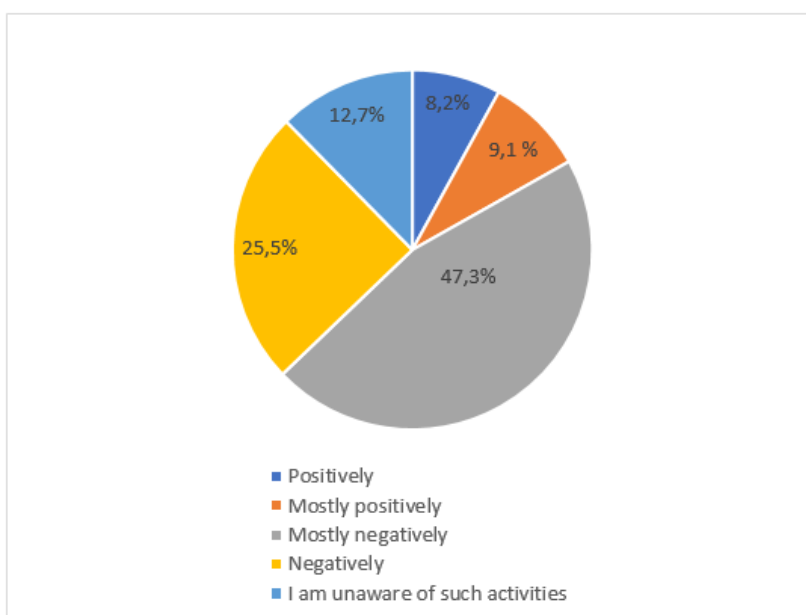


Figure 3. How do you assess the activities of local self-government bodies in implementing and developing territory marketing?

- As the practice shows, local self-government bodies ignore the interests and views of the population, are not involved in holding unique events, developing the city brand, etc.

The survey among the residents of Odintsovsky District has revealed that the lack of a real brand, a low level of recognition, no products and services in demand and the incompetence of local self-government bodies affect the development of tourism in Odintsovsky District.

Residents are interested in promoting the territory, claim that the administration needs to take measures to promote Odintsovsky District and are sure that tourism marketing activities will help create a positive image of the territory, increase its attractiveness and socio-economic development. The population suggests the following main tools: Internet marketing, events, advertising and collaboration with businesses (Figure 4).

TOURIST OPPORTUNITIES AND NEW APPROACHES TO MANAGING TERRITORIAL DEVELOPMENT: CASE OF ODINTSOVSKY DISTRICT (RUSSIA)

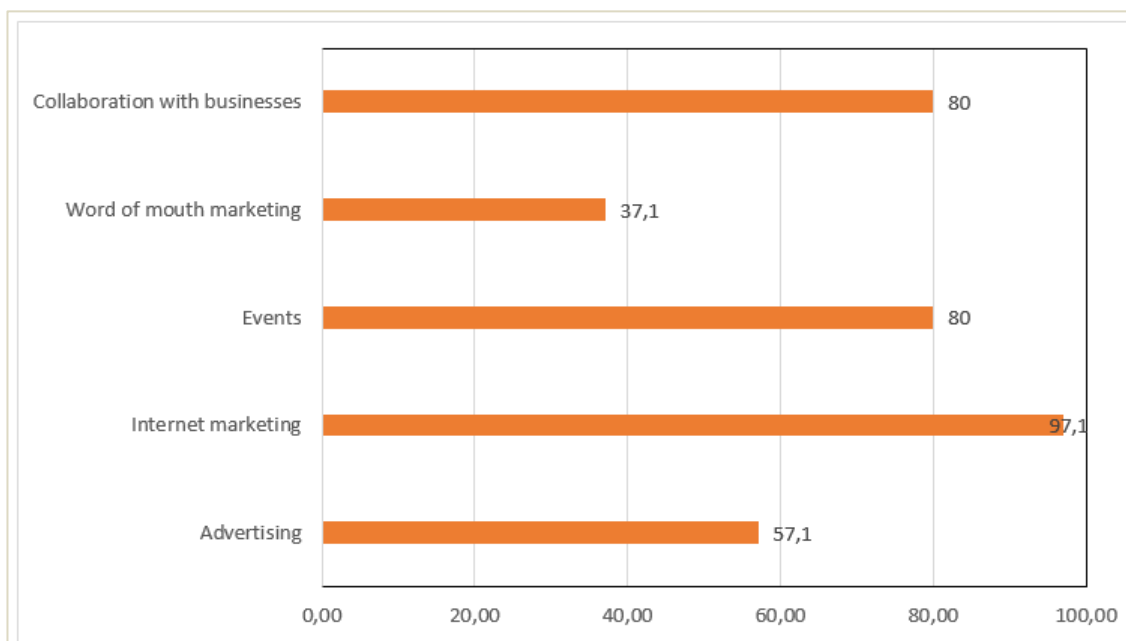


Figure 4. What tools local self-government bodies and enterprises should use to promote local products?

4 DISCUSSION

Territory branding is one of the most effective tools for enhancing the city's image. The survey has proved that most residents of Odintsovsky District are dissatisfied with the brand introduced in 2015 and said that they would like to take part in its formation. Thus, we conducted another survey to identify associations of residents with Odintsovsky District, which helped create a new brand for the city of Odintsovo and plan a variety of unique events.

The new concept of the city's brand was named "Odintsovo is one of a kind". This name was not chosen by chance but considered the answers of residents. When asked to finish the sentence "Odintsovo is...", many respondents said "one of a kind" since they associated the name of the city with the number one ("odin" in Russian).

The main symbol of Odintsovsky District is the deer, it is connected with the city's history and various legends. In this regard, the deer was selected as the main element of the logo, and the spirit of verticality symbolizes leadership qualities. In addition, the deer is also depicted on the regional coat of arms.

Odintsovsky District is also known for its nature, numerous parks, forests and reserves, therefore there are green leaves on its logo. The updated logo will depict a skier who refers to numerous sports events and the park named after Larisa Lazutina with the largest ski-roller track in Moscow Oblast. The tank represents the unique location of Patriot Park. The upward arrow means that the city tries to be the first in

everything and make discoveries (i.e. neon serves as a symbol of innovation). The lower arrow contains the number "one" which is also associated with the leadership qualities of the city and its name. The geometric design of the city name and other elements of the logo are a reference to the artist Kazimir Malevich, who lived in the district. Geometric patterns are common elements of his paintings. It is worth mentioning that the English version of the logo has also been developed since Odintsovsky District often serves as a venue for international events.

A wide range of colors creates a positive image of the district. The main colors are as follows: red is associated with military, namely Patriot Park; purple emphasizes modernity and innovation; green is a symbol of health, ecology and clean nature surrounding the district; blue depicts a clear sky and fresh air; yellow represents joy and positive feelings, the city seeks to create comfortable conditions for every person.

Designers also developed several abbreviated versions of the logo containing all the same semantic elements. Residents affectionately shorten the name of the city. The corporate slogan "Odintsovo is one of a kind" and geometric patterns with photographs further develop the concept and can be used both in the urban environment and on electronic resources.

Within this concept, there is a wide range of souvenirs: bags, mugs, flash drives, badges and pens. In addition, there are different styles of T-shirts and sweatshirts both with a logo and simple geometric patterns that are associated with the district because people do not want to buy and wear things with the logo of cities and are more attracted by peculiar drawings. Designers developed the special design of business documents and travel guides.

It is necessary to integrate this concept into the urban environment, for example, placing posters on billboards, decorating banners for bus stations, buses, etc. Small architectural forms reminding separate elements of the logo can further decorate the city. In 2021, Odintsovsky District will celebrate the 64th day of the city and this event was also branded. The posters below can be used in the urban environment. For instance, banners on bus stations can tell the history of the city, interesting facts about the area, descriptions of interesting locations, etc.

Another distinctive feature of the city of Odintsovo will be unique decorative lighting. The city is divided into several micro-districts, i.e. each of them will have its own color. The Mozhaiskoe Highway is the central street along which residential buildings are located. This stipulates the idea of creating the lighting concept "necklace" that will demonstrate the unity and uniqueness of the city. The best backlight colors are blue,

Relações Internacionais do Mundo Atual Unicuritiba.

[Received/Recebido: Maio 19, 2022; Accepted/Aceito Junho 29, 2022] Este obra está licenciado com uma Licença [Creative Commons Atribuição-NãoComercial 4.0 Internacional](https://creativecommons.org/licenses/by-nc/4.0/).



cyan and purple. The ability to create different dynamic effects will emphasize the Mozhaiskoe Highway and combine micro-districts into a unified lighting scenario.

The targeted navigation project will also emphasize the Odintsovo brand. The city is divided into two parts by railways. Thus, street traffic signs will be green in the central zone where parks and walking areas are located. The other part of the city will have purple signs.

There are 19 micro-districts in the city, each of them will have its own color of house plates in accordance with the overall color scheme of the brand.

Before realizing the brand "Odintsovo is one of a kind", it is necessary to reveal how residents understand it, whether they are satisfied with this concept, what they would like to change or add. Only then it will be possible to successfully implement the idea. Over time, the other settlements of Odintsovsky District will get their logos/brands to emphasize their zest and distinctive features.

In addition to the beautiful visual image of the brand, Odintsovo will stand out with its unique events. The geometric design laid the basis for the Papercraft festival. Papercraft is the creation of geometric shapes, animals and objects from paper, cardboard or special craft paper, modeling cities, etc. This is a completely new and inexpensive art form that has been able to attract the attention of both children and adults around the world.

These art pieces will be installed not only at the festival venue but throughout the entire district. The second zone is a platform for free classes on papercraft aimed at different ages. Under clear guidance, everyone will be able to create an art object on their own and take it home. The third zone is for organizing competitions. On the official website of the festival, everyone can apply for participation in the competition and make their own unique art object, send a photo to the organizers and bring their creation on the actual day of the event. The residents will choose the best work by voting and the winner will be announced on the second day of the festival. All the participants will get memorable prizes and the winner will be waiting for the main award. The fourth zone includes a quest where participants will need to find a way out of a mysterious geometric labyrinth with many riddles and secrets. The fifth zone will be entertaining. There will be a stage for local creative teams to perform, an entertainment program, a concert with a guest star on the last day and the festival will end with fireworks.

In winter, organizers can open an exhibition of ice sculptures, for example, create an ice version of the Odintsovo brand logo highlighted in the evening. Reindeer sledding will also be popular. Another suggestion is to arrange a competition for snow

buildings among courtyards of both Odintsovo and other settlements of the district, which will further unite the residents of Odintsovsky District.

Local products can be used in promoting the territory. For example, public authorities can cooperate with the Odintsovskaya Confectionery Factory and organize tours since the survey showed that many residents would be interested. In addition, excursions will also increase the tourist appeal of the district. Visitors will also like the idea of a chocolate festival, including workshops on making chocolate products, exhibitions of chocolate art objects, contests for preparing the best dish/confectionery product using chocolate and the largest chocolate fountain (the brand new installation).

Unique events can be held not only in the city of Odintsovo but also in other settlements of the district that have their own history and tourist attractions. The A.S. Pushkin State Historical and Literary Open-Air Museum is located in the workers' settlement of Bolshye Viazemy. Kutuzov and Napoleon once stayed there, A.S. Pushkin spent his childhood in this estate. This is a perfect place for throwing balls in the spirit of those times.

The Moscow River flows through the territory of Odintsovsky District and has permitted areas for swimming. Public authorities can hold a beach festival in summer providing a camping area, volleyball tournaments, exhibitions and competitions for the best sand sculpture, a music party, workshops on making refreshing drinks, teaching children and adults to swim, and sitting around a campfire singing songs. For greater convenience, it is necessary to provide basic beach infrastructure: toilets, changing rooms, parking space, barbecue, etc.

Odintsovsky District has its own legends, myths and mysteries that can be used in territory marketing. For example, there is a legend about the German tank "Maus" which explains why Adolf Hitler failed to use it during military operations. According to one version, this tank was never tested since it could not move due to its huge weight and gradually buried itself into the ground.

Currently, most people use Instagram. Firstly, it is relevant to create an account to post different content: information about ongoing events, interesting facts about the city, organize contests/giveaways, share interesting tourist routes for the district, etc. within the framework of the "Odintsovo is one of a kind" brand. Secondly, it is recommended to launch targeted advertising of Odintsovsky District, its amazing places and sights, living conditions and unique events taking place in the territory. Thus, targeted advertising will attract the attention of people from other cities and improve the opinion of residents about their hometown.

To ensure greater convenience and provide different ways of obtaining information, it is necessary to develop a website where everyone will have the opportunity to offer their ideas of events. One can manage an account in VKontakte or TikTok since these networks present much information about interesting spots in different cities. One more idea is to create a YouTube channel where all city events will be covered in live or recorded mode. In addition, it is possible to post a video about various tourist attractions on YouTube.

If the proposed measures are implemented, it is possible to solve the existing problems of developing the tourist marketing of Odintsovsky District, namely:

- The developed brand "Odintsovo is one of a kind" will improve the city's image, increase recognition, make the population approve the actions of public authorities and get rid of negative associations, provided that residents are involved in the process. In this context, tourists will be able to distinguish between Odintsovsky District and some other municipality;
- The above-mentioned festivals will increase the tourist appeal and attractiveness of the territory, ensure diversity and bring flavor to the life of the district;
- The Chocolate Festival and "Cock-a-Doodle-Do" Festival will contribute to the promotion of local products;
- The development of websites, introduction of new social networks, targeted advertising and other methods of disseminating information will increase the coverage of the events held and planned in the district;
- Attracting young people will help the Administration of Odintsovsky District be in trend and engage them in the promotion of the territory.

5 CONCLUSION

While analyzing the activities of local self-government bodies and conducting a survey among residents of Odintsovsky District, we identified problems in the application and development of tourist marketing. In addition, the study highlights the unique features of this municipality. On its basis, we developed the brand of Odintsovo and planned events to realize the tourist opportunities of Odintsovsky District. The residents of Odintsovsky District were also involved in the process of developing such events. They were asked what they loved in their city, what they were proud of and what they associated with their city. As a result, everyone could offer their own ideas.

The solution to these problems will help Odintsovsky District reach a new level of

development and attract a large flow of tourists to its territory, both from Russia and other countries.

REFERENCES

Abbasova, A.A., Radzhabov, A.N., & Mustafaeva, Kh.D. (2015). Turisticheskaya privlekatelnost Dagestana: problemy i resheniya [The tourist appeal of the Republic of Dagestan: challenges and solutions]. *Gornoe selskoe khozyaistvo*, 3, 52-56.

Abdurazakova, Ya.M. (2011). Aktualnye napravleniya razvitiya sovremennogo mezhdunarodnogo turizma: obrazovatelnyi turizm [The relevant directions of developing international tourism: educational tourism]. *V mire nauchnykh otkrytii*, 6-1(18), 368.

Croes, R., & Semrad, K.J. (2013). The relevance of cultural tourism as the next frontier for small island destinations. *Journal of Hospitality & Tourism Research*, 39(4), 469-491.

Danko, T.P., Kiselev, V.M., Chaykovskaya, L.A., Seifullaeva, M.E., Tultaev, T.A., Rauskiene, O., & Sekerin, V.D. (2020). Marketing approach to environmental and economic assessment of national development. *Journal of Environmental Management and Tourism*, 11(5), 1163-1175.

Evstratova, T.A., Kabanova, E.E., Vetrova, E.A., & Kataeva, V.I. (2019). Designing the tourist and recreational image of the territory. The example of the Zaryadye Park. *Journal of Environmental Management and Tourism*, 10(7), 1609-1616.

Feraru, V.A. (2016). Transformatsiya gorodskogo prostranstva: kreativnye klasteri kak novyi instrument povysheniya turisticheskoi privlekatelnosti Sankt-Peterburga [The transformation of city infrastructure: creative clusters as a new tool for increasing the tourist appeal of Saint Petersburg]. *Izvestiya Sankt-Peterburgskogo gosudarstvennogo ekonomicheskogo universiteta*, 4(100), 184-186.

Frolova, E.V., & Kabanova, E.E. (2017). Tourist attraction development factors of Russia's municipalities. *Public Administration Issues*, 3, 112-128.

Frolova, V.B., Avramenko, G.M., Beskorovaynaya, S.A., Shelygov, A.V., & Matyunina, O.E. (2019). Digital economy in the management system of tourism enterprises. *Journal of Environmental Management and Tourism*, 10(6), 1345-1350.

Herrero-Prieto, L.C., & Gómez-Vega, M. (2017). Cultural resources as a factor in cultural tourism attraction. *Tourism Economics*, 23(2), 260-280.

Kabanova, E.E., & Vetrova, E.A. (2017). Cluster approach as tourism development factor. *Journal of Environmental Management and Tourism*, 8(8), 1599-1606.

Kalashnikova, S.V., & Khanakhok, Z.A. (2015). Turistskaya privlekatelnost regiona kak odin iz klyuchevykh faktorov ego konkurentosposobnosti [The tourist appeal of a region as the key factor of its competitiveness]. *Novye tekhnologii*, 4, 89-93.

Kamenskaya, M.A. (2013). Svadebnyi turizm kak perspektivnyi vid sobytiinogo turizma [Wedding tourism as a prospective direction of event tourism]. *Ineternum*, 1(8), 57-58.

Kastenholz, E., Eusébio, C., & Carneiro, M.J. (2013). Studying factors influencing repeat visitation of cultural tourists. *Journal of Vacation Marketing*, 19(4), 343-358.

Konanova, E.I., & Milova, V.V. (2015). Gastronomicheskii turizm kak innovatsionnyi vid turizma v Rossii [Culinary tourism as innovative tourism in Russia]. *Ekonomika i sotsium*, 6-3(19), 354-357.

Kozyakova, S.S. (2016). Issledovanie traktovaniya "turisticheskaya privlekatelnost territorii" [Studying the concept of "the tourist appeal of a territory"]. *Strategiya predpriyatiya v kontekste povysheniya ego konkurentosposobnosti*, 2(5(5)), 128-132.

Mashina, A.A., & Vinogradova, A.S. (2014). Turisticheskaya privlekatelnost goroda Syzran i Syzranskogo raiona [The tourist appeal of Syzran and Syzran District]. *Nauchno-metodicheskii elektronnyi zhurnal Kontsept*, 20, 2071-2075.

Myasnikova, V.A. (2016). Ponyatie i sushchnost polyarno-ozdorovitel'nogo turizma kak vida ozdorovitel'nogo turizma [The concept and essence of polar-health tourism as a type of recreational tourism]. *Vestnik Natsionalnoi akademii turizma*, 2(38), 31-34.

Nimatulaev, M.M., Sirbiladze, K.K., Tsvetkova, O.N., Ivanova, L.I., & Shelygov, A.V. (2021). Digital technologies as a factor in increasing services sales in tourism industry. *Journal of Environmental Management and Tourism*, 12(4), 916-921.

Safronov, R.A., & Avagyan, G.K. (2015). Sportivnyi turizm kak spetsificheskii vid turizma [Sports tourism as a special type of tourism]. *Innovatsionnaya ekonomika i sovremennyyi menedzhment*, 3(4), 44-48.

Slavin, V.V. (2013). Turisticheskaya privlekatelnost regiona: ponyatie, sodержanie, osnovnye printsipy formirovaniya [The tourist appeal of a region: concept, essence and main formation principles]. *Voprosy upravleniya*, 1(3), 108-113.

Tatuev, A.A., Rokotyanskaya, V.V., Rossinskaya, M.V., Kolesnikova, E.V., & Shaylieva, M.M. (2017). Key directions of enhancing the labor and finance resources management in hotel industry. *International Journal of Economic Perspectives*, 11(2), 170-180.

Tsurtsilina, A.Yu. (2016). Turisticheskaya privlekatelnost kak faktor strategicheskogo razvitiya regionov [Tourist appeal as a factor in the strategic development of regions]. *Ekonomika i sotsium*, 10(29), 671-674.

Voronina, A.B. (2011). Festivalnyi turizm, kak znachimaya sostavlyayushchaya sobytiinogo turizma [Festival events tourism as a significant component of event tourism]. *Uchenye zapiski Krymskogo federal'nogo universiteta imeni V.I Vernadskogo*, 24(63), 161-172.