SUMMARY

Subject matter: Improving of areas marketing by the example of the administration of Pyatigorsk.

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Information about customer organization: the administration of Pyatigorsk.

Topicality of the research: is due to heighten competition in the city for a profitable enterprises, skilled labor and investments. Especially urgent the development of this topic will be applied to the tourism industry. Since for a long time, the system of national sanatorium affairs remained state in its essence and nature: the state used a unified development policy of spa complex, which was designed for the mass market and characterized by the streamlined funding system that did not contribute to the development of quality services and component sanatorium complex in general. In such circumstances there was no competitive environment and, of course, was not the problem of developing the theory of competition in relation to the spa area. With the emergence of market reforms, the creation of an "open" tourist market it was necessary to study the mechanism of competition in the service sector, the implementation of a methodology for assessing competitiveness, identify the factors of influence and the tools for increasing the consumer appeal of the resort in the city.

The problem of formation and development of territorial marketing in public administration is topical. In this regard, it is necessary to study this process in order to identify problems and contradictions, as well as to synthesize effective experience and find ways to improve marketing territories.

Objective of the research: is the study of the characteristics and specificity of areas marketing in public or municipal administration by the example of a particular local authority.
Tasks of the research:

- To determine the content and structure of the state and municipal marketing.
- To explore the phenomenon of territories marketing.
- To find out the essence of the areas branding and identify the main tools of municipal marketing.
- To consider foreign and domestic experience of areas branding.
- To analyze the current state of Pyatigorsk marketing and its branding tools.
- To identify the development of branding by the example of administration of Pyatigorsk.

Theoretical and practical significance: is that obtained by the author studies are of great importance for the development of branding in the city. Application of the proposed municipal program for the development and improvement of branding will form a positive image of the city.

Results of the research: the content and structure of the state and municipal marketing are defined, the phenomenon of the territories marketing is studied, foreign and domestic experience of areas branding is considered, and defines the basic tools of municipal marketing, the current state of the Pyatigorsk marketing and its branding tools are analyzed and the development of branding is identified by the example of the administration of Pyatigorsk.

Recommendations: we have offered a number of recommendations, including activities such as: creating a modern regulatory framework and the foundations of the system of regulation of tourist activities at the municipal level; creation of a modern tourist complex; creation and promotion of the tourism product and development of the system of human resources and organizational methods of the tourism industry. Application of the proposed municipal program for the development and improvement of branding will have a positive impact on attracting of tourists and promotion of tourist services, as well as allow to generate and develop the brand of Pyatigorsk.