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# The Formation of The Model Branding of The Territory under an Asymmetric Institutional Environment

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## Abstract

Modern economics was expanded with a new direction of research, a problem of development and management of territories has become an actual problem. It should be noted, that the concept of “territory” is interpreted from a methodological point of view differently from the micro-level (city, town, destination) and meso-level (republic, district) to the macro level (country, continent). In our research we hold to the opinion that the territory is the lands of urban settlements and rural settlements, the adjoining common-use lands, recreational areas and other lands within the boundaries of the municipality, regardless of their purpose and forms of ownership, so we talk about the territory of the Republic of Tatarstan.

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## 1. Introduction

Republic of Tatarstan is a unique synthesis of ethnic, historical or scientific heritage of a thousand year history. Furthermore, the vector of social and economic development for future is predetermined by an advantageous geographical location. However, there is a question about the depth of elaboration of the so-called “brand” of the territory (Bagautdinova, Murtazina, Fazlieva & Naida, 2013).

The researches of the term “brand” allowed us to formulate the most complete definition of “a brand of a territory”, it’s a set of perceptions in the imagination of ordinary people and certain visual elements that are directly associated with this territory.

Experience has proven the architectural monuments, industrial potential (as an oil region) and national cuisine to constitute the base for the most common associations with the Republic of Tatarstan (Auzan 2007). Territory-brand-improving parameters still remain, however. Brand value formation involves region’s quality parameters (characteristics), namely: social living standards, well-developed infrastructure, stable political environment,

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favorable location. Each and every factor mentioned above upgrades the brand efficiency level. Simultaneously brand loyalty is created.

It should be emphasized, however, that to create conditions for territory brand establishment and development one should consider an institutional factor. We presume, institutional conditions serve either to accelerate, or stagnate the brand development.

## 2. Institutional environment of territorial branding

### 2.1. Formation of institutional environment

According to the essence of the institute, actions and processes interdepend and interact, produce an impact (externalities, or external effects) relevant to region's economic systems (Tiebout, 1956). The institutes restrict the range of options on territory promotion. Besides, institutes limit action plans and policies and hence, coordinate actions and predetermine coordination effect within branding process. It happens through the environmental (operated by economic agents) instability level decrease. In our opinion, judging by all the above mentioned, territory branding is to be studied within the frames of institutional environment asymmetry.

The processes of structural units' interaction are based on rules and standards achieved by the use of organizational mechanisms. All the aforesaid combined form an institutional environment, i.e. the basic constituent for territory development. The institutional environment is a set of closely related institutions that develop alongside with the environment. It is the institutional environment that determines the type of economic order and its efficiency (Bagautdinova, Murtazina, Fazlieva & Naida, 2013). The institutional environment may be either static or in progress, depending on certain conditions. The revolutionary type of new institutional environment formation determines the specific nature of institutional economy in Russia.

The formation of territory development institutional environment is influenced by economic, social, demographic and geographical factors. Thus, the specific nature of institutional environment is formed.

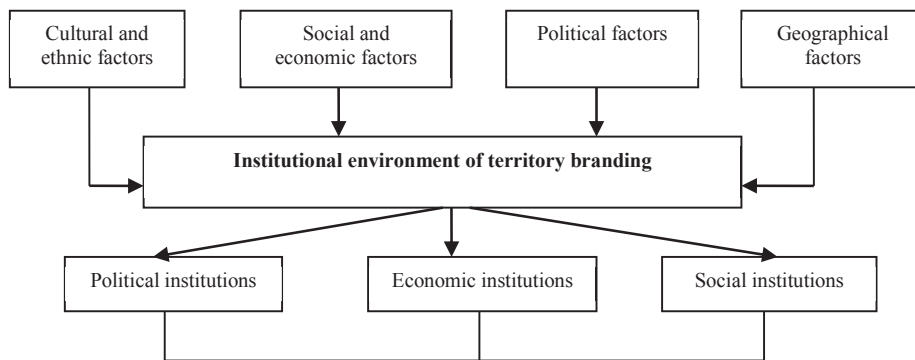


Figure 1. Formation of territory branding institutional environment

As practice shows, the most widespread associations with the Republic of Tatarstan are the monuments of architecture, industrial potential (Tatneft, Kamaz, etc.) and elements of the national cuisine. At the same time, there are many objects that can significantly enhance the scope of the so-called brand. The scope include “Values”, “Attributes”, “Advantages”, “Individuality”, “The essence”.

### 2.2. Branding model

A formation of the model of branding of the territory begins with an analysis of the institutional sphere in which a process of positioning of the brand occurred. Scopes of brand model of the territory are formed on the following levels: the level of the ordinary person (an inhabitant of this territory), the administration of the region (territory), an outside inhabitant (tourist, business partner from another city, country, etc.).

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