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FORMATION OF CITY BRAND IN THE IMPLEMENTATION OF THE CONCEPT OF INTEGRATED DEVELOPMENT

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Introduction. Current realities and requirements for sustainable territorial development and international cooperation, administrative reform, which continues in Ukraine, updated approach to the concept of urban planning, actively spread the cities of the country call for differences and specific identification of each city and opportunities to disseminate this information among all the people who are interested in it. Therefore, only under the condition of well-thought-out and effectively implemented territorial marketing and branding the territory of cities and countries have the opportunity to successfully compete for investments, resources, their own residents, and partners. The relevance of this process increases in the conditions implementation of the concept of integrated urban development, which has recently been applied in a number of cities of Ukraine, so there is a need to determine the impact of personal brand formation on the process of successful implementation of integrated development planning and promotion at the international level.

Overview of recent researches and publications. The works by such foreign and domestic scientists as Aaker D., Newmeyer M., Anholt A., Kotler F., Asplund D., Raine I., Haider D., Dinny K., Vizgalova D. are devoted to the problems and topical issues of urban branding. The same problems are described in the works by Starostina A., Romat E., Pasternak O., Bilovodska O. et al. In particular, D. Aaker considers branding as an asset that implements any strategy [1, 2]; M. Newmeyer in his works emphasizes the value of the brand to meet customer needs [3]; from the standpoint of territorial development management, branding was considered by well-known marketers, who developed the theory and methodology of marketing A. Anholt [4, 5, 6], F. Kotler, A. Asplund [7], K. Dinny [8,9]. Theoretical and practical aspects of the application of urban branding for the development of territories have been repeatedly considered by European and Ukrainian scientists at practical training seminars [10]. However, the transition from centralized, mostly architectural urban development planning, to integrated, taking into account environmental, social, cultural, tourist and other aspects of city life, requires the use of modern technologies to form the city's branding.

Task statement. The purpose of the article is to study the process of forming the city's branding for the successful implementation of the concept of its integrated development.

The main body and results of the research. Urban branding is usually seen as part of the marketing of territories. The term first appears in the second half of the last century in the works of American and European marketing solutions on the background of existing issues of urban development. Summarizing the approaches to the definition of marketing areas, we can say that the modern interpretation of this concept is to understand it as a process of maximum satisfaction of all target groups that affect the development of the territory to ensure its effective sustainable development.

N. Hrynychuk identifies the following aspects of marketing territories:

- marketing of territories is designed to expand the influence of the settlement (city) or a particular region externally to achieve the goals, be a tool to increase the competitiveness of the territory in all possible areas, must meet the needs of all target groups affecting the development of territories;
- marketing of territories is a non-standard, but quite effective tool for solving the problems of territorial development, starting from attracting additional investments in the development of the territory to solving environmental problems;
- marketing of territories should be perceived not only as a tool, but also as a certain ideology, which, if used effectively, has a positive impact on all spheres of life of the territory, forcing them to work for its development and raising living standards;
- marketing areas applies not only to local governments as an object of marketing, but also directly process involves other stakeholders, entrepreneurs, scholars, tourists and ordinary citizens, etc;
- marketing of territories is a long process of coordination and cooperation, combination of all territorial interests in communicative, creative and innovative culture of cooperation;
- marketing of territories contributes to solving the problems of territorial development, creating a positive reputation, improving the image, the formation of branding of territories, including cities [11].

F. Kotler, K. Asplund, I. Raine and D. Haider distinguish four methods of marketing the territory:

- image marketing: to be noticed in the market, territories must have a characteristic image, a certain uniqueness and difference from other territories;
- of historical monuments, in order to develop unique attractions, to focus attention on them, make them attractive for tourist's flows;
- and infrastructure marketing: convenient position is the foundation attitude toward areas; in addition, the development of infrastructure can solve a number of problems in the territory, so its development is an important direction to create a positive image of the territory;
- marketing of people – the advertising area residents , among which is to focus on celebrities; skilled specialists, including those who are working in the main areas of the territory; entrepreneurs who contribute to the development of the territory not only by the work of their enterprises, but also take an active part in the development of the territory; people who have moved from other places , but do not alienate themselves from the problems of development of the territory, but on the contrary, identify themselves with them [5].

Marketing of territories is usually divided into 2 main stages: the stage of positioning the territory and the stage of its promotion, understanding that positioning is a process of determining the strongest, unique characteristics of the territory, which will later form an idea of it; and promotion includes a set of measures to disseminate information about the territory and the formation of stable ideas about the territory in accordance with its positioning in order to maximize the coverage of target groups and meet their interests.

Marketing areas are the instrument of branding, including cities as the main and decisive objects in the development of the surrounding areas.

The city brand in the target audience forms an idea, a set of images, associations and expectations of the city; reflects the unique and inimitable characteristics of the city, its features that have gained public recognition and have a stable demand among stakeholders. The brand of the city, especially in the conditions of its formation, must be dynamic and indicate not only its current state, but also show its future development, thus forming an idea of it in advance.

The world practice of forming urban branding shows that the presence of the city brand contributes to increasing the competitiveness and innovation capacity of the city; raise the spirit of the community, its identity; formation of the patriotism and creative tendencies of socio-economic development; creation of the positive vision of the city; strengthening the intention of residents to connect their lives with the city (so that the population of the city does not have the desire to leave it, but to build their careers here, social status); involvement of additional financial resources, investment, foreign capital as in other regions of the country and from abroad; attracting tourists and increasing revenues to the local budget by increasing tourist flows

and the development of related services; development of recreational potential of the city, its ecological resource, attraction to the city of people who would like to settle in it, work or start the business and invest in it [10].

According to the content of marketing strategies and the formation of urban branding, the following types of cities are distinguished, which in turn have a significant number of subtypes formed on their basis, in particular [11]:

- leading cities, subtypes of which can be: capital (not only in the administrative sense, but also in certain areas: fashion, art, technology, etc.), the centers of concentration of the most powerful sectors of the economy; tourists, politicals, elite, etc.;
- cities-entrepreneurs (trade, branch business);
- entertainment cities (theatrical, musical, botanical, resort, medical, beach, games, event cities, ski sport, etc.);
- smart cities that use a variety of information technologies for the most efficient operation and compliance with the needs of its inhabitants;
- scientific cities (cities-science parks, cities-universities);
- cities of unique image, formed with the use of aggressive marketing strategies and image projects of territories.

In modern conditions of formation of branding of territories, first of all, cities, orientation becomes not one certain type of the city, and their combination for the most successful development and achievement of the set purposes.

Development and implementation of the concept of integrated development in the cities of Ukraine, the approaches used by this process, significantly contributes to the formation of city branding, puts the task of developing and implementing the city brand, highlights the successful experience of branding European cities. Important here is also the fact that the main role in shaping branding relies on cities, local authorities and government, which, according to many researchers and practitioners in developing [10]. To do this, it is necessary to determine the main idea (archetype) of the city, based on the history of the city, geographical location, features of climate, landscape, historical monuments and more. The development of the concept of integrated urban development in the stages of its implementation contributes to the implementation of this process in full.

Strategic approaches to integrated development are based on the European principles and values set out in the Leipzig Charter on Sustainable European Development [12], the UN Sustainable Development Agenda 2030 [13] and the New Urban Development Program adopted by the UN Conference on Housing and Communal Services (Habitat III) [14]. The essence of this approach to interconnection, communication, and interdependence among different areas, thus ensuring the adoption of explicit and optimal planning solutions and long-term urban development, coordination of programs and policies of higher level [14].

Important and consistent with the methodology of development and implementation of the city brand is that before determining what the city should be in the future, and accordingly, to develop the city brand, it is necessary to conduct thorough work and comprehensive in-depth analysis by a competent expert group of all components. cities, such as: location, demography, development and structure of the city's economy, technical, transport and social infrastructure, urban planning and urban planning, environment, etc. Based on the results of the analysis, a full-scale functional SWOT-analysis is developed, which allows to identify strengths and weaknesses, existing advantages of all sectors and spheres of city development, limitations and risks that may negatively affect or significantly complicate development, as well as those areas and directions, which are a priority, over which first need to work with authorities and the community.

The result of such work is the formulation of a common vision of what the city wants to be, what and how it should achieve, the definition of strategic, operational goals and objectives, among which you can clearly trace the main directions of the city's branding. The foundations of the city's branding are laid in the most important areas of its development, as well as in the visions of the city, which actually reflect the desired future and key values shared by city residents, entrepreneurs, big business, public, local authorities and define the unique character of the city and apply your own brand.

Thus, the development and implementation of the Integrated Development of Poltava, which began in 2016, today provides an opportunity to subject a preliminary and functional SWOT-analyzes implemented stages of discussion and agreement the main areas of development with all stakeholders, including: the city authorities and municipal institutions, local experts, the public and even residents, to identify the main trends in the city formation.

The future brand of the city should be based on its vision and be implemented in projects of key areas of city development. Today, the vision of the city is such: "Poltava of 2030 is a green, comfortable and welcoming city on the banks of the Vorskla River with substantial economic potential. It is the ECO(logical) paragon of Ukraine with unique lands, fresh air and clean water.

Poltava aims at becoming, by 2030, a powerful regional centre integrated in the domestic and global economies. A diversified and environment-friendly economy of the city will, by capitalizing on modern scientific knowledge, creative ideas and innovations, provide its residents with high living standards, developmental prospects, possibilities of obtaining thorough education and unleashing their entrepreneurial potential on the labour market.

Poltava will become a recognized national platform for Ukrainian cultural heritage preservation and modern art development, an attractive tourist destination with a wide choice of options to suite every taste and need whether in the field of gastronomy, comprehensive family recreation, MICE or thoughtful leisure time.

Poltava is a city with health lifestyle that is youth-friendly yet values and supports elderly residents, a tolerant and safe city with strong and socially responsible community.

A city for creating a family and enjoy the all next years with dignity!" [15].

Analyzing all the above, we can say that the formation of the city's brand includes such key positions as: environmentally friendly cities (eco-standard cities of Ukraine), cultural national heritage, a city of various tourism: cultural, business, gastronomic, medical and more.

The formation of the city's brand is supported by projects in main areas of development, including: economy diversification; strengthening status of Poltava as a regional center; culture and tourism development; environment and green space development; improved mobility [15].

Branding of the city as an eco-standard is supported by projects and activities in the field of development "Environment and green space development" including:

- creation of an information and monitoring center and an independent laboratory for environmental control in the city;
- development of a program to control noise exposure and minimize it to the city environment;
- development of a plan for the city's adaptation to climate change;
- integration and interdependence of green areas Poltava City through a comprehensive program of conservation and development of "green frame" of the city;
- development of the Vorskla River and Kolomak tributaries;
- organization of the city waste management system;
- organization of hazardous and bulky waste collection and processing system;
- professional closure and reclamation of the existing municipal solid waste landfill with further monitoring of its condition.

In addition to the listed projects that have a direct impact on the implementation of this goal, indirectly, but no less important, affect projects in other areas of development, including projects to promote and develop diversified environmental production; ecological housing projects, creation of a system of ecological education in the city, etc.

In the city brand – the place of significant cultural heritage of the country directed such projects as:

- revision and updating of the "Rules for building the historic center of Poltava";
- integration of cultural heritage and old buildings into urban areas;
- development and implementation of the concept of modern museums and other cultural about the objects;
- creation of a single historical and natural complex "Dendropark-Field of the Battle of Poltava".

This will emphasize and highlight about "objects of cultural heritage in urban infrastructure, make them available and attractive for residents, tourists and visitors to support the brand.

Branding of the city as a tourist center is not unique: a significant number of Ukrainian cities form their brand on this approach [11]. Implementation of the concept of integrated development makes it possible to develop a brand of multi tourism: business, gastronomic, cultural, medical. In order to implement this task, the concept provides for the development of a strategic comprehensive program for tourism development "Poltava Tourist 2030" and ensures its implementation.

Thanks to integrated urban development concept was developed and approved, targeted and consistent implementation it is able to formulate and provide branding city and develop high quality, unique brand of the city, the use of which will contribute to social stability and extended demographic reproduction;

increase investment and create new jobs; increasing the attractiveness of the city and the living standards of its inhabitants.

Conclusions. The city brand is an additional resource for its sustainable development through the formation of positive perceptions and associations with the city in all stakeholders, including those who most contribute to the inflow of capital into the city: investors, tourists, guests, residents and surrounding areas. This is extremely important to brand the city was not only proclaimed on paper, but when branding does not happen through a reverse reaction, the formation of negative associations connected with the city. Therefore, the application of an integrated approach in the development of the city's brand is the same flexible tool that can take into account all aspects of branding, and if necessary, can be adapted to new conditions and challenges facing the city in its development. The success of the city's brand can be assessed through indicators of growth of tourist inflows, jobs, expanded population reproduction, including indicators of migration growth.

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розвитку територій та їх просування на міжнародному рівні. Маркетинг територій є інструментом формування брендингу територій, зокрема міст як основних та визначальних об'єктів у розвитку прилеглих територій. Бренд міста формує у цільовій аудиторії уявлення, комплекс образів, асоціацій та очікувань від міста; відображає унікальні й неповторні характеристики міста, його особливості. Розроблення та реалізація концепції інтегрованого розвитку в містах України, підходи, які застосовує цей процес, значним чином сприяють формуванню брендингу міста, формують завдання розроблення та втілення бренду міста на першій план, дають змогу запозичити успішний досвід формування брендингу міст Європи. Розроблення й реалізація інтегрованого підходу передбачає, що перш ніж визначитися, яким повинно бути місто у майбутньому, та відповідно розробити бренд міста, необхідно виконати комплексний аналіз усіх сфер життєдіяльності міста й функціонального SWOT-аналіз з виявлення сильних і слабких сторін міста, потенційних загроз та можливостей його подальшого розвитку. Результатом такої роботи є формулювання спільного бачення того, яким місто хоче бути, чого і як воно має досягати; визначення стратегічних, операційних цілей та завдань, серед котрих уже чітко можна відстежити основні напрями формування брендингу міста. Основи брендингу міста закладаються у найбільш важливих сферах його розвитку, а також у візіях міста, які створюють можливість розробити й застосувати власний бренд.

Ключові слова: маркетинг територій, брендинг міста, бренд міста, інтегрований розвиток.

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Olesia Hryhoriyeva, PhD in Economics. **Oleksandr Khadartsev**, PhD in Economics, Associate Professor. National University «Yuri Kondratyuk Poltava Polytechnic». **Artem Ivaniuk**, Chief Specialist of Project Management, Communal Organization “City Development Institute” of Poltava City Council. **Formation of City Brand in the Implementation of the Concept of Integrated Development.** Modern realities and requirements for sustainable development of territories need ensuring diversity and a certain identification of each city. The relevance of this process is enhanced in terms of implementing the concept of integrated urban development, so the purpose of the article is defined as a spare impact on the formation of the personal brand of the city in the process of successful implementation of integrated development planning. The development and implementation of the concept of integrated development in the cities of Ukraine significantly contributes to the formation of city branding, puts the task of developing and implementing the city brand in the foreground, and provides an opportunity to borrow successful branding experience of European cities.

The result of such work is the formulation of a common vision of what the city wants to be, what and how it should achieve, the definition of strategic, operational goals and objectives, among which you can clearly trace the main directions of the city's branding. The foundations of the city's branding are laid in the most important areas of its development, as well as in the visions of the city, which create an opportunity to develop and apply your own brand.

Keywords: territory marketing, city branding, city brand, integrated development.