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TOURISTS' DESTINATION IMAGE THROUGH REGIONAL TOURISM: From Supply and Demand Sides Perspectives

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Abstract

As an outcome of the phenomenal development of the place branding in the travel industry, scrutinizing its potential influences on tourism and travelers destinations is of supreme prominence. The aim of this study was to identify how branding of places influences both supply and demand sides' perspectives, and leads to changes in travelers' behavior towards Tatarstan, Russia. Based on 78 interviews with tourists (22), managers (34) and 3 focus groups (22), a conceptual model was designed which illustrates that the tangible and intangible factors of place identity influence archetypical nation trait and reginal place brand, which further results in a positive place image, authentic lifestyle, and entrepreneurship. Implications for tourism planning and management are provided.

Keywords: Place Identity; archetypical nation trait; Place Image; Entrepreneurship; Authentic Lifestyle

1. Introduction

Place image is one of the most important components for selecting the place to visit also a challenge for destination management organizations. Place image and identity have developed as a domain of research to address a rapidly rising global competition of places (cities, regions, countries) for tourists, companies, investors, and highly-educated residents, and to assist practitioners in developing efficient tourism strategies (Gertner, 2011; Hanna and Rowley, 2015; So et al., 2017; Zavattaro et al., 2015; Zenker et al., 2017). Places are aiming to improve their image to enhance tourist visitation, increase business activities and investment (Aureli and Forlani, 2016; Hultman and Hall, 2012; Kotler et al., 1999; Papadopoulos, 2004; Qu et al., 2011). The way to construct a strong and favorable place brand has been a recent point of discussion in the marketing (i.e. Foroudi et al., 2016) and tourism literature (i.e. So et al., 2017; Zenker et al., 2017). So et al. (2017) highlighted the importance of brand identity, emphasizing the significance of "projecting a brand identity that is attractive to target consumers in order to achieve customer brand identification" (p. 640).

To date there is a particular lack of research on place branding in relation to place image (Bose et al., 2016; Foroudi et al., 2016; So et al., 2017; Zenker et al., 2017). Furthermore, scholars (Hanna and Rowley, 2015; Hultman et al., 2016; Martinez, 2016) have identified a gap in the literature tackling the notion of place brand from both supply (tourism organizations, visitor and conference bureaus, local authorities, and local advertising/ branding agencies) and demand sides (residents and tourists). Lastly there is a notable lack of research in the context of emerging destinations (Dinnie et al., 2010; Foroudi et al., 2016; Roth and Diamantopoulos, 2009). To address these gaps, this study aims to: investigate the main elements of regional place identity; evaluate the impact of regional place identity on regional place brand; and identify the main outcomes of a regional place brand. The study context is the Republic of Tatarstan in Russia. Tatarstan is one of the most attractive regions for investors in Russia (Glebova and Khamidulina, 2015), it leads the list of the top 30 regions in Russia for business (Forbes rating, 2012) and tourism is a priority of the Republic of Tatarstan (tourism.tatarstan.ru, 2015). This study contributes to the understanding the relationship between place identity, place brand and place image (Foroudi et al., 2016; Kavaratzis and Hatch, 2013) and develops a place brand framework focusing on the concepts of place identity, place brand, visual identity, place image, authentic lifestyle, and entrepreneurship. Additionally, it adds to the discussion of the phenomenon from both supply (brand administrators) and demand sides (brand targets) (Bramwell and Rawding, 1994; Braun, 2012; Hultman et al., 2016). This perspective in line with scholars (Aureli and Forlani, 2016; Zenker et al., 2017) opinion that place brand conceptually required aligned multiple stakeholders' views, nevertheless, little research looked beyond tourists' perspective (i.e. Hankinson, 2004; Kotsi et al., 2016) and more studies of this kind are need (Hultman et al., 2016; Martinez, 2016). Furthermore, this study adds to the literature in emerging countries (as stated by Dinnie et al., 2010; Foroudi et al., 2016; Roth and Diamantopoulos, 2009) especially, in regional level (Eidelman et al., 2016). Finally, this study is of great importance to the practitioners and government to build a strong favorable place brand and

improve the perception about the place by the key stakeholders (residents and visitors).

2. Literature review

Place brand and multiple stakeholders

Academics have well recognized the significance of place brands, as an intangible resource that contributes to the growth of a place (Aureli and Forlani, 2016; Baker and Cameron, 2008; Buhalis, 2000; Hankinson, 2007; Hultman and Hall, 2012; Qu et al., 2011), a unique asset in tourism (Balakrishnan, 2009; Che-Ha et al., 2016) and a source of competitive advantage (Aureli and Forlani, 2016). This study adopts the definition of place brand from Zenker and Braun (2010) and Zenker et al. (2017) which is rooted in the Keller's (1993) notion of brand knowledge. Place brand is defined as "a network of associations in the place consumers' mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design" (Zenker and Braun, 2010, p. 4). A place is a complex phenomenon that represents a large entity consisting of a variety of tangible and intangible components (Florek, 2005). Tangible components of place include its heritage sites, infrastructure, architecture, whereas intangible consist of culture, traditions, practices (Hanna and Rowley, 2011).

A place brand refers to the particular geographical area which contains a promise to all of the current and potential stakeholders, including citizens, public bodies, companies, investors, and tourists (Aureli and Forlani, 2016; Kavaratzis, 2004; Hanna and Rowley, 2015). Scholars (Aureli and Forlani, 2016; Zenker et al., 2017) suggest that the development of a place brand requires the incorporation and involvement of multiple stakeholders' views (i.e. residents, companies and tourists), however, in reality very few studies have focused beyond tourists' perspective (Hankinson, 2004; Kotsi et al., 2016). Researchers (Kotsi et al., 2016; Morgan et al., 2002) consider place brand to be distinct from destination brand, that places more emphasis on attracting tourists (Kotsi et al., 2016; Morgan et al., 2002), whereas place brand holds a wider goals including but not limited to attracting tourism. Zenker et al. (2017) noted that place brand includes destination brand where it is crucial to target both residents and tourist simultaneously.

Place brand, place identity, and place image

A successful place brand needs to be anchored in the identity (Cai, 2002; Govers et al., 2007;

Go et al., 2004; Van Rekom and Go, 2003) and authenticity (staged or real) of the place (Cohen 1988; Cohen-Hattab and Kerber 2004; Govers et al., 2007). Kavaratzis and Hatch (2013) studied the relationship between place identity and place brand, and argued that there can be a static view of place identity which is something to be tapped, defined, and manipulated, whereas branding is the way to communicate place identity. As Govers and Go (2009) noted "place identities are constructed through historical, political, religious and cultural discourses; through local knowledge, and influenced by power struggles" (p.17). In line with this view, if place brand is not deeply rooted on place identity then it can have negative results, especially for the internal stakeholders (Houghton and Stevens, 2010; Kavaratzid and Hatch, 2013).

The term identity has been adopted in variety of contexts and represents a multifaceted phenomenon (Balmer, 1995, 1998), which require multi-disciplinary/interdisciplinary approach (Balmer, 2001, 2008; Van Riel and Balmer, 1997). Place identity can be referred to 'what the place really is'. As highlighted by Florek (2005) and Qu et al. (2011), the place is complex phenomenon that represents a large entity consisting of a variety of tangible and intangible components with the tangible (heritage sites, infrastructure, and architecture) and intangible components (culture, traditions, and practices), thus the identity of the place includes tangible and intangible elements. Little however is known about: 1) the relationship between place identity, place brand and place image (Foroudi et al., 2016; Kavaratzis and Hatch, 2013); 2) entrepreneurship as determinate of success of the place/destination life-cycle (Keller, 2012; Ryan et al., 2012; Weiermair, 2010); 3) importance of the place brand visual identity (Foroudi et al., 2014, 2016); and 4) investigation of identity from multiple stakeholders' perceptions (Hultman et al., 2016; Martinez, 2016). Martinez (2016) noted that "partnerships between stakeholders can lead to favorable associations, consistency and brand strength. We need a deeper understanding of the mechanisms of value co-creation among stakeholders involved in cities, regions or countries, and of the growing inter-regional and cross-border intersections, to better analyze complex systems of multiple many-to-many marketing exchanges from the joint perspective of supply and demand (p. 87). To address these gaps, this research investigates the place identity, place brand and its main outcomes from multiple stakeholders perceptions (supply and demand sides), further develops a framework that links place identity, place brand with the brand image of region, and explores the connection to the entrepreneurship, place brand visual identity and authentic lifestyle.

3. Research Methodology

3.1 Context

The research context is the Republic of Tatarstan in Russia. It has over 3.8 million population and 173 ethnic origins with the majority being Tatars (53, 2%) and Russians (39,7%) (tatarstan.ru, 2017). Tatarstan embraces multinational culture that takes a prominent place, largely determining intercultural, interfaith tolerance in society which creates a unique spiritual heritage (Nagimova et al., 2015). The capital of the Republic of Tatarstan, Kazan, is one of the largest and most beautiful cities of Russia, listed in UNESCO World Heritage sites (whc.unesco.org). Tatarstan is located at the confluence of the Volga river and the Kama river (Russia's two largest waterways) and is in close proximity to the Russian capital city Moscow. The capital of Tatarstan, Kazan, officially became 'sports capital of Russia' and hosted a major international event such as Universiada 2013, 2014, World Fencing Championships, and 2015 World Aquatics Championships. Kazan is also one of the host cities for the 2017 FIFA Confederations Cup and the 2018 FIFA World Cup (tpprt.ru; tatarstan.ru). In addition, Kazan will host the 45th WorldSkills Competition in 2019. Such top international events raised tourists' visitation (Gabdrakhmanov and Rubtsov, 2014) and produced extensive investments in infrastructure (invest.tatarstan.ru 2015). The target of Tatarstan-2030 strategy is to become the core Eurasian region of Russia. Thus, it is essential for Tatarstan to build effective branding strategies to serve various market segments; hence, the research contributes to the policymakers and communication professionals that involved in developing the tourism industry in Tatarstan.

3.2 Research design

A qualitative approach was adopted to evaluate the multifaceted phenomenon of place identity and place brand from both the 'supply' and 'demand' perspectives using various stakeholders (Aureli and Forlani, 2016; Hultman et al., 2016). The study was conducted between June 23 and September 30, 2015 in the Republic of Tatarstan by using a qualitative multi-method data collection procedure. The qualitative data was provided by the 'INSTID' company, including…… The study was conducted in two stages, starting with the in-depth interviews with key informants and experts, following by in-depth interviews with tourists and focus groups with local residents. In the first stage, the desk research (official documents and mass media-supply side view), online research (social media, forums-demand side view) and infrastructure audit were conducted. Those procedures gathered a considerable amount of

archival data (Hultman et al., 2016) on the identity, brand and image of Tatarstan. Afterwards, the main field study was conducted starting from the supply side and following by the demand side. Following Foroudi et al. (2016), the supply side respondents were drawn from key informants and decision makers drawn from organizations engaged in place branding and place image activities such as the State Committee on Tourism of the Republic of Tatarstan. The participants of the interviews had multiple years of experience in relation to the tourism or creative industry and participated in the implementation of place branding and place image communications for tourism, export promotion and investment attraction. Thereafter, the researchers conducted 31 in-depth interviews with key informants and decision makers, including government and NGO organizations, private business in the sphere of tourism and services, academic experts, and creative clusters (see Table 1).

<<<Insert Table 1 here>>>

The second phase comprised interviews and focus groups with residents and tourists (Table 2). The target tourist population sample base on the UNWTO data (2017) representing the people under the age of 45 years, with an income of 30 thousand rubles per month with higher education, leaders middle and senior managers, representatives of creative professions, singles and family, with children and without. As Craig and Douglas (2005) pointed out that there is an increasing "tendency to adopt a more interactive approach to focus groups, to encourage consumers to participate actively in the discussion and to enlist them as a partner in the discussion and exploration of topics" which can take the form of consumer workshop, where "increasingly, therefore, the distinctions between observation, projective techniques, group interviews and creativity groups are becoming blurred" (p. 229).

<<<Insert Table 2 here>>>

The demand side consisted not only of native residents (conducted as a 3 workshops) but also tourists (22 interviews, as they were not available for focus groups). Interviews with 14 Russia Tourists (6 females and 8 male) and 8 Foreign Tourist from Europe and US (4 males and 4 female) from 18 – 45 years, with a minimum income of 30 thousand rubles per month. Three focus groups were conducted among residents with the first one consisting of 5 people (3 females and 2 males); second included 7 respondents (4 females and 3 mails); and the last one had 10 participants (5 females and 5 males). All respondents were within the 18-45-years

range (Table 2).

Following the data collection and preliminary analysis, the 3 advisory committee Public council on Issues of Development Tourist Branch Republic of Tatarstan (11 members); Council of Tour Operators and Representatives Travel Services (15 members); and Art Council, Artists, Art Directors, Graphic Designers, Architects, Arts, and Public participants (19 members) were formed to discuss results.

Based on the topic of this study, a field research guide was developed that broadly outlined the place identity, place brand and place image as a subject of interest to facilitate the discussion. The qualitative investigation throughout the interviews and focus groups included the general unstructured open-ended questions, which helped to gain a better understanding of the phenomenon, and gather attitudinal and behavioral data (Foroudi et al., 2014; Kolb, 2008; Palmer and Gallagher, 2007; Shiu et al., 2009). Participants were initially contacted by telephone, and then by e-mail to schedule a face-to-face meeting at their convenient time and place (Hanna and Rowley, 2015). The field research in the form of interviews and focus groups were between one to two hours long. The qualitative data (interviews and focus groups) were gathered until the point of saturation (Hanna and Rowley, 2015; Knox and Burkard, 2009; Kvale and Brinkmann, 2009).

The interviews and focus groups conducted in the native language of the country (Russian) by a bilingual researcher and at the end of the investigation, they were transcribed and then translated into English (Craig and Douglas, 2005). The research was in line with the aim of a "conversation-like dialogue rather than asking questions that impose categorical frameworks on informants' understanding and experiences" (Arnould and Wallendorf, 1994, p. 492). This study adopted Harpaz et al.'s (2002) recommendation of translation-back-translation as a "procedure used was to discuss each question and the alternatives in a small group of persons fluent in both languages" and "discussion occurred until agreement was reached as to the linguistic equivalence of the questions in both languages" (p. 236), which was conducted by three bilingual individuals proficient in English and Russian. All field studies were recorded using two recorders and transcribed verbatim. Participants names were replaced with a code for confidentiality reasons. The researcher adopted both manual and electronic tools in qualitative data analysis and management (Welsh, 2002). The data were first manually coded and then imported into NVivo 10 to improve the trustworthiness of data. The data coding in

NVivo consists of creating nodes, which is a combination of references about a particular topic, place, person or another area of interest (Bazeley and Jackson, 2013). Nvivo assisted in the gathering of various data (from supple and demand side) together in one place and presenting the relevant themes and topics that conceptualized in the research framework discussed below.

4. Findings

Based on the qualitative study findings the research framework (Figure 1) was created that was also supported by the literature. The study discovered a variety of patterns in the qualitative data in terms of relevant key words and behavioral themes (Hanzel, 2011) that was adopted to construct different categories to investigate it further (Tran et al., 2015). By creating the research framework, the answers to the research questions were obtained. To answer the RQ1 (what are the main drivers of regional place brand?), the study results found the key dimensions of place identity and showed that place identity is the building block of a strong/ and favorable place brand through distilling the authentic national quality. Findings also suggest that place brand can result in favorable place image, place brand visual identity, authentic lifestyle, and entrepreneurship. Three main moderators are identified as: place experience, communication, tourist motivation. Therefore, the study resulted in specifying the regional place brand framework that identifies place identity as the main driver of the place brand with the main outcomes, such as place image, place brand visual identity, authentic lifestyle, and entrepreneurship. The following section of the paper describes the outcomes based on the main concepts of this research.

<<<Insert Figure 1 here>>>

4.1 Place identity

Place identity in this study refers to 'what the place really is', as in marketing literature, corporate identity refers to 'what we really are' (actual identity) (Balmer et al., 2009, p. 7). Results from the qualitative study showed the significance of the key themes and words in forming the place identity perception. Based on the data analysis, the main themes were: 1) tangible elements included food, accommodation, heritage sites, transport, town planning, architecture; and 2) intangible element which included hospitality, visitors' information, culture, practices, history, religion, people, politics, environment, entertainment, and security.

The findings are broadly consistent with existing studies in relation to places (Florek, 2005; Govers and Go, 2009; Govers et al., 2007; Qu et al., (2011). As Govers and Go (2009) noted "place identities are constructed through historical, political, religious and cultural discourses; through local knowledge, and influenced by power struggles" (p. 17) and represents a multifaceted phenomenon comprising of the tangible (heritage sites, infrastructure, architecture) and intangible components (culture, traditions, practices).

There is general alignment of the views of supply and demand side, however the supply side mainly notices positive aspects, whereas the demand also pays attention to negative aspects (as a potential way to improve the place). **From the supply side perspective, the following statements, which identify the identity of the place**, were highlighted as "the main advantage of Tatarstan mill in the eyes of its inhabitants – tolerance cultures, ethnicities and religions. It is fair subject of Tatarstan pride", "We sell the East", "Our main feature – Islam", "We sell the coexistence of Christianity and Islam", "The uniqueness of Tatarstan that there is no language barrier to a foreign culture", "Great personalities from Lenion, Tolstoy, Chaliapin to Pasternak and Tsvetaeva", "Rich in history, culture, architecture, music, sports", "Largest industrial production", "Advanced digital technology, Innopolis", "Beautiful natural wealth, Volga, fields, woods and parks", "Own cuisine and special delicates food", and "The main advantage of Tatarstan mill in the eyes of its inhabitants – tolerance cultures, ethnicities and religions. It is fair subject of Tatarstan pride".

The demand side also highlighted the points mentioned above. They noted that in Tatarstan is "Kind hearted people", "Positive emotions", "Coziness", "Cleanness", "Peace", "Security", "Interesting objects", "Cuisine", |All the people with whom I spoke to were very polite and friendly", "The first thing that strikes in the capital of Tatarstan - It's neat and accuracy. A lot of green", "Kazan was for me this culinary capital Russia. I fell in love with the Tatar cuisine with first echpochmak! Generally during walking for a variety of restaurants, cafes, of course, it is worth noting Kazan love for the cuisine. It was in all the places you visit me".

However, the participants from the demand side also mentioned some negative comments in relation to Tatarstan. For example, "Newly made things, the lack of authentic experiences", "Difficulties with road and public transport", "Insufficient number and variety of the objects (Especially for children and families)", and "Quality standards do not correspond to the requested price". The results also illustrates that the participants from both supply and

11

demand sides viewed that Tatarstan holds a unique notion of authenticity (authentic national quality), which is rooted in the identity of the place that should be used to create the brand of the place.

4.2 Archetypical nation trait

Archetypical nation trait represents the DNA of the place (Gunn and Var, 2002) with the archetypal characteristics strengthening the identity of the place (Forristal and Lehto, 2009). Gunn and Var (2002) pointed out, every place holds a built-in characteristic, or DNA. Based on our study results the place brand is rooted in place identity thought an archetypical nation trait, that is distilled from the identity of the place (Figure 2). The archetypical nation trait can be related to the brand personalities and brand archetypes, as all successful brands retain personalities (Kotler and Gertner, 2002) and uses the archetypal characteristics to reinforce a strong and recognizable identity (Forristal and Lehto, 2009). Brand personality is frequently considered as an efficient way of emotional bonding with current and potential consumers, as it holds a self-expressive value for the consumers (Forristal and Lehto, 2009). Scholars also pointed out that vivid personality traits that reinforces a brand essence are increasingly recognized as significant to the success of a place brand (Forristal and Lehto, 2009) and product brand (Ekinci and Hosany, 2006).

In addition, the archetypical nation trait can be an important factor for brand as it is related to the symbolic or mythic significance. Based on the Jungian archetype theory (Jung 1954), myths are built on archetypes that transcend communication (Tsai, 2006). Faber and Mayer (2009) noted that archetypal qualities are associated with consumer choices. Forristal and Lehto (2009) studied the native species in relation to brand personality and brand archetype, as a building elements of a place/destination branding and found it to be an important notion. Similarly, respondents here highlighted:

> *"Tatars are an ancient nation that has own distinctive character traits distinguishing them from other nations. In general, these are positive features. The Tatars are spoken of as a clean, hardworking people, ready to always come to the rescue. This is also supplemented by a desire for knowledge, patience, honesty, and generosity. They stand out for such qualities as courage and enterprise. Tatars are tolerant of other nations - they did not interfere with the lives of strangers. The Tatars historical tend to not publicise their internal problems. In society, the role of the family is clearly defined, and in the family the position of parents, representatives of the older generation, children. In short, Tatars make Tatarstan". (I2)*

Based on the findings, the archetypical nation trait is a part of the distillation process to build the place brand. As Mayes (2008) referred to the place branding as a "practice or art of distilling the essence of the place" (p. 215). The 'distillation' process presented in Figure 2 and two aspects of authentic trait are illustrated in Figure 3. Participants identified the strong emotional connection to the 'Tatar' national characteristics that authors broadly divide to 'tension' and 'relaxation' characteristics.

<<<Insert Figure 2 and Figure 3 here>>>

4.3 Place brand

The place brand refers to the particular geographical area which contains a promise to all of the current and potential stakeholders, including citizens, public bodies, companies, investors, tourists (Aureli and Forlani, 2016; Kavaratzis, 2004; Hanna and Rowley, 2015). Findings revealed that to build a favorable place brand it needs to be anchored in the identity of the place (Cai, 2002; Govers et al., 2007). It is particularly important that the place identity holds positive features as it will be mirrored in the place brand, as negative place identity can result in negative brand (Qu et al., 2011). Based on participants' responses and the two aspects of the archetypical nation trait discussed above, the following brand was created in Tatarstan by INSTID (Figure 2) as a short formula. Participants mentioned "When I walk around the Republic's capital, Kazan, I feel secure and free. There is always something happening around and at least ones a year a grand international event is taking place, like Universiade-2013. In Tatarstan, I attracted to its rich history and heritage sites such as Bolgar, Kremlin and newly build facilities like Kazan Arena." In addition, said,

> *"Thirty years ago in Tatarstan, a huge automobile factory "KAMAZ" was built. The construction was so big and successful that many foreigners came to see it. Once the Tatar builder invited the French journalist Andre Remakly to visit the village of his parents. The journalist later wrote -"Tatar hospitality knows no bounds!". He told how cordially he was received in a village house. And most of all you know what struck the Frenchman in Tatar hospitality? "The guest, according to custom, takes the whole village, he must move from family to family, even if it lasts a whole week!" - Andre Remakly wrote with astonishment and admiration. Of course, the French, who read about it, was also surprised and delighted."*

The holistic place brand model from multi stakeholders point of view presents the key features to define the place brand of Tatarstan consisted of three equally important elements which are basic symbols, values for the world and character (Figure 4). Values for the world

and character are described in more details in Table 3 and Appendix 1. Based on the elements discussed above, the Tatarstan place brand concept (**Tatarstan: Land of 1001 delights, 2017**) was build illustrated in Table 4.

<<<Insert Table 3>>>

<<<Insert Figure 4>>>

<<<Insert Table 4>>>

4.4 Place brand visual identity:

Place brand's visual identity represents the coherent and consistent brand visual representation (Hanna and Rowley, 2015) of the corporate name, logo, slogan, and color, and company typography (Foroudi et al., 2014). The findings showed that participants expressed that for them it is crucial to have an actual visual representation of the brand, as they need to have something to 'share' and 'talk about'. Key expert mentioned "brand visual identity of the place represents for me the visual common trajectory of movement, common standards and rules of the game. For our republic, the priority is to create/communicate a Tourism brand of Tatarstan and from it, its visual representation, as tourism is the major area of potential growth. The tourism industry in particular needs a common trajectory of movement, common standards and rules of the game. Most of the projects for the development of tourist destinations in the world and in Russia are, as a rule, reduced to enumerating the main attractions or certain advantages of the territory. In practice, it turns out that the regions become very similar to each other." In addition, one of the key expert states that

> *"Tourism is inseparably linked with the territory, and it needs to be effectively managed. VisitTatarstan will help us in this. Now tourists see that there is Kazan, and there is practically no Tatarstan on tourist portals. Many people confuse Kazan with Kazakhstan. Naturally, everyone has heard about the Universiade and other major events, but not everyone knows why to go to Tatarstan if there are no major events. The program opens a new horizon - will make the tourist come and visit any corner of the republic. Its goal is to make tourism an important source of Tatarstan's welfare"*

This study outcome illustrated the significance of place to focus on having a memorable place brand visual identity. Hanna and Rowley (2015) stated that "leadership must establish structures that convey coherent and consistent brand messages through the place brand's visual identity" (p. 103) and emphasized that in contrast with the corporate branding the place branding involves multiple stakeholders that needs to be capture by collaboration of those

multiple stakeholders. However, authors (Chen and Chen, 2000; Dooley and Bowie, 2005; Hankinson, 2009; Kotler and Gertner, 2002; Martinez and Pina, 2003), warned to be aware of dilution effect when many stakeholders are involved. It can be useful to create the portfolio of place brand visual identities (Braun and Zenker, 2010; Hanna and Rowley, 2015). Therefore, it is highly advised for the places, based on core identity and created place brand elements build a sub-place brand visual identity's form tourism, investment, study – based on the core goals and unique characters of the place based on the multi stakeholder cooperation! All those sub-brands should be presented on the main place brand visual identity.

Based on the three place brand elements the visual identity of the place for the tourism industry (Visit Tatarstan) was created in cooperation with the domestic industry professionals and local artists and graphic designers (instid.org). Figure 5 presents the main visual representation of the place brand. Therefore, regarding Tatarstan context it is suggested for Tatarstan in addition to the build = VisitTatarstan place brand visual identity, to add the place brand visual identity for the residents (be Tatarstan), students (Study in Tatarstan), refresh the brand for investors (invest in Tatarstan-already existed). Link all of them to the main website that should be created as BrandTatarstan with the separate link to sub-brands categories (i.e. Visit Tatarstan, invest in Tatarstan, Study in Tatarstan). Currently, Visit Tatarstan brand that was already created based on this study is successfully operating and widely use by residents and tourist.

<<<Insert Figure 5 here>>>

4.5 Authentic lifestyle

Authentic lifestyle represents the actual articulation of the place brand and archetypical nation trait in the form of activities. Giddens (1991) referred to the lifestyle practices as the decisions not only about "how to act but who to be" (p. 81). Cohen (2011) pointed out the importance of lifestyle consumption as a means of socially stratifying individuals and a central notion of discussion around consumer culture. Authentic consumption transforms to the life project where "the particularity of the assemblage of goods, clothes, practices, experiences, appearance and bodily dispositions" (Featherstone, 1987, p. 59) are combined to a distinctive lifestyle.

The results of the study pointed out that the articulation and explicating the authentic lifestyle in its modern interpretation based on the place brand is the key to unlocking the Tatarstan

region's potential. Region infrastructure and brand communication needs to follow this authentic blueprint. The findings shows' that residents value the unique lifestyle rooted in the ancient civilization, different ethnicities, equal measures of traditional Islam and Christianity, spread over fertile lands and river throughways and distilled through the place identity, archetypical nation trait, place brand and evolved in a modern context. It brought about an intriguing and genial blend of wisdoms, ways of living, and rules of conduct.

For visitors, the communicated unique lifestyle that is prominent in all aspects and aspects of life. For them, this is an opportunity to discover the land of the region, to learn its features and secrets, to try out its "salt". Developing the authentic Tatarstan lifestyle in its modern interpretation was the key to unlocking the region's potential. It is crucial not only to explicitly articulate what is the modern authentic lifestyle that will build a favorable impression of the place for visitors/ investors, tourists, and residence (place image), promote entrepreneurship but also to improve infrastructure of the place.

Based on the study outcome authentic lifestyle builds on the place identity, archetypical nation trait, place brand and includes (1) *authentic lifestyle in action* representing actual articulation of the place brand and archetypical nation trait in the form of activities. Such as events: Literary festival and Quest for symbolism of poetry Silver Age in Chistopol, Festival – analogue of «Kazantip», (2) Development project *modern Tatarstan's cuisine:* The modern tatarstan's cuisine should start from principle of land, Local ingredients are given in Modern interpretations, Actual formats, Characteristic of modern way of life, thinking, (3) *Success stories* of the residence, tourists, investors (storytelling) with an actual people. For example, chef, jeweler, businessman, and (4) *Create symbolic objects* that can contain the modern authentic lifestyle through symbolic objects. For instance, souvenirs that are practical, aesthetically expressing regional uniqueness; kettles and tea sets; collection of herbs; aromatic Candles; practical crafts; Regional delicacies in a new/shape – form. Through modern authentic lifestyle people can relate to themselves based on there emotions and it can help to build favorable place image, entrepreneurship culture.

4.6 Place image

Place image refers to the overall immediate impression left in the minds of vistitors/ tourist/ residence and represents an asset, which allows places to differentiate and increase their chance of success (Foroudi et al., 2014; 2016). Results from the qualitative study showed the

significance of the construction of favorable place image for successful development of the region. The findings illustrated that through modern authentic lifestyle people can relate to place based on emotional bond with and it can help to build favorable place image. As respondents noted "*To my mind, Tatarstan now is trying to modernize and package the Tatar lifestyle that embodies the traditional uniqueness but at the same time adds modern twist. It feels in the events, the way they open to international community and all the renovation in infrastructure including the new city Innopolis. This is a grand regional challenge that takes time. But I think they are definitely o the right track. As when I go to international events outside Tatarstan, they mostly know Kazan (capital of Tatarstan) as a modern and diverse city/region in Russia*". Furthermore, key expert mention that,

> "*In a way Image of Tatarstan region is a view to the future, what Tatarstan is trying to be based on what it has now and what it is communicated. There is clearly a lot of work to be done, but there is move in right direction*".

Thus, study highlights that powerful place brand should be be anchored in the identity of the place (Cai, 2002; Govers et al., 2007) which can result in positive image (Qu et al., 2011). As places can adopt the favorable place image to enhance the tourism sector, business activities and overall investment climate for import and export (Aureli and Forlani, 2016; Hultman and Hall, 2012; Kotler et al., 1999; Papadopoulos, 2004; Qu et al., 2011).

4.7 Entrepreneurship

Entrepreneurship defines as the favourable environment for the new business and ventures creation (Keller, 2012; Ritchie and Crouch, 2003). It was highlighted by the participants that by providing the modern authentic lifestyle would positively affect the culture of entrepreneurship and create the entrepreneurship environment. As the entrepreneurship plays crucial role in place competitiveness (Komppula, 2014). Ritchie and Crouch (2003) referred to entrepreneurship as a new venture development and small businesses, and Keller (2012) emphasized the role of entrepreneurship for the growth of the place. Participants noted "As an entrepreneur myself, I can say that some of the most important are policies and practices that places/cities/regionals adopt, which is in a way should be a 'given' factors for any place that are attracting entrepreneurs. The culture of entrepreneurship should be developed through building efficient incubators and accelerators based on the best global practices. Not only all of this should be based on best international practices but also have a unique/authentic features to attract to a particular place. Why this place and not the other?

That particular 'thing' can be a lifestyle that adds quality to life and to all its areas. One of the tourists states,

> *In Tatarstan, I feel, the infrastructure is getting there by building Innopolis city, varies special economic zones and preferential tax systems but it still lacks the comfortable logistics between all of these as a whole. In a way, the dots are not connecting yet. There are huge will and action, but it takes time and strategic thinking. I am looking forward to seeing the Tatarstan entrepreneurship culture flourishing, attracting international talents and growing its own."*

Another participants added,

> *"I think, entrepreneurs by being creative soles, are lured to the quality of life, in line with the talented cheap workforce that they can use. By creating a lifestyle in the region that foster creativity and training talented workforce can build a favorable entrepreneurship culture that positively influences economic development of the region."*

As Weiermair (2010) noted that innovative entrepreneurship can determine success of the place/destination life-cycle. Respondents also noted that a deeper policies and practices emphasizing on the entrepreneurship growth should be developed.

Thus, the respondents highlighted the necessity of the policy change and improvement to create the business finance support programmes for small and medium size entrepreneurs, create stable and clear guidelines for business, providing the qualified work force by developing the apprentice programmes. The outcome of this study and scholars (Keller, 2012; Ryan et al., 2012) highlighted that the entrepreneurial plays a crucial role in the growth and development of place/destination. Thus, extra attention should be put on the policy and practices improvements in this area.

4.8 Communication: moderating between place brand and place image

Communication relates to the harmonized messages distributed in a synchronized manner via controlled (design, website, promotion) and semi/uncontrolled (word of mouth, public relations, media relations, social media marketing) channels to promote the place brand (Foroudi et al., 2016, 2017; Tran et al., 2015). Specifically, the wide importance is placed on the website of the place, as scholars (Foroudi et al., 2016, 2018; Rodriguez-Molina et al., 2015) noted that perceptions of the place can be improved by designing new websites or

optimising the existing ones. Similarly, Molina et al., (2017) stated that one of the most essential and visible face of place/city/destination online branding strategies are website and social media.

All the respondents pointed out that communication is the key ingredient on the road to successful place image. For example, "*to reach the successful impression about the company the right messages should be communicated though the right channels. I personally, use social media to see the placed promise, what the place is like to be perceived by, then if I like what I see on social media to go deeper I would go to the website of the place. Then if it doesn't meet my expectations I don't think I will be interested to visit that place. Also, PR is crucial – what official media says about the place coupled with actual people reviews about it. I would perhaps add brand ambassadors' communication, in a form of people from that place that I met before and official brand ambassadors in the media*" (academic expert). A focus group participants added,

> *To me, Tatarstan is not communicated well yet of what it has to offer. More thought and strategic thinking needs to be added to aligned all the communication to particular goal and strategy"*

Tran et al. (2015) categorises communication on online and offline. Foroudi et al. (2017) classified it to controlled (design, website, promotion) and semi/uncontrolled communication (word of mouth, public relations, media relations, social media marketing). As Foroudi et al. (2017) noted "organizations harmonies both internal and external communications to generate favorable images of the company for target audiences". (p. 574), Places should harmonies both internal and external communications, and controlled and semi/uncontrolled communication to achieve the favourable place image and entrepreneurship. It is important for the decision makers to realize which communication tools, channels and messages are more powerful in the minds of stakeholders' perception (Kitchen, 2005; Tran et al., 2015). It is also vital that all the sources of communication transit consistent images to stakeholders (Cian and Cervai, 2014; Tran et al., 2015). Where communication contributions must speak the "language" of the target audience (Mast et al., 2005) and write in a conversational voice (Weil, 2006; Will et al., 2013). The findings of this study highlighted the significance of communication to create positive images (Foroudi et al., 2017; Tran et al., 2015) and entrepreneurship.

4.9 Motivation: moderating between place brand and place image

Motivation of the visitor/tourist is defined as an internal force generated from the need that visitor/tourist aiming to satisfy leading to their specific behavior (Pratminingsih et al., 2014; Solomon, 2014). Respondents highlighted four main motivations: "Novelty, Escape, Relationship, Self-development". Which relates to widen the mental and emotional horisonts. The findings are in line with the world trends of the global travels motivation. The main idea behinnd is authenticity, where people ask themselves "who are we?" and aim to become 'pioneers'. They are mainly interested in the real life of real people, unique in all their manifestations, blurring the edges between tourism, investment and territories.

As previous researches (Jang and Feng, 2007; Mak et al., 2009; Nowacki, 2009; Pratminingsih et al., 2014; Snepenger et al., 2006) noted that travel motivation and place/ destination image are the fundamental motives for a traveling behavior (i.e intention to re-visit/stay; intention to recommend) and play a crucial role in grasping the decision making process of key stakeholders. Pratminingsih et al. (2014) found that motivation positively influence destination image. Similarly, according to Foroudi et al. (2016) motivation and place/destination image influence intention to revisit.

5. Conclusion

This research demonstrated that place brand should be based on the place identity through construction of the archetypical national quality (main nation quality). Favorable place brand should be adopted to attract talents, tourists, investors and keep the residence (place image), instil entrepreneurship by creating the authentic lifestyle. The results of this study supports the dialogue in relation to the regional place identity and place brand from the supply and demand sides perspectives. Notable, since the introduction of 'VisitTatarstan' tourism brand the tourists' inflow increase by 6.7%, according to the State Committee on Tourism of the Republic of Tatarstan (realnoevremya.com, 2017), which is one of the main aim of the Tatarstan development strategy.

This study is in line with the Hultman et al. (2016) city branding study of Leeds city (UK) from the perspective of both brand steerers (supply) and brand consumers (demand), and Martinez (2016) research on place branding in Colombian from joint supply and demand (multiple stakeholders') perspective by using qualitative multi-method data collection procedure. In this study, supply side consist of conducting desk study (official documents and

mass media), in-depth interviews, advisory committee, and infrastructure audit and observation in 6 main cities (Kazan-regional capital, Chistopol, Elabuga, Naberezhnye Chelny, Sviyazhsk, Bulgaria); while the demand side consist of online research, interviews and workshops. The target groups for the study on the supply side is represented by the key informants and decision makers (i.e. government and non-government organizations in tourism and creative industries, and academics experts in the area), while the demand side consisted of the place users (i.e. residence, tourists and international investors) (Martinez, 2016). The findings of this research are of importance to the academics and decision-makers, as it not only contributes to the discussion regarding the place identity and place brand notions, but also provided a practical advice and example of how to create a place brand rooted in a place identity.

5.1 Theoretical contributions

There is an increase interest in the research on place identity and place brand (Aureli and Forlani, 2016; Hultman and Hall, 2012; Qu et al., 2011; Foroudi et al., 2016; Hultman et al., 2016), in particular, from the multiple stakeholder perspective (Hultman et al., 2016; Martinez, 2016) and in the emerging market context (Dinnie et al., 2010; Foroudi et al., 2016; Roth and Diamantopoulos, 2009), such as Russia (Eidelman et al., 2016). However, there is still little discussion about how place brand is created and of its main outcomes, and even less research addresses the both demand and supply perspectives. Therefore, this exploratory study has attempted to fill this gap, by evaluating the process of place brand formation from multi stakeholder view point. This research constructed the place brand framework (Figure 1), as well as identified the important dimensions of the place identity consisted broken down to tangible and intangible groups.

First, it contributes to the discussion of place identity and place brand by clarifying the concepts and construction of the research framework, as little is known about the relationship between place identity, place brand and place image (Foroudi et al., 2016; Kavaratzis and Hatch, 2013). The study highlights the notion that powerful place brand should be be anchored in the identity of the place (Cai, 2002; Govers et al., 2007) which can result in positive image (Qu et al., 2011). Place brand represents a comprehensive interdisciplinary concept and still an emerging discipline that needs to be further developed (Kotsi et al., 2016;

Noronha et al., 2017; Zenker et al., 2017). The authors suggest that there is great need for a holistic approach to place brand.

Second, it adds to the understanding of the phenomenon by combining multiple stakeholders' perspective in line with the scholars (Aureli and Forlani, 2016; Zenker et al., 2017) view that suggested that place brand conceptually required aligned multiple stakeholders' views (i.e. residents, companies and tourists), however, very few studies looked beyond tourists' perspective (i.e. Hankinson, 2004; Kotsi et al., 2016) and more are need (Hultman et al., 2016; Martinez, 2016). Martinez (2016) noted that "partnerships between stakeholders can lead to favorable associations, consistency and brand strength. We need a deeper understanding of the mechanisms of value co-creation among stakeholders involved in cities, regions or countries, and of the growing inter-regional and cross-border intersections, to better analyze complex systems of multiple many-to-many marketing exchanges from the joint perspective of supply and demand (p. 87).

Third, this research contributes to the understanding of the place brand construction in an emerging context (Dinnie et al., 2010; Foroudi et al., 2016; Roth and Diamantopoulos, 2009). As little is know about place brand in Russia (Eidelman et al., 2016; Klyukanov et al., 2008; Mingaleva and Bunakov, 2014), in particular in relation to regional level (Eidelman et al., 2016).

5.2 Managerial implications

To enhance advantage in rapidly competition world, cities/ regions/ countries strategize to improve their development by focusing on the place identity, place brand and place image improvements (Aureli and Forlani, 2016; Hultman and Hall, 2012; Kotler et al., 1999; Papadopoulos, 2004; Qu et al., 2011). To improve the positioning of the places the perception about them of the key stakeholders should be improved (Foroudi et al., 2016; Kumar, 2014; Middleton and Clarke, 2012). As the construction of the place brand is a very expensive and demanding task (Foroudi et al., 2016, 2017), thus desion-makers should take a great care in developing a favorable place brand that will create a positive impression about the place. Hence, it is paramount for the decision makers and place consultant to understand the phenomenon of the place brand formation and distinguish between the place identity and place brand from multiple stakeholders' perspective, that is clarifies in this study by creating the place brand framework and providing the example of place brand formation.

Also this research by combining of the demand and supply sides contributes to the understanding of multiple stakeholders perception on place brand. The combined views from multiple stakeholders are found to be very useful to present 'true' identity of the place, as it as noticed the supply side mostly mentioned positive side, but on a deeper level the demand side; while demand side emphasized both positive and negative outlook, with the view of how the place can be improved. Thus, it is highly advice for the decision makers to take into consideration multi stakeholder perspectives when considering the place brand formation. Based on this study, multiple stakeholders from demand and supply side needs to be involved to uncover the place identity and to build the place brand.

Based on the study findings, the authors suggest to the government organization that are in charge of the place branding strategies to implement 'the place brand center' with a strong expert management structure that targets group-specific sub categories, such as tourist, residents and investment, which is in line with the scholars (Braun and Zenker (2010) and Hanna and Rowley (2015) views. Braun and Zenker (2010) suggested the need for a portfolio of place brand visual identities and is also found to be relevant based on this study outcome. Thus, in relation to the Tatarstan context it is advised to Tatarstan government to add to already created tourist visual identity (VisitTatarstan) the visual identity for the residents (be Tatarstan), students (Study in Tatarstan), refresh the brand for investors (invest in Tatarstan-already existed). The primary website should be created as BrandTatarstan with the separate link to sub-brands categories (i.e. Visit Tatarstan, invest in Tatarstan, Study in Tatarstan). Currently, Visit Tatarstan brand that was already created based on this study is successfully operating and widely use by residents and tourists.

However, it is import to keep the core identity, unified message and attributes to strengthen the core message through the sub place brand visual identities. Consistency of core identity is critical for the success of long-term oriented place branding practices (Qu et al., 2011). Therefore, clarifying the place identity and creating a favorable place brand should form the crucial parts of the place making efforts of the government organizations, as a part of the economic development strategy. Thus, it is paramount for the government tourism organization, brand administrators and brand/ consultancies and consultants specializing to understand aspects of place identity that is regarded as a foundation of the place brand.

5.3 Limitations and directions for future studies

The research is exploratory in nature and intended to call for further research into the concepts and definitions related to place identity and place brand formation from multi stakeholder's perception. As every research, this study is not without its limitations. The study was conducted in a single setting (i.e. Tatarstan region in Russia). In relation to other countries the results might differ. Another limitation can be linked to the qualitative design of the research, that was aligned to the study and have probably limited the opportunities for generalization; further study here is also recommended.

More study in this interesting area is encouraged, as there are numerous questions arising that are suitable for investigation. First, there are more overall questions that could be evaluates, place identity and place brand relation, that is lacking of understanding. Second, connected to the research framework main constructs (Figure 1), further studies should be conducted to test the model. Third, the research framework should be investigated in relation to different places, as this is exploratory study that needs to be further developed. Finally, the study framework needs to be refined and tested quantitatively to demonstrate greater generalizability and validity of the relationships.

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Table 1: In-depth interviews with managers

Industry	Interview position	Interview approx. length	Industry	Interview position	Interview approx. length
Government and NGO organizations			**Private business in the sphere of tourism and services**		
Government	Chairman of the of the State Committee of Tourism of the Republic of Tatarstan (RT)	60 min	Restaurant	Head of the Hotels and Restaurants Association	60 min
NGO	Executive director	90 min	Restaurant	Head Chef of the restaurant	90 min
NGO	Deputy executive director	30 min	Travel	Director of travel agency	30 min
NGO	Development Center for Tourism RT	60 min	Travel	President of the travel agencies association	60 min
Government	Deputy Minister of culture RT	82 min	Travel	Executive director of the hotel; Director of travel agency	82 min
Government	Aide to the RT President responsible for the heritage	90 min	Hospitality	Head of the Hostel	90 min
Government	Aide to the RT President responsible for the cities planning in the region	65 min	Travel	Deputy director of travel agency	65 min
NGO	Chairman of the Committee for External Relations And Tourism of the Executive Committee of Kazan	60 min	Restaurant	Managing director of the restaurant	60 min
Government	Mayor of the new tech Innopolis city in RT	30 min	**Academic experts**		
Government	Deputy Chief of Tatarstan Investment Development Agency (TIDA)	62 min	Education	Vice-president of the Academy of Sciences RT	30 min
NGO	Director of Tourist Information Center of Kazan	85 min	Education	Head of the department of museology, culture and tourism in Kazan Federal University	62 min
NGO	Head of Tourist Information Center of Elabuga	90 min	Education	Head of the Department of Tourism and Service Povolzhsky in the Academy of Physical Culture, Sports and tourism	85 min
Government	Employee of the State Committee of Tourism RT	32 min	**Creative Cluster**		
NGO	Deputy Director of the Museum Association	60 min	Media	Editor of the Kurag magazine	32 min
NGO	Depute director of museum	60 min	Music	Organizer of musical Kremlin LIVE	60 min
NGO	Deputy Director for Development, Elabuga State Historical- Architectural and art museum- Reserve	90 min	Creative	Head of Academy of Creative Youth	60 min
			Food	Expert in Tatar cuisine	85 min
Topics discussed:					

Topics discussed:
- The understanding of place identity, place brand and place image,
- The factors that influence place brand,
- Their experience of what they understand about place brand and its influences on place image, place brand visual identity, authentic lifestyle, and entrepreneurship,
- Discussion of elements of place identity and whether they influence place brand, and
- The main perceived impacts of place brand.

Source: The Researchers

Table 2: In-depth interview with tourists and focus group with native residence

	Occupation	Type	Interview approx. duration
1	Art consultant	Tourist from Russia	60 min
2	Partner in consulting company	Tourist from Russia	65 min
3	Interior designer	Tourist from Russia	30 min
4	Interior designer	Tourist from Russia	60 min
5	Housewife	Tourist from Russia	82 min
6	Partner in the law firm	Tourist from Russia	53 min
7	Blogger	Tourist from Russia	90 min
8	CEO in global company	Tourist from Russia	65 min
9	Public figure	Tourist from Russia	60 min
10	Head of the development company	Tourist from Russia	30 min
11	Head of bank department	Tourist from Russia	58 min
12	Screenwriter	Tourist from Russia	85 min
13	Stay at home wife	Tourist from Russia	90 min
14	Analyst	Tourist from Russia	32 min
15	Stay at home wife	Tourist from the UK	90 min
16	Stay at home husband	Tourist from the UK	30 min
17	HR specialist	Tourist from the UK	60 min
18	Interior designer	Tourist from the UK	82 min
19	Doctor	Tourist from Germany	75 min
20	Stay at home wife	Tourist from the UK	45 min
21	Director of the centre	Tourist from Poland	60 min
22	Stay at home wife	Tourist from Poland	30 min
Workshops (focus groups) with native residence			
	Number of participants		
1	5		120 min
2	7		120 min
3	10		180 min
Topics discussed			
- The understanding of place identity, place brand and place image - The factors that influence place brand - Their experience of what they understand about place brand and its influences on place image, place brand visual identity, authentic lifestyle and entrepreneurship - Discussion of elements of place identity and whether they influence place brand - The main perceived impacts of place brand.			

Source: The Researchers

Table 3: Place brand: Values for the world

Values for the world	
Meaning	The values for the world represent the substantive part determines which Tatarstan memory cell should occupy in the minds of tourists. These are three things that any tourist should in one form or another call if they ask about Tatarstan. This is the key in which it is necessary to present information about Tatarstan to target audiences and with the help of which it is possible to make decisions regarding the development of the tourism sector of Tatarstan.
Elements	**ABUNDANCE** • Fulfilment • Diversity • Wide choices • Everything that soul pleases • Inexhaustible reserve
	SECURITY • Infinite tranquility • Only positive things can happened • Nothing to fear • Full relaxation • Peace and rest
	ATTENTION • Personal attention to everyone • Each guest feels special, they are happy to see 'him', they work especially for him, he is greeted wholeheartedly

Table 4: Tatarstan brand concept

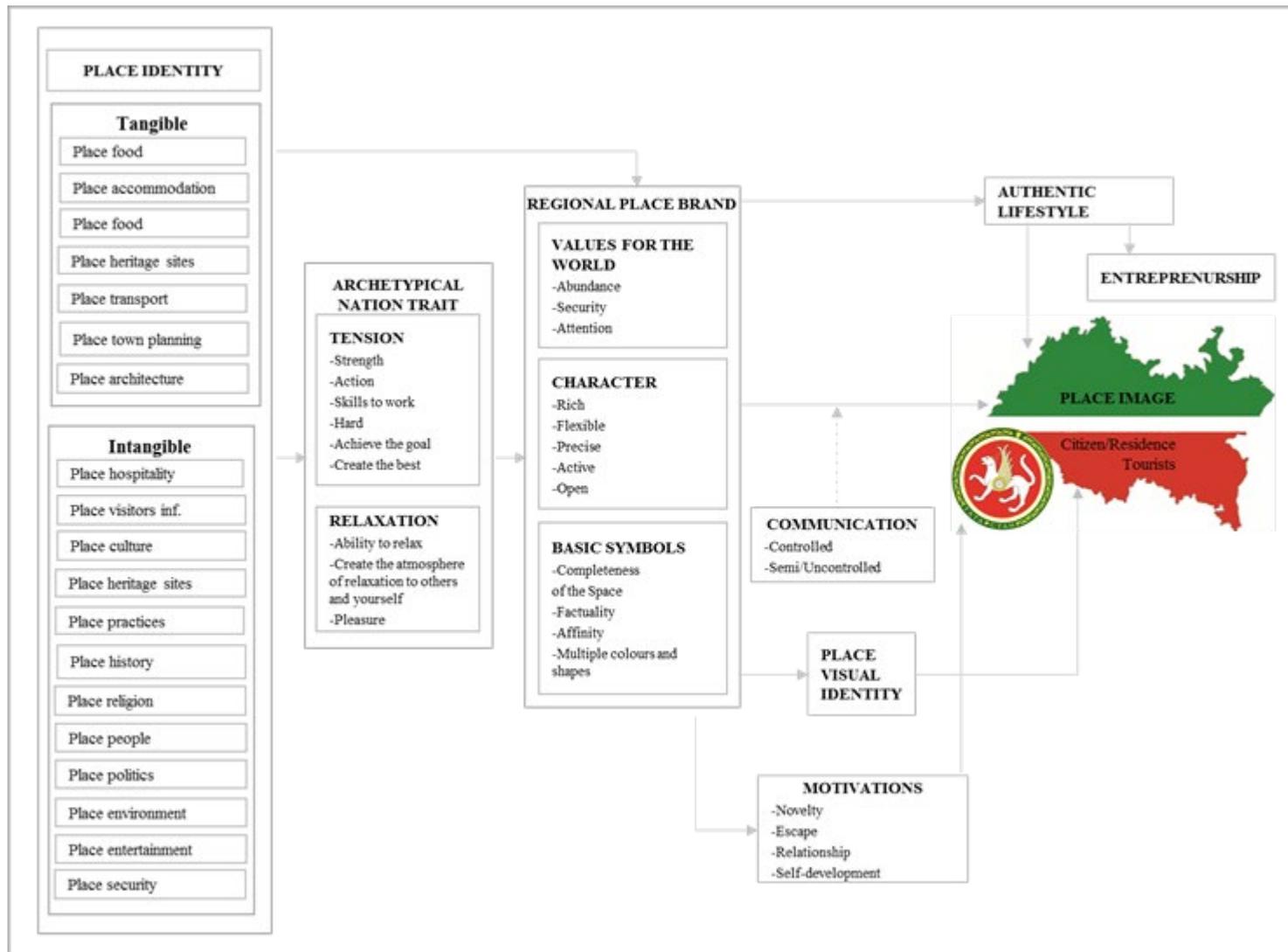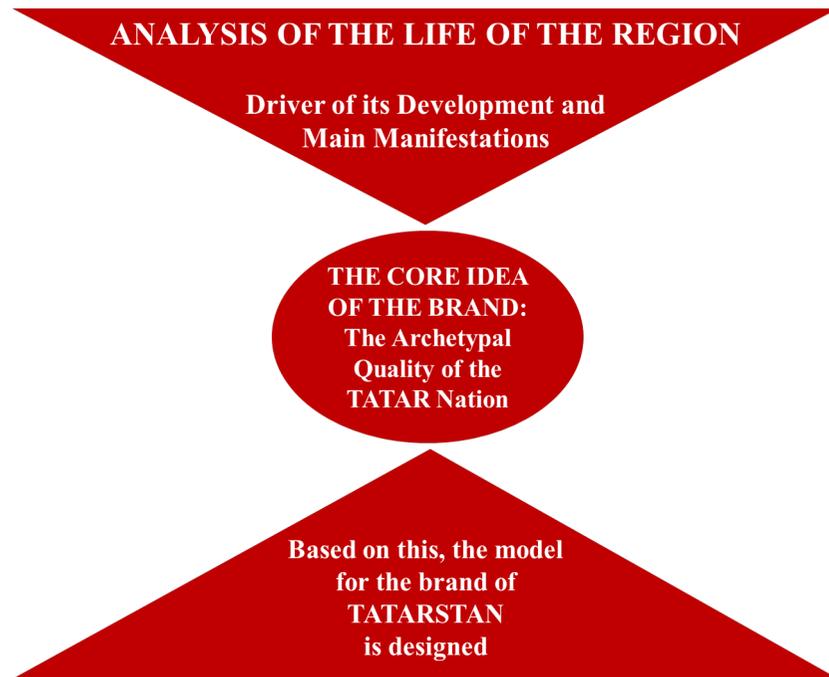| Tatarstan: Land of 1001 delights	
Concept	*It's nice to be back, where you are loved.* *Where all issues have been take care off.* *And give time to the things that matter.* *You sail along the river of Pleasures.* *You can not see what except you over the corner, but you know what it will be ok.* *Tatarstan will remember you*
Tatarstan: Land of 1001 delights	This is a motivation for Tatarstant to create, build a richer infrastructure, expand geography of the tourist objects on the whole territory of the republic. how to the weddings prepare 100 different types of dishes for 300 people as if it was 3000, the same way all the nation must prepare pleasures for self and for themselves and their guests, as minimum of 1001. This is Tatarstan lifestyle. This manifestation of the traditions of Tatarstan We are hospitable not because we are waiting for praise, but because our character, we can not do any other way. Tourists will see it. We do not deliver pleasure to someone, we deliver pleasure to ourselves first. The fact that we do can do so many things and we do it. This is manifested of the edgy of Tatarstan earth, the ability to use its resources. We use the sight, there is a river- we use the river. Everything, that grows, lives, exists. The land of Tatarstan, also is used. All These are the resources to create Authentic experience and Pleasure.
1001	Here, "1001" indicates to a great variety, hard work, which people in Tatarstan input (invest) in its guests, in development of the industry, products, services. At the same time, there is a hint on the Eastern Tradition, there is very clear cultural binding.
Delights	Delights" means complete satisfaction, saturation, when the tourist receives everything that the soul pleases. • from walking around the city or Travel to nature • from visiting a cultural Events • from extreme sports • from literary readings • from working with business and State • from food or cooking • from the use of productse

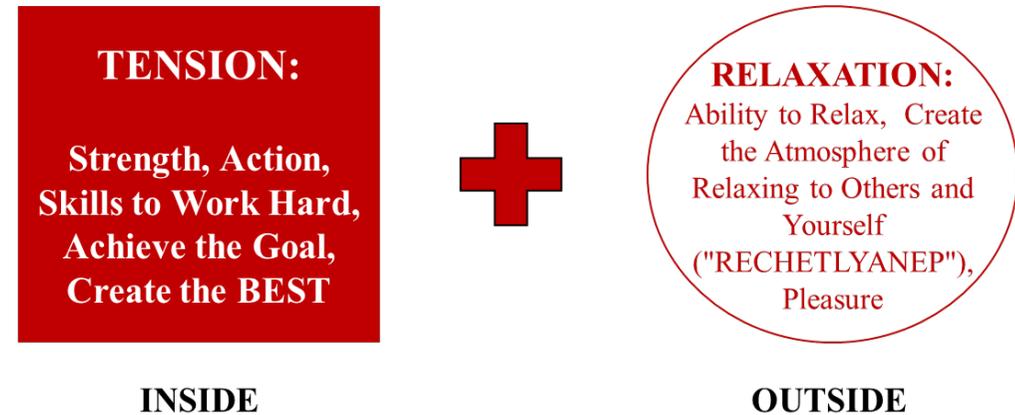**Figure 1: The proposed research framework**

Figure 2: Archetypical nation trait

ANALYSIS OF THE LIFE OF THE REGION

Driver of its Development and
Main Manifestations

THE CORE IDEA
OF THE BRAND:
The Archetypal
Quality of the
TATAR Nation

Based on this, the model
for the brand of
TATARSTAN
is designed

Source: The researchers

Figure 3: Authentic trait consist of two aspects

TENSION:

Strength, Action,
Skills to Work Hard,
Achieve the Goal,
Create the BEST

INSIDE

RELAXATION:
Ability to Relax, Create
the Atmosphere of
Relaxing to Others and
Yourself
("RECHETLYANEP"),
Pleasure

OUTSIDE
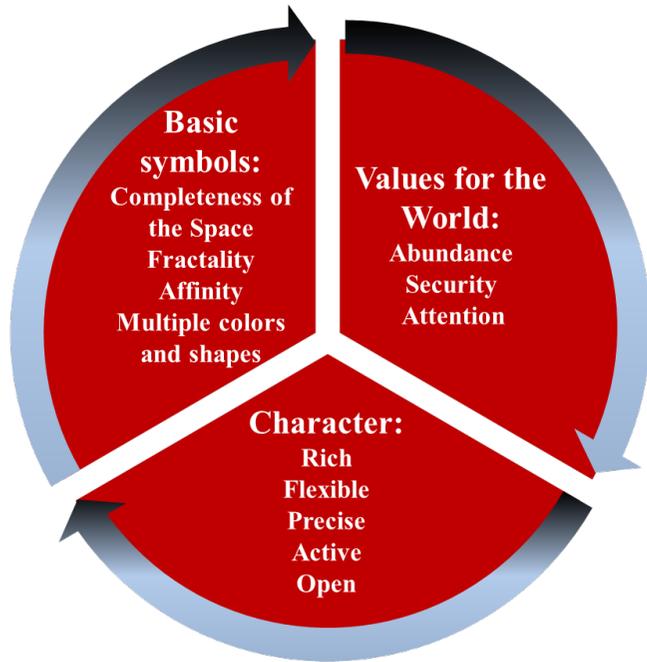
Figure 5: Place brand model

Figure 5: Place brand visual identity of Tatarstan (VisitTatarstan)
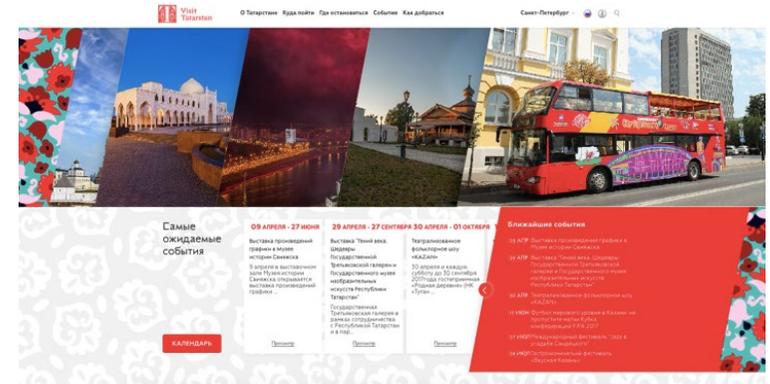
Logo

Patterns

Souvenirs

Website

Source: instid.org/visit-Tatarstan (2015); visit-Tatarstan (2015)

Appendix 1: Place brand - Character

TYPES OF COMMUNICATION	RICH	FLEXIBLE	PRECISE	ACTIVE	OPEN
WRITTEN	Shaped, metaphors	Without a cliche, variability constructions	Facts, structural, unambiguity	Rhythmical , active voice	Understandable, available
ORAL	Rich variety of vocabulary	Diverse	Bluntly, just business	Emotional, high variability	Clear, articulated
NON VERBAL	Memorable, multifaceted, diverse	Relevant to the context, corresponds to the Situation	Business, punctual, calibrated	At a pace, smart	Benevolent, free
COLOUR	Juicy, saturated, complicated	Large variety of shades	Not blurred, narrow palette	Active	Clear
FORM	Diverse, complex	Without direct lines and angles, variability	Outline	Flowing, asymmetric	Unfinished
COMPOSITION	Set, occupancy, space	A variety of options for organizing blocks	High contrast, build-up	Active interaction of elements	Without borders, Interaction with the background
STRUCTURE	Soft, silky	Variability, multiplicity	Geometricity elements, clarity of lines	Noticeable, with ebbs, with brilliance	Diversity, a wealth materials