

TERRITORY MARKETING: STUDY OF KEY TRENDS IN THE SCIENTIFIC RESEARCH DEVELOPMENT**Adam Jasniewski^{1*}, Ievgen Neiman², Maksym Dubovenko³, Oleksandr Kaylyuk⁴**¹ PhD Student, Department of Marketing, Sumy State University, Ukraine² Entrepreneur, Sumy, Ukraine³ Director of LLC "Siteplus", Sumy, Ukraine⁴ Researcher, Center for Collective Use of Computing Equipment, Department of Applied Mathematics and Complex Systems Modeling, Sumy State University, Ukraine*corresponding author: Adam Jasniewski¹, a.yasniewski@biem.sumdu.edu.ua

Territorial marketing is a multifaceted scientific direction that includes elements of branding, use of digital technologies, performance evaluation and consideration of cultural factors. It is an important tool for territories' economic, social, cultural and ecological development. It helps attract investment, support local businesses, improve the quality of life for residents, preserve cultural heritage and promote sustainable development. The purpose of the article is to study the main trends in publishing activity on the subject of territory marketing. The authors have systematised the research areas of territory marketing: the conceptual foundations of territory marketing, territory branding strategies, the use of digital technologies in territory marketing, measuring the effectiveness of marketing campaigns, and the influence of cultural and social factors. With the help of the Scopus tools, the peculiarities of publication activity on territory marketing were investigated. For the period from 1990 to 2023, more than 1,573 publications were analysed. Italy, the USA, France, Spain, Great Britain, Australia, Portugal, India, and Canada are among the leading countries in publishing activity. Key subject areas include Social Sciences, Business, Management and Accounting, Economics, Econometrics and Finance, Environmental Science, Engineering, and Medicine. The most significant publications are affiliated with the Polytechnic Institute of Cávado and Ave, Portugal, the University of Guam, Guam Island, and Charles Darwin University, Australia. The authors conclude that socio-economic development and territorial development strategies focus on increasing competitiveness by preserving and using existing, as well as forming and implementing new competitive advantages, which determines the positioning of the territory. Given this, the relevant strategies for developing territories and cities should ensure the convergence of management and economic activities of the subjects of the territorial system, effective management of production infrastructure, and provision of consumer needs. In the face of global environmental challenges, marketing territories can contribute to promoting environmentally friendly technologies and practices. This helps to attract investments in sustainable projects and increase the population's environmental awareness.

Keywords: marketing of territories, regions, consumers, territory image, city brand, tourism.**МАРКЕТИНГ ТЕРИТОРІЙ: ДОСЛІДЖЕННЯ КЛЮЧОВИХ ТРЕНДІВ РОЗВИТКУ НАУКОВИХ ДОСЛІДЖЕНЬ****Адам Ясніковскі^{1*}, Нейман Євген², Максим Дубовенко³, Олександр Кайлюк⁴**¹ Аспірант, кафедра маркетингу, Сумський державний університет, Україна² Підприємць, Суми, Україна³ Директор ТОВ «Сайтплус», Суми, Україна⁴ Науковий співробітник, кафедра прикладної математики та моделювання складних систем, Сумський державний університет, Україна*автор-кореспондент: Адам Ясніковскі¹, a.yasniewski@biem.sumdu.edu.ua

Маркетинг територій є багатограним науковим напрямком, який включає в себе елементи брендингу, використання цифрових технологій, оцінку ефективності та врахування культурних чинників. Він є важливим інструментом для економічного, соціального, культурного та екологічного розвитку територій. Він допомагає залучати інвестиції, підтримувати місцевий бізнес, підвищувати якість життя мешканців, зберігати культурну спадщину та сприяти стійкому розвитку. Метою статті є дослідження головних трендів публікаційної активності з тематики маркетингу територій. Авторами систематизовано напрямки дослідження маркетингу територій: концептуальні основи маркетингу територій, стратегії брендингу територій, використання цифрових технологій у маркетингу територій, вимірювання ефективності маркетингових кампаній, вплив культурних і соціальних чинників. За допомогою інструментарію Scopus tools досліджено особливості публікаційної активності з тематики маркетингу територій. За період з 1990 по 2023 рік було проаналізовано більше ніж 1,573 публікацій. Серед країн-лідерів публікаційної активності Італія, США, Франція, Іспанія, Великобританія, Австралія, Португалія, Індія, Канада. Ключовими предметними галузями є Social Sciences, Business, Management and Accounting, Economics, Econometrics and Finance, Environmental Science, Engineering, Medicine. Найбільша кількість публікацій має афіліацію Polytechnic Institute of Cávado and Ave, Португалія, University of Guam, Guam Iland, Charles Darwin University, Australia. Автори роблять висновок, Відзначимо, що соціально-економічний розвиток та стратегії розвитку територій фокусуються на підвищенні конкурентоспроможності шляхом збереження і використання наявних, а також формування і реалізації нових конкурентних переваг, що визначають позиціонування територій. З огляду на це, відповідні стратегії розвитку територій та міст повинні забезпечувати конвергенцію управлінських і економічних видів діяльності суб'єктів територіальної системи, ефективне управління за виробничою інфраструктурою, забезпечення потреб споживачів. В умовах глобальних екологічних викликів маркетинг територій може сприяти просуванню екологічно чистих технологій та практик. Це допомагає залучити інвестиції у стійкі проекти та підвищити екологічну свідомість населення.

Ключові слова: маркетинг територій, регіон, споживач, імідж території, бренд міста, туризм.**Cite as:** Jasniewski, A., Neiman, I., Dubovenko, M. & Kaylyuk, O. (2024). Approaches for the companies' promotion in the modern business environment. *Visnyk of Sumy State University. Economy Series*, 2, 47- 54. <https://doi.org/10.21272/1817-9215.2024.2-05>

INTRODUCTION

At the current stage, the urbanisation processes have been significantly intensified recently. Limited resources and integration into the national and world economy have led to competition between cities, regions, and other settlements. Under such conditions, the territories are transformed from a place of residence and carrying out various types of activities into independent entities that can carry out measures to increase their competitiveness and attractiveness for investors, tourists, new population, etc. At the same time, the tasks of local authorities are to create and maintain the uniqueness of their territory for tourists, to create favourable conditions for business, employment, and residence, and to present these advantages to targeting groups. This requires the search for new approaches to managing the administrative-territorial unit, which would allow the realisation of the set goals and ensure the active presentation of the territory's capabilities. This leads to the emergence of a new toolkit - marketing of the territory, which makes it possible to use the available resource potential to the fullest. The main task of territory marketing is to ensure the territory's attractiveness not only for entities that will make external investments but also to increase the comfort level of the population living in this territory. The purpose of the article is to study the main trends in publishing activity on the subject of territory marketing.

LITERATURE REVIEW

Territorial marketing as a tool for improving the effectiveness of territories should include a set of marketing technologies and be based on the provisions of the territorial development strategy. Given that, the marketing of the territories should be based on the existing advantages of the territory, including resources, and only then take into account the needs of the territories. It is worth noting that needs cannot be met if they do not form the basis of territorial development. One of the key directions of territory marketing is the attraction of investments in developing these territories [1], opening of new activities [2], increasing prestige and image [3]. Through the marketing of territories, there is stimulation of sales operations of products produced in the region, as well as the formation of a positive image in the context of ensuring the competitive advantages of the region in the near future [4].

Scientific research on the subject of territory marketing can be grouped into the following areas:

1) Conceptual foundations of territory marketing. The scientific literature often emphasises the importance of conceptualising the marketing of territories. Defining key terms such as "territory marketing", "territory branding" and "territory promotion" is the foundation for further research. For example, the study of P. Kotler and F. Asplund [4] emphasises that the marketing of territories is aimed not only at attracting tourists but also at attracting investors and new residents and increasing the general attractiveness of the territory.

2) Territorial branding strategies. Territorial branding includes creating a unique image of the region that sets it apart from competitors. Many studies focus on branding strategies, which examine successful examples of city branding, such as London and New York. Scientists note that successful branding is based on a deep understanding of target audiences' local characteristics and needs.

3) The use of digital technologies in the marketing of territories. Modern studies emphasise the role of digital technologies in the marketing of territories. In particular, the article by Park et al. [5] analyses how social networks and other online platforms can contribute to promoting territories. Using digital tools allows you to attract a broad audience and effectively communicate with potential tourists and investors.

4) Measuring the effectiveness of marketing campaigns. An essential component of territory marketing is measuring the effectiveness of marketing efforts. In this context, a study by G. Buckley [6] suggests different evaluation methods, such as economic performance analysis, visitor and investor satisfaction surveys, and social media analysis. Buckley emphasises that a comprehensive approach to performance measurement allows for a more accurate assessment of the results of marketing campaigns.

5) Influence of cultural and social factors. The influence of cultural and social factors on marketing territories cannot be ignored. Research by scientists [7] analyses how the cultural features of a region

can influence its perception and attractiveness. They point out that cultural authenticity and uniqueness can become important competitive advantages.

Based on the conducted literature review, it can be concluded that the marketing of territories is a multifaceted scientific direction that includes elements of branding, the use of digital technologies, evaluation of effectiveness, and consideration of cultural factors. Further research may focus on developing new methods and tools to help promote territories in the global market even more effectively.

RESULTS

The study of the structural and content environment of the "territory marketing" category is first illustrated by the analysis of research trends in this field. With the help of Scopus Tools Analytics, the dynamics of scientists' publication activity were studied. For the period from 1990 to 2023, more than 1,573 publications were analysed. The graph of the dynamics of publications is presented in Figure 1.

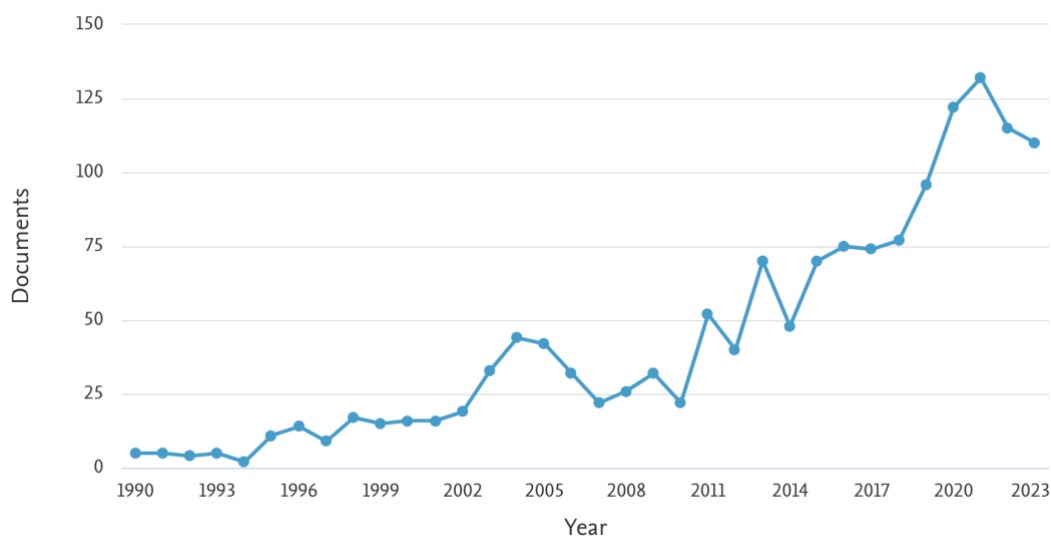


Figure 1. The dynamic of publications on the subject of "territory marketing".
Source: created by the authors based on Scopus

A robust growing trend characterises the dynamics presented in the figure. So, the number of scientific publications in 2000 – 16 publications, in 2011 – 52 publications, in 2020 – 122 publications, in 2023 – 110 publications. Such a trend indicates the relevance of this research topic and the need to form marketing strategies for developing territories, regions, and cities. Analysis of a number of scientific publications [.] indicates that the following strategies of territory marketing will be distinguished: cities - leaders (capitals, flagships of the economy, cities - political and elite, universal), cities - entrepreneurs (trade, professional producers, gastronomic, book capitals), entertainment cities (theatre) cities - museums (cities of celebrities, cities of "geniuses of a place" - characters of works of art, artistic cities, cities "at museums", historical cities, cities - architectural museums, sacred cities), scientific ("smart") cities (cities-science parks, university cities, innovation factories), cities - mediators, guides and crossroads (cultural crossroads, bridge cities, gateway cities, communication and partnership centres, media centre cities, satellite cities), cities with a unique image (cities of "reflected" image, cities of aggressive marketing strategies, humanitarian cities, exotic cities, cities of a combined image). The given thematic variety of strategies indicates the spread of marketing of territories, leading to new urban image projects. The results of studies of the country distribution of publishing activity, presented in Figure 2, are fascinating.

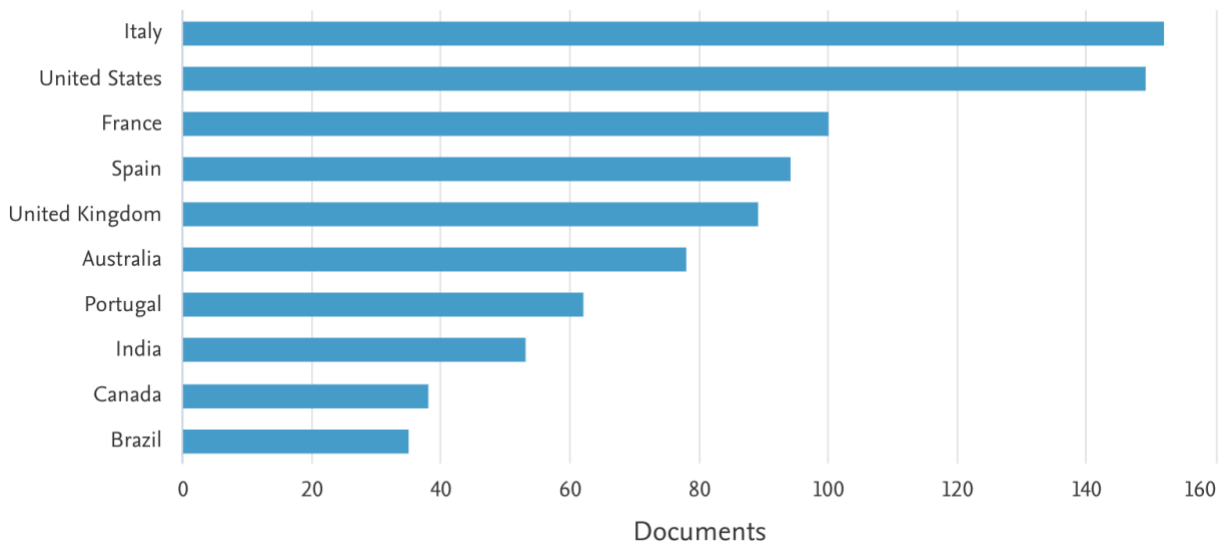


Figure 2. Distribution of scientific publications on the subject of territory marketing by country.
Source: created by the authors based on Scopus

Figure 2 presents the TOP 10 countries that are leaders in studies devoted to the marketing of territories for the period from 1990 to 2023. The most significant number of publications belongs to Italy (152 publications), USA (149 publications), France (100 publications), Spain (94 publications), Great Britain (89 publications), Australia (78 publications), Portugal (62 publications), India (53 publications), Canada (38 publications), Brazil (35 publications).

The analysis of the content component of scientific research is primarily characterised by the subject area in which the relevant research takes place. Figure 3 presents the structure of scientific subject areas in the study of scientific publications on the subject of territory marketing.

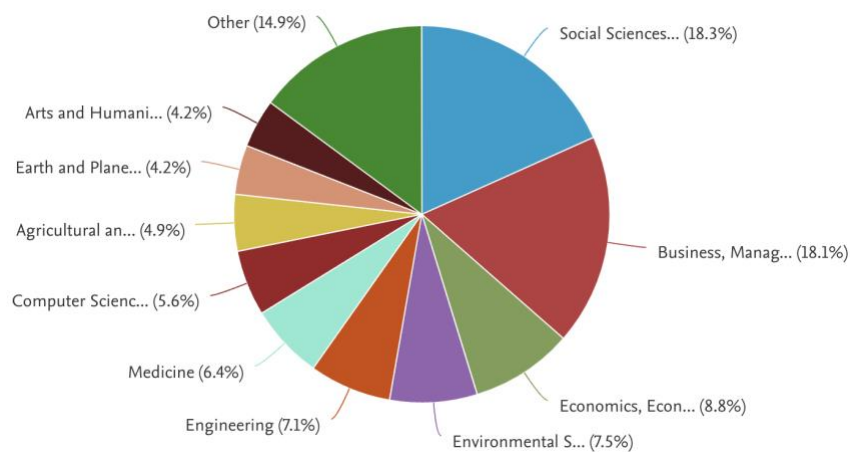


Figure 3. Distribution of subject areas of scientific publications on the subject of territory marketing by country.
Source: created by the authors based on Scopus

The key fields are Social Sciences (18.3%), Business, Management and Accounting (18.1%), Economics, Econometrics and Finance (8.8%), Environmental Science (7.5%), Engineering (7.1%), Medicine (6.4%). Table 1 presents the quantitative distribution by subject areas.

Table 1. Subject areas of scientific publications on the subject of territory marketing by country

Subject area	Documents
Social Sciences	475
Business, Management and Accounting	470
Economics, Econometrics and Finance	228
Environmental Science	195
Engineering	183
Medicine	166
Computer Science	146
Agricultural and Biological Sciences	126
Earth and Planetary Sciences	110
Arts and Humanities	108

Source: created by the authors based on Scopus

The largest number of publications belongs to the subject field of Social Sciences (475 publications). We note that socio-economic development and territorial development strategies focus on increasing competitiveness by preserving and using existing, as well as forming and implementing new competitive advantages that determine the positioning of the territory. Given this, the relevant strategies for developing territories and cities should ensure the convergence of management and economic activities of the subjects of the territorial system, effective management of production infrastructure, and provision of consumer needs.

The scientific interest is the distribution of publication activity by affiliation of scientists by academic institutions. Figure 4 shows the basis of academic institutes that research the subject of territorial marketing.

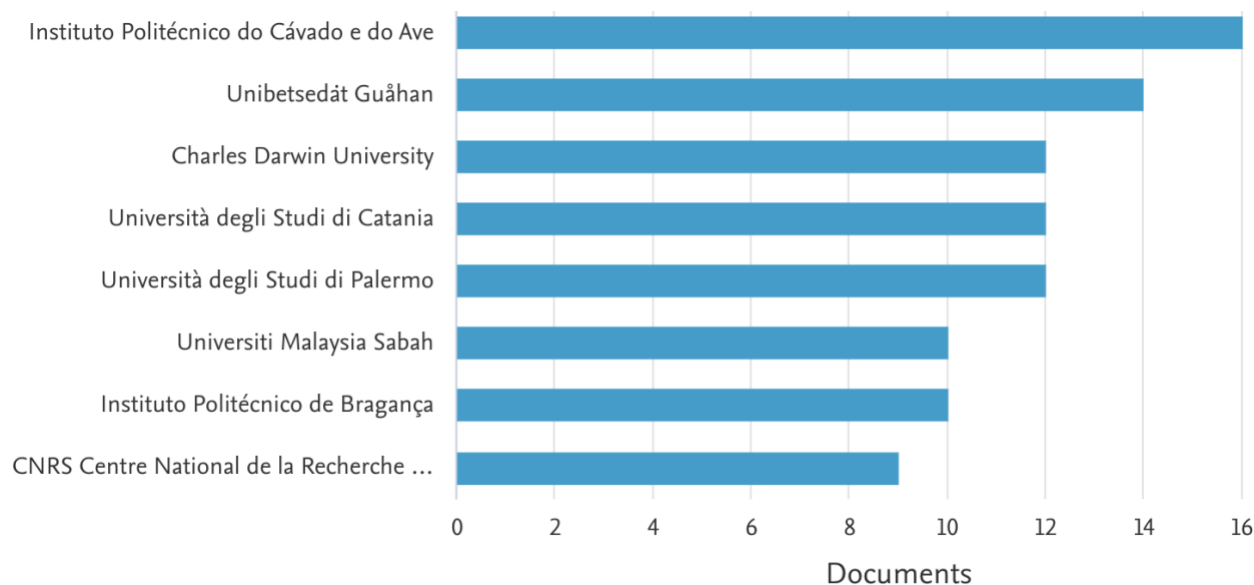


Figure 3. Distribution of scientific publications on the subject of territory marketing by country.

Source: created by the authors based on Scopus

Thus, the most significant number of publications is affiliated with the Polytechnic Institute of Cávado and Ave, Portugal (16 publications), the University of Guam, Guam Iland (14 publications), and Charles Darwin University, Australia (12 publications).

Table 2 presents the leading scientists on the subject of territory marketing.

Table 2. Leading scientists on the subject of territory marketing

The authors	Number of publications
Sousa, B.	9
Fusté-Forné, F.	7
Suki, N.M.	7
Anon	5
Correia, R.	5
Ingrassia, M.	5

Source: created by the authors based on Scopus

A significant number of scientific publications belong to a scientist from Portugal, Sousa Bruno. The main areas of scientific research are issues of the development of tourist regions: the behaviour of consumers of tourist services, structural studies of tourism industries, the role of relationship marketing in the behavioural intentions of medical tourism services, experimental marketing as a lever for the development of creative tourism [8, 9]. In turn, the scientist Mohd Suki, Norazah, Malaysia, devotes his scientific works to the study of environmental problems that cause the need for environmental behaviour at the global level. The papers note that the rapid growth of the tourism industry leads to environmental degradation due to the depletion of natural resources and excessive use of water and energy. The author uses the theory of social identity to study the influence of environmental initiatives and the development of corporate social responsibility on the level of environmentally conscious civic behaviour of clients. Empirical research results suggest a small relationship between sustainable corporate image and consumers' environmental citizenship behaviour, and green trust promotes environmental CSR initiatives.

Thus, marketing territories is becoming an increasingly important direction in modern science and management practice, given the numerous economic, social and cultural challenges facing cities, regions and countries [10]. Below are the key arguments justifying the relevance of this direction of research.

1. Competition for resources and investments. In globalisation, regions and cities compete to attract investments, talent and tourists. Effective marketing of territories allows you to distinguish a region from others, demonstrating its unique advantages and opportunities. This, in turn, contributes to economic growth and development.

2. Urbanisation and growth of cities. Urban population growth creates additional challenges for city management, such as providing infrastructure, housing and services. Territorial marketing helps city administrations attract the necessary resources to solve these problems and form a positive image of the city.

3. Development of tourism. Tourism is an essential source of income for many countries and regions. Effective marketing strategies contribute to the growth of tourist flows, increase of income from tourism and development of the local economy. Research in this area helps identify best practices and innovative approaches to promoting tourist destinations.

4. Social and cultural development. Territorial marketing also plays a vital role in preserving and popularising the cultural heritage of regions. This contributes to the preservation of cultural traditions, increasing the pride of residents and the development of cultural tourism. Research in this area helps to understand how better to integrate cultural and social aspects into marketing strategies.

5. Sustainable development. In the conditions of climate change and growing environmental challenges, sustainable development is becoming a priority for many territories. Marketing of territories can promote environmentally friendly technologies and practices, increase the population's ecological awareness, and attract investments in sustainable projects. Research in this area allows for developing strategies that consider the environmental and social aspects of development.

6. Use of digital technologies. Today's digital technologies, such as social networks, big data and artificial intelligence, open up new opportunities for territory marketing. Studying the effectiveness

of these tools and their integration into marketing strategies is an essential direction of scientific research.

The relevance of territory marketing as a scientific research direction is due to the need to solve numerous economic, social and environmental problems facing modern cities and regions. This direction allows for the development of effective territory management strategies, promotes their growth and increases competitiveness at the global level.

CONCLUSIONS

The importance of developing marketing territories is justified by several reasons, including the economic, social, cultural, and ecological aspects of the development of cities, regions, and countries. In particular, attracting investors is critical for infrastructure development, job creation and economic growth. Effectively positioning the territory as attractive for investment can ensure an inflow of capital, which stimulates the development of local enterprises and general economic development. Marketing strategies help local businesses gain more customers and expand their markets. This includes local companies and large international corporations' involvement that can contribute to economic growth. Effective marketing of territories contributes to the development of infrastructure, improvement of social services and improvement of residents' general standard of living. Investments in infrastructure such as roads, schools, hospitals and cultural facilities make the area more attractive to live and work. Marketing of territories can raise residents' awareness about their region, its features and advantages. This can strengthen the sense of pride in the place of residence and contribute to citizens' active participation in the territory's development. Tourism is an essential source of income for many regions. Area marketing helps attract more tourists, increasing revenue from hotel businesses, restaurants, souvenir shops, and other tourist services. Marketing of territories can contribute to the preservation and popularisation of the region's cultural heritage. This includes historical monuments, traditions, and crafts, which are essential to the territory's identity.

In the face of global environmental challenges, marketing territories can contribute to promoting environmentally friendly technologies and practices. This helps to attract investments in sustainable projects and increase the population's ecological awareness. Territorial marketing also includes social responsibility, contributing to the development of territories considering the needs of all population groups, including vulnerable groups. This allows for equal access to resources and opportunities. Modern digital technologies open up new possibilities for marketing territories. Using social networks, big data, and other digital tools allows you to communicate more effectively with target audiences and involve them in interaction with the territory.

Marketing of territories is an essential tool for territories' economic, social, cultural and ecological development. It helps attract investment, support local businesses, improve the quality of life for residents, preserve cultural heritage and promote sustainable development. Effective marketing of territories allows you to create a positive image of the region, increase its competitiveness and ensure long-term growth.

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