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ANALYSIS OF THE RUSSIAN EXPERIENCE OF CREATING TERRITORIAL BRANDS

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Abstract. This article shows the features of territorial branding development in various regions of the Russian Federation. The ways of development and promotion of territorial brands, not only in large, but also in small towns of Russia, are considered in the article. In the work, based on the description of a large number of Russian regional brands, a comparative analysis is carried out and their advantages and disadvantages are shown.

Much attention is paid to the formation of territorial brands on the example of the Republic of Tatarstan. The article reveals the main tasks of the brand Visit Tatarstan and shows the features of its visual style. The work shows, that the visual style of this brand is based on a modern interpretation of ethnic, historical and traditional Tatar ornaments, spanning 1000 years. The formation of clear, homogeneous and adequate image of the Republic of Tatarstan in the public consciousness, both within the region and beyond its borders, is one of the main tasks of the brand Visit Tatarstan. The article states, that the brand Visit Tatarstan is primarily focused on the development of tourism and hospitality in the region, as well as the formation of an adequate image of Tatarstan for numerous guests, coming to the Republic from all over the world. It was concluded, that all regions of the Russian Federation should have their own original brands, which should complement and develop each other.

Keywords: territorial brand, regional branding, tourism destination.

Introduction. The development and creation of territorial or regional brands become an integral element of the accelerated development of territorial entities in modern conditions. This process is typical for the majority of industrially developed countries of the world. As for Russia, the need to develop domestic tourism, as an important component of the socio-economic development of territories, stimulates paying special attention to the formation of regional brands [1, 2]

Nowadays, any brand acts as a marketing activity tool, contributing to the competitiveness of the product, service, person, region, organization or idea. At the same time, the territorial brand characterizes a set of emerging ideas about the corresponding region in the minds of people, supported by the value characteristics of the region in various fields of activity: administrative, recreational, sports, innovation, or some other [3, 4].

2. RESULTS AND DISCUSSION

Territorial brands on the territory of Russia can be divided or classified into a number of groups, according to their content:

- political and administrative or nation-wide: Moscow and St. Petersburg;
- recreational - Sochi;
- mythological or fabulous - Veliky Ustyug (the birthplace of Ded Moroz, Russian analogue of Santa Claus);
- sports - Kazan;
- innovative - Skolkovo (not far from Moscow), Innopolis (in the Republic of Tatarstan), etc.

In the Russian Federation, the process of territorial brands creation has started relatively recently, since the beginning of the 2000s, but so far this process has not affected many cities and regions of Russia, including quite large.

Among the most significant brands, in our opinion, are the following:

1. Saint Petersburg



Price:	10 000 000 rubles
Author:	Artem Tamazov, Volga-Volga
Logo:	Peter and Paul Fortress and raised bridges + lion's head

Figure 1. Brand of Saint-Petersburg

The brand of St. Petersburg was among the first to develop in Russia in 2006. The main purpose of brand creation, as stated, was to increase the tourist and recreational attractiveness of the city and the surrounding areas. For these purposes, the city authorities spent about 10 million rubles. However, the integrity and consistency in this work was not enough, which was due to the lack of preliminary marketing research on this issue and the constant change of executors of this project. Initially, the work was done by artist A. Tamazov and the agency Volga-Volga, but further the project was committed to a foreign (German) company, which tried to use other logo and the final work was never completed.

2. Omsk Region



Price:	10 000 000 rubles
Author:	Stanislav Ivanchenko
Logo:	Bear's pad

Figure 2. Brand of Omsk region

The brand of Omsk region, symbolized by the pad of the bear, caused a rather ambiguous public resonance and understanding among the population and the public. This was due to the fairly solid money for the region, spent on its creation, and identification with the ongoing political processes in the country, and not entirely successful artistic solutions.

3. Kaluga Region



Price:	€40 000
Author:	Artemiy Lebedev
Logo:	Letter K encircled by the letter O

Figure 3. Brand of Kaluga region

Much less money was spent for creation the brand of Kaluga region, than the previous two brands. The creator of the logo, designer A. Lebedev, originally and uncomplicatedly introduced the abbreviation of Kaluga region, which currently has sufficiently high investment attractiveness for domestic and foreign financial organizations.

4. Perm



Price:	Unknown
Author:	Artemiy Lebedev
Logo:	Red Russian letter «П»
Slogan:	Simple, clear, repeatable (Просто, понятно, повторяемо)

Figure 4. Brand of Perm

The brand of Perm is a large red Russian letter "П". In addition, rather simple and accessible slogan was chosen: "simply, clearly, repeatable" («просто, понятно, повторяемо»). The author of this brand was the designer A. Lebedev, who also took an active part in creating the brand of Kaluga region. In general, population liked the brand and it was very recognizable, although it could be associated with other cities, whose names began with the letter "П".

5. Ulyanovsk



Price:	3 000 000 rubles
Author:	Stas Marketing Partners
Logo:	Slogan with aircraft
Slogan:	"Ulyanovsk is ready for take-off"

Figure 5. Brand of Ulyanovsk

In the process of creation the brand of Ulyanovsk, associations, connected with the development of aircraft building in this city, were used. This is indicated by the brand logo - the sketch of aircraft and the slogan "Ready for take-off". So, Ulyanovsk in this case is represented as the aviation capital of Russia. Although this thesis is rather controversial, taking into account the existence of aviation enterprises in many other Russian cities, including in neighboring regions: Kazan, Samara, Saratov and some others.

6. Nizhny Novgorod



Price:	Free
Author:	Maria Ponomoreva, British Higher School of Art and Design
Logo:	Ornament in the style of Khokhloma painting
Slogan:	Nizhny Novgorod – is the capital of the Volga region

Figure 6. Brand of Nizhny Novgorod

The brand of Nizhny Novgorod was developed last year by a student of the British Higher School of Art and Design Maria Ponomoreva as a graduation project.

The slogan "Nizhny Novgorod – is the capital of the Volga region" was proposed as the main one. The concept of the region's development will be promulgated in Nizhny Novgorod in the near future. It should include the brand development strategy. But Ponomoreva's work is already perceived as the official brand of the city.

7. Dobryanka



Price:	
Author:	
Logo:	state district power station, culture, commitment to traditions and others) 8 pictograms (
Slogan:	Dobryanka – is the capital of kindness

Figure 7. Brand of Dobryanka

Dobryanka is a small town in the Perm region, which came down to the point of development of its own brand quite seriously. It was created by the Moscow agency CityBranding. The brand consists of eight pictograms, denoting everything, that is associated with Dobryanka, namely: SDPS, sport, culture, forest, hygiene, adherence to traditions, the Stroganovs, Ural Venice. In the slogan of this brand, the name of the city was used: "Dobryanka - is the capital of kindness". Financing of all works on development and promotion of this brand was carried out from extrabudgetary funds.

8. Sharya



Price:	
Logo:	Spherical hedgehog in a frame
Slogan:	The region of unknown paths

Figure 8. Brand of Sharya

Sharya is the second largest city in the Kostroma region, whose leadership put a fairy tale theme in the basis of the idea to create its own brand.

At the same time, absolutely non-fabulous hedgehog Gosha (Город Шарья - the city of Sharya) won among all fairy-tale characters. The logo is accompanied by a slogan: "Sharya – is the region of unknown paths," which, perfectly suited to this wooded, underdeveloped and sparsely populated area. The creation of this brand cost a small financial investment: the prize fund for the development of the brand was 40,000 rubles, plus the money for its organization.

9. The Republic of Tatarstan

In order to increase the effectiveness of territorial branding in 2016, a new brand Visit Tatarstan was created in the Republic of Tatarstan, designed to supplement and strengthen the already existing brand "Heritage of Tatarstan" from 2014. Visit Tatarstan is a comprehensive program, aimed at creation and implementation of global communication strategy and marketing campaign to promote tourism opportunities of the country, as well as further development of the tourism industry within the region and bringing it to modern world needs and standards.

The key idea of Visit Tatarstan is that Tatarstan should sell tourists not a tourist attraction, not an intersection of East and West, and, rather, not some specific things - but what is naturally and the best of all - an atmosphere of prosperity and contentment, a sense of richness. **Hence the formula of the project: "Tatarstan – is 1001 pleasure".**

The visual style is based on modern interpretation of ethnic, historical and traditional Tatar ornaments, covering 1000 years. 19 ornaments were developed over the five main epochs in the history of the republic: the Bulgarian civilization, the Golden Horde, the 18th - 19th centuries, the 20th century and the Digital Age.

The project implementation implies two directions - external and internal [5]. The first is based on the program advertising, the second - combines all the components of tourism - souvenirs, national attractions, travel agencies, etc.

The brand Visit Tatarstan has the following main tasks:

- improvement the level of incomes and living standards of residents of the Republic of Tatarstan;
- formation of clear, homogeneous and adequate image of the Republic of Tatarstan in the public consciousness, both within the region and beyond its borders;
- increasing the tourist and recreational attractiveness of the Republic of Tatarstan by promoting and implementing of integrated marketing and communication strategy;
- raising the prestige of the tourism industry in the republic and the desire to make it one of the leading, along with oil production, petrochemical, engineering and agriculture;
- solving the problem of unemployment by increasing occupation in the sphere of tourism and hospitality, by virtue of persons, having specialized education;
- unification of the activities of all participants in the tourism industry of Tatarstan with a single vision and a single meaning [6].

There are three main components in the content of the brand Visit Tatarstan:

- values;
- character;
- principles of style.

The main **values** are:

- abundance;
- safety;
- attention.

In the new brand, the **character** can be described as:

- rich;
- flexible;
- complicated;
- active;
- harmonious.

The principles of the brand style, in particular, include:

- fullness of space;
- fractality;
- composing;
- variety of colors and shapes.

Graphically, the brand Visit Tatarstan looks like this (Figure 9).



Figure 9. Brand Visit Tatarstan

At the same time, the open gates resembling the gates of tower Syuyumbike, symbolize first of all the openness of Tatarstan, the desire to invite as many tourists from various countries as possible, and to adequately perceive new progressive ideas from all over the world. As for the corporate identity, the authors of this brand decided to show, that Tatarstan is not only a Tatar culture, it covers much more than the 18th-19th century epoch, famous for its Tatar ornamentation. The specialists structured the style into layers: Bulgarian, Middle Ages, XVIII-XIX centuries, XX century, digital age. Each layer in the graph represents an era, which formed a characteristic cultural layer in the territory of Tatarstan.



Figure10. Visit Tatarstan

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Therefore, we can state, that the brand Visit Tatarstan is primarily focused on the development of tourism and hospitality in the region, as well as the formation of an adequate image of Tatarstan for numerous guests, coming to the Republic from all over the world [7].

Conclusions. Thus, it can be concluded, that all regions of the Russian Federation must have their own original brands, which must complement and develop each other. At the same time, the formation of a modern architecture of territorial brands can ultimately give a big return in the form of the creation of effective tourist destinations in various regions of the Russian Federation.

Acknowledgements. The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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INTERNATIONAL TRADITIONAL KNOWLEDGE PROTECTION, TRADITIONAL CULTURAL EXPRESSIONS AND GENETIC RECOURCES: RAISING THE ISSUE

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Abstract. In this paper the causes of interest in the problems of traditional knowledge, traditional cultural expressions and genetic resources protection at the international level are considered. For this purpose, the prerequisites of inclusion of the matter in the agenda at the international conferences is examined as well as reasons for the increase in the number of the researches and publications concerning this issue. Particular attention is paid to the emergence of bio-piracy, the most prominent examples of the illegal use of traditional knowledge and related genetic resources, such as Neem tree and Turmeric are analyzed. Separate consideration is also given to the situation of illegal use of traditional cultural expressions - as was in the case of picture of the Australian artist - the representative of indigenous people of Australia - by the name of Banduk Marika. In addition, in this paper challenges encountered in developing traditional knowledge, traditional cultural expressions and genetic resources protection system are analyzed. Definitions of traditional knowledge, traditional cultural expressions and genetic resources, as well as distinctions between protection of these objects within the existing system of intellectual property and by means of specially created *sui generis* systems are carried out.

Keywords: traditional knowledge, traditional cultural expressions, genetic recourses, bio piracy.

Introduction. Issues of traditional knowledge, traditional cultural expressions and genetic resources protection began to be discussed not so long ago: first publications on the-subject appeared in the early 1980s.

Nevertheless, in 1963 at the Conference held under the auspices of the United Nations Educational, Scientific and Cultural Organization and the United International Bureaux for the Protection of Intellectual Property in Brazzaville, folklore and requirements about its integration into copyright became a consideration subject at the international level for the first time [1]. In 1967 at the Conference on revision of the Berne Convention for the Protection of Literary and Artistic Works [2] the issues of folklore protection were also raised. As a result, the revised Berne Convention did not include folklore among the protected objects, as a compromise article 15(4) providing protection to unpublished works where the identity of the author is unknown was added to the text of the Convention. Development of the Model Provisions for National Laws on the Protection of Expressions of Folklore Against Illicit Exploitation and Other Prejudicial Action [3] (further - Model Provisions) accepted in 1982 was the first significant step towards legal regulation of folklore. In Model Provisions protection of folklore was provided with the *sui generis* system. However, these actions did not draw attention of the world community.

Results and discussion. The number of the researches and publications devoted to traditional knowledge, traditional cultural expressions and genetic resources in the 1990s have increased significantly. The heightened interest, first, was explained by attention to the rights of indigenous people, whose elements of cultural identity are traditional knowledge, traditional cultural expressions and genetic resources are. So, in 1989 the ILO Convention concerning Indigenous and Tribal Peoples in Independent Countries [4] was adopted. In accordance with article 23 of this Convention traditional activities of the peoples, as well as handicrafts, rural and community-based industries shall be recognized as important factors in the maintenance of their cultures and in their economic self-reliance and development. The Declaration on the Rights of Indigenous Peoples adopted in 2007 in article 31 incorporated rights of indigenous people to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, technologies and cultures, including human and genetic resources, seeds, medicines, knowledge of the properties of fauna and flora, oral traditions, literatures, designs, sports and traditional games and visual and performing arts. [5].

The second reason for growing interest of the world community in traditional knowledge, traditional cultural expressions and genetic resources protection are environmental degradation and loss of biological diversity. In 1992 the Convention on Biological Diversity was adopted. Three main objectives of this Convention are: the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources. Pursuant to article 8(j) of the present Convention, the states according to the national legislation respect, preserve and maintain knowledge, innovations and practices of indigenous and local communities embodying traditional lifestyles relevant for the conservation and sustainable use of biological diversity and promote their wider application with the approval and involvement of the holders of such knowledge, innovations and