Hospitality Industry, Geobranding and Sustainable Development of Resort Cities: Urban Aspects in the Stage of Active Development

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Abstract: The modern resort city is a complex phenomenon, a multi-layered structure, the overall functioning of which depends on many aspects, the most important of which deserve not only municipal, but also federal attention. Nevertheless, not all issues can be resolved administratively - the successful status of the resort city, the focus of public attention on the strengths of the city, the correct implementation of its capabilities - all this is solved quite effectively with the help of geo-branding mechanisms. The article discusses some aspects, the correct implementation of which allows you to create a positive situation in which the components of geo-branding territories are articulated and interact with each other, generating the very desired synergistic effect, the presence of which can create not only "big names and big ideas", but also "big territory", which, in turn, undoubtedly contributes to the economic prosperity of cities and regions, being one of the key drivers of their further prospective improvement and development.

1 INTRODUCTION

Nowadays, the hospitality industry, which forms, among other things, the foreign policy image of both a particular region and the whole country, is a demanded and dynamically developing branch of the modern world economy.

It is not surprising that this kind of direction is included in the promising areas that are under the special attention of the state structures of Russia – after all, it is hospitality and the associated development of the tourism cluster, exponentially increasing financial and tourist flows, not only contributes to the economic development of the regions, being one of the drivers their further improvement and long-term development, but also can play an important role in the overall perception of the image building of the state, both external as well as domestic.

In general, a situation in which geo-branding, branding of cities and territories, work on a positive image of cities and regions (sometimes referred to as "marketing of places", "urban marketing" and "promotion of places" (Boisen et al., 2018), are

subordinated systematic development, phased development, designed for long periods of time, with the involvement of public and private financial injections, venture investment resources and human, geographic, environmental and resource capital of developing regions is by no means new - this kind of activity is carried out all over the world, starting in Europe, with its rich tourism traditions, firmly declared and regularly supported by information and event infusions by well-formed geo-brands, traditionally tourist regions, cultural, gastronomic, sports, competitive and other "places of power", as well as firmly established in the cultural consciousness of the masses since the 19th century familiarization voyage lines, and ending with the rapidly developing cities of Asia, Africa, Latin America, so loudly and large-scale declaring themselves in the last decade (Kokosalakis et al., 2006; Martinez, 2012; Maheshwari et al., 2011).

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2   MATERIALS AND METHODS

There is a sufficiently developed theoretical base associated with this kind of activity - in particular, views close to those described are formed and promoted by one of the founders of the so-called "radical geography", David Harvey, who in 1995 was awarded the title of laureate of the Vautrin Lud Prize (quite prestigious in professional communities a prize, which is considered a kind of "Nobel Prize in Geography").

In his studies, D.Harvey naturally comes to the conclusion that the peculiarities of urban development depend not only on the economic, but also on the political and economic class of the city, region, country (Harvey, 2018), which is also confirmed in the famous "Anholt hexagon" (Anholt, 2007) , which considers the forms of representation of the territory (city, region – up to the state) , and in a number of other studies (Dinney, 2011; Gontsa, 2017; Bronnikova and Alekseeva, 2018; Kidwell, 2018; Montgomery, 2019; Wade, 2018), and in how the other components of geo-branding of territories are articulated and interact with each other, generating the same synergistic effect, the presence of which can create not only "big names and big ideas", but also "big territories", which, in turn undoubtedly contributes to the economic prosperity of cities and regions, being one of the key drivers of their further prospective improvement and development.

In the external direction of the formation of a positive image (of the city, region, federal district and the state as a whole), this can be as the creation and further development of a positive image of the city (in our case, both of the "resort city" per se , and of Pyatigorsk, and more broadly – about the whole range of resort cities of the Caucasian Mineral Waters, as a special ecologically protected region, the flagship of the tourism and hospitality industry in the entire North Caucasian Federal District) .

The concept of a positive view of the city, first of all, should include the creation, subsequent development and development of all kinds of additional channels of active urban (and regional) communication - these can be a variety of incentive actions, contests, thematic events that emotionally involve the target audience in the sphere of the representative conceptual field of the resort city. Information should be delivered both by means and capabilities of the federal, administrative resource, and in the form of an informal information wave, which, as a rule, has a greater impact than official communication channels.

Active participation in promotions, contests, events, etc. launches a self-organizing feedback wave, competent and timely correction of fluctuations of which can create a stable image of a modern, fashionable, relevant, interesting and prestigious vacation spot for an active category of citizens, which will indirectly affect the passive part of the target audience.

In the future, the so-called "printed" (official city and regional) communication channels (various types of media - newspapers, magazines, portals) can be acupuncture applied to the created field, but only after fixing the formation of a stable background of an alternative or "unofficial" information wave.

In the internal direction of the formation of a positive image of the city, work should be carried out on a regular basis with the information field formed by the population of the city, the building and implementation of positive concepts and "mental hashtags" that create a positive filling of the tension of the conceptual semantic field, the development of new common values and guidelines for the entire population, creation of a system of public and administrative assessment of the performance assessment of each employed resident, regardless of the field of activity.

The creation and development of fields of operational positive information is also quite feasible with the help of the method of architectural and design amplification we are developing (Galdin, 2015), which is achieved in a number of ways, including through the acupuncture integration of "smart technologies" into the tissue of the city. For more than a decade, this kind of practice has found its successful solutions on the streets of many European and North American cities – it is no longer a miracle such complexes of street equipment that are able to adapt not only to changes occurring with light filling, pressure, humidity, wind speed, and other factors, which can change cyclically during the day, but also adapt to the environment, and even the behavior and actions of passers-by - for example, the traffic lights we mentioned and other devices that sound physical objects for passing blind people or even processes occurring nearby, self-adjusting street lights, self-opening street benches and more.

Approximately the same technologies are used in the newest intelligent PhilipsCityTouch control system, interacting with the smart fabric of urban infrastructure, which, for example, allows you to remotely control the operation of street lighting, down to each individual light source or in a system format to monitor the energy status and, if necessary, recharge city electric buses at stops.

Electrical alleys made of "tech trees" that generate energy by mini-turbines built into artificial "leaves" function and are controlled in a similar way, the energy flows they create can be used to provide urban open public spaces, including to support critical

warning and response technologies techniques in emergency situations.

Strengthening the technological aspect of self-representation of a resort city, as an urbanistic model of the functioning of a modern system based on the principles of sustainable development, by means of architectural and design amplification to create a successful geo-brand, perhaps not only due to modern technical means, widely used in the West, but also with the introduction of the system urban survey – a system that allows you to track the nearest references from the population – from the introduction of the latest sustainable technologies - from those described above (which able to independently provide free electricity from an ecological source to the surrounding area) to – for example, billboards that purify the air and create drinking water, urban gardens with public support, competitions in city districts aimed on conscious consumption of resources, eco-conscience, philosophy of conscious sustainable consumption, etc.

Additionally, it is necessary to develop an individualized methodology for analyzing the psychological climate (city, region, federal district), in order to verify the planned indicators on the main aspects of the perception of the city's image with the internal psychological background of citizens.

In our opinion, it is appropriate to use the research materials of David Burking and Loew Martin (with a team of authors), entitled "The Own Logic of Cities. New approaches in urbanism" (Berking et al., 2019). The approach proposed by the authors –is considering cities from the point of view of their own logic – runs counter to the well-established perception of cities as a set of economic processes and their reflection in the minds of citizens and the main target audience of consumers (tourists, investors, developers, operators and functionaries of international and state development programs).

The authors of this study not only appropriately appeal to the indicative radical experience of modern African cities, with their own logic of development , overcame economic conditions, and reached a completely different level of broadcasting and perception of the "image of a city", but also consider alternative ways of developing and correcting the image in a number of European cities, including through "reflections", as exemplified by cities such as Berlin and Vienna, Frankfurt and Hamburg, Sheffield and Manchester (Kidwell, 2018; Montgomery, 2019; Wade, 2018).

In our opinion, this experience is quite applicable to the situation with the region of the Caucasian mineral waters - the cities that go to it may not broadcast unstructured, discordant "waves of image", but, having united, work for the cumulative effect of the perception of the region, respectively, having

previously distributed the zones of attention to the strengths of each specific city, location, organization of events, etc.

At the same time, be aware that any approach was developed as a result of the analysis of a number of interdisciplinary research, the combined concept of "private cities logic" that " offers an alternative to the established tradition, consider the city mainly as a mirror of social processes " (Berking et al., 2019), following the logic of functioning , the form and structure of the organization of the cities under consideration , as well as the meaning that is capable of being produced and translated in a similar way (Kavtaradze, 2016).

Revealing, defining, and further work with "own logic of cities" at the moment represents the most modern and relevant approach, in which it becomes possible to use the energies arising from the comparative analysis of the expectations and references of the target audience of resort cities (as already described above - these are not only individuals and the "tourist flow", but also organizations, structures and apparatus of the international and state level), which, in turn, make it possible to deliberately and productively focus on the originality and heterogeneity of individual cities in order to "establish specific patterns related to the differences of one city from another, relying on their own "logic" of each of them " (Berking et al., 2019).

These aspects are tightly linked with such a concept, which is gaining popularity in Russia, as geo-branding or branding of territories (Anholt, 2007; Dinney, 2011; Gontsa, 2017; Bronnikova and Alekseeva, 2018).

3 RESULTS

The concept of branding of territories implies a rather specific type of branding, the sphere of influence of which includes not only the representation of urban reality by means of a standard brand-image package, including such tools as the development, implementation, distribution and popularization of actual symbols, corporate identity of the city and promotional materials with it. related advertising campaigns in support of the displayed city products, but also "shaping the image of a city or a group of settlements for various contact groups both domestically and abroad", which "is a unique tool for increasing competitiveness, creating uniqueness, originality and originality, makes it possible to increase competitiveness, attract tourists and investment in settlements" (Bronnikova and Alekseeva, 2018).

4 DISCUSSION

Geo-branding involves the creation of a single pool of terrain opportunities – a kind of combination of products and services available on the branded territory , which can form the basis of a communication strategy for promoting the region of the Caucasian Mineral Waters and the North Caucasian Federal District as a whole – good for this kind of strategy there are appropriate conditions – Caucasian Mineral Waters cities have a large reserve of loyalty left by the population since Soviet times, and significant competitive advantages over other small resort towns of Russia, expressed in the significant resort and recreational potential of Caucasian Mineral Waters cities, as well as cultural and historical heritage – the cities were visited by many significant cultural figures who left a large number of documented positive memories, which not only contributes to the formation of relevant positive references, but also allows you to appeal to the historical layer, which not every city in Russia can boast of.

In addition, the very material base for the promotion of the cities of the Caucasian Mineral Waters, the architectural heritage, the common cultural heritage, the factor of the aesthetic and health-improving mix of nature and civilization, allows cities such as Pyatigorsk, Essentuki, Kislovodsk, Zheleznovodsk to claim the title of eco-sustainable "cities of the future" (Brook, 2014) – a modern topical resort city with a developed infrastructure, a powerful popular recreational base, positive media content, a number of formed communities (in various areas of the spheres of urban organizations).

5 CONCLUSIONS

It remains to bring into harmony such the most representative in the sense of internal (and external) perception of the phenomena of everyday culture (Kapkan, 2016) , as the food code of the culture of the region , to work out the structure and functions of gastronomic culture, to develop a number of protocols for the general trend of service and hospitality, including travel service , which has convincingly proven its effectiveness in most countries of the world, to create new relevant public places for informal meetings: cafes, libraries, public spaces, as well as modern attractive and recognizable city shops, markets, pharmacies, etc., where people at any time convenient to them can easily and quickly obtain the required goods and services, as well as its mean free and easy to communicate, to share positive emotions, useful information, travel advice and household, etc.

It is these places of recreation, entertainment, exchange of opinions, etc. that are the most important part of the daily life of modern citizens (Glushchenko, 2015), they form the urban environment, and it is on them, as a stronghold of social life, that the attention of each individual consumer is focused, regardless of his social function– whether it is just a consumer of tourism services in the region, or a responsible functionary who analyzes possible investments and points of growth and development of cities in the region of the Caucasian Mineral Waters and the North Caucasian Federal District.

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