

The Image of Municipalities

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Abstract: Purpose of the study: The aim of this study is to investigate the image of municipalities and also to determine the things that give the city a positive image of the territory. **Methodology:** The theoretical and methodological basis of the study is the ideas and paradigms that were developed in the works of leading domestic sociologists, cult urologists, economists, and marketers. The applied individual methods include comparative analysis, typology, classification method, questionnaire, method of analysis of social factors and events **Results:** The Program of socio-economic development must be amended in the form of a subprogram for the formation of a positive image of the municipality of Chekhov, since today there are no projects or programs aimed at creating a positive image of the municipality to one degree or another, its popularization and perception among the local population and among tourists. Moreover, information support of the main assets of the municipality of Chekhov (information about the advantages of the territory, photographs and advertising leaflets) in social networks, the media, on the Internet, that is, marketing of historical and cultural heritage with a priority on the work of A.P. Chekhov **Applications of this study:** The formation of a favorable image is of fundamental importance primarily for residents of the municipality. It affects the creation and support of social optimism among the population, trust in the authorities and confidence in the future. **Novelty of the study:** The image of the municipality is formed from the priority elements of its structure and a set of certain factors of development and promotion of the territory. So, the novelty of this study is to assess this image in modern life.

Keywords: Municipality, Socio-economic development, Tourism appeal, Authorities, Territorial brand, Marketing of the territory.

1. INTRODUCTION

The urban district of Chekhov is the Pearl of Moscow Region, located 50 kilometers from Moscow, far from large industrial enterprises. The administrative center is Chekhov. As of 01.01.2020, the population of the urban district of Chekhov is 99,038 people.

The city has 5 monuments of civil and cultural architecture, buildings of old manor houses with picturesque parks and ponds related to the lives of interesting people of the past, churches, a number of archaeological sites, about 6 military graves and obelisks to fellow soldiers who died during the Great Patriotic War in 1941-1945.

In 2019, the city got own tax and non-tax revenues in the amount of 264.0 million rubles, including 49.7 million rubles income from the use of the land and property complex. The largest share in budget expenditures is spent on housing and communal services (39.5%), national issues (22.5%), national economy (15.0%), culture (12.0%), and physical education and sports (10.0%).

In 2019, 7 enterprises provided transport services for the population: a branch of the State Unitary Enterprise Mostransavto, Chekhov PATP and 5 individual entrepreneurs who served 33 municipal routes, of which 19 were routes at regulated tariffs. As of 01.01.2020, the length of public roads of local importance amounted to 90.9 km, of which 43.0 km or 47.3% meet regulatory requirements. Due to the increase in vehicles on the city roads, the wear and tear of roads are also increasing.

In 2019, the total investment from all sources of financing amounted to 8.7 billion rubles, or 275.3% of the level of 2018. In 2019, there was also an increase in commissioned housing – 71.03 thousand square meters of housing (growth rate – 193.5%), including individual - 7.88 thousand square meters.

On January 1, 2020, about 200 enterprises and organizations of all forms of ownership were registered in the territory of the city district. The average monthly salary for 2019 amounted to 28.7 thousand rubles, the growth rate by 2018 - 108%.

As of January 1, 2020, the Chekhov urban district has about 74 retail outlets, 30 public catering and 12 consumer services enterprises, 3 shopping centers and 2 shopping malls (Official website of the Chekhov City District Administration of the Moscow Region, 2020).

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The volume of investments in fixed assets has shown steady growth compared to 2018 by 97% and amounted to about 2 billion rubles. Over 700 new jobs have appeared.

The immediate plans of the administration of the urban district of Chekhov include the demolition of dilapidated housing and the construction of new comfortable real estate in their places, the construction of new micro districts with their own infrastructure and multilevel parking, as well as the reconstruction of 2 existing schools, the construction of 5 new nursery schools and 3 schools and the further improvement of social infrastructure.

For the publication of information on local governments, there is an official website of the Chekhov urban district administration with an average monthly number of visitors of about 6,000, an information and entertainment portal – Chehov-vid, with about 60,000 visits per month, Chekhov Today (inchehov.ru) with the number of visits of about 3,000 per month, Chekhov News Portal with the number of visits of about 25,000 per month.

Diverse ULL across Europe were surveyed and furthermore the job and possible limit of regions in the advancement of and additionally help of ULL as a type of exploratory administration was investigated (Kronsell, & Mukhtar-Landgren, 2018). (Steiner, & Kaiser, 2017) analyzed the impacts of combinations led somewhere in the range of 1998 and 2009 in the zones of public assistance conveyance, nearby money, regulatory staff, metropolitan independence and neighborhood majority rule government.

It was demonstrated that more than 66% of the districts partaking in between inter-municipal cooperation (IMC) were benefits regarding costs decrease and better open administrations, while more noteworthy institutional authenticity was identified in about portion of the cases. Furthermore, the beneficial outcomes of IMC were essentially identified in those little districts that advanced a help conveyance association as opposed to taking an interest in administration conveyance arrangements or choosing blended game plans of joint public administrations conveyance (Giacomini, Sancino, & Simonetto, 2018).

A paper explored if research discoveries change political pioneers' convictions and lead to strategy change. For this reason, teaming up with the National Confederation of Municipalities in Brazil, 2,150 regions

and the city hall leaders who control their approaches were examined (Hjort, et al. 2019). An examination reexamined the estimation of financial wellbeing through an investigation of a few prevail approaches utilizing 150 regions from the Fiscally Standardized Cities (FiSC) information base for the time of 1977 to 2012. The adequacy of the estimation approaches was tried with a progression of occasion history dissects that catches their utility in anticipating civil liquidation (McDonald, 2017). It was discovered that e-government has been received by numerous civil governments, however it is still at a beginning phase and has not acquired huge numbers of expected out-comes, (cost reserve funds, cutting back, and so on.) that the manner of speaking of e-government has guaranteed (Moon, 2002).

Revolutionary changes in energy creation, going from division put together energy frameworks based with respect to fossil energy assets to shrewd energy frameworks dependent on sustainable assets are beginning to happen around the world. This progress involves offsetting specialized arrangements with cultural necessities and conceivable outcomes, which requires a huge exertion as far as policymaking and energy arranging. A research study examined how Danish regions are presently managing these issues through key energy arranging (Krog, 2019).

A decisive role in shaping the image of the territory, in addition to socio-economic indicators, is played by such elements as the needs and interests of the local population of the territory of the urban district, their material and spiritual values, the existing relationship between the municipality and other entities, their level of involvement, etc.

2. LITERATURE REVIEW

Image is a "personal information card" of a municipality. The investment attractiveness of the municipality will largely depend on the existing image of the territory. This is a new management concept for the territory of the Russian Federation, which is at the development stage. Foreign experience in creating the image of the territory demonstrates how effective its tools can be, if properly applied, able to bring the territory to a new level of development, offering new opportunities for it, and allowing it to implement hidden potential.

During the formation of such a concept, two approaches to this problem appeared. Supporters of the first approach are (Kotler Haider & Rein 1993), I

(Arzhenovskii, 2016). The object of management in this approach is the territorial authorities, whose functions acquire increasingly pronounced marketing character. S.G. Vazhenin and I.S. Vazhenina believe that the territory should create not only the benefits for society, but also should contribute to the formation of its own environment, ensure the efficient use of attracted and created resources, the territory should carry out effective economic activities based on the rational use of its assets (Vazhenina, & Vazhenin, 2010).

Supporters of the second approach – (Seifullaeva, 2002), (Pankrukhin, 2010) present the territory as a specific “product” that has consumer value and usefulness, because consumers only use ordinary goods, and in specific place, they live. J.J. Lamben noted that the consumer needs not so much a product but a solution to his problems, which can provide a particular product or service (Lamben, 2007; Riyadi *et al.*, 2019). These authors consider the territory as a unique object of consumption, characterized by the presence of a general set of material and intangible qualities, which, being perceived by consumers, become the basis for satisfying their needs.

The developed recommendations will help to improve the image policy of the municipality and increase the attractiveness of the city.

RESEARCH ISSUE

What is the image of municipalities?

What gives the city a positive image of the territory?

How to create a positive image of the territory?

OBJECTIVE

The competitive development of the territory has become a popular trend. In a market economy, cities, regions and countries are forced to compete with each other for attracting external resources, investments, and other potential consumers of the territory. Each territory seeks to stand out from the rest with the help of individual characteristics, to offer its own unique product - be it leisure, conditions for an entrepreneurial activity or a place of permanent residence (Decree of the President of the Russian Federation of May 7, 2018 No. 204 “On national goals and strategic development tasks of the Russian Federation for the period until 2024”). The image of the territory contributes to the development of the economy, affects the economic, humanitarian and social basis of the country (Kabanova, & Vetrova, 2017).

This desire is based on the simple fact that a territory consumer represented by an investor, a tourist or a potential permanent resident will choose a territory that meets his expectations and wishes.

Comparing the instruments of the image of the territory used in our country and abroad, a cardinal difference is clearly obvious. In our opinion, this is due to the fact that the formation of a positive image of the territory as a management philosophy in our country is at a development stage, while foreign countries have been practicing it for quite some time. This is an incentive for many cities and municipalities of our country to radically change their socio-economic situation and perception in the eyes of external actors.

3. METHODOLOGY

The information basis of the study is the regional regulatory legal acts, statistical data and information and analytical materials of the Chekhov Administration of the Moscow Region, articles of leading periodicals, materials of scientific conferences and seminars, thematic pages of the Internet.

The theoretical and methodological basis of the study is the ideas and paradigms that were developed in the works of leading domestic sociologists, culturologists, economists, and marketers. The applied individual methods include comparative analysis, typology, classification method, questionnaire, method of analysis of social factors and events.

The methodology for using the socio engineering approach (Urzha, 2017) is of exceptional importance. Social engineering is a special section of sociological knowledge - a constructive sociology. Bearing the transformative function of sociology, social engineering makes it possible to methodologically and methodically provide an impact on a social object in order to modernize or completely update it. This area of sociological activity has special means and methods that allow you to actively contribute to solving urgent problems of public life. Revealing the essence of these methods, we can say that social engineering is a chain of interconnected sequential procedures aimed at transforming social objects in order to improve them, creating new ones that solve pressing social problems.

4. RESULTS AND DISCUSSION

To identify urgent problems that impede the formation of a positive image of the municipality of the urban district of Chekhov in the Moscow region, a

questionnaire survey was conducted, which revealed the attitude of residents and tourists to the image of the urban district of Chekhov.

The study involved 2 groups, 150 people each. The first group - local residents of the urban district of Chekhov and the second group - tourists. Distribution by age: from 17 to 25 years - 80 people; from 25 to 35 - 80 people; from 40-55 - 80 people and 60-65 years old - 60 people. The sampling of respondents in the study was random; the study was conducted anonymously.

The following answers were received to the question "How do you rate the image of the Chekhov urban district?", presented in Figure 1:

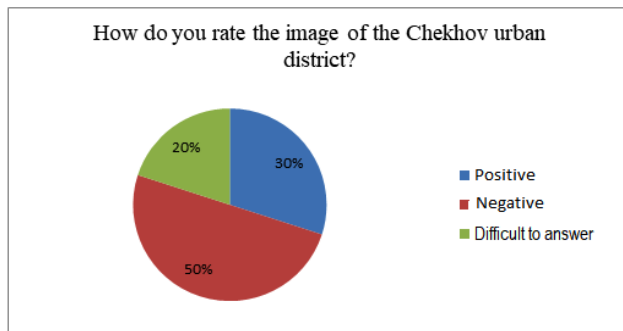


Figure 1. How do you rate the image of Chekhov?

Further, the respondents were asked the question: "What do you associate Chekhov with?". Most respondents (60%) replied that the Chekhov urban district was associated with the famous writer A.P. Chekhov in whose honor the city was named. With a "Seagull", depicted on the emblem of the city, and 30% of respondents found it difficult to answer - 20% (Figure 2).

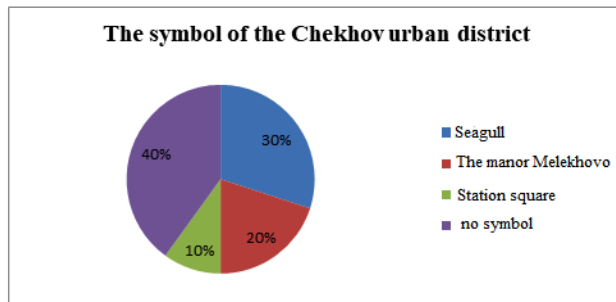


Figure 2. Chekhov association.

Residents were asked, "How do you assess the work of local authorities in forming the image of the city?" Negatively - 80%, positively and found it difficult to answer - 10% each, respectively. This issue fully

reflects the opinion of residents on the activities of local authorities on the formation of the image of the city.

The following question was asked about the activities of local authorities conducted to form a positive image of the Chekhov urban district.

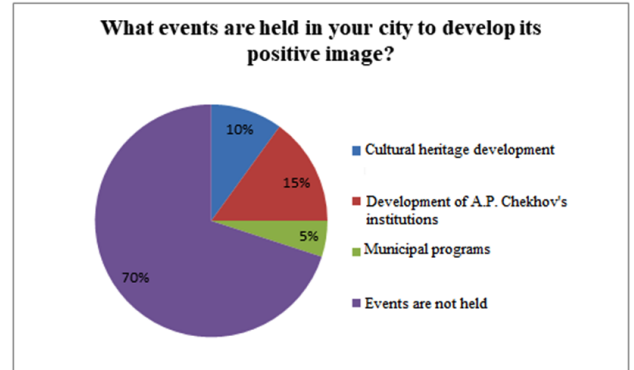


Figure 3. What activities are carried out in your city to form its positive image?

In our opinion, the main problems that impede the formation of a positive image of the Chekhov urban district are:

1. An insufficient level of involvement of local authorities in the process of forming a positive image of Chekhov;
2. Low level of public awareness of the benefits of the Chekhov urban district;
3. The low level of tourism appeal of the urban district of Chekhov.

As part of the study, the authors analyzed the official website of the Administration of the Chekhov urban district (2020), shown in Table 1.

Currently, the official website of the Administration includes a number of shortcomings. Starting from the visual design and ending with the process of its operation and the information available.

Therefore, it is proposed to allocate 1 specialist from the staff of the Administration to be responsible for the information support of the site, the relevance and availability of information for each section and answers to questions from the population in the "feedback" section.

This recommendation will largely affect the public's perception of the work of the Administration, optimize their interaction and increase the level of trust, which

Table 1: Analysis of the Official Website of the Administration of the Chekhov Urban District

Data	Available	Sufficient	Insufficient	None
Availability of general information about the department, management and employees, the availability of links to portals of municipal institutions	3	4	20	10
Availability of texts of administrative acts and texts of administrative regulations	15	15	3	1
Availability of information on activities - news feed, texts of speeches, agenda of meetings - on the website	2	1	22	28
Availability of budget execution information	20	17	2	1
Data on the social and economic development of Chekhov	5	6	30	67
Information on working with citizens' appeals - the procedure and time for receiving, the procedure for considering appeals	6	13	7	15
Feedback systems	1	2	18	56
Availability of information on the investment attractiveness of Chekhov	3	11	30	29
Availability of information on the tourist attraction of Chekhov	6	15	35	18
Availability of information on municipal programs	3	1	31	76
Availability of progress reports	5	9	48	55
Total feedback:	163		602	

will affect the image of local authorities, and ultimately the image of the municipality as a whole.

To form a positive image of Chekhov, we formulated the following recommendations:

1. The Program of socio-economic development must be amended in the form of a subprogram for the formation of a positive image of the municipality of Chekhov, since today there are no projects or programs aimed at creating a positive image of the municipality to one degree or another, its popularization and perception among the local population and among tourists.

2. Information support of the main assets of the municipality of Chekhov (information about the advantages of the territory, photographs and advertising leaflets) in social networks, the media, on the Internet, that is, marketing of historical and cultural heritage with a priority on the work of A.P. Chekhov.

a) the creation of a group of Chekhov on Vkontakte and Facebook, a personal profile on the Instagram network in integration with well-known travel bloggers who will come to Chekhov and present high-quality content as part of the formation of a positive image of the territory.

First of all, the following objects must be highlighted:

- St. Nicholas Church on a graveyard in Rovki;
 - Lopasnya-Zachatievskoe museum-estate;
 - Sadki Manor;
 - Chaika Outhouse;
 - The Conception Church;
 - Church of St. Luke of Simferopol;
 - Temple of John the Baptist;
 - Church of All Saints in Ivanovo;
 - Assumption Church in Novoselki;
 - The holy spring of Reverend David;
 - "Wild Squirrels" Adventure Park;
 - "Melikhovo" Chekhov Museum-Reserve.
- b) high-quality professional photographs of potential objects;
- c) In the context of democratization, the role of the influence of the media on people's minds is growing (Rogach, et al., 2017), therefore advertising in the media about the main events of Chekhov, business training and socially significant forums is becoming more relevant than ever. Modern Russian conditions provide opportunities to modernize information and advertising technologies, to brand territories. The popularization of the potential of Chekhov requires conceptually new innovative approaches. One of the resources in promoting

the attractiveness of the municipality is advertising support. First of all, advertising should popularize in the media the possibilities and potential of Chekhov (Frolova, *et al.*, 2017).

3. Creation of the investment site of the Chekhov municipality in order to attract and support investors, which will reflect the main advantages of the municipality, a visual map of attractive objects with a detailed description and characteristics, will indicate sections with the main commercial organizations, including tourist ones, in cooperation with which it will be possible to improve tourist attraction of the city.

4. Development of tourism in the region:

- Training of personnel in hospitality to acquire knowledge and develop skills in working with a large tourist flow and high occupancy in hotels;
- The development of international cooperation in hospitality (the availability of package tours that could satisfy the needs of different consumers);
- Scientific and practical conferences on the main issues of the tourism industry;
- Seminars on the main trends in the development of tourism and hospitality;
- The use of foreign practices in hospitality;
- Refresher courses and professional retraining for employees of the tourism industry in order to improve the level of guest service (Vetrova, *et al.*, 2018);
- The publication of booklets, newspapers and brochures about the city;
- Active coverage of tourist resources in the media and the Internet;
- Development of related infrastructure;
- Development of passenger traffic;
- Development of the children's tourism industry and all related children's infrastructure;
- Development of a city navigation system.

All this requires a whole range of actions:

- Rethinking and popularization of the city symbols;
- Involvement of the local community to generate image ideas;
- Cooperation with local advertising and design companies to promote urban cultural brands.

5. CONCLUSION

Recently, a negative image of the municipal government has developed in the minds of citizens. The population believes that the municipal government is unable to effectively protect the interests and observe the rights of citizens, and does not respond to the requests of residents. Improving the effectiveness of municipal governance partly depends on the image of the municipality, the application of technologies for its promotion, and, consequently, the direct and feedback between the government and society, their mutual influence and dialogue.

The formation of a favorable image is of fundamental importance primarily for residents of the municipality. It affects the creation and support of social optimism among the population, trust in the authorities and confidence in the future. The activities of local authorities should always be for the benefit of the population. Requests, interests, expectations of residents can be identified during various sociological surveys. The data obtained should be used as fundamental factors for further communication work (Baynova, *et al.*, 2016).

Russia has a rich cultural heritage, but not all municipalities are ready and able to see in this the key to their development and form a positive, memorable image of the city. A serious problem for the development of such a field of activity is a catastrophic lack of qualified specialists with practical skills and development in the field of attractiveness or branding of the territory, and the involvement of residents in the process of creating a positive image.

LIMITATION AND STUDY FORWARD

Increasing the number of questionnaires and sample may improve the accuracy of the results.

AUTHORS CONTRIBUTION

Tatiana A. Evstratova, Elena E. Kabanova, Ekaterina A. Vetrova, Olga A. Kulikova, Olga A. Kolosova

T.AE; collected and analyzed the data, E.E K; analyzed the information, E.A V; collected the data, O.AK, wrote the paper, O.AK; wrote the paper.

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Received on 04-11-2020

Accepted on 10-12-2020

Published on 31-12-2020

DOI: <https://doi.org/10.6000/1929-4409.2020.09.335>

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