



Image of a City as a Factor of Strategic Development of a Territory

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Abstract

This paper discusses the problem of strategic development of a territory. The urbanization processes are manifested, inter alia, in the outflow of population from Russian provincial cities. Young people are increasingly striving to move to a larger city in order to satisfy their needs for education, cultural development and professional realization. The relevance of the work is associated with the study of subjective and objective factors affecting the development of the territory. In order to identify the main features of the image of the city, it is necessary to conduct a study of public opinion. The data obtained can help in developing a program to form a positive image of the city. In order to identify positive and negative assessments of respondents characterizing the image of the city, we used methods of interviewing and questioning residents of the city of Naberezhnye Chelny. As a result of the data obtained during our work, it was possible to study the prerequisites for the relocation of citizens to more attractive cities from their point of view. The practical significance of the work lies in the fact that based on the analysis of the respondents' opinions about the city, proposals were formulated to create a positive image of the city and directions for its effective promotion were determined.

Keywords: strategic development, image of the city, urban studies, perspectives of perception, positioning.

1 Introduction

Studies of modern urbanists indicate that "today most cities have lost their urban identity" (1). A number of works by foreign experts (2-4) are devoted to the problems of branding territories. In domestic urbanism, the term "urban passengers" (1), introduced by S. Murunov, appeared; it described about 80% of the inhabitants of modern Russian cities. Such townspeople move from home to work, from work to the store, sometimes only going into a park or cafe. They are characterized by a lack of goal-setting; their planning horizon is limited to one year. Developing his ideas, the urbanist notes the importance of such an indicator as the percentage of eleventh-graders leaving their native city, since this mass of people is the most active and able to develop and change a city.

The crisis of single-industry towns identified by 2011 is associated, according to the public, with the problem of self-identification and self-determination of citizens (5, 6). The issues of quality of the urban environment, satisfaction with the living conditions of citizens (7) become important. T. A. Morozova in her study "Mediating the technologies for designing an image of a city" explores the concept of

developing the quality of the urban environment highlighting six areas as priority: "safety, comfortable urban infrastructure, adequate housing, preservation of the cultural and historical heritage, environmental responsibility and public involvement in the life of the city" (8). The author notes that despite the active formation of communities capable of discussing and solving urban problems, and financing research in the field of urban studies, there is still no recognizable "face" of territories in the urban consciousness. "Many of our cities, unfortunately, now do not have their own "face", notes I. Smirnov (9).

In order to identify the main features of a city image, it is necessary to conduct a study of public opinion. The data obtained can help in developing a program to form a positive city image.

2 Methods

The following methods were used in the work: description, comparison, analysis, questionnaire and survey. To conduct a survey among eleventh graders in the city of Naberezhnye Chelny, the author's profile "City Image" was developed, which allows the image of Naberezhnye Chelny to be characterized, to determine the subjective assessment of respondents, their emotions and feelings that arise when describing the city. In addition, a poll "Our city - what is it?" was conducted on the social

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network “Vkontakte”.

3 Results

An important factor in the development of the territory is a balanced strategy for positioning the city. Due to the peculiarities of historical development and composition, in Naberezhnye Chelny, occupying 34th place in terms of population among Russian cities, the city administration was faced with the problem of population migration to larger cities. The elements of the model proposed by S. Anholt can be considered optimal in territory branding and the concept of competitive identity: tourism, export brands, politics, investment and immigration, culture and history, and the population (10). We analyze the image of the city of Naberezhnye Chelny through these components.

Historical and cultural grounds. The history of the city of Naberezhnye Chelny seems interesting to study: according to the local historian B. Kaneyev, the city could be over 800 years old since it was founded (11), but in most historical sources the exact date of foundation of the first settlement is 1626. The names of some of the very first Chelnyans have been preserved: in addition to Fedor Popov, these are Zotik Bukharin and Mironka Martemyanov.

The favourable location in the Kama backwater has made the city one of the trading centres for many years. V.V. Ermakov notes that “it is obvious that there was already a wooden church in the new settlement of Chelny at that time. In any case, the list of its inhabitants mentions “the irrelevant priests Ondrey Nikonov and Ivan Vasiliev” (12). The local historian also draws attention to the uniqueness of the names of city residents of those years by which it is possible to determine from where a person moved and what nationality he was: Demka Elizarov Vyatchenin, Onkudinko Maximov Permyak, Tomilko Sergeev Mordvin.

Thus, it can be argued that Naberezhnye Chelny is a city with its unique and storied history on the territory of which there are significant architectural monuments: the building of the Holy Ascension Cathedral built in 1872; the temple of Cosmas and Damian built at the end of the 18th century; Naberezhnye Chelny elevator built in 1917; trading shops and houses of merchants on Central Street. But, unfortunately, the history of the city is not known to most of the surveyed population (13).

Territorial identity, and city population: Naberezhnye Chelny is located in the centre of the Volga region, between the industrially progressive Urals and the Centre of Russia. A good geographical location is also associated with the proximity of the river and the presence of rich natural resources. Naberezhnye Chelny is one of the centres of the millionth polycentric Naberezhnye Chelny agglomeration which occupies 34th place in Russia in terms of the number of people. For 2019, the population of Chelny totals 533 907 people. The city is unique in the structure of its national composition, combining an almost equal percentage of two cultures: Russian (namely, 44.87%) and Tatar (47.42%). Due to its historical features, the city of Naberezhnye Chelny is interethnic, and has the following ethnic composition: Tatars - 242.3 thousand; Russians -

229.3 thousand; Chuvash - 10 thousand; Ukrainians - 3.4 thousand; Udmurts - 2 thousand; Mordva - 2 thousand; others – 9.3 thousand (14). The “Strategy for the Socio-Economic Development of Naberezhnye Chelny until 2030” (15) states that Chelny is characterized by a relatively young age among the general Russian population, the absence of interethnic conflicts and a significant decrease in crime. Moreover, among the problems there is a migration outflow of the population, a clear decrease in the birth rate and a large percentage of divorces.

Political positioning of the city: The aforementioned strategy fixes a stable internal political situation in the city. At the last election of the President of the Republic of Tatarstan and deputies of the City Council, our city was marked by the highest voter turnout in the republic (namely, 85.84%) (16). The city council of Naberezhnye Chelny consists of 45 deputies: 41 representatives of the Edinaya Rossiya (United Russia) party, 2 representatives of the Communist Party, 1 representative of Spravedlivaya Rossiya (Just Russia), and 1 self-nominated deputy. In the planned development strategy of the city, it is assumed that by 2030 an image of a “city-politician” should be formed in which the townspeople and their associations will be able to directly participate and implement local self-government.

City economy, export: One of the most noteworthy characteristics is the large industrial component of the city - engineering, represented by the key KAMAZ enterprise, and the food and paperboard industries are also developing. At the moment, Naberezhnye Chelny is a single-industry town, which is a definite minus, since KAMAZ is in crisis. Chelny enterprises provide only 10% of the gross regional product of the Republic of Tatarstan (15). The predominance in production of transport equipment and transport means is noted (74.7%); therefore, the development of an adaptable economy of “new technologies” should be considered a priority. In recent years, there has been a significant increase in industrial parks, technology parks and business incubators.

Migration component: In recent years, there has been a negative migration growth in the population. The outflow in age groups from 15 to 19 years (most youth express a desire to live in another city), from 30 to 34 years, and from 40 to 44 years is especially stable (15). The results of a survey conducted among eleventh-graders in the city show a high rate of those leaving.

Tourist potential: Currently Autograd is not active enough in the development of the tourism industry of the republic. At the same time, there are prospects for the development of tourism in Naberezhnye Chelny and they are primarily associated with the Five Winds investment project aimed at developing the riversides, because restoration of the tourist pier would increase the flow of travellers to the city. The expansion of the tourist potential of the city can be associated with national and city holidays: Sabantuy, Flower Festival, Youth Festival of theatre groups, the project “Tales on the Kama”. A set of measures for the development of tourism would make it possible to present Naberezhnye Chelny as a developing tourist site.

Characterizing the information environment in the city, its single information space should be noted, which allows

the editorial offices to work in comfortable conditions. It is the informational promotion of positive information about the city that can form a positive image of the territory in the public mind.

All of the above applies to the objective characteristics of the city, but in our paper it seems important to study the subjective opinion of the local population and guests about Naberezhnye Chelny.

4 Discussion

Currently, most Russian cities are faced with the problem of loss of self-identification. This situation also occurred in Naberezhnye Chelny, when KAMAZ ceased to be an integrating factor and there was a situation of disunity, the loss of a recognizable image, and an "identity crisis" (17;24). These data were confirmed by the survey "Our city - what is it?" among the population of Naberezhnye Chelny conducted as part of a study from April 18 to May 20, 2016. The townspeople were offered an equal number of positive and negative answers to the question "Naberezhnye Chelny is...":

1. A modern city convenient for living;
2. A sports city, homeland of informal communities;
3. A single-industry town dependent on KAMAZ;
4. A promising city with a rich history;
5. Sleeping city with depressing architecture;
6. A boring city with nowhere to go.

The survey was conducted in one of the most visited publics of Chelny residents "Naberezhnye Chelny Online" and in a specially created group with the same name of the survey in the social network "VKontakte". The number of respondents reached 3399 people. Using the methodology of sociological research V.I. Paniotto (18;29;30), we found that the claimed population of respondents is a representative sample for the selected territory. In addition, we used the marketing research sample calculator (19;27;28) finding that of our total population (526,750 people), the required sample size is 1843 people with an error of $\pm 3\%$. According to a survey of city residents, they managed to find out their opinion about the city (Figure 1).

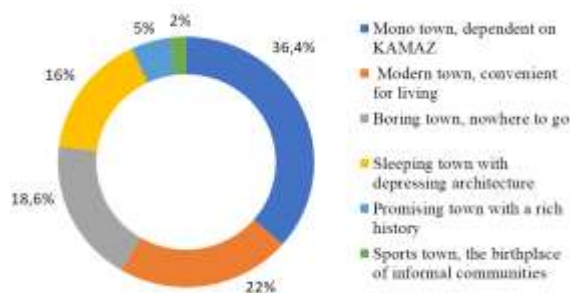


Figure 1: Opinions of residents about the image of the city

It turned out that 71% of respondents hold a negative opinion about the city, and 29% consider the image of the city to be positive. There is a contradiction - the above data show that Chelny is a city with an interesting rich history, but the survey data show that only a small part of its

inhabitants has such opinion about the city. According to urbanists, one of the indicators reflecting the success of a territory is the percentage of eleventh-graders remaining in their hometown. For this, a survey was conducted among graduates of secondary schools and gymnasiums of the city. The questionnaire "Image of the city of Naberezhnye Chelny in local electronic media" included four questions:

1. Do you plan to stay in Chelny?
2. What do you dislike in our city?
3. What attracts you to our city?
4. Describe in one word the city of Naberezhnye Chelny.

The survey was conducted anonymously; 459 people from a total of 1,737 graduates in 2016 were participated in it. According to the aforementioned method V.I. Paniotto, this percentage is also representative for the survey. The sampling error is 4%. The results of the study are presented in Figure 2.

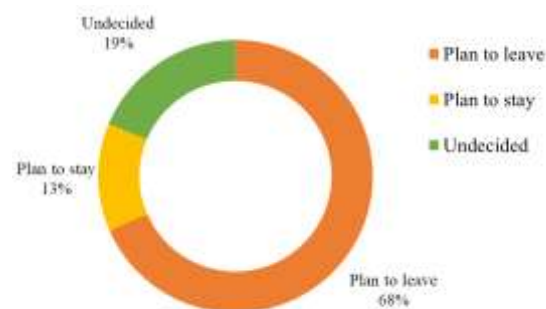


Figure 2: Plans for eleventh graders for the future in their hometown

It also turned out that most eleventh-graders believe that the city is not a carrier of negative reputation (2.5%). Among the obvious advantages of the city, there is a calm rhythm of life (49.5%) and the general well-furnished of the city (25.2%). Least of all respondents believe that good work is available in the city (2.6%). More than half of the respondents (55.1%) associate the city with a house and a "normal" city. Eleventh-graders assess the image of the city more positively (26.6%) than negatively. They characterize it as "beloved", "sunny", "dream city", "fragrance", "city of development", "green". There are 18.3% of eleventh-graders who are carriers of negative opinions about Naberezhnye Chelny and who described their city as "cramped," "dirty," "village," "dangerous," "marginal," "trash." The questionnaire revealed the main disadvantages and advantages of the city according to the opinion of the most active population (school graduates). The survey results were taken into account when drawing up recommendations for creating a positive image of the city.

Important is the opinion of specialists in the field of urban studies. S. Murunov noted that the auto giant KAMAZ did not make Chelny its appendage, and residents have something to unite around it: "Chelny is a unique city in Russia, mainly because of its urban history" (20;23). It is Naberezhnye Chelny, where urban spaces began to appear in Russia. The first among them is the "Metro" cultural and educational multi-format platform (opened in September

2014). Also there is an Applied Urbanism Centre on the basis of Metro, which is capable of developing an urban environment.

5 Summary

A meaningful policy for structuring an attractive media image is important for realizing the tasks of promoting the territory. The Chelny-2030 strategy proposed by the working group of the Naberezhnye Chelny Institute of Kazan Federal University, notes a key trend in the transformation of our city as universal "humanization", that is, it seems important to make the city suitable for a person, not for production. O. N. Goryacheva notes that "As a result of long recommendations; historical interaction within a single state the population has many common cultural traits" (21,22,25,26,31,32). The future image of Chelny is associated with an innovation city, a technopolis, an eco-city in the development strategy of the territory.

The priority task in the strategy of socio-economic development of the city of Naberezhnye Chelny until 2030 for the formation and promotion of a positive image of Naberezhnye Chelny is to work with the media, which are one of the main actors in shaping the image of the city, and which have a significant arsenal of means and methods for constructing it.

6 Conclusions

The considered "image of the city" concept includes various subjects of formation, among which are: authorities, city activists, users of social networks, tourists, as well as the media, on which we focused our attention in our study. According to the results of surveys among residents of the city and eleventh graders, it turned out that in their view Chelny have more negative characteristics than positive ones. In this regard, the authors offer a number of recommendations aimed at creating a positive image of the city:

- Increase in the number of publications in local media about the potential and development prospects of Naberezhnye Chelny;
- Increase in the share of materials about the historical past of the city;
- Conducting sociological, historical and cultural studies to collect materials about the city;
- Improving visual content about the city (creating a map of attractions, a single map of the future of Naberezhnye Chelny, creating a guide).

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