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## **EVOLUTION OF THE TERRITORIAL MARKETING: LITERATURE PERSPECTIVE**

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**Introduction.** Nowadays cities and regions are involved in the competition for tourists, residents, companies, investment, etc. Territorial marketing is one of the major tools that can be used to develop, implement and sustain an appropriate image. Territorial marketing belongs to those topics, that first has appeared in practice and later on were described in the scientific literature. The main purpose of the article is to show how territorial marketing changed and its essence at the turn of the years. The article uses the method based on the analysis of literature. For the literature analysis those resources were selected, that are well-recognised by scientists. The topic of territorial marketing has a big impact on the development of the economy. This subject, although it is a relatively young trend, is often touched by researchers.

Territorial marketing: theoretical overview

The marketing concept in the economy of territorial units was first used in the United States. For a wider application of the market approach in the activities of local authorities in the US, and then in Western Europe. This phenomenon has been influenced to a large extent by: economic recession and growing competition between urban centers, evolution of ideas marketing (social marketing).

Territorial marketing as an effect of expanding and deepening marketing knowledge and as a popular branch of practical managerial knowledge has been treated in terms of the core of scientific discipline for many years. The process of shaping and autotomizing separate, usually due to entities or objects of exchange processes, spheres of marketing has acquired a special meaning and development as a result of interest in marketing and its tools, impact on partners began to be demonstrated not only by companies and their groups operating on the consumer goods market, but also other entities such as: service enterprises, investment sector

companies, non-profit institutions, agricultural holdings and their social groups, organizations and associations, municipal enterprises.

The concept of social marketing, formulated by Ph. Kotler, which underlies the development of territorial marketing. According to this concept, the organization's task is to identify the needs, requirements and interests of target markets and to provide the desired satisfaction in a more effective and cost-effective way than its competitors, while maintaining or increasing the wellbeing of the consumer and society. The definition of marketing concept presented in this way refers not only to market entities and consumer needs, but also draws attention to the public interest, thus enabling a significant expansion of the subjective and objective scope of marketing activities, including, inter alia, non-profit institutions and organizations as well as territorial units at various levels. The importance of social marketing lies in the fact that the organization should identify and meet the needs of consumers in a way that contributes to overall social well-being. This requires balancing the three elements of marketing policy, namely the profit of the organization, meeting consumer. According to E. Braun, territorial marketing is a coordinated use of marketing tools supported by a common philosophy that focuses on the customer, communicating, creating, delivering and exchanging urban offers that have value for the city's community customers. The definition presented by Braun emphasizes that territorial marketing is characterized by a customer-oriented philosophy. Place marketing is a way of thinking and acting that puts a special emphasis on demand-oriented orientation. It should also be taken into consideration that the definition includes both external clients in relation to the place (investors, tourists), as well as the community itself (entrepreneurs, residents), as groups that are important requirements, public interest. This definition is not exhaustive and there are some deficiencies in it (there are no addressees of actions, no detailed goals). However, in the following part the author gives explanations, which contain information that she considers territorial marketing as directed actions to introduce a specific project which is the following result: projects go to the implementation of non-economic and economic projects, occurrence of many entities of relevant activities related to the project by initiators and implementers, marketing thinking should be present during all stages of the project planning process, global and sectoral levels in territorial marketing are highlighted. On the basis of the latest, fourth cyclically created American Marketing Association, this term is defined as marketing is an activity that includes institutions and processes for creating, communicating exchanges of offers that have value for customers, delivery, customers and society as a whole. This definition is a new look at marketing, which is to be treated as a tool providing benefits, creating value not only for direct custommarketing also for various social or public organizations. This definition suggests to social and political institutions a look at marketing and its sub disciplines for example: territorial marketing, as a tool for building a strong position in an increasingly competitive social environment.

**Conclusions.** Literature analysis, conducted in the current research, shows that the definitions of territorial marketing differ slightly between researchers. Each of those definitions covers different aspects and depend on the context, which it aims to describe. The definition of territorial marketing has to do with the very definition of marketing, which is ambiguously determined. It also shows in some way the definitions of territorial marketing were transformed and why. Further research is recommended on this scientific term to unify all definitions given. Territorial marketing is a comparatively young topic in the scientific literature, that can be one of the reasons why an excessive number of the definitions is offered by the researchers. However, the practical side of this topic is well-developed and it can serve as a reliable background for further development of the theoretical concept.

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## МЕТОДИКИ ПОВЫШЕНИЯ ПРИБЫЛЬНОСТИ РЕСТОРАНА

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**Введение.** Данное исследование о повышении прибыльности ресторанного бизнеса является актуальным, так как информация, собранная в нём даёт чёткие указания в развитии отрасли ресторанного бизнеса. Текущая отрасль входит в спектр сферы услуг и является одной из важнейших ее составляющих. Оригинальность, неординарные пути развития, вкрадчивость и дальнорочность, четкое понимание в ведении ресторанного бизнеса, значительно повлияют на прибыль.