

Traditional Crafts as the Tourist Basis of the Brand Territories

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Keywords: brand; brand of territories; branding of territories; umbrella territorial brand; domestic tourism; folk craft.

Abstract: The article proposes a model of an umbrella territorial brand, discusses the prospects for the development of traditional crafts in order to develop the tourism potential of the territories. An analysis of domestic tourism from the point of view of building a brand of territories was carried out and an assessment was made of the multifactorial nature of these concepts.