



Economic and Social Council

Distr.: General
1 December 2015

Original: English

Commission for Social Development

Fifty-fourth session

3-12 February 2016

**Follow-up to the World Summit for Social Development and
the twenty-fourth special session of the General Assembly:
priority theme: rethinking and strengthening social
development in the contemporary world**

Statement submitted by Interregional Union of Life Help for Mentally Handicapped Persons “Sail of Hope”, a non-governmental organization in consultative status with the Economic and Social Council*

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 36 and 37 of Economic and Social Council resolution 1996/31.

* The present statement is issued without formal editing.



Statement

The system marketing of a territory as a base for a long-term sustainable development of regions

Regionalization is an objective process of development of mankind, society, countries, cities and regions. It allows people to find meaning in life in any part of the world and to understand a significance of different regions for all inhabitants of the earth. By region, in this case, we mean a stable open system of sociocultural and economic type, localized in a certain area. Thus region is a territory that is comprehended by human, deliberately marked in the common geographical space and acquired by community living on it. It is necessary to implement a set of measures for marketing territory to ensure that our transformative projects could be really useful for people living in the area, could contribute to the creation of shared values, work effectively and generate income on invested capital. Talking about marketing territory, we mean process control of value creation of territory at all stages, from audit of starting opportunities and concept of development, to promotion of an unique regional proposal and its brand on the international arena. The marketing territory technology is designed to highlight unique benefits of each particular region and city in terms of its present and future residents, entrepreneurs, investors and tourists as prospective consumers of all tangible and intangible assets created on the territory.

At the same time we must understand that today we are witnessing not just the growth of mass tourism, but the formation of a new method of consumption — conscious consumption of regional and urban environment as a whole. Formation of the global tourism industry, including a business one, in our opinion, should be considered an economic response on this new phenomenon. With increased mobility of people and ability to quickly move to any place in the world it is appropriate to talk about the transition from the consumption of certain goods, services and experiences to the consumption of environment as a whole (tourist, investment, living environment) for an increasingly broad segments of the population. That is why young people and various urban communities around the world aspire to some kind of intellectual privatization of territories and of so-called public places. For investors it has created not only conditions for each specific manufacturing facility but “favorable investment climate”. For tourists it has created a unique tourism product instead of a separate set of goods and services. However, the understanding of this trend (name it conditionally: “Tourism as a new way of consumption”) is not the only one that should be considered when working out a comprehensive strategy for the development of cities and regions and their brands.

But still the main question is about the future of each particular region and city, their significance and role in the world, meaning of life in this place, and meaning of visiting it. The answers to these complex issues have enormous potential; it motivates residents in new ways and gives them an opportunity to attract transformative investment or, in other words, project implementation that gives the best results in complex socioeconomic development for regions and cities.

Finding a unique code for the territory, preparing a platform for transformative (impact) investment, launching specific projects, developing and presenting a coordinated strategy for a region and/or city is just a few of that tasks that could be fulfilled with the application of our authoring marketing territory system.