

## **SOCIAL SCIENCE**

**(specialty 22.00.03)**

### ***Kharitonova O.B. Buryatia Republic brand as a determinant of efficiency advancement of state and private partnership in the sphere of tourism***

The design of the territorial brand is essential for social and economic development of the region, in order to attract investment in infrastructure and the creation of a public-private partnership. The paper analyzes the potential of the Republic of Buryatia in building a quality brand in order to attract investment and the development of public-private partnership. The author defines the growth point for the design of effective territorial brand and offers to consider mechanisms to optimize brand Buryat Republic to attract investments, and the development of public-private partnerships in the region. The results of the content analysis of media reports on tourism at the regional, national and international levels. The main result is worked out and that effective public-private partnership in tourism can not line up without competent design brand in the region using unconventional methods

Key words: tourism, territorial brand, public-private partnership, investment, Buryatia.

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