

ANALYSIS OF THE PLANNING STRATEGY OF ASTANA AS A "BRAND CITY" IN THE DEVELOPMENT OF THE ECONOMIC ZONE NORTH KAZAKHSTAN

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ABSTRACT

In a globalized world, competition occurs not only between countries and companies, but also between cities and economic regions, and with the formation of brand cities, the concept of "World Cities" appears. Cities that contribute to the development of the country's economy by raising social and economic standards in the international arena, use superiority, produce effective policies and promote themselves well, come to the fore, and provide economic gains, while other cities that cannot compete for lag behind. Marketing, which is one of the most important elements of competition, is important in matters such as the country's reputation, foreign tourists' travel to that country, attracting foreign investors, and respectability. This is important not only for the country as a whole but also for sub-economic regions called "local places". Moreover, on the one hand, the recognition of the success of a city depends on the recognition of the success of the region and country.

Kazakhstan consists of many cities with high potential in historical, tourist, cultural, sporting, industrial, and economic aspects. Despite this, the idea that cities in the country get the upper hand from their wealth by branding them is finding a new place in the general and local politics of the country. On the one hand, it introduces to the world by branding cities in Kazakhstan, such as the major cities of many countries that are branded by marketing their mentioned wealth in the world.

Keywords: Brand City, Competition, Economy, Marketing, Globalization, Tourism

INTRODUCTION

Today, the globalization process of the world economy continues, including the Republic of Kazakhstan. After the Republic of Kazakhstan becomes independent, internal and external economic, social and political changes are carried out in the country, and efforts are made to become one of the competitive countries of the world. As the development of the economy depends on the development of economic regions and the improvement of the industrial and social situation of people in the region, it has become clear that the improvement of the internal and external social, economic, and political situations of the country, the increase in income, and the entry of foreign currency will affect.

Kazakhstan's economy faces some problems in the face of high competition. For this reason, more attention is paid to managing regional development and introducing methods for implementing the dynamic development of the region. Economic regions are not only the face of Kazakhstan but also the guarantee of its long-term existence and prosperity. The aim of Economic Zone Management is to ensure that each region maintains its leading position and creates prerequisites for the economic growth of the region, as well as the conditions for concentrating limited resources. The tourism sector, which plays a major role in the development and development of the region's economy in the globalized world, has started to stand out in the economy of Kazakhstan as a sector with high commercial returns and continuous growth. In order to develop tourism in the country and gain a share of the world

tourism market, branding of the products and services offered in the sector is very important. In recent times, the increasing spread of the understanding of the brand city by branding cities has become one of the most important issues recognized internationally, which is also very important for the competitive tourism of the country. Kazakhstan is divided into five economic zones by the Russian researcher Baranski, who contributed to the economic regionalization of the states of the Soviet Union during the Soviet period. In regional planning, Baranski divided economic zones into five economic zones: north, east, south, west, and central Kazakhstan according to the expertise of the economy, the structure of production complexes, the economic situation, and geographical characteristics of Kazakhstan. It is a widely stated development that the regional development policies implemented in Kazakhstan contribute to the improvement of social and economic conditions. Given the fact that the economy has grown steadily in recent years and the increase in foreign investment is reflected in the public, poverty is gradually decreasing, although it is unlikely to say that there is a fair distribution of income. North Kazakhstan is located in a geopolitically appropriate economic and geographical position. North of Northern Kazakhstan is the border with the Oral, Western Siberian regions of Russia. North Kazakhstan is located in a geopolitically convenient economic and geographical position. The north of Northern Kazakhstan is the border with the Oral, Western Siberian regions of Russia. Russia's neighboring industrial regions have been instrumental in the development of the mining and energy sector in northern Kazakhstan. North Kazakhstan is the region's most basic grain farming and animal husbandry. The development of the North Kazakhstan Economic Zone, together with all the regions of Kazakhstan, began with the relocation of the capital from Almaty to Astana in the North.

Astana is a historically and geopolitically significant city located in the center of Eurasia in the North Kazakhstan economic zone. Every city on earth has its own characteristics. Of the cities around the world, Vienna is described as an inexhaustible melody, Paris is known as an amazing city, and New York is known worldwide as a professional City. While Istanbul is a historical and cultural city, the United Arab Emirates calls its capital a "commercial haven" with its deserts, beautiful beaches, and Palm Islands. "Astana is not only the administrative center of the Republic. Astana is, first of all, a geopolitical city that determines the development of the country and corresponds to the process of environmental development "N. Nazarbayev said in his book "in the heart of Eurasia". "This endless and endless path is the beginning of progress and development of the Republic of Kazakhstan," the first president of an independent country believes. The "industrial and innovative development program" adopted in Astana will lead to the development of economic sectors not only of the city but also of the entire Republic. "Development of Astana-Development of Kazakhstan". Astana is the first of the capitals of independent countries. New Kazakhstan in the new world is a national symbol of this period. The new status of Astana, its geopolitical significance, tourist potential, historical richness of Ancient Monuments of Akmola-Karastel, natural picturesque landscapes on the banks of the Ishim River emphasize its distinctive features from other cities. Therefore, Astana is a politically and economically important city for the development of the North Kazakhstan economic zone, which has economic and demographic potential.

Purpose of the Study

Analysis of the strategic plan of the impact of Astana as a "brand city" for the economic and social development of the North Kazakhstan economic District.

Research Methods

In the study, the data collected in accordance with scientific research methods were processed by high-quality SWOT and PESR analysis methods. In the research section, the data obtained by the survey method was evaluated using a statistical package program called SPSS

(Statistical Package for Social Sciences) for Windows 18.0. In the form of a questionnaire used as a data collection method used in the study, a sample previously used in accordance with the topic was taken and some adaptation to the scale was made.

Creation of the City Brand

The concept of "brand city" was first used in studies conducted in the Netherlands in the 1980s, and then in other European countries such as the United Kingdom and Germany, it also included the concept of "Brand City". The city brand is a concept of Dutch origin. Concepts such as space branding, space marketing, space sales, which mean the same as City branding, are also used" (Braun, 2008). The method and scope of branding have come to prominence as a marketing tool to combine the city with more desirable qualities in the perception of the target audience.

The city brand is an image of society that is manifested by residents and visitors of the city. Its components consist of infrastructure, tourist attractions, health organizations, industry, cultural events, national traditions of citizens, and many other parameters. City brand: attracting the attention of investors and attracting the flow of investments, the effects of the city within and outside the country, attracting the attention of tourists, increasing treasury income, developing infrastructure, trade, and industry, improving the quality of life of the population. The phenomenon of globalization has led to cities being similar to each other today. So a city has to differentiate to get ahead of other cities and better market its products and values. The most effective way to do this is to create a positive image. Resources needed for the development of cities domestic and international visitors try to attract external resources such as foreign students, business people, and merchants who come for shopping purposes.

City branding primarily covers the work aimed at increasing the charm of the city, promoting its historical and tourist attractions, and announcing local products and services. In order for a city's brand to become a strong brand, first of all, there must be values and qualities that support being a brand in that city. For this reason, it is necessary to carefully examine some important points in the brand of cities. For a city to have a good brand, it needs to have a distinctive feature, even if it doesn't really exist. The city brand also covers the appearance of the city, the experience of the people of the city, and the beliefs and behavior (Ozdemir, 2009).

"Urban deficiencies are not an obstacle to becoming a brand city, it is important to open the city to the outside and attract foreign investors, buyers, tourists to the city at increasing rates. Each city with a geographical advantage can grow with its own resources, regularly increase its population, short income, ensure urban transformation, have clean streets, great structures, regularly working public organizations, compatriots in love with its city, but this does not brand it. In order to become a brand city, it is necessary to make the city an intriguing place, to create a city environment that will be enjoyed, to be hospitable to those who come to the city, and to facilitate industry and trade." The process of becoming a brand city is a long and challenging process (Kavaratzis ve Ashworth, 2006).

Although the city brand is more difficult to build than product-service branding because cities are more affected by economic, political, and social changes: brand cities play an important role in both the welfare level of residents in the city and the development of the country's economy.

"The brand is a product for the city hometown. Just as a poor quality product cannot be branded, it is never possible for poor quality cities to be branded. Quality of a city, roads, squares, history, attractions to visit, natural beauty, aesthetics here, cleanliness, traffic, security, such as many important parameters are a subject" (Mehmet, 2011). Brand city's biggest goal is economic returns. Brand cities' products and services are more in demand than other cities. Cities need to be branded to stimulate the economy and increase the well-being of city residents. One of the most important points about a brand city is that not all cities can be a brand. Each city can have its own unique aspects. But this brand is not enough to become a city. Many cities

in our country have their own unique historical and natural attractions, but this is not enough to become a brand of the city. Becoming a city brand is a long process. "Brand city" is an important issue that contributes to the development of the country. A country is as rich as the brands it owns. For this reason, the subject of the brand city should be taken care of and made into state policy. But considering that not all cities can be brand cities, it is important for the development of cities to produce the right strategies and use modern marketing techniques.

Strategic Analysis of Astana

It is useful to look at the branding of the city of Astana as a strategic process. Being a brand is a long and exhausting, holistic activity that will take place with the participation of all stakeholders.

According to Kotler (2002), SWOT analysis of the city must be performed in order to become a city brand. By determining the positioning of the city, it is necessary to determine which factors to focus on. Important events, legends, and historical persons involved in the passing of the city should be fictionalized in such a way as to create a story for the brand. In addition, it is important to explain and adopt the brand strategy to the local public.

Strategic analysis steps in city branding include:

1. Determination of the city's resources and capabilities
2. Determining whether these abilities are unique
3. Determination of advantages and disadvantages of the city by comparing with other cities
4. Comparison of the city's potential for development with its competitors
5. Identifying critical factors that can be successful

Astana being a "brand city" should be treated as a process that requires a long effort, needs to be handled with a professional understanding, consists of values shared by the residents of the city, and is owned and developed by all stakeholders. At the same time, it is necessary to use the example of experienced countries in the world. As the new modern capital, Astana has a rich historical-cultural heritage and unique architectural, historical, and cultural structures thanks to natural features. Thus, together with a sustainable brand management process, Astana can position itself as one of the world's leading new modern capital and historical-cultural tourism centers. The aim of Astana'S SWOT analysis is to identify the original elements that Astana has and to anticipate future opportunities and threats and conduct strategic planning accordingly.

Table1 SWOT ANALYSIS OF ASTANA	
STRENGTHS	OPPORTUNITIES
Declaration of Astana as the capital of the Republic of Kazakhstan	Astana's presence in the Great Steppe Center
In 1998, Astana was promoted and awarded a medal as a "city of peace" in the UNESCO declaration. At the World Cup in Brazil, Astana was awarded the highest title among the 12 young cities in the world.	Astana is the historical center of ancient civilizations and important political events
Presence of many international specialist Central Asia funds in Astana	As a historical settlement, the capital is of strategic importance
Enabling the improvement of the social status of the population in the northern region	According to the first Constitution of the Kazakh state, the summer residence of AZ Tauke Khan, who brought the "Seven Charter" to six alashs and headed three zhuzs, is located in the center of Astana.

Astana as a rapidly developed city attracts the attention of world politicians, civil society, and architects.	Geopolitical formation of Astana, allowing to structure society according to global trends
Two projects of British master Norman Foster implemented in Astana	Being the largest land-grounded area in the region of North Kazakhstan
Astana is a member of the International Council of Capitals and Major Cities. "City of the world" title in 1999	The failure of the city of Almaty, whose population exceeds one and a half million, to meet the requirements of an independent country's capital.
Organizing international symposiums and congresses in Astana	Increasing the population in the northern region and having suitable geography for a new settlement
Good development of tourism in Astana	Development of Astana's security problem
In 1998, Astana became a member of the WEPSA International Association of Free Economic Zones	Easy use of labor resources
Location on the Bank of the Yesil river	Presence of historical architectural works
The capital was built according to the project "the principle of life" by the famous Japanese architect Kisho Kurokawa	Ensuring the capital's security
Creation of a Free Economic Zone in the settled region of Astana	To be suitable for the development of the northern region
Existence of contemporary architectural practices	Tengiz-Korgaljin Lake tourism presence
Giving clear answers to negative and negative views about Astana's future	Central settlement of Astana
Implementation of the Kazakh resettlement policy in the northern regions	Availability of the necessary infrastructure for further development of the construction sector.
Construction of modern buildings and structures in Astana	The location of the transport network, as well as the availability of the necessary transport and telecommunications infrastructure.
Astana's geopolitical position	Having the potential of highly qualified personnel.
Increasing Astana's significant industrial potential.	Availability of potential opportunities for the private sector and entrepreneurial development.
The existence of political and social stability in the region.	A lot of free space for the development of the city of Astana.
Attracting foreign direct investors in Astana construction	Presence of modern technologies for energy saving by generating energy
Presence of world-class entertainment facilities and facilities	Providing the city with telecommunications devices according to international standards in the modern world
An increasing number of foreign tourists	Construction of Almaty-Astana Highway
Finding natural features for tourism	Winding road and construction of several bridges on the Yesil river
Be effective in the context of further development of the economy of Kazakhstan	Ensuring the population of the northern region
Unilateral deployment of population and productive forces in the Republican region	Development trend of the construction industry
Ability to consolidate a large network of Foreign Agricultural Products, conduct foreign innovations and scientific production in the northern and central regions, and create advanced agricultural machinery	Strength of construction of business centers, international hotels, shopping centers
Developing the tourism industry in the northern region	Construction of an international airport
High-level education, health, cultural, and entertainment services (relative to other parts of the country) development	Construction of a residential building
Positive characteristics of the population due to natural and migration	-
Possibility of marketing potential brands of the city	-
Availability of production and transport infrastructure	-

Have favorable conditions for small and medium-sized business development	-
Database availability	-
Complete reorganization of the economy (post-industrial development)	-
Formation of a multifaceted and diversified labor market	-
Enhancing the attractiveness of a competitive market for goods and services	-
Finding free spaces for new production facilities	-
WEAKNESSES	THREATS
Falling construction levels due to cold climate impact	17% share of Kazakh population before the city of Akmola became the capital
Availability of saline soils in urban landscaping	The climate is too Continental, with long, cold winters and warm summers
Low population density, lack of a city with a population of more than 2 million people	A lot of cold winds
Lack of common system infrastructure of Astana city and neighboring regions (settlement systems)	Settlement of Astana at an altitude of 300-400 meters
Inactive transport infrastructure within the city (traffic congestion)	The relief of the Akmola region is different
The negative environmental situation in Astana (gasification, lack of use of "Green Economy" Smart Technologies, insufficient public transport, presence of environmentally friendly and energy-intensive sectors in Yesil)	Rare growth of plants (cultivation) Housing shortfall, unemployment
Lack of Yesil and green spaces in Astana	Lack of natural gas in the region
Lack of attractive brands in Astana (popular international image)	Location of the capital in the North. Reevaluation of urban social and engineering infrastructure
Low competitiveness of Astana at the global and regional levels	Astana is one of the coldest capitals in the world. The presence of mosquitoes.
Lack of modern town planning documents for settlements near Astana	Close settlement of groundwater

PEST Analysis

The transfer of Astana to the geographical center of the country as the capital is geopolitically important for the security and integrity of our country. Reaching Almaty from other parts of the country is advantageous, but Astana's settlement in the center of the Eurasian region has been instrumental in establishing links with international States and implementing a policy of increasing the Kazakh population in the north of Kazakhstan. Astana Europe and Asia have the potential to be the cornerstone of economic ties. The location of Astana's largest road network in Central Asia is important from a geopolitical point of view and to solve the problem of increased population density.

Economic Analysis

In economic terms, the city of Astana had a significant impact on the development of the North Kazakhstan Economic Zone. An important impetus for the dynamic development of the country's economy is directly related to the city of Astana. Astana's share in the national investment volume in the country is 10%, and the share of gross regional product in the country's economy is 10.2%. The number of small and medium-sized enterprises in the city reached 102,015. In 2018, the share of small and medium-sized enterprises in gross domestic product exceeded 57.4%. In the last 20 years, Astana's production has increased by 8% to 300 billion KZT. 545 billion tenge was invested in the economy. In the city, small and medium-sized businesses are gaining momentum. For a short time, our new capital became not only the political, economic, and cultural center of independent Kazakhstan, but also the main center of

diplomacy, peacekeeping and international development. The International Congress of the world and traditional religious leaders held in Astana, the OSCE, OIC, SCO and the Astana Economic Forum in Astana are large-scale summits within the scope of international meetings. The relocation of Astana also positively affected the demographic change of the country. From 2000 to 2013, the population of Astana increased from 300,000 to 800,000, and in 2016, our capital became the second millionaire city in Kazakhstan. Astana's transformation into an international financial center makes it a potential financial center of the Central Asian region. As one of the most intellectual, modern cities in the world, Astana increases Eurasia's capacity to become a cultural, scientific center. It was awarded the UNESCO title of "City of the world" in 1999, and since 2000 the capital of Kazakhstan is a member of the International Assembly of Capitals and Major Cities. The Astana basic plan of the State Security Committee, made in 2000, is very helpful to the development of project work in Astana. In 2002, Astana decided to create a Special Economic Area of the new city, provided a favorable investment climate, and worked with private investors. The development of Astana was given to a specially created economic zone in the early 2000s. Its distinguishing feature was that it had to work in both directions. The first is the construction of the administrative and Business Center on the left side of the Esil. More than 300 administrative buildings and residential and leisure centers have been built for the benefit of the public. In the second direction, two industrial zones in the capital are recovering. 55 projects worth 150 billion Tenge are being implemented in the first industrial zone. Of these, 21 will be commissioned and the remaining 34 projects will be commissioned in 2017. 2,500 short work at an industrial park in Astana. Six more projects will be launched this year, and 1.5 thousand short-term jobs will be employed this year. Over 20 years, the average monthly salary of ordinary workers in the city has increased 14-fold.

Sociological Analysis

Astana is becoming the center of the economic, political, and cultural life of the country. Currently, the population of Astana is 1 million people. According to the research group of the Institute of economic management in Kazakhstan, by 2030 Astana will have 1 million 200 thousand people. As the appearance of new Astana, it is the works of new architects that both change and beautify the city. Bayterek is the most famous for the people and guests of the city, which is recognized as a high-grade place as the symbol of new Astana. The highest part of the Bayterek building is 97 meters high, showing a tree called Altintop or Bayterek. It tells The Legend about Samruk, the bird of happiness that eggs were made on the top of the great Bayterek. In Kazakhstan, which ranks 9th in the world by area, you can easily travel on the "Atameken map of Kazakhstan". Every day the number of tourists is growing in Astana. His first step was the creation of the five-star Intercontinental Hotel. This hotel, built two years, welcomed very valuable guests who came to the official conference of the new capital in June 1998. Currently, Astana has very good relations with 20 developed cities of the world and six cities of Russia. Our capital is Astana, a member of the International Association of Capitals and major cities. In 1999, Astana became the "city of peace".

Technological Analysis

With the development of plants in Astana using modern technologies, the importance of plants increases. The work of the macaroni factory in Astana is moving forward. Since September 2006, the plant has been producing two tons of pasta per hour, 40-45 tons per day. The plant has 16 types of pasta. It produces 60-65 tons of meat and noodles per month. These products are shipped to all regions of Kazakhstan, as well as to Iran, Mongolia, Uzbekistan, Tajikistan, and Turkmenistan. The poultry farm in Astana, equipped with modern technologies, will produce 20,000 tons of poultry per year. Astana electro-technical plant was opened in April 2012. The company is part of the Enner Stroy Tex Kroup group of companies, which has been

operating in Kazakhstan since 2008. The company is included in the Register of JSC "Samruk-Kazyna" as a manufacturer of electrical panels. So far, the company has produced 608 units of products, and in 2014 - 1 billion 200 million tenge. Electrical products are being manufactured. The products are delivered to all regions of Kazakhstan and all sectors of the economy. The "Astana Solar" LLP plant produces ready-made products-solar modules as the latest technological component of the "goose PV" project. For two years, a production facility was put into operation, which included a complete raw material extraction and finished products cycle. In the capital's industrial park there is another new object that the country does not know about. This is a metalworking plant. By direct order of the head of state, the company produces 99.99 bars of pure gold in accordance with international standards. For the transformation of Astana into a branded city, the security and tourist features of the city are important. These security and functions contribute to the intensive placement of foreign capital and visitors in the capital.

RESULTS OF THE ANALYSIS

According to the results of the SWOT analysis in Table 1, the highest aspects and opportunities, the weakest directions and barriers to the economic and social development of Astana and the formation of the image of the future "brand city" were identified. SWOT-strategic plan based on the results of the analysis, external and internal factors of Astana determined the priority of the city's opportunities to become a "brand city".

Based on the results of the PEST analysis, the most important aspects of the formation of the strategic plan of the city "brand city" were identified through the analysis of political, economic, social and technological factors that directly or indirectly affect the development of Astana.

Mission and Vision Notifications and Strategy Development Process

Astana's" brand city "strategic management process has been created by answering four questions.

- Where are we?
- Where do we want to get to?
- How do we get where we want to go?
- How do we track and evaluate our success?

The question" Where Are we "is answered by a comprehensive situation analysis of the city of Astana (SWOT - Strong, Weak, opportunity, Threat Analysis).

"Where do we want to reach?"- answered by Mission and vision (principles, goals, goals).

"How can we get to where we want to go?"- Around the goals, the formatting of projects, and the evaluation of their strategic plan.

"How do we track and evaluate our success?" It is the collection of information about the city of Astana, the conduct of research, and the reporting and monitoring of performance, and with the results of strategic plans, more strategic plans are made.

In our study, after determining where the city of Astana is (mission), the answer to the question of where it wants to reach (vision) will be sought. In this context, it is aimed to reveal the management philosophy of the city of Astana, to determine the vision-mission statements, and strategic objectives. Accordingly, proposals for defining strategies and implementing them were listed. The mission is to express the reason for the existence of being a brand city so that all stakeholders can move on a common path.

Management Philosophy and Mission Statement of the City of Astana

From the phrase branding the city of Astana: it is not right to deduce the meaning of the development of the city only through the marketing of cultural, historical, and tourist aspects. While increasing the level of awareness and preferability of the city, increasing the level of habitability in the city of Astana is the main goal. In this regard, according to the organization of Strategic Management in Astana, in order to continuously improve the quality of services provided in the city, use their resources more effectively and increase the value of the city's brand by increasing the sense of satisfaction, readiness, and loyalty of all residents of the city, the understanding of strategic urban management should be considered as a management philosophy.

Astana's strategic management activities should also be continued with this understanding. With this understanding, the mission statement is envisaged to be as follows:

“Astana rises above the level of Branded Cities in economic, social, cultural, historical and tourist areas”.

Vision Statement and basic principles

The vision of the city of Astana is determined as follows:

”It is to transform Astana into a brand city that has won the admiration of all people in the world with its economic, social, cultural, historical and tourist developed League”.

Based on the above vision statement, the basic principles of the organization are determined as follows:

1. To assign a direction to city management by planning objectives and activities in order to gain the upper hand in urban competition,
2. Avoid possible conflicts of authority and duties that may arise between administrative units in the city,
3. Taking into account the responsibility to reduce environmental problems: to make the city livable in economic, social, and cultural aspects,
4. Taking into account the social and cultural structure of the city, to raise its national and international awareness to the highest levels,
5. Maintain transparency, participation, and accountability in all activities,
6. Create a management structure that is far from an individual and corporate authority, based on volunteerism, flexible and dynamic, able to keep up with change and maintain continuity.

Defining Strategic Objectives

Strategic goals and objectives for increasing the level of Urban Development and awareness to the denominator of branding of the city of Astana have been determined as a result of the SWOT analysis and are shown in the chart below.

Strategic Goal 1: “to become the geopolitical, new, modern capital of the Republic of Kazakhstan, Astana

Target 1.1. Astana's geopolitical position will be updated in accordance with global trends.

Target 1.2. As Astana “world city”, economic developments and projects with international values will be updated.

Target 1.3. Astana's significant industrial potential will increase and attract foreign investors, making it one of the important cities between international Capitals and Major Cities.

Target 1.4. Efforts will be made to make Astana known to everyone that it is the capital of the Kazakh language.

Target 1.5. Efforts will be made to increase the relations of important people working for the development of the city of Astana to Astana.

Strategic Objective 2: "To be the language, history, tourism and cultural capital of Kazakhstan by preserving and promoting the historical values in Astana"

Target 2.1. In order to determine the historical values of Astana, the cultural inventory will be updated.

Target 2.2. Conservation and development of facilities with historical and cultural values will be ensured.

Target 2.3. By introducing historical, natural, cultural values and opening them to tourism, it will be one of the important cities of Kazakhstan in history, nature, and cultural tourism.

Target 2.4. Efforts will be made to make Astana known to everyone that it is the capital of the Kazakh language.

Target 2.5. For the development of the city of Astana and increasing the level of awareness of the relations of important people from Astana to Astana will be carried out.

Target 2.6. Astana will stand out as a city with local traditions and rich culinary culture, historical and architectural monuments, cultural and National Arts.

Strategic Objective 3: "To create a healthy and clean urban environment of Kazakhstan, to be the language, history, tourism, and cultural capital"

Target 3.1. An appropriate "environmental protection plan" will be prepared and implemented in order to protect the environment and minimize environmental pollution.

Target 3.3. All factors causing environmental pollution will be determined; (air, water, noise, industrial waste, etc.) the pollution caused by them will be reduced every year by effective methods and inspections to be carried out by the municipality.

Target 3.4. By implementing recycling projects and supporting existing projects, work will be carried out to become an example city in the effective use of scarce resources.

Target 3.5. Effective inspection and control will be carried out at all production facilities in the city.

Target 3.6. Green space potential in the city will be increased to the Yesil average in the first 5 years and above the average in the second 5 years, functional and modern areas will be created.

Target 3.7. Measures will be taken to reduce the effects of fires and possible natural disasters.

Strategic Objective 4: "To make the city livable for disadvantaged groups."

Target 4.1. An image of a "city without obstacles" will be created by providing appropriate environmental conditions and other opportunities for disabled people and other fragile groups.

Strategic Objective 5: "Improving the quality of life of the city of Astana by implementing its economic, political, projects".

Target 5.1. In order to ensure that more modern and healthy spaces are lived, the principles of planned and sustainable urban development will be implemented.

Target 5.2. In Astana, infrastructure, superstructure, building maintenance, and repair works will be carried out in a quality and efficient way.

Target 5.3. All plans in the city of Astana will be revised in accordance with modern urban transformation.

Strategic Objective 6: "To bring Astana's infrastructure level to an international standard, to fully meet the needs."

Target 6.1. Water and sewerage systems with effective, efficient, and alternative solutions will be created.

Target 6.2. A healthy functioning transport system will be implemented in the city of Astana.

Target 6.3. Astana's transportation needs (road, rail, and air) will be eliminated.

Strategic Objective 7: Effective use of the "Smart City" method in the development and service of the city".

Target 7.1. At least two interlinked and professional web sites compatible with Web 2.0 technology will be established for use in the promotion of the city.

Target 7.2. It will create more opportunities to promote social and economic development, employment, infrastructure improvements, and sustainable development.

Target 7.3. Healthy working Information Systems will be created where most city residents can do their work and operations, pass on their complaints and suggestions.

Strategic Objective 8: "To increase the institutional capacities of the management units in Astana."

Target 8.1. Project training support and in-service training will be provided to organizations in the city and work will be carried out to ensure the development of corporate capacity.

Target 8.2. City branding will be adopted by employees through motivational enhancing activities.

Target 8.3. All public service organizations in the province will be provided with a total quality certificate.

Strategic Objective 9: "Astana to be an example and a leader of the city."

Target 9.1. Health services provided in the city of Astana will be provided to be a "model brand city".

Target 9.2. By implementing projects that will improve the level and quality of education in Astana, it will be ensured to be a "model city".

Target 9.3. By increasing the sports areas in Astana, encouraging alternative branches, supporting amateur and individual sports activities, it will be ensured to be a "model city" in sports and healthy life.

Target 9.4. Cultural, social and artistic activities will be supported by acquiring new cultural sites in Astana.

Target 9.5. All production facilities in Astana will be provided to carry out trademark registration.

Target 9.10. A comfortable and Safe City will be created.

Strategic Objective 10: "To continuously increase Astana's potential for Agriculture, Animal Husbandry, and industry and to promote it on a world scale."

Target 10.1. Astana will also promote and market products that have come to the fore in agricultural production at the national and international levels.

Target 10.2. The industrial potential of the city will be promoted in a way that encourages new investments and encourages new investments.

As can be seen in the chart above, the strategic goals determined by SWOT analysis were placed in the SWOT Matrix and various goals were achieved from here. In this context, 4 (1.2.3.8.9) of the strategic objectives created for Astana can be evaluated within the scope of superiority - opportunity strategies, 4 (2.4.6.7) weakness - opportunity strategies, and 1 (4) weakness – threat strategies.

CONCLUSION

More than half of the population living in the globalized world in recent years lives in cities. The United Nations estimates that the city's population will grow by 61% by 2030's, and the number of people living in cities will increase by 5 billion people (world tourism organization, 2012).

Global movements and capital flows are changing the economic and social structure of many cities and regions. Branded global cities provide both the development of the tourism sector and increase the competitiveness of the public and private sectors. The phenomenon of globalization has brought with it the concept of “world cities”, which are active on a global basis. In this process, where international competition has replaced the competition of cities, cities that can promote themselves well come to the fore and benefit from the blessings of development, while other cities that cannot compete remain behind. The inter-city races, which are inevitable in the age of globalization, lead cities to implement large-scale policies that are competitive as global brands. Efforts to “become an international brand” have become an economic development strategy for cities, attracting fixed capital investments and circulating capital such as transport, tourism, cultural events with an international identity.

In this study, the results of the analysis of the economic development strategy of Astana city were made on the basis of the branding of Astana city and its impact on the development of the North Kazakhstan economic region as a "brand city". Through the strategic analysis and study of the brand image of Astana, the main features that are most important for the economic development of the city were identified. These are the geographical location of Astana, favorable location of the geopolitical situation, the development of tourism, ancient historical monuments of Akmola – Karaotkel region, natural features, local production and products, the quality of the urban environment, tourist attractiveness, entertainment, and excursion facilities, tourist infrastructure, the quality of tourist experience and environmental sustainability. Astana, which has such features, is developing as a brand city that is well known throughout the country in terms of economic situation and tourism.

Creating an urban brand is a long-term and expensive process. It is very important that the city administration convinces the residents of the city of the brand because only in the event of successful results, the residents of the city will get the most benefit. With the proposed model of Kazakhstan as a "brand city", Astana strives to take a competitive position at the world level and can become world-famous as a "brand city" around the world. In order to develop the features of Astana as a "brand city", projects specific to Astana should be developed on a strategic basis in accordance with a certain period of time. In the future, taking into account the strategic plan of Astana, domestic and foreign advertising works and conferences should be held that affect the target audience. In order to show its difference from other cities, it is necessary to create Legends, books, movies, films related to its history and provide communication. In order to attract the attention of visitors by raising awareness and strengthening the image of the city, international organizations of culture, art, and sports, advertising should be organized. Every year, information about visitors should be collected and analyzed to develop a marketing strategy.

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