

**Purpose:** Development and implementation of the «Attractive Region» business game in Abansk Secondary School No. 3 as part of the educational process.

**The scientific novelty** of the master's dissertation consists in applying the basics of territorial marketing in a comprehensive school. Research methods - historical, cartographic, geo-information, statistical, comparative-geographical, method of geographical zoning, survey, situational analysis, geographical forecast.

**Theoretical significance of the study** consists in describing the current state and prospects of territorial marketing in Russia; terms of use of ICT tools in preparation for a business game; description of the conditions of the business game «Attractive region».

**The practical significance of the study** consists in an innovative approach to teaching the basics of socio-economic geography in 9 classes, as well as this guide to action for state and municipal employees responsible for the socioeconomic development of the territory entrusted to them.

**Approbation** of the dissertation was carried out in Abansk Secondary School No. 3 in March-May 2018. At the regional methodical association of teachers of geography in March 2018, I gave a report on the «Development of Subject Results through the Organization of Work with a Map», where experience with interactive maps was shown, and in May 2018 - on «Business game: the practice of using in a comprehensive school».

On the topic of the research 3 scientific papers were published:

1. Chereshnyuk A.G. Regional development of Russia: problems and prospects / A.G. Chereshnyuk. // Collection of articles of the international scientific-practical conference. Actual problems of ensuring sustainable economic and social development of regions - Makhachkala, 2013. P. 64-66

2. Chereshnyuk A.G. Socio-economic development of Siberia and the Far East of the Russian Federation as a factor contributing to the preservation and strengthening of national security / A.G. Chereshnyuk. // Collection of articles of the All-Russian Scientific Conference of Students, Postgraduates, and Young