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**MEASURES AIMED AT PROMOTING TOURIST DESTINATIONS  
OF THE RUSSIAN FEDERATION ABROAD**

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**Abstract**

The development of inbound tourism is one of the important tasks of the formation of a basis for sustainable economic growth and an effective way to increase the share of non-oil exports in the total exports of the Russian Federation. Tourism provides an inflow of funds into the country's economy and has a powerful synergistic effect. It stimulates the increase of incomes of 53 sectors of the national economy involved in the creation of tourism products and is a multiplier of employment and self-employment, promoting the development and involvement in the export activities of small and medium-sized businesses, improving the living conditions of the local population and smoothing the imbalances of territorial development.

**Keywords**

Tourism – Economic growth – Destination – Employment

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## Introduction

The determination of target foreign markets for the promotion of tourist destinations of the Russian Federation is associated with the assessment of the attractiveness of each market segment and the choice of certain segments to enter them with their tourism products. Today, the country's tourism industry faces the problem of choosing markets. There is a demand for tourism services in different countries, in each of which, there are groups of people who are able to afford them<sup>1</sup>.

## Methods

According to the United Nations World Tourism Organization (UNWTO), Russia is among the ten states most frequently visited by tourists.

The problem of choosing markets has two aspects. In which countries can one find actual or potential demand of such a magnitude that would justify the cost of promoting a tourism product. Another important criterion is the rapid payback of the target market (the amount of tourism costs for tourists from different countries)<sup>2</sup>.

The article uses means of economic and logical analysis, as well as methods of comparison and grouping.

## Results and Discussion

Successful promotion of tourist destinations directly depends on their ability to determine consumer expectations of tourists and meet their needs. Studies of consumer expectations and behavior of tourists, as well as the decision-making process when traveling, should form the basis of the strategy for the promotion of tourist destinations.

One of the main problems of tourism development in Russia is the lack of strategic marketing aimed at implementing the needs and expectations of potential tourists. The concepts of tourism development in most Russian cities and regions are based on the availability of certain tourism products and resources and not on the analysis of the demand expressed by potential tourists. At the same time, the competitiveness of a tourist destination depends entirely on the product's compliance with the expectations and needs of tourists. Consumer behavior is one of the most important aspects of marketing activities in any field, as it gives an understanding of the actions of consumers and, accordingly, the ability to anticipate, coordinate and direct – all that is necessary for the successful implementation of products and services<sup>3</sup>.

It is necessary to understand how people perceive tourist destinations, travel time and advertising, based on what information they make a decision about a trip, how they make decisions, what factors and how they influence it in order to promote tourist destinations, as well as to take adequate actions to form and promote a tourism product. It

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<sup>1</sup> L. A. Caldito; F. Dimanche; A. Mazina et al., Nature-based tourism in Russia, TEMPUS Project "NETOUR: Network for Excellence in Tourism through Organization and Universities in Russia" (Cartagena: Universidad Politecnica de Cartagena, 2015).

<sup>2</sup> T. M. Krivosheeva, "Formirovanie imidzha rossii kak strany, blagopriyatnoi dlya turizma", *Servis v Rossii i za rubezhom* num 7 Vol: 54 (2014): 33-44

<sup>3</sup> L. A. Caldito; F. Dimanche, A. Fedulin et al., *Cultural tourism in Russia...*

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is also important to understand what motives lie in the basis of tourist behaviors, who influences the decision<sup>4</sup>. All these questions are related to the study of consumer expectations of potential tourists.

The study of consumer expectations of tourists is based on the analysis of the consumer behavior of tourists<sup>5</sup>.

There are several distinct factors of consumer behavior in tourism:

- shopping in tourism is most often pre-planned and made with funds saved for a certain time. This has a significant impact on the travel decision time;

- travel costs have no economic and material effect; the results are intangible;

- the need to get to the point of destination. In this aspect, the consumption of destination as a product has no analog. The road to the place of resort and back itself becomes a part of tourism, having a fundamental influence on the choice of destination and assessment of the trip after the return;

- reflection on the journey, tourists remember their trip and relive the sensations even months and sometimes years after returning;

- the interaction of the tourist with the destination always involves its interpretation. Tourism product is always unique, even if producers (tour operators, tour bureaus, hotels) make it mass when consuming tourists have their feelings and experiences.

These factors should be taken into account when determining the consumer behavior of potential tourists<sup>6</sup>.

Choosing a destination as a key aspect of a tourist's consumer behavior is a multi-stage process and begins long before the final decision is made:

- awareness of the need to travel;

- search for information about destinations;

- assessment and comparison of destination options;

- final decision on the trip;

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<sup>4</sup> O. Chkalova; M. Efremova; V. Lezhnin; A. Polukhina y M. Sheresheva, "Innovative mechanism for local tourism system management: a case study", *Entrepreneurship and Sustainability Issues* 6 Vol: 4 (2019): 2052-2067 y A. N. Dunets; I. B. Vakhrushev; M. G. Sukhova; M. S. Sokolov; K. M. Utkina y R.A. Shichiyakh, "Selection of strategic priorities for sustainable development of tourism in a mountain region: concentration of tourist infrastructure or nature-oriented tourism", *Entrepreneurship and Sustainability Issues* 7 Vol: 2 (2019): 1217-1229.

<sup>5</sup> A. A. Fedulin; N. A. Platonova; T. V. Kharitonova; E. S. Pogrebova y T. M. Krivosheeva, "Monitoring tekushchego sostoyaniya protsessov realizatsii meropriyatii v chasti izmeneniya protsedur kontrolya i otsenki kachestva obrazovaniya", *Vestnik asociacii vuzov turizma i servisa* num 4 (2012): 43-52.

<sup>6</sup> L. A. Caldito F. Dimanche; A. Mazina et al., *Nature-based tourism in Russia...*

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- assessment of the trip in general and destination in particular.

The decision-making process concerning the trip at each of its stages is influenced by the personal behavioral characteristics of the potential tourist, characteristics of the destination, as well as external factors, such as social structure, culture, etc. All factors influencing consumer behavior of tourists can be divided into<sup>7</sup>:

- personal (gender, age, family status, income level, psychological and behavioral characteristics);
- characteristics of the destination (transport opportunities, infrastructure, service, attractions, etc.);
- external environmental factors (socio-economic situation, cultural aspects, etc.).

One of the main tasks of a tourist destination should be the management of numerous factors that influence decisions of tourists. However, not all factors are subject to external influence. Behavioral characteristics of tourists are not directly manageable, but it is possible to have an indirect impact by providing a product that meets these characteristics.

The most important aspect in the study of consumer behavior of tourists is motivation. Understanding motivation allows correctly identifying the market segment, forming the product that will be in demand by the target audience and developing an adequate marketing campaign. Compliance of the destination product with the main motives for travel is the basis of success in attracting tourists. It should be borne in mind that there is no universal motivation. Different tourists have different motivations.

Thus, the following is necessary to determine the consumer expectations and behavior of tourists<sup>8</sup>:

- to determine the segment of the tourist market and the most appropriate opportunities of the region;
- to identify the main motives that underlie the behavior of potential tourists and determine their choice of destination;
- to determine the portrait of a potential tourist destination: socio-demographic, behavioral and psychological characteristics;
- to identify the most optimal communication channels when promoting the destination to a certain segment of tourists;
- to identify the factors that are dominant in choosing a destination for a specific segment of tourists;

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<sup>7</sup> A. A. Fedulin; N. A. Platonova; T. V. Kharitonova; E. S. Pogrebova y T. M. Krivosheeva, "Monitoring tekushchego sostoyaniya..."

<sup>8</sup> L. A. Caldito; F. Dimanche; A. Fedulin et al., Cultural tourism in Russia...

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- to determine whether the destination meets the expectations and needs of potential tourists.

This kind of research is most effectively carried out in the form of a tourist survey or questionnaire.

First of all, foreign tourists are interested in the nature of Russia, then the history of the country and its national gastronomy<sup>9</sup>.

Most tourists over the age of 25 prefer to travel in organized groups. Young people make a choice in favor of independent active tourism. For example, the majority of tourists from the UK are people over 50 years old who prefer the services of tour operators to organize holidays in Russia. About 50% of German citizens organize their travel independently (increasingly through the Internet); group organized trips are chosen by about 30% of travelers while other forms of booking in the travel agency – by 15%.

Most foreign travelers are interested in the event opportunities of Russia. This means that the event itself can become a reason to visit Russia. The "popularity of the event" – the presence of positive associations or knowledge of the event itself or its venue – plays a crucial role in the selection of events for visits. This is perfectly demonstrated by the example of the 2018 FIFA World Cup.

The most popular theme that arouses the interest of foreign guests is associated with unique natural phenomena, such as White Nights in St. Petersburg, maral enclosure flowering in the Altai Krai or the end of the polar night in Murmansk. Historical reenactment and sporting events come in second place.

Currently, China's tourism packages include Russian events such as Scarlet Sails, Northern lights (Murmansk), Reindeer-breeder's Day (Yamal) and White Nights. Travel agencies in Germany and Austria also successfully sell their packages, including the famous White Nights of St. Petersburg. It should be noted that the interest in White Nights is a consequence of a long advertising campaign launched in the Soviet times.

Foreign tourists most often receive information about tourism products and events at travel agencies, print media and social networks, much less often – from official or special sites and TV ads. It is necessary to provide information both in electronic form and in print (catalogs, booklets, brochures, etc.) for effective promotion. Both options are quite popular with tourists.

The most active period of travel is summer. However, there are long holiday weekends in some countries, for which locals also plan foreign trips. For example, it is the time of the celebration of the local New Year in Iran, Nowruz, when the bulk of organizations, including educational institutions, are closed from March 21 to April 4. Large flows of the British leave for Russia from May to September. However, most tourists come in September. The fact is that tour operators make discounts at this time to increase sales. Their proposals are actively used.

The most popular regions of Russia for foreign tourists are predictably Moscow and St. Petersburg. Next, there are the cities of the Golden Ring of Russia. However, there are

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<sup>9</sup> L. A. Caldito; F. Dimanche; A. Mazina et al., Business tourism in Russia...

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specific preferences depending on the target markets. Austrians are actively interested in cruises along the Volga and travel along the Trans-Siberian Railway. They also consider very interesting and promising areas such as Sochi, Altai, Kamchatka and the Far East.

Residents of Germany are also eager to see the breadth of Russia, driving along the main railway artery of the country. In addition, Kazan and Sochi are of great interest to them. There has been a growing demand for cruises on Siberian rivers in recent years, combined tours by buses, trains and ships, as well as active tours – cycling programs, hiking in the Altai mountains, etc<sup>10</sup>.

River cruises are also very popular among Italian tourists, especially between the cities of the Golden Ring, Moscow and St. Petersburg.

Regions with unique natural attractions are of great interest for tourists from the UK: Karelian Ruskeala, Stolby Nature Sanctuary – "Pillars", Kamchatka, Lake Baikal, Essentuki, Primorsky Krai, Altai mountains. This includes cities with a rich history and culture: Veliky Novgorod, Kazan, Kaliningrad.

The level of comfort, the availability of the Internet and suitable events are important for the British when choosing a tour.

In comparison with other Europeans, Spaniards travel a little, but much better, as they prefer good hotels, do not save on food and spend a lot on shopping. Tourists from Spain come to Russia solely for the purpose of sightseeing and educational tourism.

Russian nature is a great delight for Canadians. They find something in common with their country in it, although Russia is much more diverse. There are mountains and steppes, taiga and semi-deserts, endless Central Russian plains and beautiful lakes in Russia. Therefore, quite often they visit areas with rich and diverse fauna, such as the Caucasus mountains and lake Baikal. The Trans-Siberian Railway is also very popular with Canadians.

Tourists from Norway, in addition to the most famous destinations, travel a lot and often visit the Murmansk region; they love river cruises and tours to the Solovetsky Islands and Elbrus.

The most popular Russian cities among the citizens of the United States are Moscow, St. Petersburg and Yekaterinburg. Americans' interest in Sochi and the Trans-Siberian Railway, has grown. Still, most Americans visit Russia as part of sea cruises.

In addition to the capitals of Russia, the French people choose cruises on the Volga or tours of the Golden Ring, the Silver Ring (Pskov, Veliky Novgorod, Izborsk), Solovetsky Islands, Altai and Kamchatka. Many French people note a desire to travel along the Trans-Siberian Railway. All the French, regardless of whether they come on business or vacation, prefer unique routes. The French like the feeling of exclusivity. Admittedly, the main component of a successful trip for the French is food.

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<sup>10</sup> L. A. Caldito; F. Dimanche; A. Mazina et al., Nature-based tourism in Russia...

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One of the favorite holiday destinations for the Swiss is the Crimea. Quite often they travel to such destinations as Kazan, Karelia, Far East, Trans-Siberian Railway, Lake Baikal and Kamchatka.

Tourists from the Netherlands prefer active tours to Altai, Baikal, Karelia and Kamchatka.

Belgians show a preference for Kaliningrad. Sochi leaves a very positive impression on Belgian tourists. Tours around the cities of the Golden Ring are also popular, in particular, Yaroslavl.

Among favorite destinations of the Swedes are Simferopol, Krasnodar Krai, Omsk, Novosibirsk and Yekaterinburg.

Tourists from Australia are sincere, open and deeply inquisitive, so they are happy to visit cities with rich culture and history. Primorye has been in high demand among Australians recently. Australians began to visit the coastal capital as part of mixed tours, connecting Russia, in particular, Vladivostok, and Japan in one trip. Australian tourists visit Vladivostok most often individually, having time to explore the city, visit various exhibitions, night clubs, festivals (cinema and gastronomic) and even relax in the sticks on the seacoast. Australian tourists who visited Russia noted surprisingly delicious food, as well as friendliness and responsiveness of the population.

The Primorsky Krai and Lake Baikal are expectedly popular among Chinese tourists. Tours on the Trans-Siberian Railway and Kamchatka are of great interest. Interest in extreme sports and gaming is growing. Chinese pensioners prefer to travel to the cities of "red tourism" – Kazan and Ulyanovsk, as well as the Leningrad region.

Asian travelers love the nature of Primorsky Krai. Hiking trails that pass through the numerous national parks of the Primorsky Krai are very popular among them. Thousands of tourists from Japan, China and South Korea visit them annually. Japanese tourists like to visit Sochi, as well as the Nizhny Novgorod region. Tourists from Japan, as a rule, plan a trip mainly on their own and stay in three-star hotels; when choosing a tour, safety, sanitary conditions, value for money and advantageous transport/hotel packages are taken into account while shopping and walking are preferred.

Residents of Southeast Asia are eager to see the exotic Siberian city of Irkutsk, the north of Russia (Murmansk) and the distant Kamchatka.

Tourists from India, oddly enough, are attracted by the climatic conditions of Russia, cold weather and coolness, which their country lacks. Great natural diversity (forests, mountains, beaches) also do not leave them indifferent. All this is complemented by theaters, museums and ballet. The result is a wonderful tourist experience for Indians. A tourist from India requires special attention to national cultural features and preferences in food and accommodation. This can explain the special attention of tourism organizations to the issue of creating comfortable conditions and creating special programs for guests from India.

Iranian residents are interested in trips to the Olympic capital of 2014 – the city of Sochi, which is the result of the purposeful promotion of the product by the tour company in the Iranian market. Iranian citizens are also interested in unique historical places,

including the Red Square in Moscow and canals of St. Petersburg. Moreover, people in Iran always say they want to see what White Nights look like in St. Petersburg. Sea voyages across the Caspian Sea can also give impetus to the development of tourism.

Thus, having defined consumer expectations of tourists, it is possible to begin the complex promotion of the Russian tourism product in the foreign markets.

The strategy of entering and promoting the tourism industry in the international market is a system of interrelated actions to consolidate and further strengthen the positions of tourist destinations of the Russian Federation specializing in the production and sale of tourism services and goods in the international market.

To date, science has not developed a unified approach to the classification of strategies used in international tourism. In this regard, there is a need for the formation of this classification.

Given that the main problem under consideration is the promotion of tourist destinations in the international market, it is possible to propose the following classification of strategies (Figure 1)<sup>11</sup>



Figure 1  
Classification of strategies for promoting tourist destinations

The dynamics of spending on international tourism are presented in Table 1.

<sup>11</sup> A. A. Fedulin; N. A. Platonova; T. V. Kharitonova; E. S. Pogrebova y T. M. Krivosheeva, "Monitoring tekushchego sostoyaniya protsessov..."

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Country	Costs for inbound tourism, billion dollars		
	2016	2017	The growth dynamics 2017/2016, %
China	250.1	257.7	3%
USA	123.6	135.2	8.6%
Germany	79.8	83.7	4.7%
United Kingdom	64.8	63.4	-2.2%
France	40.3	41.4	2.7%
Australia	30.8	34	9.4%
Canada	28.7	32	10.3%
Republic of Korea	27.2	30.6	11%
Italy	25	27.1	7.5%
Belgium	19.5	20.7	5,%
Spain	19.3	22.1	12.7%
Netherlands	18.7	19.6	4.6%
Japan	18.5	18.2	-1.6%
Switzerland	16.5	17	3%
India	16.4	18.4	10.9
Norway	15.4	16.2	5%
Sweden	14.9	17.0	12.4%
Brazil	14.5	19	23.7%
Austria	9.7	10.0	3%
Islamic Republic of Iran	—	—	—

Table 1  
Dynamics of countries' spending on international tourism<sup>12</sup>

Next, we consider the dynamics of inbound tourist trips of foreign citizens from the most promising markets for working to attract foreign tourists to Russia (data from the Federal Agency for Statistics) (Table 2).

Number of inbound tourist trips of foreign citizens from the most promising markets for working to attract foreign tourists to Russia, thousand					
Country	January-June 2016	January-June 2017	January-June 2018	Dynamics of arrivals 2016/2018	
				thousand	%
China	458	552	667	209	145.67
Germany	226	238	262	36	115.97
USA	103	125	152	49	147.29
France	86	90	100	14	116.05
Italy	83	78	80	-3	97.22
United Kingdom	80	76	92	12	115.03
Republic of Korea	68	97	125	58	185.59
Japan	35	41	41	6	117.99
Spain	32	35	42	10	128.11
Netherlands	26	27	31	5	117.95

<sup>12</sup> The World Tourism Organization (UNWTO). Available: <http://www2.unwto.org/>

Number of inbound tourist trips of foreign citizens from the most promising markets for working to attract foreign tourists to Russia, thousand					
Country	January-June 2016	January-June 2017	January-June 2018	Dynamics of arrivals 2016/2018	
				thousand	%
India	24	28	34	10	140.98
Austria	21	22	23	2	109.64
Norway	21	24	24	3	112.47
Switzerland	21	20	26	5	121.98
Canada	18	21	26	8	147.01
Sweden	17	16	27	10	161.17
Australia	16	18	32	16	201.36
Belgium	16	16	23	7	143.90
Islamic Republic of Iran	14	18	26	12	186.91
Brazil	11	14	40	29	361.83

Table 2

Number of inbound tourist trips of foreign citizens from the most promising markets for working to attract foreign tourists to Russia, thousand (according to Rosstat)<sup>13</sup>.

Comparing these data with statistics on outbound tourism costs of tourists from different countries, we determine the top 20 key directions of inbound tourist flow in terms of individual countries (Table 3)<sup>14</sup>.

Top 20 key directions of inbound tourist flow in terms of individual countries
Republic of Korea
Brazil
Canada
Japan
India
USA
China
Islamic Republic of Iran
Norway
Australia
Austria
France
Netherlands
Belgium
Germany
Switzerland
Spain
United Kingdom
Italy
Sweden

Table 3

Top 20 key directions of inbound tourist flow in terms of individual countries<sup>15</sup>.

<sup>13</sup> The World Tourism Organization (UNWTO). Available: <http://www2.unwto.org/>

<sup>14</sup> T. M. Krivosheeva, "Formirovanie imidzha rossii kak strany, blagopriyatnoi dlya turizma", Servis v Rossii i za rubezhom num 7 Vol: 54 (2014): 33-44

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## Conclusion

In addition to preferences and expectations, it is necessary to learn what prevents foreign tourists from traveling to Russian regions. The main difficulty that foreign visitors from almost all countries encountered while traveling in Russia was the language barrier. A big problem for many tourists was the visa process; this factor was most often mentioned by tourists from the UK, Japan, and China. Another problem for some tourists was cultural differences that complicated the journey; most often this issue was noted by Chinese and British tourists. Many tourists were concerned about safety when traveling to Russia; most often this was brought up by tourists from Japan. However, the majority of tourists from Germany saw absolutely no impediment to visiting Russia.

Thus, having defined consumer expectations of tourists, it is possible to begin the complex promotion of the Russian tourism product in the foreign markets.

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<sup>15</sup> L. A. Caldito; F. Dimanche; A. Mazina et al., Nature-based tourism in Russia...

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