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PROBLEMS AND PERSPECTIVES OF DESTINATION MARKETING IN THE RUSSIAN FEDERATION

Аннотация: Правильно разработанная маркетинговая стратегия играет ключевую роль в успешном продвижении дестинации. Однако не все регионы Российской Федерации умеют грамотно использовать маркетинговые инструменты. Для того, чтобы увеличить турпоток и улучшить туристский имидж территории, необходимо выявить и решить проблемы, распространенные в регионах.

Ключевые слова: маркетинг, дестинация, маркетинговые инструменты, продвижение, регион, проблемы.

Annotation: Properly developed marketing strategy plays a key role in the successful promotion of a destination. However, not all regions are able to use marketing tools in a right way. In order to increase the tourist flow and improve the tourist image of the territory, it is necessary to identify and solve the problems which often occur in the regions of the Russian Federation.

Key words: marketing, destination, marketing tools, promotion, region, problems.

There are a large number of marketing tools in the modern world which a tourist region can use successfully to promote itself. However, not all tools can be applied effectively, according to the current economic, social and political factors.

Effective strategic marketing planning of a tourist region can be successfully implemented considering a number of factors:

1. The presence of an organization that is responsible for the development and implementation of destination marketing. The most effective form of such an organization is a public-private partnership. In Russia, this model has not become widespread, but in many regions there are tourist information centers (TIC), which are most often created by the regional tourist administration;

2. Destination marketing is associated with numerous participants in the tourism industry — the regional administration, business, and the local population; therefore, individual goals should be connected with the overall strategic objectives of the regional marketing program;

3. The marketing strategy of the tourist region should be primarily a work plan of action. The plan should be understood by all its participants, including the local population, for effective implementation;

4. The tourist product of the region should be focused on the needs of the target audience, that's why it is necessary to analyze the market regularly.

Obviously, each tourist region creates the marketing strategy based on its own characteristics, capabilities and available resources, so it can face certain problems in the application of some marketing tools.

The first problem faced by the Russian regions is the inefficiency or lack of destination advertising. Currently there are a huge number of different ways of advertising. For example, billboards at the entrance of the city, advertising catalogs and event calendars that can be distributed through tour operators and travel agencies, as well as advertising on the Internet. It is necessary to understand that advertising should be clearly aimed at the target audience and contains information about the unique tourist products that the destination offers.

Another important problem is the lack of advertising and information signs of attractions and events that are held in the region. Tourists traveling alone by car to the Russian tourist regions, often do not know how to get to a particular sight or event location. This problem can be solved by installing billboards with advertisements along the main roads leading to the cities of the region. It is also necessary to install signs which give information about the places of historical events of the region, to make them understandable and noticeable for tourists.

It is important for the region to have its own recognizable brand. The territory's branding is based on the creation of a unique distinctive image of the region and positive information. Currently, Russian regions spend a large amount of budget funds on brand development, which do not reflect the specific features of the territory and do not affect the tourist flow. As a rule, the tourism administration of the region signs a contract with a design studio to develop a brand. The design studio should analyze the target audience, identify key types of tourism for the region, summarize the experience of similar territories and eventually create and visualize the brand. So the development of the brand territory is carried out by people who often do not have a clue about the cultural and historical traditions in the region. Therefore, the results of the work do not satisfy the local population of the region and potential tourists, the brand isn't promoted, and budget funds are wasted. This problem can be solved by involving local residents, historians and cultural figures of the territory in the process of creating the brand, conducting surveys, organizing conferences and competitions.

One more problem among the Russian tourist regions is that marketing tools are not always able to create a positive public opinion about the destination. This happens due to a number of problems: the partial or complete deficit of tourist infrastructure, unskilled and impolite staff, poor-quality service and inflated prices. The solution of problems seems to be simple, but it requires a state to invest a large amount of budgetary funds in the development of regions, which is problematic in the current economic and political situation.

Moreover, it is necessary to fight corruption in the tourism industry at the regional level, because there are situations when the facilities that should have been

built as a part of the state program for the development of regional tourism were not put into operation, and the budget funds spent didn't return to the state. Therefore, first of all, the entrepreneurs should be responsible for creating a positive image of the destination. They must create unique tourist products, hire well-trained personnel and improve their skills, provide quality services and improve the tourist infrastructure in the region.

To increase the tourist flow in the region, tourist administrations together with businesses organize exhibitions, fairs, festivals and concerts. However, there are also problems in event tourism in Russia. Mostly problems with holding events are due to the lack of a sufficient number of places to accommodate tourists, a low level of organization and an ineffective advertising campaign. Also, tourist activities should be held in places with good transport accessibility, which is not always provided. The solution of these problems will be the right choice of the location for the event with a sufficient number of accommodation facilities, as well as the organization of an effective advertising campaign using the most popular channels for spreading information. In addition, if the region has problems with holding events, it is necessary to attract event-managers who can organize everything professionally.

To sum it up, considered the main problems of using marketing tools in the Russian tourist regions and suggested possible promising ways to solve them, the regions need to attract specialists in the field of destination marketing who could analyze the available resources and potential capabilities of the regions and find optimal solutions to problems. There is another problem here: there are very few marketing specialists in Russia who could be engaged in the promotion of tourist regions, as well as universities that train specialists in the tourism. That's why, in order to solve the problems of regional tourism in Russia, it is necessary to train young specialists in the tourism with marketing directions.

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