Design of ways of attracting tourists to Krasnodaksky region.

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Lately Russian government has been making great effort to develop domestic tourism. Many laws were issued in order to ease functioning of tourist companies and control over them. Last year a program of tourism development until year 2020 was approved. These activities are a proof of government’s interest in this area growth, that is positively affected by political situation in the world. This resulted in growth of competitiveness among tourist destinations in Russia due to depreciation of the ruble what makes prices in foreign resorts too high for most of Russian customers. Another fact, that strengthens position of Russian resorts, is that Egypt and Turkey temporarily lost access to tourist market of Russia.

The aim of this work is to develop ways of attracting tourists to Krasnodarsky region in order to utilize tourism resources which are not currently in use. During this research the author analyzed existing tourist preferences, structure of tourist groups, tourism resources potential of the region, and identified what groups of tourists might be interested in them, examined possible channels of advertising in order to attract particular categories of tourists.

During this work were analyzed legislative and regulatory documents, public statistic reports of ministry of tourism, the World Tourism Organization, expert data, and some internet resources.

During the study were used such scientific methods as analysis and synthesis, analogy, abstraction, induction and deduction, the principles of unity of quantitative and qualitative measurements, historical and logical methods.

Although nowadays Krasnodarsky region is one of the most popular regions in Russia, a strong disbalance of tourist distribution within the region exists. During 2015 almost 14 million tourists visited this region and over 5 million of them came to Sochi. But a lot of tourist resources are situated within the region apart from the capital of winter Olympic games 2014. For example, one of a few golf clubs in Russia is situated in Krasnodarsky region, which is especially important due to the fact that golf once again became an Olympic sport. This club has a serious advantage over others in Russia due to the fact that it can operate 10 months a year. There are numerous resorts on the shore of the Azov sea. They are suitable for families with children due to a shallow sea. Moreover, the region is in a strategic location, on the way to the Crimea. It is a site of the possible transit stops on the way there. The region is rich in wineries. The most famous of them is Abrau Durso. This makes it a perfect site for wine tours. In Caucasus mountains hiking trails of any level of difficulty are located. The region is a place where many historical sites are located either. The oldest ones of them are more than 5000 years old. Concerning water resources, the region is rich in them. Besides the 2 seas there is a great number of rivers. Many of them are propitious for fishing, spearfishing and rafting.

Although the variety of tourist destinations is vast, most of the population of Russia believes it is only a sea resort. Undoubtedly huge amount of unused tourism resources of the region is a huge problem as well as a loss of a significant amount of funds in local budget and lack of a proper development of many destinations. First of all, in order to solve this problem, the image of the region must be changed. To begin with it is necessary to hold a more large-scale advertising campaign than the one that exists nowadays. As a part of the program of Development of the health resort and tourist complex of Krasnodar Region in years 2014-2017 only 115 million rubles were allocated for needs of advertising. This sum is not enough in current situation. Although now it is impossible for Russian tourists to visit Egypt and Turkey only 15-20% of tourists who were going to go to foreign resorts would go to Russian ones without any extra stimulation. Government plans to replace 10 million tourist places lost in Turkey and Egypt so it is a high time to start a strong advertising campaign. But the sum that was mentioned above was reduced in the beginning of the 2015. This means that even though tourism infrastructure is being improved it does not really change the image of the region and most certainly tourists will prefer to go to the Crimea which is being widely promoted. Channels of promotion are chosen correctly but their volume is insufficient due to the limited financial resources. In order not to lose time and tourists it is necessary to spend more funds on advertising needs. Also more attention should be paid to SMM and advertising on federal channels and in print publishing. The former is even more important. Due to the lack of funding advertising in social media would be more beneficial. Firstly, it is not as expensive as advertising on federal media. Secondly it can give information directly to potential consumer. And lastly SMM can positive image create easier due to its nature. The main consumer of local production is middle-aged couples with average incomes, and therefore the most suitable channels for region promotion are “First Channel", "Russia" and social network "Classmates" since they are the most popular among the target audience. Also government should encourage selling travel packages, which in addition to the usual visits to Sochi, Anapa, Gelendzhik and other well-known resorts will include a short trip to a not so popular and well known, but worthwhile places. This will help to attract more of the broad masses of consumers and the development of the region in general.

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