**Development of a guerrilla marketing communications model for the tourism industry.**

Provided by:

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## Introduction.

Tourism industry in the world is outpacing the global economy growth. The crisis and terrorist attacks have not affected the industry dramatically.

However, the Russian tourist market is going through a deep crisis, and the recovery will take many years. Only the strongest companies, which can optimize their marketing budgets to attract consumers ready to travel, will survive.

Guerrilla marketing concept might help small- and middle-sized tourism companies in Russia to survive during the crisis by optimizing the marketing budgets. The classical explanation determines guerilla marketing as a type of marketing expected to give the maximum results with minimum costs. Usually guerrilla marketing is associated with unconventional and creative ways of promotion.

The fast development of Russian small- and middle-sized businesses with limited marketing budgets is going to boost the expansion of guerrilla marketing techniques, and the tourism industry is not an exception. It is projected by the experts that guerrilla marketing is going to increase its share in the marketing-mix replacing some costly traditional methods.

## Tools of guerrilla marketing.

Experts provide a classification of guerrilla marketing tools:

1. *Life placement:*

Creating a show with a product in the center of attention.

1. *Ambient media:*

Unconventional outdoor advertisement placed on unusual objects.

1. *Unconventional sampling:*

Using objects connected to the product as samples. *Epatage marketing:*

Information about shocking or provoking actions connected with the product are virally spread.

1. *Outdoor advertisement on living beings:*

Clothing animals or people in branded clothing*.*

## Aims and objectives of the research.

The goal of this report is to analyze the guerilla marketing notion, analyze cases of its implementation in a variety of tourism marketing campaigns and finally, based on the conducted theoretical and case research, give applied recommendations on introducing guerrilla marketing tools in the everyday marketing activity of Russian tourism companies.

## Methodology and data

Researchers in tourism marketing sphere note that there is lack of research made from an entrepreneurial perspective. Most of the Russian tourist companies search for applied recommendations from researches; a new approach should be developed in analyzing the marketing for the tourist companies.

Researchers state that there is a lack of qualitative methods in marketing research in tourism industry. We try to fill this gap with analyzing several real-life cases of guerrilla marketing in tourism marketing over the world and draw practical recommendations for Russian companies.

## The connection between guerrilla marketing and sustainable business development.

The model of sustainable tourism marketing integrates three main parts: society, economy and environment. These model leads to a list of principles, which head the marketing activity of a tourist company into a sustainable course. Some of them overlap with guerrilla marketing principles, proving that guerrilla marketing perfectly fits the philosophy of sustainable marketing in tourism.

## Analyzed cases of guerrilla marketing in tourism.

*British Columbia*

British Columbia successfully used guerrilla marketing in 2013. British Columbia in the USA installed a 14-foot (more than 4 meters) vending machine right in the middle of a dense pedestrian street. The vending machine offered free mountain bikes, kayakes and made in BC surfboards. This vending machine was a part of “100 BC Moments” campaign, which serves to show, which the city can offer in the summertime for the tourists.

*Canada’s Wonderland*

Canada's Wonderland is one of the most popular theme parks in America used guerrila marketing techniques to attract local college and university students on its Halloween event. A group of students was hired to walk around eight local campuses dressed in Halloween suits over a three weeks period. Potential visitors among students could make photos with the hired brand ambassadors, then put them in their social media accounts with a hashtag to participate in the photo competition. Moreover, the ambassadors were distributing fliers after building the connection with other students during a photoshoot. As a result, 30 000 flyers were easily distributed among the target audience and hundreds of photos in social networks created the needed boom of popularity.

## *Guerrilla marketing campaigns in 2015*

1. V & A museum of Childhood in London used the street art as a noncoventional way to promote its new marketing campaign. Bright vynil drawings of different inspiring and funny pictures on everyday objects such as drains and street lamps were used to make people «see the world through a child's eyes». The campaign successfully used outdoor advertising to attract potential customers to the museum.
2. Splashdown Waterpark in Canada started a guerrilla marketing campaign with the name of «Get wet for free», when free tickets were placed around the city on the bottom of huge bottles with water or by the active sprinklers. Creative usage of city infrastructure gave an opportunity to create a viral campaign with minimal costs for a tourist attraction.
3. After its grand opening The Zoological Park in Paris launched a prolific marketing campaign to rise awareness and draw visitors. Branded giant opened animal crates were placed by the famous city sites with high tourist flow to create a legend about animals, which have escaped and now are walking around the city, so people should be on the alert. An efficient cooperation between the Park and the city’s government provided an engaging activity for tourists and achieved high returns for the business.

## Expected results.

We have developed a new unified complex model of guerilla marketing communications. The model consolidates the main principles and tools of guerrilla marketing, which have been previously spread among different marketing papers, so this systematization of existing knowledge is the biggest achievement of our research.

“LOV ROSIE” model is easy to remember for a practicing manager, and the name correlates with the provoking nature of guerrilla marketing. It holistically describes the complexity of guerrilla marketing communication tools.

The model consists of two parts: main guerilla marketing principles (“LOV”) and main guerilla marketing tools (“ROSIE”).

LOV (low-budget/outreach/value), a first component part, describes main guerilla marketing principles and consists of three major characteristics.

* ***L****ow-budget*

The essence of guerrilla marketing is achieving results with moderate investments in marketing. A manager should analyze possibilities of improving marketing activity of a tourism company with limited budgets.

* ***O****utreach*

Some of guerrilla marketing tools are aimed at a wide outreach and wide coverage in the media, while others focus on incremental improvements in marketing activity. On the stage of preparing a guerrilla marketing campaign a manager should determine the necessary outreach at this stage.

* ***V****alue*

The whole effectiveness of guerrilla marketing is based on the additional value it provides to the customer, which has been proved by this research. A manager should thoroughly examine his clients, and build all guerrilla communication with the goal to provide additional value to the customer in tourism industry.

ROSIE, a second component part, outlines five general tools a company may use in guerilla marketing campaigns, in order to achieve the desired results.

* ***R****elations*

All theory and practice of guerrilla marketing stresses the importance of building sustainable relations with stakeholders and clients. There is a possibility for a firm to improve its marketing campaign`s results by managing the relations with public, government, and clients.

* ***O****utdoor advertising*

A company should reap the benefits of surrounding infrastructure to use it in achieving marketing goals.

* ***S****ampling*

Unconventional sampling helps to expand a classical view of this promotion tool.

* ***I****nternet presence*

Creative Internet presence levitates value of digital marketing.

* ***E****patage*

Epatage-oriented marketing campaigns. The buzz and viral spread of information they provoke might help to get an immediate boost of sales and nurture future loyalty.

A manager with a business experience can briefly scan the model “LOV ROSIE” we have developed in order to get the main insights and areas of its implementation in order to be more effective especially in crisis times.

## Limitations and further research

The model needs further evaluation in the real-life business situations, especially in the Russian environment that currently tries to overcome the crisis.

Therefore, it is advised to measure the commercial results of companies in the tourism industry, which will implement the model, in order to qualitatively justify its significance and reliability.

## References:

Total of 33 references. Here we enlist the major sources used.

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