Innovative Experience in Formation and Promotion of a Tourism Product in the Russian Federation

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Abstract: A tourism product is a phenomenon that is complex and rather contradictive by its nature. The nature of tourism and tourism product in and of itself is unique since the final profit from this type of services is generated by the customer. It is the quality of the services rendered that forms certain experience in consumption of the tourism products on which the consumer preferences by the further trips will depend. One of the key issues of tourism as a phenomenon is the problem of quality delivery of information about the tourism products. When applicable to the Russian Federation there has been created a situation when upon presence of the rich natural-and-resource base many tourist directions remain non-demanded because of absence of the necessary information. In 2010 the global information project “Live Map of Russia” was launched by the Russian State University for Tourism and Service. This project positioned itself exclusively on the idea of studying the regional tourist resources of the Russian Federation, later on the activities were aimed at creation of the global and publicly accessible database. Research objective: to consider the effectiveness and prospectivity of directions in formation of the tourist services by means of the modern information technologies by the example of the innovation project “Live Map of Russia”.

Key words: Tourism product • Informatization • Media resources • Information technologies

INTRODUCTION

At the current stage of the society development the concept of tourism itself becomes the subject for the scientific study and interpretation. Various tourism issues are described in different scientific categories, for example, the dynamics of the recreation areas development was considered in the context of economics and geography. The issues of the area protection against degradation have been considered within the framework of the environmental science [1; 201].

By considering the tourism industry it should be noted that as of today this branch of economy is one of the most promising ones. In the successfully developing countries the tourism industry is becoming of the principal sources of income in the state budget [2; 36].

On the territory of the Russian Federation there have been legislatively approved the measures on development of the different tourist directions represented in the concept for long-term social-and-economic development up to the year 2020 and program for the domestic and international tourism development up to the year 2016.

Regarding the prospects of the Russian tourism growth it is necessary to specify the dependence of the industry attractiveness on the resource base status. One should give special consideration to the unique combination of the natural-and-resource base and rich culture-historical heritage, the presence of these two main factors establishes potential for development of different kinds of tourism in Russia [3; 38].

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However, there are also constraining factors of the tourism development: high cost of services, different administrative barriers, absence of the tourist infrastructure in regions, absence of necessary information, etc [4; 779].

Concerning the gradation of tourist preferences of the Russian people one can single out the following preferences: beach-related rest - 38%, cultural and educational rest - 20%, business tourism - 18%, sports tourism - 8%, health-related (recreational) tours - 7% [5].

On the basis of the opinion poll findings there arises a question of delivery of the information services regarding the existing tourist directions for the potential customers, satisfaction of such a need can stimulate one’s interest both for the domestic and inbound tourism in Russia.

As the source of information the Internet-resource “Live map of Russia” was created which, as envisioned by the authors would contain the complete and reliable information on all the existing tourism objects in the regions. The interactive form of the portal allows to flexibly answer the users’ requests due to the clear form of interaction between the user and the resource.

It should be noted that the existing foreign information resources and special software in the area of tourism fulfill only certain functions, the most well-known of those are some online-booking systems: Amadeus, Sabre, Worldspan.

Considerable experience in the development of the interactive tourist maps is accumulated by France, Finland, Italy, Spain, etc. It is worth mentioning that each tourist destination by designing of the own interactive resource uses own unique methodological and technological approaches to demonstration of the tourist area options in the global networks [6; 357].

The interactive tourist maps are being presently designed in many regions of Russia. The main concept of the “Live map of Russia” project was generation of the own unique developments, use of the popular resource accumulating the rich information about all the tourist areas in Russia that would allow finding information about different tourism objects (places of interest, tourism infrastructure facilities, monuments, tourist routes, etc.).

For the purpose of the project implementation it has been suggested to develop and formalize the special method for studying the Russian tourist resources grading them by “tourist space” category which could be considered from different perspectives: geographical, economical, cultural, historical, ethnic, etc. taking into consideration its polystructuredness and integrity of these categories [7].

Following the performance of the package of works on implementation of the given project as of today the database combining the different tourist objects is still being formed, the information about the existing and brand new tourist objects is updated [8].

MATERIALS AND METHOD

The general scientific methods have been used as the research tools, including theoretical analysis of the tourism, economic, methodological and professional literature on the research issue and generalization of experience in the tourism product promotion in the foreign countries and best practices regarding the tourism product implementation in the IT-area.

RESULTS

- The main trends in content and techniques of the tourism product promotion have been identified; the marketing channels of sales and formation of the new information services have been specified: web-portals, tourist resources databases, digital catalogues, travel guides, sightseeing programs, etc.
- In the course of research the primary aspects of work by implementation of the innovation project have been determined; the requirements to collection of the necessary information about the tourist resources have been established.
- The method of study and integrated description of the tourism area has been determined; several stages of the data collection, storage and exchange have been specified.

Summary: The tourism industry is an essential integral part of economy in any country. The existing direct correlation to the diversity of the tourism resources and cultural-historical heritage determines the options for development of different kinds of tourism. However, each tourism product needs an active promotion on the part of mass media.

The development of the tourism industry is of the significant social-and-economic importance and the successful implementation of the new tourism products directly depends on the quality of the unique developments. By adjusting the interaction environment between the information resource and customers there arises opportunity for stimulation of the domestic and inbound tourism by increasing the tourist flow.

The tasks on development and implementation of the different unique techniques on promotion of the tourism services will always be a topical issue for any developed
or developing country. Creation of the single Russian
web-portal is the first great stride towards the
development of the Russian tourism allowing to create
and promote the new tourism directions in a more efficient
way.

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