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Artículos

Promotion of Tourist Destinations of the Russian Federation on the International Market

Promoción de destinos turísticos de la Federación de Rusia en el mercado internacional

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Abstract:

The development of international tourism in many countries has had great impact on economic growth, the increase of employment allowed the improvement of budget revenues, solving environmental issues. With a wide variety of contemporary tourism, its role is constantly expanding. To determine the main development trends in the tourism industry in a particular country, it is necessary to take into account global trends and the consequences of globalization. Having become one of the largest export industries, tourism plays a major role in redistributing total income and foreign investment. In this regard, many countries set a goal to ensure the accelerated and balanced development of the tourism industry.

Keywords: Destinations, brand, advertising campaign, target markets..

Resumen:

El desarrollo del turismo internacional en muchos países ha tenido un gran impacto en el crecimiento económico y el aumento del empleo permitió mejorar los ingresos presupuestarios y resolver problemas ambientales. Con una amplia variedad de turismo contemporáneo, su papel se expande constantemente. Para determinar las principales tendencias de desarrollo en la industria del turismo en un país en particular, es necesario tener en cuenta las tendencias mundiales y las consecuencias de la globalización. Al convertirse en una de las industrias de exportación más grandes, el turismo juega un papel importante en la redistribución del ingreso mundial total y la inversión extranjera. En este sentido, muchos países establecieron un objetivo para garantizar el desarrollo acelerado y equilibrado de la industria del turismo.

Palabras clave: Destinos, marca, campaña publicitaria, mercados objetivo..

INTRODUCTION

The creation and promotion of recognizable tourist brands of the Russian Federation regions, the development of a memorable slogan for advertising tourism campaigns of priority tourist destinations are based on the tools of territorial branding and may consist in the development of the visual component of the brand and/or its verbal part. In turn, the verbal part (embodiment) of the territorial brand can be used in a future advertising campaign. The presence of a destination brand allows focusing the efforts of an advertising campaign on increasing its recognition and memorability, building the necessary associations and expectations in the target audience.

The availability of target destinations, attractive to tourists, in tourist products may be limited in number, and/or may not meet the promotion goals in terms of meeting the interests of tourists in target markets. In this regard, it is advisable to develop (initiate) new products, including interregional tourist products (routes) to promote the target markets of foreign countries (Platonova et al.: 2016; Fedulin et al.: 2017).

Along with the promotion of the destination brand, one may use a tool to create and promote a portfolio of tourist product brands and very tourist products, focused on inbound tourism and target segments. It is suitable to use this tool if tourist brands are well-known and recognizable abroad.

However, regardless of these factors, any method needs to be targeted, i.e. it should ensure:

- compliance of the content and format of the information presented with the specifics of the target audience's demand, i.e. emphasis should be made on those tourist attractions, types of tourist activities, and elements of the tourist program that are preferred by the target audience;
- high-quality language support, including, first of all, high-quality translation of information content into foreign languages;
- localization of visual and textual content, i.e. selection of photos and videos, characters of hospitality, color scheme, the text volume, style, and language (dialect and slang), communication channels, availability and selection of media (electronic, printing, souvenirs) meeting the preferences of the target audience.

METHODOLOGY

The theoretical basis of the research includes the scientific works of foreign and domestic experts in the tourism sector and tourism activities, tourism management, and recreation in Russia and foreign countries. Working materials of the World Tourism Organization were used as well.

A factor and statistical analysis, comparative analysis methods, and other general scientific research approaches were used as the methodological basis of the present research.

Certainly, the use of a particular method depends on many factors, including the purpose of promotion,the target audience, their interests and preferences, the project budget, and the ability to guarantee the quality of communications.

Information base of the present research includes reference and statistical materials of the Federal Agency for Tourism of the Russian Federation, Federal State Statistics Service of the Russian Federation, materials of the international economic organizations (the World Tourism Organization, World Council for Tourism and Travel, and World Economic Forum), the results of studies of multinational corporations (Amadeus, Goldman Sachs), as well as information concerning individual enterprises involved in the tourism sector.

RESULTS

The tools used in organizing events aimed at promoting tourist destinations of the Russian Federation abroad can be divided into two groups:

- tools used in the business-to-customer (B2C) segment, focused on the end-user, which are more often demanded by travel companies providing travel services;
- tools used in the business-to-business (B2B) segment, focused on the professional community, search for contractors, partners, etc., used by travel companies, tourist administrations, management companies, etc.

Most tools can be used for both segments. However, the communications content aimed either at the end-user or at a potential intermediary and/or partner is a specific tool.

The most well-known tools that can be used in organizing events aimed at promoting tourist destinations abroad to create conditions for increasing the export of tourist services are shown in Table 1 (Karmanova et al.: 2015)

Table 1. Tools that can be used in organizing events aimed at promoting tourist destinations abroad to create conditions for increasing the export of tourist services

Events	Tools
Grant support for public and business initiatives aimed at creating and developing tourist infrastructure facilities focused on markets of target foreign countries	Conducting a competitive selection process, including determining the order of competitive procedures, selection criteria, support goals, and grant usage performance indicators
Conducting monitoring (survey of the activities of travel companies for the popularity of products and routes, reviews and preferences of foreign tourists about the entity of the Russian Federation, average receipt, etc.) to assess the inbound tourism market condition	Tools for monitoring research and observations, including observations, surveys, content analysis, competitive market analysis, etc. Tools for marketing and statistical research, including segmentation, forecasting, factor analysis, etc.
Selecting priority target markets in foreign countries	
Creating and promoting recognizable tourist brands in the Russian Federation. Developing a memorable slogan for advertising tourist campaigns of priority tourist destinations	Territorial branding and naming. Tools for brand promotion.
Creating and promoting a portfolio of brands of tourist products focused on inbound tourism and target segments	Product and corporate branding, and naming. Tools for brand promotion.
Conducting large-scale advertising with an emphasis on priority tourist destinations carried out through the Internet and social networks of target foreign countries, as well as in electronic media	Advertising and PR tools, including: • creating and maintaining a website; • creating banner advertising; • creating contextual advertising; • using social networks and video hosting services; • using the blogosphere;

Events	Tools
Conducting an advertising campaign on television, as well as using outdoor advertising at transport hubs	• using instant messengers, etc. Product placement tools, including the use of destinations locations in videos, TV shows, literary works, computer games, etc. Outdoor advertising tools, including content development, visualization, and placement of the following advertizing carriers in the urban environment and transport hubs: • panel installations; • billboard; • ground panels; • three-dimensional structures; • roof installations; • wall panels; • fireproof wall; • wall brackets; • sun-blinds; • flag compositions and canopies; • advertising on bus shelters; • bus-o-rama; • street banners; • projection installations; • electronic screens; • storefronts, etc. Direct marketing tools, including sending advertising and informational materials to target customer databases. Selecting the welcoming person, including ambassadors of Russian tourism. Holding competitions, whose winners get the opportunity to create a comfortable environment, be awarded free travel to the destination, or other bonuses. Producing advertising and information materials in printed or digital form, including: • booklets; • posters; • postcards; • guides; • video clips; • radio messages, etc.
Producing printed advertising and information products, photo and video materials about the tourist potential of priority tourist destinations (entities of the Russian Federation) in the languages of target foreign countries	
Creating and distributing travel guides about the tourist potential of destinations (entities of the Russian Federation) that are a priority for the development of inbound tourism in the Russian Federation	

Events	Tools
Conducting information tours on key tourist routes for representatives of tour operators of target foreign countries	PR tools, including: • information tours for representatives of tour operators and other representatives of the professional community; • press tours for leading journalists; • fam tours for bloggers; • issuing press releases; • holding press conferences; • holding seminars; • organizing presentations; • providing sponsorship, etc.
Conducting press tours on key tourist routes for media representatives and bloggers of target foreign countries	
Producing branded souvenirs of priority tourist destinations (entities of the Russian Federation), including the application of the national tourist brand for distribution in target foreign countries	Developing a line of branded souvenirs of a certain design and functionality that should carry: • tourist brand of the destination; • national tourist brand; • visualizations of the destination's key attractions; • visualization of tourist information about the destination.
Initiating interregional tourist products (routes) to promote the target markets of foreign countries	Project management tools.
Participating in international tourist exhibitions of target foreign countries. Organizing presentations and stands with a focus on priority tourist destinations (entities of the Russian Federation) within the framework of international tourism exhibitions	Tools for exhibition and fair activities for taking part in international tourism and other specialized exhibitions, fairs, forums, and congresses: • poster presentation; • in the business program; • in the public program; • in the road-show presentations, etc.
Holding business and MICE (Meetings, Incentives, Conferences, and Exhibitions) events in the regions of the Russian Federation. Creating a regional convention bureau, and selecting priority directions of their activity	Tools for event marketing, MICE, business and event tourism, including: • organizing, conducting and participating in tourist festivals and gastronomic weeks abroad; • participating in events dedicated to the culture of the Russian Federation abroad; • organizing a unique event in the destination region; • attracting and hosting specialized international events in Russia.
Organizing and holding in-house international, tourist-oriented events (forums, exhibitions, promotions, competitions, etc.) in the entities of the Russian Federation	
Conducting Russian tourism festivals in target foreign countries	
Participating in events organized as part of Visit Russia projects	
Creating competitive digital content	Localizing visual and text content taking into account the national and religious characteristics of target segments. Highlighting visual and text content according to the demand characteristics of target segments.

Events	Tools
Developing and implementing hospitality programs with a focus on targeted foreign countries	Tools for hospitality programs, including: • developing voluntary certification systems; • training of line personnel; • adapting the service of travel companies to the needs of tourists in target segments.
Developing a network of tourist information centers in the territory of the Russian Federation	Identifying content points, ensuring security, transport accessibility for tourists of target markets, and positive aesthetic impressions, including those experienced by installed art objects in places where potential tourists are most crowded.
Creating regional tourist centers in priority tourist destinations within the framework of interregional cooperation	Ensuring the informational content of the Thematic Citation Indices (TCIs).
Developing tourist navigation and orientation information systems in the languages of the main target countries	• Determining the logistics of tourist flows. • Selecting installation points of the navigation elements. • Designing the multilingual navigation elements. • Ensuring quality of orientation information.
Developing the international tourist volunteer movement in the entities of the Russian Federation. Developing volunteer tourism programs	Attracting volunteers from target countries to places of interest in the given tourist destination. Participating in the creation of the tourist program for the stay of volunteers.
Organizing classes in the format of internships to train guides with rare languages of target foreign countries	Providing professional development for representatives of the tourism industry of key tourist routes/destinations to work with tourists from target countries. Conducting internships to train line staff, guides working with rare languages of target foreign countries. Holding experience sharing seminars with the participation of representatives of the Russian tourism industry in the target countries.

Advertising in traditional mass media, including television, radio, and the press, has the advantage of mass coverage. As a rule, such a tool requires a significant budget for the development of video or publication, its creation, and subsequent placement. This tool allows solving an important task in a promotion, namely, attracting the primary mass influence of consumers on the tourist destination. A recognizable and memorable brand and slogan is an important factor in using such a tool (Platonova, Krivosheeva: 2015; Vapnyarskaya: 2017).

For example, Bulgaria has designed a new national advertising campaign in Russia to break the stereotypes of perception of the country solely as a summer destination. The campaign called "Bulgaria is more than just the sea" in Russia started in September 2018, reaching the peak from February to April 2019. The key place is given to bright photo collages of 10 stories that tell about the historical and natural destinations of Bulgaria, customs and traditions, gastronomy and wines, opportunities for active recreation, the authenticity of Bulgarian towns and villages, pilgrimage tourism, balneology and SPA, and ski resorts (Association of Tour Operators: 2018).

Creating and maintaining a Russian destination site in the Runet domain and supporting multilingual content can be relatively effective for the European market, but it is practically useless for promotion in Asianmarkets, where it is necessary to create a site and its mirror in localized domain zones. This approach will allow the search engines to find the site and give its address in response to user search queries.

When using any tool, it is important to create competitive digital content adapted to the requirements of local Internet communications in terms of the balance of visual and text content, adaptation to mobile or fixed content, connection with hashtags, and compliance with the interests of the target audience (Platonova et al.: 2011; Pogrebova et al.: 2018).

In the promotion of tourist destinations in the contemporary world, social networks, the blogosphere, messengers, and video hosting services are beginning to play an increasing role. The broad capabilities of these tools are used by destinations for various promotional purposes. For example, the New Zealand tourism authority has chosen the Chinese social network Weibo. Moreover, after studying the behavior algorithms of Chinese social network users, and noticing a great influence on the audience of national leaders' opinion, a contract was signed with a movie star from among the top 100 most influential people in China, who

during her wedding posted photos of her stay in New Zealand on her Weibo web page that led to numerous comments from her subscribers that New Zealand was included in their list of mandatory destinations (Belousova, Maikova: 2017). Currently, New Zealand's “100% Pure New Zealand” account on Weibo has more than 330,000 subscribers.

A specific and relatively new promotion tool in Russian tourism is the so-called roadshow, which is a series of field presentations of the destination held in different cities. The appearance of this format is associated with participation in international exhibitions and fairs, but currently, this tool is also used as an independent event beyond any mega-event. The purpose of the roadshow may be to increase the attractiveness of tourism in the territory of the destination and to create a contemporary image of the destination.

Organizing and holding tourist festivals abroad, holding a unique event in the destination region, or attracting an international event to the destination territory are well known in Russia and abroad as event marketing tools. Their implementation can take place both in the territory of the destination, and abroad, in the territory of the target market. As a rule, the organization of national tourism festivals abroad is effective since this brings information closer to the potential tourist, allows tourists to "touch" the intangible tourist product and, thus, shape the primary tourist interest in the destination. The following two examples illustrate successful practices:

- organizing the Russian gastronomic weeks held by the International Ethno-Gastronomic Club;
- organizing poster presentations and a set of events at international exhibitions, which are implemented by Euroexpo LLC, the Tourism Association “World Without Borders”, and other operators.

The importance of localization of a traditional promotion tool, such as printed advertising and information products can be shown by the following example. The New Zealand tourism authority has issued a tourist guide to the country with a focus on meeting the Halal needs of travelers to attract Muslim tourists. The tourist guide included general information about tourism in New Zealand, a list of Halal restaurants and cafes, including Halal-certified catering establishments, offering vegetarian dishes. The newly printed guides were sent to travel agencies and their clients, as well as to New Zealand embassies in other countries. As a result, in August 2013, the number of Muslim tourists to New Zealand increased by 141%, compared to the same month in 2012 (Ibragimova: 2013).

Product placement (PP) is using destination locations in videos, TV shows, literary works, computer offline and online games. One main function of this tool is an informational capability that allows informing more fully about the existence of the product and showing the opportunities and advantages of using it in the appropriate context.

Strictly speaking, PP refers to a specific sequence in which a product or destination with the appropriate brand and infrastructure is shown in a book, computer game, movie, serial film, TV show, etc. in the framework of a certain agreement. However, in the marketing of destinations, often when using movie tourism techniques, the reverse sequence is formed. So, the most striking example is using movie locations of the "Lord of theRings" trilogy in New Zealand aimed at enhancing the tourist flow to the destination, and developing tourist infrastructure in its territory.

For example, the "Great names for Great Britain" advertising campaign has been developed to attract Chinese tourists via social media. Its goal was to use a survey to identify Chinese names for more than 100 attractions across the UK. As a result of the campaign, a list of such translations was published, and within the first nine months after publication, the number of Chinese tourists visiting the UK increased by almost 40% (Belousova, Maikova: 2017).

The development of a line of branded souvenirs allows not only forming a portfolio of brand carriers but also telling the story of the destination, and showing its key attractions. When developing a line of branded souvenirs of the destination for promotion abroad, it is necessary to take into account the requirement of

the modernity of a souvenir that would meet the interests of the target consumer, primarily in terms of a combination of design and functionality.

Developing and implementing hospitality programs make it possible to effectively create a comfortable environment for tourists in target markets, taking into account all the elements of the tourist program in balance with the needs of the tourist and the potential of the local tourist infrastructure. Successful experience of implementing the above noted China-friendly and Halal-Friendly Standard voluntary certification systems allows highly evaluating the effectiveness of such a tool. It should be noted that the operator of such systems takes on a significant part of the efforts to promote the destination to the target markets.

According to foreign experience, if appropriate resources and capacity are available, the noted tools can be used in combination with the promotion of nontourist services. For example, tourism and medical services are jointly promoted in Thailand, while tourism and educational services are promoted in New Zealand. The development of the international tourist volunteer movement in the regions of the Russian Federation also has a certain potential in promoting the tourist product, which requires further development of volunteer programs.

DISCUSSION

Summarizing the information on the above promotion tools, it is impossible not to mention their targeting nature. Their use within a single marketing strategy creates a synergistic effect.

Table 2. Recommendations for creating general and specific promotion priorities

Target markets	Recommendations for creating general and specific promotion priorities taking into account the specifics of target markets
Australia	• Holding specialized OECD events in Russia; • Holding specialized APEC events in Russia; • Promotion on the Internet requires localization of the domain in the .au or .com zones as well as linking to the region in Google Webmaster; • The content of marketing communications should be well structured and proofreading by local native speakers is recommended due to language specificity; • Facebook, Instagram, and Snapchat are the most popular social networks; • The most popular ATE (Australian tourism exchange) exhibition is held in Perth
American market (USA, Canada)	• Holding specialized OECD events in Russia; • Holding specialized APEC events in Russia; • Facebook, Twitter, Flickr, Instagram, Snapchat, MySpace, and Tumblr are the most popular social networks; • The most popular IMEX America exhibition is held in Las Vegas

Target markets	Recommendations for creating general and specific promotion priorities taking into account the specifics of target markets
Brazil	• Holding specialized BRICS events in Russia; • Communications need a high-quality translation taking into account the local dialect of Portuguese; • It is preferable to present applications for social networks; • The most popular social networks: Facebook, Youtube, Twitter, Ask.fm, Yahoo, Instagram, and Orkut; • The most popular tourist exhibition is the World Travel Market Latin America (Sao Paulo)
European market (Austria, Belgium, Great Britain, France, Germany, Italy, the Netherlands, Norway, Spain, Sweden, and Switzerland)	• Holding specialized OECD events in Russia; • The most popular social networks are Facebook, Skyrock, MySpace, StudiVZ, Netlog, Badoo, Tuenti, Fotolog, Bebo; • The most famous tourist exhibitions are Ferien-Messe Wien (Vienna, Austria), ITB Berlin (Berlin, Germany), Fitur (Madrid, Spain), IFTM Top Resa (Paris, France) • Popular travel search and booking resources are Booking, Expedia, and Hotels.com
India	• Holding specialized SCO events in Russia; • Holding specialized BRICS events in Russia; • Using online sales, discount and coupon services; • Localization of marketing communications to a specific state; • Adapting online communications to the mobile Internet (smartphones and pads); • The most popular Internet channels are Google.co.in, Facebook, YouTube, Yahoo, Flipkart, Wikipedia, Amazon.in, OnlineSBI, Hotstar, and Indiatimes; • The most popular social networks are Facebook, LinkedIn, Orkut, and Ibibo; • Exhibition events in major cities of India are organized by TTF in various formats (TTF, TTF summer, TTF south, BLTN, OTM) between January and September (https://www.ttfotm.com/)
Iran	• Holding specialized SCO events in Russia; • Internet communications must be localized, the site must be indexed by Google, Yahoo, or Bing; • High-quality translation into English and Farsi is required; • It is advisable to take into account the experience of implementing Halal-Friendly Standard voluntary certification when localizing content for the needs of tourists in this target market; • Main information resources are ir.sputniknews.com, farsi.ru, pers.iran.ru, bahamayesh.com, iconf.ir, and iranconferences.ir
China	• Holding specialized SCO events in Russia; • Holding specialized BRICS events in Russia; • Holding specialized APEC events in Russia; • It is advisable to take into account the experience of implementing China Friendly initiative when localizing content for the needs of tourists in this target market; • Popular exhibition events are CITIE, GITF, CITM, and ILTM China; • Popular format is the roadshow; • Internet communications must be localized, content must contain a large number of high-quality photos and videos, and the site must have a high rating on Baidu; • It is preferable to refer to leaders' opinion (addressing to popular and influential people in China);

Target markets	Recommendations for creating general and specific promotion priorities taking into account the specifics of target markets
	• Adapting online communications to the mobile Internet (smartphones, and pads); • High-quality translation into Chinese is required; • The most popular communication channels are WeChat, Weibo, QQ, Youku, Douban, MOMO, Zhihu, Renren, the Toutiao news aggregator, and Yidianzixun site of the Chinese Internet News Agency; • Popular travel search and booking resources are Booking, Expedia, Hotels.com, and Ctrip.com
Republic of Korea	• Holding specialized OECD events in Russia; • Holding specialized APEC events in Russia; • Good relations with the media and opinion leaders play an important role in online and offline promotion; • Internet communications must be localized, and the site must have a high rating on naver.com; • High-quality translation into Korean is required; • Applications for mobile devices are highly valued; • The most popular social networks are Kakao Story, BAND, Facebook, Instagram, Vingle, Twitter, Cyworld, Between, Styleshare, and Tumblr; • Popular travel search and booking resources are Booking, Expedia, Hotels.com, and Agoda.com; • The most popular exhibitions are KOTFA (Korea World Travel Fair) and BITF (Busan International Travel Fair); • The main channels of offline promotion are outdoor advertising at bus stops or in the metro, press conferences, and showcases at exhibitions
Japan	• Holding specialized OECD events in Russia; • Holding specialized APEC events in Russia; • Internet communications must be localized. When selecting the semantic core of a site, it is important to take into account phrases written in all types of basic alphabets; • High-quality translation into Japanese is required, taking into account local dialects, if necessary; • When promoting in the Internet environment, it is advisable to take into account that Japanese users love technological innovations and easily perceive new market trends; • The most popular search engines are Yahoo Japan, Google, and Goo Search; • Content can contain the high-quality text of a large volume; • The most popular social networks are Facebook, Twitter, and Mixi; • The country hosts the international tourist exhibition JATA (jata-net.or.jp)

Australia. When planning the promotion of tourism, it is advisable to take into account the traditionally high importance of recreation for residents of Australia, especially in terms of active and educational tourism (Australia Info: n.d.). Australian tourists are ready for long-distance flights, but they appreciate comfort. Therefore, when selecting content, it is necessary to take into account the need to demonstrate comfort and safety when traveling.

American market (USA, Canada). According to tour operators, in the growing tourist flow from the USA to Russia, only 15-20% of visitors were tourists in their classical sense, while the remaining 80-85% were business visitors, as well as students participating in the exchange programs (Association of Tour Operators: 2017). This structure of the incoming tourist flow should be taken into account when developing a promotion strategy, using more promotion tools that integrate the tourist product with the offer of other export-orientedindustries. When developing promotion content, it is necessary to take into account that tourists from the USA, as a rule, are older people who prefer route trips that allow visiting as many destinations as possible within a relatively short period (about 10 days on average) (International Driving Center: 2018). Older tourists from the USA prefer to travel alone or in small groups, while young people usually travel in the company.

Brazil. Brazilian inbound tourism is a relatively new segment for the Russian market. In this regard, there are currently few direct studies of the effectiveness of individual promotion tools for this market.

When planning and organizing events for promotion in the Central and South American markets, experts recommend taking into account the preferences of tourists to use the services of tour operators (both concerning the basic tour package and additional services).

The main focus of the content should be made on sightseeing routes lasting 4-5 days of cultural and educational tourism, accompanied by a clear logistics of the trip and a detailed description of the route and program.

European market (Austria, Belgium, Great Britain, France, Germany, Italy, Netherlands, Norway, Spain, Sweden, and Switzerland). Despite various geopolitical trends, Russia continues to be a popular tourist destination for tourists from Europe. In the UK, this destination is in the 5th place, in Germany, it is on the 8th place (EY: 2017).

Certainly, distinguishing the European market of inbound tourism in the Russian Federation is rather relative, since each target market (country) is characterized by certain consumer preferences (for example, Russia is visited more often by tourists from the UK over the age of 50 years, while from Germany – at the age of 46-60 years (EY: 2017)), as well as the priorities in the perception of individual promotion tools.

However, some common features are typical for European tourists. Thus, according to experts, more than half of potential tourists prefer to use the services of travel agencies to book an individual or group tour to Russia. Therefore, tour operators should offer the best package solutions. Besides, in the content of promotion tools, it is advisable to focus on three- and four-star hotels with good transport accessibility. Promotion tools in the European market should take into account the need to reduce the perceived risk of language barriers, visa formalities, cultural differences, and security. When planning content, it is necessary to take into account that European tourists, along with the traditional tourist program, prefer to visit sports events, get acquainted with the local culture, and take a cruise. Since the majority of European tourists who are interested in traveling to Russia are interested in news about Russia, national culture and literature, cultural centers and cultural events can become additional tools for promoting domestic destinations. Practice shows that this is a fairly effective mechanism. For example, the project "Shrines of undivided Christianity" (Federal Agency for Tourism: 2018), which promotes destinations in the Moscow, Novgorod, and Pskov regions, and other entities of the Russian Federation, was presented at the Russian Center for Science and Culture in Madrid at the presentation session of Russian cultural institutions and regions "Russia and Spain: dialogue through culture and educational tourism".

India. According to experts, promotion of the Russian tours in the Indian market should be subject to a sufficiently high localization, since:

- the proximity to the Indian identity will be positively perceived when visualizing communications;
- printing and outdoor advertising can be very beneficial;
- the choice of opinion leaders should be made taking into account the public preferences in the particular target state.

When designing promotion tools in the Internet environment, one should take into account the high popularity of mobile Internet comparing to low coverage of fixed Internet. Experience shows that promotion in social networks, mobile, and video applications is more popular. Facebook Messenger, Snapdeal, and Flipkart applications are very popular (Khokhlova: 2015).

Indians are more likely to use e-commerce, with special attention being paid to discount and coupon services. Therefore, when planning a tour offer, it is advisable to integrate it with payment services.

Iran. The high level of localization of communication channels and content used when promoting tools in Iran is primarily associated with the adaptation of the offer to the needs of Muslim tourists. This leads to a special selection of video and photo content, text support, selection of tourist attractions, and significant infrastructure elements. The Russian system of voluntary certification and the project on Halal-Friendly Standard, whose experts can assess the compliance of food, tourist attractions, tour content, and accommodation locations with the needs of tourists from Iran, can help to resolve such issues.

The use of promotion tools in Iran requires a full package of adapted advertising and information materials in Farsi and English. These materials should characterize not only the offer but also the company and destination in general (Iran Biznes spravochnik: 2015). When working in the B2B segment, great importance is attached to the traditional content of information materials, namely, website, catalog, commercial offer, price list, and official letter.

China. Due to national traditions, the high importance of personal contacts and recommendations makes it more important to actively participate in exhibitions. VisitRussia experts have developed ten rules for effective participation in the tourist exhibition in China (Travel Association "World without Borders": 2016b):

1. Active behavior at the booth, including showing interest in the right companies and visiting their booths with an interpreter. This condition determines high requirements for the booth staff and their motivation.
2. Active use of all opportunities of the business and public program of the exhibition, presentations of various countries and cities, roadshows, forums, and conferences, and Business Meeting system.
3. Using a variety of activities at the booth to attract visitors, including contests, lotteries, presentations, or performances by artists.
4. A special selection of nonstandard media for information and advertising materials, such as hand fans and maps. All booklets, catalogs, brochures, and other advertising and informational materials must be correctly translated into Chinese.
5. Small gifts or treats are obligatory. The same tool can be used for questionnaires or collection of contacts/subscribers to a social network page, email newsletters, or registration in a loyalty program.
6. Encouraging and receiving feedback from staff and new friends when communicating.

Travel roadshows (Travel Association "World without Borders": 2016a) are popular in China, as they provide not only official speeches and presentations, but also allow getting feedback from the audience, as well as answer many questions arising during negotiations and coffee breaks, most of which go beyond the standard advertising and presentation messages. As a rule, the roadshow is attended by at least 40 Chinese business partners interested in offers from Russian companies and destinations, as well as media representatives.

The Republic of Korea. Mobile device usage habits (the average user spends about four hours a day on a smartphone, uses more than 45 applications a month, of which 20 are social media and games) actualize tools for Internet promotion, usage of applications, and social networks.

Good relations with the mass media and opinion leaders play an important role in online and offline promotion.

The perception of online and offline content is greatly influenced by competent high-quality content and the completeness of the information provided. Koreans know English well but due to national peculiarities experts recommend localizing information and take into account the common tetraphobia 1. The correctness of localization should be necessarily checked by native proofreaders (Artal-Tur et al.: 2015).

Japan. The specifics of promotion of the tourism content in the Japanese market are associated with the frequent use of mobile search (31% of the global market share for mobile search belongs to Japan) (Ignat'eva: n.d.). One study of the Goo Search engine reported that search phrase in TV ads was seen by more than 60% of Japanese people, and about 32% of them took advantage of this pointing (Ignat'eva: n.d.).

When selecting content for promotion in Japan, special attention should be paid to the information placed in the “About the company” and “About us” sections. When planning content, it is necessary to keep in mind that the most frequently traveled long-distance categories of tourists in Japan are older people. Besides, Japanese tourists highly value security. Therefore, the information content should emphasize the reliability, accuracy of tourist programs, ensure the accuracy of the information provided, and describe various aspects of travel safety.

taking into account the specifics of target markets

CONCLUSIONS

It should be emphasized that a single event in a destination or a portfolio of regular events should be targeted and focused on a specific target audience. Some of the above-mentioned events cannot be brought to the territory of a tourist destination on the initiative of a constituent entity of the Russian Federation, but at any opportunity, information or other presence in the organization of such an event will increase the awareness of the target audience about the destination resources.

To engage an international event to the territory of the destination, one can use the potential of regionalcongress bureaus which specialize in hosting business events and MICE tourism events in the regions of the Russian Federation. Along with this, their potential can be used for organizing and holding in-house international tourism events (forums, exhibitions, promotions, competitions, etc.) in the entities of the Russian Federation.

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