



International Journal of Economics and Financial Issues

ISSN: 2146-4138

available at <http://www.econjournals.com>

International Journal of Economics and Financial Issues, 2015, 5(Special Issue) 257-262.

Economics and Society in the Era of Technological Changes and Globalization



The Study of the Cycle of Packaged Tours from the Primorsky Territory

Natalya Stepanovna Martyshenko¹, Elena Borisovna Kmet², Angelina Georgievna Kim^{3*}

¹Vladivostok State University of Economic and Service, 41 Gogol Street, Vladivostok 690014, Russia, ²Far Eastern Federal University, Vladivostok, v. Ayaks 690091, Russkii Island, Russia, ³Far Eastern Federal University, Vladivostok, v. Ayaks 690091, Russkii Island, Russia. *Email: Natalya.martyschenko@vvsu.ru

ABSTRACT

The concept of tourism development of most Russian cities and regions is based on the availability of the offer of certain tourism products and resources rather than on the analysis of the demand of the potential tourists. The article discusses the methodological approach to the study of the process of the tourist product consumption based on the five-step service marketing model. In accordance with the five-step service marketing model tourists' negative memories of tours are essential for the development of a competitive tourism product. The negative reaction is generally studied by the use of questionnaires with open questions. For conducting a quantitative analysis of the statements information structuring by determination of the typology of respondents' responses is previously performed. Our study demonstrates the possibility of using such tool as the typology of consumers when creating a competitive tourism product in the region. The proposed approach proves the need for continuous monitoring of the structure of the consumer cycles in various types of tourism. The article provides the results of the study of consumers' negative impressions after the consumption of the most common types of tourist services in the Primorsky Territory. The presented conclusions are based on large-scale observations of the Primorsky Territory tourists conducted for more than 10 years.

Keywords: Tourism, Consumer Typology, Questionnaire, The Marketing Consumption Model

JEL Classifications: Z32, Z38, Z31

1. INTRODUCTION

Recreation and tourism are some of the basic human needs. The technological progress only increases the importance of this need. This is confirmed by the steady growth of tourist and recreational services provided in the world. Growth rates of tourism in Russia do not meet consumer demands. Significant growth of international tourism in comparison with domestic tourism shows high dissatisfaction with the quality of services which consumers are offered in the internal market. This situation is difficult to understand due to a significant increase in the attention national economists pay to the tourism industry. However, the majority of publications on tourism written by national authors are recognized as theoretically orientated while the works based on authors' own research are very few. Although the results of scientific tourism

conferences show the need to improve the system of collecting statistical data, the situation has changed a little for recent years. In our opinion, low efficiency of tourism related business is connected with poor knowledge of the consumer demands. For Russian researchers foreign tourists present an unexplored tourism sphere.

In the work (Goncharova and Kiryanova, 2006) the authors note that "the concept of tourism development in the most Russian cities and regions is based on the availability of the offer of certain tourism products and resources rather than on the analysis of the demand of potential tourists."

The present article considers some results of practical research of tourism product consumers in a specific region - the Primorsky Territory. Insisting on the importance of the practical work, we

try to perform this work in accordance with the basic theoretical principles of the tourist theory. Therefore, first of all we propose to consider some elements of the theory, which formed the theoretical basis of the studies. Moreover, the studies confirm the validity of these theoretical developments.

2. THEORY ELEMENTS

When choosing one or another tourism product the consumer chooses a product that meets his/her current needs. What does a person take into account when choosing a trip, tourist destinations, kinds of activities while traveling? What forces him/her make this choice? The motivation for travelling and choice of tourism product are the key points allowing to answer these questions.

Tourist motivation can be defined as human motivation aimed at meeting the recreational needs, depending on individual physiological and psychological characteristics, belief systems, values, aptitudes, education, etc. (Kaczmarek et al., 2008).

Understanding the motives of a potential tourist is essential in the planning, formation and organization of the process of creation and implementation of the tourism product. This makes it possible to produce and offer on the market that tourism product which best meets consumer expectations. Tourist motivation is the base on which an effective system of planning, development and implementation of the tourism product should be build.

Tourist motives determine the goals of travelling. The work of Kvartal'nov (2001) identifies five main goals of travelling: Rest; knowledge; entertainment; treatment; pilgrimage. This list can be supplemented by travelling for sports and professional purposes.

The purposes of travelling determine the offer of different types of tourism. However, the choice of the tour is determined not only by the purpose (or purposes) of travelling, but also by the peculiarities of tourist behavior in the consumption of the tourism product. In accordance with peculiarities of consumption tourists can be divided into certain types. The structure of the tour depends to what types of tourists this tour is oriented. Different researchers have differently classified tourists. Classification of tourists (identifying the typologies) as an analysis tool was borrowed from sociology (Thomas, 2011; Mair et al., 2012; Hu and McCormick, 2012).

Typologization is a procedure used for systematizing knowledge of the phenomena under studies either for introduction (setting) of types or for search for knowledge about the types. Typologization is used for construction of types (Tatarova, 2004).

Let us consider some of the most famous tourist classifications.

Depending on their activity during the holidays there are six groups of tourists:

- Calm repose holidaymakers
- Pleasurers
- Active travelers
- Sports travelers

- Holidaymakers seeking for knowledge and learning
- Adventure travelers.

Depending on the lifestyle tourists are divided into four groups: Pleasurers, tendentious travelers, family vacationers and holidaymakers.

When considering the tourist typologies we should mention the tourist typology developed by the German researcher Hahn (Alexandrova, 2007). This author identified six types of tourists:

S-type (Sonne, sand, see-sun, sandy beach, sea) - A typical vacationer.

F-type (Ferien und Flirt orientierter Erlebnis Urauber) - A vacationer who prefers to travel long distances and flirt.

W-1-type (Wald und Wander orientiert - A vacationer who loves walking in the forest and hiking) - a vacationer who prefers active recreation and hiking.

W-2-type - More an athlete than an amateur.

A-type (abenteuer - adventure) - An adventure travelers.

B-type (Bildung und Besichtigung - education and sightseeing) - curious tourists. This type is divided into three subgroups: (a) The "experts," "collecting" the attractions they visited; (b) "emotional lovers of culture and nature;" (c) "specialists" who deepen their knowledge in certain areas of culture, history, art.

The French Tourist Marketing Institute identifies seven types of tourists (Artemyeva, 2010): Tired tourists, globetrotters, adventurers, family holidaymakers, meetings eager tourists, erudite, athletes.

"Eurostyle" typology is the most well-known foreign tourists typologies. Depending on the particular country the system "Eurostyle" may consist of sixteen different lifestyles (Demidov, 1998).

The system of psychographic consumer segmentation values and lifestyles (VALS) developed in the 1980s in the United States of America (Novak and MacEvoy, 1990) has gone mainstream. This model is based on two criteria for separating consumers into groups: The motive of buying and personal traits. VALS identifies 8 consumer segments: Innovators, Thinkers, Believers, Achievers, Strivers, Experiencers, Makers, Survivors.

Kabushkin proposed another interesting classification. The author (Kabushkin, 2004) classifies all the tourists according to the following criteria: Depending on their activity and the lifestyle.

The variety of ways to classify tourists shows that a universal classification cannot be developed. Analyzing the scientific publications which provide different tourist classifications, the following important conclusion can be made. In the publications a short description of the results of classification can often be found,

but there is no description of its methodology (Lysikova, 2012; Gjorgievski et al., 2013; Hjalager et al., 2012). This means that the use of such classifications in certain conditions is rather difficult. Developed typologies may serve only as a guide for selection of typologies of tourists typical of a particular region.

We suppose that the tourist typology can be developed in a separate type of tourism practiced in the region. Moreover, we assume that the typology should be developed for all stages of the cycle of tourism product consumption. The tourism product is an integrated system of expectations, benefits and experiences that make up the combination of three journeys: Anticipated, real and memorized journeys. Thus, the tourist typology is understood in a broader sense than it is usually understood, i.e., as a way of structuring the information known about the behavior of tourists.

Information on the tourist can be obtained in various ways. In our opinion, the information obtained directly from the tourist during the questionnaires is the most reliable source.

We suggest using our method of typology construction (Martysenko and Egorov, 2011) in order to bridge the gap between the proposed tourism product and a product that the consumer desires to receive. Our studies are based on the five-step service marketing model (Figure 1) developed by Zeythamlem and Bitner Each step (level) of this model can cause such gaps (Novatorov, 2008).

The first level is a possible gap between customer expectations and perception of these expectations by the company management. In other words, it is lack of knowledge or misunderstanding by the company management what customers expect from the company services due to any reasons.

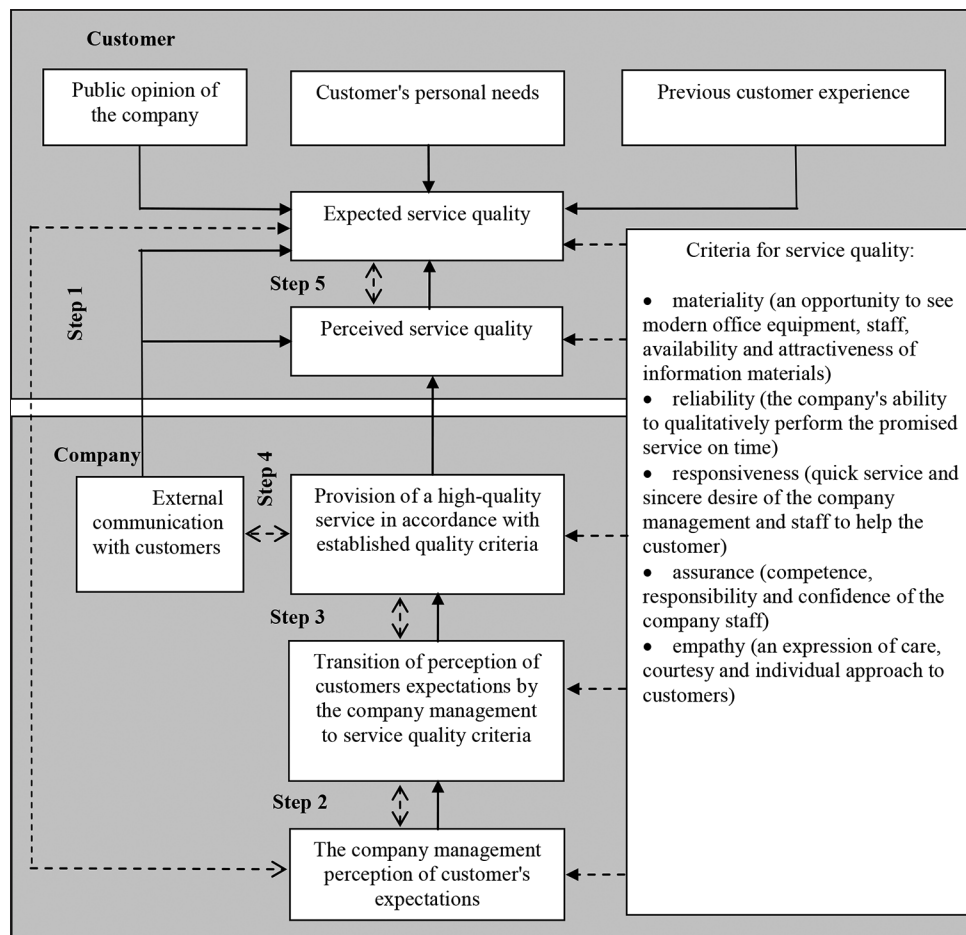
The second level is a gap between the perception of the customer expectations by the company management and the transformation of these expectations in service quality specifications. At this level the company management is well aware of customer expectations, but due to some technical or organizational reasons it cannot provide quality service standards or inaccurately formulates requirements for company employees providing these standards.

The third level is a gap between the clearly required and existing standards for the quality of services provided by the company.

The company management may be well aware of customer expectations regarding the quality and clearly state requirements for its employees engaged in ensuring quality standards, but due to some reasons these employees cannot or do not want to follow these standards in direct contact with customers.

The fourth level is a possible gap between the quality of provided services and external information on this quality transmitted to potential customers through existing marketing communications.

Figure 1: The five-step service marketing model



At this stage a discrepancy between the declared quality of services and the actual level of customer service can occur.

The most important fifth level is a gap between formed customers expectations regarding the service quality and their immediate perception of this quality in the process of service consumption. According to the model, the gap on the fifth level occurs due to gaps appearing that occur on any of the four previous levels.

3. RESULTS OF PRACTICAL RESEARCH

In our studies the sociological approach to the typology of tourists has been used. A number of well-known researchers in the sphere of tourism used the sociological approach (Cohen, 1972; Urry, 2001).

In accordance with the five-step service marketing model, tourists' negative memories of trips have significant importance for the development of a competitive tourism product.

The negative reaction is investigated mainly with the use of open questionnaires. For a quantitative analysis of the statements we make pre-structuring of information, highlighting the typology of respondents' responses (Martyshenko et al., 2007). Some typical statements are marked first of all. All other statements of the respondents are brought to conformity with the standard way of replacing the statements with similar meaning. At the same time, one response may include some typical responses. Responses including several variants of responses are defined as compound. Specialized software tools are used in processing of compound responses.

Let us consider some of the results obtained after processing of the data of several questionnaires conducted among consumers of tourist services.

All residents of the Territory are potential consumers of services provided in the tourism industry. Therefore, we regularly conduct surveys of residents, aimed at the study of holidays and students' vacations. The following open-ended question "What spoiled your impression of the holiday (give a detailed answer)?" was included in the questionnaire for the study of adverse experiences during holidays (vacations). In the period from 2007 to 2014 more than 7,000 respondents were questioned.

As a result of the procedure of responses typification 11 groups of respondents with negative impressions of their holiday have been identified (Figure 2).

In analyzing the negative statements we have excluded responses associated with the weather. More than 17% of respondents had unpleasant experiences associated with the weather. The expected negative reaction is related to the lack of money to spend a holiday in accordance with the needs. Inconveniences associated with transportation to a holiday destination also spoil the impression of a holiday.

In our work on the study of the processes of tourist services consumption on the Primorsky Territory we conducted mass

consumer surveys on the most common types of tourism. We have been conducting such surveys since 2003 and accumulated a wealth of statistical data. The most common types of tourism on the Primorsky Territory include a seaside holiday and travelling to China.

Thus, the following open-ended question "What spoiled your impression of the holiday in the beach area of the city?" was included in the questionnaire for the study of the beach holiday. As a result of typification of the responses to this question consumer typologies have been identified and shown in Figure 3.

The vast majority of respondents (53%) explain their negative impression of the seaside holiday by the pollution of beach areas and environmental degradation. Responses connected with the pollution of beaches have been combined into the class of "Environmentalists." This class includes the following responses: "Beach pollution," "water pollution," "pollution," "litter," "environmental conditions," "muddy seabed." In the next class "demanding tourists" the following responses were grouped: "Weather," "noise," "insects," "stony beach." Other classes of responses were similarly formed.

Figure 2: The structure of the negative memories of a holiday

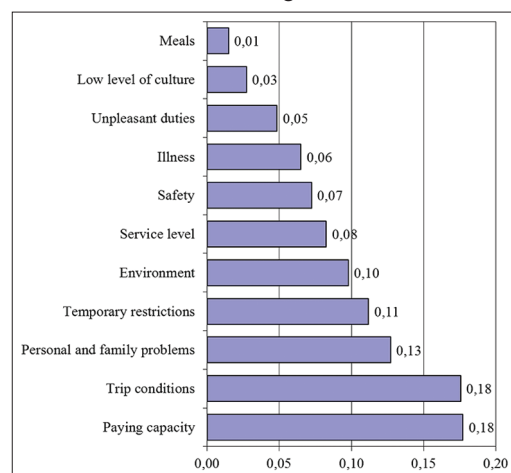
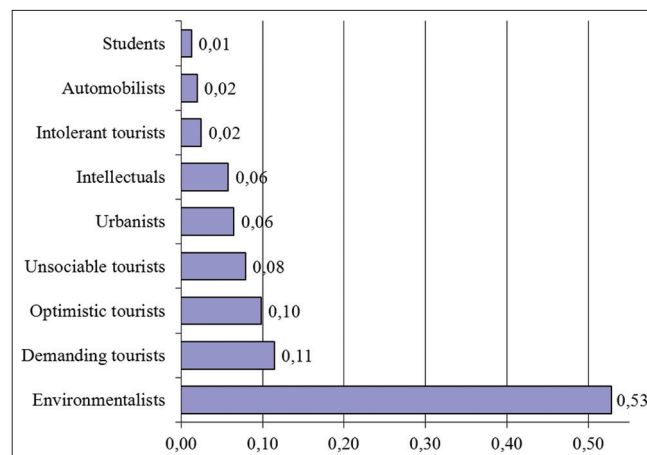


Figure 3: The structure of the respondents with negative impressions of a seaside holiday



In the questionnaire for the trip to China we asked questions about all stages of the trip, including the choice of the tourist company, transport service, accommodations, entertainment, the attitude of the local population to the tourists, etc. When drawing up the survey questions we were mainly guided by the principles laid down in the five-step service marketing model.

The study of the complete cycle of trips of the Primorsky Territory residents to China is the most demonstrative one in terms of the study of trips abroad. A high percentage of trips abroad is easy to explain by the prevalence of shop tours in neighboring China. Shop-tourism is not an evidence of high income of the Territory residents.

The results of the data analysis showed that the structure of tourism services provided to Russian tourists by China is constantly being improved. The Chinese specialists are responsive to the needs and demands of Russian tourists. The geography of Chinese cities visited by Russian tourists is constantly expanding.

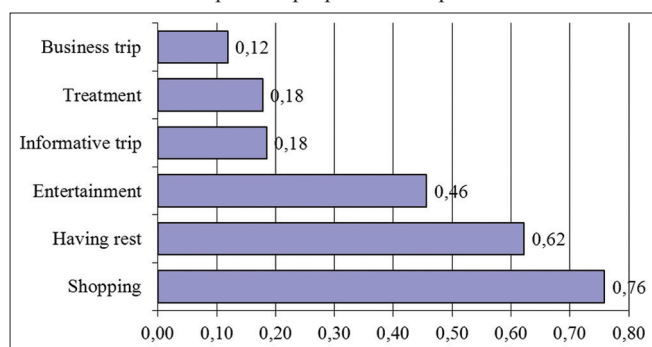
Among the trip purposes the purchase of goods at prices lower than in Russia (shopping) prevails. The structure of the shop tours has changed in recent years. Previously shop tours with the purpose to purchase goods for resale prevailed, while shop tours for personal and family needs are currently the most frequent. Nowadays tourists prefer high-quality goods to cheap ones. A number of tourists going on a trip for having rest and treatment has increased note worthily (Figure 4).

The following question: “Describe your unpleasant experience of the trip to China” is an example of a question about the negative memories in this questionnaire. The structure of the typology of responses to these questions is given in Figure 5.

Despite some negative impressions the overall reaction to the trips to China is positive. This can be confirmed by the data presented in the graph in Figure 6.

Complaints about the attitude of the local population are mainly connected with the persistence of sellers, especially in small shops which are frequently visited by Russian tourists. The negative reaction of tourists to the Russian customs work is absolutely reasonable. Tourists can spend many hours in very uncomfortable conditions waiting for customs inspection.

Figure 4: The frequency of responses of the Primorsky Territory tourists upon the purpose of a trip to China



By the use of the questionnaires on the study of trips to China a whole range of issues have been investigated that are connected with the consumer cycle of the tourist trip. In the questionnaires on the study of experience of a set of basic tourist services only open-ended questions have been used. Overloading the questionnaire text with the open-ended questions is tiresome for respondents.

In some cases, during repeated studies, we have replaced some open-ended questions of the questionnaire with questions with a choice of alternatives or several variants. For example, we refused to use an open-ended question to study experiences of accommodations. Accommodations are very dependent on the class of the hotel and the cost of the hotel room. The results of evaluation of the degree of tourists’ satisfaction with accommodations in China are shown in Figure 7. Although accommodations in cheap tours are not always comfortable, many tourists are willing to put up with inconveniences in such a short trip. In Russia the cost of hotel services of the same class is much higher than in China.

Only 2% of respondents were completely dissatisfied with accommodations.

On the basis of practical studies a number of conclusions can be made.

Figure 5: Structure of the negative impressions of a trip to China



Figure 6: The structure of tourists upon the degree of satisfaction with a trip to China

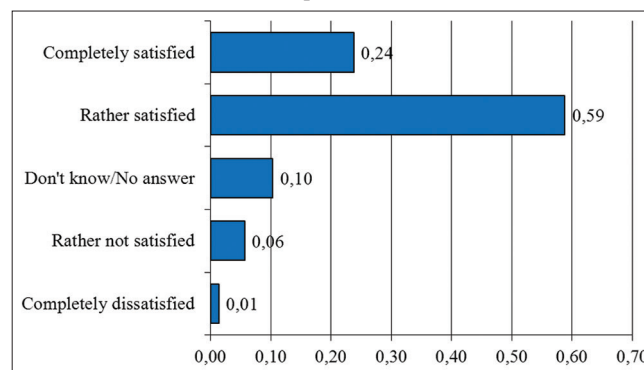
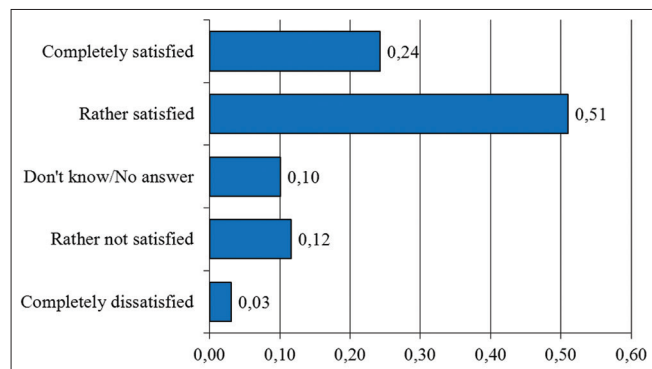


Figure 7: Frequency of distribution of the Primorsky Territory tourists upon the degree of satisfaction with accommodations in China



4. CONCLUSION

In the studies we demonstrate the possibility of using such tool as the consumer typology when creating a competitive tourism product in the region. Special methodology for processing high-quality responses has been developed. This methodology allows to algorithmize the process of typologies division, which allows a wider range of researchers to use it.

The proposed approach proves the need for continuous monitoring of the structure of the consumer cycles in various types of tourism. This approach is an alternative to the approach currently used for the development of regional programs of the tourism sector development, which can be called the “campaign.” Another drawback of the currently used special-purpose approach used for the development of regional programs of the tourist sector development is that in their development mistakes of the previous programs, which are explained by adverse external factors, are not analyzed. Positioning of the tourism product should be based on a comprehensive study of the needs of both internal and external consumers. Tourist services should be target-focused. An example of the successful positioning of a tourism product can be the experience of the South Korea, a neighboring country of the Primorsky Territory, which has some of the highest rates of development of the tourist industry, although this country has not had a high tourism potential in recent years.

REFERENCES

Alexandrova, A.Y. (2004), *International Tourism*. Moscow: University Textbook.

- Artemyeva, O.A. (2010), Development of approaches to the classification of tourism resources and attractions abroad. *Service in Russia and Abroad*, 1, 120-125.
- Cohen, E. (1972), Toward a sociology of international tourism. *Social Research*, 1(39), 164-182.
- Demidov, A.M. (1998), Socio-cultural styles in central and Eastern Europe. *Sociological Research*, 4, 16-28.
- Gjorgievski, M., Kozuharov, S., Nakovski, D. (2013), Typology of recreational-tourism resources as an important element of the tourist offer. *UTMS Journal of Economics*, 4(1), 53-60.
- Goncharova, N.A., Lukyanov, L.G. (2010), The role of tourists' consumer behavior research in the development of the regional tourism strategy. *Bulletin of the Tomsk Polytechnic University*, 316(6), 41-47.
- Hjalager, A.M., Jensen, J.M., Fuchs, M., Ricci, F., Cantoni, L. (2012), A typology of travellers based on their propensity to go online before, during and after the trip. In *Information and Communication Technologies in Tourism*, 2012, 96-107.
- Hu, S., McCormick, A.C. (2012), An engagement-based student typology and its relationship to college outcomes. *Research in Higher Education*, 53(7): 738-754.
- Kabushkin, N.I. (2004), *Tourism Management*. Moscow: Textbook.
- Kaczmarek, Y., Stasiak, A., Wlodarczyk, B. (2008), *A Tourism Product. Idea. Organization. Management*. Moscow: UNITY.
- Kvartal'nov, V.A. (2001), *Tourism: Textbook*. Moscow: Finance and Statistics.
- Lysikova, O.V. (2012), Russian tourists: Types of identity and social practices. *Sociological Research*, 4, 136-143.
- Mair, J., Battilana, J., Cardenas, J. (2012), Organizing for society: A typology of social entrepreneuring models. *Journal of Business Ethics*, 111(3), 353-373.
- Martyshenko, N.S., Martyshenko, S.N., Kustov, A.A. (2007), Means of development of typologies according to questionnaires data in EXCEL environment. *Academic Journal of Western Siberia*, 1, 75-77.
- Martyshenko, S.N., Egorov, E.A. (2011), Information technology for increasing qualitative information processing efficiency. *Journal of Modern Applied Statistical Methods*, 10(1), 19.
- Novak, T.P., MacEvoy, B. (1990), On comparing alternative segmentation schemes: The list of values (LOV) and values and life styles (VALS). *Journal of Consumer Research*, 1(17), 105-109.
- Novatorov, E.V. (2008), Comparative analysis of the marketing services theories. *St. Petersburg University Bulletin. Series 8: Management*, 2, 40-55.
- Tatarova, G.G. (2004), *Fundamentals of the Typological Analysis in Sociological Research: Textbook*. Moscow: Publishing House “New Textbook.”
- Thomas, G. (2011), A typology for the case study in social science following a review of definition, discourse, and structure. *Qualitative Inquiry*, 17(6), 511-521.
- Urry, J. (2001), Globalising the tourist gaze. In: *Tourism Development Revisited*. New Delhi: Sage Publications Inc. p150.