



**Research on Marketing Strategies and Ways to Improve Inbound Tourism Products
in Primorsky Krai, Russia**

——Based on a questionnaire survey of Chinese tourists' needs

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Report outline

- 1. Topic selection background and question raised**
- 2. Research status and commentary within and abroad**
- 3. Research content and research methods**
- 4. Main research conclusions**
- 5. Insufficiency and innovation**



1 Topic selection background and question raised

- 1. As the first-level administrative unit of the Russian Federation, Primorsky Krai is an important industrial base in the Russian Far East.**
- 2. Due to geographical advantages, the economic and trade exchanges between Russia and China have been increasing, and China has gradually become one of the most promising consumer countries in the Russian inbound tourism market.**
- 3. As an important source of tourists, China has provided an important opportunity for the development of the Chinese tourism market in the Primorsky Krai of Russia.**

2 Research status and review within and abroad



Research content:

1. Marketing strategy (Francois, 2013; 余美吉, 2021; 黄诗涵, 2021)
2. Marketing theory (Shogomlozi, 2011; 谷胜男, 2020)

Research methods:

1. Qualitative research (Craig, 2019; 康叶红, 2020; 李帅帅, 2020)
2. Quantitative Study (Lionel, 2020; 刘璐, 2020; 刘兰凤, 2021)



3 Research content and research methods—research

1. Introduction

2. Theoretical basis and literature review

3. Current status of tourism development in Primorsky Krai, Russia

4. Analysis of the characteristics of the inbound tourism market in the Primorsky Krai of Russia

5. SWOT analysis of tourism products in Primorsky Krai, Russia

6. Improvement and guarantee of marketing strategy for inbound tourism products in Primorsky Krai, Russia

7. Research conclusions and countermeasures



3. Research content and research methods—research methods

1. Literature analysis
2. Questionnaire survey method
3. Quantitative analysis
4. Qualitative analysis



4 Main research conclusions

(1) Factor analysis extracts three common factors from the perceived content of tourism products in Primorsky Krai, Russia: tourism landscape and cultural connotation, tourism services and infrastructure, tourism activities and costs. The average scores of the three common factors from high to low are tourism landscape and cultural connotation > tourism activities and costs > tourism services and infrastructure. Chinese tourists believe that the tourist landscape and cultural connotation of Primorsky Territory of Russia have outstanding advantages, but tourism services and infrastructure need to be improved.



4 Main research conclusions

(2) The gender of Chinese tourists, the number of visits to Primorye, consideration factors, stay time, and tourism motivation have a significant positive correlation to the perception of tourist landscape and cultural connotation, and the correlation coefficient is as follows: gender>stay time>visit Number of Primorsky Krai>Tourism Motivation>Consideration Factors.



4 Main research conclusions

(3) The regression results show that gender, occupation, number of visits to Primorsky Krai, travel frequency, consideration factors, stay time, tourism shopping and tourism motivation and tourism product perception are all significantly correlated.

5 Insufficiency and Innovation-Insufficient Research



Insufficient research

(1) During the study period, the weather in Primorsky Krai was not the most suitable season for tourism. Questionnaire surveys revealed that tourists' satisfaction, willingness to revisit, and low loyalty were not high. This may be due to the influence of the weather. During the period from July to August, further investigations will be conducted on tourists. At that time, satisfaction, willingness to revisit, and loyalty

(2) This article only takes Chinese tourists as an example for research. The Chinese people's living conditions are improving day by day, and the domestic tourism industry is developing rapidly, which may have higher requirements for the tourism industry in Primorsky Kray, so it cannot replace the true ideas of all tourist groups.



5 Insufficiency and Innovation-Innovation

Innovation

(1) The existing research on Primorsky Krai in Russia has produced few results. This research uses Primorsky Krai in Russia as a research area, uses relevant data for research, and gives a research strategy for tourism product marketing in Primorsky Krai.

(2) This paper analyzes and calculates the advantages of the ecological environment of Primorsky Krai in Russia, combining geographical location and climate comfort, and other interdisciplinary analysis and calculations to make up for the deficiencies of related researches.



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Thank You