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As a manuscript



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**IMPROVING APPROACHES TO FORMING THE PRICE OF A TOURIST
PRODUCT ON THE BASIS OF PROFILING RUSSIAN CONSUMERS**

Specialization 5.2.3. “Regional and sectorial economy”
(Economics of the service sector. Tourism and recreation)

Abstract

Thesis for the degree
of candidate of economic sciences

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Tourism is a significant and promising sector of the economy in terms of development, which is of extreme importance for improving the socio-economic situation of the constituent entities of the Russian Federation. The sphere of recreation and tourism stimulates the development of small and medium-sized businesses, smooths out disproportions in territorial development, improves the quality of life of the population, increases tax revenues to the budget of all levels, contributes to an increase in exports, and, in general, the growth of the country's economy.

The relevance of the dissertation research. The issue of the development of domestic tourism and its promotion among Russian citizens is of particular importance given the regular occurrence of outbreaks of diseases, geopolitical conflicts, the unstable situation in the world and, as a result, the introduction of various sanctions, the closure of state borders and other restrictions on the exit of citizens from the country. This moment is also important from the point of view of the constant outflow of funds, the negative balance of the tourist balance and the departure of Russian citizens abroad for the purpose of recreation and tourism.

The relevance and significance of the development of the sphere of recreation and tourism for the Russian economy is due to the unstable epidemiological and geopolitical situation in the world, which have shifted the demand of Russian consumers from international destinations to domestic ones. The importance of this market segment was also noted by the President V.V. Putin in his message to the Federal Assembly, published on the Kremlin website on February 20, 2019. Later, in September of the same year, the Strategy for the Development of Tourism in the Russian Federation for the period up to 2035 was approved by order of the Government of the Russian Federation. At the annual press conference on December 17, 2020, V.V. Putin announced the creation of a new structure that will “deal exclusively with domestic tourism”.

This state structure, as well as the Tourism Development Strategy, aimed at creating a high-quality and competitive tourism product in the domestic and world markets, as well as increasing the availability of tourism services for Russian citizens, is aimed at developing domestic tourism in Russia through the planning of tourist areas, the formation of tourist clusters and investment in the creation of tourism infrastructure. Undoubtedly, the goals facing the new state structure, as well as the goals and objectives outlined in the Strategy, are important for the promotion and popularization of domestic and inbound tourism in the Russian Federation. Nevertheless, in addition to legislative prerequisites, it is necessary to develop a theoretical framework that provides capacious and meaningful definitions of various types of tourism and ensures maximum comparability of Russian and international terms. It should be noted that the basic concepts and definitions contained in Article 1 of the Federal Law of November 24, 1996 No. 132-FZ (as amended on June 4, 2018) “On the Fundamentals of Tourism Activities in the Russian Federation”

and in the “General Provisions” section of the above Development Strategy tourism do not correspond to the existing diversity of types of tourism and does not correspond to the degree of development of the tourism industry in the world.

The growing importance of the tourism sector for the domestic economy is evidenced by the approval on December 24, 2021 of the state program “Tourism Development”, which notes both the growing diversity of types of tourism in the country and the development of tourism products based on a combination of several types of tourism, as well as the launch of the National Project Tourism and Hospitality Industry. In addition, the abolition of the Federal Agency for Tourism and the transfer of its functions to the Ministry of Economic Development of the Russian Federation indicates a change in the approach to managing this area of economic activity. "Reboot" of state functions in the field of tourism will entail a revision and improvement of approaches to the management of individual tourist destinations and clusters, including in the field of pricing.

In connection with the foregoing, this dissertation research proposes definitions of the fundamental types of leisure (vacation) tourism, selected on the basis of the Thesaurus on Tourism and Leisure Activities, developed by the World Tourism Organization. The advantage of the definitions presented in this work is that they take into account the international understanding of specific types of tourist trips in combination with the Russian idea of the selected types of tourism and are formulated within the current concept of the experience economy. Such an integrated approach to the definition of terms creates a common basis for further research and allows more efficient use of foreign developments for the development of the domestic tourism sector.

Changes in the field of recreation and tourism, indicated in the State Program, in particular, reorientation to the internal tourist flow; the emergence of types of travel based on a combination of several traditional types of tourism; active digitalization of the industry; changing approaches to management should contribute to the creation of a competitive offer not only through the development of certain areas of tourism activity, but also through the knowledge of consumers of tourism services, i.e. first of all, awareness of the needs and desires of Russian citizens regarding recreation and travel. A clear definition of the needs of tourists will help domestic functionaries create a personalized tourism product that will be of greater value to consumers. Thus, the practical part of the dissertation research is aimed at revealing the price potential of tourism products, implemented taking into account the characteristics of consumers based on the study of the interest of Russian citizens in traditional types of travel, depending on their demographic and psychographic characteristics. The author carried out a complex segmentation of the tourism services market according to motivational-target, demographic and psychographic criteria. The paper derives models for each of the studied types of tourism, which gives prospects for their

further use in the course of creating a personalized tourist offer and selling tourist products on the territory of the Russian Federation.

In this regard, we can conclude that the relevance of scientific and qualification work takes into account the challenges of the current situation in the tourism sector in Russia, meets the requirements of the National Project in the framework of improving the management aspect of the tourism industry and is determined by the fundamental and practical orientation and significance of the study directly for the domestic market of tourism services.

Goals and objectives of the dissertation research. The aim of the study is to theoretically substantiate and improve approaches to the formation of a price offer by Russian enterprises in the field of recreation and tourism based on the segmentation of domestic travelers in the context of individual consumer characteristics. Achieving the above goal of scientific qualification work involves solving the following tasks:

- clarify the conceptual apparatus regarding the concept of "experience economy", the profile of the tourist, as well as the types of vacation tourism studied in the work, based on international and domestic approaches to their understanding, in particular, on the basis of an analysis of the significant characteristics of various types of tourists, substantiated in profile studies organizations and scientists;
- develop econometric models to identify significant demographic, psychographic and behavioral characteristics typical of Russian travelers who prefer six different types of vacation tourism (cultural, religious, gastronomic, sports, medical and recreational, event);
- assess the change in the price potential of tourism products of a certain orientation depending on the demographic, psychographic and behavioral characteristics of potential consumers, as well as the possibility of forming and expanding the price offer through the creation of tourism products of a mixed orientation.

The object of the dissertation research is the market of tourist services of the Russian Federation, namely, various types of vacation (leisure) tourism; the subject is the process of forming a price offer for personalized tourist services and products in the Russian Federation based on the qualitative characteristics of consumers.

Theoretical and informational basis of the dissertation research. The general scientific basis for writing a Ph.D. thesis was the published works and methodologies of foreign and domestic researchers in the field of the experience economy (J. Pine, J. Gilmore, M. Morgan) and tourism, in particular, various types of tourism: cultural (B. McKercher, K. Hall), religious (N. Collins-Kreiner, G. Rinshed), gastronomic (E. Wolf, N.B. Kushcheva, A. Mack), sports (H. Gibson, Yu.D. Ovchinnikov, S.N. Talyzov), health-improving (D. Driglas, A.M. Vetitnev), event (D. Getz), and their various combinations (H. Gibson, E.V. Pecheritsa, O.V. Soboleva); as well as work related

to hospitality, marketing, branding of territories and tourist destinations, tourism management, tourism economics, sociology, psychology and pricing. The information base of the study was the legal framework of the Russian Federation; reports and reports of the World Tourism Organization (UNWTO, UNWTO), World Travel & Tourism Council (WTTC), World Economic Forum (World Economic Forum, WEF, WEF); statistical information of the World Bank (World Bank Group, WBG, WB), the Federal State Statistics Service (Rosstat) and the Federal Agency for Tourism of the Russian Federation (Rostourism) (currently - the Ministry of Economic Development of the Russian Federation); reports of organizations specialized in certain types of tourism; data published in scientific literature and periodicals; as well as information collected with the help of a sociological survey and personal observations of the author.

The degree of knowledge of the problem. Theoretical and methodological developments concerning the study of the experience economy are contained in the works of such scientists as J. Pine, J. Gilmore, D. Neiss, M. Morgan, V.V. Antropov, M.S. Oborin. Foreign researchers studied the characteristics of travelers who prefer various types of tourism: E. Wolf, D. Getz, H. Gibson, L. Delpy, S. Dolnikar, H. Du Cros, N. Collins-Kreiner, L. Long, A. Mack, B. McKercher, G. Rinshed, G. Richards, S. Smith, W. Turner, C. Fernandez, K.M. Hall, J. Chang, Z. Yuan; as well as domestic scientists: E.V. Pecheritsa, E.E. Polyanskaya, A.P. Ustinova, M.Yu. Shereshev.

Articles of domestic scientists published in Russian-language journals usually contain a description of many problems that hinder the development of tourism in a particular region or Russia as a whole. However, Russian-language articles rarely contain applied research or mathematically based models that contribute to the promotion of tourism in certain destinations. Various aspects of tourism activities are also studied in the works of T.V. Bedyayeva, A.M. Vetitneva, N.B. Kushcheva, M.S. Oborina, Yu.D. Ovchinnikova, E.V. Pecheritsy, A.A. Saryan, O.V. Soboleva, S.N. Talyzov. In addition, a number of international organizations whose purpose is to study the theoretical aspects of the tourism industry, develop recommendations for the implementation of activities in the field of tourism and hospitality, monitor and regulate the activities of states and specialized organizations in this area also publish their research materials.

However, the lack of sufficient methodological studies of the problem of the influence of various characteristics of travelers on the likelihood of choosing a certain type of tourism in domestic science, as well as practical developments in the field of a scientifically based approach to pricing at enterprises in the tourism industry based on the profile of consumers of tourism services in world practice, dictates the need conducting additional research in this area.

Research methods. The purpose and objectives of the work, as well as the available theoretical and information base, determined the set of methods used in the process of writing a dissertation. In the course of the research work, empirical-theoretical and experimental methods,

methods of diachronic, linguistic and contextual analysis, statistical, econometric and sociological methods, as well as tabular and graphical methods of data visualization were used.

Field of study. The dissertation corresponds to the specialty 5.2.3 – Regional and sectoral economics (4.15. Economics of the service sector. Tourism and recreation) in terms of points:

- Development of the theoretical and methodological foundations of recreation and tourism science in the economic and managerial aspect.
- The current state and forecasting of the main trends in the development of international and domestic tourism markets and their individual segments.
- Building models of cost-effective tourist and recreational systems at the federal, regional and local levels.
- Development of various types of recreational and tourist activities in regional, national and world markets; factors of development of domestic, inbound and outbound tourism.

The scientific novelty of the Ph.D. thesis lies in the formulation of theoretical provisions and the development of practical recommendations for improving the performance of the economic sphere of activity of service enterprises, taking into account the interests of all participants in economic relations: consumers of tourism services - in terms of obtaining a personalized tourism product, business entities of the tourism industry - in the form of an increase in income from an increase in the upper limit of the price corridor of the tourism product being sold, the state - from an increase in tax revenues from the actors of the tourism industry.

The following new and containing elements of scientific novelty basic scientific provisions are submitted for defense.

- In order to develop the theoretical and methodological foundations of recreationology and tourism science in the economic and managerial aspect, as well as to clarify the conceptual apparatus, which is the basis for the regulation and conduct of economic activity, based on the approaches of international specialized tourism organizations, foreign and domestic specialist scientists to understanding of industry terms, taking into account the modern concept of "experience economy", the author of the dissertation proposed definitions of cultural, religious, gastronomic, sports, health-improving and event types of tourism, which are still the subject of scientific discussion among foreign and domestic economists who study the field of tourism. The definitions formulated by the author take into account both a wide range of motives that may guide travelers when choosing one or another type of tourist activity, and the possibilities of consumer experience of tourists within the framework of the concept of "experience economy".

- An author's economic model has been developed for calculating the probability of consumer demand for the types of travel studied in the work, which, with appropriate technical and digital design, will allow domestic travel companies to create personalized tourism products.

The model proposed by the author of the dissertation is based on demographic (gender, age, marital status, presence of children, including the age of children, the level of education and income of respondents, their degree of religiosity), psychographic (type of tourist based on the criterion “allocentrism – psychocentrism”, type of personality based on the criterion “extraversion – introversion”) and behavioral (regularity of playing sports, watching TV shows about food and gastronomy, visiting museums, exhibitions, galleries and various events) characteristics of consumers, as well as psychographic data about their lifestyle and preferences (state health, attitude to sports, attitude to food). The method for calculating the probability of choice is built on the basis of logistic regression, which gives the answer in the form of a binary event. The key features of the model constructed by the author are a comprehensive account of the characteristics of the respondents and a high predictive ability for all types of tourism under consideration.

- The influence of significant personal characteristics of tourists on the change in the price range of the tourist product was determined, which made it possible to substantiate the possibilities for expanding the price corridor for consumers interested in a particular type of tourism. In addition, the possibility of increasing the upper limit of the price range by adding additional attractions to the existing tourist product, i.e. for tourism products that combine several types of tourism, depending on consumer characteristics in order to optimize and improve the existing tourism offer. The consequence of the introduction of the approach to the formation of a price offer, developed by the author, is a positive economic effect, expressed in an increase in the cost of the proposed personalized tourist product, which is of significant interest to all participants in economic relations, including the state, individual enterprises in the industry and consumers.

The theoretical significance of the dissertation for the degree of candidate of economic sciences lies in the development of theoretical aspects of the tourism sector, in particular, the proposal of the author's approach to the formulation of a number of definitions necessary for the effective regulation of the tourism sector and the formation of a competitive tourism product, taking into account modern concepts and within the framework of the strategic development of the industry in Russian Federation.

Practical significance of the results. The work was discussed and recommended for defense at the Department of Management of the Sports and Tourism Industry of the Scientific and Educational Center "Faculty of Management of the Sports and Tourism Industry" of the Institute of Finance and Sustainable Development of the Russian Academy of National Economy and Public Administration under the President of the Russian Federation.

The results of the dissertation research were used in the practical activities of GOLDEN RING TRAVEL LLC, specializing in domestic tourism, in the form of approbation of the mechanism of personalized pricing based on the characteristics of consumers of tourist services in

the implementation of tours of a cultural and religious orientation and recommendations for the formation of tourist products of a mixed orientation.

The results obtained, in particular, the identified demographic and psychographic characteristics of tourists, also lay the foundation for the creation of personalized tourism products for various categories of citizens, thereby contributing to the promotion of domestic tourist destinations and destinations specializing in certain types of tourism. The scheme of interconnections between types of tourism presented by the author makes it possible to consider related categories of travelers, thereby expanding the target audience when promoting Russian destinations offering various types of attractions. The revealed regularities of the price potential of tourist products can be applied in the work of domestic travel companies, namely travel operators and agencies, in the formation of prices for tourist routes in the domestic market.

Approbation of work and publication. The main results of the dissertation research were presented at the V International Scientific and Practical Internet Conference “Problems, experience and prospects for the development of tourism, service and socio-cultural activities in Russia and abroad” (Chita, November 26-30, 2018), V and VI All-Russian scientific and practical conferences with international participation “Problems of development of the tourism industry” (Chita, October 30, 2019 and 2020, respectively), the First All-Russian Congress of public associations of tourism, hospitality and sports (Moscow, March 11-12, 2020), X All-Russian scientific and practical conference “Perspective directions in the field of physical culture, sports and tourism” (Nizhnevartovsk, November 20, 2020), IV International scientific and practical conference of students, graduate students and young scientists “Modern problems and technologies in the field of tourism, hotel business, service. State and municipal management of the tourist and recreational complex: Russian and foreign experience” (Rostov-on-Don, April 22-23, 2021), All-Russian scientific and practical conference “VII Senchagov Readings” (Moscow, 23-24 March 2023).

On the topic of the dissertation, 15 works (including 14 articles) were published, which reflected the theoretical provisions and results of research work, with a total volume of 8.53 author's sheet.

The author of the work took part in writing a collective monograph:

1. Lebedeva S.A., Pestereva N.M., Belyakova M.Yu. (2021). Ecological tourism in the Russian Arctic National Park. Modern climate trends influencing the development of ecotourism. *Tourism: regional development trends*, 59-80.

1 article published in a journal included in the list of journals recommended by the RANEPa Academic Council:

1. Lebedeva S.A., Belyakova M.Yu., Zvereva A.O. (2021). Prospects for increasing the price potential of cultural and religious tourist products. *Journal of Marketing in Russia and Abroad*. (6). 3-15.

7 articles published in peer-reviewed scientific journals from the list of the Higher Attestation Commission under the Ministry of Education and Science of the Russian Federation, recommended for publication of the main scientific results of dissertation research:

1. Lebedeva S.A. (2020). Stanley Plog's allocentrics and psychocentrics. Testing the hypothesis about the normal distribution of Russian tourists. *Vestnik of National Tourism Academy*. 2 (54). 13-17.

2. Lebedeva S.A. (2020). Evaluating the popularity of tourism types among Russian consumers. *Journal of Economics, Entrepreneurship and Law*. 10 (7). 2105-2116. DOI: 10.18334/epp.10.7.110690

3. Lebedeva S.A. (2020). Sports tourism: sport, or the focus of tourism activity?. *Physical Culture. Sport. Tourism. Motor Recreation*. 5 (3). 20-26. DOI: 10.24411/2500-0365-2020-15303.

4. Lebedeva S.A. (2021). Complex approach to understanding the essence of leisure tourism types. *Vestnik of National Tourism Academy*. 1 (57). 12-14. DOI: 10.51677/2073-0624_2021_57_1_2

5. Lebedeva S.A., Patkina E.V. (2021). Barriers to ecotourism development and ways to overcome them. *Journal of Economics, Entrepreneurship and Law*. 11 (5). 1271-1288. DOI: 10.18334/epp.11.5.112046

6. Lebedeva S.A. (2022). Resource potential of gastronomic (food) tourism in St. Petersburg and the Leningrad region according to the regional natural, ethnic, historical, industrial and event prerequisites. *Journal of Economics, Entrepreneurship and Law*. 12 (7). 1919-1938. DOI: 10.18334/epp.12.7.114877

7. Kharchenko D.E., Lebedeva S.A. (2022). Import substitution of digital technologies in the tourism business in an era of economic transformation. *Russian Journal of Innovation Economics*. 12 (4). 2717-2730. DOI: 10.18334/vinec.12.4.116375

6 articles published by the author in conference proceedings and in publications registered in the RSCI scientometric database:

1. Lebedeva S.A. (2018). The etymology of the notion "gastronomic tourism" and its correspondence with the experience economy. *Problems, experience and prospects of development of tourism, service and socio-cultural activities in Russia and abroad*. 125-130.

2. Lebedeva S.A. (2019). Strategic Development of Tourism in Russia. Some Steps to Increase Efficiency of the Industry. *Problems of tourism industry development*. 35-40.

3. Lebedeva S.A. (2020). Cultural tourism through the cognitive component of other types of tourism. *Problems of tourism industry development*. 217-220.

4. Lebedeva S.A. (2019). Approaches to understanding religious tourism: tourism or pilgrimage?. *Skif. Voprosy studentcheskoy nauki*. (6(46)). 326-329.

5. Lebedeva S.A. (2021). Consequences of pandemic in tourism. Some ways to recover the industry. *Perspective directions in the field of physical culture, sports and tourism*. 167-171. DOI: 10.36906/FKS-2020/32

6. Lebedeva S.A. (2021). Virtual tourism as an avenue for the implementation of excursion tourism services during the pandemic. *Modern problems and technologies in tourism, hospitality, service. State and municipal management of tourism and recreation complex: Russian and foreign experience*. 173-175.

Work structure. The dissertation consists of an introduction, three chapters, a conclusion, a list of references, a list of illustrative material and appendices with a total volume of 246 pages (including 72 pages of appendices). The work contains 27 tables and 70 figures. The bibliographic list includes 221 titles, including 157 (71.0%) in a foreign language.

The main part includes three chapters. The first theoretical chapter presents the trajectory of the development of the concept of "experience economy" in the pre-pandemic period and after the active phase of the spread of coronavirus infection. The author demonstrates the impact that the COVID-19 pandemic has had on the experience industry, in particular on the field of recreation and tourism, certain segments of the tourism industry, and shows how approaches to "selling experiences" and interacting with consumers in the tourism industry have changed. Based on the analysis of foreign and domestic scientific research, the author comes to the conclusion that today there is no single approach to understanding the essence of various segments of vacation tourism. In this regard, the chapter presents the definitions of cultural, religious, gastronomic, sports, health-improving and event types of tourism, which formed the basis of the dissertation research and, according to the author, most accurately convey the essence of these types of travel in terms of tourists' motives and opportunities. consumer experience. The chapter defines the term "profiling", considers the types and classifications of tourists for each type of travel in order to identify key features and significant characteristics of the profile of travelers who prefer the types of tourist activity considered in the work.

The second chapter is a research work carried out as part of writing a Ph.D. thesis. This chapter outlines the main steps in preparing for the study, the methodologies and practices used to create the questionnaire, and describes the parameters under study. In addition, this chapter describes the methodology for extracting some of the variables used in the models and step by step obtaining results using MS Excel and a specialized platform for statistical computing and graphical

analysis of data R and its special add-in RStudio. The chapter presents six equations that allow calculating the probability that a respondent with given characteristics prefers one of the six types of tourism, as well as examples of how the equations can be applied in practice.

The third part compares the results of the dissertation research obtained in the second chapter and the conclusions from international studies given in the first chapter of this dissertation. A diagram of the semantic relationships of types of vacation tourism in the planes “illness (treatment) – health (recovery)” and “physical recreation – spiritual recreation” and a matrix of the influence of characteristics on the probability of choosing the studied types of tourism are presented. Separately, a map of the attractiveness and preferences of the studied segments of the tourism market for Russian consumers is presented. In addition, using the method of determining the price preferences of Van Westendorp consumers, the author studied the change in the price of tourist products when adding various attractive elements, depending on the significant characteristics of travelers, using the example of tours of several Russian travel companies. A number of patterns have been identified that make it possible to improve approaches to pricing at domestic enterprises in the tourism sector and to significantly increase the range of price offers for tourism products.