Development of a territorial tourism product using a marketing and analytical approach

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Abstract. The article describes the author's method of forming the concept of a territorial tourist product within the framework of a marketing and analytical approach. The methodology is based on marketing research, the use of statistical analysis to objectively substantiate the proposed investment decisions in the field of tourism infrastructure and the management of strategic development of the territories, as well as on the construction of a marketing multi-attribute model of a territorial tourism product. The proposed methodology is implemented in the municipal unit of the Kaliningrad region within the framework of the investment "Strategy for the socio-economic development of "Ladushkinsky urban district" municipal unit for 2020-2030". The article presents the results of marketing and analytical research, on the basis of which the concept of the territorial tourist product of the Ladushkinsky urban district was developed, which implements its portfolio of the investment projects, as well as its marketing complex according to the "4P" model.

1 Introduction

In accordance with the provisions of the "Strategy for the Economic Security of the Russian Federation for the Period up to 2030" one of the modern threats to the development of the Russian economy is the uneven spatial development of the Russian Federation and the increasing differentiation of regions and municipalities in terms of the level and pace of socio-economic development [1]. The importance of this problem has been repeatedly emphasized by domestic economists, who, in particular, do not see an opportunity to overcome the differentiation of regions in the near future [3].

Regional managers are in constant search of the reserves and drivers of the territorial development. One of such effective options for the socio-economic development of regions and municipalities is tourism, since it is one of the most powerful mechanisms for increasing the competitiveness of the economy and is a source of financial revenues for the budget at all levels [3].

The Kaliningrad region is an exclave territory of Russia, attractive for both domestic and international tourism. Amid the COVID-19 pandemic, the region was visited by a record number of tourists ever during the summer season of 2020. However, the region has

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successfully coped with such an influx of guests and is ready to expand its tourism opportunities.

At the same time, one of the most significant problems that hinder the successful development of the tourist and recreational potential of the region and the North-West of Russia as a whole is the underdevelopment of the tourist and recreational infrastructure and its unbalanced development in individual components [4]. So, in the Kaliningrad region, indeed, there is a fairly strong differentiation of municipalities in terms of tourism and recreation development. For example, one of the most promising municipalities of the Kaliningrad region, from the point of view of the potential of recreational and tourist development, is "City of Ladushkin" urban district municipal unit. However, the level of its recreational and tourist infrastructure and supply in the local sectoral market is extremely low [5].

Taking into account the above, the authors of the article, as part of the development of an investment strategy for the socio-economic development of the Ladushkinsky urban district, carried out a scientific research on the development of a territorial tourist product, including the development of a concept and an agreed portfolio of the investment projects for the development of the territory.

2 Methods for the development of a territorial tourism product using a marketing and analytical approach

As a number of scientific studies show, one of the main factors constraining the development of tourism is the low competitiveness of the tourist product and its low tourist attractiveness. Taking this into account, the authors of the study used a marketing and analytical approach based on taking into account the interaction of the forces of supply and demand, on the results of relevant marketing research, and also taking into account the needs and preferences of tourists [6-8], which thereby contributes to:

- more flexible response of the proposal to the objectively researched conjuncture of the tourist services market;
- development of a new tourism product or development of a new market niche with a high level of competitiveness in the local, national and international markets;
- ensuring the sustainable development of the territorial tourism activities.

The methodology for the development of a territorial tourism product, developed by the authors of the article on the basis of a marketing and analytical approach, is shown in Figure 1. Taking into account the results of the SWOT analysis of the territory, the authors formed a marketing multi-attributive model of the territorial tourism product (Fig. 2).

Fig. 1. Technology for the development of a territorial tourist product based on a marketing and analytical approach

Fig. 2. Marketing multi-attributive model of the territorial tourist product of the Ladushkinsky urban district

This model was formalized in accordance with the requirements of the regression analysis in the form of a model with dummy variables (Table 1).

Table 1. Formalization of the marketing model in accordance with the requirements of the regression analysis with dummy variables

Tourism direction	Features of implementation of the tourism direction	Analytical interpretation in a regression model
Primary wellness tourism	Seaside vacation (a11)	X1 = 1; X2 = 0
	Ecological vacation (a12)	X1 = 0; X2 = 1
	Wellness vacation (a13)	X1 = 0; X2 = 0
Cultural and leisure tourism	Crowd culture vacation (a21)	X3 = 1; X4 = 0
	Historical and educational vacation (a22)	X3 = 0; X4 = 1
	Entertainment industry (a23)	X3 = 0; X4 = 0

The analytical feature of the marketing model takes the shape of a multiple regression model with dummy variables in accordance with the formula (1):

$$\hat{Y}_t = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon_i,$$

(1)

where:

$\hat{Y}_t$ - theoretical (predictive) value of the usefulness of the product with the corresponding forms of implementation of specific tourist destinations;
 b_0 - constant of the regression model;
 b_i - i-th regression coefficient;
 X_i - i-th form of implementation of a tourist destination;
 ϵ_i - i-th residual characterizing the influence of random factors not taken into account in the regression model.

The measurement of the utility (attractiveness) as a dependent variable Y was made in accordance with the scale shown in Figure 3.

1	2	3	4	5	6	7	8	9	10
doesnotattract		ratherdoesnotattract		somewhatattracts		attracts		veryattractive	

Fig. 3. Scale for assessing the attractiveness Y of a territorial tourist product

In accordance with Table 1 and Formula 1, individual regression models were built for each respondent selected for participation in the field quantitative descriptive marketing research conducted by the authors, the plan of which is presented in Table 2.

Table 2.Marketing research plan

Marketing research plan	Characteristic
Marketing research issue	Study of the preferences of potential tourists in the conduct of tourist recreation
Research type	Final descriptive field marketing research
Research method	PC-based survey using computer and Internet "CAWI" based on Google-forms
Scaling tools	Metric detailed 10-point Jaster scale, metric interval scales, nominal scales
Sampling outline	List of subscribers of public communities in "Vkontakte" social network, dedicated to tourism in the region
Sampling method	Simple random sampling
Population element	A resident of the Kaliningrad region from 18 to 70 years old, interested in tourist offers
Sampling unit	A subscriber of public communities in "Vkontakte" social network, dedicated to tourism
Coverage area	Kaliningrad region
Period	10.09.2019 – 17.11.2019
Sample size	1000 respondents

So, for each respondent, individual private utility a_{ij} was calculated, on the basis of which the segmentation of the potential tourists was carried out using the methods of cluster analysis, the results of which are presented in Figure 4:

Fig. 4. Market segmentation results using the iterative cluster analysis

So, out of the three identified value segments of the tourists, in accordance with the decision of the administration and the chief specialist in the development of the territory of the municipality, the segment of ecological tourism and historical and educational recreation was chosen as the target, which is consistent with other studies on regional economics and tourism [9]. Within the framework of this segment, on the basis of the principal component method, such value attributes as "Impressions and pacification" and "Wellness and nature" were identified, which served as the basis for positioning the territorial product and developing a portfolio of investment projects for the development of the territory.

3 Results and discussion

Based on the results of the analysis, the concept of a territorial tourist product was created, which implements its agreed portfolio of the investment projects, consisting of 4 programs (Table 3), and a marketing complex for the territory "4P" (Table 4).

Table 3. Developed territorial tourist product of the Ladushkinsky urban district

The concept of the territorial tourist product of Ladushkinsky urban district:			
<i>Tourist and recreational consumer complex - a cluster of ecological, historical and educational recreation, which forms the preconditions for the development of entrepreneurship and the achievement of a synergistic economic effect</i>			
Tourism infrastructure development projects program	Program of projects to support the investment activities of SMEs	Transportin frastructure development project program	Information support projects program
Reconstruction of the oil base into "Dub chereshchatyy" eco-hotel with a viewing area with a restaurant and a summer cafe		Construction and repair of local roads	Creation of an information center for tourists and tour operators
"Beregovoe - Patersort" project - promenade, parking and park	Development and implementation of a municipal target program for supporting SMEs	Development and implementation of a joint strategic document to improve the logistics support of freight and passenger transport flows and the direction of Poland "Kaliningrad - Ladushkin - Mamonovo - Bagrationovsk"	Development, printing of tourist maps of the territory and further placement thereof on the stands and on the website of the administration
Opening of "Lebedinoye" tourist camp			
Construction of a rehabilitation health center	Support to SMEs through procurement for municipal needs		
Creation of a mooring complex, a boat station and a yacht club as part of the implementation of "European waterway E70"			
Development of "Ladushkin-Frombork" tour			
Creation of the ecological tourism center			
Construction of a water park for 1000 places	Participation of Ladushkinsky urban district in the competitions of the Government of the urban district and SME Support Fund to provide subsidies to municipalities to support SMEs	Construction of a federal bypass road of III category Kaliningrad - Mamonovo - State border	Installation of direction signs that allow tourists to better navigate
Construction of a multifunctional airsoft and paintball center			
Establishment of a golf club			
Restoration of the city lake with recreation areas			

Table 4. Marketing complex "4P" of the tourist product of the Ladushkinsky urban district

PRODUCT		COST
Specialized recreation facilities: an eco-hotel with a viewing area for the 900-year-old Petiolate Oak, a rehabilitation wellness center near "Electron" tourist camp, "Lebedinoye" tourist camp, "Beregovoe-Patterort" promenade Leisure sphere: water park for 1000 seats, multifunctional airsoft and paintball club, golf club, game center (quest rooms, computer club, etc.), rope park, skating rink Historical and educational vacation: "Ladushkin-Frombork" tour including a visit of "Balga" castle, study of the historical heritage of the 900-year-old Petiolate Oak, a visit to the museums of Mamonovo and followed by a yacht trip to "Frombork" castle complex Ecological vacation: cycling and hiking on pre-designed eco-trails, collective fishing based on the principles of environmental sustainability, short hikes, organizing picnics and camping, team kayaking/canoeing, ecological tour with wildlife sightseeing - 900-year-old Petiolate Oak, lunch on the terrace of an eco-hotel overlooking the oak, a visit to the botanical garden and the regional center for environmental education and tourism	Model "4P territories"	For the investors: cost reduction - a targeted program of support for SMEs, which implies the provision of benefits and subsidies in priority areas of financing, participation of the municipal district in tenders of the government of urban district and SME Support Fund for providing subsidies to municipalities to support SMEs, and implementation of the municipal procurement For tourists: § an attractive price level of tours is lower than ecological tours in Ozersk and the cost of accommodation facilities is lower than Zelenogradsk and Svetlogorsk levels § price incentives in the form of discounts to attract "typical" representatives of the ecotourism segment and historical and educational recreation § price incentives for the integrated consumption of the proposed tours in conjunction with tourist infrastructure facilities (for example, a discount on visiting the water park when renting a room in an eco-hotel and tourist camps for 2 persons or more)
<i>Tourist and recreational consumer cluster complex, which forms the preconditions for the development of entrepreneurship and the achievement of a synergistic economic effect</i>		<i>Favorable investment climate and conducive pricing and promotion to the successful entry of Ladushkinsky urban district into the segment of ecotourism and historical and educational recreation of the regional tourist market</i>
LOCATION		PROMOTION
Coastal and border area: implementation of the international program for the development of water tourism "European waterway E-70 Rotterdam-Klaipeda" and the construction of a mooring complex, a boat station and a yacht club on the shores of the Kaliningrad Bay to provide water access to the territory for the foreign tourists, the implementation of water tours and development of the logistics system of the territory Transport and improvement: construction and repair of local roads, reconstruction and improvement of public roads according to the standards of IV technical category, improvement of park zones, reconstruction of the city lake with the creation of recreation areas, implementation of the Safe City hardware and software complex for environmental monitoring in order to conservation of recreational resources of the territory		Offline channels: BTL communications and event marketing Internet channels: cooperation with regional bloggers on Youtube, specializing in shooting vlogs of recreation and everyday life, providing them with personal discounts and attractive conditions for visiting the tourist facilities that will be presented to the potential tourists in the form of blogger's vlog feedback, banner advertising in public tourist communities of Vkontakte social network Information infrastructure: a tourism center that develops mass tourism events within the framework of BTL communications and Event marketing and provides access to consolidated information on current offers and promotions for tourists, and providing tourist requests and requirements for tour operators

According to the obtained expert estimates, the implementation of the proposed concept will increase the tourist flow from 0.1 to 150 thousand people per year, and the volume of tax revenues to the budget of the municipal unit - from 26.01 to 130 million rubles per year.

4 Conclusion

1. The author's methodology for developing the concept of the territorial tourist product within the framework of the marketing-analytical approach makes it possible to form a marketing multi-attribute model, taking into account the needs of the market and is aimed at the sustainable development of the territorial tourism activities.

2. The proposed methodology, in particular, the concept of the territorial tourist product and the coordinated portfolio of the investment projects that implements it, as well as the marketing interpretation of the proposed projects in the context of the tools of "4P" marketing complex, were tested on the example of "Ladushkinsky urban district" municipal unit.

3. The developed concept of the territorial tourist product and the proposed portfolio of the investment projects for its implementation were included in the investment "Strategy for the socio-economic development of "Ladushkinsky urban district" municipal unit for 2020-2030". The investment strategy, which includes the presented scientific research of the authors, won the regional Competition for the investment strategies for the development of the municipal units.

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