

Complexity of Positioning in Tourism as the Basis of its Sustainable Development

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Abstract: In this study, the difficulties of positioning of tourist potential and the creation of positive tourist image reveal. The main problems of positioning are allocated and also the need of creation of positive image for a sustainable development of the sphere of tourism is shown.

Key words: Tourism, positioning, sustainable development, creation, Russia

INTRODUCTION

Process of searching good market position for the company is called as positioning. Also, it is a product or service which will favourably distinguish she (he) from situation competitors. Positioning is carried out taking into account concrete target group consumers for which advantages and uniqueness are created and offered (Safiullin *et al.*, 2013).

MATERIALS AND METHODS

In positioning, there are some main ideas and concepts. First, positioning belongs more to long-term strategy, than to short-term tactics. Creation of a position requires time and positioning isn't carried out for a short-term advertizing campaign. Position offered steady means of differentiation and creation of competitive advantages. Well developed positions are steady, protected and adapted for future development. It means that the position can evolve and change during growth periods, maturity and recession (Gabdakhmanov *et al.*, 2014; Myrdal, 1957).

Secondly, positioning is carried out in consciousness of consumers. Positioning means that the consumer think about the company, production or service. It is generally caused by combinations of real characteristics (tangible features product, its price, channels of distribution, type and level of service of these goods) and image (the made impression of advertizing, PR, stimulation and so on).

Therefore, crucial importance has that the position in the long term has to be defined by the consumer but not the company. We will notice that some of "tangible" features (the price, channels of distribution of goods) can strengthen or destroy the image created by advance.

Thirdly, positioning is based on the received benefit. Strong positions turn features for the company or goods

(such as possibility of production with low expenses) in advantages to target consumers (such as relatively low price). Effective positioning not only expresses accurate image but also offers consumers the obvious reasons (benefits) of purchase of goods of the company.

Fourthly, because positioning is based on benefit and in result of that different clients often look for various benefits from purchase, using in essence similar products and services. Positioning of an individual product in representation of one buyer can differ from a position of the same product at other buyer (Fukuchi, 2000).

RESULTS AND DISCUSSION

Positioning relative concept: Goods and trademarks borrow positions of rather competing products and trademarks. Price level can be either high or low in relation to the prices of competitors.

We define positioning as follows: positioning is the actions for development of the offer of the company and its image directed on that to reach the isolated position in consciousness of target group of consumers. Final successful creation focused on result of positioning for the consumer of the statement and for product value is the simple and accurate statement, explaining why the target audience should buy these goods.

The initial point of development of strategy of positioning is the understanding of a position which actually occupies these goods in consciousness real and potential buyers. Anyway, it is made intentionally or not, goods takes some certain place in the market. There is a set of approaches for researches of the taken position.

Definition of competitors: The first step includes detection of other offers as possible alternatives. It can be the competition at the level of goods with the similar properties, at the level of goods satisfying the same

patrimonial requirement, at the level requirements. Definition of a circle of competitors can be based on search the company of goods substitutes which carry out the same functions or directly on polls of buyers, what alternatives they estimate when do purchase. We will notice that the circle of competitors can be rather specific. It can depend on nature of purchase or on a situation in which the goods are used. So, for one option of the use of goods it is necessary to consider one circle competitors, and for another other environment will be priority already.

Definition of characteristics of the corresponding

goods: The central moment in this process is establishment of the most important benefits for buyers. This information gathers more effectively by means of techniques high-quality researches, for example, in group discussions. Projective methods researches of an image of a trademark such as associative methods and interpretations drawing can be also useful. The comprehensive list can be result the expected benefits from the goods and/or characteristics used by buyers for comparisons of alternatives. Again we will notice that required benefits, most likely, depend from context of a situation or scenario. Upon purchase of the handle as gift to someone or for private use various factors will be considered.

Assessment of the corresponding importance of

attributes: Not all opportunities will be are really important for all buyers. At the third stage, it is necessary to make attempt to establish the importance for each buyer/group.

Definition of positions of the competing goods on the

major attributes: On the fourth stage is defined, how the most important of the considered segments competitors in various parameters are estimated.

Such methods as semantic differential or Laykert's scales can be used for detection of data on attributes of trademarks, signs service. It is important to define distinctions in perception between separate respondents. We will notice also that segments on required benefits can have various points of view on the competing offers.

Identification of needs of buyers: Can be determined by the same parameters and needs of buyers. It can be carried out through poll of buyers about "ideal" trademark, service mark. And again on this step it is possible existence of distinctions in requirements (except for the possible in advance certain similarities in

priorities). Therefore, it is important to understand that segments of the market impose various requirements and preferences.

To aggregate everything: As a result, it is necessary to unite all the information. For this purpose cards of perception of trademarks and service marks are used. Cards include scales in parameters, important for buyers, the existing positions of competitors on to these parameters and placement on them consumer preferences. All this forms a basis for positioning strategy definition.

When positions of various competitors and location ideal for buyers were defined correctly the company can establish, what kind of positioning is desirable. Tourism, alas isn't considered as the strategic branch bringing the considerable income to the state. Considering image of Russia in the world tourist market it is possible to draw a conclusion that positioning of our country is insufficiently developed and has weak results. Thus, estimating current state of tourist branch and it should be noted the main tendencies of its development.

At the regional level regional programs of development of tourism are accepted. Are allocated breakthrough tourist projects of the international value. For their realization, it is active attracts private investors, including foreign.

However, in aspiration actively to develop tourism, our country faces some problems. For Russia at the present stage the most serious obstacles in development of tourism are the training problem, undeveloped infrastructure and weak positioning in the international market. Solution of these problems will allow the country to develop more dynamically tourism and to enter the international market with the unique product.

The world practice of positioning in tourism shows economic and political efficiency. First of all, it creates opportunities for formation competitiveness of the region in the sphere of tourism and support of local business.

Creation of positive tourist image can pursue the different aims. One regions only become on the way of creation of the positive image, another there is enough only small efforts on promoting cultural (in the wide sense) potential as valuable asset and important component of preservation of the competitive advantages.

Anyway but in general, acts as a key link of image of the region it tourist appeal. It immanently assumes a number of components which define high competitiveness of the region (for example, high level of safety, service, the developed infrastructure, boldly expressed cultural heritage, etc.).

CONCLUSION

Starting creation of tourist image (positioning) it is necessary to adhere certain methodological principles. So, among such principles are the following: tourist image reflects not only natural or historical and cultural monuments, it is also formed within a certain social group, which owing to competent positioning extends the influence. In other words, image of the region substantially depends on his perception own citizens. For this reason image has to be certain, widespread and clear.

Tourist image of the region in many respects depends on what material and spiritual exports values. At all variety of characteristics that significantly complicates process positioning, each region has the rod or basic image. It is a basis which provides image representation. Under a condition successful definition of such basic image, it provides further office and a producing the secondary and supporting images.

Process of creation of image has to be active and purposeful. It allows updating desirable and important for perception target audience of differences the region and destroying such characteristics which have the negative colore. The central place in tourist image in the conditions of globalization has to be taken by symbols which are responsible for its individualization, uniqueness. In this case, the main task will consist in translation of individual regional symbols on language of the standard values to make image clear for target audience.

An important methodological imperative of tourist image of the country have to become romantic and heroic intensions of its past and present. The region has to be proud of the achievements in different spheres of activity. Leaning on the aforesaid, it is possible to draw a conclusion that a contribution of tourist image the region in formation of its competitiveness is defined by its property to make active the internal capacity of the territory and not only material but also the cultural.

Unfortunately, in Russia researches on the sizes of the budgetary weren't conducted financings on involvement of one foreign tourist. Therefore, the measures for advance of a national tourist's product undertaken by our country can change parameters of the existing tourist stream only minimum.

Creation of image of Russia, as tourist center with a unique potential, open to the whole world and safe for tourists. It is one of the main factors attraction to the country. Only a wide image non-commercial advertizing campaign tourist opportunities of Russia, concentrated on the key directing the foreign and domestic tourist markets and having stable character will allow to make entrance and internal tourism of a profitable component and all tourist sphere of our country rich with tourist resources. The special attention needs to be paid not only to revival of traditional tourist routes but also to representation of the new tourist products.

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