


Alena Borodkina
Attracting Russian customers to a
Finnish golf club
Kerigolf club

Bachelor's Thesis
Tourism

April 2014



DESCRIPTION

		Date of the bachelor's thesis April 28, 2014
Author(s) Alena Borodkina	Degree programme and option Double Degree Program in Tourism	
Name of the bachelor's thesis Attracting Russian customers to a Finnish golf club.		
Abstract <p>Golf is a growing sport worldwide. That's why golf industry has been chosen for my research. The research was conducted for the golf club Kerigolf. Kerigolf is aimed at attracting Russian customers to the club. That's why a suggestion for attracting Russian clients will be offered in the research.</p> <p>In order to make a proposal for a golf club, I needed to consider the necessary aspects. Desires and needs of the clients are constantly changing. The specific approach is necessary for each client.</p> <p>Methods of providing information change too, especially in the age of new technologies. There are many ways for presenting information to the client, but only one method has been chosen in my research.</p> <p>As a product of research will be offered the layout of electronic brochure.</p>		
Subject headings, (keywords) Golf industry, golf clubs, electronic marketing, brochure		
Pages 40 p. + 2 app.	Language English	URN
Remarks, notes on appendices		
Tutor Natalia Kushcheva	Employer of the bachelor's thesis Kerigolf	

CONTENTS

1 INTRODUCTION	1
2 THE DEVELOPMENT OF GOLF.....	2
2.1 The development of golf in the world	3
2.2 The development of golf in Russia	5
2.3 The development of golf in Finland	6
3 GOLF INDUSTRY IN RUSSIA AND FINLAND.....	8
3.1 Golf clubs in Russia	8
3.2 Golf clubs in Finland	10
3.3 Comparison of Russian and Finnish golf clubs	14
4 THE ELECTRONIC MARKETING	15
4.1 The electronic marketing	15
4.2 The creation of brochure as a type of electronic marketing.....	17
4.3 The creation of golf brochure	18
5 METHODS OF THE RESEACH	21
5.1 Methods of the research: interview and survey	21
5.2 The results of the interview method.....	24
5.3 The results of the survey method	26
5.4 How the methods helped in the research.....	30
6 THE LAYOUT OF ELECTRONIC BROCHURE AND THE FUTURE RECOMMENDATION.....	31
6.1 The layout of electronic brochure	31
6.2 The future recommendations	35
7 CONCLUSION	36
BIBLIOGRAPHY.....	37
APPENDICES.....	1

1 INTRODUCTION

The growing importance of tourism is characteristic of XX – the beginning of XXI century. Its role is not only the impact on the economy, as well as awareness of the need to develop relations between the peoples of different countries and for their knowledge of history, culture and traditions. (Artyomova & Kozlova, 2005.)

Tourism has become an ambassador of friendship in international relations. Finland and Russia are neighboring countries, so a large number of Russian tourists come to Finland for different purposes ranging from business issues to staying in a quiet, comfortable place where you can escape from the city.

One of these types of recreation is sports tourism. Most Finns lead an active lifestyle, because it promotes their well-being, so it's hard to imagine Finland without physical culture and sports. According to the research made by the European Commission (2010), Finland is a leader in Europe in terms of physical activity and is one of the most physically active countries.

That is why Russian tourists choose Finland, where the purpose of travel is leisure and sport. In particular, Russian tourists come to Finland to play golf. In Russia, the game started to develop recently but golf is no longer just an exotic or entertainment for the elite.

According to The Russian Golf Association (2010) more than 15 thousand people prefer playing golf and Russian golfers become more and more confident in the international arena. The Topical question remains the following: “Where to play golf? What kind of golf club do you prefer?”

In Russia, golf - clubs have different levels and classes. But golfers choosing the club pay attention not only on the size and quality of the field, but also on other factors, such as the proposed tours, services, prices, location. A very important factor is the change of the place, for example the choices of other (often neighboring) country where you can not only play golf, but also get acquainted with the cultural heritage, enjoy the nature.

Golf – Season in Finland lasts from May to September, and sometimes much longer. In Finland there are more than a hundred golf courses. One of these is the field of golf courses

Golf Club Kerigolf. Kerigolf Club includes not only the golf course, but also a variety of additional services on the Kerimaa Cottage.

The goal of my work is to assist in attracting Russian tourists to Finland for golf.

In order to achieve the goal of my work, I need to note my objectives:

1. To compare Russian and Finnish golf clubs
2. To identify the necessary information for creation the e-brochure
3. To create the layout of electronic brochure

As a result of my research, I want to suggest an electronic layout of brochure in the Russian language. Kerigolf club wants to attract more Russian customers and that is why, the layout of brochure will focus on Russian consumer.

In order to achieve the goal of the thesis several methods have been chosen. One of the most an important methods is the interview. Interview is a conducted on a definite conversation plan that involves direct contact between the interviewer and the respondent. It is important to know personally the opinion of Russian customers, their preferences and desires. During the interview, I will be able to get the necessary data for profound of study of my research.

Also I use survey for my research. I plan to conduct a group survey on the site named “Vkontakte”. In this group there are golf lovers from different Russian cities. This method will help me to learn Russian client`s preferences, and it will help me to know what kind of information I need to add to the layout of the brochure.

2 THE DEVELOPMENT OF GOLF

Golf is a game which is more than 500 years; about 100 million people worldwide are engaged in golf (The International Golf Federation, 2009). This is a world of golf fans, this communion with nature, where you gain peace of mind, will, perfection of body and soul, finds new friends.

Golf is perhaps the only game of its kind, which provides the opportunity to compete with any player on an equal footing. Every person, who has never played golf earlier, for example, he

can play with a champion and win it. On the other hand, people can play without competition, and take golf as a pastime exclusively in the company of friends. (Hudson & Hudson, 2010.)

2.1 The development of golf in the world

"The best game in the world" - Winston Churchill said about golf. The data on the first game similar to golf, dated back to February 26, 1297 in Holland, where the Danes played with a stick and a leather ball. The winner is the one who hit the target more times at a distance of several hundred meters. Some scientists believe that people played this game in the XVII century in Holland trying to get the ball into the hole with the help of golf clubs and that it was not until the game in Scotland.

This is partly confirmed by other evidence that games, like golf, people were played in continental Europe. In April 2005, debate about the origin of golf was resumed. In his latest research professor Ling Hongling at Lanzhou University believes that «chuyvan», game similar to modern golf, people was played golf in China during the time of the Tang Dynasty, 500 years before the first mention of the game in Scotland. (Weed & Bull, 2011.)

Although golf was not yet popular in wider circles as it is today, but was required media coverage of all the processes which took place in the golf world. Press immediately responded to the demand of athletes in London in 1890, the first periodical entirely devoted to the game of golf «The Golf» was published (in 1899, this edition has been renamed «Golf illustrated») and five years later the first issue of American magazine "The Golfer" was published.

The popularity of the game increases the number of golf clubs with the concept of active development. The new trend is to create golf clubs, Water amusement park, tennis complexes, fitness centers and other extras for recreation of all family members.

The Global Golf Company (presentation, 2010), in it's the golf-market research, allocated the components which affect the selection factors of a golf club. The research was conducted among the 500 000 person. The number of golfers in the world is difficult to determine because there is no uniform classification of them: European qualification golfer can be obtained in the presence of a federal license. The data is summarized in Table 1.

TABLE 1. Golf tourism*Preferences in a golf course choice*

18 holes golf course	66,3%
Golf courses in the resorts infrastructure	17,6%
Irrelevant	16,0%
9 holes golf course	0,2%

Factors contributing to a good game

Suitable temperature	8,78%
Breeze availability	8,16%
Good field landscape	9,09%
Professional service and a good attitude towards customers	9,15%
Lucky "19th hole"	7,51%
Good training school	6,74%
The presence of competition	6,71%

Additional factors

Beach	67,9%
Restaurant	42,0%
Cultural programs	23,9%
Night life	22,2%
Shopping	16,1%

Throughout the world, the creation of golf courses is a rapidly developing area of business. In recent years, about 1000 new fields appear in the planet annually. Among the more developed markets are the U.S., Japan, South Africa, UK, Ireland, Spain and Sweden found. Today a steady demand for this game is marked in Denmark, Norway and Finland, and Sweden.

The Table 2 describes information by the Global Golf Company (2010 year) about the countries, the number of golf courses, the population, the number of golf players. In the Table you can see countries where golf becomes more popular.

TABLE 2. The statistic data, 2010

Countries	Number of golf courses	Number of players	Population	The number of players / Per field	Population playing golf	Number of residents / per field
Australia	147	89 812	8 206 000	611	1,1%	55 823
Belgium	75	47 134	10 396 000	628	0,5%	138 613
Denmark	154	137 062	5 397 000	890	2,5%	35 045
Finland	115	110 185	5 249 000	958	2,1%	45 643
Germany	658	506,746	82 468 000	770	0,6%	125 331
Iceland	60	15 607	300 000	260	5,2%	5 000
Ireland	406	280 240	4 015 000	690	7,0%	9 889
Italy	238	81 100	58 462 000	341	0,1%	245 639
Netherlands	139	251 000	16 400 000	1 806	1,5%	117 986
Norway	155	122 000	4 640 000	787	2,6%	29 935
Portugal	72	15 791	10 566 000	219	0,1%	146 750
Switzerland	87	48 442	7 275 000	557	0,7%	83 621

2.2 The development of golf in Russia

After the Revolution, the Grand Duke was forced to leave the country and settled in Cannes, where he opened his club and is now a thriving Golf Mandelieu. The next mention of golf refers to the period of the USSR.

The history of golf in Russia begins with the date of establishment of the first golf club in Moscow.15 September 1987, a grand "laying stone" held by well-known Swedish hockey player, former world champion Sven Johansson (Sven Tumba), marking the start of

construction of the first Soviet golf . The next stage in the development of golf in Russia active construction of golf courses begins in 2004-2006. The first of these was opened 18-hole golf course and marina "Pestovo" in 2006, and immediately won the hearts of Russian golfers. (Kozhevnikov, 2008.)

In Russia, the golf industry has not yet received mass distribution and is staying at the early stage of development. Golf is still considered an elite sport and inaccessible due to impressive membership fees and the need for additional investments in equipment and machinery. Therefore, most golf clubs are located in Moscow and adjacent areas where they are in demand by profitable customers. The supply of quality golf services in Russia is currently limited. Demand for golf clubs exceeds supply. Therefore, a large proportion of Russian players prefer large international golf - resorts located in Spain, Portugal, Finland, Poland, China and Korea. (Kozhevnikov, 2008.)

Every year, golf is becoming an increasingly popular sport. However, due to the high entrance and membership fees a significant proportion of players prefer to pay a one-time fee (green fee) instead of joining the club. According to the Russian Golf Association (2009) there are about 2,000 registered players. In addition, more than 5,000 visitors of clubs play golf three times a year based on green fees.

The main criteria are the quality of the golf courses, the level of service, range of additional services, as well as the convenience of the location and accessibility to transport. Demand for golf services in Russia is unstable, seasonal. In the conditions of climatic conditions in different regions of Russia the average duration of the playing season is 180-190 days (in Moscow and the Moscow region - 180 days). (Kozhevnikov, 2008.)

2.3 The development of golf in Finland

The description in this chapter about the development of golf in Finland based on the reports of International Golf Federation (2010). Finnish nation can be described as "sports people". There are about 6800 active athletic and sports clubs in Finland, whose members are 2,1% of the population. Golf plays a special role in Finland. The history of golf dates back to spending a relaxing holiday of nobles in Virolahti. It was about 100 years ago. Grand Duke of Finland and His Imperial Majesty Nicholas II ordered to build a little practice field for pushing the ball for the royal family and their friends.

It is known that the cousin of Nicholas II, Grand Duke Mikhail Romanov was a great admirer of golf. Grand Duke Michael visited the field of golf in Scotland, and on his return to his Cannes, started planning and construction field for 9 holes in 1891. Later, he invited the world famous Harry Colt. He was the designer of golf courses for redesign. Updated field was built in Mandelieu and was completed in 1908. It was the first field for golf. It is still in operation under the name of The Old Field Cannes-Mandelieu. It is known that the imperial Romanov family discussed golf, at least, with the Grand Duke Mikhail Mikhailovich. The Emperor spent a long vacation every summer in Virolahti from 1906 to 1914. He lived on the imperial yacht. In 1912, the Emperor ordered to build a golf course and tennis courts on the mainland Virolahti for its own private «amusement park». The Guests of the Grand Duke and the Emperor were the Emperor of Germany, Wilhelm II of Hohenzollern and the King of Sweden, Gustav V Bernadotte during the summer holidays.

The First World War stopped the imperial holidays in Virolahti. Golfing around the world stopped for several years. In peacetime, the first field for golf was built in Tali, Helsinki. The second field was built later in Vyborg, about 50 kilometers from Virolahti. It happened in 1930. After the Second World War, it took another 45 years, and Russians began to come on holiday in Finland. Virolahti imperial family estate is a good place to stay and play golf. Golf returned in Virolahti. Lassi Pekka Tilander is the world-famous designer of golf course who was one of the 100 best designers of golf courses in Europe and the British Isles.

For all lovers of golf Finland is equipped with more than one hundred different fields. Most hotels include a mini-golf golf. The season opens here in May and lasts until September, sometimes even longer. Finland hosts annual golf tournaments, played here by athletes from around the world. There is always a high first-class level of training fields for golf lovers and service.

Another feature of the golf course in Suomi - is that in summer you can play both day and night. Tournaments are held even at night, which last until the morning. As it was already mentioned, golfers come from all over the world, including the UK. But Finland is waiting especially for Russian tourists.

3 GOLF INDUSTRY IN RUSSIA AND FINLAND

3.1 Golf clubs in Russia

The popularity of this sports game in the world is difficult to overestimate, and in recent years the interest in golf in Russia acquires the character of the fashion trend. Elite comes to public golf festivals and events, tournaments and competitions. Accordingly, this segment of society chooses a top class field at 4 and 5 stars hotels.

There are many golf clubs in Russia:

1. The most prestigious Le Meridien Moscow Country Club Nakhabino

Club Nakhabino - is the most prestigious golf clubs of Russia. In summer there are weekly professional and amateur tournament at various levels. The Golf course meets all international standards. World-class golf stars cannot stay away from tournaments in Nakhabino. Each year at the end of May in Nakhabino the RF President's Cup golf takes place, where the entire political elite of Russia traditionally come. The club has a five star hotel and separate, comfortable cottages.

2. The most private club golf club "Tseleevo."

The most private golf club in Russia belongs to Oleg Deripaska. Here, entry is prohibited to outsiders (especially journalists or photographers). People can play on the field, only if they bought a membership that costs a lot of money. Golf Course was voted the best in Eastern Europe. It consists of 18 holes.

3. The Dune golf club.

Dunes golf club is the first St. Petersburg golf club that offers its members complete golf infrastructure, conditions for playing and training. The club is located at 38 kilometers from the center of St. Petersburg, on the beautiful coast of the Gulf of Finland. Dune is golf club for golf lovers specially.

Nevertheless, I would like to note once again that today different segments of society play golf. And I want to pay attention in this fact. More and more people are playing golf. It's not

necessary to play golf professionally, now there are golf clubs that are suitable for golf-lovers, for those people for whom golf is a hobby. (Hudson & Hudson, 2010.)

That's why I have chosen the Dune golf club for my research. I want to note that the choice of this golf club is not an advertisement. For my research, it is important to compare two golf clubs. I chose Golf club "Dune" as an example. I want to note more details on Dune golf club.

The beautiful surroundings are sure to impress. And the fresh Baltic air, mingling with the aromas of pine forests, transforms every breath in pleasure. The Members of the golf club "Dune" have discount room rates. The first and only shop in St. Petersburg operates for those who play golf at the club.

Golf club provides a large range of outdoor activities for every taste, as additional services. The club offers: horse riding, petanque (Provençal national sport, throwing balls), bike rentals, and tennis courts, in school kite surf on the shore of the Gulf of Finland. Golf club practices training system for children, students and senior manager or study abroad. Thus, the club makes adaptation to a foreign environment, it has a positive impact on the psychological state of a person and helps him or her to adapt to another culture..

If a person is interested in golf, that means he loves nature. Golf is a wonderful sport because it not only allows to spend unforgettable time, but also gives the opportunity to be closer to nature. This is especially important for people who consider golf a hobby, and when choosing a golf club, they will surely pay much attention to the location.

Also, the Russian customer chooses to stay it is a quiet place, far from the noise of the city.

All year (or six months) a person works every day and person is surrounded by cars, people, and there is almost no clean air. Very often Russian people go on picnics, barbecues to the forest; Russian people love nature and want to touch it.

As well as to any person, for Russian customer an impression is important (Beemer B., Shook R, 2008).

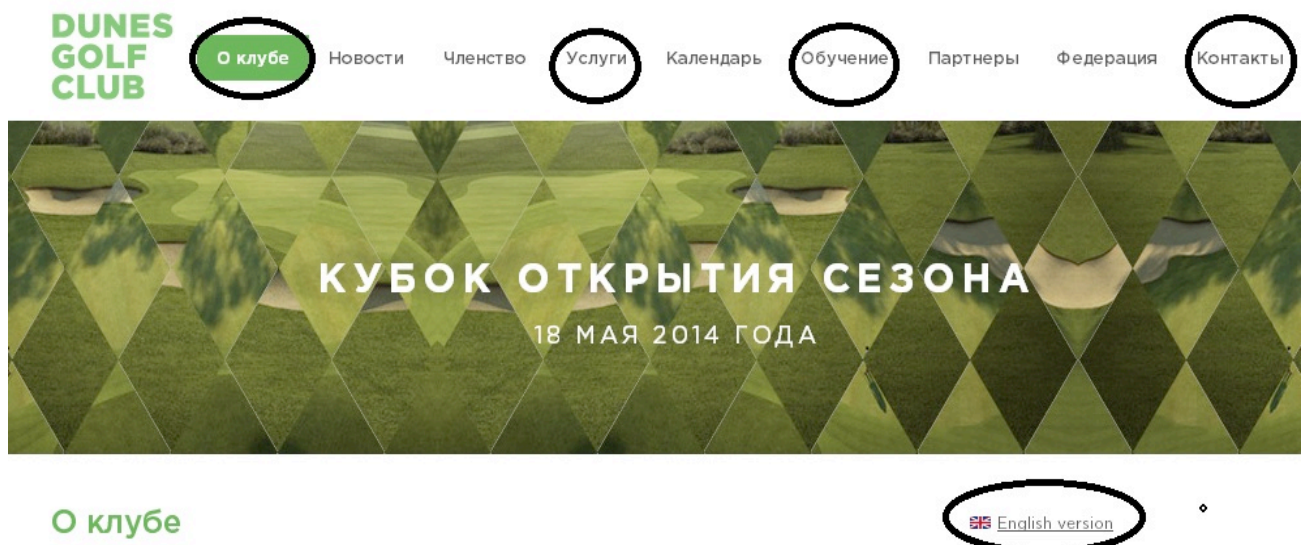
In the golf club "Dune" impression is created not only by beautiful landscapes, but also additional services that help to enjoy the rest and lead an active lifestyle. If a person travels

with a family, the activity should be offered for all family members. This aspect affects the choice of a golf club.

It should be mentioned that getting to the golf club should be easy. For Russian customer it is very important to go somewhere in comfort. Since the "Dune" is a golf club in St. Petersburg just 38 km from the city center, customers can comfortably get to the place.

I want to note that information about Dune golf club I get from the Dune's website. Presenting the information is a very important aspect. On the website I found all of the information that I have presented in thesis. I found this information very quickly. Also, the Dune's website can use not only Russian customers, because the website has an English version.

In the Picture 1 I have noted the important part in the website of Dune golf club. There is information about golf club, services, golf school and contact dates. Also I pay attention in the English version.



PICTURE 1. The Dune's website

Impression about golf club can be made before the trip to the golf club. And the Dunes golf club tries to create a good impression. Nowadays, when every person has the access to the Internet, the website is the main component of any company.

3.2 Golf clubs in Finland

As already mentioned above, recently Finland has become a powerful golf player. There are more than 100 golf courses in different classes and levels in Finland. I want to suggest a few examples.

1. Club "Linna Golf" at the hotel "Vanajanlinna" (Vanajanlinnantie 485, FIN-13330 Harviala, Hämeenlinna) - is the only club in Finland with the field included in the famous network of European golf Professional Golf Association (PGA European Tour Courses group). Spotlessly green 18-hole was stretched among the pine and birch forests. As any decent luxury-resort, in "Vanajanlinna" there is all necessary for a comfortable pastime players: modern golf cars and scooters, professional school with the possibility of obtaining a green card, a lobby bar with a restaurant and a conference room, shop equipment, locker room, spa center, golf comfortable suites, each of which has its own Finnish sauna.

2. Complex Hanh (Hanhi)
Golf Club is located 150 km from the border and 95 km from Helsinki, on the shores of beautiful Lake Lapinjärvi. Complex Hanh offers various leisure options for all tastes. Golf course consists of 18 holes "Sea Golf Ronnas". Four fields are also within an hour's journey by car from the hotel. There is the first in Southern Finland ice track course. Besides golfing tourists can enjoy one of the most favorite Finish hobbies - fishing.

3. The Kerigolf club
Kerigolf is located in the middle of the Finland's most popular Lake District. Savonlinna and the Opera Festival, Olavinlinna Castle and Punkaharju's Retretti Art Center and Forest Museum Lusto and world's largest wood church in Kerimäki are only 15 minutes away from the course. The course is in a beautiful forest setting with plenty of height variation. Accommodation and restaurant service are nearby. Kekigolf offers training and tournaments throughout the season

Certainly, all these golf clubs are good. But, are they suitable for everyone? Of course it is a difficult question. But during the research Finnish golf clubs I have noted that Kerigolf club focused on golf-lovers specially. And also, Kerigolf wants to attract Russian customers. That's why I wanted to know more information about Kerigolf. During the research I had connected with the administrator of Kerigolf club.

The Kerigolf club.

The Kerigolf is located in a gated community named Kerimaa. The Kerimaa Holiday Centre provides pleasant accommodation in individually-designed holiday cottages and hotel apartment blocks. The holiday centre includes a fully-licensed log-built restaurant seating up to 190 diners and organizes diverse activities for families and for corporate clients.

The saunas by the lake, Kerigolf golf course next to us, beautiful nature around the holiday centre and two lakes for fishing offer many possibilities for activities and relaxation. Diverse range of activities, conference services, festive occasions and other events. Clients can choose an active holiday or one for relaxation. Kerigolf offers a golf school for the entire season for both new and advanced players, either in groups or individually. Kerimaa offers meeting rooms and training sessions to the wishes and needs of clients. Kerimaa also suggests to join in an activity program, which is organized on the Kerimaa territory. In addition to provide modern equipment and facilities, Kerimaa offers conference participants unforgettable experience, including golf, cross-country skiing tracks, sauna bathing, and barbecue evenings. Kerigolf club provides the necessary range of services to suit every client.

As additional services Kerigolf suggests:

1. Free services: Ping Pong, outdoor chess, a game of skittles, darts, fishing on the lake Syulkyunyarvi, use of library and internet in Kerimaa.
2. Paid services: Rowing boats and canoes, mini golf, children's and adult rental bikes, Nordic walking poles, trout fishing on Lake Kannantakaynen.

The Location of the club is very good. The Nature is unusual in the region of Finland. Golf acquires special significance thanks to beautiful landscapes and the northern landscape. It is in such place every person wants to be alone with nature and take pleasure in favorite game of golf.

Kerigolf club also provides additional services that can be used within the hotel complex Kerimaa. Additional services represent the national lifestyle, active lifestyle, which is peculiar to the Finns. This is a great opportunity for the Russian client (and for any client) to feel like Finn. The big advantage of golf in another country is a new culture. Golf is just a pretext to go

to another country and learn about it a little more. Kerigolf is located near the historical monuments, so you can have a good time after playing golf.

All of this information about Kerigolf I have found in the Kerimaa websites and from the Kerigolf administrator. A little bit information I have found in the Kerigolf website, and I want to note that I had to translate from Finnish to English. It was very difficult, because I don't know Finnish language. An English version is in the website, but when person click here there are only a few sentences in English in the main webpage, and the other webpages were not translate. You can see webpages on the Picture 2 and Picture 3.

KERIGOLF in english

> ETUSIVU AJANKOHTAISTA PELAAMINEN PALVELUT KENTTÄ GOLFSEURA KERIGOLF OY PALAUTE YHTEYSTIEDOT

Tervetuloa pelaamaan kauniiseen Kerigolfiin!

Kerigolf sijaitsee keskellä Saimaan vetovoimaista matkailualueita. Vain 15 minuutin ajomatkan päässä ovat Savonlinnan keskusta, Olavinlinna ja Oopperajuhlat. Myös metsämuseo Lusto sekä maailman suurin puukirkko ovat lähietäisyydellä.

Kenttä on rakennettu kauniiseen metsämaisemaan, jonka korkeuserot tuovat sopivaa vaihtelua peliin. Kentän yhteydessä on myös hotellitason majoitus ja ravintolapalvelut. Golfkursseja, yksityistunteja ja kilpailuja koko kauden ajan.

Tapahtumat
28.4 Kerigolf ry:n kevätkokous

Katso myös nämä

- » [Keskusteluforum](#)
- » [Kilpailut](#)
- » [Ajanvaraus](#)
- » [Sopelaskin](#)
- » [Virtual Golfer -kenttäopas](#)
- » [Paikallissää](#)

Aukiolotieto
28.4.2014 10:25
Kenttä
Kenttä: Kesägriniit
Lähtöajat: Ajanvaraus

PICTURE 2. Main version

KERIGOLF in english

> ETUSIVU AJANKOHTAISTA PELAAMINEN PALVELUT KENTTÄ GOLFSEURA KERIGOLF OY PALAUTE YHTEYSTIEDOT

▶ ABOUT KERIGOLF

Kerigolf is located middle of the Finland's most popular lake district. Savonlinna and the Opera Festival, Olavinlinna Castle and Punkaharju's Retretti Art Center and Forest Museum Lusto and world's largest wood church in Kerimäki are only 15 minutes away from the course. The course is in a beautiful forest setting with plenty of height variation. Accomodation and restaurant service are nearby. We offer training and tournaments throughout the season.

The office is open: 8.00-19.00
May-September

Tapahtumat
28.4 Kerigolf ry:n kevätkokous

Katso myös nämä

- » [Keskusteluforum](#)
- » [Kilpailut](#)
- » [Ajanvaraus](#)
- » [Sopelaskin](#)
- » [Virtual Golfer -kenttäopas](#)
- » [Paikallissää](#)

Aukiolotieto
28.4.2014 10:25
Kenttä

PICTURE 3. English version

Since the Kerigolf focuses on Russian client, the website should be easy for using for the Russian clients. All information must be clear and accessible. And Russian clients should to get all information in the Kerigolf website.

3.3 Comparison of Russian and Finnish golf clubs

For more detailed investigation, I chose Kerigolf Club and Dunes because they resemble each other. Both golf clubs provide services for golf – lovers and the both golf clubs focused on the Russian customer.

Unfortunately, it is very hard to find visitation statistics of the Dune`s golf club. But I want to note that the Dunes is a very famous golf club in Russia and St. Petersburg. There is a lot of information about this club in the TV-show. For example in the Russian Public TV channel at 9 of April (2014) the president of the Dune`s golf club gave the interview about Dune golf club. And I want to note that I found this information in the Dune`s website.

I have compared this golf clubs because I want to understand how I can help Kerigolf club to attract the Russian customers.

As it was already mentioned, Russia and Finland are neighboring countries, that`s why tourists from Russia often travel to Finland. Mostly tourists are from Northern city - St. Petersburg, which is located, near the border of Finland. For the golf club as Dunes Golf and Keri nature is an important aspect, which they can be proud. For any golfer nature is essential. Nature in the region is truly unique where the Keri Golf is located. It is a big plus when choosing a golf club.

If I compare golf services I have noted that both golf clubs have a golf school and a golf shop. It is important services in all golf clubs, I think. Additional services that are offered by both clubs are also similar. The Dunes Golf Club has more variable additional services. But I think that the Kerigolf focused on the traditional additional services and maybe it`s new for Russian customer and it can attract them. Additional services are very important for Russian clients, because Russian tourists often travel with their families.

During the research I have noted that the two golf clubs are similar. Appropriately, Kerigolf services, conditions are suitable for Russian customer. But the problem is that the information is not provided for a Russian customer. How already mentioned, the Kerigolf club has not got a suitable website. It's very difficult to get information from the website. And I think it's a main problem in attracting Russian customers. That's why I want to research the electronic marketing.

4 THE ELECTRONIC MARKETING

4.1 The electronic marketing

It is necessary to turn to the concept of e-marketing and understand: what is the best way to attract Russian tourists. Electronic marketing is a complex of marketing activities associated with the use of electronic tools. Electronic marketing tools are: a personal computer (PC), personal digital assistant (PDA), a mobile phone, PDA, mobile phone. Electronic Marketing is also a different kind of communication - the Internet, fixed telephony, mobile telephony. The main types of electronic marketing are internet marketing, mobile marketing, telephone directory services.

By internet marketing include website creation and any methods of its promotion. Also in this type of marketing include various methods to promote the Internet brand, products and services of companies for profit, enhance the image, the dissemination of information and for other tasks. (Petric, 2003.)

Benefits of e-marketing:

- Global scale - web- site is available to anyone connected to the Internet. That gives you the opportunity to enter new markets, including the world markets. In this case your investment is not significant.
- Cheaper – a good plan and effective focus can attract the right customers for far less money than is customary in traditional advertising.

- Predictable and easy measurable results - easy to know how effective marketing by email or banner advertising. Detailed information about the actions of customers in response to your advertising message.
- 24 -hour marketing - web- site customers will find the information they need, even if your office is closed.
- Creative – e-marketing allows creating interactive advertising and campaigns using music, videos, and graphics. You can send your customers a game or a quiz - all the things that you think will interest him.

All the benefits of e-marketing contribute to sales growth.

The Website is the "face" of any company. The Website is a place where you can collect all the information in its entirety, which will be useful and interesting to the customer. The site is also the most effective advertising means of any company through which you can attract new customers. (Petric, 2003.)

There are a lot of types of electronic marketing.

1. website of the company, the brand, the product;
2. contextual advertising - placement of text and graphic advertisements alongside search results ;
3. media advertising : banners , brochures , text blocks , minisites - placement of text and graphic advertisements on websites ;
4. mailing to members via e-mail, rss, newsletters ;
5. Search Engine Optimization (SEO);
6. SMM (SMM) Social Media Marketing - marketing tool PR, promotion of goods and services in social networks ;
7. sending out press releases ;
8. ads in thematic directories and search engines ;
9. advertising on blogs and forums.

All of these methods are good, of course. But I have chosen only one – media advertising: brochure. A benefit of e-brochure consist of the fact that it briefly and represents information, comprises only the necessary information and has small size.

Moreover, the e-brochures are well accepted by readers a small size of information poster. Brochures are used in several areas of human activity. They make it possible to quickly see the available information, to understand whether it is a thing that suits for the next traveler. That's why the e-brochures usually are used in the tourism. E-brochure can be printed also if there is a need for this. This is a big plus for Company .So the product obtained can be printed and electronic. Clarity and visibility are the main components of the brochure. There aren't this components on the Kerigolf website. On this basis, an electronic brochure is a solution to the problem.

4.2 The creation of brochure as a type of electronic marketing

Creation printed brochures and e-brochures are similar. There are no regulated rules limiting the fantasy of a brochure creator. That is, the paper quality and the size brochure can be arbitrary. However, there are well-established traditions in the manufacture of this type of product. Thus, the sizes of brochure correspond to in the fully unfolded m, typically paper sheet size A3 or A4. (Antipov, 2009.)

Similarly, the creators of booklets have no limits how to structure the information supplied in the brochure, how to allocate pictures and text, what color to choose. Nevertheless, in the choice of these parameters some traditions were formed, which most of the manufacturers of these products prefer to stick to.

According to information from the Advertising and Publishing Company website and The studio of design "Effecton" website I did a systematization of data. In order to create an attractive advertising brochure which does not repel a potential client, you need to know about the various intricacies. The first thing you need to note is that the background color will be present on the booklet. The best for this purpose are white, pale yellow, gray and pink, as an option, you can pick up and soft beige. Dark colors are better not to be applied, because they create strain on the eyes and complicate legibility.

The exception is when they will carry additional meaning. For example, countries will have a choice of yellow color to advertise a night of partying. For example, if it is advertising baby products, the ideal would be to place on the booklet merry child on background of the necessary goods. If this service for all the family, the image of a happy family, accordingly, etc. It is advisable to make pictures with text that appear in the brochure.

If the brochure is intended for a young audience, it is better to focus on technology, movement and drive. In the selection the type of printing an image that printing in color or black and white, the first thing to pay attention to money spent compared to the results achieved. When created choose photo better advance this photo to test what kind of emotional effect it causes. Choosing images for a brochure is also worth knowing that the consumer will be very interested in seeing photos of the personnel who will provide services and a leader in action.

4.3 The creation of a golf brochure

A lot of information for this chapter I got from the examples of many golf brochures.

Of course, if to speak about the brochures for golf clubs, how and when you is important to chose the color. Usually chosen color scheme light tones make it a “pleasure” to watch, and that the eye does not get tired.

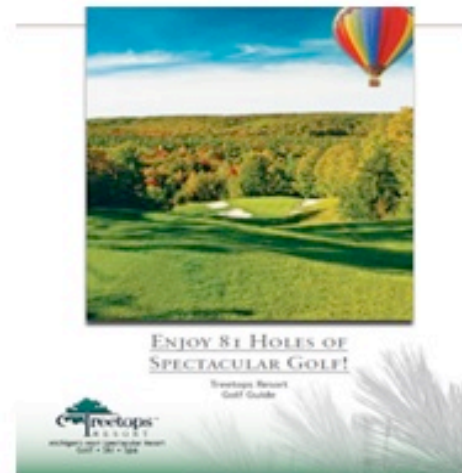
Golf is connected with the nature. When people talk about golf, this game is associated with nature. Golf is an outdoor game under blue sky and in green field. Golf is often surrounded by ponds and forests. That's why brochures of golf clubs can be green, light green, blue, light blue, orange tones and so on.

On the Internet there was selected collection of layouts brochures of different golf clubs where you can see a similar color palette. The brochures presents on the Picture 4.

Example1



Example2



Example3



Example4



PICTURE 4. Examples of brochures

Despite the fact that layouts of brochures, which are presented below, are owned by totally different golf clubs, it can be traced they have approximately the same color scheme.

If you pay attention to selected photos, each brochure contains pictures that are related with nature. These pictures show the beautiful local surroundings, which have amazing nature. Nature is one of the main criteria when choosing a golf club. That is why golf clubs try to promote nature. Two examples of golf brochures were allocated (Picture5).

Example5



Example6



PICTURE 5. Examples of photos in brochures

Based on these examples, it is important to note that people in the photographs are busy playing golf, and they are enjoying it. You can see it on the Picture 5, Example 5. When the prospective client will look at these pictures, the person will want to be in place of people who are present in the photographs. Of course, people don't only look at the pictures when choosing a golf club, but the picture has a great influence on the choice of the people.

If you analyze the second embodiment brochure on the Picture 5, Example 6, which has been proposed above, it is worth noting that this golf club offers conditions for the whole family. There are many people in the photographs, who are busy together. People of all ages are in the photos, because the golf club can find activity for everyone, and it will not depend on age or gender. A photo creates the necessary impression if they are chosen correctly.

Usually, in the brochures there is not a lot of text. Large amounts of text is badly perceived by people, especially, who are going to go to rest. Information should be brief, but contain all the essentials. If the information is displayed in the form of tables or diagrams, it will be easier to understand for the client. What kind of information may be needed for a potential client who was going to go to the golf club?

1. In the first place - it's location. Focus must be given on the nature and its features. Nature is a very important aspect for the golf – lovers.
2. Second part, of course, it is information about golf - the field and about the services that the club offers for golfers. There should also be information about additional services that may be of interest to a prospective client.
3. The third part is an accommodation. For all travelers it information is important.

This information is sufficient to produce the desired appearance. Just this is enough information to prospective client wanted to know more about the golf club, the client wanted to book a tour is in the club.

5 METHODS OF THE RESEACH

5.1 Methods of the research: interview and survey

Research methods will help me to determine what kind of information would like to get Russian client about the golf club.

The interview

The interview is a conversation followed by a definite plan, assuming the interviewer has direct contact with the respondent, and the record is produced either by the interviewer or mechanically. (Dobrenkov & Kravchenko, 2004.)

The main advantages of the interview:

1. Interviewing situation that is similar to ordinary conversation, a relaxed atmosphere contributes to improving communication and sincere answers.
2. The opportunity to observe human reactions allow the respondent in the course of conversation to adjust his plan to alter the form or sequence of questions.
3. Personal character of interaction provides its great credibility and seriousness of the informant to the conversation.
4. Oral nature of contact eliminates unplanned perception issues through the clarification or explanation..

I have chosen the interview method, because it gave me the opportunity for personal contact with the person. In the interview I will know more details about the services. Interview is a quality method and it helped me to ask the questions and to get a lot of information. Also the interview will help me to contain the questions for the survey.

Of course, there are plenty of rules for the interview. For example, you should be very careful while creating the environment and the site for the interview. You need also to know how to present yourself as an interviewer. All the nuances of the interview are important. But I think one of the most important aspects is the information that will be obtained from the respondent during the interview.

The main thing is that the other person should be open to the conversation, only then it is possible to get more information that you need. Sincerity and openness are important aspect of the interlocutor, so the task of the interviewer is proper organization of conversation.

First of all, the question should be clear to everyone.

Questions should not be long, because people are more receptive to a small amount of information. The question should be clear on the topic of research. You should not take much time from your respondent. Construction of the question must be clear so the person should not

have to express a definitive opinion. Most often it causes a person to withdraw. (Naymushin A., 2000.)

If the respondent does not answer the question clearly, you need to ask him a question reformulation, which will help him to express the idea more clearly. Do not rush the person with the answer; you should give a time to think. A big plus of interview is an opportunity to ask again or clarify any details. You need to constantly keep in touch with the respondent, to let him know that his answers are really important for the study. (Naymushin A., 2000.)

Information that the interviewer gets during the interview should be recorded. The interviewer cannot remember such a large amount of information, cannot miss any detail.

I believe that this method will help me to add information that is already there, and helps you learn new one. This method will also help me to identify the aspects that I have not yet explored.

The survey

The survey provides verbal or written intervention to a researcher of a certain set of people. The interviewer refers to respondents with questions, the contents of which are studying the problem. Survey also provides information for the processing of the data. (Dobrenkov & Kravchenko, 2004.)

Any sociological survey cannot be performed until it becomes very clear why and how to do it. In other words, the development of a research program should be made before the survey. It should also be a clear definition of goals, objectives, concepts (categories of analysis), hypotheses, object and subject. Every survey involves a set of questions (questionnaire), which serves achievement of purpose of the study, the decision of its objectives, proof and refutation of hypotheses. (Naymushin A., 2000.)

Survey method is used in several cases:

- When the studied problem is severely under-by documentary sources of information, or when such sources are non-existent.
- When subject of the research or individual characteristics are not available for observation.

- When the subject of study are elements of social or individual consciousness: the needs, interests, motivation, mood, values, beliefs, people, etc.
- As a control (optional) method to extend the capabilities description and analysis of the studied characteristics and rechecking the data obtained by other methods.

I chose this method especially for the last two items. The survey will help me to identify what information is of most interest to golfers. The survey is a quantitative methods and it will help me to know opinions from mane people. Survey will help me in the main part of creation the layout of e-brochure: it is information which I should include in the e-brochure.

The survey should be conducted anonymously, to be effective. This survey is a plus. Anonymity enables each person to express their true opinion, and everyone can be assured that no one will condemn it. Questions for the survey should be concise and understandable. Unlike the interviewer, the respondent cannot clarify the issue, so he responds as he understood it.

People rarely respond to survey questions on their own. To answer the questions, you need the topic to be interesting for them. In this regard, you need to choose the right place for the interview. In general surveys are conducted on the Internet. It is a very convenient to carry out a survey on the specialized site. Thus, there is a defined circle of interested people. The Internet simplifies the survey. Since I need to interview Russian clients for my research, I will conduct a survey on the Internet.

5.2 The results of the interview method

As a respondent to be interviewed Fedor Filimonov (Фёдор Филимонов) was selected, a fourth-year student of the Institute of MGIMO (Moscow State Institute for International Relations), a golf lover. During the interview I have compared answers the questions with the services and resources of Kerigolf club. It will help me in the future research.

The choice was made due to the fact that golf is a game for all ages. Nowadays, golf is available for every stratum of society, and the development of amateur golf is gaining its momentum. Almost every golf club has its own school for beginner golfers. The opinion of the professional golf player is commonly known, it can be found on forums and websites. Players of such a class are already having their golf club where they can train constantly.

Keri Golf Club is more suitable for tourists who do not just want to play golf, but they also want to get to know a country, city and take advantage of additional services.

From the interview it became known that Fedor often travels. Golf interested him when he was in the U.S., because golf is very widespread in America, every year it develops more and more (in the U.S. there are about 17 thousand golf courses and the number of people playing is around 9%, which is about 27 million inhabitants according to Eurostat and European Golf Association, (2010)).

While choosing a golf club Fedor uses different information resources. One of the problems which Fedor face is the presence of a lot of information on websites in their native language, and a little information in English and even more so in Russian.

When you are trying to translate the Kerigolf website into English most of the information is lost. The confusing navigation, as well as lack of information is main mistakes of any company. Website is the face of the company, it should be clear to anyone. If the company is focused on a specific group of customers, such as the Russian clients, it will be nice to have full information in Russian.

The question of what attracts the most while choosing a golf club, Fedor said, "Probably the main thing - is the nature. Golf - this is a great opportunity to spend a lot of time outdoors and escape from the city". While compiling brochures I need to pay attention to the nature of the client, this opinion was confirmed during the interview.

Price is not on the first place when choosing a golf club, but no doubt it affects the choice, especially for golfers.

Fedor noted, "If the price is fair, why not play, because I'm a beginner, I just try myself in this matter, so pay big money for interest, of course, isn't a good deal, moreover I am a student But it is very difficult to find a golf club in Moscow that would fit you by price, quality and quantity of services offered".

If you pay attention to the price issues, Keri Golf Club offers affordable prices for golf and accommodations at the club in the cottages Kerimaa. During the interview, Fedor said that he would prefer to play golf in a different country, in a small town, it's an opportunity to change the familiar surroundings, take a break from the big city.

An important aspect in choosing a golf club in another country that Fedor mentioned is transportation. The convenient location of the golf course plays an important role in the selection. Speaking specifically about Russia and Finland, to get from Russia to Finland is not a difficult deal. But the big problem is to get to a certain place when you usually need to change a few trains or buses.

Though buses and trains in Finland are comfortable and play without delay, but for Russian tourists - this may be one of the reasons that they won't choose golf club in Finland. Russian tourists are used to get from the station or airport direct to the place on the same transport, although the time can be the same way. That is why during the interview Fedor honestly admitted that he won't go to the golf club, which is far from the airport or train station, from which you can not be reached directly.

That the tourist was not afraid of the fact how to get to Kerigolf club was not looking for it yourself, the brochure consider necessary to note the traffic conditions. They need to draw a plus, showing how convenient and comfortable train, go to the city. Each train has a Wi-Fi, coffee, toilet.

An important aspect in choosing a golf club, of course, is the services offered by the golf club. Fedor said that rental clubs and balls for amateurs and beginner players is an important service. Not all people have their own inventory. I pointed this information to myself about the services to cover this subject in the survey. Golf Club provides a variety of services, but we have to choose those ones that will interest the customer.

5.3 The results of the survey method

Before conducting a survey, I had to answer the question: What do I want to get from the survey? What kind of information do I need? Formulation of the text was one of the hardest parts in making the survey. It was necessary to explain the essence of research briefly and clearly.

It is an important part in compiling the survey, because people need to understand what information the researcher wants to go during the interview. The interviewer also needs to know what the meaning of the survey. Once the final version of the survey was ready, we had to decide how to offer it to people. I chose the social network Vkontakte (ВКонтакте), because

daily audience of the site "VKontakte" reached a new record in December 2013, amounting about 56 million people. This date according to the portal LiveInternet (2013).

As well, if you look at the table, which is offered below, Vkontakte is the most popular network in Russia. You can see some statistic on the Picture 8.



PICTURE 8. The statistic of visiting Russian social websites

Golf develops in Russia and becomes more accessible to all segments of society. In the course of my research, I discovered that golf becomes popular among the younger generation. That is why, the website "VKontakte" is the suitable for conducting the survey, according to the Picture 8.

Since Keri Golf Club is aimed at Russian client, the survey was conducted in a group of "VKontakte", which is called "Golf Club." In this group, there were 2 186 people (golfers) at the time of the survey. This information I provided on the Picture 9. This group rings together people from different cities of Russia, but the bigger part is from St. Petersburg. Since the Russian city St. Petersburg is very close to Finland, the Russian tourists often come to Finland.

Based on this, I opted for this group is for golfers. Since I am not a manager of the public page "Golf Club", I had to negotiate the possibility of conducting a survey in this group. I contacted the administrator of the group, and he allowed me to conduct a survey within 5 days. On April 9 the poll was published in the group. You can see this information on the Picture 9.

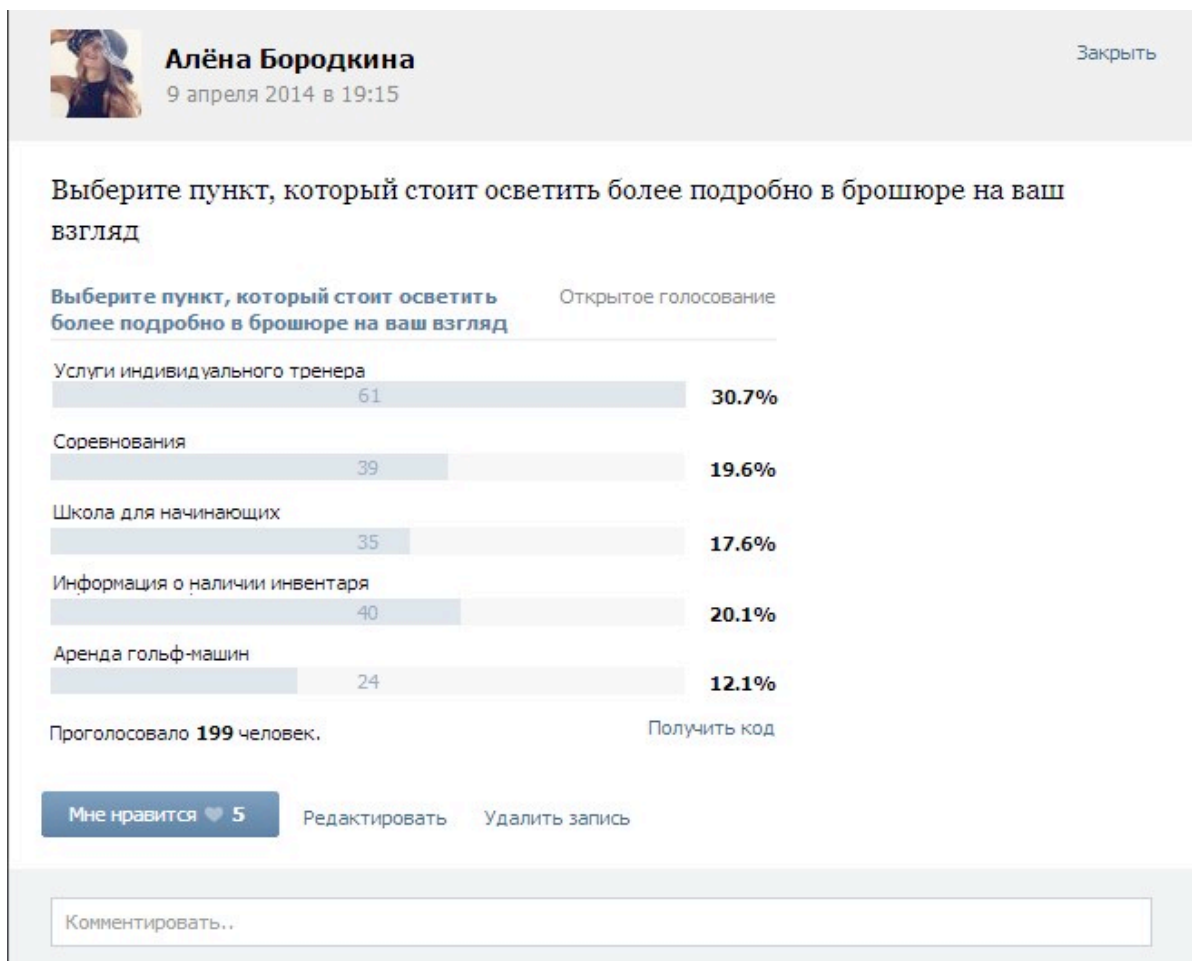
The screenshot shows the VKontakte interface for a group named "Гольф-клуб" (Golf Club). The group is described as having over 60 million people on Earth who play golf. The group has 2,186 members. A recent post by Alena Borodkina, dated April 9, 2014, at 19:11, is highlighted with a red circle. The post text reads: "Добрый день, я провожу исследование макета брошюры для гольф клуба, и мне хотелось бы узнать какая информация о гольф клубе наиболее важна для вас и интересна." (Good day, I am conducting a survey on the brochure layout for a golf club, and I would like to know what information about the golf club is most important for you and interesting.)

PICTURE 9. A placement the survey on the website (the screenshot)

Since the site "VKontakte" cannot put a poll with several questions in one post all survey questions that published in sequence. Since they were published in sequence, the number of people who answered the questions is different. But on each of the questions were answered more than 140 people in 5 days. The survey was presented in 6 questions.

30.7% of 100%, i.e. 61 people responded that they are interested in the individual coach services. You can see the results on the Picture 10.

In second place respondents supplied information about the availability of equipment, this information interested persons and 40 respondents from 199. This information you can see on the Picture 10. Since this group of "VKontakte" is designed for golfers, rather than professionals, then surely this information about their inventory, because not everyone have inventory.



PICTURE 10. One of the questions of survey and results (the screenshot)

One of the most important issue was the question of how important it is to get information about the golf club in Russian for Russian customer. 167 people answered this question, 112 of them appreciated the importance of providing information in Russian 5 of 5 points proposed. This information is important for drawing layout brochure. After receiving this information, you can decide exactly how the layout of the brochure should be in Russian.

An important aspect when choosing a golf club respondents noted nature. Availability of unique natural resources in the golf course plays an important role in choosing golf courses. Almost all of the respondents, namely 166 154 people have noted the importance of the natural environment. It is very high, up 154 % from 92.8 to 100%.

Of course, my research has already been noted the importance of nature, but after the interview, questions in this area remains. That is why in the layout brochure it should be pay special attention to nature. In the survey it was also asked about the additional services that are an integral part of any travel. Like other travelers, golf lovers are interested in the question of accommodation and food on site golf course.

But apart from this, the respondents said that they are also interested in spa treatments and other extras that will help them more interesting to spend their leisure time. The last poll question was "an open" question of what should be considering in the brochure. The respondents answered that they are also interested in transportation services. For Russian customers is important to know how to get to your destination quickly and comfortably. Accordingly, the brochure will be sure to highlight this issue. One of the wishes of the people in the preparation of the brochure also noted the brevity and accessibility of information. Availability of charts and tables is welcome because it is convenient and easy to read.

5.4 How the methods helped in the research

Methods of research helped to better understand the desire of Russian customers.

When I started conducting interview, the respondent was a nervous. But communication on an interesting topic helped him to talk more about what he thinks about it.

I conducted the interview before the survey. This method helped me to write questions for the survey and to tick the most important aspects. In the interview has contained more detail the questions to delve into the topic of research. A brief question for the survey was easier to

make on the basis of interviews. Questions have not demanded a detailed discussion and explanation.

But the realization of the survey method was more difficult than realization of the method interview. It was not possible to explain and clarify any details during the interview. Questions should be understood for each respondent. A lot of time was allotted to the preparation of the survey. This method helped me to confirm the obtained data, which I have described in the theoretical part of the diploma. This method also helped me to identify the most exact information that I need to include in the layout of brochure.

I think that implementation of the research methods will help me in the future profession. The ability to obtain and analyze the obtained data is an important part of any job. The ability to communicate with people, the ability to deliver the correct information are also useful while working with people in the future.

6 THE LAYOUT OF ELECTRONIC BROCHURE AND THE FUTURE RECOMMENDATION

6.1 The layout of electronic brochure

Laying electronic brochure is the result of my work.

There are many different types of electronic brochures and booklets, but I only stopped at one. Layout electronic booklet, which I have chosen, you can just put on the site, but also to print. Layout of the electronic brochure on the website will be unfolded. If you print it, it will appear as shown in the Picture 11.



PICTURE 11. The golf brochure

I have relied on the theoretical and practical part of the thesis during layout brochure. Analysis of the data helped me to structure information.

In the theoretical part of the work, it was noted that it is best to make an A4 booklet. Accordingly, I decided to choose a standard size. Referring again to the example 1, it is worth noting that this is an A4 booklet, it is presented on a gross basis. The next step is to determine the colors. In the study, it became known that the green color is well suited for golf brochure. I tried to choose the color and the background from which the eyes do not get tired, which will look nice. You can see the part of layout in the Picture 12.



PICTURE 12. The layout of the e-brochure of golf

Once the format and colors has been defined, an analysis of theoretical and practical parts of the diploma was made. The information that was obtained during the study helped me to highlight the main aspects of the components for the layout brochure.

First of all, I have included information about Kerigolf club in the layout. I noted its location and what services it provides. In the study, it was also noted the need to include information about such services: golf school inventory. Of course, I put emphasis in nature, as many compilers of golf brochures. I noted the interest of golf lovers to nature in the analysis of practical and theoretical part of my work.

That is why, mainly the layout of brochure is presented in green colors. This color is perfect for golf brochure.

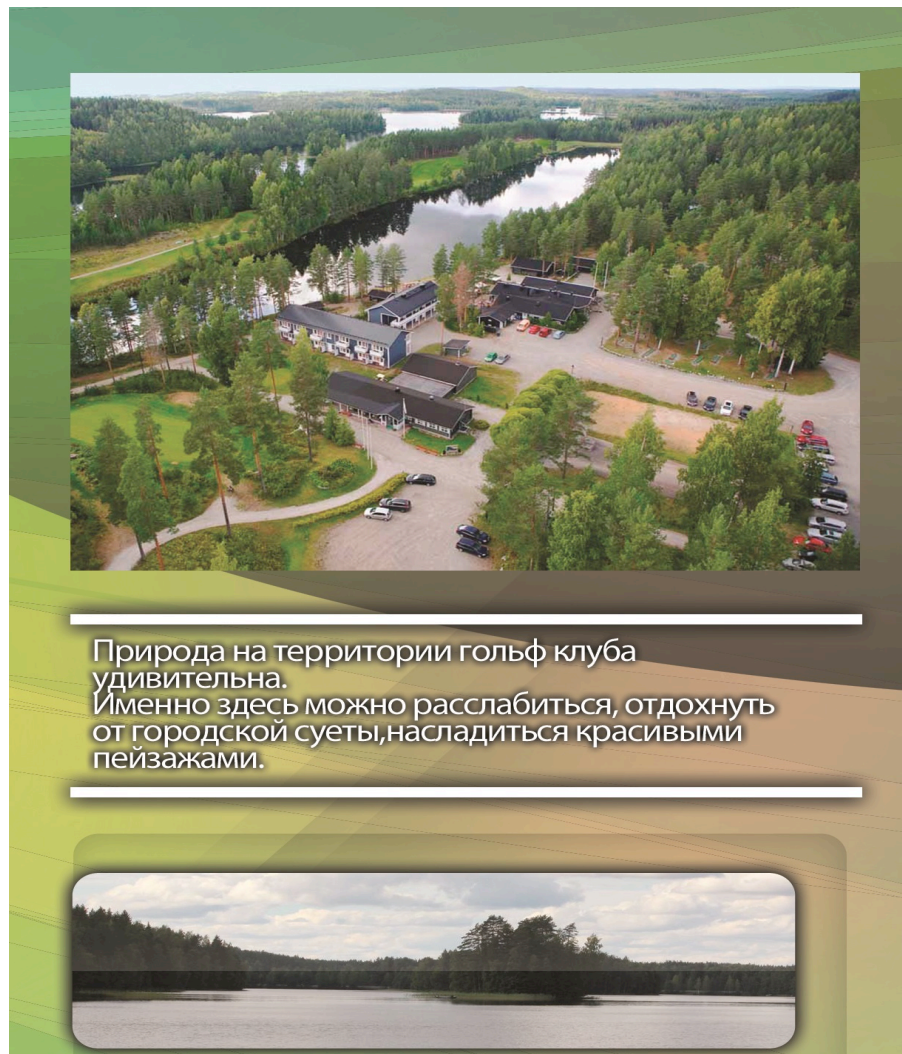
Anyone who comes to another country wants to take a closer look at its culture and attractions. It should be noted that there is a place of interest near Kerigolf club that you can visit. For example, you can get to Olavinlinna, which runs the famous opera festival.

Undoubtedly, it is important for golfer placement in the clubs for any traveler. Therefore, I have included the necessary information about the accommodation on the territory Kerimaa in the layout of brochure.

During the study, I highlighted the importance of additional services. Golf club should be attractive for all family members. Wide range of services is presented on the site Kerimaa. This information can be useful, especially for those traveling with family. In the analysis of the practical part of the thesis, I noted that it is necessary to provide more details about how to get to the golf club. It should be noted the most convenient and fastest way for a tourist.

Since there is a long road from the station and from the airport, I put an emphasis on comfortable the trains that go on in Finland. In connection with this, I have included useful information about traffic conditions in the layout of electronic brochure. When making work, I tried to include a large number of images in the layout of the brochure. Also, I tried to arrange information logically consistent.

Information is easy to read and I want to show it in the Picture 13.



PICTURE 13. One part from layout of electronic brochure

The full version of the layout of electronic brochure is presented in Appendix.

6.2 The future recommendations

I would like to make several recommendations for Kerigolf club. First, I propose to make a website more convenient and affordable for everyone. The website is presented only for people who understand Finnish language. There is information only in Finnish, not even in English. I think that it reduces the level of attendance on the website, and as a result, and to the golf club, too.

Secondly, I want to say about the traffic conditions. Many tourists cannot get to the place with transfers exists on different trains by themselves, it's uncomfortable. The website Kerimaa suggest taxi from the station, but not all customers want to pay extra for this service. I propose

to organize a bus or taxi from the station or airport for all customers, which is included in the price.

And the last advance is an organization the environment for children. If there is an opportunity to make a children's golf- field on the territory of club. It can be done as a playground. Also it is possible to organize section of golf for children. Many tourists travel with children, so the conditions for the children are a very topical question. Kerigolf club has great potential for development. I hope that they would use the recommendations which were formed during the research.

7 CONCLUSION

Nowadays, golf is a growing sport in particular is actively developing in Russia and Finland. The purpose of my work was - to assist in attracting Russian tourists in Finland for golf. Before beginning the study, I had the idea of creating the layout of electronic brochure.

To achieve this goal, I have learned the necessary aspects that are shown in the theoretical part of the work. Then, I made the analysis of the information received. In the study, it was found that the creation layout of electronic brochure is optimal solution of the problem with attraction of Russian clients in Finnish golf club.

I used two main methods of research: interviews and survey. These techniques have helped me to determine the necessary information about the golf club that will attract Russian customers when choosing a golf club.

I think that the purpose of my work has been achieved. I suggested layout brochure, which correspond to the wishes and preferences of Russian customers.

This is my first thesis. It helped me to use all their skills and knowledge that I have received during the training.

8 BIBLIOGRAPHY

Advertising and Publishing Company, WWW-document. www.amnt.ru Update 16.04.2014. Referred 5.04.2014.

Antipov K., 2009. The basis of advertisement. The Publishing house "Dashkov K".

Around the word, magazine, WWW-document.

<http://www.vokrugsveta.ru/chronograph/230/.com> Update 2014. Referred 5.04.2014.

Artyomova E., Kozlova V., 2005. Fundamentals of Hospitality and Tourism, the textbook. Orel GTU.

Association on Russian golf, WWW-document. www.rusgolf.ru Update 25.04.2014. Referred 15.03.2014.

Bateson J., 1995. Services Marketing. The Dryden Press.

Beemer B., Shook R., 2008. Customers most important. McGraw-Hill.

Club of golf players, WWW-document. www.golf-golf.ru Update 14.01.2014. Referred 17.03.2014.

Cook R., Yale J., Marqua J., 1999. Tourism: The business of Travel, Prentice- Hall. Inc.

Creation and promotion of websites, WWW-document. www.studio.sumy.ua , Update 2014. Referred 1.04.2014.

Dobrenkov V., Kravchenko A., 2004. Methods of sociological research. Infra-M.

Encyclopedia of knowledge, WWW-document <http://www.pandia.ru/text/77/197/65299-10.php> Update 2014. Referred 3.04.2014.

Gann M. with Rudy M., 1997. The Complete Idiot's Guide to Golf. Alpha Books.

Golf Club, WWW-document. www.golf-club.ru Update 2014. Referred 12.03.2014.

Golf program, WWW-document. www.golf.programsport.ru Update 2014. Referred 16.03.2014.

Golf world, WWW-document. <http://golfmir.ru/> Update 19.03.2014. Referred 21.03.2014.

Hinch T., Higham J., 2009. Sport and tourism. ELSEVIER.

Hinch T., Higham J., 2011. Sport tourism development. Channel View Publications.

Hudson S., Hudson J., 2010. Golf Tourism. Goodfellow Publishers Limited.

Informational portal about Internet technologies, WWW-document. <http://sashaviktor.ru/> Update 01.04.2014. Referred 3.04.2014.

International Golf Federation, WWW-document. www.igfgolf.org Update 2014. Referred 25.03.2014.

Kerigolf club, WWW-document. www.golfpiste.com/kerigolf/ Update 26.03.2014. Referred 15.03.2014.

Kerimaa cottage, WWW-document. www.kerimaa.fi Update 2014. Referred 15.03.2014.

Kireyeva A., 2013. 101 tips for working with clients. Alpina.

Kotler F., 2010. The marketing from A to Z. Alpina.

Kozhevnikov K., 2008. The development of golf in the Russian Federation. ANO Editorial.

Naymushin A., 2000. The methods of research. Infra-M.

Petric E., 2004. The Internet marketing. Moscow Financial and Industrial AcademyPomple.

W., Lavery P., 1995. Tourism in Europe. CAB INTERNATIONAL.

Scarrott M., 1999. Sport, Leisure & Tourism Information Sources. DLANT.

Solomon M., 2013. High-Tech Customer. Mann.

St. Petersburg portal about Finland, WWW-document <http://fontanka.fi/articles/11058/> Update 7.04.2014. Referred 14.04.2014.

The Finnish golf club, WWW-document. www.kaakongolf.fi Update 2014. Referred 21.03.2014.

The Moscow news, online magazine, WWW-document. www.themoscownews.com Update 04.2014. Referred 10.04.2014.

The St. Petersburg golf Federation, WWW-document. <http://golfevents.ru/> Update 2014. Referred 22.03.2014.

The studio of design "Effecton", WWW-document. www.effecton.net Update 04.2014. Referred 23.04.2014

Tselevo golf club in Russian, WWW-document. www.tselevo.ru Update 2014. Referred 10.03.2014.

Uspenskiy I., 2003. The Internet marketing. SPGUEandF.

Veal A., 2007. Research methods for leisure and tourism. PITMAN PUBLISHING.

Weed M., Bull C., 2004. Sport tourism. ELSEVIER.

Woodruff R., Cardial S., 1996. Know your customer. BLACKWEL.

APPENDICES

APPENDIX 1

The survey

Добрый день, я провожу исследование макета брошюры для гольф клуба, и мне хотелось бы узнать какая информация о гольф клубе наиболее важна для вас и интересна.

1. Выберите пункты, которые стоит осветить более подробно в брошюре на ваш взгляд:

- Индивидуальный тренер по гольфу
- Соревнования
- Школа для гольфа
- Информация об инвентаре для гольфа
- Аренда гольф-машин

2. Важна ли для вас уникальная природа на территории гольф клуба?

- Да
- нет

3. Какие дополнительные услуги вас интересуют больше всего?

- Еда
- Размещение
- Спа-процедуры
- Размещение с детьми
- Другое

4. Что вас интересует больше всего за пределами гольф-клуба?

- Достопримечательности
- Природа
- Другое

5. Насколько важно для вас получать необходимую информацию о гольф клубе на русском языке? Оцените по 5-ти бальной шкале, если 1 – самая малая значимость.

- 1
- 2
- 3
- 4
- 5

5. Есть ли у вас какие-либо предложения или пожелания для гольф брошюры?

Как добраться?

Клуб находится примерно в 350 км от города Хельсинки и в 15 км от Савонлины. В течение дня на Савонлину и Керимэки из Хельсинки отправляются поезда. Время в пути 4 часа.

Поезда на территории Финляндии комфортны, в них есть кафе, туалет и бесплатный вай-фай.

Возможна организация доставки от железнодорожной станции города Савонлины до Керимэа, заказав предварительно услуги такси.

KERI GOLF CLUB

KERI GOLF CLUB

Контактная информация:

Туристический центр Керимэа
Kerimäentie 45
00200 KERIMÄKI
www.golfpiste.com/kerigolf

Тел.
+358 15 555 0200

Дорожный номер
+358 44 754 88 43
+358 40 768 29 55

Искать информацию
или задать вопрос

Информация внутри

<http://golfpiste.com/kerigolf>

<http://golfpiste.com/kerigolf>

<http://golfpiste.com/kerigolf>

Природа на территории гольф-клуба удивительна. Именно здесь можно расслабиться, отдохнуть от городской суеты и насладиться прекрасными пейзажами.

Керигольф расположен на берегу озера Сулькюярви. Гольф-клуб предоставляет поля на 18 лунок, окруженные прекрасной природой вокруг.

Керигольф предлагает обучение и турниры на протяжении всего сезона.

Около 40% площади города занимает водное пространство, живописная озерная природа является одним из главных факторов при выборе этого места.

Услуги

Керигольф предоставляет услуги школы для гольфа на протяжении всего сезона.

А также предлагаются абонементы на весь сезон, отдельные групповые и частные занятия.

GolfShop

Керигольф предлагает магазин, где можно приобрести оборудование и инвентарь для гольфа на любой вкус.

Дополнительные услуги для всей семьи

Бесплатные услуги

Плянтонг
Уличные шахматы
Игра в городки
Дартс
Рыбалка на озере
Солнечная

Платные услуги

Весельные лодки и каток
Прокат велосипедов
Палки для нордической ходьбы
Рыбалка на форелевом озере
Каньонкайнен

Керигольф расположен на территории Керимэа, KERIMÄÄ - небольшая туристическая деревня в районе Керимэки города Савонлины. Керимэа предлагает различные в прекрасной оборудованных номерах отели с сауной и мини-кухней, а также в индивидуальных коттеджах.

Деревня в районе Керимэки находится всего в 10 км от самой большой деревянной действующей церкви Керимэки и в 15 километрах от центра Савонлины и Пулккисаари. А в крепости Оушиселькя (Савонлины) проходит знаменитый оперный фестиваль.

www.golfpiste.com/kerigolf