

## Image of London for Russian Tourists

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<b>Thesis title</b> Research of London as a tourism destination, focusing on the Russian market	<b>Number of pages and appendix pages</b> 61 + 23
<p>This thesis discusses the image of London as a tourism destination for Russian traveler, describe Russians as a tourists, their profile and preferences. There is also information about city of London as a brand. Some additional observation of situation is done, for example, the specific of the city from the different sides, the role of Russian market in London tourism industry, development of branding strategy of London for Russians considering the economic situation.</p> <p>In this way, the author focuses mainly on the net research questions: what is the general image that Russian people have about London and what are the key points to focus on in order to improve the image of the city of London.</p> <p>Thesis also includes the discussion about which asset of the city of London should be highlighted in perspective.</p> <p>London is not simply the capital of Great Britain and tourism center of the country, it is unique city, which combine culture, variety of events, possibilities for business and study the language. The offer of London attractions meets the taste of Russian tourists. Russian market share is present in London tourism industry, but still has a lot of opportunities for development and grow in near future.</p> <p>The research was conducted from April 2014 to May 2015, including qualitative and quantitative methods of gathering data. The author used Webropol system to get the responds from the potential and real Russian tourists. The British International School chosen as the commissioner of this thesis.</p>	
<b>Keywords</b> London, Russian, destination image, marketing research, city marketing	

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## 1. Introduction

This report is a bachelor thesis of the last year student of the degree program in Tourism. The report is a research-oriented, which investigates Great Britain and London in particular as a tourist destination for Russian tourists. London attracts Russians by its rich heritage and vibrant and diverse culture of the country. "For many tourists, the image is formed on the English lessons at school, when the country is being studied in the cultural and historical aspect. That's why most of our compatriots in his first visit to Britain are trying to visit those places, which are familiar since childhood places: Tower of London and Tower Bridge, Big Ben, St Paul's Cathedral, Buckingham Palace and the others ", - said the head of the British Tourist Board Visit Britain in Russia. One of the most popular themes among Russian tourists is the British monarchy. Also, According to statistic, 63% of Russian tourists, who come to UK first time, choose London but not the others regions of England (visit Britain research, 2010). That's why the author of this research will focus mainly on London city.

Each year the share of Russian tourists in UK stay almost the same for last three years. In 2011 Russia delivers about 211,000 visitors, and they spend about £306 million (\$479 million). The average Russian visitor spends about £1,450 (\$2,270) on a visit, whereas, globally, the average is about half that. In same time Russia is the 12th biggest spending market in UK. They spent £232 million (\$363 million) in 2011 in London. (Visit Britain consultation document, 2012, page 7). Despite such statistic, Britain has a long-term ambition to grow the numbers from the Russian market by 75 percent by 2020. They consider Russia as a market that has good growth potential. (Visit Britain, 2012)

The goal of the thesis is to find out the image of Russian tourists about London and to suggest strategies which could be used to attract more Russian tourists in perspectives. Thesis consist of quantitative and qualitative researches, which support thesis research question.

### 1.1 Problem and research questions

This thesis discusses the Russians' perception about London as a tourism destination. Furthermore, it provides a whole description of a Russian tourist, and also describes some problems and possible solutions for visiting United Kingdom by Russians.

A recent Nations Brand Index (NBI) survey of the top 50 nations in the world found that Russians have an increasingly positive perception of the UK, especially when it comes to British heritage and culture. The post-London 2012 Games research found that Russia was largely positive towards Britain, ranking Britain within the top five for culture and tourism. (Ruskiy Mir Foundation Information Service, 2013)

Summing up the above, the main problem is imbalance of offered attractions for Russian target group and incredibly small flow of current tourist group. The main obstacles in visiting UK for Russians - is the need in a visa. The UK remains one of the countries with the

highest percentage of refusals: in 2013 the amount of gotten visas is only 92%. The main reasons for failure - the lack of the required documents or doubts about their veracity. (ScyScanner Ltd., 2002-2015)

In this way, the author will focus mainly on the net research questions:

What is the general image that Russian people have about UK?

What are the key points to focus on in order to improve the image of the city of UK?

In people's mind, what asset of the city of London should be highlighted in perspective?

The author also expect to be able to develop some assumptions about possible strategies while highlighting specific points to be thought in order to improve the image of the city and to make it more interesting as a destination.

## 1.2 Aims and objectives

The main focus of this research is to find out the image of Russian tourists about United Kingdom and London in particular. Britain is the one of the most competitive countries in the world and among the best in terms of the quality of life. But still many people from Russia have not come to explore this city. From this perspective, the main purpose of baccalaureate work: a comprehensive study of the tourist potential of the tourism infrastructure and the UK, as factors in the development of the Russian outbound tourism. It is important to find out the expectations of Russian tourists in general and image they have about London. In connection with the purpose aims are as follows:

- To give a general description of London as a tourist object
- Learn the basic types of tourism in London
- Analyze the development of tourism infrastructure and London
- Compare the statistics of the Russian outbound travel in the direction of London in recent years and the growth in the number of tourists in the resorts of London
- Highlight features of tour operating towards London.

## 1.3 Research approach

Considering the nature of the project it was decided to conduct both qualitative and quantitative researches. For the qualitative part interview with Mrs. Valentina, the head of Russian department of British International School, was conducted. It was decided to interview her because the author was curious to know about tourist's preferences in leisure type, difficulties in trip organization and intensity of tourist flow from organization's point of view. It should be noticed that due to the fact that the author can't be in London when writing this report, the questions was sent by e-mail. Mrs. Valentina answered the questions online.

For quantitative part online questionnaire was created on the base of Webropol system and distributed through the social media websites. Also the BIS provided the database of

Russian customer which company had during the third quarter of 2014 year. The author of the thesis got the contacts of clients, both phone numbers and e-mail addresses and managed electronically. The BIS can't guarantee the answers from all of them.

The main goal of the questionnaire is to understand the image of destination among the tourists, the main factors, which attract tourists in London, factors which should be improved and even some advices for development in future.

Moreover, online questionnaires was sent to Russian friends living in St Petersburg (those who visited UK) and to people in a social network who attend fan groups of United Kingdom and who study English language, because even people who have not yet visited UK may are the potential target group of the research.

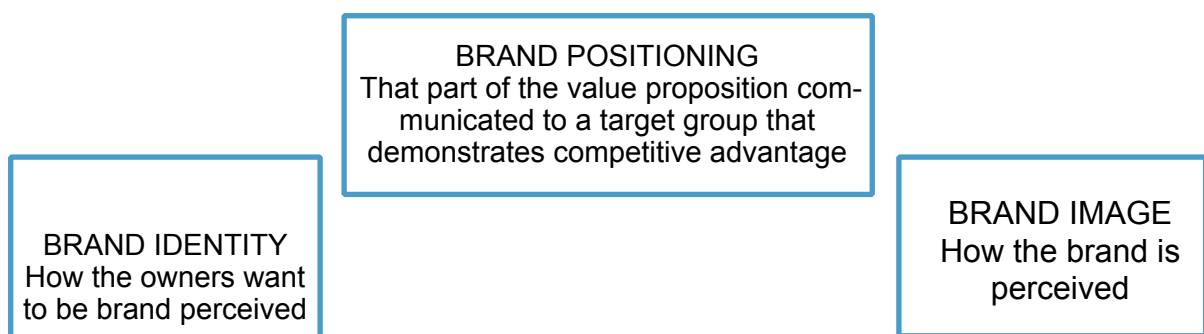
At the end both interview and the questionnaire were combined and analyzed.

## 2. Destination image and city as a brand

Nowadays the destination image, affecting the well-being of both the city and its inhabitants, acquires the certain material cost. So it's not an abstract concept but a concrete notion, which has an economic sense.

Therefore, under the modern conditions in the formation of a positive image of the city it is important to highlight the advantages of the city and effectively present them to the audience. In this case, the city stand out from the competition, having significant competitive advantage and, consequently, develops dynamically. (Kalieva, 2014, p.440)

### 2.1 Brand identity and positioning



Picture 1. Brand positioning

D. Aaker (2003, page 77) suggests the following definition: "brand identity is a unique set of brand associations, which seeks to establish or maintain a designer brand. These associations represent the value of the brand and promises for consumers by the members of the organization."

Thus, the brand identity is a concept designed to provide brand identification functions, differentiation and influence on consumer behavior.

Characteristic of the brand is different from the concept of "image". Under the characteristic features of the brand meant the ideal content: how brand developers would like to see this brand is perceived and evaluated by all stakeholders and especially consumers. Brand image is how consumers perceive and evaluate the brand. The image is how brand perceived and identity is how it should be perceived.

According to the authors of the concept of positioning Ries and Trout, positioning is the control of the opinion of the consumer concerning the place of the someone's brand among many different brands of this or a related product category. The aim of positioning is to give consumers the impression that it is unique brand, for which there is no equivalent replacement. The position of the brand in the consumer's mind is a relative concept, which is based on the evaluation of the brand by consumer comparing to competing brands.

The process of brand positioning is an adaptation of its characteristic features to specific market conditions, the specifics of the proposals of competitors and consumer demand. In the apt expression by Kapferer, brand positioning points "angle of attack of market by brand to increase its share at the expense of competition» (Domnin V., 2009, pp. 266-282)

## 2.2 Branding concept and city branding

Brand can be defined as a set of visual, semantic and value characteristics, which allows not only to distinguish the goods, but also give him additional social and commercial value (Charmasson, 1999, p.220)

Branding is one of the types of marketing techniques aimed at creating a brand and management. Instrumentation branding goes beyond marketing communication system and also includes elements of product policy, policy on pricing and solutions in the field of marketing. Branding - it's marketing activities to create a special customer experience, which is a part of the image and generates a ratio of the target market segment for the brand. (Romat, 2000, p.56)

The main purpose of branding marketing include: the creation, enhancement, positioning, repositioning, renovation and change the stage of development of the brand, its expansion and deepening.

City brand is seen as a set of eternal values that reflect the unique characteristics of the original consumer cities and communities, as it widely known, received public recognition and stable demand of consumers. The brand is based on a pronounced positive image of the city, which is based on a unique opportunity to meet those or other requests of its consumers; brand is the highest manifestation of emotional consumer preferences. At the same time it acts as a major factor of competitive advantage and revenues of the city, a valuable asset of the urban economy with a few brand related concepts, operated by professionals. Each brand has certain attributes (Brand Attributes) - functional or emotional associations, assigned to the brand customers and potential customers. Attributes of the

brand can be both positive and negative, can have different power and importance for different market segments. Any brand has the main characteristic that defines its essence (Brand Essence). All attributes of the brand together constitute the personality of the brand (Brand Identity), which creates and maintains specialist brand. Brand personality expresses that supposed to mean brand and are a kind of long-term promise to consumers from the authors of the brand. Brand equity simplifies choice by enabling consumers to rapidly identify products whose supply is guaranteed, quality controlled and stabilized (Kapferer 1992, p. 9)

A successful brand is a strong factor influencing the social, economic and cultural processes and contribute to their development. Like the companies and products of the country, the city and the individual regions also have peculiar to them features. Branding area measuring these characteristics, evaluating their strengths and weaknesses, and attractive features.

City Brand Index - CBI measures the perception of individual cities in developed and developing countries, which plays an important role in the development of business, culture and tourism infrastructure of the city. (Kapoor, Kulshrestha, 2014, p.168)

CBI measures several parameters, the most important of them is appearance, which reflects the place of the city in the overall structure of other cities depending various criteria, such as the level of development, the role of political, economic and cultural life of the country in general. Appearance of the city is defined by its capacity and available resources as well, including external relations with other cities and countries, the presence of which is actively developing the city as a reliable structure. The second important factor is the location. In the minds of people the process of perception of the city it can't be divorced from the region and the country to which it belongs. In forming the image of the city, the image of the region or country remains unchanged. This factor is not dependent on the city itself, but should be taken into account.

The impression produced by the city is important in city branding too. These parameter caused by presence in the city of the monuments, original, beautiful buildings, parks and monuments. The emotional impression that the city can have on people coming and its residents affected by the aesthetic appearance of the city. If the city has historical values and monuments, it can create the appearance of an ancient city that appreciates the tradition and the history of its development. Citizens, the fourth main parameter, also participate in brand marketing, although they just how friendly and welcoming inhabitants of the city, how easy for newcomers to join the resident community that shares their language and culture them, as well as secure feel newly arrived residents.

Such parameter in city branding, as the speed of change implemented in the city, it's rhythm important to show that city has high potential for development, the necessary resources and capabilities, is the foundation for rapid career development of promising young employees. (Kalieva, 2014, p.440)



However, to achieve the total reflection of identity of the city in the image of the city is very difficult. Moreover, laws and processes with which this reflection is achieved, still poorly understood by specialists. However, in practice of many cities, the formation of urban brand is a quite controllable process. The first process in the formation of the brand of the city is the creation of the general plan of the brand. Search and laying in a harmonious mosaic pattern of all the characters, ideas and values, which will be interpreted through the city identity, translated into the language and symbols that are understandable and attractive for the target audiences. In other words, it is the formation of the idea about the essence and meaning of the city for the desired target audience.

The general idea of the brand - a brand concept of the city, which are being developed based on the analysis of urban identity. This conception of the representation (representation, registration) of urban identity as a system of interrelated characters, images, ideas and associations. The main element of the brand concept is an idea or theme of the city. Most propagation among the cities of the idea kind of articulation is the name or brand name, the general slogan, a motto (slogan), which is equipped with a strategic rhetoric (for example, Rome is an eternal city). The bigger the city, the more difficult to formulate an idea of its brand. The large city has the great variety of fashion and the powerful, thematic resources, the faces of identity, each of which can claim to show the idea of the brand.

The second important element of the concept of the brand - a brand value that is unique competitive advantages of the city, it is the practical benefit for the "user", which gives them an idea of the brand of the city, as well as projects realization of the idea of the city, based on the different target audiences.

The third element of the brand concept of the city - the city of brand design. It is a system of interrelated and complementary visual and symbolic attributes (images) brand idea of the city, expressed in symbolic signs, slogans, colors, smells, music and so forth. (Vizgalov, 2011, pp.48-52)

To summarize all above, it could be concluded, that, at first, the formation of the brand concept of the city needs to rely primarily on the positive aspects of urban identity, pushing them to the forefront in the transmission character of the city and its competitive properties. The second conclusion: the process of formation of the brand of the city should not ignore the negative hand urban identity, but on the contrary - to provide an action plan for analysis and repair. This is one of the most important tasks of the branding of the city at all: no image correction, and the correction of reality

The main results of the branding of the city should be: the formation of a positive image of the city, its prestige, business and social competitiveness; involvement in city government and commercial contracts; increasing the participation of the city in the implementation of international and federal programs; more efficient use of its own resources outside the city.

Means of advertising and PR, monitoring the socio-economic situation in the region can really help in shaping the image of the city, to develop and implement investment projects and, ultimately, to promote the involvement of budgetary and extra-budgetary funds for the development of industrial and social infrastructure of the city.

Thus, it should be recognized the need for branding the city to improve the lives of residents, investment, tourists and as an important element in creating a positive image of the country. Branding can increase the prestige of the city in the eyes of not only domestic but also foreign audiences, which ultimately have a positive impact on the development of both this region and the entire country.

### 2.3 Brand identity and city marketing

Marketing of city - these are the activity, undertaken for the purpose of creation, maintenance or change in the opinions, intentions, behavior of subjects, predominantly external with respect to this city.

Marketing of city is called to ensure: attractiveness, an improvement in image and prestige of city; the attractiveness of material and technical, financial, labor, organizational, social and other resources concentrated in the city; attraction into the city of state and other external, with respect to the city, orders; an increase in the attractiveness of investment, realization in the city of the external with respect to it resources (investments) (Mazilkina, 2009. p. 124)

The main task forces of marketing of city - these are its inhabitants, the representatives of business, tourists. Specifically, they come out as the users of city. There have been attempts to articulate a mix of elements equivalent to the famous 4Ps of the traditional marketing paradigm. The actual determination, however, of what the marketing mix should include in the context of city marketing proves to cause problems, which are associated with the peculiarities of cities and places generally as marketable assets and with the relevance of the elements of the traditional marketing mix to city marketing.

### 3 London as a destination

The City of London, the capital of United Kingdom is a year-round tourist destination. London is the largest city in Europe and located astride the famous river of Thames. Perhaps no other city in the world fits the definition of a multi-cultural global city quite like London. The sheer size of the place, with its diverse population estimated at over 14 million. London is incredibly well-connected, with five international airports (London Heathrow, London Stansted, London Gatwick, London Luton and London City) and the high-speed Eurostar rail link. (Welcome to London. Information to start your visit, 2012/13, p.4).

More than 50 countries are within a three-hour flight time and upwards of 300 international destinations have direct links to London. London is a city at the center of the world – and a world in one city. Around 230 languages are spoken here and it could be found a wealth of different cultures and communities throughout the capital. (Teije and Elisabeth, 2000-2015)

### 3.1 London as a destination

London can be proud of the title of the world's tourist capital. World Tourism Association TBS several times recognized this city as the most convenient in terms of comfort tourist city in the world. (Take a closer look. A cultural tourism vision for London 2014, p.12) Indeed, the entire infrastructure of United Kingdom's capital was made for the convenience of tourists. It could be told regarding transportation system in London: buses and taxis (the famous London cabs), the metro and light rail can be easily used by tourists who are new in the city. No tourist will not feel like a stranger in this amazing city. English is the national language, which is why all the tourists are united by one language of communication. London has well-developed tourist infrastructure and high level of service as well: tourists have a rich choice of hotels, hostels and other types of accommodation; restaurants with this British and international cuisine. There are more than 6,000 restaurants in London so you'll never be short of new places to eat. London boasts 65 Michelin-starred restaurants and many celebrity chefs are based here, and there are plenty of good, cheaper options too (London food guide, 2007, p.1-30); theaters, museums, exhibition and concert halls; opportunity to visit football matches, to play cricket, golf and polo, take part in the ceremony of afternoon tea.

### 3.3 Enter documents

To enter United Kingdom for any reason, for example as a tourist for leisure as in our case, Russians have to apply for a visa. According to the law, it is allowed to stay in the UK for up to 6 months with a General Visitor visa. It is also possible to apply for a long-term visit visa if person can prove that he need to make repeat visits over a longer period. Stays should be for a maximum of 6 months on each visit and visa can last for 1, 2, 5 or 10 years. It costs £83 to apply.

Long-term visit visa fees are as follows: 300 pounds for one or two years, 544 pounds for five years and 737 have to be paid if the applicant apply for stay in UK for ten years.

The list of documents should be as follows: a current passport or other valid travel identification, 2 passport size photographs in color. Applicant also has to provide evidence that person can support himself during the trip, for example bank statements or payments for the last 6 months.

Details of where person intend to stay and travel plans – it is not necessary to pay for accommodation or travel until person get your visa, but it is preferable. (PricewaterhouseCoopers Legal, 2011, p. 7)

Biometric information also collected during the visa application procedure (visa center have to take fingerprints and photograph). Application process should be started up to 1 month before your date of travel to the UK. Decision can be taken on visa within 2-3 weeks (UK government services and information, 2014).

### 3.4 London attractions

There are a lot of places to see in the capital of England, here are just some the most important:

Westminster abbey, the main church of the country, the place, where national celebrations take place from XI century, including crowning of monarchs and funeral ceremonies; there are also tombs and monuments to great people: To Newton, Dickens, Darwin, etc.

The fortress the Tower constructed in the XI century by the leader of Normans William the Conqueror, serving at different times as prison and the royal palace (there tourists could see collections of the ancient weapon).

Buckingham Palace where there lives the royal family; here are going to watch crowds of tourists at changing of the guard.

St. Paul's Cathedral created in the XVII century from marble and granite; under its arches there are tombs of the admiral Nelson and the field marshal of Wellington.

Parliament of Great Britain and known towers adjoining to it, Victoria and hour "Big Ben"; in the building the hall of the XI century which burned down in 1852 remained.

Westminster palace.

Tourists always visit: Trafalgar Square in which center there is a black column with a figure of Nelson and four lions at the bottom; Saint George's chapel constructed in the XIV century where English kings are buried; Piccadilly Square, a peculiar entertaining downtown where theaters, music hall settle down; various establishments of arts; The Hyde park where Londoners are going to listen to the speakers making political speeches; business region of City; Heygate cemetery. (Rough Guides Limited, 2015)

There are a lot of museums in London too. The most important is the British Museum, museum with the great collection of material culture of different eras, among them original sculptures of the Acropolis; National gallery with pictures of great artists; Tate gallery where pictures of famous English masters are collected; first-ever wax museum of Madame Tussauds; Sherlock Holmes's museum. (Time Out Digital Ltd, 2015)

Tourist trips to London usually include also excursions in areas, adjacent to the city, for example, in Oxford and Cambridge where there are oldest British universities; to the royal residence Windsor with a fortress, the biggest lock and a chapel of the XIV century in the world; home of Shakespeare, Stratford on Avon where the Shakespearean theatre works; in Winston Churchill's estate, called Bleykheym where he lived and is buried; national parks. (VisitBritain, 2011)

Other part of Great Britain attracting foreign and domestic tourists is Scotland, first of all the city of Edinburgh with its medieval castle of Maria Stewart, the museum of arts, ancient buildings, And Royal Botanical Garden.  
(TimeOut London, 2013)

### 3.5 London as a destination for Russian tourists

Most of the Russians in the UK attracted by rich heritage and vibrant and diverse culture of the country. "For many, the image is formed on the British English lessons when the country is being studied in the cultural and historical aspect. That's why most of our compatriots in his first visit to Britain are trying to visit the "friends" since childhood places: Tower of London and Tower Bridge, Big Ben, St Paul's Cathedral, Buckingham Palace and the other ", - said the head of the British Tourist Board Visit Britain in Russia. Also popular among Russian tourists theme of the British monarchy.

In addition, the Russians are going to the UK to get an education and to make purchases. Young and active audience is more dynamic in their own interests - she travels extensively throughout the country, met with contemporary art and cultural life, enjoy visiting the various festivals and sporting events, met with the club life of the city. In its aims inbound tourism diverse. The most popular tours in the United Kingdom among Russian tourists are traveling on a business trip, sightseeing tours and educational programs. (Bibliofond, 2003-2009)

The capital is the global destination of choice for Russia's commercial elite: The number of Russian-born people in the UK shot up from 15,000 in 2001 to more than 32,000 in 2009 – with London the destination of choice.

"At its peak in 2011 year, the visa section of the British Embassy in Moscow had 16,500 visa applications to deal with," says Stephen Dalziel, executive director of the Russo-British Chamber of Commerce.

"Russian are becoming a new British minority," says Vadim Granovskiy, project manager for Britain's biggest Russian newspaper, *Anglia*. "And London is the global number-one destination for Russians in perspective."

Here are some reasons for that:

Geography. "The proximity to Moscow is a key factor," says Granovskiy, a Ukrainian who came to London as a student 10 years ago and decided to stay.

Many Russian businessmen commute from Moscow to London. The journey doesn't take much more than three hours. And there is a huge choice of flights between the two cities." And its relatively small time-zone difference – gives the city an advantage over the US," he adds.

**Prestige.** For many Russian companies, having an office in London is an image thing. Russians have had a lot of respect for the UK for many years. Margaret Thatcher once declared that Mikhail Gorbachev was a man that she could do business with. Russians still love her for that.

**Culture.** Many Russians are heavily influenced by British culture. The older generation of Russian businessmen read English literature, from Shakespeare to Dickens, during the time of the Soviet Union. These businessmen start by travelling to London. Then, when they can afford it, they buy London property and settle there.

For modern Russians, English is the number-one foreign language to learn. And English is more attractive than American English for Russians.

Many Russians come to London to boost their career: you stay here for a year or so, and come back with improved English and an enriched cultural background which help to progress your career internationally," adds Granovskiy.

Twenty years ago, German was the most popular choice for Russian learning a second language in schools. Now it's English. Many of the younger generation can speak fluent English by the time they leave school."

**Education.** London have some of the best private schools in the world. Russians who can afford it want their children to have the best education possible. There are about 10,000 Russian students in the UK. "Many of London's Russian students stay in the city when they graduate, and become middle-class professionals here."

**Stability.** For many Russians the main attractions of London are what they see as stability, tradition and history," says Dalziel.

"Russia has had a very turbulent history in the past 100 years in particular. Russians see the continuity of Parliament and other institutions; of buildings that are hundreds of years old. To many Russians this sends the message that this is the country where tradition and stability counts."

**Financial hub.** London has always had a reputation as a strong financial center. The city is an ideal destination for those who want to engage in business development. For those involved in offshore investments, all the advisers they need to deal with are based in London. This plays a major role in Russians' presence here.

London is also firmly established as Russians' destination of choice for an international IPO. By November 2010, there were 100 firms from Russia and the CIS region on the London Stock Exchange Group's markets, with 42 on the main market.

Property. Many wealthy Russians view London property as a safe, secure investment that is unlikely to go wrong. (LondonLovesBusiness, 2011)

To summarize all above and to define the marketing strategies of the city branding, the conclusion as a SWOT analysis of the city, focusing on the Russian target market been made and looks as follows:

<p><b>Strengths:</b></p> <p><b>Location</b> Not so far from Europe and Russia</p> <p><b>Education</b> UK is one of the leading global educational centers while also having one of the largest populations of overseas students of any city in the world.</p> <p><b>Fashion</b> While places like Paris and Milan have been known to host fabulous, star-studded fashion shows in the last couple years, London is still a renowned fashion capital for emerging and independent fashion designers.</p> <p><b>Entertainment</b> Whichever the choice of entertainment, guests will never be bored in London. From ballet to theatre, to music to contemporary arts, on any given day in London there are hundreds of world-class events to choose from.</p> <p><b>Ethnic and Cultural Diversity</b></p> <p><b>Good transportation system</b>-the most popular underground system in the world</p> <p><b>Historic</b> London's rich history dates back to its founding with the Roman Empire all the way to the modern multicultural city it is today.</p> <p><b>Sympathy to London politician Boris Johnson</b></p>	<p><b>Weaknesses:</b></p> <p><b>Expense</b> In a 2008 poll London was ranked the third most expensive city in the world only behind Moscow and Tokyo, while Paris ranked 12th, Rome 16th, Amsterdam 26th and New York City 22nd (citymayors.com)</p> <p><b>Crime</b> (shootings, homophobic aggression)</p> <p><b>Association with big banks</b></p> <p><b>Pollution</b> London has such a high level of pollution that it is affecting other cities in the United Kingdom and other cities across the world</p> <p><b>Amount of street works in city center</b>-even after Olympic games</p>
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Opportunities	Threats
<p data-bbox="304 181 890 230">Great opportunities for business</p> <p data-bbox="304 237 890 376">Strong economy. Although economy of Russia in recession, British currency is one of the strongest in the world</p> <p data-bbox="304 383 890 432">Green effort</p> <p data-bbox="304 439 890 546">To develop strategies and tactics for attraction tourists</p>	<p data-bbox="895 181 1477 376">Competition with other world city brands, with Paris in particular (The political economy of city branding, Ari-Veikko Anttiroiko, p.68)(see the Table)</p> <p data-bbox="895 383 1477 432">Terrorism</p>

Table 1. SWOT analysis of London city

### 3.6 London as a brand

The British capital can point to an array of globally recognized landmarks, from the tower of Big Ben and the neon facade of Piccadilly Circus, as well as the well-embedded consciousness of the ‘London calling’ radio signature of the mid-20th century, through to the millennial London Eye, ‘Gherkin’ tower and the recently completed Shard tower. In the first decade of the new century, the story of the London brand has been to find its purpose and re-assert its presence among the emerging global cities of the urban century. (CityMayors, 2012). In 2003, “Totally London” company in cooperation with Promote London Council, London Development Agency, London & Partners and Wolff Ollins started a new rebranding company, purpose of which was to expand tourist appeal of the city, having made it universal. The main accent of campaign — on multiculturalism of London. By 2006, London was started to be perceived as the cosmopolitan city: in the press releases in relation to the city the phrase “world city” was used more often. (N. Scott, E.Laws, B. Prideaux, 2009p.104)

### 3.7 City rebranding company 2009 for Olympic Games

In rebranding London, the marketing objectives were to increase the interest of businesses and tourism before and after the 2012 Olympics. Therefore, it was decided to increase tourism by 20% and the amount of businesses based in London by 10% within the next 5 years. These objectives are specific, measurable, achievable and challenging to London. (Week Ltd., 2012)

In a November 6, 2009 press conference Mayor Boris Johnson discussed what he is looking for in the rebranding effort:

“The branding effort will be used to further attract visitors and businesses to the capital and will be used through cultural, sports and other organizations. In just three years time, the eyes of the world will turn to London as we host the greatest sporting event in the world and it’s appropriate that we brand ourselves accordingly. This is a huge task but one that we must start shaping immediately. The 2012 Olympic Games provide a once-in-a-generation promotional opportunity for the capital, with potential global audiences of half the planet’s population. I am confident that we’re now in a stronger position to showcase the capital’s fantastic array of artistic, cultural and sporting assets” (“Press Release: Mayor”)

The World’s City campaign consisted of world recognized icons of London to entice and draw people to the idea that as The World’s City, that London has something to offer.

The plan was as follows:

A series of iconic images with different slogans was created to show how London is the World’s City. Each will advertise the new website for more information. Those images were placed t on billboards, busses, taxis, and metro stations throughout the major cities of Western Europe and Asia.

Organizers also wanted to target large sporting events that draw large crowds and world-wide television audiences throughout our target market this includes: the 2010 World Cup Football completion, including the qualification games held in Europe and Asia and the tournament in South Africa, The Formula One Series, which holds multiple races throughout the world including: Spain, Monaco, The United Kingdom, Germany, Belgium, Italy, Japan, Malaysia, and Korea.

The 2010 Tennis Championships at Wimbledon and the French Open.

This effort will drew world-wide attention to London, rebranding it as the World’s City and for all to work, live or visit, leading up to the 2012 Summer Olympic Games and into the future.

The World’s city campaign still in process.

As one of direct results of creation of "umbrella" of brands (about 20 sub brands) - €11,7 billion of attracted investments into the Olympic Games-2012 are considered. (Forbes, 2014)

#### 4. Behavior and trends of Russian tourists

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.»(Seema Gupta, p.68) Although it is not necessary to memo-

size this definition, it brings the useful point, that the behavior of the consumer (buyer) in a market economy is based on the theory of demand (the theory of consumer behavior), which is based on how and how our needs are converted into a certain amount of demand; how from a variety of benefits customers choose what satisfies them. (V.Prasad, p. 246)

To understand, what satisfy Russian customers, the research of trends of Russian customers were done. Consumer behavior involves not only services and ideas but tangible products as well.

It can not be said the behavior of the Russian consumer affects any single factor (for example, the Soviet legacy, low income, etc.), in opposite, it is possible to talk about them all together.

Consumption in Russia is greatly influenced by the geographic extent of the country. Foreign companies not only to ensure good sales should guide their own marketing strategies on the Russian culture as a whole, but as within the same country to use a differentiated approach to promote their products.

Russian customers, most of whom lived in the time of scarcity and not used to to diversity, more receptive to new products that distinguishes them from many foreign buyers. Now, when the choice is expended, the public can experiment with different products, and producers - to produce more and more new products to attract customers' attention and to capture as much market share.

The Russian consumer is focused on fashion. Especially it concerns the exclusive models, which must be highly fashionable to please local buyers. In some cases, foreign companies not only have to modify or create a product specifically for the Russian buyer, but try to fit into the framework of its existing consumption, to supply the market with products that would take into account national culture and local traditions of consumption.

Russian consumers too long do not change durables. This situation is no longer satisfy many of the producers, especially foreign corporations, the strategy which is focused on shorter term life cycle of products. (N.Kovaleva, pp.186-188)

#### 4.1 Tourism destinations and consumer behavior

Tourism became an urgent need and an integral part of human life a long time ago. Which factors play a role at a choice of a trip, a place of tourist appointment, nature of activity during travel? One of the key moments allowing to answer these questions is the motivation of travel and a choice of a tourist product.

The tourist motivation can be defined as the motives of the person directed on satisfaction of recreational requirements depending on its specific physiological and psychological features, a frame of reference, values, tendencies, education etc.

There are a lot of motives by which the tourist is guided. And the tourist always has the whole scale of incentive motives from which only the certain can have the essential importance and influence the mechanism and result of acceptance of a final decision. (Kvartalnov, 2002, p.175). However any motive in a concrete situation under the influence of certain circumstances is capable to have impact on behavior of the consumer in the course of adoption of the decision on travel by it and a tourist's product choice. (March and Woodside, 2005, p.116)

The decision on travel assumes adoption of other interconnected decisions and includes not only an assessment and a choice of the only tourist's product from an alternative row, but is focused on a choice of suitable "mix" from various services offered by the enterprises of the industry of tourism.

Two factors can have impact on acceptance of a final decision on purchase, such as relation of other people and unforeseen factors of a situation.

There is a number of the factors having impact on tourist motives which need to be considered when studying demand for a tourist's product and when forming programs of service. They are: age, education, social group, mentality, income, health. It is accepted to allocate the dominating and collateral factors of tourist motivation possessing certain opportunities to strengthen the influence on behavior of the consumer and process of adoption by it of the decision on travel and a choice of a tourist product. (C.Van Vuuren, 2011, p.297)

In such way, the decision concerning travel concentrates round a choice of a place of tourist appointment. A variety of tourist motives comprises different types of tourist trips and assumes numerous opportunities of emergence of new places of tourist appointment. Diversification of a way of life creates a rich range of motives to travel that, in turn, defines emergence of new places of tourist appointment. (Tourist behavior, Philip L.Pearce, 2005)

#### 4.2 Destination awareness and choice

The specific interests of various tourist groups allow four categories of tourist motives, the elements which determine the choice of a tourist.

Natural and climatic reasons. Terrain, vegetation, temperature and so on extremely attractive for tourists, play an essential role in the creation of such forms of tourism as sports, water, skiing. These motives also reflect psychological and biological needs of the population in urban cities, which seeks tourism Life changing environment.

Cultural motives, for example, historic sites, museums, art galleries, exhibitions, archaeological monuments, crafts and other components of the cultural heritage of the country.

Economic motives cover the cost of living in a place of tourist destination, travel costs, play a significant role in the formation of low-cost package tours and have a significant impact on the number of tourists from middle-income countries.

Psychological motives encourages people to travel, to meet the psychological needs of tourists. It is proved that not many tourists come back to the places where they were, except for the cases when the tourists are driven by sentimental reasons, or a strong economic motive. (G.Moscardo, M.Morrison, L.Pearce, Cheng-Te Lang, 1995, p.112) However, there are reasons, because of which people either do not travel or make it extremely rarely. These causes may be called barriers to travel. For most of the population of barriers to travel is the cost of tourist products. The customer operates with limited money and budgeting have to primarily take into account other costs (for example, daily necessities). The judgment that the journey is too expensive, can be regarded as an interpretation of the views of the futility of tourism. But with the cost of a tourist trip for tourists is the objective and principled reason to stay home. Secondly, it is lack of time. Many people can't leave the job (business) for the journey. The important factor is the restrictions on health. Poor health or physical disabilities do not allow a person to leave his home, forced to abandon the trip. The fear of deficiency of interest exists too. Lack of interest, as well as ignorance of the types of tourism activities and tourist destinations, which can bring the necessary satisfaction of the trip, often a serious barrier to travel. And, the last barrier, but not least is the fear and security. Tourist trip involves a clash with the "new" that often scares tourists. War, riots, negative publicity in the media about a particular area sown in the soul of potential tourists fear and prejudice against particular tourist destination. A serious barrier, not only limiting but also defamatory tourism, is terrorism. (Dolnicar, 2005, p.7)

## 5. Research approach and methods

To achieve the objectives of this thesis the author used the following methods of research - research of published data in English and Russian languages (Russian materials have been translated into English by the author), questionnaires, interviews, data processing. The study of literature is necessary for better understanding of research methodology and definition of common theoretical positions, as well as to determine the degree of elaboration of interest issues.

Among the literary sources were involved books; articles, online resources, guides.

The main part of research is the questionnaire, which consisted from direct questions, where respondents asked to express their own position, indirect (agreement or disagreement with the positions of other people) and scale-linkere questions. The sequence of asking questions was logical and verified, according to the author, the meaning of questions follows the theme of searching.

The type of the interview was classical, but was made online with Russian manager of the commissioner company in London. The answers was analyzed and combined with the other results.

At the stage of the data obtaining results were processed. Processing of the results is a time-consuming and crucial moments in the study, and requires a skilled and correct selection of methods of analysis in accordance with the results and objectives of the research. In this case, the data were transferred to the table to improve readability and conclusions are made based on the data from used literature.

And the last stage of the study is summing up of the studies<sup>6</sup> was the goals and objectives of the project achieved, and the hypothesis is confirmed, also gave the evaluation of the results of the study.

## 5.1 Quantitative and Qualitative

Qualitative research answers the questions "how" and "why?" This type of research provides a very detailed data about behavior, opinions, views, attitudes of a very small group of people. The data obtained can't be quantified (with rare exceptions), but give a good idea of the mindset of consumers. Qualitative research is essential in the development of new products and services, advertising campaigns, in this particular case- research of city image. (Kolb, 2008, p.28)

The type of research- interviews - semi structured personal interview in the form, which motivate the interviewee to the detailed answers to questions to obtain information. (Gilliam, 2000, p.2)

The interview took place in the form of "question-answer" on the topic of the research, during which the researcher receives from the respondent's very detailed information about the attitude towards various issues.

The technology of the interview was the next:

Preparing the conversation. Before the start of a series of interviews the author prepare a plan under which the interview will be conducted. Unlike questionnaire the interview is simply a list of issues on which the interviewer should know the opinion of the respondent.

Secondly, the selection of respondent and way of interviewing. After preparing the plan of conversation respondent was selected. As it was said already, the manager of Russian department, Valentina Ananyeva agreed to be the respondent. This person working in the company for one year and has the full picture about the work of the company in general, its financial and operational status. Ms. Valentina has impressive work experience in Russian tourism and marketing industries as well, which allows to make answer more full, detailed and professional. Talking about the interviewing way, in this particular case, when meeting is impossible, interview was made online. It is better in some kind, because the respondent had enough time to think about each question and to give as much detailed

answer as it possible. The author didn't used any audio and / or video equipment to facilitate the subsequent analysis and decryption of data.

Finally, processing of the results of interviews and preparation of the analytical report. After the interview, received material as a result of which the researcher receives the full text of the interview. On the basis of these texts and impressions of the interviewer prepared an analytical report.

Quantitative study answers the questions of "who" and "how much".

This type of research, as opposed to qualitative, allows to obtain quantitative information expressed by a limited number of problems, but with help of large number of people that can handle its statistical methods and disseminate the results to all consumers. Quantitative studies help to identify the main consumer groups, market size, and so on. (Kozak, Decrop, 2009, p.3)

## 5.2 Data collection process

The author see as the main method of getting information for quantitative research in this thesis is the questionnaire, which distributed among the respondents via Webropol survey. The dignity of such method of survey is the possibility of holding the survey on the bigger territory, the absence of a psychological barrier and lack of influence of the researcher on respondents, lack of time frames. But there are also some threats, such as long waiting of answers, partial return of the questionnaires (in the author's case the amount of non-refundable questionnaires exceeded 70%), difficulties with the determining of the reliability of information and compulsory reliable list of potential respondents.

It was detected that the level of recurrence of questionnaires is greatly influenced by the content of the cover letter, which should sell the idea of research and persuade respondents to its significance. In a letter to this survey was completed with the following information: who is conducting a study, preliminary gratitude for the possible participation of the respondent in the study.

It was planned that the commissioner company, British International School will provide the data base of those clients, who used their service and were satisfied with that. Usually the client of the school is the person, who organize the group, it can be a teacher or the manager. Finally it was agreed that the author of the thesis will contact them by herself.

The list of the companies as follows:

Table 2. Potential respondents data, taken from BIS company

	Name of the company	Address	Contact person	email	website
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1	"ЦЕНТР ЯЗЫКОФФ"	Краснопутиловская улица, 5, оф. № 406, Санкт-Петербург г. RUSSIA	Наталья Владимировна	abc812@mail.ru	www.abc812.ru
2	"JUST-SPEAK"	Льва Толстого улица, 7, Санкт-Петербург г. RUSSIA	Светлана	js@just-speak.ru	www.just-speak.ru
3	"МИР ОБРАЗОВАНИЯ, языковые курсы"	Мира проспект, 114 236000, , Российская Федерация, Калининградская область, Калининград г	Ольга	olga.chistova@worldofeducation.ru	worldofeducation.ru
4	"ИНИЦИАТИВА"	Красная улица, 30-А, оф. № 116 Российская Федерация, Республика Карелия, Петрозаводск г. RUSSIA	Ирина	init- obr@rkmail.ru	www.centrit.ru
5	"КЛЕВЕР"	Маршала Тухачевского улица, 27, корпус 2, этаж 15, оф. № 1554 (бизнес-отель "Карелия") RUSSIA	Оксана	kleverspb@gmail.com	kleverspb.com
6	"ЕВРОПА"	Московский проспект, 203-А Санкт-Петербург г. RUSSIA	Василий	europe-school@yandex.ru	www.europe-school.ru
7	Educational center "Talis"	no information	Елена	nou_talis@mail.ru	-



8	“ИНДИВИД УАЛЬНЫЕ КУРСЫ АНГЛИЙСК ОГО ЯЗЫКА”	Большой ПС пр- кт, 100, оф. № 522 Санкт- Петербург г. RUSSIA	Татьяна	tatyana.sweeney @mail.ru	-
9	Language summer camp	no information	STOLBOVS KAYA Svetlana	info@edem-v- lager.ru	-
10	English courses		Grigoryan Gayane	gayanegrigoryan 35@gmail.com	

The two versions of the questionnaire (in English and in Russian) are composed of 18 questions, which are invisibly divided identically in 2 parts. The first part aims to draw the general image of the tourist from Russia. The questions, included in this part (9 in total) are about gender, age, marital status, work experience and ability to travel. The second part is the most important because in this way the author get deeper information about the main aspects affecting the image of this city. To develop this set of questions (11 in total), the author used some of the most representative macroeconomic aspects of this city: infrastructure and tourism. The author used open question with opportunity to choose one or more answers in some of the cases. Likert-scales question number 17 (composed of 15 items with “Totally Disagree”, “disagree”, “no opinion”, “agree” and “strongly agree”) was created to get more detailed picture of London by tourists.

Accordingly to the thesis goal, to define the image of UK, the author created the questionnaire with the goal to get 100 valid responses from Russian respondents. The findings can be used as simple pieces of advice for the managers of Russian department of the commissioner company.

## 6. Practical part

Data analysis process was started on 15<sup>th</sup> of February and to be continued for one week, after it will be analyzing. The answers will be turned to ranked data by Webropol system. The author will think carefully about the data structure and then produce a few simple graphs or summary statistics so that the essential features of the data are clear.

This is a situation where generalization of study results is of primary concern. Assuming that the respondents have been sampled appropriately and that the sample size is adequate, such a question can be answered by applying appropriate statistical techniques.

## 6.1 Quantitative analysis

The questionnaire was made mainly from the close questions. Closed questions offer a selection from a complete set of response options given in the questionnaire. The advantage of such kind of the questions is the possibility to use automated analysis of the data. The important thing that all relevant aspects of the issue were reflected to allow the respondent to choose his own (question 15). The research was started in Webropol system 25 November 2014 and was finished 22 February 2015.

The part of the quantitative research took place in Saint-Petersburg, Russia between 30 January and 1 of February 2015, when the rest of questionnaires in paper form was collected. The chosen place is the school of English for adults. One of the teachers were kindly asked to distribute the questionnaires among the students and in two days 19 forms were collected. In addition to this, some data were collected also via the Internet from Russian-speaking respondents during all the time of the research. The link to the questionnaire with the short description was distributed in groups of travelers and people who learn English in one of the most popular social web sites in Russia- vk.com. The goal was to collect at least 100 valid responses to proceed with, but in the end of almost three-month research 81 responses were collected. At the beginning of February 2015, there were 62 completed and valid questionnaires collected in Webropol, 19 in a paper form (respondents met in Saint-Petersburg). All the responses were typed into the Webropol and then analyzed.

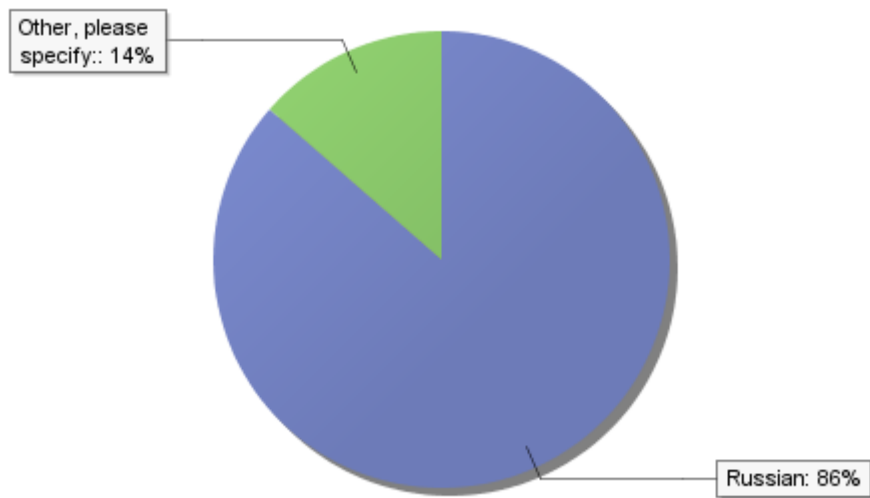
All the data, which was gotten from them respondents via Webropol, was exported in statistical graphs and provided in appendix 1. They are listed separately for each question. This section presents additional statistics, which was represented in that form which is easy for understanding.

Out of the 81 respondents, 77% were female and only 23% male. (Table 1). Not all of the interviewees were Russians, only 86%. The rest were Russian-speaking, or those who live in Russia. The nationalities are: Ukrainian, Latvian, Kazakh, or even people with double citizenship: both Russian and Finnish. Anyway their opinion should be included in the research as respondents determine themselves with Russian and their home countries were the part of Soviet Union in the past.

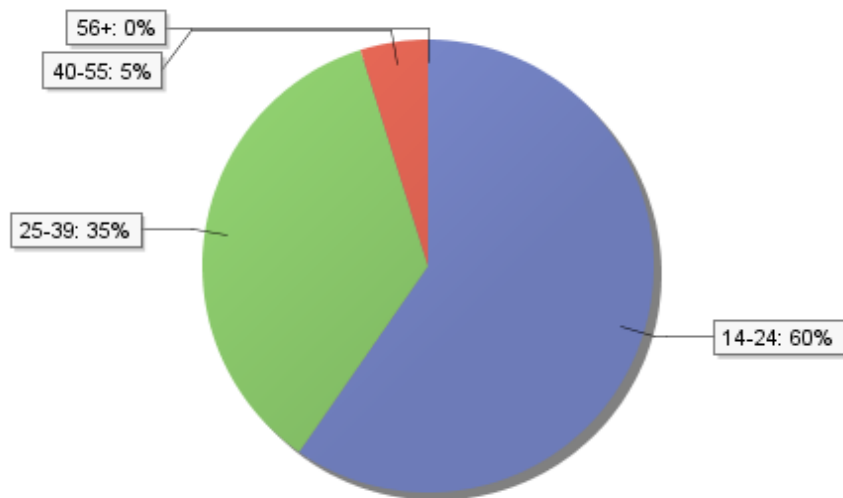
The questionnaire in Webropol system was composed in English upon the request of the commissioner (Appendix 1). Two months after the questionnaire was started and the number of respondents was low to start the research, the author of the thesis made Russian version of the questionnaire, which you can find in appendix 2. In this way, 76,5 % of the research was made in English language and 23,5%- in Russian.

The biggest age group are people 14-24 years old- 60%, the second group are people 25-39 years old-35%, people who are 40-55 years old are only 5% of respondents (Table

2). There are not people who are older than 56 years old. It could happen because this age group doesn't use Internet or doesn't speak English. By the way, in the class of English for adults such age group wasn't found as well.

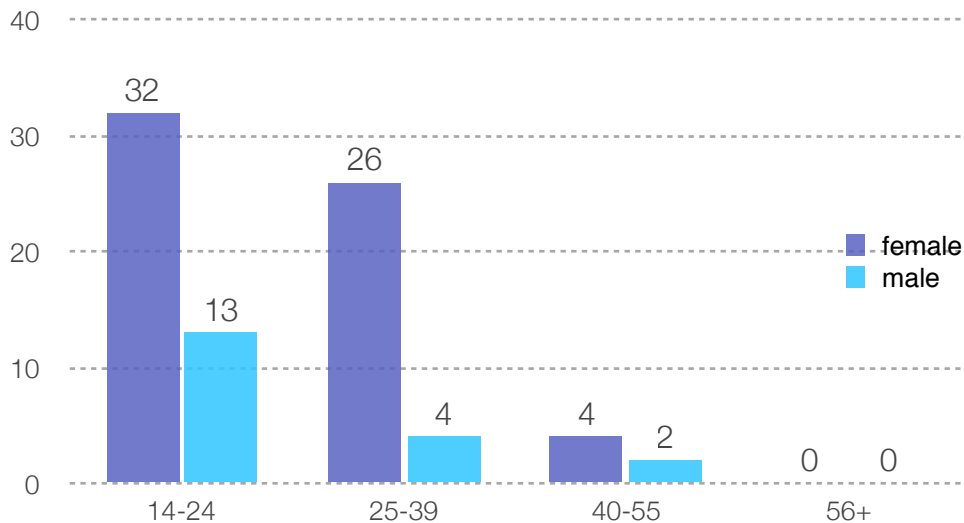


Picture 2. Nationality, number of respondents: 81



Picture 3. Age group, number of respondents: 81

There are some comparison made in the tables below to make a full picture of the Russian tourists. The biggest share of the respondents are women 14-24 years old, there are 32 persons from 81 respondents. Men in the same age group are only 13. The second biggest group are women 25-39 years old, there are 26 of them and men are only 4. And in the age group 40-55 there are 4 women and 2 men. The age group 56+ are empty at all, there are not any respondents here. Such a big difference is due to that fact, that the biggest part of survey was hold among the users of social web-sites, which are young

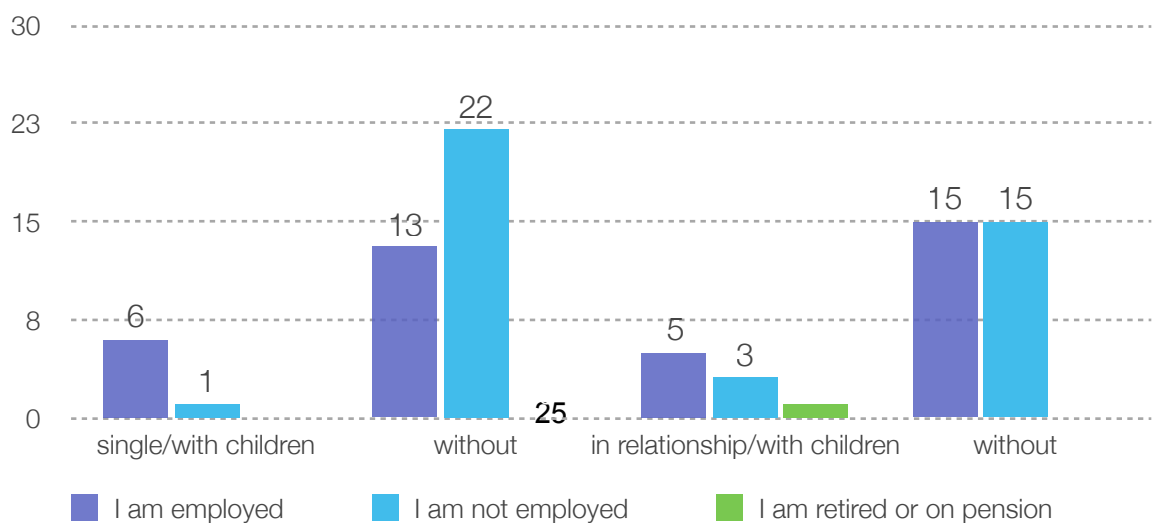


people in majority.

Picture 4. Gender vs Age group

As for working status, the shares are almost equal, 51% not employed at the moment and 48% are employed. 1% is on pension or retired. The field of activity mentioned from working people, are different but in most cases shows that the most of working people are students. So, the professions/field of activity of respondents are: bookkeeping, graphic designer, journalism, seller, hair dresser, PR, audition, teaching, teaching of languages, intern at Logonet USA, Logistics, engineer, janitor, postman, seller, media, legal assistant, security, tax audition, pump industry, hotel industry, marketing, filmmaking, actress, customer service.

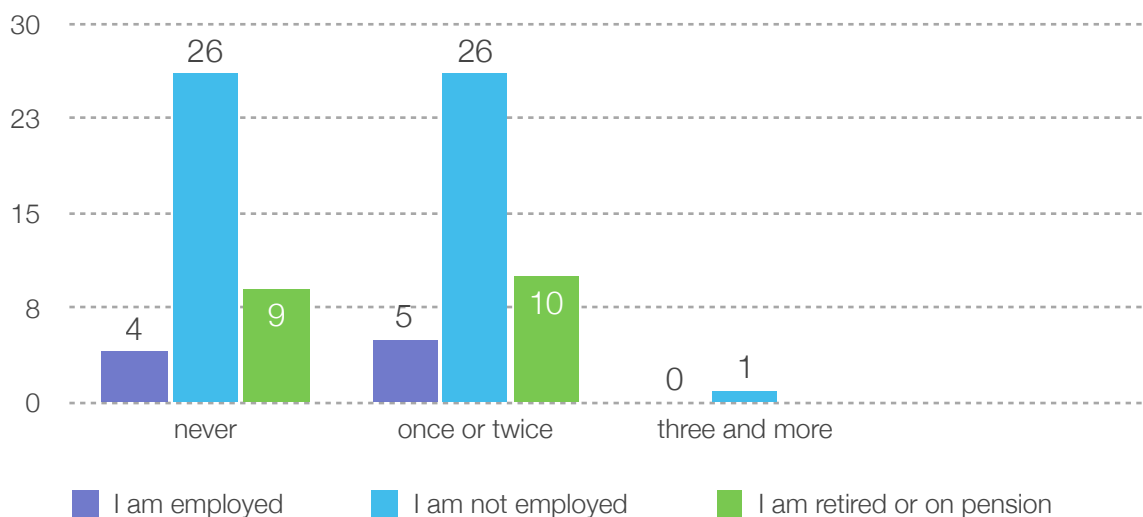
In the same time, comparing the working status and family status, the biggest group are single not employed people with children (22 people from 81). The half of people who are



in relationship without children have work and the half of them doesn't work (15 respondents in each group). The third biggest group is the people who are single without children and they have a job, there are 13 of 81. There are also single people who have children, 6 are single and have job and 1 doesn't have. Finally, there are 9 people who are in relationship with children, 5 of them are employed, 3 not employed and 1 is on pension or retired.

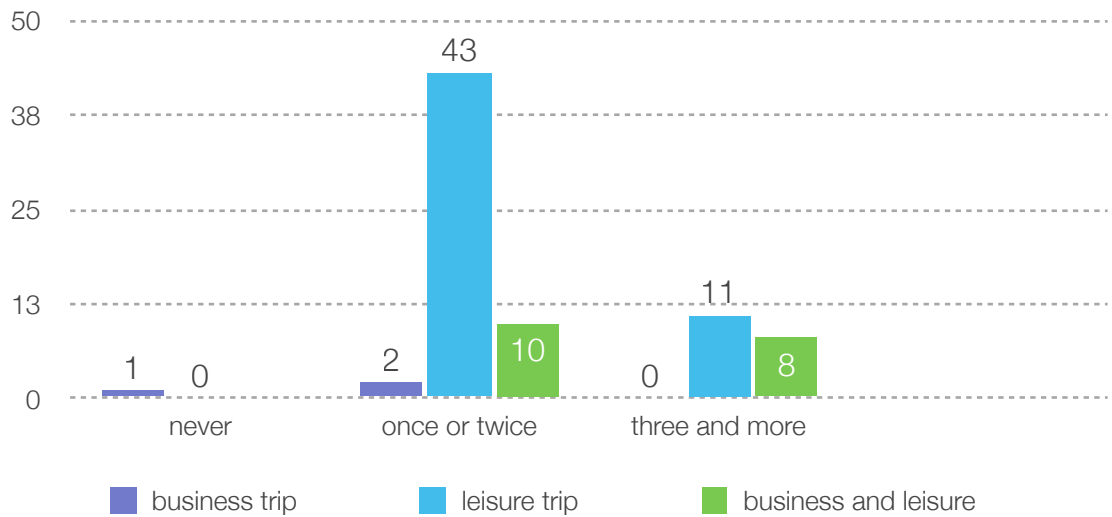
Picture 5. Employment vs marital status

Regarding the frequency of trips abroad, the biggest group of respondents (53 of 81) travel once or more times per year; three or more times-19 respondents and 9 people never travelled yet. There is an interesting fact that 4 of those 9 people are employed and 5 not employed. The biggest share of respondents travel once or twice per year, half of them are employed and half doesn't have a job. There is also 1 the group of respondents, who travel three times per year and more, 10 of them are employed and 9 are not employed.



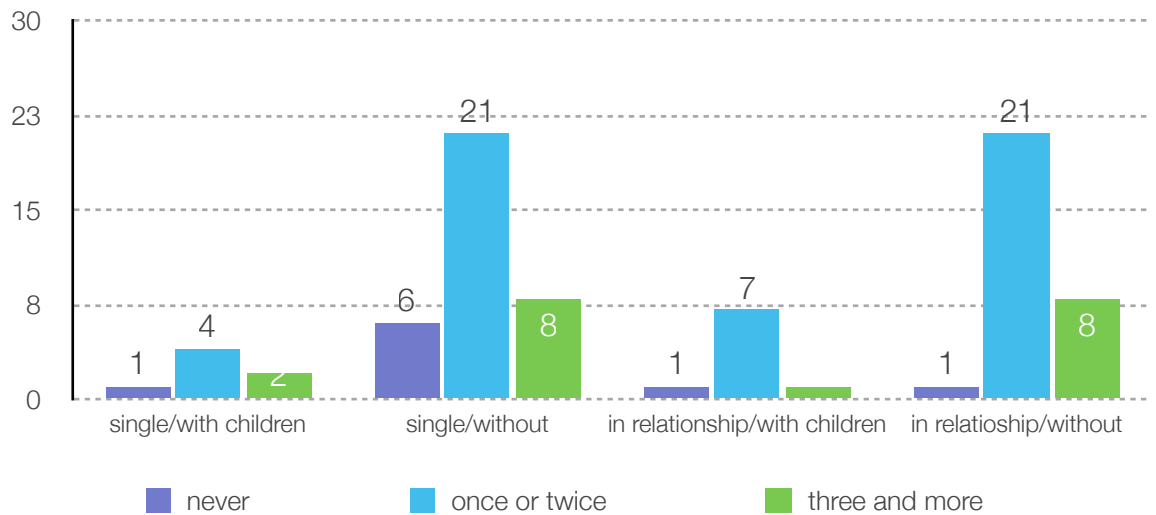
Picture 6. Frequency of traveling vs working status

That fact, that so many unemployed respondents have possibility to travel, can explain the character of the trips, the comparison is in the table 6. 75% of trips have leisure type, 24 are because of both reasons and only 1% strictly for business purposes. It should be mentioned, that only 75 respondents, not 81 answered the question about the character of their trips, and there are three people, who probably didn't understand the question or didn't inattentively filled the questionnaire. Those, who never travelled, had leisure and business as a goal of a trip. But still, the leisure stains as a main reason for trips abroad for those who travel once or twice per year. There are 11 people with the same frequency of travel with the business purposes and 10 people who travel more than three times for leisure purposes.



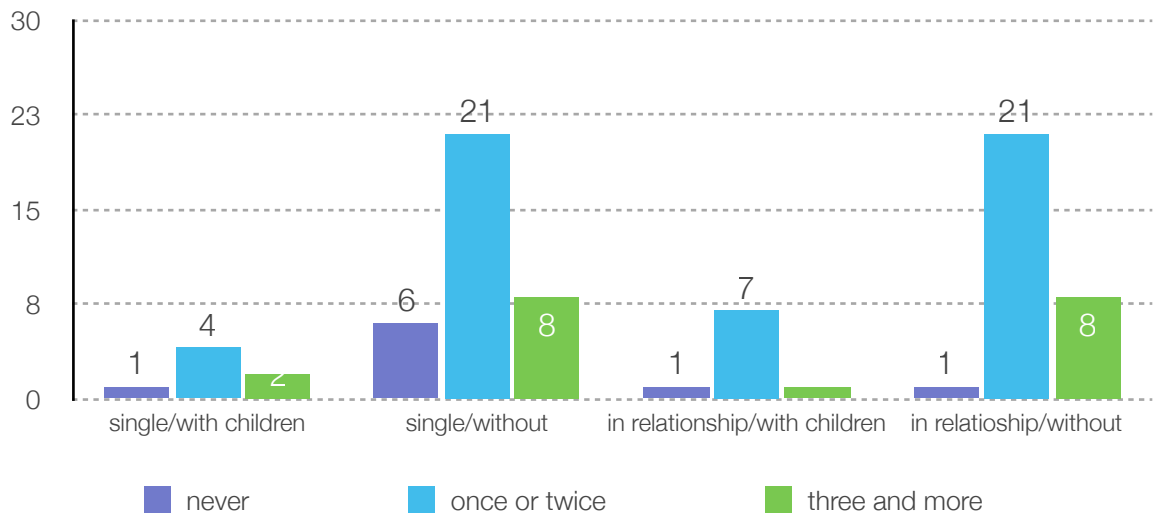
Picture 7. Frequency of travelling vs purpose of trip

Majority of respondents, who travel once or twice, are single without children (21) and in relationship without children (21). The second biggest group also has the same amount of people with the same family status (8 people) who travel three or more times. There are 7 people who are in relationship with children travel once or more times.



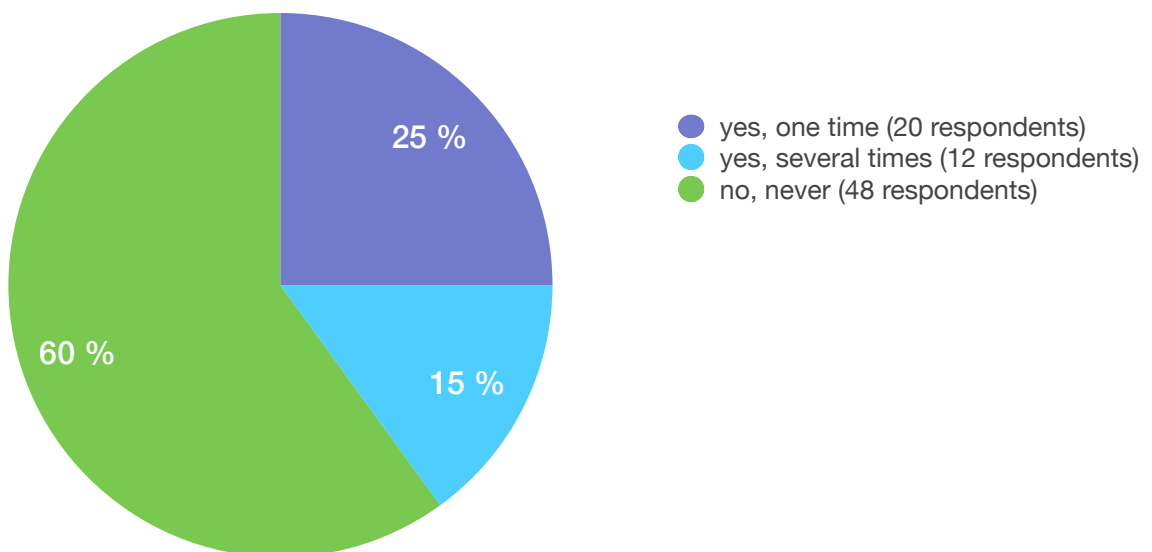
Picture 8. Frequency of travel vs marital status

From the 75 of respondents, who answered the question about their image of London, 54 of respondents claimed their image of London as a positive (72%), 18 have neutral image(24%) and 3 have negative image(4%). (Picture 10). There are 32 people, who already been in London (20 of respondents-one time and 12 several times) and 48 of re-

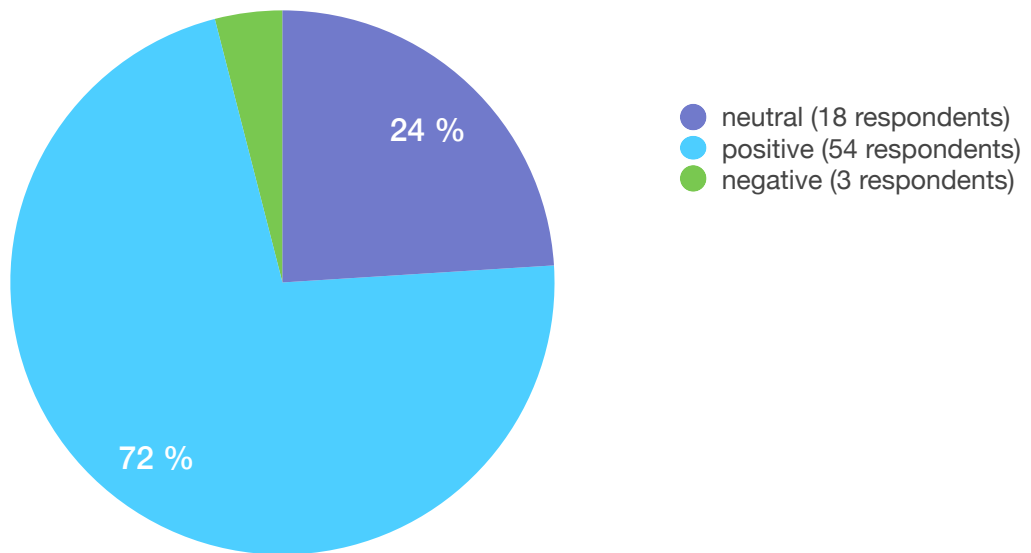


spondents never been there. (Picture 9)

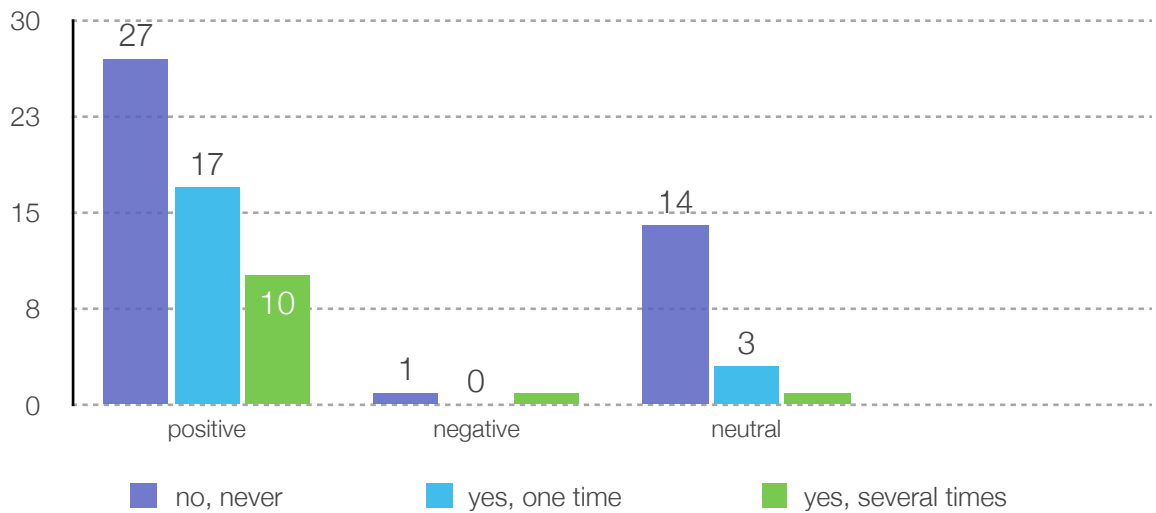
Since the number of the people, who never been in London is more than the other groups, it is not so reasonable to compare it. (Picture 11). However, it is sensible to analyze the image of London of those, who been there, and the data is in the Picture 10.



Picture 9. Number of respondents visited London



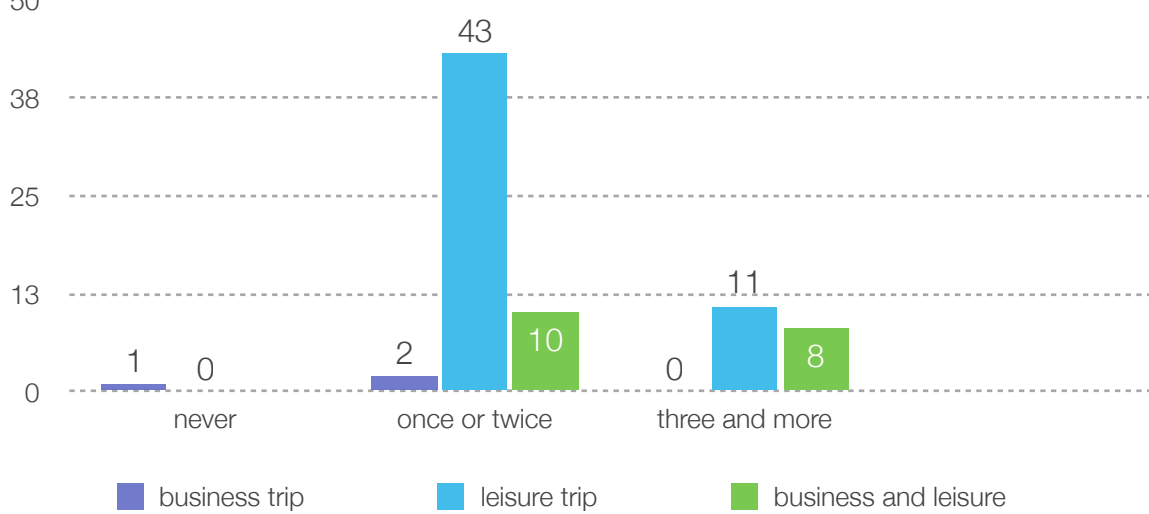
Picture 10. Image of London



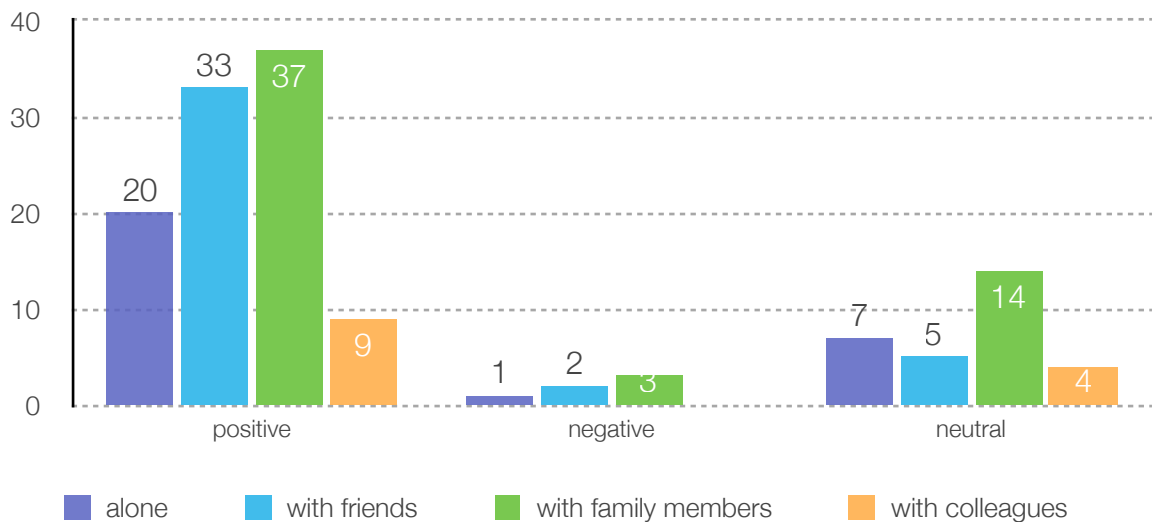
Picture 11. Frequency of traveling vs image of London

Picture 12. Frequency of travel vs purpose of trip





People provided answers to the questionnaire, claimed that they travel mostly with family members, such answer were given by 54 people(40% of the respondents), 41 persons choose traveling with friends (30%), alone-28, which is equal to 21% from the total number of respondents and the fourth group, only 13 people, who travel with business colleagues (10%). (Picture 13)



Picture 13. Image of London vs with whom trips were made

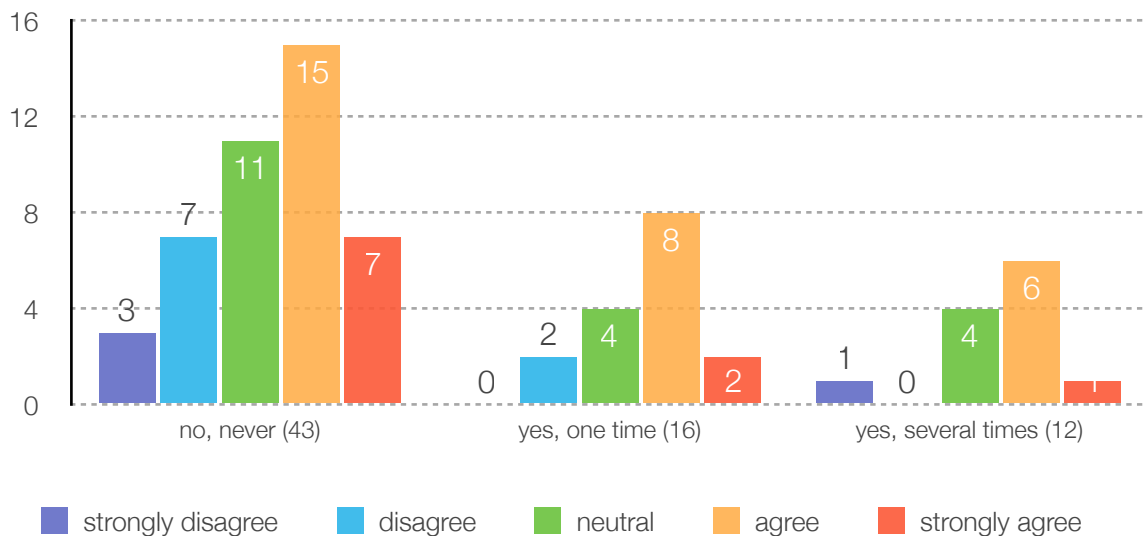
This research focused on studies of London brand perception, that's why it was not necessary condition for a respondent to visit London, but be able to show what one thought about the city, what image one carried about that place. This thesis was planned also as a visual comparison of the image of London as a tourist destination with the brand identity in representation of Russians.

The question number 17 in this quantitative questionnaire was composed of 15 statements, which makes interviewees to express their own opinion about each statement by choosing whether they strongly disagreed, disagreed slightly, had no opinion, agreed or

strongly agreed with the sentence. The raw results are presented in the tables 11-27 below with the comparison of the number of visits in London. Such way gives the opportunity to compare opinions and thoughts about London expressed by different group of travellers.

Results in the tables below would be valuable to see the difference of opinion of those people, who already been in the city and those who not yet. In other words, if the city met the expectations that were promised to be fulfilled in a brand identity message.

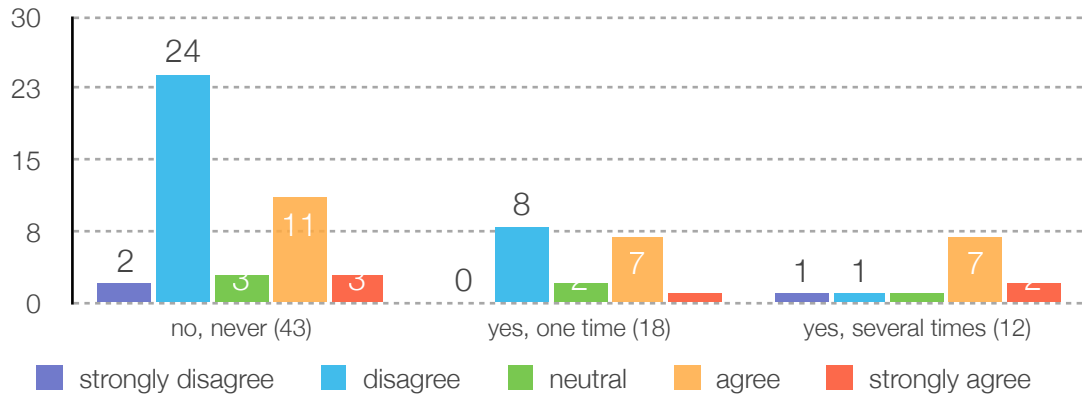
50% of respondents who been in London one time and 50% who been there several times, agree that London is one river city. (Table 11) Almost 35% of respondents who never been in London also agree with this fact. However, 7 people who never been there, disagree that London is one river city and 3 are strongly disagree. In opposite, from those respondents, who been there only once, only 2 are disagree and who been there several times there is one person who strongly disagree. It should be mentioned here that



Picture 14. London is one-river city

there is a misunderstanding from the respondent's site about the question and «London is a city on a river» sounds better and it is mistake of the author, but possibility of the lack of geographical knowledge of the respondents is also should be taken in account.

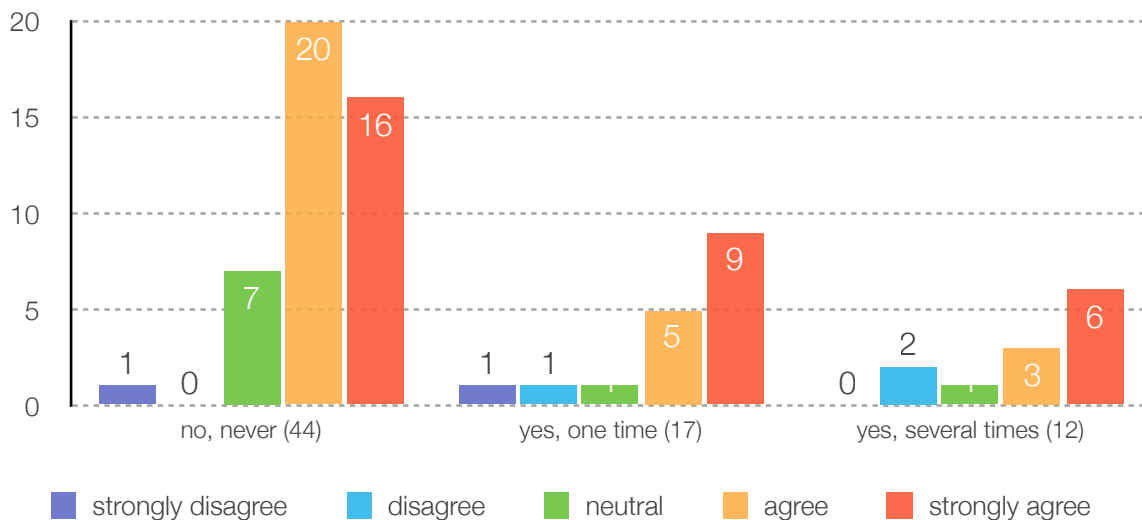
The biggest number of respondents, 24 disagree that the climate in London is pleasant, it is more than 55% of those, who never been in London (Picture 15). In the same time, 26% (11 people) agree that the climate in London is pleasant. Almost equal number of people of opposite opinions who been there ones-8 people doesn't agree that the climate in London is pleasant and 7 agree with this statement (in percent it 44% and 39% respectively). There is the third group of respondents, in which almost 59% of respondents agree that the climate in London is pleasant. There are 6 people without the opinion on this



statement.

Picture 15. The climate in London is pleasant

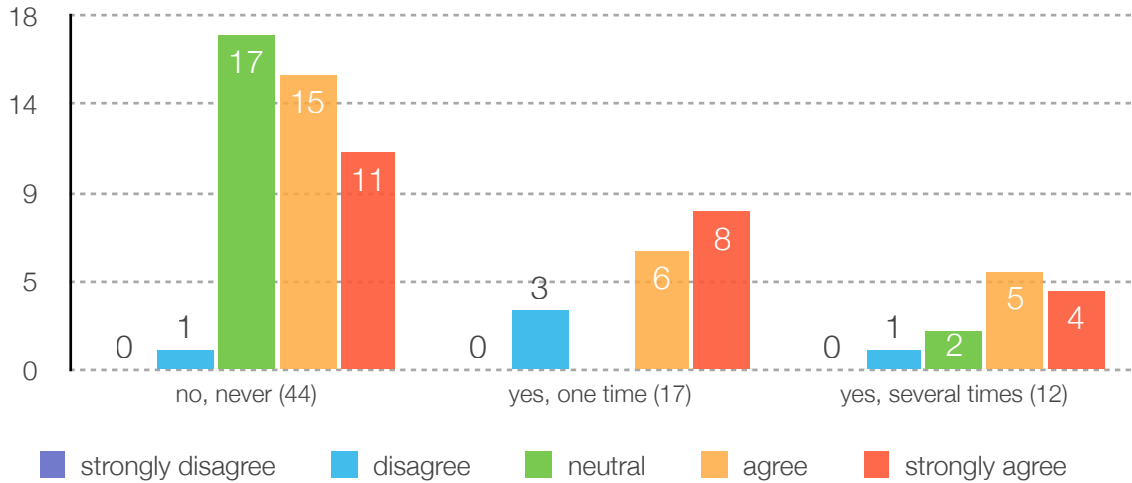
20 respondents agree that London has unique architectural style, and 16% strongly agree, although they never been there (in the same time, it is almost 82% of all people who never been there). 50% of those, who been there several times, strongly agree with these statement. Respondents, who visited London just once, also mainly agree with the statement about unique architectural style, 9 are who strongly agree and 5 simply agree, which are 47% and 35%. Still, 9 people don't have any opinion for this, 7 of them who



never been there. (Picture 16)

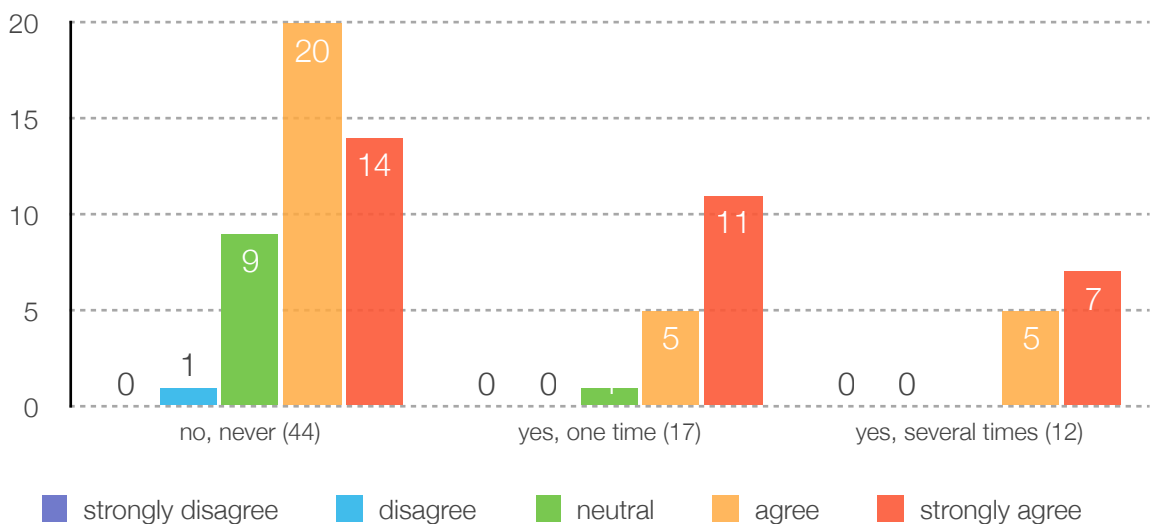
Picture 16. London has unique architectural style

The situation with the following statement is that 19 people, or 26% of all respondents don't have an opinion about London as a city of good quality design (17 never been there and 2 been there for several times). However, 34% of respondents, who never been there, agree with the statement, and 25% strongly agree. There are not people, who strongly disagree and 5 are disagree, 3 of them been in London just once. 8 people from 17, who



been in London once, or 47%, strongly agree and 6 (35%) are agree. (Picture 17)  
 Picture 17. London is a city of good quality design

Majority of respondents (20 respondents, or 34% who never been in London), agree with the statement that London is a city full of events. The second biggest group, also people who never been there, strongly agree with this statement. Actually 32 respondents, or almost 45% of respondents, strongly agree with this statement, 11 of them who been in London just once and 7 been there several times. It should be mentioned, that people who been there several times, have only positions «agree» and «strongly agree», there



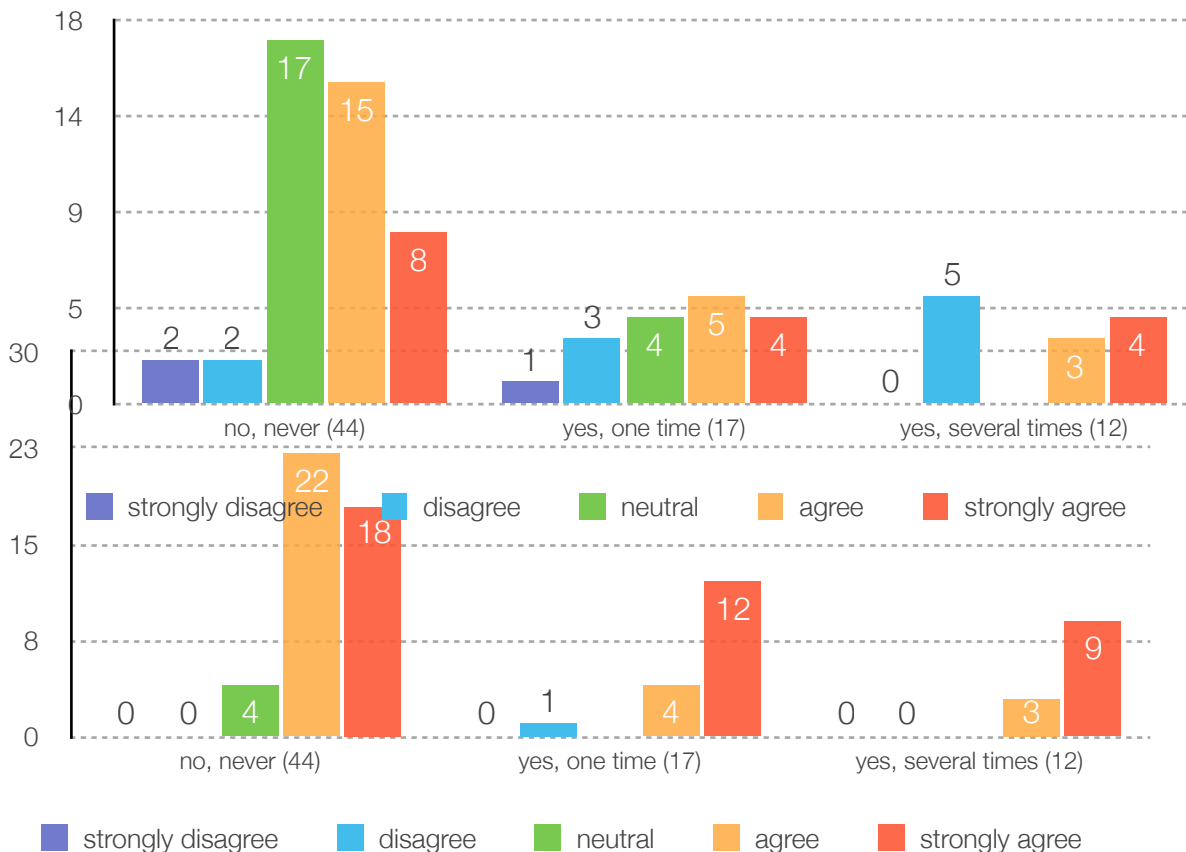
not opinion only among those, who never been in London (9 persons) and 1 respondent who been there once. (Picture 18)

Picture 18. London is a city full of events

With the statement, that London is an international city, there is only one person, who been there just once and who is disagree. 4 respondents don't have any opinion and all of them never been in London yet. 22 respondents agree with the statement and 18 are strongly agree, what is 30% and 26% from the general number of respondents. The other groups of respondents, who visited London once, showed the agreement with the statement, 12 are strongly agree (16% from all number) and 4 are agree. In the last group, people who were there several times, 9 are strongly agree and 3 are agree. (Picture 19)

Picture 19. London is an international city

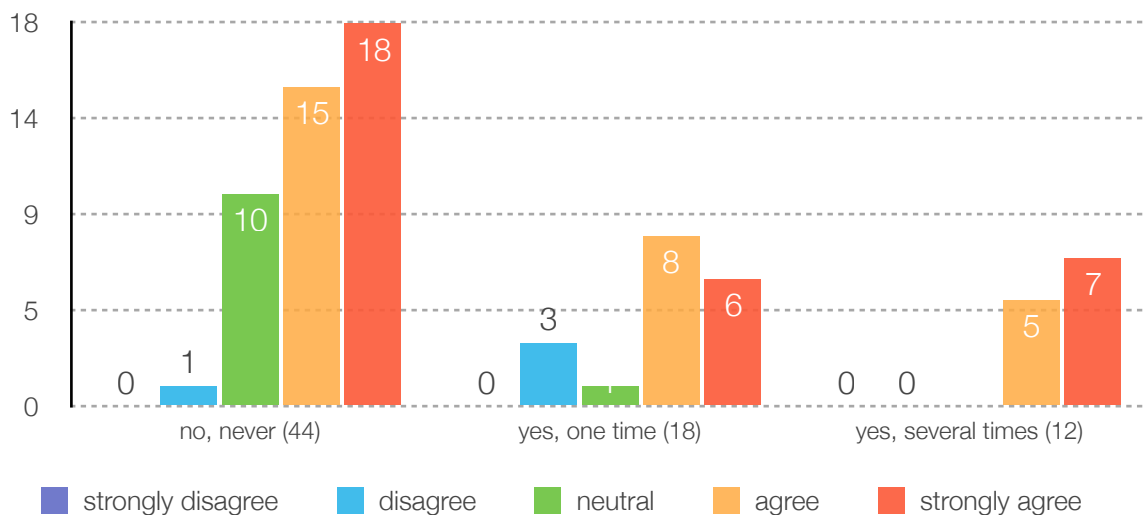
The biggest number of respondents regarding the cleanliness of London don't have an opinion, there are 17 of them, what is 23% from all of the respondents. (Picture 20) Never-



theless, 15 respondents in the same of category, who never been in London, agree with the statement and 8 are strongly agree, it is 20,5 and 11% of the total number of respondents, which are 73%. These groups are three the biggest among the respondents. 3 of the respondents strongly disagree, 2 of them never been there and 1 been once. There are 10 people, who simply disagree, 2 of them never been there, 3 been once and 5 been several times. However, there are more people, who agree with the statement (23 respondents or 31,5% of total number 21 respondents or 29%), than those, who have no opinion(21 respondents or 29%).

Picture 20. London is a clean city

Regarding next statement, those respondents, who been in London several times, agree that London has a lot of parks, and 5 of them just agree, 7 of them are strongly agree (Picture 21). Even the biggest group in this category are the people, who never been in London, but strongly agree, there are 18 respondents from 74 respondents, which is 24%. The second biggest group are the people who agree ( in the same category of visitors, 15 respondents, 20%). And the third-13,5% of the total number of respondents, this is equal to 10 respondents. In the same time, there are 3 people, who been there one time and disagree with this statement. Among those, who been there once, 8 agree and 6 are strongly agree. In general there are 28 people who agree with the statement and 31 who are strongly agree and there are 59 respondents, or almost 80% of total number, who re-



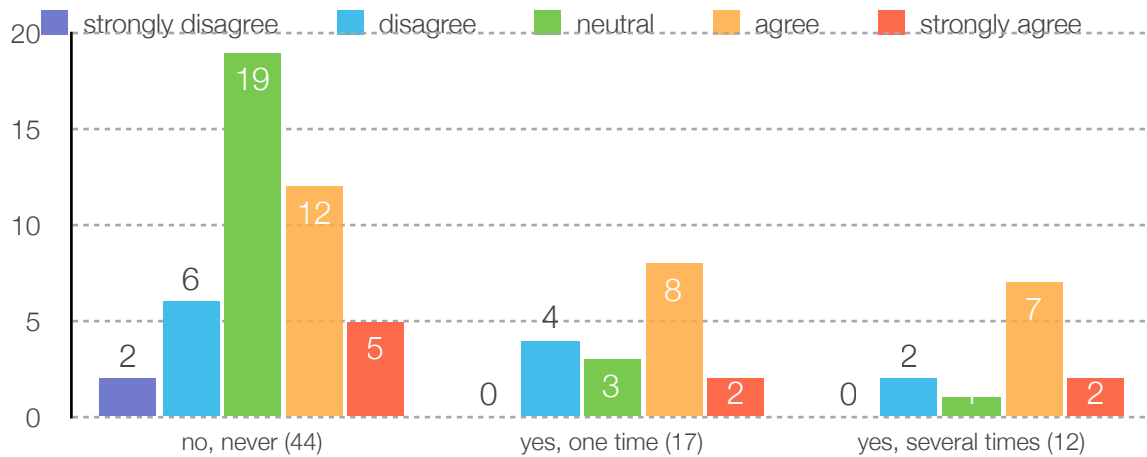
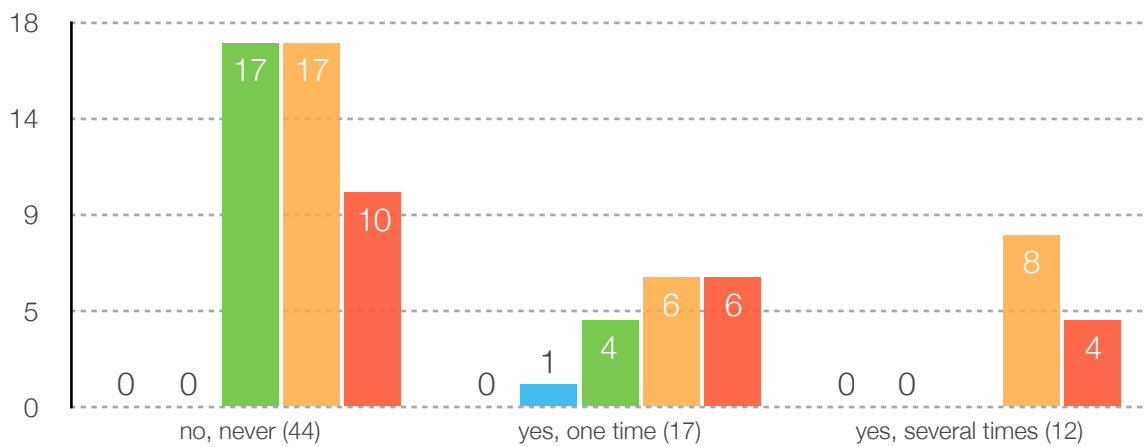
lates London with the city of the parks.

Picture 21. London has a lot of parks

In the question regarding the public transportation in London, 17 respondents from 73, don't have any opinion, which is 23% (Picture 22)The same number of respondents in the

same group (people who never been in London) agree with this statement. The second largest group is the group, which is strongly agree, there are 10 of the total amount of the people. There is just one respondent, who disagree with the statement, and been there just once. The third largest group are 8 respondents in category of visitors, who been there several times, and agree with statement. The other 4 people, who been there several times, strongly agree with the statement ( and in percents they are 11% and 5,5% accordingly). Finally, from those 17 respondents, who been in London once, 6 are agree, 6 strongly agree and 4 don't have any opinion.

Picture 22 London has a good public transportation

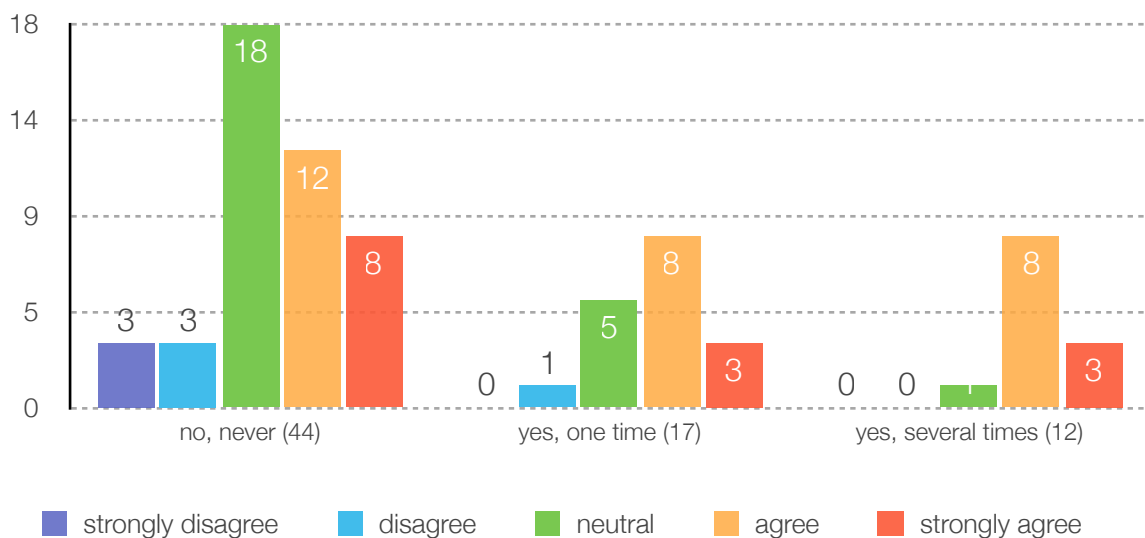


strongly disagree   disagree   neutral   agree   strongly agree

The statement that London is a safe city also has big number of respondents, who don't have any opinion. There are 19 from 73, which is 26% (Picture 23) The second biggest group are the respondents, who never been there and agree with the statement, there are 12 from total number, which is equal to 16%. In the same time, there are 2 people who strongly disagree with the statement, 6 are disagree and only 5 are strongly agree (from

the category of respondents, who never been there). The third largest group of those, who been there once: 8 respondents agree with statement, 2 strongly agree, 3 don't have any opinion and 4 disagree. From 12 people who been in London several times 7 are agree. Picture 23. London is a safe city

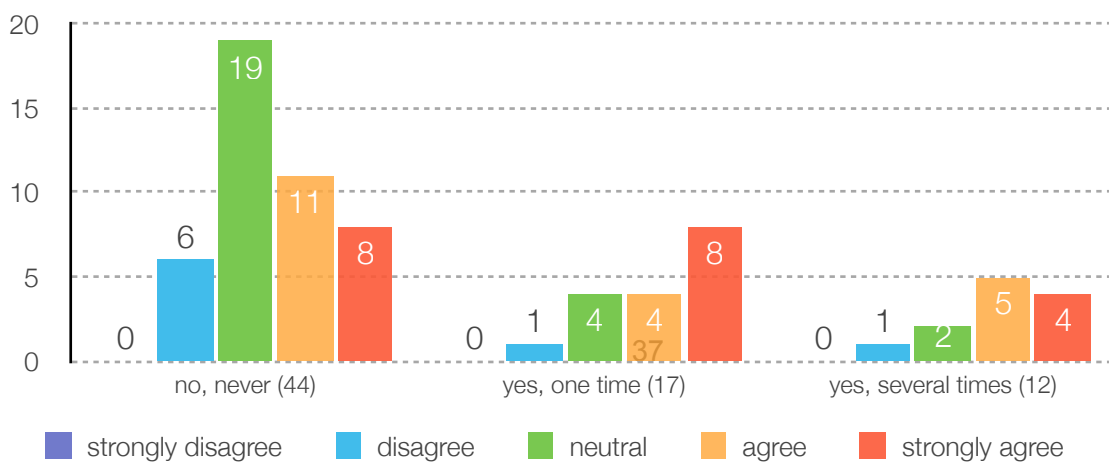
18 respondents or 25% from the total amount don't have any opinion on the statement that London is a tolerant city, there are 28 people, who agree with the statement, which is 38% of total number, 12 of them never been in London, 8 visited once and 8-several times (Picture 24). The same amount of respondents-8 never been in London and strongly agree with the statement. In the same time, there are 3 respondents, who never been in London and strongly disagree with the statement and 4 who disagree, ( 3 who never been



and 1 been once)

Picture 24. London is a tolerant city

Regarding the next statement, that Londoners are friendly and hospitable people, 25 respondents don't have an opinion, 19 of them never been in London yet, which is 26% of total amount respondents, 73. There are 8 people, who disagree with this statement, 6 never been in London, 1 respondent visited London once and 1-several times. There are

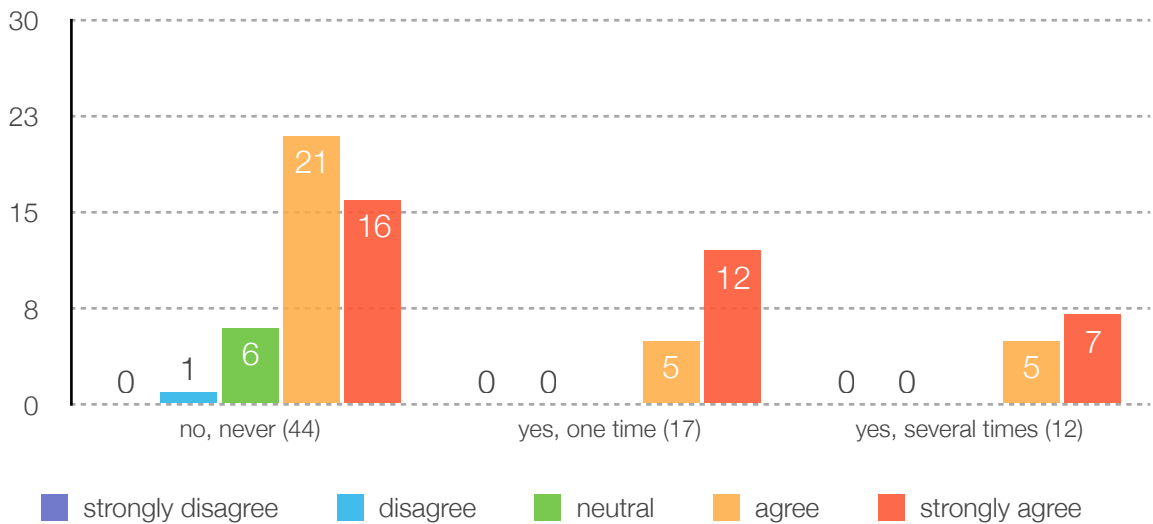




20 people who agree with the statement and 20 are strongly agree. And finally there are not people who strongly disagree with the statement at all. (Picture 25)

Picture 25. Londoners are friendly and hospitable people

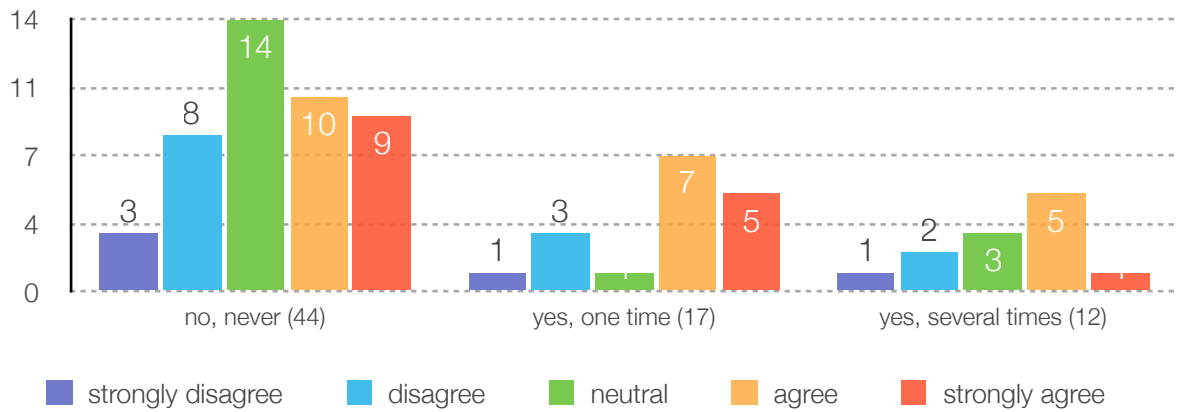
The statement, which has record number of respondents, who agree, is the statement that London has a lot of shopping opportunities (Picture 26). The number is 21, which is almost 29% of total amount of respondents, which is 73. The total number of respondents, who agree with the statement, is 31, and except those mentioned, who never been there, 5 visited London once and 5-several times. The total number of respondents, who strongly agree with statement, also impressive, there are 35 of 73, which is 48%; large part of those-16 never been in London, 12 was once and 7 several times. There are 6 respondents, who never been in London and don't have any opinion on the statement, and 1 is



disagree.

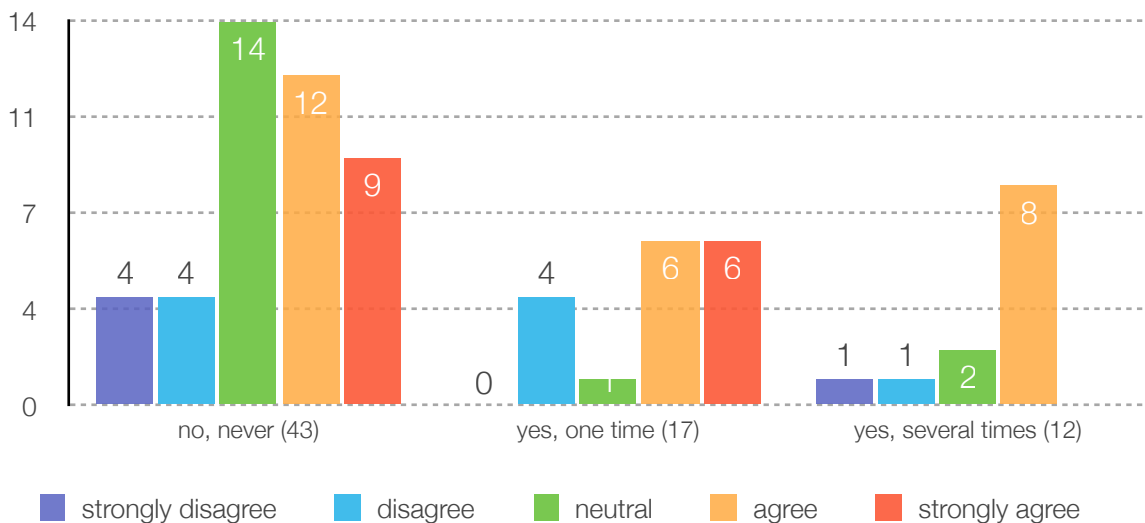
Picture 26. London has a lot of shopping opportunities

With the statement that London provides a good cuisine, there are 22 people, who agree with this. 10 of them never been in London, 7 been once and 5 visited London several times. In general there are 30% of respondents. In the same time the biggest group is those who never been in London and don't have an opinion, there are 14 of 73 respondents (19,2%). From those, who don't have an opinion, 1 respondent been in London once and 3 been several times. Quite many respondents disagree with the statement, there are 13 of 73, which is 18%. In same time 15 respondents strongly agree that London provides good cuisine and 9 of them never been in London. (Picture 27)



Picture 27. London provides good cuisine

Finally, there are 26 respondents of 72 who agree with the statement that London is a good value for money, which is 36% from the total amount. The second biggest group are «no opinion» respondents, there are 17 persons, which is 23,5%. 14 of them never been



in London, 1 visited London once and 2 visited London several times. From 15 respondents, who strongly agree with the statement, 9 never been there and 6 been once. Still there are 5 respondents, who strongly disagree with the statement, 4 never visited London, 1 visited several times. The last group, who disagree, there are just 9 respondents, 4 of them never been in London and 4 been once. (Picture 28)

Picture 28. London is a good value for money

## 6.2 Research summary

81 responses in current surveys were provided mostly from women, there are 62 of the total number, and there are only 19 men. All of them were Russian speaking, although there are 14% of total number are of different nationality, such as Latvian, Kazakh, Ukrainian and one person with double citizenship, Russian and Finnish. Anyway, those 14% should be taken in consideration because those respondents live on the territory of Russia and their mentality similar to Russian. Moreover, those countries were the part of the Soviet Union in near past. Although the main focus group was not defined before the research was started, and author tried to reach all age groups, the superiority in age belongs to respondents of 14-24 year old respondents, there are 45 of total number. The second biggest group is 25-39 years old people, which are working people, not a backpackers. In the same time there are not respondents who are older 55 at all.

The first half of 18 questions in the questionnaire make the picture about the Russian tourists, their characteristics. As the author of the thesis decided to avoid the questions regarding the income of the potential respondents, educational background and hobbies, as Russians try to avoid such questions on the some reasons, picture could be not full, but it include all necessary information to understand the current situation and tendencies to develop among Russian tourists. In this way, the characteristics are the next:

- it is clear, that all respondents speak Russian, but almost all of them, 64 respondents, speak English, and third part of the respondents, 27 persons, speak several languages, except Russian and English it can be French, Finnish (significant part of the respondents are the Russian-speaking students, studying in Haaga-Helia UAS), Spanish, German, Italian, Korean, Chinese, Kazakh, Ukrainian, Estonian.

- 65 respondents, which is the majority don't have children, 30 of them are in relationship, and 35 are single.

- used to travel with the frequency once or even more times per year

- half of respondents, which are employed, work mostly in finance/marketing industry.

- travelers for leisure purposes mostly

- travelers with family members or with friends.

The biggest amount of the respondents in the question concerning the destinations preferred except London, answered that they prefer other places in London (9 respondents). Those places are Scotland, flower show in Chelsea, Cambridge, Stratford, Brighton, London Underground, English villages, Canterbury, Westminster. The second biggest group, 8 respondents, have chosen Spain and Barcelona in particular. Also popular destinations among respondents in the survey are South of Russia, the region of Black sea. Greece and Italy were chosen by 4 respondents, Prague-by 3 respondents, Turkey, Egypt, Iceland and France are preferred by 2 respondents too. Some respondents also would like to visit Butan, Marocco, Munich, South Africa, Malta, Japan, Thailand, Canada, Helsinki, United States, Ireland and Norway.

Such results are similar to the official statistic according to the Anhalt-GfK Nation Brands Index, the Key Competitor Destinations for Russians were ranked among 1000 of respondents. (see table 3)

Table 3 Preferred destinations by Russians if money is no reason

1	Italy	6	Australia
2	France	7	Switzerland
3	UK	8	Spain
4	Japan	9	Sweden
5	Germany	10	Austria

The reasons how respondents explain the choice of destination, could be explained that respondents are Nordic people and the main purpose of the traveling is leisure. However, the most important reason in choosing of destination is the price of the trip, which have to be inexpensive. With such reason such countries, as Turkey, Egypt and Spain could be chosen. The second criteria is location, the place of vacation have to be close to the sea to enjoy beach, sun and sea. It is well-known fact, that Russia is the North country with long and cold winter, so tourists would like to go to the country which is warm and have a good climate. And, finally, architecture and history is important criteria in choosing the destination. Some of the respondents also mentioned such factors as food, rich night life, beauty of the city or country, and location (in that meaning, 'that the destination should be close to home city).

For the main purpose of the research, the image of London itself among Russian tourists, the answers for the second part of the questionnaire were analyzed and that what was obtained.

The answer on the question number 10, showed that the majority of the respondents, more than half, have positive image of London.

The questionnaire also included questions, what respondents like and dislike about London. It was not surprise, that the leading criteria of London attractiveness were the rich history of London, many tourist attractions, museums, events and exhibitions. There are 15 respondents in this leading group, and the points of interest, which they mentioned, are Camden Town, Big Ben, London Eye, Hyde Park, Portobello, Chelsea, British Museum, Tower of London, Madame Tussaud museum. A lot of respondents mentioned that London attracts them as a possibility to learn English language or just to enjoy British accent, which is pretty unique. Not too much, as expected are interested in shopping in London, there are just two answers, but one was pretty detailed with the list of favorite shopping mall. Londoners are also the reason to visit London for 9 respondents. The rest of the an-

swers were, for example, pubs of London, English girls, the city itself (without any special details), weather and fog especially, restaurants of London, good, but expensive public transport, nightlife. There are some pretty unusual answers, like quality of life, English tea, red telephone box, double decker buses and that fact, that London is a capital city attract one of the respondents to visit the city. All this answers shows, that respondents have some image and basic picture of the city, maybe taken from books or social media.

One of the most important questions in the questionnaire is what respondents don't like about London. 15 respondents answered that they don't like the expensiveness of the city, mentioned high prices for the transport, rent and life in general. 5 respondents are aware of bad climate and rainy weather in London. Some of the respondents mentioned difficulties to get visa, and it really can be not so easy in fact. The things, which were mentioned by respondents, is that city is too noisy and chaotic, and as a result overcrowded, have traffic jams and a lot of homeless people. There were such answers, like danger (situation with criminal), situation with immigrants. Some of the respondents don't like the British snobbism or don't like the attitude to Russian. There are some unusual answers, like «no soups in the pubs», «left-hand traffic», somebody don't like East of London, London Tube, Castle and even the famous English actor Benedict Cumberbatch. 1 person don't like that fact, that it is too hard to get job in London.

There is a well-known fact, how Londoners like parks, this city is the most verdant city of its size in the world. Green spaces cover nearly 40% of Greater London: parks, squares, public gardens and cemeteries – in all, some 173 sq. km. (Lonely planet, 2015). As it seen from the results, shown in table 27, 81% of Russian respondents know it and agree with the statement.

That fact, that visitors from Russia remain one of the biggest-spending groups among foreign shoppers, splashing out an average of £669 in each transaction (according to a survey by the shopping and tourism company Global Blue) confirmed by the 90% of agreed respondents in current research. Although Russian spending in British shops and hotels has dropped by 17% since the political crisis in Ukraine began and the value of the rouble started sliding. (The Guardian, 2015)

Table 4. Statements

Statement	No opinion	Notes	Disagree (including strongly disagree)	Agree
London is an one-river city	19	53% agree, 26% no opinion	13	39
The climate in London is pleasant	6	49% disagree, 43% agree	36	31

London has unique architectural style	9	81% agree	5	59
London is a city of good quality design	19	67% agree, 26% no opinion	5	49
London is a city full of events	10	71% agree	1	52
London is an international city	4	93% agree	1	68
London is a clean city	21	53% agree, 29% no opinion	13	39
London has a lot of parks	11	81% agree	4	59
London has a good public transportation	21	70% agree, 29% no opinion	1	51
London is a safe city	23	31,5% no answer	14	36
London is a tolerant city	24	33% no answer	7	42
Londoners are friendly and hospitable people	25	34% no answer	8	40
London has a lot of shopping opport.	6	90% agree	1	66
London provides good cuisine	18	51% agree, equal shares have no opinion/ disagree-24,5 %	18	37
London is a good value for money	17	56% agree, 23% no opinion	14	41

71% of respondents agree with the statement, that London is the city full of events. This result even don't need any prove, because London, as any capital in the world, full of different events for any taste. Except events like concerts, fairs, night life, parades, London offers something for Russian-speaking as well. For example, Maslenitsa, Russian holiday, celebrates annually on the Trafalgar square. 2015 year will be rich with the events presenting Russian culture, it is planning some events, like tours of Russian theaters of opera and ballet, London book fair, which invite Russian authors as well. Britain festival, celebrates in early June, highlights Pushkin, the Russian world-famous author. London also will be a place for demonstration of Russian art, like artis gallery, which specializes in

20th century Russian emigre art; Calvert 22 Gallery is going to reopen in summer 2015 to showcase art from Russia and Eastern Europe. (20 Bedford Way, 2015)

Quite big number of respondents, 70%, agree that London has a good public transportation. Although more than half of the respondents never been in London, such opinion is a result of London underground branding. Nowadays London subway associate with the city as a red telephone booth or Big Ben. By the way, transport infrastructure of London was a part of program to transform the city center's image by promoting legibility and creating a recognizable identity in 2005. (Destination Brands, page 314). As a result of the whole history the brand of London underground is very strong worldwide, shows the ability to carry about visitors and able to compete with New York subway brand.

Quite big share of respondents don't have an opinion about Londoners, are they friendly and hospitable or not. In the same time quite big share is agree with the statement, so such result could be because respondents don't want to offend Londoners. There is a perception that the British are pretentious, narcissistic, indifferent snobs. Apparently this is an utterance of those who never been in England. The thing, which someone could take as pathos, is just notorious English restraint and good manners. Moreover, in England the base of all forms of secular communion lies hidden rule that is prohibited from being "too seriously.(Watching the English: The Hidden Rules of English Behavior, page 15)

14 respondents disagree and 23 have no opinion about the statement concerning the safety of London, which shows the lack of knowledge of respondents or probably the fear of terrorist attack. In the same time, all handbooks and reference books tell that the city is safe, just advice to avoid deserted streets at night, being mindful of pickpockets in crowded areas and being discreet with own phone, because snatching happens. («London», page 171) According to published by The Economist Intelligence Unit (EIU) research, among examined 50 cities on four criteria: digital security, health security, infrastructure security and personal safety, London took the 18th place, and Moscow-43rd place. (The Safe Cities Index 2015, page 9).

The most important reason, why respondents don't like London, is the costliness of the city. However, in the linker scale research, the statement that London is a good value for money, only 14 are disagree and 17 have no opinion. According to materials, which author learned through, London can be an expensive. However, this depends on the aspirations and habits of the particular tourist. To walk around London is inexpensive to do it on the subway or by foot, the hotel also can be inexpensive. Many museums and attractions are available for free. The second expensive after housing is eating, but it is also possible to solve with the budget restaurant with good cuisine. All this applies to middle-class tourists, but London as a city for the purchase of real estate is preferred by those Russians, who are looking for a profitable investment. Get a flat in central London - fun for wealthy buyers. Cost per square meter here is about 12-16 thousand of euros. The average house in the British capital costs € 8000 for meter square.

81% of respondents agree that architectural style of London is unique, and it is really true, it is unique in its variety and diversity. London architecture consists of an eclectic variety of

architectural styles such as Georgian, Victorian, Edwardian and Modern styles, including sub-styles. But it is certainly hard to define London architectural style, there are too many of them. The Palladian style had the long history, about 200 years, but it is not dominating. (London: an architectural History, page 211) However, there are 9 people who disagree with the statement.

67% of respondents agree and 26% don't have any opinion regarding the statement that London is a city of good quality design. This statement is close to the statement about unique architectural style, they both are about visual perception of the city, but in this question the number of agreed is 14% less.

The surprising result is 53% agreed respondents was gotten from the statement that London is one-river city. The river, which author meant is, of course, Thames. River Thames (Eng. Thames) pride and a symbol of England, like Germans have Rhine, French have the Seine, the French, and Dnepr is symbol of Ukraine. the city's history is closely linked to the river, many events took place on the banks of the Thames. and although the Thames can't boast of its length and waterfalls, city architecture without the Thames would be incomplete. («I never knew that about the river Thames», page 1). However, 26% have no opinion and almost 18% of respondents disagree.

### 6.3 Qualitative analysis

#### 1. What is your personal image of London as a tourist destination?

I live in London with my husband for two years already. Visiting London was my dream since childhood, when I started to learn English and read about Thames, Abbey in English grammar book. I can say, that this city is fully met all my expectations. It perfectly fits everything you need for a good and cognitive rest: cutting-edge areas and historical past, an abundance of attractions and interesting tradition, a huge amount of entertainment for every taste and goodwill of local residents. London is a vibrant, cosmopolitan city with great opportunities. Tourism industry is developed on a high level and continues growing.

#### 2. What is your company's offer about visiting and staying in UK for your Russian customers?

The British International School is a British Council-accredited language school, which focuses on the English courses. The main target markets of BIS are Italians, Russians, countries of Eastern Europe, such as Poland, Czech Republic, Slovenia. The services offered are the same for all nationalities. Starting 2005, when school was founded, approximately 5000 individuals - including university students, professionals, and over 300 middle and secondary schools - chose The BIS to organise their school trips and study holidays. Besides courses of English of different levels, school offer:



exam preparation courses Cambridge ESOL, TOEFL, IELTS

CLIL - Content and language Integrated Learning

Work Experience Programme (in different fields)

Specialist courses (theatre, sports, art and media)

Accommodation and transfers

Enrichment activities

You can find our programme with detailed description of activities including dates, prices. In addition to language practise, we offer cultural programme in London and, for special request, in the London neighborhood. We have detailed program, in which client can make changes for own taste. Tourists also can change the type of accommodation in London, depending the purpose of visit. It can be home stay, summer campus, serviced apartment, flats&houses, hotels and hostels. The accommodation mentioned above located in second or in third zone, the prices are different, but no one yet didn't complain on the quality or bad service.

3. If you sell offers about UK, how do you do that?

For the purpose of promotion of our products we organized marketing department in BIS. People, who work there, are students from all over the world, who need the work experience. Their duties are exploring the tourism marketing in their home countries, creating database of the potential customers and the main thing-calling to chosen potential customers with the offer to cooperation. In the list of our potential customers are schools of English, high schools and private schools. Those customers, which showed the interest during the telephone conversation, get the letter on email, where we invite them (one or two teachers) to visit our school in London to get know each other and sign the contract. BIS pay two days in hotel and transportation to show our hospitality. From the moment of the signing our partner can get some commission in case of sending students to our school.

I can say, that for example, during the summer 2014 37 teachers from Russian schools of English visited our school and signed the contract, but we are still waiting for their students. We also got guests from Italy, Poland, Czech Republic, Spain.

4. How big is the interest in London among Russian tourists?

I can say basing on the experience of BIS, that Russians have strong interest in visiting Great Britain, but in this moment the tourism potential fall down due to economical situation in Russia. Only for last month GBP currency grew up for 20% and not all of all our potential target market (students and teachers) can not afford the trip to UK, it is even more expensive than to Europe.

5. What are the favorite places to visit in London among Russians (based on the company experience)?

Of course, it is the places which people know from the English grammar books, such as Tower, Tower Bridge, Westminster Abbey, Trafalgar Square. It is based not only on our company's experience.

6. What is your target market (what type of people usually buy trips in UK, age, income, travelling preferences)?

The student in our school usually young men 20-25 years old, supported financially by parents and in most cases it is their first visit to London. That's why they prefer the whole packet: language courses and culture programme. But sometimes exceptions happen and, as it happened this September, we welcomed 4 women 50-60 years old with level of the beginner.

In most cases the duration of the stay is one week.

7. How do Russians take decision about the trip? (where do they take information from, what is the main reason in decision, what they expect to be covered in the price)

There is not the one special rule, how tourists take decision to travel somewhere, it always depends from several factors. From my experience, the most important factor, when the decision to travel somewhere is taken, is the age of tourists. The destinations for travelers with children, just married or old people are always different and it is hard to say how much. The important point for the travelers, to combine the interests for all members of the group to make the vacation go smoothly. And, finally the budget of the trip should be calculated in advance to avoid the problems. Nowadays it is not so hard to find information in Internet about cost of transport, cost of life in another country. Even the person doesn't speak the language of the country planning to visit, the information in Russian on Russian forums is also available.

8. What are the expectations of Russians in general?

The plan of the trip draws up usually in advance with the tour group leader, so tourists are more or less ready for the program and places that they are going to see. There is an exception in some cases where, for example, the city hosts events such as celebrations, parades, national or public holidays. Then the impression is brighter than expectations. The Russian mentality is so that people try to get all, for what they paid. (for example, Italians easy can ask to change the programme, to cancel the excursion to get more free time). Sometimes people disappoint with some of the points of the interest, like Stonehenge. According to words of visitors, it's small and it is impossible to explore it on the short distance, just on the special paths near the stones, where it is allowed to walk.

In general clients leave London with positive emotions and promises to come back. Impressions from staying in the city, doesn't matter, in hotel, in residence or in hosting family are always higher than expected, with a positive shade. Sometimes tourists mention that Londoners are more polite and city is more crowded than expected.

9. What are the difficulties in selling UK as a tourism destination?

The main difficulty is the city and country expense, especially nowadays, when the ruble, the Russian currency not so reliable.

10. Do you feel a strong competition with other companies in the tourism market?

Yes, we feel competition. As in London, so in Russia. There are a plenty companies which field of activity similar to ours. But when we offer our product, we highlight fact that we local in London and we work without any intermediary organizations. People who come in London to study English, also value the fact, that teachers are native speakers and it is two the most important advantages.

11. Do you distribute any materials and how?

Yes, we produce hard copies of our brochures. (Electronic versions could be found on our website [thebis.com](http://thebis.com)). We distribute it among teacher or entrepreneurs who come in London to get acquainted with school and staff. For the special request we can send it by post.

To summarize what was said above, there is an interesting, but disturbing situation. Since recent times, should be said, it turned out very bad season in terms of those businesses in London, which work with groups of tourists, arrived from the Russian-speaking countries. The number of tourists has decreased dramatically, and it started in the spring of 2014. It could be explained by the political situation and the high rate of the pound, and by mess in visa issue in Russia. Host Russian-speaking tourist companies in London are trying to reduce costs are not due to optimization of operations, in case of BIS they do that by hiring of students as an interns. The personal with permanent contracts is about 10% of general amount. But the tactic of staff retention by reducing the quality of services will only work if the situation on the market of mass tourism will improve in the next few months, and this is likely not going to happen, and all the companies still have to tighten their belts. Probably, it would be done with reduction of cost of service.

#### 6.4 Reliability and validity

It is clear, that in order for a research to provide clear, consistent, and relevant information, the provided results must be both reliable and valid. Since the the online surveys generate less response than expected, it reasonably was decided to use information about Russian tourists and its behavior from the other sources. Such information is better

that none at all, moreover, all sources are reliable, for example, the official statistic of Federal Agency of tourism and professional surveys made by the group of hotels. (Social Research Methods, fourth edition, 2012, page 674)

Reliability could be defined as «the extent to which the set of meanings derived from several interpreters sufficiently congruent» (The handbook of social work research methods, 2010, page 356). In other words, if there are several researches, made in in the different time on the same topic, with using of the same research methods and tools, then they can be called «reliable» and true. There are several criteria for assessing reliability and some of them are: are the research questions clear and the features of the study design congruent with them?, do findings show meaningful parallelism across data sources?; is the researcher's role and status within the site explicitly described? Do basic paradigms and analytic constructs clearly specified? (Miles and Huberman, 1994, page 278)

The definition of the validity has two parts: that the measuring instrument is actually measuring the concept in question, and not some other concept and that the concept is being measuring accurately. (Methods of social research, 1994, page 67). In simple words, validity is the chosen method of the research and methodology is right and able to give the results concerning the main topic, but not something else. In contrast to the measurement of the reliability, which reflects the repeatability of the results, the indicator of validity shows the differences between the measurements identified in the survey by the different respondents due to actual differences between them, but not systematic or random error of measurement. Continuing this analogy, the results of the shooting range can be considered valid if the shooter shoots heap in the center of the target. Thus, reliability is a prerequisite for validity; if the integral scale is unreliable, it certainly does not have validity.

These two concepts are met in the research, as the research methods to define the image of London for Russian tourists were chosen in right way. The researcher learned through all sources and theory to provide more professional questionnaire. The questionnaire is clear and easy for understanding, questions included in questionnaire is related to topic researched, author also tried not to exclude even related subjects. The interested was not only in the London as a destination, but in the ways of development, so questions regarding the interest in other destinations was included too.

The questionnaire provided in Webropol system in English is the same as in paper version in Russian language. The analysis of the answers both in qualitative and quantitate research was provided carefully, the data from paper interviews was moved without any changes. In paper version the author had possibility to check if all the mandatory are filled, or, in other words, to check its validity. In the Webropol survey, the questions concerning the respondent, were mandatory for answer and the attachment would be impossible without that. Although, it should be noted, that already during the process of working with data, analyzing it the contest in age group was noted, there are too many people of 14-24 age group, so called «backpackers», but as the name of the research is «Image of London for Russian tourists», the opinion of this group is still important as they are potential

tourists too. It was also important that the imagoes London was presented by respondents of Russian nationality, but in the results of the research it is clear that there are 14% respondents of other nationalities. It could happen, because it is hard to control respondents through the channels, where the questionnaire was distributed (in social web-sites, blogs, to Haaga-Helia University students). But the questionnaire was accompanied with the letter, where the author told about the target audience, so it can be assumed, that respondents are Russian-speaking and identify themselves as Russians.

Every interviewee completed only one questionnaire. In responses, which are made in paper version, it is noticeable because of the pen color and writing manner and in Webropol system it was checked with the IP address, which is different except that case, when the author put there the paper interviews in order to analyze the data. If the research would be conducted on the high professional way, it would be possible to avoid duplicates by option of using e-mail addresses to control each person who answered, but it would affect the amount of respondents.

But for the pioneer research conducted by the author first time by her own strengths about the image of London such is acceptable as a starting point. Still, the used method is appreciated and the research is reliable and valid.

## 6.5 Risks

In the case of surveys, some major problems arise, but, in the author's opinion, all main possible mistakes were successfully avoided. The most common and perhaps one of the most innocuous challenges of marketing research - the futility of the information received. As it was described in the previous chapter, the information is reliable and valid, but the risk of data collection existed in the survey. It was expressed in non-response error, in the linkers-scale questions there are 7-8 respondents who preferred to ignore this questions. This is a risk for the study, because people refused to participate in the study is likely to be significantly different from those who went on cooperation. There are a number of reasons for refusal to participate in the study, in current case, it happened because it can be seen as an invasion of privacy.

In the same time, there is a risk of inability to respond. Respondents may be unable to respond because they are unable to express their feelings properly. Problems in each of these cases may be even more serious if the respondents will invent answers because they do not want to admit his incompetence, or want to please an interviewer.

The mistake concerning of the interview for the quantitative part was avoided because the interview was made online. The main idea of risk in questioning is that the interviewer in asking respondents use phrases, different from the recorded in the questionnaire, distorting the main idea of research in such a way.

The risk of mistake in data transfer can be also excluded because the author can guarantee the accuracy of the process.

As it could be noticed in the table of timescale of the research, the length started from the choosing the process till the sending the thesis is one year. And although the economic situation was changed, which made changes for the results, it is played good role, because the results are more applicable for the situation nowadays.

Table 5. Timescale of the research

choosing the topic	01.04.2014
signing the commissioner agreemnet	15.04.2014
writing subject analysis	15.04.2014
coordination of the thesis writing process with the coordinator	10.09.2014
1st seminar	13.11.2014
2nd seminar	8.12.2014
3rd seminar	23.02.2015
Draft of the thesis is ready	15 May, 2015

## 7. Key results and discussion

The analysis presented by the author above, describe all facts, which attract Russians, but here are also some weaknesses, which restrain flow of tourists from Russia and also some ideas for the development.

It is obviously, not just from the research, that the expensiveness and visa restrictions are the major deterrent.

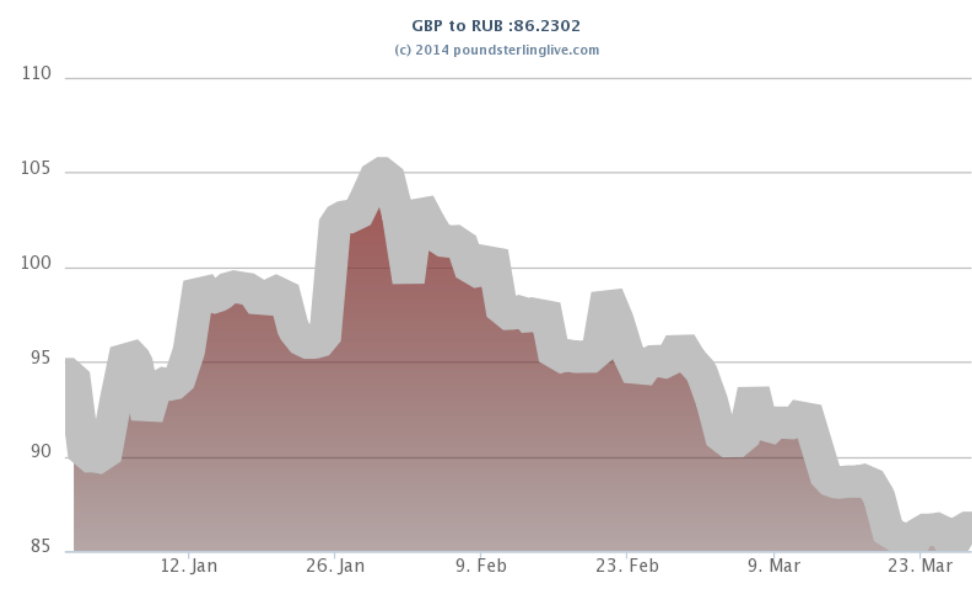
According to the border service of Russia' statistic, the number of Russian tourists depending the goal of visit looks like follows (the statistic was made on the base of border crossing with UK visa):

Table 6. Number of outbound Russian tourists, 2013-2014

	2013	2014	Change of tourist flow
Total	351 701	343 317	-2%
Leisure	187 074	182 245	-3%

Business	20 793	19 827	-5%
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As the approval for this data, the Home Office's Immigration Statistic for the period from October to December 2014 report about decrease in visitors' visa for 14%, which is 28 421 people. Russia takes the first position in decrease, the second in South Africa. (Gov.UK, 2015). The reason for that is the external factors, like a world economic situation, where Russia plays a huge, but controversial role. The author will try not to estimate the situation, but to make some predictions in tourism development, in London in particular. The sanctions to Russia from European Union, which UK supported, doesn't seem to concern City of London too much. Although the Russian investments in London is sizeable at £27bn, it only accounts for 0.5% of total European international assets invested in London. (Open Europe, 2015) The most important area for Russian oligarchs is the London property market. Savills estimates that 2% of high-end home buyers in London are Russian. (ninemsn Pty Ltd, 1999-2014) However, UK keep push for further sanctions on Russia in the case of further escalation in Ukraine. (Telegraph Media Group Limited, 2015). In such a way, sanctions is the trouble not only for oligarchs, but and for the potential tourists in London, because the situation with currency wish to be better: ruble is not stable to pound, as you can see on the picture 29



Picture 29. The change of currency for the period January-March 2015

According to the Anholt-GfK Nation Brand Index, based on online survey, if money were no object, the UK takes 8th on people's wish list countries to visit. The UK attract tourists by historical heritage (4th position), with vibrant life in the cities, in London in particular (4th). However, it is not seen as being a world-leader in terms of the richness of its natural

beauty (24th), so competitors have an advantage here considering that it is a strong motivator to visit a destination. (Visit Britain, 2010)

As it could be seen from the answers of the respondents which destinations would be chosen except London, the leader place take sunny, warm countries with possibility of beach vacation. South England can provide such options, making focus, that coast is only one hour away from London by train and short break on the beach in summer time could be great alternative from noisy and crowded city.

Analyzing the results of likert scale research, presented in table, it could be seen, that the biggest number of respondents, 68 of 73, which is 93%, agree that London is an international city. It makes both positive and negative influence for tourism, showing, at first, the possibility of the city to welcome people of different nationalities, and secondly, the ambiguous situation with the migration. There are some facts showed below which approve the statement and such big agreed number of respondents, for example: London is one of the world's most ethnically diverse cities - 50 non-indigenous groups have populations over 10,000; London has the largest number of community languages spoken in Europe. Over 300 languages are spoken in London schools with Bengali, Gujarati, Punjabi, Cantonese and Mandarin most common; Just over half (52.9 per cent) of Londoners gave their religion as Christian in the 2011 Census, the second most common religion in London is Islam with 13.5 per cent of Londoners identifying as Muslim. (Census Information Scheme, GLA Intelligence, 2013). There are about 300, 000 of Russians living in London by this moment.

Another statement, about shopping opportunities of the city, got 2 less respondents, 66, which is 90% from total, who agree.

As it is seen in table, biggest number of disagreed with statement that London is a city with a pleasant climate. For the some reason, the UK still keep in mind as a country, presented of it by Soviet era films: a land of permanent rain and fog. Just for the information, Romans were the first, who called the British Isles as Albion. This is the name which used today, in most cases as a joke, but the word "fog", using in connection with «Albion», it is not really true. The real number of fogs in Albion happen not more than in continental Europe or Russia. Perhaps here is meant a smog, which formed as a result of coal furnaces, but in 1956 with the law prohibiting the burning of coal in large cities, fog disappeared. Today the air in London - one of the cleanest among the largest cities in the world. But fog, of course, use to happen. It is no secret also that the rain happens here as well, but on average, about 583 mm rainfall annually. For comparison: in Paris - 649 mm, in Rome - 874 mm, while in Moscow - 707 mm. By the way, there are much more sunny days here than is generally assumed.

The second statement, which got pretty big number of disagreed is that London a city which provides a good cuisine. Nowadays British cuisine has a bad fame for some reasons, and, probably, there is a reason for that. In XX century, years of military restraint and austerity have left their mark, and people learned to live with the most necessary, what could be grown by their own hands. The quality of the products was not on the first



place, the main thing is that the meals were served hot. Britain lost the reputation of gastronomic nation mainly due to the restaurants that for many years, until 1960s, raised in their clients not the taste of gourmet food, but offered an enticing dishes that were absorbed in larger quantities than is needed. (BritishFood: An extraordinary thousands years of history, p.315) Nowadays British change this situation by promoting huge number of excellent gastronomic establishments, appeared in London in recent years. The stereotype of the English tasteless food left in the past - today gourmets from around the world come here to appreciate the art of renowned British chefs offering culinary masterpieces made from the freshest local ingredients. The city has 60 restaurants with Michelin star.

## 8. Conclusion and recommendations

This research fully approved the interest of Russians in London as a tourism destination. As it could be seen in timeframe of the research, the time spent for the thesis-writing process is almost the year and during this time some changes happened in economy and situation in Russia, which, of course, influenced on the tourism industry. Despite this, traveling preferences of Russians, who used to travel, stay more or less the same. To make marketing strategy for London more direct and clear, with focus on the Russian tourists, the further researches with in more in-depth analysis, budget and resources need to be conducted in future.

On this stage, it was stated that image of London is almost the same as in Soviet Era, the foggy rainy city with rich history and places to visit. During the last decades the city became «trendy» thanks to shopping opportunities, in the same time the weakest attribute of London - destination for relaxing. It could be corrected with promotion of London as a city close to the South Coast of England. And, in fact, such cities on the sea, like Bristol, Cornwall, Devon suitable for summer vacation and it needs just 1-2 hours to get there. Basing on that fact, that culture is a huge motivator for Russians to visit London, city organize pretty much events and exhibitions especially for Russian-speaking visitors, but in most cases the promotion is poor. The tourism bureaus, for example, the BIS, commissioner of the thesis, don't have any ways to promote events. The company do it, like it was said above, via calling to the potential customers, and such strategy could be supported by others.

It is important to notice that the actual and potential tourists to London are people 14-39 years old, they travel for leisure purposes, in most cases people who are younger travel for study purposes, to improve their language skills. That's why it would be reasonable for build branding strategy focusing on this group of Russian travelers. The main flow of money from Russian side England gets, as it was found in statistic, from Russian businessman traveling in city, but the flow of others social groups will be increased in times with proper promotion.

In general, Russian tourists show the interest in travelling to London and in England. The fact, that only 30% of population of Russia is able to travel, which can be explained by the

income of people, is a great lack in all senses. Those, who able to travel, have London as one of the dream destinations, can speak English at least on the basic level and have positive image about London.

The commissioner of the thesis, the British International School claim that significant flow of the middle-class tourists from Russia choose London as a possibility to learn or improve skills in English language. People try to combine tours in the city with courses of English. Because of the Russian behavior as a consumer is pretty exacting, they pay attention on the quality of teaching, trying to get all, what was notified in a contract. That's why the competition in London between the companies of English courses is so strong. They try to give everything what has such a big demand, as a reasonable price, proper programs and teachers-native speakers. And, by this moment there is nothing else to do, as to maintain the level of the service and pay attention on the modern tendencies in tourism industry and on the political situation.

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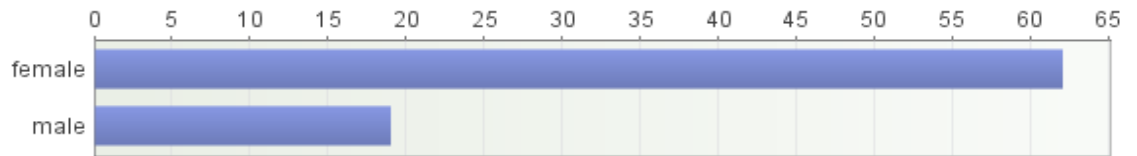
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## 10. Appendixes

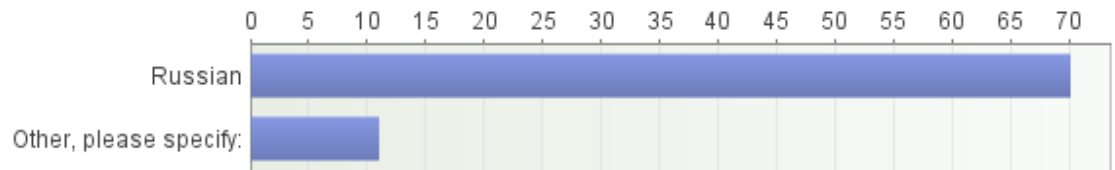
### Appendix 1 Results of questionnaire

#### Image of London for Russian tourists

##### 1. Gender

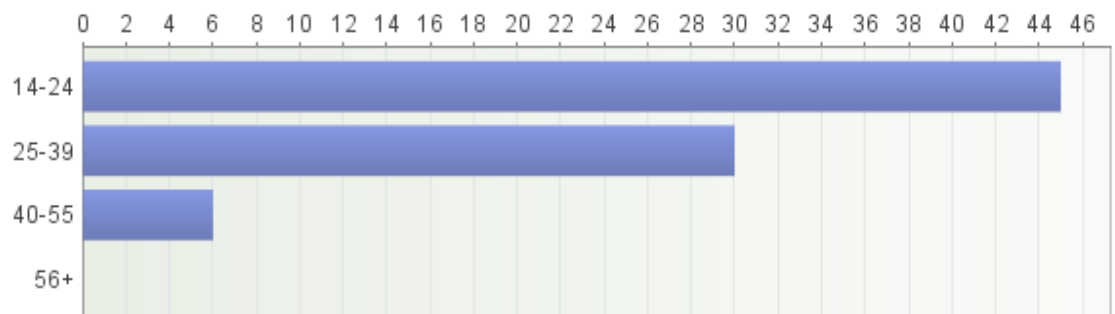


## 2. Nationality

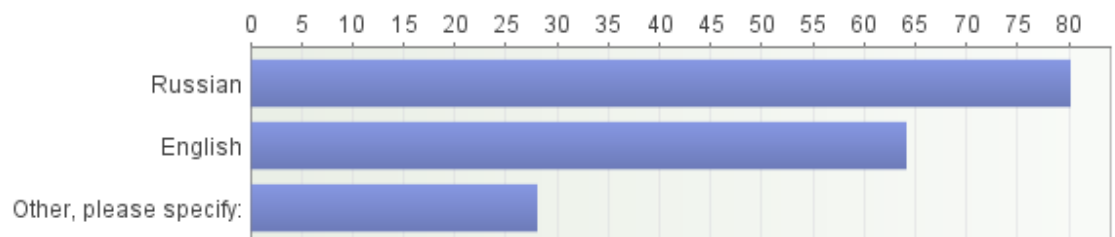


Other nationalities are: Ukrainian, Kazakh, Latvian, Israel, Finnish and Russian

## 3. Age group



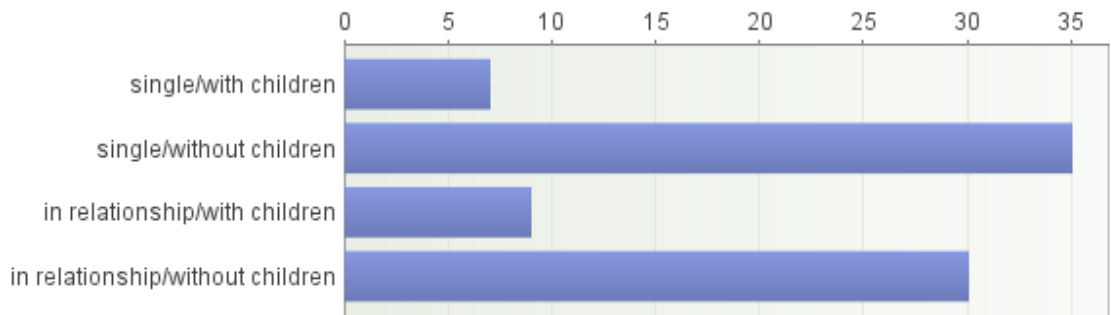
## 4. Language skills



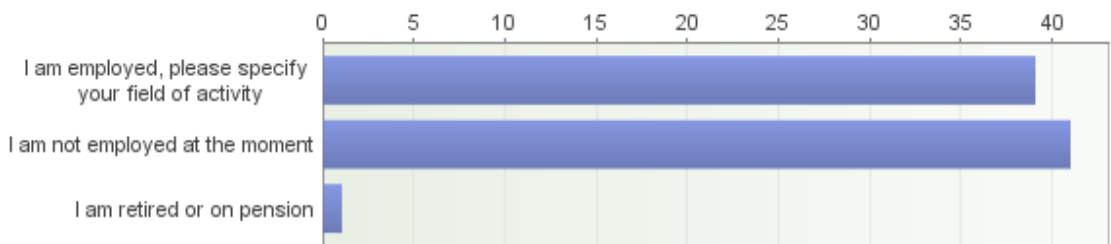
- French, Finnish
- German

- Kazakh, begin Spanish
- Ukrainian, Finish
- German, Italian, French
- German
- Basic French
- French, Swedish
- Estonian, Finnish
- Kazakh, Korean, German
- Finnish
- Ukrainian, Hebrew.
- korean
- chinese

## 5. Family status



## 6. Work

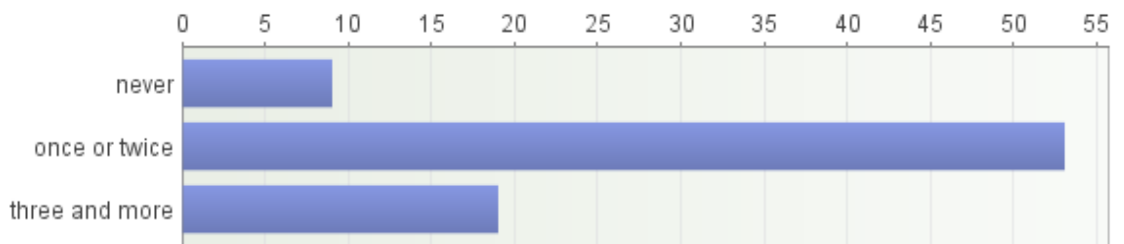


- actresses
- Filmmaking
- Marketing
- hotel industry
- pump industry
- apprenticeship
- Management
- Tax audit
- Security
- Translator
- teacher of english
- Legal assistant

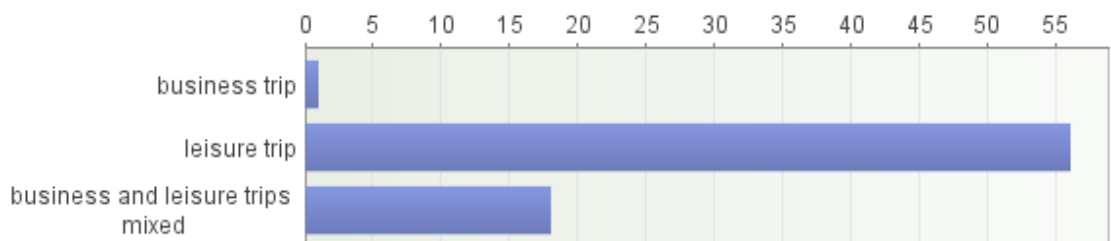


- media
- finance
- Saler
- Postman
- science
- teacher
- janitor
- ingenier
- Logistics
- Intern at Logonet USA
- the teacher of English
- finance
- rent agency
- Teaching
- audition
- PR
- hair dresser
- seller
- journalism
- graphic designer
- tourism
- bookkeeping
- customer service

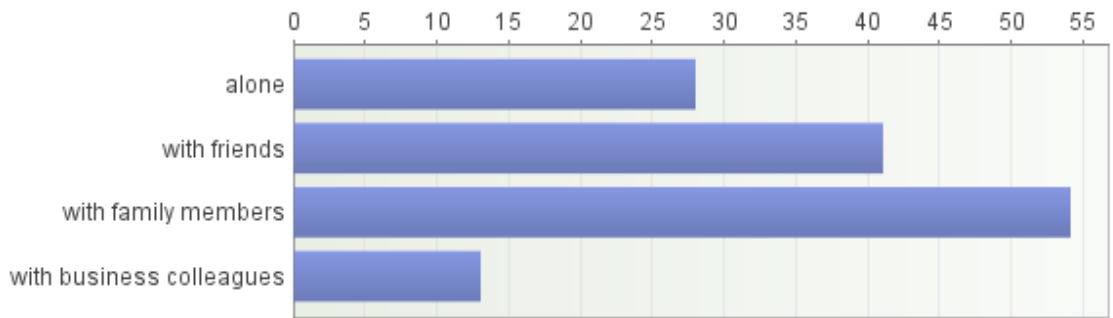
7. How many times per year do you travel?



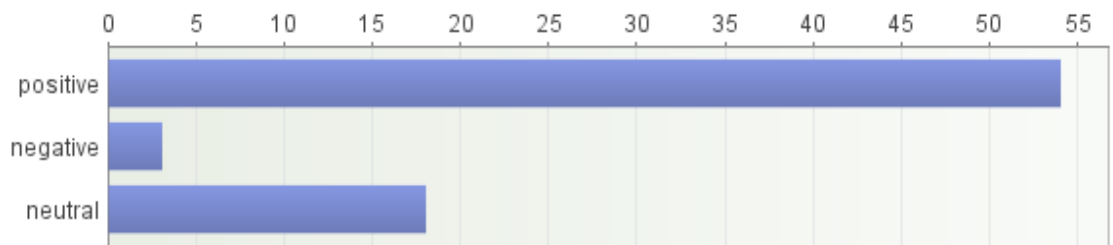
8. What is the character of your trips?



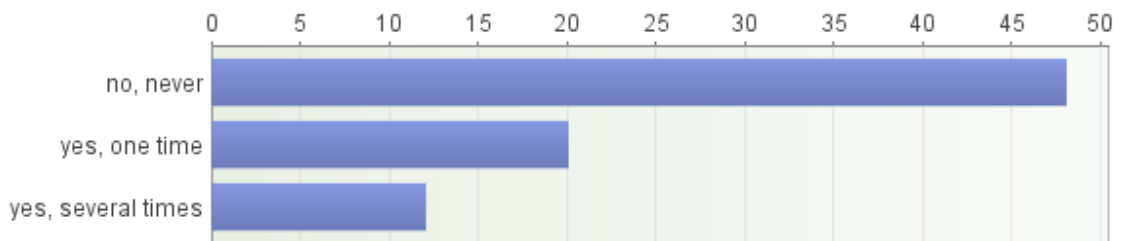
9. With whom do you travel?



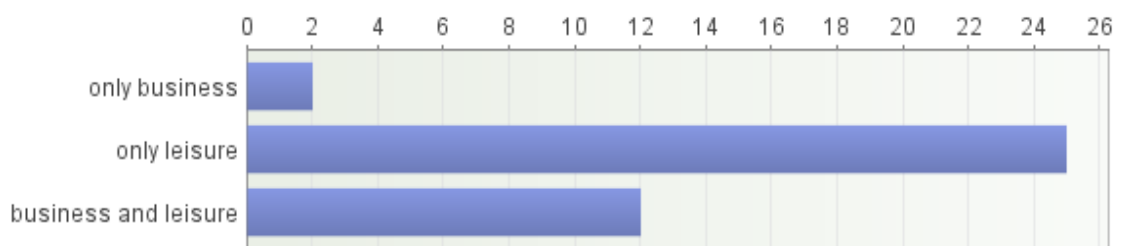
10. What is your general image about London?



11. Have you ever visited London?



12. What was the character of your visit/visits? (if you've been there)



13. List 3 most important things you LIKE about London

- sights

- art life
- shopping
- Weather, architecture, people, Hampstead Heath
- Museums
- London is completely uninteresting for me, sorry
- Parks, views, architecture
- Culture, entertainments, opportunities
- Architecture
- Friendly people
- Restaurants
- -really cheap shopping:Poundland, Primark, TikiMaxx
- -a lot of parks for walking and go to picnic
- -crazy and fun people, which you can meet only in London
- traditions
- spirit :)
- fog
- British accent
- Routemaster
- Manchester United
- Quality of life
- A lot of interesting things going on (exhibitions, events, meetings, etc.)
- Good transport (but expensive)
- Culture, social life, spirit of London
- atmosphere, view of city, people
- The city itself
- Girls
- Good education
- oxford street, hyde park
- museums, the tube, architecture
- the tube
- camden
- christmas lights
- Atmosphere
- British people and their traditions
- Camden town
- British accent
- Different culture
- Interesting characters (people)
- Firstly - practice of english language, second- meeting with people and culture and third is visiting sightseeings
- People
- Culture and food
- City
- Architecture, cutler,history
- So many famous places, friendly atmosphere and great a lot of great pubs
- Big Ben, London Eye,Brige Touer.
- Red Telephone Box

- Tea
- How city looks like
- parks
- panorama of the Thames from the bridge
- Portobello
- Nature, architecture, canals and narrowboats
- architecture, culture, a new country, a new experience
- Routemaster bus
- Hyde-Park.
- 3.Pubs
- British accent
- Sight seeing
- Buildings
- culture, history
- beautiful
- lovely people
- many places to visit
- Big Ben
- British accent
- Chelsea
- I never was there, but would like to go.
- 1. Great cultural city
- 2. Architecture
- 3. Nice people
- London Eye
- Royal Family
- Double decker busses
- Densely populated city
- Modern architecture
- Business city
- the city is beautiful (architecture and design)
- many historical and other interesting places to visit
- one of the greatest capitals = huge city, many opportunities, international people
- The London Dungeon
- London Bridge
- Nightlife
- My local friends , theatres, night life
- British Museum
- Tower of London
- Madame Tussauds
- language culture history
- learn language, people, fashion
- a lot of monuments; club life; english people
- Parks, monuments, language
- atmosphere, club culture, rainy
- museums, architecture
- it is capital

- a lot of exhibitions
- pubs, people, parks
- soho district, museums, exhibitions
- I don't know city too much
- I don't know the city
- modern city
- i am not interested in the city

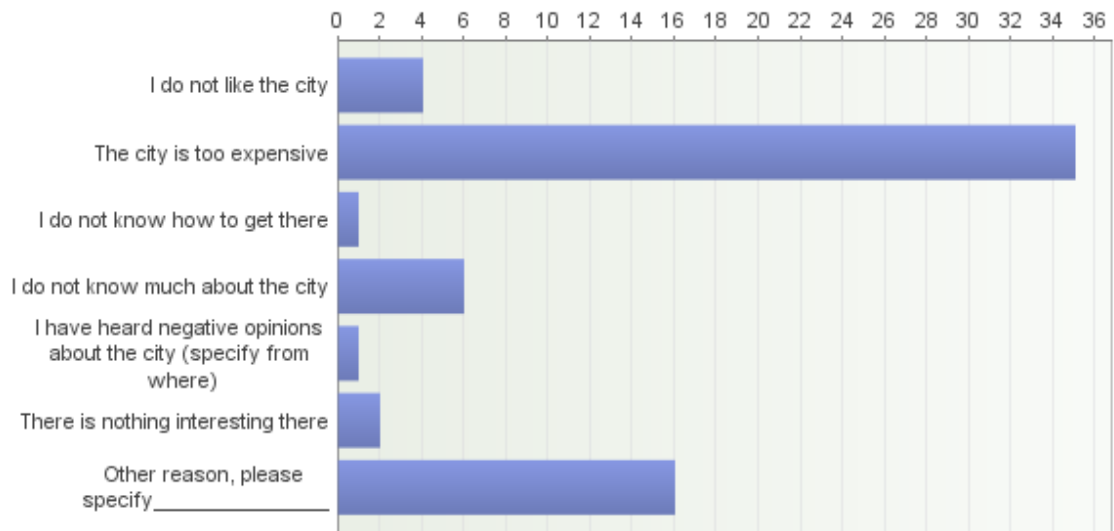
#### 14. List 3 the most important things you DO NOT LIKE about London

- weather
- huginess
- too expensive
- Dirt, London tube, Elephant and castle
- Climate, expensiveness, snobism
- It's very busy, rain, expensive transport and rent
- Crowds of people, high prices, visa application
- Heavy traffic
- High prices
- Threat of pickpocketing
- transport: expensive and slow
- no cheese, kefir, sour cream, only in poland shops
- changeable weather
- attitude to Russian
- government
- geopolitics
- Very expensive to live (transport, accomodation, food, etc.)
- Hard to get a job
- Overpopulated, too many people
- Only prices
- pollution, prices
- I like everything
- immigrants, crowd
- Crowds of tourists and locals, Thames, prices
- loads of crazy people shouting about jesus
- expensive
- it is modern
- Traffic
- East of London
- Full English Breakfast
- Snobism
- Appearance
- I've heard that the city is very dirty
- It takes a long time to get there (by plane)
- Supermarkets close so early
- There is no soups in pub
- i think I would not like weather.
- The left-hand traffic
- Too many people

- Just English breakfasts
- Poshness
- Too big
- Too expensive
- metro
- no water mixer
- not enough guides in Russian
- prices, transport, emigrants
- Hard to tell
- Benedict Cumberbatch.
- Immigrants
- Crowded
- Loudly
- visa
- cost of life
- chaotic
- not very clean
- big - require a lot of time to travel from one place to another
- Too crowded
- Too expensive
- Weather
- I have never been there
- Too many immigrants
- Expensive city
- Bad air and polluted dirty city comparing to other European capitals
- prices
- people
- weather
- Homeless
- Danger
- Prices
- Expensive, overpopulation,...
- situation with currency; prices; visa
- prices, visa, noisy
- snobish; visa; cost of trip
- Prices, rains, sarcasm
- the economical situation (currency)
- too expensive
- traffic jams
- too many restrictions to get visa
- I don't know the city
- no such things

15. If you have not visited London yet, what is the reason? (You may choose more than one answer)

Vastaajien määrä: 52



The main reasons:

It is difficult and expensive to get visa

- expensive travel
- Just haven't had an opportunity yet
- Planning to in the near future
- not in the Schengen area

16. If you do not like to visit London, list at least three other destinations you prefer and indicate WHY

Number of respondents: 28

1.

- Rome BECAUSE OF ARCHITECTURE
- Prague - cheap, beautiful, tasty, good public transport to other cities
- Spain (close to sea)
- westminster
- Cote D'azur - climate, beach
- English villages / atmosphere
- Canterbury, a lovely old town
- Prugue. Architecture and beer culture
- Greece. Relaxation
- Dover(sea)
- russian south
- Paris (I like French culture)
- I have never been there
- italy (food, beautiful cities, weather)
- Norway (astonishing nature)
- spain (cheaper)
- turkey-cheaper

- scotland- history
- south of russia
- United States
- north ireland
- mediterranean area
- south of russia-cheaper
- Italy ( sea, culture)
- Greece (near sea)
- any place near sea
- Moscow-close
- south of russia

2.

- Greece BECAUSE OF THE SEA AND WEATHER
- Helsinki - cosy, cheap, green, interesting, close to SPb
- Scotland (never been there yet)
- Trafalgar Square
- Barcelona - sangria, beach, weather
- Cambridge/ nature
- Durham, loads of history there
- Canada. Nice people
- Thailand. Cuisine
- Scotland (nature)
- Barcelona (marvelous architecture)
- I have never been there
- france, Paris (tower, museums, etc.)
- Japan (interesting culture)
- malta (cheaper, sea)
- greece-sea, culture
- iceland-nature
- South Africa
- istanbul (turkey)-culture+cheap
- egypt-warm and cheap
- Egypt (always warm)

3.

- SPAIN BECAUSE OF THE SEA, WEATHER AND ARCHITECTURE
- Munich - tasty, beautiful, I am fond of German
- Greece (cheaper)
- London Underground
- Prague - culture, architecture



- Stradford upon Avon / history
- brighton, the gay capital of england
- Iceland. I like North
- Morocco. Culture
- Flower show in Chelsea
- Rome (former capital of the world)
- I have never been there
- spain (beaches, nightlife)
- Butan (it's very unique)
- black sea (in russia-cheaper)
- south of russia
- african countries-exotic
- spain-cheap

17. For each statement, please choose the alternative, which best describes your opinion or the image you carry.

Number of respondents: 75

	strongly disagree	disagree	no opinion	agree	strongly agree	Total
London is an one-river city	4	9	19	29	11	72
The climate in London is pleasant	4	33	6	25	6	74
London has unique architectural style	2	3	9	29	31	74
London is a city of good quality design	0	5	19	27	23	74
London is a city full of events	0	1	11	30	32	74
London is an international city	0	1	4	29	40	74
London is a clean city	3	11	21	23	16	74
London has a lot of parks	0	4	11	28	32	75














London has a good public transportation	0	1	22	31	20	74
London is a safe city	2	12	23	28	9	74
London is a tolerant city	3	4	24	29	14	74
Londoners are friendly and hospitable people	0	8	25	21	20	74
London has a lot of shopping opportunities	0	1	7	31	35	74
London provides good cuisine	6	13	18	22	15	74
London is a good value for money	5	10	17	26	15	73

### 18. Would you recommend London as a destination to your friends?

Number of respondents: 47

 Hide

Yes, why:

- because it's the cultural centre of the world, of city life 
- It's a wonderful city, full of life. Great for students 
- я никогда здесь не была 
- Have to see 
- To get new experience and to know more about Britain 
- Good opportunities to study English and visiting various cultural events 
- yes, a lot of famous place to visit, meetings with interesting people, ability to improve your English 
- its amazing city 
- A lot of museums and art galleries, art capital of the world (if you are into art) 
- Absolutely yes! Because London is the mix of the tradition and modern life. 
- London is big city, with huge history. It has its own, unique atmosphere and there is always something to do or somewhere to go. There will be not enough of time to observe all sides of London 
- Because it is an amazing place 
- must see destination 

- Yes, although the city has a lot of disadvantages, it worth visiting for its parks, museums and loads of sights
  - you need to visit it to make your own opinion
  - If you like English language, if you've ever wanted to know the truth about English tea, Sunday's markets and British humour, you must see this city with your eyes!
  - Of course!
  - yes,because it it is city of my dream!
  - Because I would like to visit it myself.
  - You must come london once a life
  - Because I think London beautiful city
  - London is a city full of events
  - It's beutiful and unique
  - I like the atmosphere here.
  - Vladimir Pozner said: "in London there are many kind and friendly people"
  - Secure and friendly, beautiful guys :)
  - to see famous places
  - niccity full of tourism opportunities
  - because London is a city with an interesting history
  - The city with history, architecture, nature.
  - Because of unique architecture
  - I have never been there
  - I've never been there before so I can't say No without any reasons
  - Yes, Because for people my age it is a nice place to visit if you like to visit cities.
  - Absolutely! Everyone must see this unique place, because it is LONDON!
  - To get new impressions
  - yes, many people want ot visit to see all monuments
  - to see big ben
  - yes, very interesting
  - yes, to those who has money
  - good option for holidays
  - magic city
- No, why:
- BECAUSE IT'S TOO EXPENSIVE
  - I would recommend London

- я никогда здесь не была
- I have no reason to do it
- Expensive, not so beautiful
- Because that city is overpopulated, and I'm a bit jealous.
- I have never been there
- I have never been there, cannot recommend what I haven't experienced by myself
- no, to save money
- too expensive
- too expensive

## Appendix 2. Questionnaire in English

### 1. Gender

- female
- male

### 2. Nationality

- Russian
- Other, please specify:

### 3. Age group

- 14-24
- 25-39
- 40-55
- 56+

### 4. Language skills

- Russian
- English
- Other, please specify:

### 5. Family status

- single/with children
- single/without children
- in relationship/with children
- in relationship/without children

### 6. Work

- I am employed, please specify your field of activity
- I am not employed at the moment
- I am retired or on pension

### 7. How many times per year do you travel?

- never
- once or twice
- three and more

8. What is the character of your trips?

- business trip
- leisure trip
- business and leisure trips mixed

9. With whom do you travel?

- alone
- with friends
- with family members
- with business colleagues

10. What is your general image about London?

- positive
- negative
- neutral

11. Have you ever visited London?

- no, never
- yes, one time
- yes, several times

12. What was the character of your visit/visits? (if you've been there)

- only business
- only leisure
- business and leisure

13. List 3 most important things you LIKE about London

14. List 3 the most important things you DO NOT LIKE about London

15. If you have not visited London yet, what is the reason? (You may choose more than one answer)

- I do not like the city
- The city is too expensive
- I do not know how to get there
- I do not know much about the city
- I have heard negative opinions about the city (specify from where)
- There is nothing interesting there
- Other reason, please specify \_\_\_\_\_

16. If you do not like to visit London, list at least three other destinations you prefer and indicate WHY?

	strongly disagree	disagree	no opinion	agree	strongly agree
London is an one-river city					
The climate in London is pleasant					
London has unique architectural style					
London is a city of good quality design					
London is a city full of events					
London is an international city					
London is a clean city					

London has a lot of parks					
London has a good public transportation					
London is a safe city					
London is a tolerant city					
Londoners are friendly and hospitable people					
London has a lot of shopping opportunities					
London provides good cuisine					
London is a good value for money					

17.

18. Would you recommend London as a destination to your friends?

YES, why\_\_\_\_\_

No, why\_\_\_\_\_

### Appendix 3. Questionnaire in Russian

1 Укажите ваш пол:

- женский
- мужской

2 Национальность:

- русский (ая)
- другая, укажите: \_\_\_\_\_

3 Возраст:

- 14-24
- 25-39
- 40-55
- 56+

4 Языковые навыки:

- русский
- английский
- другие, укажите: \_\_\_\_\_

5 Семейное положение:

- не замужем, с детьми
- не замужем, без детей
- замужем, с детьми
- замужем, без детей

6 Работаете ли Вы в настоящее время?

- да, работаю (укажите в какой сфере)
- нет, не работаю
- на пенсии

7 Как часто Вы путешествуете?

- никогда
- 1-2 раза в год
- три и более раз

8 Каков характер Ваших поездок?

- бизнес
- отдых
- смешанный

9 С кем Вы путешествуете?

- в одиночестве

- с друзьями
- с семьей
- с коллегами

10 Какое у вас отношение к Лондону в целом?

- позитивное
- негативное
- нейтральное

11 Вы когда-нибудь были в Лондоне?

- нет, никогда
- да, один раз
- да, несколько раз

12 Если Вы были в Лондоне, каков был тип вашей поездки?

- бизнес
- отдых
- смешанный

13 Назовите 3 вещи, которые вам нравятся в Лондоне:

14 Назовите 3 вещи, которые вам не нравятся в Лондоне:

15 Если Вы еще не были в Лондоне, в чем причина?

- мне не нравится город
- слишком дорого
- я не знаю как туда добраться
- я не достаточно знаю о городе
- я слышал негативные отзывы о городе (уточните откуда) \_\_\_\_\_
- мне не интересен Лондон
- другое \_\_\_\_\_

16 Какие три направления Вы бы выбрали вместо Лондона и почему:

- 1
- 2
- 3

17 Насколько Вы согласны/не согласны с приведенными утверждениями

	несогласен н	скорее несогласен н	нет мнения	скорее согласен н	согласен
Лондон-город на реке					
В Лондоне приятный климат					
В Лондоне уникальная архитектура					
Лондон-город качественного дизайна					



Лондон-город, полный событий					
Лондон-интернациональный город					
Лондон-чистый город					
В Лондоне много парков					
В Лондоне хорошо налажена система публичного транспорта					
Лондон-безопасный город					
Лондон-толерантный город					
Лондонцы-дружелюбные и приветливые люди					
В Лондоне много возможностей для шоппинга					
В Лондоне хорошая кухня					
Лондон-хорошее место для вложения денег					

18 Порекомендовали ли бы Вы Лондон своим друзьям как место для посещения?

- Да, почему
- Нет, почему

#### Appendix 4. Letter to the representative of the commissioner company in English.

Olga Koroleva  
Graduating student  
Haaga-Helia University of Applied Sciences  
e-mail: [olga.koroleva@myy.haaga-helia.fi](mailto:olga.koroleva@myy.haaga-helia.fi)

28 November 2014, Porvoo Finland

Dear Valentina,

I am writing to you as a student of the Degree Programme in Tourism in Haaga-Helia University of Applied Sciences in Porvoo. I am also the person, who had internship in the British International School in London from February 19 to July 10 in 2014 in Marketing Department. Currently I am writing my thesis, which discuss the image of London among Russian tourists and perspectives for developing. I have chosen Russian market not just because it is relates to me, but I can see how perspective this market could be with the proper brand positioning of the city.

My practical part consist of the primary (qualitative and quantitate) data. IN this moment qualitative research, which is the questionnaire in webropol system, is already in the process. The purpose of the questionnaire is to identify the image of London among the potential tourists from Russia and consist of 18 questions. It is clear, that each research need the information collected from the professionals and I ask you, the person with the background in tourism industry and manager in Russian Department in the BIS for the interview with you.

As our meeting is not possible because of my location, I would like to ask to answer the interview questions electronically via e-mail services. The purpose of the questions will be to find out about the following topics:

- how Russian tourists are interested in traveling to London?
- do they get enough Russian-language materials about London?
- what could be developed?

Results of my research will be published in English, I will send you the final version of the thesis. If you have any questions, please contact me on my e-mail [olga.koroleva@myy.haaga-helia.fi](mailto:olga.koroleva@myy.haaga-helia.fi)

Warm regards,

Olga Koroleva

## Appendix 5. Questions to the commissioner company

1. What is your personal image of London as tourism destination?
2. What is your company's offer about visiting and staying in UK for your Russian customers?
3. If you sell offers about UK, how do you do that?
4. How big is the interest in London among Russian tourists?
5. What are the favorite places to visit in London among Russians (based on the company experience)?
6. What is your target market (what type of people usually buy trips in UK, age, income, travelling preferences)?
7. How do Russians take decision about the trip?
8. What are the expectations of Russians in general?
9. What are the difficulties in selling UK as a tourism destination?
10. Do you feel a strong competition with other companies in the tourism market?
11. Do you distribute any materials and how?