

**Analysis and development of the activities of Russian tourists in the
Rimini province of Italy**

Yury Victorovich Kulikov



Author or authors Yury Victorovich Kulikov	Group or year of entry IBMA10
Title of report Analysis and development of the activities of Russian tourists in the Rimini province of Italy.	Number of pages and appendices 61 + 2
Teacher(s) or supervisor(s) Jarmo Ritalahti	
<p>The study investigated the phenomena of mass Russian tourism in the Rimini province of Italy in the aspects of its history, specificity, current state, and prospectives for future. As the modern tourism is highly integrated with Internet and High-Tech those convert it into e-tourism then the study also has verified the role of information technologies in the phenomena.</p> <p>The meaning of the Russian tourism for the economics of the province is described by the fact that among 30 percents of not Italian holidaymakers in Rimini Russians represent the biggest group - 20 percents from all the foreigners for 2013. Another important factors are the significant expenses of Russians for shopping and entertainment; their preferences for long vacations, and visiting Rimini all the year around.</p> <p>The study used as sources the official statistics, literature, Internet tourism resources, netnography, business reports and discussions with the local tourism professionals. The empirical part has been done as a survey conducted in the Russian language among more than 200 Russian tourists in Rimini.</p> <p>The study showed that in spite of the importance of the Russian tourism for the local economics its recent fast growth was rather extensive than intensive. High interest of Russians to Italy along with their growing financial opportunities for traveling abroad allowed the local tourism business and authorities do not apply strong efforts for the development in favour of offering the standard activities (beach vacations and excursions in Italian famous cities) that are interested rater for new comers than for repetitive and/or advanced visitors. This was especially visible in the low diffusion of local e-services intended for Russians and weak advertising for them the area's opportunities in art, culture, special tours, events, and so on. Such strategy worked in the previous years but now in the situation of economical and political difficulties in Russia brings clear threats.</p> <p>Basing on the ascertained preferences and trends among the Russian tourists the study has suggested measures for resolving those threats. Among them are: offering the popular but out-of-basic Italian tourism products like gastronomic tours or thermal treatment; organizing special activities (natural parks, events); highlighting the Rimini's area own rich historical and cultural heritage; improving information support especially online with extending e-services dedicated to Russians; paying special attention to those Russians, which would like to travel on their own.</p> <p>The study's results are suggested for the tourism organizations and enterprises that already have established activities in Rimini and/or have intentions for developing new ones.</p>	
Keywords Italy, Rimini, Russian outbound tourism, e-commerce, e-tourism	

Table of contents

1	Introduction.....	1
2	Russians in Rimini.....	2
2.1	Rimini as a destination.....	2
2.2	Tourism industry for Russians in Rimini.....	3
2.2.1	Industry structure	3
2.2.2	Industry offers	3
2.3	History of the Russians' appearance in Rimini	5
2.4	Statistics of Russian tourists in Rimini.....	6
2.4.1	General statistics.....	6
2.4.2	Statistical profile of the Russian tourist in Rimini	11
2.5	Benefits of the Russian tourism for the Rimini province	13
2.6	Current risks for developing the Russian tourism.....	13
2.7	Directions for research of the Russian tourism phenomenon in Rimini...	15
3	Study's contributions	16
3.1	Basic intentions.....	16
3.2	Italian companies of the tourism sectors as main intended audience	17
3.3	First model company	18
3.4	Second model company	19
3.5	Business contribution of the study	20
4	Literature review	22
4.1	Consumers' behavior in tourism.....	22
4.2	Consumers' behavior of Russian tourists	26
4.3	E-tourism.....	29
4.4	Rimini on Russian social networks	33
5	Empirical research	34
5.1	Research methodology	34
5.2	Data collection process	35
5.3	Reliability and validity of the study.....	37
6	Results.....	38
6.1	Survey organization.....	38
6.2	Survey results	39
6.3	Collected data.....	39

6.3.1	General characteristics of responders	40
6.3.2	Trip data.....	41
6.3.3	Internet usage.....	43
6.3.4	Actual and potential interests	45
6.3.5	Feedbacks and evaluations.....	46
6.4	Data analysis.....	47
6.4.1	General characteristics of responders	47
6.4.2	Trips' characteristics.....	49
6.4.3	Using Internet for trip purposes	51
6.4.4	Interested / planned activities	52
6.4.5	Feedbacks and evaluations.....	54
7	Conclusions.....	55
	References	59
	Attachments	62
	Attachment 1. Original survey's questionnaire (in Russian).....	62
	Attachment 2. Survey's questionnaire translation in English.....	64

1 Introduction

The study is dedicated to exploring and analysing the preferences of Russians tourists visiting the Rimini province of Italy (region Emilia-Romagna) and the structure of their holidays. The expected output is projected as defining the systematic approach to the preferable organization of tourist services for Russians in Rimini with providing recommendations and descriptions of the desirable measures and activities for achieving the sustainable growth of the Russian tourism in the area.

Additionally the concept of e-tourism is identified as an important aspect in the study. Nowadays Internet penetrates to all the fields of our life and tourism isn't an exception. The decisions of tourists (both before trip visit and during trip) are mainly made basing on the information available in Internet. Thus we can consider the tourists not simply as consumers of tourist product but as e-consumers of e-tourism. Correspondingly the systematic approach assumes optimal organization of e-commerce solutions suggested to the Russian tourists.

The main research problem for the study is defined as – **what is the structure of consumer behavior (i.e. modes of acting, habits, preferences and activities) of the Russian tourists in the Rimini province of Italy, both existed and potential through the classic paradigm and the paradigm of e-tourism?**

The secondary research problems flow out from the context and nature of the main research problem. Among them:

1. **Who are the typical Russians arriving in Rimini for holidays and entertainment?**
2. **What are the current typical tourism products offered to the tourists by the Russian travel agencies?**
3. **What is the current typical behavior of the Russian tourists in the Rimini area?**
4. **What is the hidden / potential behavior of the Russian tourists in the Rimini area?**
5. **What are the business and public services and activities that the Rimini province (and wider the Emilia-Romagna region, the north and central Italy suggests now / can suggest in future with mapping to 3), 4)?**
6. **What is the e-behavior of the Russian consumers?**

7. How the local business and public services and activities can be incorporated in e-tourism?

In its turn the secondary research problems allow the further specification with providing sub-levels, so can be represented as mini research problems.

2 Russians in Rimini

2.1 Rimini as a destination

Rimini is one of the biggest resorts in Italy situated in Adriatic (Romagnole) Riviera. It is specialized on the beach vacations due to its geographical location, climate conditions and historical path. The first balneal facility has been opened there in 1843 and since that time there was active and rapid development.

The Second World War has caused serious damage to Rimini and its holiday's industry as there were severe military fights in the area and the level of destruction was the highest in Italy. However the significant investments both from the state and business into the reconstruction of the city and its recreational facilities resulted in the fact that already ten years later Rimini has become one of the most known and popular resorts in Europe.

Nowadays its tourism infrastructure is impressive. There are about two thousands of hospitality establishments of the different types – hotels, B&B, tourist residences and villages (that brings probably cheapest prices for the accommodation in the resort areas of Italy); a few tens kilometres of excellently equipped beaches; amusements and water parks; numerous restaurants, bars, cafes; everything for entertainment – disco, parties, sport facilities, excursions.

The resort is popular for both Italians and foreigners that make approximately two thirds and one third of the visitors. Among foreigners Germans were prevalent for long time but for the last 3-4 years have been overtaken by Russians that now form the biggest group of non-Italian tourists in Rimini.

The amount and value of the Russian visitors were so high that have forced some re-thinking about positioning Rimini in both the local tourism industry and the industry of outbound tourism in Russia. Many of Russians were arriving in Italy at the first time via Rimini and had expectations predominately not for bathing and entertainment but for the Italian history, art,

culture, cuisine and fashion. Such expectations resulted in some adaptation of business and community for representing Rimini more than just a beach resort destination.

2.2 Tourism industry for Russians in Rimini

Now let's look how the industry creates the tourist product for Russians in Rimini and what the typical offers are.

2.2.1 Industry structure

There are about ten tour operators that are specialized on Rimini (of course, not only on Rimini but on the whole Italy as a tourist destination). Mostly they are Russian companies, for instance, Danko, PAC Tour, Natalie Tours but also there are Italian ones, for instance, Gartour. They sell tourist packages directly to the end-customers or through the travel agencies in Russia. For getting a representation about the tour operators that act in Rimini it was enough to visit Rimini's International Airport at the time of arrival of a flight from Russia – the operators open their offices for welcoming arriving tourists.

There are the Russian travel agencies located to Rimini (in fact, established by migrants from ex-USSR) that sell their products to the arriving Russians tourists.

Finally there are independent guides that have a license for providing tourist services.

2.2.2 Industry offers

The packages from the Russian tour operators for Rimini (as well as for the whole Italy) can be found at their Web sites. The leading Russian operator Danko (www.danko.ru) has a lot of offers.

The tours for Rimini are conveniently linked with the schedule of flights from Russia to Rimini (nowadays Ancona / Bologna). The flights recently have been scheduled on Wednesdays and Saturdays; correspondingly the standard packages had length in 3 nights, 4 nights, 1 week, 10 nights, 11 nights, 2 weeks, 3 weeks. The tours in 3 or 4 nights are rare and mostly intended for shopping though there are lovers to spend a weekend in Rimini. The packages in 2 and 3 weeks (rare) usually are intended for beach holidays. The packages in 1 week, 10 nights, and 11 nights are multifunctional. They can be targeted to beach holidays, just staying in Rimini with

some excursions around, or intensive traveling over the country. Nevertheless regarding the beach holidays should be mentioned that they mostly always have a cultural program (like excursions etc.)

The packages with active traveling are very intensive, intended for the persons, who want to see maximum in Italy for the limited number of days, and frequently have loud names like “All the Italy”, “Italy Maxi” and so on. They can be divided into two basic types. For the first type a tourist stays in Rimini all the time with making one-day excursions to Rome, Florence, Venice, and so on. For the second type a tourist moves from one city to another city with sleeping every night in a new place or with staying in one place for a few nights and making from it one-day excursions, for instance, staying in Rimini and making excursions in San Marino, Venice; staying in Florence and making excursion in Siena, Pisa and so on. But usually such intensive tours assume at least the first night and/or last night in Rimini.

The typical basic package from a tour operator (a cooperated travel agency) includes help in getting visa, ticket for charter or regular flight, hotel accommodation and a couple of “free” excursions. Regarding the services above the basic package the normal attitude of Russians is concluded in not buying anything extra directly from a tour provider, at least in advance, as locally they can find better offers, choose extra options basing on available time, mood etc. (also it should be noticed that none of the components of the basic package isn’t critical nowadays for the tourists so they think more and more about traveling on their own).

Willingness of Russians to buy extra activities locally and on alternative basis is the foundation for business of the Russian travel agencies located to Rimini itself. We can discuss their typical offers using as a sample the Bravo Service Company (www.bravoservicerimini.ru) as it is probably most known, and is a principal partner of the Rimini Tourism Office, which actively references the company.

Bravo Service provides three principal products:

1. excursions;
2. help in accommodation;
3. assistance and information services.

The suggested excursions are in Rome /Vatican, Venice, Florence, San Marino; shopping tours in Rimini and in the next Italian region – Marche; city sightseeing in Rimini. Help in

accommodation assumes advising “the best hotels” for stays. Assistance and information services are multiple, for example:

- Russian-speaking assistant;
- help in car rental;
- providing tickets for museums, sport events, public transport;
- advising restaurants and night clubs;
- accompaniment for business meetings, visiting exhibitions etc.

Regarding the Russian travel agencies in Rimini should be mentioned that they work only with the Russian-speaking tourists (from Russia and ex-USSR).

And the third part of community is independent guides. They are specialized on city excursions in Rimini and famous cities, shopping, help and assistance.

As a conclusion for the chapter the following comment could be made regarding the offers from the tour operators and the travel agencies for the Russian tourists in Rimini. In general Italy in the tourism market the following major products are offered that are applicable to the area:

- *città d'Arte*;
- *beach holidays*;
- thermal treatment;
- food & wine tours;
- sport and cycling activities;
- adventures tours;
- green tourism (including agrotourism);
- *shopping*;
- holidays for seniors;
- business tours;
- visiting special events (like festivals, carnivals etc.).

The products that are currently offered by the tour operators and the travel agencies are marked by *italic* font. Thus the offers are limited to a very few items intended.

2.3 History of the Russians' appearance in Rimini

The Rimini province that is the heart of Italian Adriatic (also known as Romagnole) Riviera has become during the last years a very popular destination for Russians for holidays, recreation, and shopping. This probably has happened by chance – during 1990s when Russians started to travel actively outside of Russia the Rimini area has been established as the first principal destination for their visits in Italy due to the excellently developed tourism infrastructure with good ratio for the price/quality of services, warm sea with long sand beaches and shallow waters suitable for both adults and children (the important factor for the inhabitants of Russia with its long winter and limited number of sea bathing areas), soft climate without heavy heat, and closeness to the main tourist attractions like San Marino, Florence, Venice, Rome, and others. The international airport Fellini of Rimini / San Marino has been profiled for admitting numerous regular and charter flights from Russia that also was resulting in the rapid growth of the tourist flow of Russians. The enthusiastic perception of the first Russians visited Rimini was so high that many of them have bought here the real property and have started to live in Rimini either on permanent or seasonal basis. Some of them have opened in the province their enterprises in the tourism business – hotels and travel agencies specialized in the first turn for working with the fellow-citizens. Further there was the clear cumulative effect of snowball – the number of the Russian visitors in Rimini was increasing permanently year-to-year and Rimini itself has got the reputation of a “Russian” city in Italy.

2.4 Statistics of Russian tourists in Rimini

The department of statistics of Rimini provides statistical data about tourism in the province. Mostly the data are represented as annual general reports about tourists' arrivals and overnight stays.

2.4.1 General statistics

Initially the study used the report for 2013 (Statistica Rimini 2013a) as a base point (also the reports for the previous years are taken in consideration). But now also a preliminary report for 2014 (Statistica Rimini 2014) is available. So the reports of 2013 and 2014 both are taken for analysis and comparison. The quantitative results for 2014 allow understanding how the recent negative political and economical factors practically have effected to the tourist flow of Russians (in other words how the empirical observations and feelings reflect the reality). Let's

look for retrospective at the statistics of the visits of Russians in the province for 1996 – 2012 (Statistica Rimini 2009, 2010, 2011, 2012):

Table 1. Statistics of the Russian visitors in Rimini for 1997-2012.

1997		1998		1999		2000	
Number	Change	Number	Change	Number	Change	Number	Change
51,341	-8%	45,116	-12.1%	28,969	-35.8%	34,671	19.7%

2001		2002		2003		2004	
Number	Change	Number	Change	Number	Change	Number	Change
37,513	8.2%	38,815	3.5%	41,295	6.4%	50,942	23.4%

2005		2006		2007		2008	
Number	Change	Number	Change	Number	Change	Number	Change
59,206	16.2%	76,569	29.3%	99,198	29.6%	102,291	3.1%

2009		2010		2011		2012	
Number	Change	Number	Change	Number	Change	Number	Change
74,709	-27%	113,668	52.1%	151,790	33.5%	180,601	19%

Thus the number of the Russian tourists in the area was growing persistently and fast with some decline for the time of the economic crises in Russia (1997-1999, 2008-2009).

Now let's look in detail to the results of 2013 (Statistica Rimini 2013a) that was for the observed time the most prosperous year for the Russian tourism in Rimini. The number of visitors was 206,023 that is an increase for 14.1% comparing with 2012. The number of overnight stays was 985,803 and increased for 10.6% that means decreasing the average rate of the overall stay. It was 4.8 for 2013 that isn't too high comparing with other nationalities (but this reflects the fact that Rimini is used by Russians as a principal gateway for entering Italy so many tourists stays in Rimini for a small number of nights or do not stay there at all – this is discussed later in the study). The market share of the Russian tourists for the overnight stays among the foreign tourists was 24,3% (with 19.6% for Germans and 9.8% for Swisses – the 2nd and 3rd positions), for the whole market (including Italians) – 6.3%. The interesting fact is that in the sector of non-hotel accommodation (B&B, rented apartments etc.) the increase in the number of tourists was 102,4% and increase in the number of overnight stays was 97,3%. Another interesting fact is that though the Rimini province includes besides Rimini itself other

coastal resort cities like Riccione, Cattolica, Misano Adriatico and internal territories - Entroterra Valconca, Entroterra Valmarecchia (by the way very interesting from the historical, cultural and recreational point of views) the number of tourists in Rimini was 183,388 and the number of overnight stays was 855,901 that are 89% and 87% from the overall numbers for the whole province so Rimini city is the main target for the visits. The table below gives an idea about the distribution of visits over the year for 2013:

Table 2. The visitors' activity in 2013 by months for the Russian tourists.

Month	Number of visitors	Number of nights
January	8,594	33,370
February	6,361	27,957
March	11,308	31,279
April	15,987	44,946
May	20,731	69,233
June	27,537	139,981
July	29,546	203,888
August	30,211	183,926
September	27,942	153,974
October	15,883	54,938
November	7,146	23,131
December	4,777	19,180
Overall	206,023	985,803

Now we can make some observations from the data. The most active season for Russians in Rimini is June - September when the local climate allows bathing in the sea and weather is warm (that corresponds to the local summer season that continues usually from the beginning of June to the middle of September with the variations for the different beaches and depending upon the concrete weather conditions). It is interesting that out of the season the rate of presence of Russians is enough steadily distributed over the months. The ratio between "the season" and "out of the season" is 69% to 31%. For comparison there is the statistics of visits by months for Germans that has a clear seasonality (the distributions for other European nationalities are more or less similar with some exceptions):

Table 3. The visitors' activity in 2013 by months for the German tourists.

Month	Number of visitors	Number of nights
--------------	---------------------------	-------------------------

January	842	2,374
February	361	1,017
March	4,955	22,913
April	6,505	34,616
May	20,731	110,610
June	15,571	101,291
July	24,389	161,177
August	33,450	210,008
September	16,430	121,298
October	4,951	23,071
November	886	3,480
December	387	2,376
Overall	129,458	794,231

Another interesting data are about the distribution of the Russian tourists between the different categories of hotels:

Table 4. The distribution of the Russian tourists between the different types of hotels.

Type of hotel	Number of visitors
1 star hotels	371
2 stars hotels	5,447
3 stars and 3 stars superior hotels	128,004
4 stars , 4 stars superior, 5 stars hotels	63,876
tourist residences	6,522

For comparison – the similar statistics for all the tourists from EU:

Table 5. The distribution of the tourists from EU between the different types of hotels.

Type of hotel	Number of visitors
1 star hotels	5,466
2 stars hotels	26,274
3 stars and 3 stars superior	216,764

hotels	
4 stars , 4 stars superior, 5 stars hotels	86,592
tourist residences	21,266

It is visible that the rate for the tourists, which prefer to stay in the hotels higher category, is grater for the Russian tourists comparing with the ones from EU (31.3% for Russia and 25.3% for EU).

Now we can look at the preliminary results of 2014 (Statistica Rimini 2014) and compare them with the ones for 2013 (Statistica Rimini 2013a). As it was frequently mentioned above there were severe negative factors that have effected to the Russian outbound tourism in the last year so it is interesting to see the quantitative characteristics of these effects applying to the Russian tourism in Rimini. The data available only by November but this isn't critical as December has the lowest demand for Russians (it is visible from Table 2) due to the fact that since the 1st of January Russians have public holidays for 9-11 days and mostly people do not have vacations in December shifting them to January or the very end of December.

Table 6. The visitors' activity in 2014 by months for the Russian tourists in comparison with 2013.

Month	Number of visitors		Number of nights	
	2014	(2013)	2014	(2013)
January	7,495	(8,594)	27,793	(33,370)
February	5,136	(6,361)	22,173	(27,957)
March	8,191	(11,308)	25,327	(31,279)
April	12,460	(15,987)	35,597	(44,946)
May	18,525	(20,731)	63,158	(69,233)
June	24,434	(27,537)	138,103	(139,981)
July	30,127	(29,546)	211,777	(203,888)
August	28,902	(30,211)	184,970	(183,926)
September	24,096	(27,942)	143,150	(153,974)
October	8,716	(15,883)	29,427	(54,938)
November	4,011	(7,146)	15,704	(23,131)
Overall	206,023	(172,093)	897,179	(966,623)

Basing on the results some preliminary comments can be made. First, the number of tourists and overnight stays had trend for decreasing since the beginning of year and the decrease in the number of tourists was higher than number of overnight stays. Second, probably there were no political and economical reasons for that at the 1Q of 2014 in Russia itself as the Russian currency and economical situation were stable, and the factor of Ukraine hasn't started impact yet. Third, for the 1Q of 2014 the state statistics of Russia (Russian Federal Agency for Tourism 2014a) says that the number of trips in Italy for Russians has increased for 3% comparing with 1Q of 2013 (Russian Federal Agency for Tourism 2013). Forth, the decrease has continued up to June when though the number of visitors still was less than in June of 2013 the number of overnight stays was approximately the same; for July both indicators were higher than the ones for July of 2013; for August though the number of visitors was less, the number of overnight stays was higher. Fifth, for the summer of 2014 the factor of Ukraine was already significant as the sanctions against Russia were already in force. Sixth, the data show that the decline in the number of visits again has started to grow in September and was very sharp in October and November (about twice less in comparison with 2013, and this was very visible on the streets and in the shops and restaurants of Rimini); about that time should be mentioned that it was a period of a fast fall of rouble's rate to euro (about 40%).

2.4.2 Statistical profile of the Russian tourist in Rimini

The general reports from the department of statistics do not provide particular information about the tourists in the area. However there is a report about the presence of foreigners in the province of Rimini (Statistica Rimini 2013b) based on the results of the first ten months of 2013. The report gives more details about ten nationalities those are most frequent in the province (in the order of decreasing the share they are: Russia, Germany, Switzerland & Liechtenstein, France, Poland, Belgium, Austria, Netherlands, UK, Czech Republic). Below are the considerations.

First, the Russian tourists prefer the hotels of higher categories comparing with the others from the reference group. In the hotels 4, 4 superior and 5 stars stay 43% of Russians comparing with the second position for Germans and Swisses – 15% and the third one for France – 9%. Probably this is due to the history of the outbound tourism in Russia. Usually the Russian tourists that nowadays travel in Europe have in background the experience of visiting such popular destinations for mass holidays as Turkey, Egypt, and Thailand where normally the hotels 4 and 5 stars are used for stay (especially with all-inclusive services). Thus now they make their choice trying to have the same level of service and comfort.

The typology of the Russian visitors counted 21% of tourists as single, 44% - with family, and 35% - in group. Probably such classification isn't correct as "singles" frequently travel with friends. And regarding the groups – normally the Russian tour operators form groups of tourists, which include singles, friends, and persons with family. Such groups are enough weakly bounded but usually have guides that accompany the groups during trip.

Among the ages of the Russian tourists the following distribution has been observed: children up to 12 year – 6.8%, teenagers and young people (13-25 years) – 15.5%, the middle age (26-40 years) – 34.2%, the mature adults (41-64 years) – 40.3%, seniors (65 and more years) – 3.2%. Comparing with the average values for the referenced group of nationalities: children – 11%, teenagers and young people – 21%, the middle age (26-40 years) – 24%, the mature adults – 35%, seniors – 9%. So the percentages of children, young people and seniors for Russians is below average (and actually they are ones of the lowest among all the ten nationalities) but for the middle age and mature adults the values are above the average (and actually at the first position).

For transportation in Rimini 60% of the Russian tourists used planes, 29% arrived by bus, 9% by car, and only 0.4% by train.

The main motivation for trip was as such: bathing – 83.5%; social, religious and study purposes – 3.5%; thermal resorts and fitness – 0.55%; business and participation in congresses and exhibitions (Rimini has famous Congress Center and Fair) – 0.6%; sport and cycling – 0.1%; thematic parks – 0.86%; cultural and food & wine tours - 7.2%. Compare with the average values for the entire referenced group: bathing – 90.7%; social, religious and study purposes – 2.3%; thermal resorts and fitness – 0.15%; business and participation in congresses and exhibitions (Rimini has famous Congress Center and Fair) – 0.3%; sport and cycling – 1.2%; thematic parks – 0.2%; cultural and food & wine tours - 3.3%. Thus Russians less spend time on the beaches than others, only British people do less; however this statistics in application to Russians is a bit questionable as about one third of them arrive in Rimini out of bathing season (though it counts only the first 10 months still the value is a bit higher than could be expected). The social, religious and study purposes are used above average (Russians are at the third position after Polish and Czech people, the tourists from the Western Europe here have minimal level), the same is valid for thermal resorts and fitness, business, thematic parks (here Russians are at the first position), and cultural and food & wine tours (at the third position).

The motivation, which Russians demonstrate much less comparing with others – sport and cycling activities (the minimum level in 0.1% with the average one in 1.2%).

Regarding the motivation two comments could be added. First, the report operates only with the main purpose. But especially for the Russian tourists in Rimini it is typical to have multiple purposes for their visits (it will be visible from the results of survey). Second, such motivation as shopping is excluded from the list. However the specialized shopping tours in Rimini were very popular among Russians. For those tours visiting outlets, factories etc. are mandatory (though it isn't required to buy something). Now such tours are becoming less popular due to, for instance, falling rouble against euro, more shopping experience of Russians (so they are becoming more critical to the range of goods in the Italian shops, their price level, and especially to the fact of a wide presence of production made out of in Italy) etc. but they are still available.

2.5 Benefits of the Russian tourism for the Rimini province

Such “invasion” of Russians brought a clear positive economical effect to the region. Today there is a consolidated opinion of representatives of business, local communities, public and state organizations that the Russian visitors' effect is a critical thing for the local economics not only of the Rimini province but also for the whole region. As one professor from the faculty of tourism economics at the Rimini campus of the University of Bologna that without the Russian tourism the economic life of Emilia-Romagna would collapse.

By the tourism statistics of 2013 (Statistica Rimini 2013a) Russians led in the overnight stays in the province with 24.3%, while at the second position were Germans (19.8%) and at the third one –Swisses (9.8%). At the same time the change year-on-year for the number of Russians was 10.5%, Germans - 4.4%, and Swisses - 0,2%. Thus the “Russian” segment of the tourism market in Rimini in 2013 was the biggest and also demonstrated the permanent growth. Besides all, the average amount of money spent by Russians was greater than by other groups of visitors due to, for instance, intensive shopping, though the price level in Italy for the most popular shopping goods is relatively higher comparing, for instance with the countries of the Central Europe. It could be said that the Rimini area has been specialized for providing shopping activities to the Russian. In many shops in downtown (the principal shop, boutique and outlet area of Rimini) it is possible to find the announcements like “we speak here in Russian”, there are many offers for shopping tours and Russian-speaking guides that organize them.

2.6 Current risks for developing the Russian tourism

However 2014 have brought such political and economical factors that have already effected and will effect in prospective (as they are still valid) to the number of the Russian tourists traveling abroad and the average amount of their expenses. The biggest political factor is the situation in Ukraine that resulted in the sharp deterioration of relations with Western countries, which have introduced political-economical sanctions against Russia. Among the economical factors the biggest one is the drop of the rate of the Russian currency rouble (RUB) regarding euro: about 40% for the time from the summer of 2013 and with the very fast fall especially in the autumn of 2014. These reasons have effected clearly to the number of trips abroad for Russians: the Russian state statistics says that there is a decrease in 9% for traveling in the countries of EU though it isn't distributed equally (Russian Federal Agency for Tourism 2014b). Regarding Italy the overall number of trips increased for 4 percents but the number of tourist ones decreased for 2 percents. This means that the people in Russia that considered Italy as a good tourist destination still have possibilities and willingness to go there. Nevertheless it is visible that there is some redistribution in the tourists' flow both between different Italian destinations and within destinations themselves; as well as there are changes in the tourism structure. For instance, the officials from IAT office (Informazione e Accoglienza Turistica) of Rimini for the moment of June 2014 were seeing only slight decrease in the total number of Russians in Rimini. However some owners of the hotels by the end of active summer season (i.e. the end of August) have marked a 50 percents' reduction of clients from Russia comparing with the same time of 2013. For September of 2014 there was no a visible drop in the number of Russians but in October and November the situation was already different. Though the number of flights in Rimini and Ancona (after closing the Rimini airport from 01.11 the flights from Russia have been forwarded to the airport of Ancona) remained approximately the same, the filling of planes has become less. Also such empirical fact can be mentioned. One year ago, in the autumn of 2013 the principal street of Rimini for Russians – Viale Amerigo Vespucci (where there are the main hotels) in evenings was crowded by the Russian tourists that were walking, visiting shops and having dinner. One year later this street scared with its evening emptiness – the number of tourists is decreased significantly. Another example. In the middle of November 2014 in San Marino a salesman in one wine shop (Enoteca in Italian) complained of the disappearance of Russians. In his words in the previous year for this time there were many Russian buyers (San Marino is considered as a must destination for Russians for sightseeing and very good shopping as the prices are considerably less than the Italian ones and the republic is located only in 23 kilometres from Rimini – in 45

minutes by bus), however now there were only few people. So it seems that the shopping behaviour of Russians also has become different.

Though such dynamic changes in the consumer behaviour of the Russian tourists in Rimini (and, of course, in the whole Italy) due to the infused political and economical factors wasn't a planned topic for the study nevertheless by chance they happened and were clearly observed as the field work continued from the middle of spring to the end of autumn. Correspondingly they are also discussed.

Besides the political and economic grounds in Russia itself there are proper Italian ones that can affect negatively, for instance the shutdown (due to the financial problems) of the international airport of Rimini/San Marino that has happened on 01.11.2014. The airport specialized strongly on the connections with Russia (80-90% of all the flights). So now Russians land in the airport of Ancona that is in about one hour by bus or train from/to Rimini. One hour is not a critical time but the fact is that Rimini loses the function of gate for Russians and it means that some part of flow will skip the city (the persons that used Rimini as entry/exit point with a short stay). Also Ancona actually is very attractive tourist area (though clearly doesn't have enough capacity to the moment) so the tourist business there can try to take its part of the "Russian pie" in prejudice of Rimini.

2.7 Directions for research of the Russian tourism phenomenon in Rimini

Thus to the moment we have some drop in the volume of the Russian tourism in Rimini. How long and significant it will be it is difficult to say now. But it is evident that such situation requires special measures, actions, and proactive planning for preserving the area as the most popular destination for Russians. Especially it should be mentioned that the recent years when the Russian tourism in Rimini was growing in the "natural way" without strong efforts from the local tourism industry remain in the past; now only a well developed strategy with its active implementation can help keep the lead positions.

An important objective for such development is the knowledge of the typical activities of the Russian tourists and their potential preferences those in fact are studied weakly. The department of statistics of Rimini has only rough data on that account and their interpretation is questionable. The local entrepreneurs that provide accommodation, entertainment and other tourism services have opinion that selling to Russians their products directly is hardly possible so interact with them through the travel agencies that clearly results in lost of potential cus-

tomers. The rough analysis of the offers of the Russian travel agencies and the demand from the clients for tours shows that usually the typical package includes flight tickets and accommodation. The additional activities (for instance, excursions) the Russian tourists prefer to buy locally. At the same time from the talks with the tourism professionals and the Russian visitors in Rimini it is visible that the last ones have usually very vague idea about wide and rich facilities for tourism that the region has. Frequently their preliminary perception of Rimini is limited to a place with sea, good shopping, cuisine, and entertainment located not far away from such well-known historical cities as Venice, Florence, Rome.

These facts are in the focus of the study – on the first hand to highlight the current structure of the holidays' behavior of Russians in Rimini, their entertainment activities and habits; on the other hand to understand their hidden potential – what Russians could do if they had sufficient information and proposals from the local businesses.

Getting such knowledge and its distribution allows making the area more attractive for the Russian tourists as it will maximize their positive surplus with forcing them to go in Rimini more frequently, to stay longer and spend more money there. On the other hand it contributes to the economy of the province and the region as the tourism industry with this knowledge can extend their business through its more openness and adaptation for the habits and needs of the Russian tourists.

3 Study's contributions

3.1 Basic intentions

The study has been originally arranged with the R&D unit of the Rimini campus of the University of Bologna (Alma Mater Studiorum) and the tourist companies that operate at the tourist market of Italy. Besides all performing it clearly initiated a cooperation with the organizations that form Public Private Partnership (PPP) for Rimini as a tourist destination.

Important notice is that the activities in question aren't assumed to be strictly dedicated only to the Rimini province as Rimini is used frequently by Russians as a base or a start point for their visits over Italy so Rimini acts like a skeleton of ecosystem. This has happened due to such strategic advantage of Rimini as its International Federico Fellini airport that was mostly dedicated to the flights from Russia with the lowest price level comparing with Milan, Bologna or Rome. So for the Russian tourists it was a clear gate in Italy, the country's shop-window.

However recently as it was mentioned the airport has been closed and the flights are redirected to the airport of Ancona. This closure is considered as a short break, not a shutdown and re-opening has been scheduled for January 2015 (that actually hasn't happened). The current feeling is that there is no big effect from the closure however if re-opening will delay then it is evident that there will be some change in the tourist flow against Rimini.

At the theoretical level the study contributes with the different rates to the following international business management issues: consumer behaviour in tourism, especially consumer e-behaviour in tourism, e-commerce, e-tourism, tourism destination marketing and management, branding, technology and innovations, customer relation management, research methods for tourist markets.

At the practical level the study is intended to the identification and analysis of the needs, both existed and potential of the Russian customers with their mapping to the tourism activities in the Rimini province - existed and those, which could be developed as a response to such needs.

The accent of the study is to see the subjects not from the point of view of the classical approach but rather through the paradigm of e-tourism. In other words to look at using Internet by the tourists for forming their preferences and developing trips, making choices and developing activities on the one hand, and what solutions (predominately e-solutions) and how can be provided by destinations for fulfilling such e-behaviour of the travellers on the other hand.

Performing the study made a contribution to the work of the faculty "Tourism Economics and Management" of the University of Bologna (Rimini campus) as the faculty does numerous R&D researches over the tourism market, for instance, they investigate the ways of promotion the province not only as a destination for the beach holidays and shopping but also as an area for the art and cultural tourism due to its rich historical heritage. One of the recent projects was about investigating how the valley of the river Marecchia (Valmarecchia, www.lavalmarecchia.it) – a very interesting place with well preserved historical areas (castles, forts, medieval cities) and pictorial landscape could be promoted for the tourists arriving in Rimini. Though mainly the project was exploring the habits of Italians the study paid attention to the knowledge of the Russian tourists about Valmarecchia and their wishes to go there.

3.2 Italian companies of the tourism sectors as main intended audience

But the main intended audience are the Italian companies of the tourism sector that are interested in the further development of the “Russian” segment of the market. At establishing the study there was an idea to get in touch with some Italian small and medium enterprises (SMEs) for understanding the typical issues that the Italian tourism industry has in general and regarding Russians. After search and negotiations the cooperation has been established with Diverti Viaggi (www.divertiviaggi.it) and Inter Vitis (www.intervitis.it), which face two principal and in fact mutually complementary problems in the Italian tourism industry in the context of e-tourism and work with the tourists from Russia. They are Italian SMEs in tourism located to Rimini and Florence correspondingly. The companies are present at the market for a few years and with a successful story of the work at that time nowadays they have some threats for their business. The threats actually are common for the Italian tourism industry:

- very high rate of competition at the market;
- high tax pressure from the state for the tourism firms that makes the growth of small companies difficult (for instance prevents increasing the headcount);
- missing the single government organization (Ministry or Agency) for the tourism development as well as a clear state policy for the field;
- increase of domination of the big firms in the industry that take the biggest part of the “pie”.

Thus the small companies actively try to find new possibilities and niches for the growth at the same time with minimizing expenses. Above mentioned can be demonstrated on the sample of the reference companies.

3.3 First model company

Diverti Viaggi is an Internet-based enterprise that provides online-possibilities for its users to build their own customized tourist package that in general includes entertainment activities like visiting amusement parks, excursions, tours, and adventure trips combined with the relevant (short) accommodation. At the time of its establishment in 2010 DivertiViaggi was a pioneer in Italy at providing e-solutions allowed customers to build their own holidays packages. At the beginning a package included booking hotels and purchasing tickets to the amusement parks in the region Emilia-Romagna. The intended audience were Italians. However with appearing competitors the company had to make some diversification for surviving. The limitation of Italian audience was in unwillingness to book the package using credit cards (the original option). Then other payment options have been added; also the company has tried to in-

ternationalize its offer for targeting not only Italians but also the foreigner tourists. For instance, for attracting Germans that are not so interested in the amusement parks but in the thematic excursions (cultural, historical, art ones) – the corresponding opportunities have been added. Other measures taken by the company were in searching a partnership with the amusement parks and merging with the competitors.

Regarding the Russian tourists the history of the Diverti Viaggi activities was the following. The company tried to work with the customers from Russia but discovered a problem. The travel agencies were selling to the tourists the whole package (accommodation plus entertainment), so it seemed that there was no window for the supplementary activities that the company could provide. The investments made at that time into attracting the tourists didn't result in extra profit thus with having a stable revenue from the other segments of the market the company has decided to exclude the Russian tourists from the business scope of Diverti Viaggi. But as it was stated above the effect of Russians' presence was becoming more and more crucial for the sector and the overall economics in the province of Rimini due to bringing the considerable financial flows. So the company was losing the potential additional revenues. Nevertheless Diverti Viaggi didn't make attempts to make an investigation how it can adapt its business to the specificity of this segment. The reasons were a language barrier, lacking the experience in work with Russians, and the opinion that the company cannot suggest them suitable products.

However the rough analysis shows that the company made some mistakes in its evaluations. First, the specificity of Rimini area assumes mass generic tourism product as an accommodation in the seaside hotels for 1-2 weeks. For the summer season a part of time, of course, is spent for beach activities though it is difficult to imagine that Russians will go in Italy only for beach holidays especially as a big percent of them arrives outside of the bathing season. Thus they have free time that can be spent for some activities as far as they can be easily found (but there is, for instance, language barrier). Second, with improving tourist experience of Russians they prefer more and more to buy only basic tourism packages from the agencies and then by extra services locally. Third, besides the situation when the entire time of stay belongs to Rimini the tours where Rimini is only the start/end point are popular; such tours are usually organized by the Russian travel agencies and very standard but at the same time hard (like 6 cities for 7 days) so some attractive alternative from the local business could be in demand. And finally, the number of Russians that travel independently and build their tours on their own grows rapidly. But all these considerations remained out of scope of Diverti Viaggi.

3.4 Second model company

In comparison with the first company the second one – InterVitis since the beginning was oriented to work with the Russian tourists as it has been established by the emigrants from ex-USSR (so there were no language and culture barriers). The enterprise operates as a classic offline tour operator that offers to other tour operators and travel agencies in Russia the additional tourism activities like city sightseeing tours, thematic excursions (for instance, gastro-nomic tour, wine tour, etc.), and so on. To a considerable extent the company is specialized on work with VIP-tourists that are supplied through private channels from Russia. The private relations with the Russian travel agencies and tour operators also is the main way of acting for InterVitis so it doesn't assume direct relations with the Russian tourists and active search of new partners at the Russian outbound tourism market or attracting Russians that already travel in Italy.

However nowadays due to the growing competition (for instance, VIP-services are successfully provided by many other companies, necessity of private relations for that is decreasing; the willingness of the Russian tourists to buy supplementary activities in advance before the trip also diminishes) the company thinks about its repositioning at the market with going to the following directions:

- to work not only with Russian tour operators / travel agencies but also directly with the Russian end-customers;
- to provide the flexible solutions for composing different types of tourist packages basing on request;
- to develop the most attractive activities for the Russian tourists, try to find something unique / exclusive;
- to systemize its offers through developing an e-catalogue of available standard tourism products (activities) ;
- to be highly available online, provide all their offers in Internet with the possibilities to make reservations and online purchases, in other words to move to e-tourism.
- to cooperate with other tourism companies in creating the complex tourism products.

3.5 Business contribution of the study

Summarizing the cases of these companies we can define the typical problems of the Italian tourism business in the researched context like the struggle of opposite things – one group of

the companies has an experience in e-tourism and provides e-solutions in the field but doesn't know how to work with Russians. Another group of the companies knows well the last thing but they are dummies in e-tourism following the classical approach. Of course, there is also a set of companies that have both issues.

Interaction with the reference companies and preliminary investigation of the Italian tourism market connected with the corresponding sector of the Russian outbound tourism defined the final practical output of the study. Originally considered as a research sponsored by some Italian companies in the tourism sector for the study has been converted into kind of R&D works for creating own business dedicated to the needs of the Russian tourists in Italy.

As a result the new company "Italy for you" (www.italiaforyou.ru) has been created in the field of e-tourism. The company mission is formulated in favour of bringing benefits to both the Russian tourists arriving in Italy (especially in the Rimini province) and the Italian tourism companies that work with them and is:

- to provide for the Russian tourists a set of e-solutions that could be used for creating their own tours in Italy in independent manner as well as the consultancy services for that;
- to help the Italian tourism companies in developing e-solutions that could be in demand or develop such solutions for them.

More practically the projected facilities are:

- to provide necessary practical information about Rimini and the Rimini province for the tourists;
- to provide general practical information about Italy for foreigners;
- to provide virtual tours for the different places and areas of interest with the different specialization;
- to provide solutions for online booking accommodation, tickets, tables in restaurants and so on;
- to provide travel consulting service for building custom trips by the tourists and creating such trips for them by request;
- to provide space, services and support for e-solutions of the Italian tourism companies that could be utilized by the Russian tourists;
- to help in customization of e-solutions of the Italian tourism companies for the needs of the Russian tourists;

- to help in their development the e-solutions in question;
- to provide consultancy services for the Italian tourism companies about the best ways of working with the Russian tourists;
- to provide square for post-travel sharing opinions and experiences.

Such targets have accented the topics for the research as:

- to investigate the interests and habits of the Russian tourists arriving in Rimini;
- to develop the ideas about the experiences that could be offered to the Russian tourists following their interests and habits (both explicit and potential);
- to analyze the weak points of the Italian tourism infrastructure from the point of view of Russians and to find the ways for their overcoming;
- to investigate consumer e-behaviour of the Russian tourists and the level of their involving into e-tourism;
- to define the demand of Russians for types and features of e-services needed for performing their tours in the best way;
- to investigate the optimal ways of applying e-solutions to the needs of the Russian tourists;
- to analyze how available e-solutions of the Italian companies can be adapted for the habits and way of thinking of Russians.

4 Literature review

4.1 Consumers' behavior in tourism

At the beginning we can look to the concepts of the consumers' behavior in tourism and think how they can be used in the study.

First of all, it should be mentioned that there are different types of tourism. Swarbrooke and Horner (2007, 28) give such classification:

- visiting friends and relatives
- business tourism
- religious tourism
- health tourism

- social tourism
- educational tourism
- cultural tourism
- scenic tourism
- hedonistic tourism
- activity tourism
- special interest tourism.

Of course, it is only one of the possible classifications and also it is a bit academic as in practice it is possible to have a mix of types for particular trips. However, following this model we can mark the types that are touched in the study. First, if to be exact, visiting friends and relatives, business and educational trips not considered in Russia as tourism as such so they are out of scope of the study (also their weight in the Russian tourists flow in Rimini is very small). Religious and social types should be excluded as the traditional religion in Russia is different and social one is applicable only to the internal tourism. Thus we have in the list only health, cultural, scenic, hedonistic, activity, and special interest tourism. On the other hand identifying the purposes of the visits was one of the tasks for the study.

Investigating of tourist behavior requires having some model for it. There are many models of the consumer behavior in tourism; some of them were inherited from the generic models for consumer behavior and then adapted for tourism, others – developed directly for the tourist product with taking into account all its specificity. This specificity is described by Swarbrooke and Horner (2007, 51) as:

1. complexity based on having both tangible and intangible elements and different ranges and components/layers;
2. the tourist buys an overall experience rather than a clearly defined product;
3. the tourist is part of the production process – in other words their attitudes, mood, and expectations affect their evaluation along with the quality of the services provided for them by the industry.

Thus it can be concluded that the consumer behavior in tourism is a difficult and varied phenomena modeling of which should take into account many factors. However more complicated and academic model is less practical for the applied research as well as can be far away

from reality (wrong assumption in defining a dependency between elements can force a domino effect in the mistakes).

For avoiding such difficulties a simple linear model of the tourist behavior (Swarbrooke & Horner 2007, 46) has been taken into the usage:

Travel desire -> Information collection -> Travel decision(s) -> Travel preparation -> Travel experience -> Travel evaluation.

Returning to the mentioned statements about the complexity it can be said that the second item about buying “the overall experience” has something in common with the theory of experience economy. The idea of that economy (the next generation after the service economy) is in offering to the customers not products or services but rather experiences; public and private sectors perform the activities that satisfy the customers’ needs in experience. (Sundbo & Sorensen 2013, 1). As tourism is always about getting experience then using this concept in tourism development is very prospective. Further we will pay special attention to the expectations of the Russian tourists for what they can feel and receive in Rimini and what experiences can be offered them by the local tourism industry.

The next thing that is important for study is motivation - what forces a person to select a particular destination (country, region, city), activities there and so on. Swarbrooke and Horner (2007, 225) state that there are no widely recognized ways for categorizing the tourist motives but give a sample of rough classification as:

Table 7. Tourist motives.

Category of motivators	Samples
Cultural	sightseeing, experience new cultures
Physical	relaxation, exercise and health
Emotional	nostalgia, adventure
Personal	visiting friends and relatives, making new friends
Personal development	increasing knowledge, learning a new skill
Status	exclusivity, fashionability

As usually there is a temptation to link motivation with market segmentation - in other words with the big groups of consumers differentiated by gender, social position, age, income level and other criteria. However it is evident that motivation is a highly personal factor, so motiva-

tion for two persons from the same market segment can be absolutely different. Especially should be noticed that for the different time periods due to the current mood, external factors etc. motivators for the same individual can vary significantly.

The made statement about the very complex nature of motivation doesn't mean that it shouldn't be a subject of analysis (actually it is only a warning for accuracy); on the contrary studying the motivators is very important for understanding in which aspects a particular destination and activities are attractive and in which ones – not. The selection of a destination basing on its compliance with motivators is probably one of main grounds for making decisions by tourists.

Thinking on motivation is important and from the point of view of non-realized motivations. For instance, a destination has some facility that could motivate some category of tourists for visiting but there is no available information about it. On the other hand destination can do not have opportunities for attracting the people with some motivation but can make efforts for developing them.

At the end of the discussion about motivators should be mentioned that they do not come alone but usually there are many motivators with their own weights affected to the decision.

Other interesting thing for describing the tourist behavior is its typology. By nature it is intended for deeper understanding the behavior and its modeling, and correspondingly for performing the market segmentation. However as for motivators also there is no a single approach for classifying the tourist typology. In addition the different classifications use the different principles. The classification by Cohen (Swarbrooke & Horner 2007, 84) suggests four categories:

1. the organized mass tourist – buys a full package and travels in group;
2. the individual mass tourist – buys a partial package so has a freedom for local options, still usually belongs to group;
3. explorer – makes arrangements on its own, travels individually;
4. drifter – downshifter from the current point of view, becomes a part of a local community.

First three categories are applicable to the Russian tourists traveling in Rimini. However downshifting that appeared in Russia probably is out of scope in the case of Italy due to its high living cost, residence restrictions and so on.

Perreault, Dorden and Dorden (Swarbrooke & Horner 2007, 86) split tourists in 5 categories:

1. Budget travelers - interested in low-cost vacations;
2. Adventurous tourists - interested in adventurous holidays;
3. Homebody tourists – take holidays as a routine, spend little for planning them;
4. Vacationers – spend a lot of time for planning vacations;
5. Moderates – have willingness for travel but not interested in weekend breaks or sports

Also there are classifications based on destinations, used activities, relations with tourism industry and so on. As criteria are so different then there is always a criticism against one or other methodology. Nevertheless defining a set of standard typologies for a particular destination is important as it helps, for instance, to entrepreneurs in tourism in developing their business strategies for working with the tourists.

4.2 Consumers' behavior of Russian tourists

One of the biggest contributions into the variety and diversification of consumer behavior in tourism give national and geographical differentiations. National one means that the different nationalities have different behavioral patterns, kind of own specific national “way of thinking”; geographical one operates with the differences based rather on location.

There is a standard question regarding the Russian tourists abroad – do they have specific consumer behavior comparing with others? The answer is – of course, as well as all the nationalities have it. But in case of Russians besides all should be taken into account the strong influence of the modern Russian history – the period of Soviet Union with domination of the communist ideology, closeness of the external world, deficit of goods and services; the period of “wild capitalism” with the only incentive for unlimited consumption, chaotic freedom and removed barriers for traveling abroad; the recent time of stabilization and economical growth when the big number of people have got sufficient income for outbound trips. At the same time it can be noticed that due to globalization, the national differences become less significant. This fact is applicable and to Russians, especially it is visible for the frequent travelers.

The researches of consumer behavior of Russians started to be conducted actively in the last years thanks to the demand from the western companies operated in Russia and fast development of the economical sciences. Though the reports give us an overall picture of the style of consuming in Russia such general view provides good tips about possible projections for tourism.

Awara Group (2013, 7) describes 7 types of consumers in Russia:

- Innovators (13%) – have high consumption potential, focus on novelty, enjoy life (entertainment), travel in search of new sensations and adventures, social status is an important factor;
- Achieved (14%) – have high consumption potential, focus on reliability, product quality and health care, continue using traditional quality products and do not pursue novelty, like to find the best deals; discounts are an important factor, avoid risks in their life;
- Stable (17%) – have consumption potential slightly above the average, traditional consumer behavior, focus on reliability, product quality, but choose cheaper options, not interested in novelties as such, started to stick to a strict purchase plan and leisure activities to maintain usual quality of life;
- Spontaneous (12%) – have average consumption potential and no any pronounced consumer preferences, consumer behavior is spontaneous and impulsive; the most important factor is time, prefer active leisure, still take into account special offers, advertising;
- Upwardly Oriented (18%) – have low consumption potential, focus on more prestigious consumption, prestige is more important than reliability and product quality, income above the average, the age is around 30 years old, single – self-reliant people confident in themselves and the future, reasonably involved in leisure activities, like purchase online, as Spontaneous not ready to spend a lot of time for shopping;
- Traditionalists (19%) – have low consumption potential and focus on traditional values, still choose traditional, established products, purchasing in “Soviet” retail structures and discount stores, moderate leisure involvement, cheap hobby, usually pensioners and people with low-income.
- Remaining 7% belong to the needy population with lowest level of living and oriented to purchasing most inexpensive products.

Some other useful observations from the report (that actually are not the report’s discoveries as such but summarize and reflect well-known facts):

- the consumption level is significantly greater in big cities (with the domination of St-Petersburg and especially Moscow due to incomes much higher than average one);

- there is a sharp rise in income for the recent years (especially in the big cities, but quality of living also grows fast in the rural areas);
- the education level and information awareness of population is very high that results, for instance, in skeptical attitude towards the advertisements, new brands, etc.;
- volume of traveling abroad is significant and grows year-to-year, expenses during the outbound trips are high;
- using the modern digital technologies in everyday life – surfing information in Internet, online shopping, social networks grows fast and not only in the big cities but also in the rural areas.

Data about the consumer behavior of Russians in tourism are much less available for both inbound and outbound trips; for the first ones due to the historical tradition of traveling on its own without involving the tourist industry; for the second ones due to the natural obstacles for researching the behavior of Russians when they are outside of the country. However insufficient local analytics is compensated by the researches from the countries of destinations.

Probably in the best way the phenomena has been studied in Finland as the country is the biggest destination for Russians due to the geographical closeness and the long history of cultural, trade and people connections. For comparison, at the first half of 2014 along with the state statistics of Russia (Russian Federal Agency for Tourism 2014b) the number of trips in Finland from Russia was 2,451,808; however the number of tourist trips is marked only as 185,609. But should be taken into account that this statistics counts as tourist trips only those ones, which have been organized through the industry, for instance when a person travels on its own such trip is considered as a private one.

Due to the important role of the Russian tourism for the Finnish economy it is a popular topic for thesis works in degree programs in the educational institutions in Finland.

Eila Potapova (2012, 25) finds that the main reason for Russians to visit Finland is shopping as they value the quality of the goods in the Finnish shops. The advantage for visiting is closeness Finland to the second biggest Russian city – St-Petersburg from where about half of the visitors comes: it takes for them only a few hours for reaching the capital area so the tourists can make purchases and return back on the same day. Another reason for visits – to relax during vacations – the tourists specially like the cleanness, safety and high quality of the services in Finland. Nevertheless for many Russian tourists Finland looks like enough bored

country as they would prefer having more activities and entertainment. On the other hand the persons that seek tranquility and silence for their summer or winter vacation in the countryside cottages appreciate such environment.

Finland is a good sample of a destination-affected consumer behavior. In other words, the destination attracts in the first place those tourists, which specific needs it fulfills. However here it is good to mention two things: first, a destination can have the required facilities but they can be hidden from the tourists due to missing information; second, a destination can develop the missing facilities.

4.3 E-tourism

Another strong effect to consumer behavior in tourism comes from digitization – total penetration the digital technologies into the daily life. The success of digitalization was due to the different factors, one of the main was the appearance of Web 2.0 technologies with their practical applications as blogs, communication tools, social networks, social media and so on. Along with digitization classical business has spread in Internet with getting new forms and contents. As a result we have changes and on the level of terminology: the old terms get the prefix e- and we have e-business, e-commerce, e-marketing, e-tourism etc. And actually e-tourism, i.e. a kind of projection of digitization in tourism is a paradigm that is used as one of key aspects in the study.

Buhalis (2003, 76-78) defines e-tourism as application of information technologies on tourism that includes all the functions of the industry as e-commerce, e-marketing, e-finance, e-production, e-planning and e-management. So actually e-tourism is a phenomenon that covers all the aspects and functional blocks of tourism. Sometimes under the term of e-tourism is considered only availability and usage of online services for end-customers and other companies (B2C and B2B) though such services are only a visible part of iceberg. However due to the limited scope this study pays attention mostly to that part of e-tourism that is visible for its end-customers, i.e. tourists. Nevertheless these services are considered from both sides: the side of service-providers from the industry and the side of consumers.

For tourists wide availability of online services can be used for preparation trip, during trip, and after trip. Here ideally we can see a threat for the classical position of the travel agencies – as all the required services for the tourists are available online then their role as mediators is compromised and requires re-thinking. However in practice there are many obstacles that

support old-fashioned style – the required online services are missing, information is absent, there is the language problem, and so on. But the trend is concluded in diminution of such obstacles so the number of tourists that goes for using online services grows fast.

As far as consumers more and more buy products and services online then nowadays researchers and analysts talk about online consumer behavior or e-behavior. Applying e-behavior on tourism we have consumer e-behavior in tourism scope. Because significant part of accessing Internet nowadays goes using through the modern generation of mobile phones – smartphones, then there is now the term of m-behavior. However the limitation of this study is that the differentiation between e-behavior and m-behavior isn't considered.

The ideal scenario is - first, tourist keeping in mind the destinations-candidates (preliminary selected by advices from friends, relative, colleagues, by personal views, childhood's dream, social trends, and so on) surfs in Internet information about political and economical conditions, prices, weather, available activities, entertainment; then makes final choice. After that it finds a travel agency (again through online search of information and feedbacks) and through its site chooses/composes a package and pays for it. Or alternatively without travel agency books tickets and hotels on his/her own. During the trip he/she buys online tickets for the local transportation, museums, exhibition, amusement parks etc., selects online menu for restaurant and reserves a table, orders taxi and so on. After return the tourist shares in social networks and specialized forums (like Tripadvisor, reviews on booking.com etc.) opinion and recommendations about places, services, and facilities. In practice, of course, some things from the ideal scenario could be performed offline basing on the concrete situation and common sense.

Probably most interesting thing in e-behavior – where and how in Internet tourists search information because this effects strongly to their choices. Also as many sources of information usually are found as a result of search then it is important to know how the tourists select the relevant sources, in other words how buying decisions are done and how they can be supported by companies.

Another question is how social networks affect to e-behavior of tourists as they unite the biggest number of Internet users. In Russia nowadays about two thirds of all the households use Internet, also about two thirds of Internet users have account in social networks (should be noticed that the local Russian social networks in 3-4 time more popular than international ones like Facebook and Twitter) – so the absolute effect of influence can be high through the

fact of mass audience. But the question is about the influence output – is it positive, negative or neutral? Chaffey and Ellis-Chadwick (2012, 20) bring the curious data of research regarding Korea (2009) with such statistics: for light users (48% of the network) there is no influence from the network, for moderate users (40%) there is influence in +5%, and for heavy users (12%) there is a drop in 14% - so most “experienced” users make decision in opposite to the mass opinion. On the wave of popularity of social networks many companies opened their representatives there (in the format, for instance, pages in Facebook) but then the initial euphoria regarding the generic social networks changed to questioning how this it is effective from point of view of business, for instance, what is the Return on Investments (ROI). For many companies the level of ROI was lower their expectations.

Returning to e-Tourism we can logically split it in big blocks (Buhalis 2003, 192)

- eTour operators;
- eTravel agencies;
- eAirlines;
- eHospitality;
- eDestinations.

Probably in this classification such set is missing that could be called something like eTourist community – after return from a trip tourist wants to share its opinion and recommendations for others on the specialized forums or travel sites or in social networks. And important fact is that eTourist community is used by tourists not only at the post-trip phase but in the first turn as the pre-trip phase as a source of information for buyer decisions.

The meaning of other blocks is clear. Let’s give some comments from point of view of e-customer. If a tourist doesn’t want to build a tour on his/her own then it searches in Internet eTour operator or eTravel agency that represent online their offers and allow to customize and order the tour (the classic difference between tour operator and travel agency when the first wholesales the tourism products to the second and then the travel agency retails it becomes more and more less nowadays especially when using online services - tour operators do a lot of sales directly to the end-customers). If the tourist doesn’t buy the package from a company then he/she needs eAirlines for buying e-tickets for flights. Though plane is most feasible way for traveling from Russia in Italy however inside Italy the most popular meaning of transport is train so we could talk also about eTrains. Other need for the tourist is booking accommodation so he/she goes to eHospitality that means presence of hotels in Internet with

online reservations as well as usage of such reservation systems like Booking.com, HRS and so on. Finally at processing information, making decisions and again processing information, the tourist uses eDestinations that represent virtually pre-selected or selected destinations. eDestinations mean also availability of e-services locally so they could be utilized by tourist at the phase of trip.

The term of e-Tourism (or e-Travel) has been started to be used in the Russian tourism industry at the last few years but more frequently regarding online purchasing the tourism-related products like tickets, hotel bookings and so on. But on the academic level there is and classical understanding of e-tourism. Balandin and Laizane (2013, 1-2) in the project of developing modern tourism in the Russian Karelia (Republic of Karelia) include into e-tourism also available online information about destinations for making tourist choice, real-time local services (i.e. up-to-date local sites) and available mobile applications for destinations, virtual communities for sharing post-travel experience (however online purchase here are excluded).

Regarding the online purchases (not only for the tourism but in general) we see their boom in Russia for the last 3 years due to high penetration of Internet and fast digitization of life (especially in the regions of Moscow and St-Petersburg) when many public and private services are available online, high rate of usage of smartphones with availability and low price of mobile Internet, sharp increase in number of the users with credit cards (due to the fast growth of the middle-class).

The recent report of the Russian research company Data Insight (2014, 3-17) gives the following highlights regarding the online purchases for tourism:

- there is growth in e-Travel market (inbound + outbound) between 2012 and 2013 from 170 to 235 bill. roubles, i.e. for ~40%; for 2014 the estimation of the market volume is 330 bill. roubles (the estimation is done before the sharp fall of rouble in Sep-Dec 2014 for ~40% regarding USD and euro so is questionable now);
- the main contribution in such jump is growing experience of Internet users, not Internet penetration (it was only 7%);
- Russian prefer to make savings on not buying new cars and home technique but do not refuse from traveling for leisure and entertainment;
- there is rather stagnation than drop for outbound tourism (for all the destinations); however remember that for EU there is a drop in 9%;

- there is a sharp decrease in buying tour packages but growing purchases of e-tickets and hotel bookings;
- there is growth in Internet visits in 2013 – 2014: for hotels reservations systems +65, online-booking flights +45, sites of online travel agencies (OTA) +5%;
- growth of demand for individual tours and travel consulting.

As a conclusion regarding e-Tourism in Russia it can be said that it grows very fast (though we should wait some effect of the recent economical circumstances), and there is trend to use less the services of travel agencies and more organize trips on one's own.

4.4 Rimini on Russian social networks

There are many social networks (SN) in the Russian segment of Internet, both general and professional, both international and “pure” Russian ones. Most popular general SN are: Facebook, VKontakte (www.vk.com) and Odnoklassniki (www.odnoklassniki.ru). However Facebook is much less used than VKontakte and Odnoklassniki, which are Russian original (though VKontakte is very similar to Facebook) and now also widely distributed over ex-USSR. Let's look how the Rimini theme is represented in the general SN.

First, there is zero community in Facebook, in other words there are no “Russian” groups dedicated to Rimini.

Odnoklassniki has two groups – one of them is “Vacations in Rimini” («ОТДЫХ В РИМИНИ»). It has been created in 2012 but since that time has only 3 posts and 35 participants. Another group is “Vacations in Rimini” (“ОТДЫХ В ИТАЛИИ”) with many topics linked with Rimini. The group has all together 75 posts, and 537 participants. In 2014 twenty records have been posted but mostly they are commercial. There is a couple of records from the above mentioned Bravo Service Company – a Russian travel agency a Rimini. But if to go to its page in Odnoklassniki we can see the low level of presence – the latest record is from May 2014.

VKontakte has a few groups but only one is really alive. It has 439 participants, 237 posts and 4 forums. The posts are in the categories: “question-answer”, announcements, commercial offers from companies and individuals, requests for contacts and meetings in Rimini, posts with custom videos; emotional feedbacks, sometimes links to useful information.

Thus as a conclusion it can be said that the “Rimini community” in the Russian general social networks has limited audience and utilization and this is along with the results of survey, which shows that the Russian tourists in Rimini insignificantly use such networks in relations with their trips (though mostly all have account there).

In contradiction, the activity in the networks, portals and forums specialized on tourism is much higher. The list of some Russian popular Internet resources dedicated to tourism:

- www.tripadvisor.ru (actually a Russian section of www.tripadvisor.com);
- www.votpusk.ru;
- www.otzyv.ru;
- www.tury.ru;
- www.turizm.ru;
- www.svali.ru.

Skipping Tripadvisor.ru that has the standard Tripadvisor organization the other sites have in general:

- basic information about cities, hotels, services, point of interests, tourist companies etc.;
- tourists’ reports that are very weakly structured but in general can be grouped as:
 - feedbacks about travel agencies and tour operators;
 - feedbacks about tours and excursions;
 - feedbacks about hotels;
 - feedbacks about visited cities and areas;
 - personal stories, experience and advices.

Thus such sites are considered as useful and practical sources of information and also as places where tourists can put their positive or negative feedbacks for the trips or share the experience and leave recommendations.

5 Empirical research

5.1 Research methodology

Tourism is a very complex social phenomenon that includes numerous interactions between individuals, public and private organisations and enterprises. Thus the tourism knowledge

probably has much more intangible nature than tangible and this fact strongly effects to selecting the relevant research methodology etc. The direction of selection is also defined by the specificity of the work oriented to analysis of the customers' preferences not so much existed as potential and prospective.

At choosing induction, deduction or mixed approaches the combined approach is selected but with the predominance of deduction. The suggested way is concluded in using preliminary data (like tourist statistics, discussions with the interested parties, articles and information in tourist portals and social networks) for defining the directions for the research (induction) and then basing on the results and finding to introduce a theory (deduction). Using induction at the first stage also can help in clarifying the epistemological issue: there are many stakeholders with evidently own particular point of views to the research phenomena – what the concepts and ideas are that can be accepted.

As the empirical part is based on conducting survey over some representative number of the Russian tourists in Rimini then the study uses quantitative research methods.

As the preferred strategy the technique of Case study is selected. Action research is out of scope as it assumes continuous work in/with permanent team but the interaction with the tourists in the scope of the study has a snapshot nature.

5.2 Data collection process

At the first stage the study collects the existed data (secondary data):

- existed statistics for the visits of foreign tourists (including the Russian ones) in the Rimini province, the region of Emilia-Romagna and the whole Italy;
- the research and review materials about the foreign and Russian tourists having their holidays in the Rimini province;
- the research and review materials about the Russian tourists for the whole Italy and other regions;
- the opinions and knowledge of the local tourism professionals - Tourism Office, owners of tourism businesses (like proprietors of hotels), representatives of public and public-private organizations etc.

- information about available tourist products (companies, services, activities) in the area as well as for region and the whole Italy;
- the opinions and feedbacks of the Russian users in the general social networks about their Italian experience and/or wishes and plans regarding Italy;
- the opinions and feedbacks of the Russian users of the specialized (on tourism) social networks like Tripadvisor, tourism portals etc.
- the Russian travel agencies opinions about the preferable entertainment activities for the Russian tourists.

At the second stage the study collects the Russian tourists' responses about their trips in Italy/Rimini through the conducted interviews (based on questionnaire) as the primary data.

The following sources have been used for the research:

- statistics from the Italian organizations;
- Russian tourism Internet-forums and portals.
- Internet sites of the Russian and Italian travel agencies (that work with Russian tourists);
- Italian tourism magazines;
- articles in the Italian media;
- Russian tourism magazines;
- books regarding tourism destinations management and marketing, e-commerce application for tourism, Web management for tourism, analysis of tourist behavior and preferences, research methods in tourism;
- Russian tourists in the Rimini area.

Getting the statistical and the structural information about Russian tourists in the area was done through interaction with the Department of Statistics and the Tourism Office of the province as well as from other relevant parties from the Public Private Partnership for tourism.

Getting the information from the travel agencies has been performed through interviews and the actual information (offers) available at their sites. However for the travel agencies two notices are valid. First, they consider information that they have as commercial so its disclosing isn't desirable. This is more applicable to the local travel agencies in the Rimini area that are involved into providing the services for tourists. For the travel agencies in Russia the col-

laboration is easier as they are interested in developing the activities (searching local providers etc.) that they do not have to the moment for obtaining a competitive advantage. Second, the opinion of the travel agencies more represent the activities that they would like to sell to the tourists than the ones that the tourists really would like to buy/have.

Getting the generic information about the Russian tourists' preferences has been performed through discussions with the stakeholders of the tourism business in Rimini and through analysis of discussions at the specialized forums, i.e. through netnography research.

Getting the information from the Russian tourists arriving in Rimini has been performed through conducting survey in the form of interviews at the places of their availability (e.g. at the arrival / departure, i.e. in the Fellini international airport, in hotels, on the streets etc.)

5.3 Reliability and validity of the study

Regarding the issues of reliability and validity.

Under reliability we understand how much objectively the used research methods and collected data represent the real phenomenon. In other words can be the same results obtained in the different organizations, different research populations, by the different observers. Under validity we understand how correctly the received data were analyzed and interpreted by a particular researcher (for instance, by the author of this study) without logical errors, incorrect conclusions etc.

For achieving the reasonable level of reliability and validity the study suggests a few measures. First of all, it is assumed that the expected results should be enough generic. For instance, we could have a questionable reliability with performing action research in only one organization as the results can be different for another one. For preventing such collision the study assumes interaction on the base of random access with the different groups of the Russian tourists ("different organizations") formed by the different criteria, with the different tour programs etc.

The reasonable level of reliability expected to be reached through interaction with enough representative number of the respondents and also at the different periods of time (different seasons etc.)

Special attention should be paid to reliability and validity in the netnographic research where, as we know, the credibility of opinions, comments and conclusions can be problematic.

The reasonable level of validity is expected to be reached through the close interaction with the stakeholders (representatives of public and private organizations for tourism in the area, tourism professionals, travel agencies etc.) during the whole path of the study through discussing ideas, directions and findings.

6 Results

6.1 Survey organization

Originally it was planned to conduct survey in Federico Fellini International Airport of Rimini /San Marino at the time near the return flights in Russia. The airport is situated within Rimini itself (actually on the border with the next city to the south – Riccione) so easy accessible. However some obstacles have been found those resulted in changing the places for interviewing the Russian tourists.

First, the majority of flights in Russia has been scheduled in early morning (as out of high season they are mostly charters) so for such departures the tourists were sleeping and had low willingness for answering questions; thus the midday and evening departures remained for effective work. Second, even for the midday and evening departures there were difficulties as a) the tourists were tired after their tours, b) it was visible that the interviewees didn't feel themselves enough comfortable along with other people that heard their answers. Third, there was a limited time when the tourists were available.

Thus the environment for conducting the survey has been changed. Such places have been selected (basing on observations) where the tourists could answer the questionnaire being relaxed with having time for that:

1. Rimini downtown (historical center) as it is a typical place for tourists' walking and sightseeing as well as for shopping (the majority of boutique and outlets is concentrated there).
2. The Amerigo Vespucci street (Viale Amerigo Vespucci) as the main hotels where the Russian tourists stay located to this street (next to seafront in the central resort/beach area of Rimini – Marina Centro).
3. The beaches during the bathing season (in June and September).

The survey has been based on the questionnaire in Russian. It is included in the report as Attachment 1. Its translation in English can be found in the Attachment 2.

For easy acceptance of interviews the questions that normally fit two pages have been put to a single paper in the format of A4 for marking that the interview shouldn't take too long time. Answering to the questions without any additional comments was taking about 20 minutes. In some cases the discussions continued 30-40 minutes when the interviewees had willingness to share their opinions and impressions about their vacations in Rimini / Italy; to give feedbacks about the services (travel agencies, hotels, food etc), tourist infrastructure; to explain the reasons why they selected one or other activity; to discuss about the opportunities, which the province of Rimini / the region Emilia-Romagna can provide and so on.

6.2 Survey results

The survey has been conducted in a few parts for two seasons:

- 2 weeks in June (middle season / bathing season);
- 2 weeks in September (middle season / bathing season);
- 2 weeks in October (low season);
- 1 week in November (low season).

All together 232 people have been interviewed:

- during the middle season (MS): 148
 - June – 68
 - September – 80
- during the low season (LS): 84
 - October – 61
 - November – 23

The survey has being conducted in the selected places (Chapter 6.1) but also any spontaneous possibilities have been used in other areas at meeting the corresponding opportunities (potential/suitable candidates).

Mostly the tourists have been met and interviewed not alone but in pairs/groups of families or friends or companions in travel (the members of tourist groups - when the people get familiar-

ization with each other usually after starting the trip) – in this case interview has being taken from informal group leaders but other group members effected to the mediated opinion for such topics as positive and negative impressions, interests, activities and so on.

6.3 Collected data

Below is the collected statistics grouped into the 5 logical sections: general characteristics of responders, trip data, Internet usage, actual and potential interests, feedbacks and evaluations.

As there was the seasonal effect in the answers then for the data where the difference between the middle season (MS) and low season (LS) was noticeable/expected the results are represented separately by season.

6.3.1 General characteristics of responders

Table 8. Age.

	<25	25-34	35-44	45-64	>= 65
MS, #	14	34	42	58	0
MS, %	10%	23%	28%	39%	0%
LS, #	7	34	27	16	0
LS, %	8%	41%	32%	19%	0%

Table 9. Sex.

	M	F
MS, #	55	93
MS, %	37%	63%
LS, #	29	55
MS, %	35%	65%

Table 10. Regions of origin.

	MS, #	MS, %	LS, #	LS, %
Moscow area	76	51%	57	68%
St. Petersburg area	28	19%	14	17%
Other regions of European Russia	22	15%	12	15%

Ural area	12	8%	0	0%
Siberia	10	7%	0	0%

Table 11. Occupation.

employee	entrepreneur	housewife	student	retired	other
148	17	11	15	12	29
64%	7%	5%	6%	5%	13%

Table 12. Language skills.

English	Italian	German	French	other	don't speak
131	0	19	15	9	89
56%	0%	8%	6%	4%	38%

6.3.2 Trip data

Table 13. First time visit in Rimini / Italy.

	1st time in Ri- mini	1st time in Italy
MS, #	120	109
MS, %	81%	74%
LS, #	76	71
LS, %	90%	84%

Table 14. The position of Rimini in the whole trip.

	main place	intermediate place	arrival/departure mostly
MS, #	112	24	12
MS, %	76%	16%	8%
LS, #	43	12	29
LS, %	51%	14%	35%

Table 15. Main trip objectives, multiple choices.

	MS, #	MS, %	LS, #	LS, %
getting knowledge of Italy	88	59%	55	65%
getting knowledge of Italian history and culture	15	10%	10	12%
tour over Italy	15	10%	39	46%
beach vacations	125	84%	0	0%

agrotourism	0	0%	0	0%
entertainment	41	28%	8	10%
treatment and thermal therapy	0	0%	0	0%
sport	5	3%	0	0%
excursions	115	78%	75	92%
business	5	3%	0	0
shopping	87	59%	31	37%
visiting friends / relatives	3	2%	1	1%
other	7	5%	2	2%

Table 16. Trip duration.

	7-8 days	10-11 days	12-14 days	>2 weeks
MS, #	42	34	63	9
MS, %	28%	23%	43%	6%
LS, #	58	19	5	2
LS, %	69%	23%	6%	2%

Table 17. Travel companions.

alone	with family	with friends	with colleagues
15	146	56	16
6%	63%	24%	7%

Table.18. Trip organization.

	by travel agency	on your own	both
MS, #	101	31	16
MS, %	68%	21%	11%
LS, #	69	11	4
LS, %	82%	14%	4%

Table 19. Purchased additional services¹

yes	no
83	149
36%	64%

Table 20. Purchased additional services already at the destination.

yes	no
173	59
75%	25%

Table 21. Type of accommodation.

hotel	220	95%
rented apartment	9	4%
at friends / relatives	3	1%
other	0	0%

Table 22. Trip budget.

	500	750	1000	1500	2000	no limit	no answer
MS, #	12	16	46	34	17	7	16
MS, %	8%	11%	31%	23%	11%	5%	11%
LS, #	7	9	44	8	0	1	15
LS, %	8%	11%	52%	10%	0	1%	18%

6.3.3 Internet usage

Table 23. Usage Internet for searching travel agencies and tours, multiple choices.

search engine	tourist portals	agencies' sites	social networks
89	43	115	0
47%	23%	61%	0%

¹ Besides standard package from the travel agency, and besides flight tickets and hotels for self organized trips) in advance.

Table 24. Usage Internet for getting feedbacks about travel agencies and destinations, multiple choices.

search engine	tourist portals	social networks
91	109	9
48%	57%	5%

Table 25. Usage Internet for purchasing online, multiple choices.

booking hotel	47	20%
flight tickets	42	18%
tickets to museums, amusement parks	17	7%
tickets for transport in Italy	14	6%
renting cars	15	6%
tour package	10	4%
excursions	0	0%
other	0	0%

Table 26. Usage Internet for getting information about activities and points of interests in Rimini, multiple choices.

search engine	tourist portals	social networks
111	89	14
48%	38%	6%

Table 27. Found interesting places through Internet for visiting, multiple choices.

	#	%
Rimini itself	102	44%
well-known cities like Bologna, Venice, Rome, Florence	81	35%
San Marino	70	30%
other Italian regions	34	15%
Valmarecchia	15	6%
events	12	5%

6.3.4 Actual and potential interests

Table 28. Interested / planned activities, multiple choices.

#		#	%
1	medieval cities and castles	183	79%
2	organized tours in Venice, Rome, San Marino	162	70%
3	shopping	149	64%
4	sea trip	136	59%
5	museums & exhibitions	133	57%
6	festivals, concerts, events	121	52%
7	tasting wines	105	45%
8	thermal resorts	98	42%
9	tours in Venice, Rome, San Marino on your own	93	40%
10	gastronomy	91	39%
11	natural parks	84	36%
12	amusement parks	81	35%
13	intensive tour over Italy	43	19%
14	course of Italian language	41	18%
15	cycle tours	35	14%
16	course of Italian cousin	35	15%
17	agrotourism	26	11%
18	picnic	25	11%
19	disco	26	11%
20	adventures tours	17	7%
21	sport	13	6%

Table 29. Familiarization and interests with/for opportunities in Rimini area.

	#	%	interest, #	interest, %
historical-cultural places/cities in Valmarecchia	17	7%	110	47%
natural park Sasso Simone Simoncello	0	0%	74	32%
thermal resorts of Rimini and Riccione	10	4%	79	34%

6.3.5 Feedbacks and evaluations

Table 30. Evaluation of travel agency service quality (1-5, 1 – very not satisfied, 5 – very satisfied).

1	2	3	4	5
18	0	32	114	26
9%	0%	17%	60%	14%

Table 31. Preference for organizing next trip in Italy (if now the travel agency is used).

by travel agency	both	on your own
48	44	98
25%	23%	52%

Table 32. Feeling the language problem.

yes, for persons with language knowledge	no, for persons with language knowledge	yes, for persons w/o language knowledge	no, for persons w/o language knowledge
78	65	30	59
55%	45%	34%	66%

Table 33. Most positive things in the trip, multiple choices.

	#	%
atmosphere	151	65%
hospitality	141	61%
services	81	35%
culture, history	63	27%
cleanness	62	27%
everything is positive	52	22%
air, sea	51	22%
food	45	19%

Table 34. Most negative things in the trip, multiple choices.

	#	%
lacking of information for tourists	51	22%
missing menu in Russian in restaurants	34	14%
insufficient breakfast in hotels	29	13%
Italian food all the time is bored	27	12%
expensive country	21	9%
insufficient quality of hotel services	19	8%
plenty of attractions makes touring difficult, there are no recommendations from tourism authorities for the routes “must see”	17	7%
transport issues	12	5%

Table 35. Willingness for visiting Italy and Rimini again.

yes, for visiting Italy again	no, for visiting Italy again	yes, for visiting Rimini again	no, for visiting Rimini again
205	27	153	79
88%	12%	66%	34%

6.4 Data analysis

6.4.1 General characteristics of responders

The age of respondents is represented in Table 8. All the age groups were participating in the survey with the exception of seniors (≥ 65 years) along with the statistics that says that such group is very small for Russians. In contradiction with this fact the previous age range - 45-64 years was represented well, especially for the bathing season (MS) though sufficient number of such tourists were and during the low season (LS): correspondingly 39% and 19% of respondents. The age structure was clearly linked with the season type: for MS the biggest group was 45-64, then 35-44, then 25-34, then <25 ; for LS the range in descent was 25-34, 35-44, 45-64, <25 . The reasons for such distribution probably are:

- for MS attractiveness of beach vacations for elder people - good ratio price-quality, security, cleanness, excellent services; higher prices in MS make it enough costly for the

group with the relatively less income (25-34); the middle age group (35-44) is in the intermediate position – they have sufficient income for the higher costs of MS but more oriented to active type of touring for that the hot bathing season is less suitable;

- for LS the group of 25-34 dominates due to the low level of prices; the group of 45-64 decreases significantly due to missing bathing facilities; the group 35-44 is again in the intermediate position as compromise between travel activities and entertainment;
- the group of <25 is the lowest as Italy is enough expensive country.

Though it cannot be said that the age samples in the survey display one-to-one the real age distribution picture for the Russian tourists in Rimini nevertheless it is more or less in correspondence with the visual picture and statistical data.

For the sex of the respondents (Table 9) there is a ratio about 2:1 between females and males. It cannot be said that such ratio is the real ratio between the female and male visitors though there was a visible prevalence of the first group over the second one. Also should be noticed that female respondents were significantly more willingness in answering questions (for instance, in pairs they more frequently were leading in answering).

In the distribution of the respondents by the regions of origin in Russia (Table 10) domination of the tourists from the St. Petersburg and especially Moscow areas is visible. From the Moscow area (Moscow-city and Moscow-region) were about half of participants in MS and two thirds in LS, from the St. Petersburg's one – 19% and 17% correspondingly. Nevertheless the other regions of the European part of Russia were represented steadily: MS - 15%, LS - 15% as the fact of sufficient income in the Russian provinces for visiting such expensive country as Italy. During MS 15% of participants were from the Ural area and Siberia; their missing for LS could be explained by the fact that in those area where winter continues 7-8 months spending some time on sea during holidays is a typical habit so they select for vacations the bathing season.

The respondents were questioned about their occupation (Table 11) only with using its generic types like employee, student and so on. About two thirds of the interviewees (64%) have marked their belonging to employees (there was no differentiation between public and private sectors), the categories of entrepreneurs, housewives, students, and retired were approximately equal (by 5-7%). 13% of participants marked themselves in the category “other” with the probable reason of being a high-ranking manager or functionary.

On the contrary with the existed opinion of the low language abilities of the Russian tourists more than half of participants (56%) speaks English, 8% - German and 6% - French; though nobody speaks Italian (Table 12).

6.4.2 Trips' characteristics

In analysis of feelings of the Russian tourists regarding Italy and Rimini the important characteristic is the number of repetitive visits. It is visible that a sufficient number of tourists have been already both in Italy and Rimini (Table 13). This number is higher for MS and less for LS that could be explained by the fact that at LS the tours over Italy are most popular (those tours are taken usually by people that visit Italy at the first time). For MS every 5th participant has visited Rimini before and every 4th – Italy.

The position (weight) for stay in Rimini against the whole trip is different for MS and LS (Table 14). At MS for 76% of the interviewees Rimini was a main place for their visits and for LS only for 51%; for MS Rimini was the point of arrival/departure only for 8% of the interviewees whereas for LS – already for 35%.

The trip objectives (Table 15) are affected by the seasonality. For MS the most frequent motivation is “beach vacations” (that isn’t applicable, of course, to LS), for LS – “excursions”. Also for the contrast: the objective “tour over Italy” has weight in 10% for MS and in 46% for LS, entertainment correspondingly 28% and 10%.

Some other observations for the trip targets can be marked. Evidently, the cultural component is very important for the Russian tourists (as for their “beach vacations only” the typical destinations are, for instance, Egypt and Turkey). For MS the excursions go at the second place after the bathing activities (84% and 78%), and for LS – at the first place (92%). The significant role is for “getting knowledge of Italy” (59% for MS and 65% for LS). Emilia-Romagna is famous with its thermal resorts and spa, which mostly located to inland (entroterra) though there are ones in Rimini and Riccione (the city next to the south from Rimini) – Terme di Rimini and Terme di Riccione. However nobody called “treatment and thermal therapy” as a main objective for trip, the same “zero” level has been observed and for agrotourism (very popular in Italy by the way). Along with the statistics there is a very low interest to sport (that is one of the main activities on the Rimini’s beaches especially for the Italian tourists) – only 4 persons were interested in. With opposition to sport shopping is in demand. For MS it was marked as an objective by 59% of the interviewees. However at LS already only 37% of them

had such interest though the prices are lower at LS and the percentage of visitors from the Moscow area (where income is highest) is twice greater – about two thirds (Table 10). Probably the main reason for such decrease was sharp fall of ruble at that time that made prices non attractive and purchases – too expensive.

The typical trip duration (Table 16) is different for MS and LS. Most popular length at MS is 2 weeks whereas for LS – 1 week. This could be explained in such way that during MS the tourists roughly reserve 1 week for the beach activities and 1 week for the excursions and so on.

The most popular company for traveling (Table 17) is family (63%) and friends (24%), traveling alone or with colleagues is much less frequent (6% and 7%).

The Russian tourists have been asked – who organized their trips (Table 18). For the majority it was done by the Russian travel agencies: 68% of participants for MS and 82% for LS reported that their trips have been organized fully by the agencies. Only 21% and 14% have organized the trips on their own, and 16% and 4% said that the trips were organized on their own though with some services bought from the travel agencies.

The survey checked the Russian tourists willingness to buy the additional services both 1) as a part of a tour package from travel agency (for the tourists who did this) bought before trip (Table 19) and 2) already in Rimini (Table 20) where such services can be bought from the original Russian travel agency, from local travel agency or service provider. The majority of tourists (64%) haven't bought before trip any additional services from the travel agencies on top of the standard package or for the self-organized trips besides flight tickets and hotel bookings. Nevertheless later, already being in Rimini, 75% of the respondents have purchased the additional services (like excursions, tickets to amusement parks, transport tickets, services from the local guides and so on). Thus it is clear that the Russian tourists in Rimini preferred to buy something extra for tour directly at the destination.

The majority of tourists (95%) stayed in the hotels, only 4% used the rented apartments (Table 21).

Finally, there was an optional question about the budget for trip (Table 22). This assumed the approximate limit for their expenses per person during trip without the cost of package as such (i.e. expenses for excursions, entertainment, restaurants (though in fact many tourists especially at MS had the full board or half board at the hotels), shopping and so on). The most

popular answer for both MS and LS was 1000 euros though its weight was lower at MS due to more long duration. In general willingness for more expenses in MS was higher than for LS.

6.4.3 Using Internet for trip purposes

From 190 tourists that have purchased the tours (full or partial packages from the travel agencies (Table 18) 122 (64%) persons used Internet for finding the travel agencies and their offers. The most popular way for the search (Table 23) was tracking the agencies' sites (61%), then surfing with search engine (47%), then tracking the tourist portals (23%). Nobody has used social networks for such purposes though accounts in the common Russian social networks had 94% (217 from 232) respondents. The tourists those didn't use Internet for this purpose (68 - 36%) explained the reasons as:

- they are old/permanent clients of their agencies so do not need to search new ones;
- the chosen agencies have been recommended by friends or colleagues;
- they interacted with the agencies offline (phone, visit to premises).

The tourists that were surfing Internet for getting feedbacks about the agencies / tours / destinations (Table 24) were using tourist portals (57%) , search engines (48%), social networks (5%).

Making purchases online wasn't significant (Table 25). Only 23% of the respondents were doing this: at the first positions was booking the hotels (20%) – mostly in self-organized trips and flight tickets (in self-organized trips only). Other types of online purchasing were e-tickets for museums and amusement parks, local transport in Italy (trains) and renting cars – 7%, 6%, and 6% correspondingly. Purchasing the tours online was happening rarely - only for 4% of the tourists. Nobody has visited the pages of the online sellers in social networks.

The highest online activity of the tourists was in getting practical information about activities in Rimini and other places / cities of Italy (Table 26). This was practiced by the 80% of the interviewees: 48% used search engine, 38% - tourist portals, 6% - social networks. Social networks have been used not only for getting information but also for making acquaintance and finding partners (among the Russian holidaymakers) for activities.

On the question about finding in Internet some interesting places of all the types – historical attractions, entertainment establishments, restaurants, shops etc. for visiting (Table 27) positively answered 59% of responders (137 from 232). Such places were Rimini itself (44%), then

Italian world-famous cities (35%), which have been visited (or planned to be visited), then San Marino (30%), which have been visited by many tourists on their own (due to its close vicinity and the existed regular bus connection). 15% of the tourists found the points of interests in other Italian regions: mostly in Marche – next region to the south from the Rimini province but sometimes also in more far regions, for instance Umbria and Apulia (requires traveling in train for 5-6 hours). The attractions in Valmarecchia (Rimini's inland) have found only 6% of the respondents probably due to the prevalence of Italian in the Internet resources, poor transport connections and weak advertising from the local tourist offices.

6.4.4 Interested / planned activities

The questionnaire had a point about the activities, which have been already done by the tourists, or planned but not yet done, or potentially interested – for instance, in future trips in Italy (Table 28). The last item was important as many tourists had feeling that they have very limited time (even for 2-weeks stays) for getting knowledge of Rimini and Italy.

In answers the first position(79%) has been taken by the item “visiting medieval cities and castles”. At the second position (70%) was “organized tours” in the world-famous Italian cities like Venice, Rome and so on. It is interesting that the Russian tourists prefer the guided tours into these cities; the proposal about making such visits without assistance was marked only by 40% of the respondents. The third popularity was for shopping – 64% of the respondents. Very high was interest to the sea trips (though there are limited offers of those in Rimini) – at the fourth position with 59% whereas disco and picnic had enough low popularity in 11% both. At the 5th and 6th places were the items linked with culture, history and art – visiting museums and exhibitions (57%) and festivals/concerts/events (52%). Regarding the museums should be mentioned that surprisingly Rimini-city has relatively small their number though there are many weakly advertised ones in the province. Also somehow the information for foreign tourists has small number of ideas and offers for the festivals/concerts/events, as well as they are usually out of scope of the travel agencies.

The popular activity is food & drink – tasting wine would be nice for 45% of the respondents (7th position) and gastronomic tour are attractive for 39% (10th position). Many tourists marked that during excursions/tours they had some wine tasting or dinners in restaurants reported by organizers as restaurants with typical Italian cuisine but there were remarks that such experience was below their expectations. At the same time it was cleared from the dis-

cussions with the respondents that they had very vague knowledge about the real gastronomic and wine tours offered in the Italian tourist market.

High popularity had the idea of getting in the thermal resorts (8th position with 42%). But practically only a few people - 4% knew that there are such establishments in Rimini and Riccione (Table 29). Though the Russian tourists are very numerous in the well-known thermal resorts of Italy (for instance, Abano Terme, Sirmione) somehow such specialization of Emilia-Romagna (that has a lot of thermal facilities) is poorly positioned among the Russian tourists.

The natural parks were interested for 36% of the respondents (11th position). However nobody knew that the Rimini province has a regional natural park – Parco Sasso Simone and Simoncello in about 35 kilometers from Rimini (Table 29). Visiting this park would be interested for 32% of the tourists with the condition of organized tour and easy access (unfortunately there are no offers for foreign tourists as well as the park is accessible practically only by car).

The amusement parks were interested for 35% of the respondents. Many tourists were talking that such parks are well represented now in Russia so visiting them in Italy would be wasting time.

Along with the statistics the interest of the Russian tourists is low against physical activities: sport and adventurous tours are at the last places (20-21) with 7% and 6% though cycle tours are more popular (15th place, 14%).

Many tourists would be ready to have special intensive courses of Italian language or Italian cuisine (14th and 16th positions with 18% and 15%). However should be mentioned that there are no such offers in Rimini at all (though there are offers for the travel assistance with the interpreter service).

6.4.5 Feedbacks and evaluations

The feedback section has been started with the questions how the tourists that have bought tours from the travel agencies evaluate the quality of their work (Table 30) and how they would prefer to organize their next trip in Italy (Table 31).

In the scale from 1 to 5 (1 – very not satisfied, 5 – very satisfied) the average mark for the agencies was 3.68 with most frequent answer 4. Thus the Russian tourists were more happy than non-happy with the quality of the travel agencies' services. Nevertheless only minority of the respondents wanted to organize their next trip in Italy with the help of agencies: full – 25% or combined (travel agency + own efforts) – 23%, whereas 52% would like to make their trips without assistance. The reasons for desires of independent traveling were: observed highest level of security, services and cleanness in Italy, much more flexibility, best following own interests, buying the required services without mediators decrease the overall cost ut at the same time can be done easily through e-services. Also for selecting travel agency for the trip abroad the important reason is scaring the language barrier. However the Russian tourists were surprisingly observing that language issue wasn't sensitive at their stay in Rimini (Table 32). Less than half of the tourists sensed the language problem. It is interested that the problem was more visible for the persons with knowledge of the foreign languages than for those without such knowledge (45% against 66%) that marks mostly the fact that possibility to communicate in English has limitations in Italy. Thus discovered by the Russian tourists the limited importance of language skills resulted in a positive motivation for trying to perform their next Italian trip on their own.

The question about most positive (Table 33) and negative (Table 34) things it seems wasn't easy for the tourists as on the one hand their perception of Italy was highly positive and on the other hand shortcuts weren't too important.

The most popular answers (for about two thirds of the respondents) were the human atmosphere (65%) and hospitality of Italians (61%). Then, with the big lag was the quality of services (35%). It is interested that the topic of history, culture and art was at the 4th position (27%). Though Rimini is targeted as a sea resort the corresponding item – “sea, air” was marked only by 22% of the respondents (7th position). The Italian food has taken the last 8th position (19%).

Finally it should be mentioned that 22% of the respondents said that everything was highly positive and it is difficult to extract something particular.

Among the negative answers at the first position (22%) was information issue – it was not only about language support, i.e. available information in Russian or English but also about weak missing information as such – weak advertising of tourist facilities, missing booklets and maps and so on. The second by weight negative aspect was in missing menus in Russian in restaurants; availability menus in English didn't help too much due to the specific terms and limited vocabulary.

There was some issue with food. First, 13% percents marked poor breakfasts in the hotels. Second, 12% marked that eating all the time only Italian food is a hard option. Especially such opinion was reported by the travelers from the intensive tours.

Regarding the cost of stay - 9% of the tourists have found Italy a bit expensive country for them.

The final question in evaluation was about readiness to return in Italy and Rimini again (Table 35). 88% of the respondents said that they would be happy to visit Italy again. For the remaining 12% the reasons for “no” were usually: “Italy is nice but I would like to visit other countries” or “expensive country”. Regarding Rimini as a destination for the next visit the respondent were less willingness if compare with the country as such – only 66% would like to return. The usual reasons for “no” were: “we have seen here everything”, “Italy has so many attractions it is good do not be stuck with Rimini”, “Rimini is nice but more oriented to the beach vacations but we are more interested in historical and cultural aspects in Italy”.

7 Conclusions

Rimini was the first place for starting the mass Russian tourism in Italy and up to date remains one of the most popular Italian destinations for Russians – in 2013 about 20% of the Russian visitors to the country were staying in the area. For the recent years the tourist flow was permanently growing, sometimes with two-digit grade. What is more, the relative weight of Russians in Rimini regarding their overall number in Italy was also growing.

There were many factors in favour of this: the city's specialization on mass holidays for different visitors' categories; cheap prices for accommodation (due to the strong competition), rich

shopping facilities; geographical location with easy access to the main points of interests in Italy like Venice, Rome, Florence, and so on; good combination of beach resort and cultural opportunities; security, cleanness and excellent services; close cooperation between Rimini's International airport Federico Fellini and the Russian air carriers so they have selected it as a main entry in Italy that resulted in the lowest prices for the flight tickets from Russia in Italy; finally there was a snowball effect when the very positive feedbacks and references of the Russian tourists were attracting new ones.

However there were visible shortcuts in developing the tourism products for Russians. The growth certainly was extensive, not intensive. Due to the favourable economic situation in Russia not only the people from the big urban areas like Moscow and St-Petersburg got the possibility to travel in Italy but also many inhabitants in the Russian provinces. The Rimini area was a very good destination for newbies in Italy and actually was specializing on them (it is clear from the statistics – a big number of the first-time visitors and not so big number of the repetitive ones). In the situation of growing the tourist flow steadily the typical policy of all the interested parties was “skim the cream off”. The Russian tour operators were offering mostly the basics things - beach vacations and tours in the grand cities of Italy. The local tourism organizations didn't apply the special efforts – mostly they represent the hotel associations so are oriented to accommodation and beach holidays. Thus the Russians' flow was developing in a considerable degree on its own. Regarding the hotels and restaurants it could be said that their owners also didn't strained themselves. Such example: in the last year at the tourism conference in Milan a representative from Rimini has been asked – when finally the Rimini's restaurants will have menus in Russian? And the answer was: “we are working on that”. The first signal about the negative trends has come in the last summer when the Russian travel agencies have cancelled for some hotels up to 50% of their reservations. During October and November of 2014 the number of the Russian tourists has fallen almost twice – though it wasn't too critical because there was a low season in Rimini however at making the visual comparison between the corresponding period of 2013 the main tourist promenade and dinner street – Viale Amerigo Vespucci was mostly empty in the evening in the autumn of 2014.

As the negative economical and political factors in Russia continue then we can expect further fall in the Russian tourist flow, especially in the number of newbies. Thus for adapting the Rimini tourism to the new realities the active development is proposed for making the area on the one hand attractive for advanced/experienced tourists and tourists with special interests; on the other hand for making the differentiation between Rimini and other Italian destina-

tions, positioning the city as more than only a beach resort and a start point for all-the-Italy tours.

Basing on the results of study a few apparent prospective directions for development can be suggested.

First, Italy already has well developed special tourism products like gastronomic / wine tours and treatment on the thermal resorts. These facilities are available and well developed in Emilia-Romagna: the region is famous with its Romagnole cuisine and there are many sources of thermal waters with resorts and spa though mostly they are out of the coast. Though such tours are very popular among Italians they are not advertised well for Russians.

Second, Rimini is an initial point for the historical-cultural excursions into the other regions of Italy with its world-famous cities but the inland of the Rimini province – the valley of Marecchia (Valmarecchia), the territory of the former seignory Malatesta has so many interesting places and different opportunities that for exploring them it is required to have a few months but again it isn't advertised for Russians, which know about it mostly nothing.

Third, the local tourism community / industry could suggest to Russians such activities that would be clearly in demand for them. Basing on the result of survey among such activities could be events (especially musical and folkloric), natural parks, educational services. Shortly it can be said that Rimini should make accent on offering not so much services as experiences.

Forth, there is a clear willingness of Russian tourists to travel on their own. Thus the local industry should take this into account and to suggest its support for such way of doing especially paying attentions for the information support. Its low level according with the survey results is the main negative feedback from Russians. Such support could include, of course, providing information in Russian, both in Internet and offline (books, maps, menu in restaurants, information in hotels, shops, service providers and so on) but also availability of clear and well structured information as such about the opportunities, facilities services, and offers in the Rimini province.

In general the idea is concluded in representing the Rimini province as the source of so many activities and experiences (that is actually true) that a tourist would be bound to multiple visits in the area for opening its endless opportunities.

The formulated ideas are suggested for the local tourism authorities and in a great extent to the tourism enterprises that are ready to develop “out of basic” tourism products and to try modern approaches. Though the competition in the classical tourism in Rimini is high however there are many niches that could be occupied by the companies that would suggest solutions for e-tourism and information management.

References

- Awara Group 2013. Consumer Behaviour in Russia. URL:
<http://www.awaragroup.com/upload/pdf/Awara-Group-Consumer-Behaviour-in-Russia.pdf>.
Accessed: 5 Mar 2015.
- Balandin, S. & Laizane, S. 2013. e-Tourism: The Role of ICT in Tourism Industry. 13th conference of FRUCT association. URL: <http://fruct.org/publications/abstract13/files/Bal.pdf>.
Accessed: 5 Mar 2015.
- Buhalis, D. 2003. eTourism: information technology for strategic tourism management. Pearson Education, London.
- Chaffey, D. & Ellis-Chadwick, F. 2012. Digital Marketing: Strategy, Implementation and Practice. Pearson, London
- Data Insight 2014. E-travel market in Russia: 100 days before 2015 (Рынок e-travel в России: 100 дней до 2015 года). URL: <http://www.datainsight.ru/sites/default/files/DataInsight-ATO2014-final.pdf>. Accessed: 5 Mar 2015.
- Potapova, E. 2012. Russian consumer behavior in Finland. Saimaa University of Applied Sciences, Imatra. URL:
https://publications.theseus.fi/bitstream/handle/10024/47076/Potapova_Eila.pdf. Accessed: 5 Mar 2015.
- Russian Federal Agency for Tourism. Most popular outbound destinations for Russians in 1Q 2013 (Наиболее популярные направления по выезду россиян за рубеж в 1 квартале 2013 года). URL:
<http://www.russiatourism.ru/upload/iblock/b34/vyezd%201%20kv%202013%20top.xls>.
Accessed: 5 Mar 2015.
- Russian Federal Agency for Tourism 2014a. Most popular outbound destinations for Russians in 1Q 2014 (Наиболее популярные направления по выезду россиян за рубеж в 1 квартале 2014 года). URL:
http://www.russiatourism.ru/upload/iblock/145/v1ezd_iz_rf_1kv_2014.xls. Accessed: 5 Mar 2015.

Russian Federal Agency for Tourism 2014b. Table of visits between Russian Federation and EU for 1H 2014 (Таблица показателей въезда и выезда между РФ и странами ЕС за 1 полугодие 2014 г.). URL:

<http://www.russiatourism.ru/upload/iblock/d70/%D0%92%D1%8A%D0%B5%D0%B7%D0%B4-%D0%B2%D1%8B%D0%B5%D0%B7%D0%B4%20%D0%BC%D0%B5%D0%B6%D0%B4%D1%83%20%D0%A0%D0%A4%20%D0%B8%20%D0%95%D0%A1%201%20%D0%BF%D0%BE%D0%BB%D1%83%D0%B3%D0%BE%D0%B4%202014.xls>. Accessed: 5 Mar 2015.

Statistica Rimini 2009. Osservatorio sul turismo 1996-2009.

URL: http://www.provincia.rimini.it/informa/statistiche/turismo/2009_report/serie-storica.html. Accessed: 5 Mar 2015.

Statistica Rimini 2010. Osservatorio sul turismo 2010.

URL: http://www.provincia.rimini.it/informa/statistiche/turismo/2010_report/index.html. Accessed: 5 Mar 2015.

Statistica Rimini 2011. Osservatorio sul turismo 2011.

URL: http://www.provincia.rimini.it/informa/statistiche/turismo/2011_report/tavole.html. Accessed: 5 Mar 2015.

Statistica Rimini 2012. Osservatorio sul turismo 2012.

URL: http://www.provincia.rimini.it/informa/statistiche/turismo/2012_report/index.html. Accessed: 5 Mar 2015.

Statistica Rimini 2013a. Osservatorio sul turismo 2013.

URL: http://www.provincia.rimini.it/informa/statistiche/turismo/2013_report/index.html. Accessed: 5 Mar 2015.

Statistica Rimini 2013b. Il trend delle presenze estere nel territorio della provincia di Rimini 2013. URL:

http://www.provincia.rimini.it/informa/statistiche/turismo/2013_trend_estero/report.pdf. Accessed: 5 Mar 2015.

Statistica Rimini 2014. Osservatorio sul turismo 2014.

URL: http://www.provincia.rimini.it/informa/statistiche/turismo/2014_report/index.html.

Accessed: 5 Mar 2015.

Sundbo, J. & Sorensen, F. 2013. Handbook on the experience economy. Edward Elgar, Northampton.

Swarbrooke, J. & Horner, S. 2007. Consumer Behaviour in Tourism. 2nd edition. Elsevier, Amsterdam.

Attachments

Attachment 1. Original survey's questionnaire (in Russian)

Анкета для гостей Римини

(вопросы, отмеченные звёздочкой, допускают несколько ответов)

1. **Возраст:** <25 25-34 35-44 45-64 >65 **пол :** М Ж
2. **Регион проживания** _____
3. **Профессия:** Служащий/рабочий Предприниматель
Домохозяйка Студент Пенсионер Другое _____
4. **Вы знаете** англ. итал. нем. фр. другие _____
5. **Вы в первый раз в Римини / Италии?** да нет / да нет
6. **В вашей поездке Римини:** основной пункт пункт прилёта/отлёта
пром. пункт
7. * **Цели вашей поездки? (максимум 3-4 пункта)?**
знакомство с Италией тур по Италии пляжный отдых агротуризм
развлечения (парки развлечений, диско, и т.д.)
лечение и термальная терапия спорт экскурсии бизнес шоппинг
к друзьям/родственникам другое _____
8. **Продолжительность поездки ?** _____
9. * **В этой поездке вы:** одни с семьёй с друзьями с коллегами
10. **Поездка организована:** турагентством вами комбинированно
11. **Вы использовали интернет для поиска турагентства/тура (поисковик, форумы, сайты турагентств, сайты отелей, туристические порталы страны назначения и т.д.)**

12. **Вы использовали социальные сети (ВК, ФБ, одноклассники) / форумы для чтения рецензий о турагентствах и пунктах назначения?** да нет / да нет
13. * **Вы использовали интернет для покупки онлайн следующего?:**
турпакета билетов на самолёт отеля билетов на местный транспорт
аренды машины экскурсий билетов в парки развлечений
другого _____

14. Посещали ли вы сайты соответствующих компаний (п. 13) в соцсетях?
 да нет
15. Вы приобрели заранее что-то сверх стандартного пакета от турагентства или билетов на самолёт и отеля (при самостоятельной организации)? да нет
16. Вы приобретали доп. услуги в поездке или планируете их купить? да нет
17. Вы искали в интернете информацию о том, чем можно заняться в Римини и других пунктах вашего пребывания? да нет
18. * Чтобы вы хотели посетить/сделать/принять участие в вашей поездке из?:
- фестивали, концерты дискотеки парки развлечений пикники
 морские прогулки спорт гастрономия дегустация вин
 агротуризм природные парки средневековые города и замки
 музеи выставки шоппинг термальные воды приключенческие туры
 велопоездки интенсивный тур по Италии организованные туры в Венецию, Рим, Сан-Марино и т.д. те же туры, но самостоятельно курсы итальянской кухни курсы итальянского языка другое : _____
- 18А. Вы знакомы с, вам интересно посетить долину Мареккьи, природный парк Сассо Симоне и Симончелло, термы Римини и Риччионе? _____
19. Вы нашли в интернете какие-то интересные места для посещения в месте вашего пребывания, какие?:

20. * Где вы останавливались/остановились/остановитесь в вашей поездке?:
 в отеле на съёмной квартире у друзей/родных другое _____
21. Бюджет вашей поездки (по желанию) ? _____
22. Оцените от 1 до 5 (1 – абсолютно не удовлетворены, 5 – абсолютно удовлетворены) качеством услуг турагентства (если использовались):

23. Вашу следующую поездку в Италию вы предпочли бы организовать:
 через турагентство сами комбинированно
24. Вы ощущали языковую проблему во время поездки? да нет
25. Ваши наиболее позитивные и негативные впечатления во время поездки?:

26. Вы готовы приехать в Римини / Италию ещё раз?: да нет / да нет

Спасибо за сотрудничество!

Attachment 2. Survey's questionnaire translation in English

Questionnaire for Rimini's visitors

(questions, marked by asterisk, allow a few answers)

1. **Age:** <25 25-34 35-44 45-64 >65 **Sex:** M F
2. **Area of residence** _____
3. **Occupation:** Employee Entrepreneur Housewife Student Retired
Other _____
4. **Spoken languages:** English Italian German French Other _____
5. **Are you at the first time in Rimini / in Italy?** yes no / yes no
6. **In your trip Rimini is:** main place of stay arrival point/departure point
intermediate point
7. *** Trip objectives (maximum 3-4 items)**
getting knowledge of Italy tour over Italy beach vacations
agrotourism entertainment (amusement parks, disco etc.)
treatment and thermal therapy sport excursions business shopping
visiting friends / relatives other _____
8. **Trip duration ?** _____
9. *** You travel:** alone with family with friends with colleagues
10. **The trip is organized:** by travel agency on your own both
11. **How have you used Internet for getting information about travel agencies and tour packages (search engine; tourists' forums; sites of travel agencies etc.)**

12. **Do you have account in social networks? Have you used social networks / tourists forums for reading feedbacks about travel agencies and/or destinations?**
yes no / yes no
13. *** Have you used Internet for online purchases the following services?:**
tour package flight tickets booking hotel transport tickets (trains)
renting car excursions tickets to museums, amusement parks etc.
other _____

14. Have you visited the sites of the corresponding establishments (13) in the social networks? yes no
15. Have you purchased from travel agency additional services besides standard package or if you organized your trip by yourself something else besides flight tickets and hotel? yes no
16. During your trip have you bought additional services / activities or plan to buy them? yes no
17. Have you searched in Internet information about activities and points of interest in Rimini and other places? yes no
18. * What would you like to do / visit in yor trip?:
- festivals, carnivals musical events disco amusement parks picnic
 sea trip sport gastronomy tasting wines agroturism
 natural parks medieval cities and castles museums & exhibitions shopping
 thermal resorts adventure tours cycle tours
 intensive tour over Italy organized tours in Venice, Rome, San Marino etc.
 the same tours but on your own course of Italian cousin course of Italian
 other : _____
- 18A. Do you know / are interested in Valmarecchia, natural park Sasso Simone & Simoncello, thermal resorts of Rimini and Riccione? _____
19. Have you found in Internet interesting places for your visiting and visited them during your trip? Which places?

20. * Where do you stay at your trip?:
- in hotel in rented apartment at friends/family other _____
21. What is the budget for expenses during the trip? (optional)

22. How you would evaluate at the scale 1 – 5 (1 – complete dissatisfaction, 5 – complete satisfaction) the quality of services of the used travel agency? __
23. Your next trip in Italy you would prefer to organize:
- through travel agency on your own both
24. Did you feel the language barrier during the trip? yes no
25. Your most positive and negative impressions during the trip?

26. Would you like to visit Rimini / Italy again? yes no / yes no

Thank you for cooperation!