

An investigation affecting international hospitality students to travel to Saint-Petersburg: a study of Customer Buying Behavior

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The aim of this dissertation is to critically distinguish students' perceptions in case of their demands and needs and to compose a deep market research to find out the reason of customers preferably travelling to other destinations rather than Saint-Petersburg

- Objective 1: Explore specific marketing strategies, regarding the students buying behavior that could be useful in travel and hospitality industry in the further prospective.
- Objective 2: Conduct primary research to determine how international students' effect on variety of touristic changes according to one of the most touristic destination - Saint-Petersburg.
- Objective 3: Provide recommendations to potential customers based on primary and secondary data collected.

Literature Review
An author of this dissertation will critically demonstrate and analyze different theories related to the market segmentation and tourists demands.

- Solomon (2013)
- Page, Connell (2014)
- Swarbrooke, Horner (1999)

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Methodology
Regarding collecting data that should content several types of research, it is rather momentous to include open-ended questions as well as a survey itself. This would be provided in order to estimate a valid reason why students are preferably choosing different destination rather than Saint-Petersburg. The actual sample would consist of approximately 50 members from different countries all over the world with a certain vision on economic and political situation of Russia. This way of survey would be quite beneficial in case of analyzing the problem of this dissertation, as well as providing an additional research of student's preferences. As a result of primary data, this dissertation will furnish qualitative and quantitative data.

Anticipated Findings
The anticipating findings of this particular dissertation is that international students are mostly prefer travelling to other destinations instead of Saint-Petersburg, which might be a protentional problem for the economic situation of the country. The author will deeply identify all the possible factors in order to exclude such issue from economical position of Russia, as well as diverse all kinds of attractions for potential customers to expand the total market of the country, which mostly varies of major events, but not because of flow of tourists.

