



Event: Strategies of Tourism Development in Primorsky Krai (Russia)

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ABSTRACT

Primorsky Krai with its rich natural tourism potential hasn't yet found its place in the international market, so event-marketing can help to solve this problem. The impact of mass events may occur as an indirect and direct inclusion in the program of the tour. In this work there are examples of public events in the Primorsky region, which have a significant international impact and, moreover, tend to grow in popularity among tourists. The largest international exercise, which had opened a new page in the development of the Russian Far East was the APEC Summit, which was held in Vladivostok in September 2012.

Keywords: Event-strategy, The International Tourist Market, Festival

JEL Classifications: L83, Z32

1. INTRODUCTION

Event marketing is becoming more and more popular, and more and more companies have resorted to organizing events, through its marketing strategy. This is one of the effective instruments of the company or its product. In this paper, we propose to consider the event-strategy of not a single enterprise, but in a sector of the regional economy, namely the tourism industry.

The subject has attracted the attention of scientists from different countries (Taks et al., 2009, Pillay and Bass, 2008, Quinn, 2010, Ziakas, 2014). However, most of the works devoted to the impact on tourism of the various major events (such as sports) without addressing the complex event-measures at the tourist site. Primorskiy Kray of Russia does not have sufficient strength and started its active development as a tourism area for fewer than 10 years, so the event-strategy is one of the most important incentives for tourism development in the region.

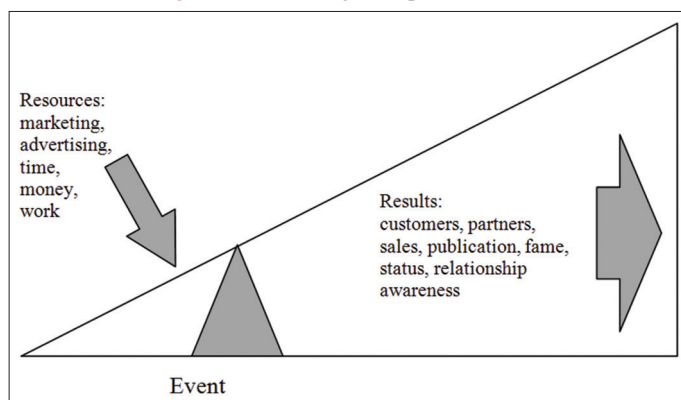
2. METHODS

All the most famous tourist regions today actively used event-strategy, often without selecting it in a number of other marketing

activities to promote tourism territory without even realizing its theoretical significance. However, the conscious application of event-strategy can make the procedure of positioning the regional tourist product more clear and effective, considering the activities within a unified system. Academic value of the event-strategy is that the combination of technically similar events in a single block makes it more deeply and fully explores their technology. Thanks to event marketing the lasting effect is achieved: The event has ended, but the results were far beyond its limits, they also impact before the event, and after its termination, or even indirectly affect those who missed the event, but is included in the target group. The most concise operation scheme of event marketing is given in the book of Shumovich (2008) (Figure 1).

According to the authors, the event strategy is perfectly suited for the tourist industry because tourism service has a number of specific features. The main features are the "four not-rule:" Intangibility; continuity of production and consumption; failure to store tourism services; impermanence of the service quality.

In the international tourism market the problem to promote the new tourist site is complicated by the border barriers. If in other areas of international business, international contacts are developing

Figure 1: Marketing multiplier activities

specialized units and prepared for this kind of people, the tourism consumers themselves are involved in the international economic process governed by specific legislation. On the way of promoting the tourist product in the territory of another country there are a lot of barriers.

The advertising companies may not give the desired effect. If to speak about the international incoming tourism in Russia, along with other factors, inhibiting its development, it can be called that there is a basic ignorance of tourist opportunities in many regions of Russia. Even most of the inhabitants in the European part of Russia have a very vague idea of the natural complex in the Primorsky region. It is no surprise that even the booming outbound tourism market in North-East Asia, despite the geographical proximity, yet considers Primorsky Krai as a promising tourist territory. However, certain types of tourism in Primorsky Krai with success could be competitive in regional and international tourism market. To do this, you need to clearly articulate a strategy for positioning the regional tourism product. A prime example of a successful policy to position the tourist product is the tourist industry in South Korea, which, with no significant tourist resources in recent years has become a leader in the development of tourism in the world tourist market. One of the competitive positioning for the tourist product of the Primorsky region is the available international tourism market, presented in the following works (Martyshenko, 2011, Martyshenko, 2013). For the tourist product offer to find its foreign consumers it is needed to go a long way. One solution of this problem is to develop the event- strategy that is not born in a vacuum. To formulate such a strategy it is required to base on already existing activities, increasing their popularity and international significance. Here are some of the activities that could form the basis of event-strategy on the territory of Primorsky Krai.

3. BODY

3.1. Scientific Congresses, Forums and Exhibitions

Among the significant international activities to enhance the knowledge about tourism opportunities in the region, there are the major scientific congresses and forums. In the capital of Primorsky region there is a considerable scientific potential. Here every year dozens of scientific conferences with international participation take place. However, there are practically no major scientific forums with mass participation.

One of the scientific events which could claim to be a significant international developments in the region would be the Vladivostok international ecological forum “Nature without borders,” which has a great importance for development of the environmental programs and eco-tourism in Primorsky Krai.

Today, the Primorski Krai is the traditional venue for meetings of the government, business, and nongovernmental organizations - active participants of the international environmental movement. In October 2014, this forum took place for the eighth time. The last forum was attended by some 500 experts from Russia, Japan, Korea, China, the United States, Holland, Great Britain and Finland - representatives of various research institutes, governmental and non-governmental environmental organizations, government bodies of Russia and of the Russian Federation, local self-government, enterprises and resource users.

One of the main objectives at the forum is to create a unified environmental space and the further development of international relations in the field of environmental protection in the regions of North-East Asia. More information on forums “Nature without borders” can be found on the standing forum website (Nature without borders, 2015).

Although this forum is already quite long, it hasn't still received a notable international resonance. According to reporters present at the last forum, it was too calm and measured. In the authors' opinion, the forum has not revealed its potential. There is a need for more study international experience in major international forums and the timing for initiating to the number of side forum events.

Specialized international exhibitions promote popularization of the tourism areas in the region. In the year of 2014 in Vladivostok there was the 18th international exhibition “DALTOUR-2014.” In recent years, the exhibition has established itself as the largest tourism and representative trade fair in the Russian Far East. Every year Vladivostok attracts more and more participants from foreign countries. So, in 2014, the activities undertaken in the framework of the exhibition was attended by representatives of the Primorsky region, other regions of Russia, Vietnam, Thailand, Japan, China, the Republic of Korea, Mongolia, Australia, Britain, Malaysia, the Czech Republic, etc. The thematic sections of the exhibition involved tour operators, travel agencies, state government tourism, tourist associations, associations, unions, airlines, banks, museums, educational institutions, carrying out preparation of specialists in the field of tourism and organizers of education abroad.

Main objectives of the tourism exhibition “Daltour -2014” were the following: Demonstration of the tourism potential in the Primorsky region, taking into account the prospects to implement major projects in tourism, the expansion of international contacts in the field of tourism and experience exchange with foreign partners, improving the attractiveness of tourist infrastructure in the Primorsky region, creation of favorable conditions for strengthening interaction between representatives of tourist business in Primorsky Krai with the business community in the region and the countries of the Asia-Pacific region. Exhibition

“Daltour” aims to become a communication platform for professionals in the tourist business in Russia and abroad. The business program of the exhibition in 2014 initiated a series of accompanying events: Conference, trade fair, competitions, teleconferences, etc.

If to look closer the Vladivostok conferences and exhibitions, it can be concluded that the effect of these events many times less than it could be. It seems that these activities are spontaneous, and after the event, organizers did not think about the results, and “forget it as a nightmare.” The system lacks completely an interested party in the outcome of events. The organizers do not take into account that the impression of participants is formed during three phases (Figure 2). Focusing its attention on the second phase of impressions, their sight completely drops out the first and third phase.

At forums and conferences on tourism it is noted that uncontrolled tourist activities in the territory of Primorsky Krai is the biggest problem, which has a serious impact on the aesthetic quality of the landscape. The lack of environmental culture among the population leads to environmental pollution and the indiscriminate destruction of life. Natural resources can quickly degrade and lose their appeal.

Public attention to the environmental situation in the province was thrown on the forums and exhibitions, and it is beginning to bear the fruit. The global value of ecological tourism is that it contributes to the protection of rare and endangered ecosystems that reserve biodiversity on land and in the regions.

In territory of Primorsky Krai there is a successful realization of “The Program exploring the Amur tiger in Russian Far East.” This is an independent project within the framework of a permanent expedition RAS into animals from the Red data book of the Russian Federation, which was established in 2008, under the Russian Academy of Sciences - Institute of ecology and evolution named after A.N. Severtsov. The Program “Siberian Tiger” is aimed at development of scientific bases for conservation of the Amur tiger in the Russian Far East.

Paying tribute to the King of the Far eastern taiga, people of Primorye have established the Tiger’s Day (25 September), which

has officially been celebrated since the year of 2000. In the year of 2014, several thousand people took part in the Carnival parade on the traditional environmental festival. They marched through the streets of the city in costumes of predators, and some even painted in black and orange colors their bikes and other bicycles. So people in Primorye are trying to remind the world that the Tiger is one of the rarest animals in the world.

Now residents of the region pay their attention to another rare animal - the Far East Leopard. First steps to save the wild cats were implemented in April 2011, when the press conference solved the problem of planting cedar Korean trees in the southwest part of Primorye in the living territory of the Far eastern Leopard. So on May 15 in the Primorsky region there is a celebration of another holiday - “Cedar” Day. On this day, participants of the holiday plant up to 1 million seedlings from nurseries in the province.

An increasing number of tourists are attracted by the folk festivals dedicated to the flowering plants of the ancient world - Lotus, which is sacred to the peoples of neighboring states.

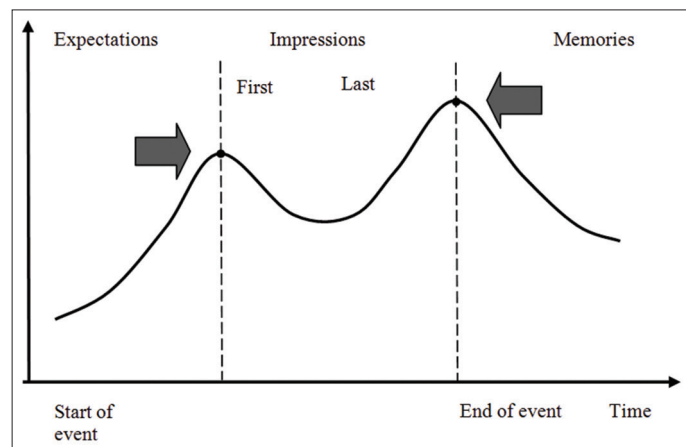
Such programs are very important for the environmental education of the younger generation. It is required to support fully the desire of citizens to improve the living environment. Colorful events held during the celebration of the “Tiger’s Day” and the “Cedar Day” every year are more and more interesting and they attract more tourists from other countries.

3.2. Patriotic Regional Holidays

People in Primorye traditionally and widely celebrate a number of regional holidays. Among these festivals there is a celebration of “City day.” In the program of celebration there are themed concerts, events related to history of the city of Vladivostok and the honorary title of the city as the city of military glory, sports competitions, the opening of photographic and painting exhibitions, fireworks and more. Since early morning on the Square of Revolution Fighters there is the daily concert program “City for people.” The entire program consists of multiple blocks: “City for kids,” “City for sports” and “City of creativity.” During the festival there is the carnival of puppets, performances of Vladivostok athletes and a concert with participation of the best city collectives. In addition, on the square there is the local work area with games, contests and virtual tours: Historical buildings of the city, “Bright political developments of the city,” “Personalities of the city.” The pedestrian street of Fokin unfolds the holiday show “City near the sea.” On the street people can see living sculptures by mimes in costumes of the nautical theme, the circus and puppet theatre, virtual tours of the “Marine flora and fauna,” “Bays and gulfs” and the concert program. In the evening, citizens and visitors of the capital will have a colorful fireworks display.

By the number of guests and the scale of the celebrations on the City Day there might be other competitive events to commemorate the Navy Day. The celebration begins with the ceremony of raising the flag of St. Andrew’s warships and the flag colorization. The main part of this celebration takes place in the waters of the Amur Gulf water station and the Pacific fleet. On this day there is a naval

Figure 2: Scheme of forming impressions of the event



parade, and creative teams prepare theatrical performances. The celebration often goes with the friendly visit of foreign warships.

At the last celebration the crew of the submarine demonstrated its skills by maneuvering in the water area. After that there was the traditional celebration of the Navy Day - landing of the marine landing troops from the large landing ship. The marines have demonstrated the mastery of the martial arts - a very spectacular sight. The holiday was visited by the guest Neptune with his retinue, who comes ashore from the exotic vehicle. During the celebration city residents and guests can visit the warships. Celebration of the Navy Day ends with a fireworks display from the ship guns.

Together with the whole Russia on the 9th of May Vladivostok celebrates the most revered Russian holiday which is the Victory Day. The celebration has its own traditions that are unique for our city. On this day on Korabelnaya Embankment of Vladivostok after the military parade there is the knee ceremony. At the parade more than one thousand persons pass over with the ceremonial march - banner groups, military parts of the Vladivostok military garrison and the cadets of military schools. After the columns there is the passing over of military equipment from the Pacific fleet: Armored personnel carriers, self-propelled coastal rocket launchers, NBC protection systems and air defense.

3.3. Traditional Russian National Holidays

Certainly, that the most favorite holiday among Russians with preparation long before its celebration is the New Year. Celebration of this holiday is accompanied with a lot of festive events: Concerts, shows, corporate events and Christmas trees for children. We will not discuss this popular holiday. Everyone knows all about it.

But for celebration of the New Year Russian people celebrate funny the Winter Carnival holiday. Russia is a multiethnic country and therefore, in addition to Russian national holidays the population is pleased to participate in feasts of other nationalities. Some traditional holidays get to us from abroad. An example might be "non-Russian" Halloween which is celebrated every year more and more interesting and fun. National holidays and traditions of celebrating them in different regions of Russia is such a vast subject that it is better to go to the next section, because it's impossible to disclose it within one article.

3.4. International Film Festival and Festivals of Contemporary Music

Cinema is the most popular form of art. Creating a movie requires a huge investment, but profits can be enormous. Popular artists and filmmakers are known for the huge number of people. Therefore, they often want to get hold of advertising companies. The influence of film personalities on the consciousness of people is so large that even politicians try to attract them to their side. World artists and filmmakers are become popular just at major international film festivals. Festivals and competitions usually provide prestigious awards. Therefore, film festivals are among the most prestigious events. Russia is not the place for organization of many film festivals on the international level. Vladivostok is proud that it is the place for the International Film Festival "Pacific Meridian."

In September 2014 year in Vladivostok there was the twelfth international film festival of the Asia-Pacific region. Totally during the film and festival years over 1 thousands movies were watched by people of Primorye. Guests of the last festivals have become such popular stars of the world cinema, as Liza Minnelli, Ornella Muti, Michele Placido, Mischa Barton, Vincent Perez, Sofya Arzhakovskaya, Ingeborga Dapkunaite, and many famous artists of the national cinema.

While film festivals are very important for formation of the international image of the city, it must be recognized that such an event is costly for its budget. In terms of the participants the film festivals are an elitist in nature. The kitchen of the event is hidden from mass audience and it is understandable only to a narrow circle of specialists.

Much more popular and less expensive are music festivals. These festivals attract a great number of participants and spectators.

Among these festivals there is a promising one that is a traditional music and rest festival "Bridges," which was held with the great success in the open air format at the sea shore. Guests and spectators can walk along the shore and listen to the songs. If by beginning of the performance the audience was about 3.5 thousand people, when the favorite Russian musician Ilya Lagutenko was on the stage (Mumiy Troll Band) on the beach there were more than 12 thousand people of Primorye and guests of the festival.

In recent years there is a significantly increase in popularity of Primorye capital, not only among Russian performers, but also among the cult artists of the world level. If earlier the stars often visited Vladivostok "in transit," now the picture has changed radically. Vladivostok has lots of concert halls, able to take a large number of spectators. The increasing role of pop activities in the cultural life of Primorye capital is proved by opening of a new monumental concert stage with the title "Shop No. 9." Experts say that with its opening the concert industry is waiting for a new twist in the cultural life of the city. Concert Hall "Shop No. 9" is equipped with the newest light and sound equipment and it is able to accommodate the iconic artists of the world level. Concert Hall of the "Shop" is for more than 3000 spectators. The real furor was made by the first International Rock Festival "Zabriskie point fest," which took place in the concert hall "Shop No. 9."

But musical tastes are very diverse. Quite differently in the Primorsky region is the organization of traditional bard song festivals. Since the year of 1998 in Vladivostok singer-songwriters and fans of author's song have come for the song festival "Slavyansk Coast." The Festival is held on Manchzhurka beach of the Balkan Bay. Not less representative and interesting is the regional festival of the author's songs "Primorye strings." Among chamber song festivals is the bard song festival "Dal'fest" and "Green Coast." The history of these festivals has more than 20 years.

All other music is preferred for listening by participants of the International Festival of bikers "On the edge of the Earth." The roar of heavy machinery drowns out the music in the style of "hard rock." In 2014, more than five thousand "reckless riders" from all

corners of Russia, Belarus, Ukraine, the United States, Germany, Italy, Australia, Japan and South Korea during several days feared the villagers. In the local bars so much beer was drunk, that was not consumed here during the whole year. Enhanced patrol services got tired when prosecuting the violators. Participants of this event had “all fun” - threw engines and wheels, climbed the pole, tried to rope, drank beer on speed. This year, locals and visitors were confused by the grandiose “striptease a la Russian” suddenly shown on stage.

3.5. Spectacular Show - Events

In recent years, more and more popular among residents of the Primorye region are colorful “show events.” Such activities have not yet acquired an international character.

Here are two examples of such activities.

In one of the cool autumn nights residents and guests of Vladivostok were warmed by the festival “Around the world.” Lords of the fire have chosen for themselves the territory of a popular park in Vladivostok. Participants of the show told viewers legends of the world peoples on fire and showed their talents.

Influence of the Eastern culture has defined the new craze of people in Primorsky Krai. Recent years in Vladivostok people have begun to celebrate the world day of kites (World Kite Day), which is traditionally celebrated on the second Sunday of October. On this day on the central square of Primorye capital there was the Kite Festival “Higher and higher!” The celebration provided participation of the kiting amateurs and masters - sport launch of kites. It became possible to raise in the sky over Vladivostok several large aircrafts, among them there was the giant snake with size of 4 m wide and 17 m in length with the emblem of Primorye capital, and the Black Dragon with huge eyes. In the sky there were bright butterflies, birds of prey, garlands and traditional Japanese kites from the rice paper.

3.6. International Sports Competitions

Sports tourism is one of the most popular tourism kinds (Weed, 2009, Kurtzman and Zauhar, 2005). Vladivostok is firstly famous for its sea sports. The most colorful of them is sailing. For one season in the Primorye region there are several sailing regattas. One of the oldest is the “Admiral Nevel Cup Regatta.” This regatta was firstly started in the year of 1944. The popularity of regatta is growing from year to year, as evidenced by popularity of this event. In the last year of 2014 there was the start of several hundred yachtsmen, and the racing took place in ten credit groups. This is not the only regatta in the Primorye region. Among the most popular is regatta “Sails of Russia.” Passion for sailing continues in winter as well.

Aqua bike is rapidly developed in Vladivostok. The first competition on aqua bike among amateurs was held about 10 years ago. Now the fans of this sport try to occupy beach areas of the region and tourists are admired by their daredevil tricks. In the year of 2013 in Vladivostok there was the Rally - Raid World Championship on aqua bikes.

And in Primorye there is such sport which is interesting for everybody. Vladivostok is rightly called the automotive capital of Russia. And it is not because of the car production in Vladivostok, but because the number of cars per capita in the region is the largest in Russia. Interest in cars among young people can be called overall. Certainly, not all people participate in competitions, but all people are fans. In Vladivostok all kinds of car racing are popular. Enthusiasts of car racing for many years have organized competitions at their own risk wherever possible semi or quite illegally. Now competitions take the organized character. It is impossible to define all kinds of races - this ring race and race off-road, winter race and many other species.

For example, since 2006 in Vladivostok drag-racing has been officially legalized. This is a car racing on a certain number of meters, namely at 402 meters. All drag racing championships in Vladivostok occur on older airports that have been converted for such competitions. For the audience there are constructed tribunes with increase in the number of catering items. A number of measures had been adopted for the safety of guests and participants.

It is true that in the lifetime of car races in Primorye region, they were performed on pure enthusiasm of motor sport fans. And this work has borne fruit. Motor sport in Primorsky Krai today is recognized in Russia and it has acquired an international status. A new level of this sport development was marked by implementation of the largest Russian complex on construction of sports-technical complex “Primorye ring - Primring.”

“Primorye ring” (Primring) is a multi-purpose sports-technical complex for sports events on road, motorcycle and other technical disciplines. Sports facility meets the international category “T2” in classification of the International Automobile Federation. This means that this complex is suitable for competitions of any level other than Formula 1. Technical characteristics of the road are suitable for the year-round operation, including for ice racing in the winter period. On tribunes of the open or closed type it is possible to accommodate more than 30000 people. Complex area: 78 ha. Track length: 3613 m.

3.7. APEC Summit in 2012 - A World-wide Event

APEC Summit 2012 opened a new chapter in the development history of Vladivostok. For 5 years preceding the summit, the leaders of the country have visited Primorski Krai more often than for all history of the region before that. So far, the most important event of international magnitude was only the meeting of the US President R. Nixon with Leonid Brezhnev in the year of 1974 year. Previously APEC countries have considered Vladivostok not as a major economic centre, but the base of the Russian Navy in the Pacific Ocean.

In the State program on preparation of Primorsky region for the APEC Summit an ambitious goal was set to turn Vladivostok in the Centre of international cooperation in the Asia-Pacific region. The training program included over twenty major projects to develop the infrastructure of the city (Summit targets, 2015). The cost of realized projects made more than 665 billion rubles.

Among other projects are the following: Construction of the bridge cascades, the largest in Asia, construction of a large hotel complex, reconstruction of roads, sea port and airport. A list of cultural objects will be supplemented by the new opera house, a modern aquarium and ice palace.

After the summit there were changes in approach to development of the Far East. The Russian Government makes great hopes for a new federal law "About territories of ahead socio-economic development in the Russian Federation." The law will come into force on April 2015. It is supposed that the law on territories of ahead socio-economic development" will establish a special legal regime for entrepreneurial activity. This will provide an incentive for investment and economic and social development in regions where additional incentives for economic development, manufacturing or agriculture are required.

At the end of 2014, the Russian President, Vladimir Putin, in his message to the Federal Assembly, promised to provide Vladivostok with the status of a free port with the "lightweight customs regime." If the proposal is implemented, Vladivostok will become the first "free port" in the country. Free port in Vladivostok will be established as a priority development area.

4. CONCLUSION

Until now, the main obstacle to the tourism development in Primorsky Krai was the low level of infrastructure development. But for the past 5 years, the picture has changed dramatically. Today in Primorsky Krai there is an ambitious goal to complement a powerful triangle of cultural and tourist links from three neighboring countries - China, South Korea and Japan. To achieve this purpose it is required to use better reserved of event-strategy for development of inbound tourism.

A list of events and festivals held in the Primorsky region is not limited to the activities listed in this paper. Each event has its own organizers and supporters. Some activities are more massive and complex, while others are more intimate. Undoubtedly all of them in this or that degree promote drawing the draw attention to Primorye region as a tourist site. Some events can directly involve tourists from abroad; others have great resonance in the media. The impact of such activities on tourism is not direct and indirect. In terms of promoting the tourist territory it is required to increase the effect of existing events. To do this, you can use a number of mechanisms:

1. Promotion of the tourist product should be more targeted. In Primorye it is required to define clearly positioning of the regional tourism product at the international tourist market.
2. There is a need to increase the number of invited guests from abroad. For this purpose it is necessary to develop international contacts, not only at the level of the regional administration, but also social organizations and movements. Invitations should be sent long before the event and repeated several times. As a rule, such invitations are perceived as saying respect, not as hype. And even if people are not going to participate in the event, they will remember it and be interested in coverage of the vote.
3. There is a need to increase the attention to the event. Coverage of the event should be discussed long before its organization. People should wait for the event and they should prepare for it. It is an efficient way to increase attention to the event, if there is a specialized site that hosts information about the history of the event, colorful photos, impressions, information on preparing for the next event. Then the event is becoming more memorable and people discuss for a long time their impressions from its organization.
4. Although it is considered that an effect of the event-marketing strategy is achieved through direct impacts on participants of the events, according to the authors, a large number of people perceive certain events through the media. Therefore there is a need for a broader coverage. Taking in account the increased role of Internet as an information source, it is necessary to strengthen this dimension. Much information as possible should be hosted in the English and Oriental languages. In particular, many international tourist sites willingly post this kind of information. It must be recognized that our country is very poorly known abroad.
5. There is a need for a more in-depth effectiveness analysis of the undertaken activities in terms of the tourist territory marketing. According to the authors, it is important to conduct surveys of participants in order to identify the elements of dissatisfaction or disagreement of the expected impressions and derived from participation in the event. One participant, satisfied with their participation in the successful event, can share with more people communicating with him.
6. Perhaps the most important thing is to coordinate actions to promote the tourism in Primorsky Krai as the tourism territory from the single center of the regional administration. This work should not be carried out "from occasion to occasion," but constantly. It is very important to examine the successful international experience in conducting similar events. In South Korea, for example, when conducting mass events the students are very widely involved.
7. Culture leaders of the regional administration, according to the authors, miss such an important event of the international character, as the regional Asia-Pacific variety performers contest. In Vladivostok it is possible to organize contests of performers like the famous Russian competitions "New wave" in Jurmala or "Slavyansk Bazaar" in Vitebsk. Today in countries next to Primorye there is the boom of European pop stars. Young people in these countries do not want to follow patriarchal traditions. Take the pop culture. They want to listen to the same music and dress like Europeans. It is enough to remember tours of the Russian pop star Vitas in China. The singer impressed the Chinese youth so that the number of his sold discs exceeds the sales of all world pop stars. It is still impossible to count the number of his discs in China and Japan. What a triumph was performance of the Russian pop-duet "Tatu" in 2003. The sales of discs exceeded 2.2 million units. Only American pop stars Mariah Carrey and Whitney Houston in Japan have managed to overcome such a level of 1.8 million copies. In this prim country even the Prime Minister of the country participated in acceptance of this group.

8. With regard to the massive international sporting events for individual sports, it is not necessarily to make Vladivostok the Olympic capital. According to the authors, it's not hard to organize competitions of the regional athletes with sportsmen from the border towns - but it can attract new sponsors. After all the main principle of the event marketing is feelings (positive emotions), complicity and participation.

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