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 perspective.
- Objective 2: Conduct primary research to determine how international students' affect on variety of touristic changes according to one of the most touristic destinations - Saint-Petersburg.
- Objective 3: Provide recommendations to potential customers based on primary and secondary data collected.

REFERENCES

METHODOLOGY
Regarding selecting data that should cover several types of research, it is rather impossible to include all possible questions as well as a survey. However, the study could provide insight to a business and help in improving services, which are preferentially visiting instead or travel rather than Saint-Petersburg. The dataset sample could consist of approximately 150 respondents from several countries over the world with a certain basis in economic and psychological variables. The analysis of data would be qualitative, in part, involving the presentation of this dissertation, as well as providing an additional emphasis to students and businesses.

Annexed Findings
The Annexed findings of this particular dissertation is not international students, only yearly travel to other destinations instead of Saint-Petersburg which might be a potential problem for the economic situation of a country. The author will deeply analyze all the possible factors in order to exclude such an issue from economical position of Russia, as well as in terms of all kinds of attractions for potential customers to expand the total market of the country, which vastly varies of major events, but not because of flow of tourism.