

Digital information technologies and navigation systems in the development of youth sports tourism (on the example of the Tyumen and Chelyabinsk regions)

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Abstract. *The article discusses the concept of digital nomadism, its role and influence on the youth sports tourism market. Based on the analysis of Russian and foreign experience, the introduction of digital technologies into the structure of regional and city agglomerations that contribute to the effective inclusion of tourist destinations in the national and international tourist space is investigated.*

In order to form clusters of digital nomadism on the example of the Tyumen and Chelyabinsk regions, their infrastructure has been described together with its tourist and recreational potential, the modeling of tourist routes has been performed, inclusion in the information and cultural space of the cities has been described that ensure the creation of a system for free access to Wi-Fi, the Internet and other vital values of the latest digital and mobile technologies. The article also attempts to localize digital nomad centers in the Tyumen and Chelyabinsk regions, which will contribute to the development of regions.

Keywords – *digital nomadism, youth sports tourism, cluster, city agglomeration, digital technologies culture.*

I. INTRODUCTION

In modern society, the influence of digital technologies takes place not only in the economic and social spheres. This tendency is also actively affirmed in the field of tourism, acting as an integral component of recreation, providing increased mobility of tourists through digital navigation, which has become widespread in youth sports tourism.

Currently, the sociocultural and economic phenomenon of digital nomadism consists of opening new perspectives for the development of national and international tourism through the formation of a network based on the latest digital and mobile technologies that contribute to the spread of wireless communications. The inclusion of this digital module in the information and communication systems of Russian tourist regions remote from the center is extremely important for the tourist and service market and regional economy. An analysis of Russian and foreign experience shows that the introduction of digital technologies helps to increase the mobility of regions, the inclusion of tourist destinations in the national and international tourist space.

Thus, digital technologies increase the competitive advantages of the tourist territory, contribute to the formation of cost-effective clusters on the basis of the

already formed infrastructure. The article discusses the theoretical foundations of digital nomadism and defines the real prospects and conditions for the inclusion of digital nomadic technologies in the youth sports tourism market based on the example of the Tyumen and Chelyabinsk regions. The article reveals the tourist and recreational characteristics of the infrastructure of sports youth tourism for localizing the centers of digital nomadism. This will contribute to the social and economic development of regions and the new forms of culture in the context of globalization.

In modern conditions, young people, as a social group, act as a driving force of social change and innovations. The market transformations taking place in Russia in the tourism sector have deeply affected all spheres of society and especially the quality of life of the majority of the country's population, including youth [1]. Young people, as a segment of the tourist market, include the most active part of the population at the age of 18 to 30 years [6]. Officially, youth tourism is defined as a special type of travel for a group of people united by a common goal of travel and leisure [4, 5, 11].

When identifying the objects of digital nomadism in sports tourism, it is important to take into account the assessment of experts who emphasize the following features of youth [1]: mobility (constant activity; young people have always been hyper-motivated in search of something new and interesting); endurance (good health, the ability to tolerate serious physiological stress); desire for active recreation (search for active leisure activities such as visiting clubs, bars, cinemas, events, quests, etc.); high interest in paintball and airsoft competitions, cheerleading, e-sports disciplines; motivated interest and independence: craving for independent search for new places and objects, choice of food and entertainment; limited funds: the choice of the cheapest means of transport, accommodation and food, the priority of price over comfort; sociability and constant search for new information; maximum time efficiency: guided tours and entertainments, including night ones; desire to purchase unusual souvenirs; constant interaction with Internet technologies: communication, searching for additional information on social networks,

instant messengers, forums, video hosting and streaming platforms. Thus, the analysis of youth as a target market segment made it possible to determine a number of features in consumer preferences inherent in this category of travelers.

II. MATERIALS AND METHODS

The issue of digital nomadism is studied by such theorists as M. McLuhan, G. Deleuze, P.F. Guattari, J. Attali, T. Makimoto, D. Manners, N. Kuzheleva-Sagan [12, p. 42; 13, p. 71]. The classics of digital nomadism, Tsugio Makimoto and David Manners, give the following definition of digital nomads "... these are people who, in the course of their professional activities, studies, creativity and leisure, are not tied to any particular place due to the use of Internet technologies and mobile communications" [14]. In the Trans-Urals and the West Siberian region, the problem of digital nomadism is being developed by scientists from Tyumen, Tomsk, Omsk, Novosibirsk, etc. [2, 3, 10].

The research methodology is based on the works of digital nomad theorists [7, 8, 9; 12, p. 129; 13, p. 42; 15], to the works of foreign authors [20, 21]. Thus, the following methods have been used: analysis and synthesis of database and cartographic (overlapping thematic maps) information, identifying Wi-Fi points and infrastructure for youth sports tourism in the Chelyabinsk and Tyumen regions.

III. RESULTS AND DISCUSSION

The starting point of the digital nomads' route will be indicated in Chelyabinsk with its world-class sports tourism facilities (map attached). The next point of the route will be a transfer from Chelyabinsk to the Tyumen region, with a visit to its world-class sports tourism facilities in the cities of Tyumen and Uvat. The diagram (Fig. 1) shows the total travel time (by car) and the distance between the points (Chelyabinsk - Tyumen, Tyumen – Uvat), as well as fuel costs.

The authors of the article analyzed the digital infrastructure along the Chelyabinsk-Tyumen-Uvat route for world-class sports tourism facilities. In cities and towns adjacent to the route, free Wi-fi points have been identified. Travelers can take advantage of them through smart gadgets such as tablets and smartphones at stations and squares, in sports and leisure centers, medical and educational institutions. Internet access points are located in all municipalities of the regions, including Wi-fi points in the city of Chelyabinsk, Tyumen, and Uvat (Fig. 2).

The practical significance of the study is associated with the identification and analysis of sports tourism infrastructure in the Tyumen and Chelyabinsk regions and the definition of objects for visiting by digital tourists. The result of the study was creating the maps, namely "The route of digital nomads traveling in the southern Trans-Urals (Chelyabinsk and Tyumen regions)", "Wi-Fi points of Chelyabinsk, Tyumen, Uvat", and describing world-class sports tourism infrastructure facilities for digital nomadism.



Fig. 1 The route of digital nomads traveling in the southern Trans-Urals (Chelyabinsk and Tyumen regions). Made by the authors [18, 19]

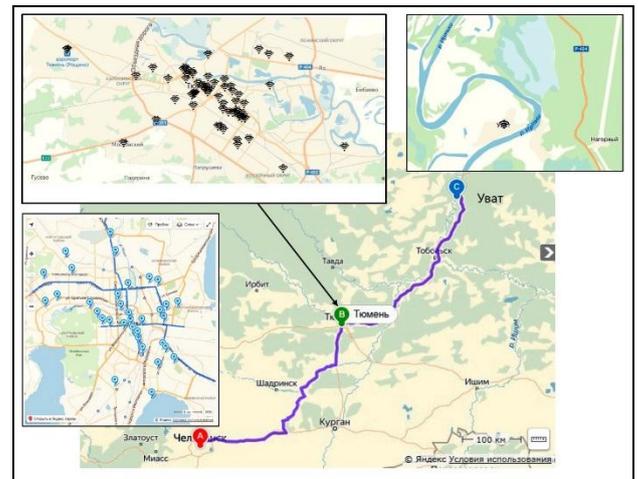


Fig. 2. Wi-Fi points in Chelyabinsk, Tyumen, and Uvat (made by the authors) [16, 17]

IV. CONCLUSION

Based on the analysis of cartographic and Internet information, the authors made summary tables reflecting the great number of world-class sports tourism facilities in the cities of Chelyabinsk, Tyumen, and Uvat, which will make it possible to choose the best options for digital nomadism. In the future, the development of a digital guidebook with satellite navigation for sports tourism facilities in Tyumen, Uvat, Chelyabinsk, is relevant.

An analysis of the infrastructure of the Tyumen and Chelyabinsk regions showed the availability of world-class sports tourism facilities. This opens up the prospect of forming a single inter-regional tourist cluster of youth sports tourism. To provide the safety and quality of digital tourism, it is necessary to ensure the following conditions: to organize online digital nomad communities with the exchange of experience and search for useful information about cities and travel routes; to control environmental conditions such as the quality of drinking water; to provide accommodation and transport services along the route; to develop product placement on expeditions.

In general, we can conclude that the formation of an inter-regional tourism cluster of youth sports tourism based on the concept of digital nomadism will contribute to solving

the problems of the Russian economy and renovating the regional policy in the field of digital technologies

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