

# Creative tourism for dealing with seasonality to ensure sustained development of the tourism industry

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**Abstract**—Modern tourism is a complicated diversified industry, and its development is a source of competitive advantages for building on territorial, social and economic systems. However, it also drains the natural and climatic resources of territories, therefore provoking a harmful effect. To deal with problems and inconsistencies that arise, the emphasis is made on the creation of new types of tourism aimed at minimizing the negative impact of the industry on both economy and society. Constantly alternating trends, implementation of new technologies, changing geopolitical priorities of countries, volatility in the global economy and seasonality of traveling to tourist destinations around the world affect the way customers’ preferences are being transformed. A standard tourist service package is becoming less attractive to travelers. All these circumstances are the prerequisites for an adequate response of travel industry enterprises to changing customers’ demands.

**Keywords**—*alternative tourism, seasonality, sustained development, creative industry, creative areas, tourism, tourist services*

## I. INTRODUCTION

Tourism is a rapidly growing industry of the world economy, which provides a range of opportunities that are beneficial for economic and social development [5].

However, implementing these benefits might be quite challengeable. One challenge is to deal with the negative impact of tourism on the environment and local communities [1]. According to some researchers, such negative impact results from ecosystem exploitation, anthropogenic impact on the environment, harm caused to cultural identity and economic and social organization of local communities [2].

One way to deal with these challenges is to offer new products and to encourage the “alternative” types of tourism. Modern tourism includes creative tourism as the form that is becoming popular among new categories of travelers who prefer intellectual activities to a standard tourist package.

## II. LITERATURE REVIEW

Research analysis in tourism development reveals some prerequisites for starting a search for development tools within the industry. In the economic literature, the problems of tourism development are of great importance. However, it is

an empirical experience of managing the area that is mostly described in the above-mentioned works. In this research, authors refer to scientific works by Gartner W.C., Lysgård H.K., Pappalepore I., Maitland R., Smith A., Richards G., Raymond C., Marques L., Sacco P.L., and others.

Bespalova A.A., Rovovaya T.A., Grishin S.Y., Tkachev V.A., Karpov G.A., Kvita G.N., Vankov S.P., Nyurenberger L.B., Morozov M.A., Morozova N.S., Tretyakova T., Chernenko M.V., Chernykh A.N. have also contributed to research in the dynamization of tourism development.

At that, no explicit ways for finding the effective areas within the tourism industry to be developed while considering the dynamic transformation of customers’ demand have been approached in the works of the authors mentioned.

## III. RESEARCH METHODOLOGY

The research is aimed at developing a brand new type of tourism and substantiating the feasibility of its development and promotion to meet the ever-changing and evolving preferences of today’s travelers and deal with the issues of seasonality in particular regions.

The theoretical and methodological basis for the research was formed by academic writings of Russian and foreign scholars involved in the area of tourism. The research was conducted using such methods as analysis and synthesis.

## IV. PRACTICAL SIGNIFICANCE

Annually tourism accounts for more than \$1.5 trillion as it provides jobs for many countries and regions and generates their economic growth. Experts anticipate further expansion of the tourism industry with \$2 trillion capital inflow by 2020 [13].

However, along with positive results, there is a stock challenge which is the reason for serious concern about the future of tourism.

Many researchers point out the problems that tourism creates and emphasize the significance of solving them to make necessary improvements to the industry.

To exemplify the negative impacts of tourism, we can indicate the following:

- tourism has become the factor of unsustainable development;
- intensive anthropogenic impact resulting from exploring regional tourist destinations causes a grave deterioration of their environment (in Lake Baikal, throughout the Black Sea, in the Altai Mountains);
- in the areas used as tourist destinations, their economic sector is mostly focused on this area.

Practical applications of the research consist of identifying the effective ways of dealing with the stated issues through the development of the new alternative types of tourism that would minimize the negative impact of the industry on the economy and society.

**V. MAIN SECTION**

Alternative tourism is a general term which comprises those types of tourism that are different from mass tourism. Analysis into this term application shows that in many cases it is used in the meanings of “integrated”, “adapted”, “controlled”, “responsible”, “authentic”, “fair” which can be viewed as alternative tourism characteristics [6].

Alternative tourism is believed to have a lesser negative impact on destination areas, environment and people while maintaining the level of positive economic effect [8].

Comparative analysis between the mass (conventional) tourism characteristics and those of the alternative tourism has revealed the following features of these two types (see Table I).

TABLE I. CONVENTIONAL AND ALTERNATIVE TOURISM FEATURES

Features	Conventional tourism	Alternative tourism
General	Rapid development	Slow development
	Maximization	Optimization
	Socially- and environmentally aggressive	Socially- and environmentally friendly
	Distant control	Local control
	Unsustainable	Sustainable
	Profit-focused	Value-focused
	Quantitative	Qualitative
	Seasonality	Out-of-season
Tourist	Is being developed universally	Is being developed in particular areas
	Emphasis on large groups	Emphasis on individuals, families, small groups
	Standard package	Varied package
	Convenient and passive	Demanding and active. Depends on tourist preferences

Within the concept of sustainable development, researchers consider the main feature of the alternative tourism to be environmental consciousness and sensitivity to the tourist destination area which is contrasted with the idea of mass tourism aimed at economic gain, not at protecting the environment or growing at a sustained pace [14].

When compared to the conventional tourism the alternative one has some clear advantages, namely:

- great importance is given to environmental and local cultural issues;
- it contributes to higher motivation and growing interest in travelers to gain experience through local cultures

and practices instead of having traditional holidays as they used to do;

- it fosters direct personal relations between “the host” and guests and aims to maintain them during the whole trip;
- much more attention is paid to social justice, integration, enhancing the rights and securing larger opportunities, local communities development as underlying principles and desired outcome of tourism development than it is done in the profit-driven mass tourism [11].

**VI. RESEARCH RESULTS**

Changing demands for tourism product along with changing consumer preferences depend mainly on changed values our culture is faced. The increasing number of people is becoming aware of environmental, social and other challenges and shows the intention to bear responsibility for meeting them [8].

The higher the tourist motivation, the more attractive to them the new ways of traveling are. Conventional “sea-and-sun-and-sand” tourism and seeing cultural sights are no longer what travelers seek.

Thus, new types of tourism, i.e., creative tourism, emerge to meet new demands.

Creative tourism contributes to preserving material assets as well as immaterial values [10].

In many research works on the experience economy, creative industries are defined as the creation, production, and distribution of goods and services using creative and intellectual capital as primary inputs. They embrace a number of knowledge-based activities which produce material assets and immaterial intellectual or artistic services [4, 14].

The creative industry comprises four aspects: heritage, arts, means (tools) and functional creations.

The definition of creative tourism has been incomplete as the industry undergoes continuous transformation and extension to new innovative activities.

What all these industries have in common is the fact that they sell creative assets in the form of intellectual property – the environment within which artistic creativity is converted into economic activity. It is inside these industries where arts, culture, business, and technologies converge [15].

Creative cities used to be connected with creative industries, but now they are considered as autonomous magnetic poles for attracting creative people. A creative city is an urban complex with diverse cultural life as an integral part of its economic and social functioning.

“The argument that creative places attract creative people has become so widely accepted that it “appears almost like a mantra for urban development worldwide in the last 10–20 years” [7].

Creative tourism was a term coined by Richards and Raymond who defined it as ‘tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken’. It offers visitors the opportunity to develop their creative potential through “genuine engagement with local people and local culture” [12].

According to the authors, this definition has a number of important implications such as developing creative potential and co-creation, creating active involvement, providing characteristic experiences.

Creative tourism is built upon cultural tourism. It's a form of cultural tourism, "travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture" [16].

Besides, many researchers recognize the fact that traditional cultural tourism has become mass tourism and many trends are repeated [3].

Creative tourism and culture-driven tourists are evolutionary products. Both Russian and foreign professionals explain it by referring to some cultural, social, and economic trends that are inherent in them:

- over the last years the basis for the cultural economy has been built which made it possible to shift from patronage and to subsidize high culture towards providing support for creative industries and symbolic production which has resulted in co-creation culture;
- cultural heritage is approached with greater emphases on symbolic and immaterial forms of culture, which are more creativity-sensitive;
- creativity is focused on getting collective social experience through interaction rather than individual knowledge;
- local experience with its cultural and creative elements is becoming of growing importance for tourism products developers;
- cultural and creativity crossover seems to be not feasible without active interaction of host citizens and cultural consumers [9, 10, 15].

## VII. CONCLUSIONS

Thus, to promote creative tourism which incorporates different elements and various methods of getting new creative experience there is the need for reviewing old strategies as well as for working out the new ones.

To ensure tourism sustainability in destinations and to help those areas achieve their wider cultural social and economic goals the creative power of events should be utilized with scheduling them for the whole year round to minimize the negative effect of seasonality.

On the whole, creative tourism is becoming a tool for discovering, promoting, and persevering the uniqueness of a particular destination to turn it into a paramount brand name in the tourism market. Besides, it is worth stressing the fact that creative tourism projects and programs might contribute a lot to dealing with the issue of seasonality.

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