

The Specifics of the Development of the Tourism Sector of Contemporary Russia from the Intercultural Prospects*

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ABSTRACT

The article examines the main trends and problems of the development of the tourism industry in Russia, which is closely connected with the communication and intercultural integration processes of the modern world. The authors investigate the formation of tourism in the Russian Federation from the perspective of Russia's entry into international economic and tourist organizations and the country's positioning as a unique object of world tourism. Attention is paid to the processes of education for training specialists in the field of hospitality and tourism. In particular, the role of an ethno-cultural factor in organizing the pedagogical approach that considers the realities of the modern multicultural world is analysed. The authors emphasize the positive significance of ethnic diversity in the unified cultural space of university education in Russia.

Keywords: *Tourism in multicultural space, Integration processes, Education in the sphere of tourism, Tourism industry, Tourist infrastructure, Ethnocultural policy.*

1. INTRODUCTION

In 2020, international arrivals were down 74% from the previous year. The collapse in international travel means a loss of \$1.3 trillion in tourism export revenue - more than 11 times what it was during the 2009 global economic crisis and reached 1990 levels.

In Asia and the Pacific, international arrivals are down 84% in 2020, about 300 million fewer tourists than the previous year. In the Middle East and Africa, arrivals are down 75%. In Europe, arrivals are down 70%, down 500 million international tourists, while in the Americas they are down 69%.

The latest study by the United Nations World

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Tourism Organization (UNWTO) Panel of Experts shows a mixed outlook for 2021. Almost half of the respondents (45%) forecast better prospects for 2021 than last year, while 25% expect similar figures, and 30% predict even worse results. Forty-three percent of experts predict that tourism will not return to 2019 performance until 2023 at the earliest. The forecast of 41% of experts is even less optimistic, as they believe it will not happen before 2024. UNWTO's extended scenarios for 2021-2024 show that it could take two-and-a-half to four years for international tourism to return to 2019 levels.

The gradual introduction of the COVID-19 vaccine is expected to help restore consumer confidence, thereby easing travel restrictions and gradually normalizing travel over the coming year. [1]

According to World Travel and Tourism Council [2], the tourism contribution to world Gross Domestic Product (GDP) in 2020 is 4.6 trillion dollars (5.5% of world GDP) against 9.2

trillion (= 10.4%) a year earlier. This is precisely a twofold drop. At the same time, 61.6 million jobs were lost worldwide. The Caribbean region suffered a tremendous economic loss in tourism, with a 58% decline. Almost 54% of the fall was in the Asia-Pacific region and just over 51% in Europe and the Middle East. From the point of view of employment, the most noticeable losses are in Africa (-7.2 million jobs, a drop of 29%) and North America (-7.1 million jobs, minus almost 28%). The more significant decrease in employment makes the purely financial losses in these regions lower.

In this regard, the current realities of the tourism industry are challenged. UNWTO experts consider the current situation, indicating negative long-term recovery trends. In this situation, each country can rely on the domestic market of its regions' tourism services and tourism infrastructure, which is more relevant than ever.

2. HISTORY OF THE ESTABLISHING OF TOURISM AS A FORMATION OF INTEGRAL CULTURE OF RUSSIA

Tourism as a mass phenomenon began its development in the twentieth century. One of the reasons contributing to this was the era of modernization. As a result of the industrial revolution, wage earners were able to achieve a shorter workweek of 5 days and the introduction of the 8-hour workday. As a result, employees had more time to rest. Weekend tours became very popular. Today, this type of tour is still the most popular.

After World War I, the tourist industry witnessed active processes of integration. The creation of various interstate associations began. The flowering of international tourism started in the mid-twentieth century. At the same time, tourism became a type of international relations. By the end of the twentieth century, the tourism industry experienced a real boom.

In the Soviet Union, tourism began with the formation of the excursion movement. Proletarian tourism institutions came into existence. In 1918 the trips were local. By the 1920s, the trips started crossing regional borders. By the end of the 1920s, tourism turned into a mass phenomenon. In 1958, the Bureau of International Youth Tourism "Sputnik" was established. It engaged in the

development of both international tourism and travel within the country [3].

After the collapse of the Soviet Union, the then unified tourist and excursion system collapsed. Then national tourist organizations began to develop. With the beginning of reforms in Russia, the tourism business attracted many people, as this sphere was very profitable for investment. In the second half of the 1990s, competition in this industry intensified considerably. At the same time, it became clear that Russian companies could not compete with foreign companies. The Russian tourist market lacked new offers, new tourist routes, and a low level of service, and the cost of services was high. Moreover, foreign companies provided more reliable information to their clients. In general, outbound tourism boomed at this stage.

Despite the pandemic of a new coronavirus infection COVID 2019, the tourism industry remains one of the strongest in the world. It accounts for about 10% of the world's gross product [4]. At the same time, tourism still does not have a universal, universally accepted definition, neither in Russia nor abroad. At the moment, the basic terms used in tourism have been fixed in the academic literature. Nevertheless, the interpretation of these terms is still a matter of dispute. Depending on the tourist organization or scholarly school, the definition may change. Also, the terminology is influenced by the pace of development of tourism sectors, the introduction of new technologies and innovations.

At the moment, tourism is an integral part of the global economy and the economies of individual countries. This industry accelerates economic growth and influences the development of other sectors of the economy: agriculture, transport system, trade, construction. Through the production of tourist products, the industry develops various recreational resources and prepares them for consumption. As a result, tourism production finds social recognition in the consumption of tourists, and production thus gets a new impetus. Therefore, tourism is a unified process of production and consumption [5].

Even during economic crises, tourism maintains positive growth dynamics, and the state of national tourism development can be used as an indicator of the population's quality of life. Practice shows that the more accessible tourism is to the population, the higher their well-being is. The wealth of the people and the availability of time for recreation are the two leading indicators that affect tourism

development. At the same time, the efficiency of tourism development directly depends on other industries. The tourism industry must develop in parallel and interconnectedly with other sectors. In addition, tourism must be developed comprehensively. Only in this case will the industry benefit the country's economy. If the country's economy turns into a service economy, the other industries will be severely damaged.

3. SPECIFICS OF TOURISM DEVELOPMENT IN THE CONTEXT OF RUSSIA'S REGIONAL CULTURES

Based on the experience of different countries, we can conclude that state support directly affects the successful development of tourism. The more attention the state pays to tourism, the higher the export of tourist services.

The effective development of the regional tourist and recreational complex, and, consequently, the state regulation at the level of the subject, will be determined by the solution of two main tasks:

- 1. Satisfying people's needs for quality recreation, treatment, rehabilitation, reproduction of intellectual and emotional forces.
- 2. Stimulation of sustainable social and economic development of the region.

Satisfaction of people's needs in quality recreation, treatment, rehabilitation, reproduction of intellectual and emotional forces is determined today by the availability and accessibility of quality tourist and recreational services (i.e., the efficiency of tourist industry enterprises), as well as the attractiveness of the regional tourist and recreational complex. The latter is determined by the presence, specificity, territorial combination of tourist and recreational resources, and the formation of a competitive regional tourist product and its promotion.

To increase the degree of satisfaction of consumers of tourist and recreational services and products of the region, the actions of tourist administrations should be aimed at:

- Ensuring the safety of tourists by improving the regulatory framework of regional tourism and control over the activities of participants in the tourism market.

- Creating conditions for entrepreneurial activity in the tourism sector and developing fair competition between enterprises of the tourism industry.
- Stimulating the formation of a wide range of innovative tourism products and services.
- The formation of an information field on the state, dynamics, and specifics of the regional tourist and recreational complex.
- Stimulating the introduction of innovative information and communication technologies in the activities of the tourist and recreational complex enterprises.

These measures will increase the region's attractiveness and, therefore, increase the competitiveness of its tourist product. ("Figure 1")

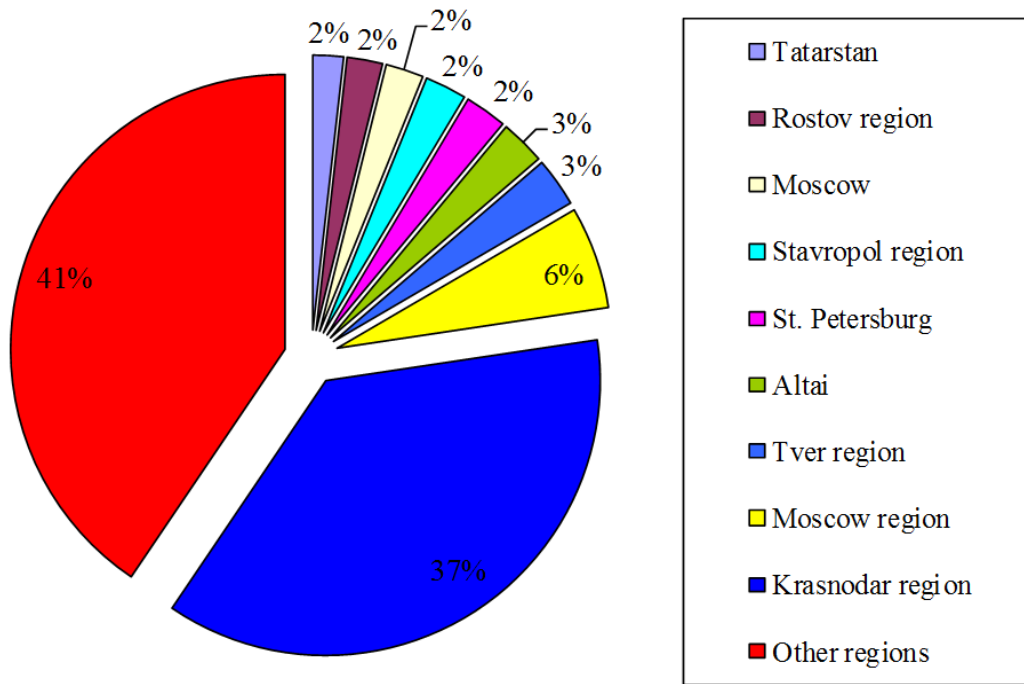


Figure 1 The most visited regions of Russia by Russian tourists (Federal Agency for Tourism (Russia) data) [6].

Factors of successful development of the sphere of tourism:

- Developed transport infrastructure.
- Transport accessibility of sites.
- Availability of accommodations with a high level of service.
- High quality of services.
- Availability of qualified personnel.
- Effective formation and promotion of the tourist product.

Let us consider in more detail the factor №5.

4. ETHNOCULTURAL PECULIARITIES OF EDUCATIONAL SYSTEM FOR TOURISM INDUSTRY IN RUSSIA

Each region must prepare personnel for the industry based on its tourism infrastructure, needs, and availability of jobs. An important factor in stimulating the development of the tourism industry's human resources potential is the increase in budgetary places in country's leading educational institutions. Also, an essential step for the industry's

development is increasing the profession's prestige, including through promotional campaigns.

In our opinion, the system of education in the field of tourism should be built taking into account the current problems of modern Russian society, the tasks of the ethno-cultural policy of the Russian Federation, without, of course, moving away from the globalization processes and foreign policy factors:

The first most crucial problem from which the modern education system for the sphere of tourism should proceed is the movement of Russia towards the formation of a nation-state. You can read in more detail in Olga Chistyakova's publication on the processes and problems of Russia's current movement [7].

We proceed from the thesis of considering the nation as a civil and political union of people with a shared general cultural and value base, inhabiting a single territory, and independent of the ethnic principle of state framing of an individual (much less many or all) ethnic groups/peoples of Russia. Considering that the topic of nation formation in Russia is debatable, we must define the understanding of the nation and the nation-state. A unique role here is played by the system of education of the Russian Federation, particularly

education in tourism and hospitality. Those should be based not only on general trends of world development but also preserve and develop ethnic cultures and become a tool for integration of ethno-cultural communities into a single Russian civic nation. Education should form the civic identity of each person, and this form of identity will not contradict and run counter to ethnic identity (i.e., awareness of belonging to any nation). However, nation-centric positions currently exist to contrast these forms of identity: civic and ethno-cultural. It is possible to understand the tendencies towards a nation-state, the goals, and the foundations of life within an all-Russian nation, only in the sphere of education and upbringing. The education system should form students not only civic, supranational identity, but also ethno-cultural identity, aimed at developing the culture of its people, the pride of belonging to this ethnic community. More specifically, the implementation of educational programs in tourism should be based on the integrity of the mandatory part of the program and the inclusion of ethno-cultural and regional content on a profound scientific basis. For this purpose, the foundation of tourism education should provide such systemic principles that will turn Russian education into an effective socio-cultural mechanism that predetermines and forms the supra-ethnic integrity of society, which we define as the Russian nation.

The next most important problem, which, in our opinion, should be taken into account and solved by the system of tourism education, is associated with the need to preserve and develop ethnic unique cultures in the context of globalization and technological processes that have embraced the civilized world.

Globalization today acts as a process of rapidly forming a single global economic and information space based on new computer technology, which qualitatively changes the nature of business and cooperation between countries.

How does it affect international and domestic tourism and the educational system of training for the tourism industry? Today, it is evident that any trip to other countries relates to a desire to see another culture, understand, and realize the origins and features of traditions of other nations, other traditions, and other systems of values. (Is it worth going to the other side of the world to see McDonald's that do not differ anywhere on the planet, the same advertisements for the same goods on television). The spread of unified forms of

culture and commercialization of tourism leads to the loss of identity and uniqueness of ethnic cultures, folklore, and linguistic characteristics of peoples, the blurring of boundaries in traditions, everyday habits. Moreover, this, in turn, causes a decrease in the level of international tourism.

Therefore, in our opinion, preservation of cultural diversity, development of ethno-cultural uniqueness of peoples, primarily we are talking about the peoples of Russia, is the only salvation for the prosperity of the tourism industry and educational space in this sphere.

5. PECULIARITIES OF THE PROMOTION OF TOURIST SERVICES IN THE MODERN-DAY MEDIA COMMUNICATIVE SPACE

According to the preliminary results of the summer tourist season, published in Kommersant newspaper [8], the market players lost one-third of their revenues. Closed borders have limited opportunities for mass recreation, essentially reducing it to the resorts of the Krasnodar region, Crimea, and Turkey. At the same time, higher prices have made vacations more expensive, reducing the number of packages sold.

The problematic state of the tourist market, the "quarantine" and "post-quarantine" years, dealt a heavy blow to the related industries, including advertising costs. The Association of Communication Agencies of Russia (AKAR), which monitors the advertising market, said that in 2020, the tourism segment significantly reduced spending [9]. According to the marketing sentiment index 2020/2021, published by AdIndex [10], 70% of marketing experts said they would reduce marketing budgets in 2020. Still, the forecast for 2021 is rather moderately optimistic - 42% of respondents expect growth, and the average increase in budgets will be over 50%.

Against this background, there are questions of actualization of promotion methods of tourist services, the use of non-standard channels, changes in the marketing mix of travel companies, and, of course, the development of tourism in other regions of Russia (except the Krasnodar region and Crimea).

One of the potential opportunities for the development of domestic tourism in Russia (also for unloading popular resorts and increasing the profitability of regions) can be the creation and

promotion of projects in the field of ethnographic tourism, provided for by the Strategy for the Development of Tourism in the Russian Federation until 2035. The main directions are, among other things, the creation and development of centers of traditional crafts and crafts, grant support, holding events aimed at popularizing ethnographic tourism, positioning, and promoting cultural industries, including through national and international competitions.

Let us note the importance of PR tools in the implementation of initiatives. Russia has a vast tourist potential, which can be transformed into economic benefits. However, this potential must be realized by actually creating from scratch the tourist attractiveness of Russian regions for both foreign and domestic tourists. One of the key tools is branding. Ironically, in today's environment, when choosing between "brand" and "product," consumers choose "brand." Consequently, professionals in tourism and hospitality are tasked to brand territories to increase their recognition and attractiveness for different tourists.

The most crucial function of a territory's brand is that it should reflect the advantages, based on the history, traditions, peculiarities of the region. The development of technology, public diplomacy, and new marketing communications contributes to grasping the need to represent territories in the best possible light because they are a commodity and a brand, representing residents, resources, goods, protecting interests and values.

The process of territory branding is a complex and multifunctional complex of actions, which should consider many factors on which the success of the entire branding campaign depends. Nevertheless, it is possible to identify the main stages that make up the process of territory branding and to which developers pay the most attention: defining the territory as a product, setting goals and objectives, selecting target audiences, conducting analysis, composing a development strategy, creating a visual identity, finding relevant communication channels.

Note that the perception of territory as a "commodity" is not pejorative, as it may seem at first sight. A territory brand and a product brand have a similar internal structure but differ in their attributes. As a rule, the product has a distinguishable advantage, which is used as a USP (unique selling proposition). At the same time, the territory can include various elements emphasizing its integrity - geographical, natural, resource,

cultural, national, historical. The target audience of the product is its consumers. The audience of the territory brand has more stakeholders - both in the internal group (residents, businesses) - and in the external group (tourists, investors, businessmen).

According to recent trends in marketing activities, both the territory and commercial brands have economic and social dimensions. Both types of the brand have their life cycle, from the stage of development through the stage of prosperity to stagnation or decline. The duration of each depends on the capabilities of tourist destinations.

An example of a region that successfully passed the branding process and began to use its brand is the Kaluga region, which actively develops its investment attractiveness. If we talk about current opportunities for branding territories, it is worth paying attention to Altai, Khakassia, and Dagestan. These three republics have become popular with domestic tourists under closed borders, but no systematic work on branding and strategic promotion has been done. In the case of the three republics, the already mentioned measures to develop ethnographic tourism, including the development of folk crafts brands, may come to the fore. Subsidies to co-finance the construction or reconstruction of tourist infrastructure, grant support for folk crafts centers, exhibitions and events seem to be essential steps to start branding territories.

6. CONCLUSION

In today's global world, which is encompassed by the processes of interaction and intersection of ethnic cultures, tourism performs the most crucial intercommunication function. Content-wise and functionally, it contributes to overcoming alienation between people and establishing a dialogue between different cultures, religions, and even countries [11]. A considerable role in this process is played by ethnic tourism, which to the greatest extent reflects the constant transformation of the modern world. Ethnic and religious types of tourism are aimed at comprehending the cultural diversity of the contemporary world, which contributes to the preservation of the ethno-cultural uniqueness of the peoples of the planet, despite the trends of globalization unification. In our opinion, the correct organization of tourist routes, taking into account the ethnic and religious constituent of the visited country or region, can even help overcome interethnic tensions and prevent harmful forms of nationalism [12]. Tourism in this regard

can be seen as a kind of symbolic center of world intercultural communications. The article considers the main trends of tourism development in Russia, which indicate the increasing role of tourism in the integration processes in the spheres of economy, education, international relations. Participating in one capacity or another in tourism activities, all people are included in the intercultural dialogue on a global scale.

AUTHORS' CONTRIBUTIONS

The authors' contributions to the writing of the article are equal. Ruben Arutyunyan provided an economic and legal analysis of contemporary tourism development. Denis Chistyakov investigated features of promotion and education in the tourism industry in Russia.

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