

AESTHETIC TOURISM AS MODERN ECONOMY BRANCH IN STUDENT VIEW: PROBLEMS, PROSPECTS AND VALUE SYSTEM

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Abstract: The most important trend in the development of the world economy in recent years has been the unprecedented growth of tourism influence and its role, which today is one of the most dynamically developing sectors of the economy. Being aware of all the economic and socio-cultural advantages, the development of tourism in Russia

attracts more and more attention every year. The starting point for the development of tourism in this country was the creation of regional programs for the development of this industry. The aim of the study is to identify innovative methods for the development of aesthetic tourism; to determine the role of the creative orientation

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of the individual in the development of this type of tourism in the representation of students. Research methods: as a research method, a questionnaire survey was used to identify the peculiarities of attitudes to aesthetic tourism. Research results: the article describes the knowledge and attitude of the respondents to aesthetic tourism. Social prerequisites and prospects for the development of aesthetic tourism for the development of Russian regions are studied. The novelty and originality of the study lies in the fact that for the first time the phenomenon of aesthetic tourism was investigated. It is revealed that aesthetic tourism is able to influence the socio-cultural and economic sphere of Russian regions, contributing to business development, improving the investment climate, thanks to the development of the regions attractiveness, and creating jobs for many talented and active people. It is shown that aesthetic tourism, from the student point of view, does not require a sufficiently developed infrastructure, which gives an additional opportunity to develop these innovative projects. It is determined that in order to activate the elements of aesthetic tourism, it is necessary to implement it within the framework of creative industries. It is revealed that the use of this form of tourism is relevant and profitable from the point of view of the current economic situation in Russia and based on the characteristics of the regions, available resources, social and cultural. It is shown

that, according to students, aesthetic tourism connects creativity and business; there is a method of creative industries as the most important components of the economy (both at the national level, and at the regional and municipal level). It is determined that in Russia there are some market participants interested in aesthetic tourism, but support for the idea of a creative economy is still only from the bottom - from public organizations and business. It is shown that it is possible to develop aesthetic tourism due to the specifics of creative industries, thereby strengthening the economic component of the tourism industry. Practical significance: The data obtained in this work can be used in the economic sphere, tourism, as well as for further theoretical development of this issue.

Keywords: aesthetic tourism, economy, relation, development of the tourism sector.

1. INTRODUCTION

In connection with the development of world tourism, there is an increasing interest in finding ways to develop this industry in Russia effectively, both on the part of the state and on the part of entrepreneurs. Currently, tourism has become one of the most dynamically developing sectors of

the Russian economy, although it is not yet a highly profitable industry and a significant source of income to the country's budget, as in other countries (Afonin, 2006; Kuserova & Kovshov, 2010; Alexandrova, 2002; Gachev, 1988; Reznichenko et al., 2018). The tourism industry, which has been gaining momentum over the past two centuries, is now a well-established mechanism. In the modern world, tourism is one of the largest highly profitable and most dynamic sectors of the economy (Efremova, 2005; Ovcharov, 2009; Skobkin, 2010; Takhumova et al., 2019).

In Russia, aesthetic tourism attracts more and more attention every year. The starting point for the development of tourism in this country was the creation of regional programs for the development of this industry. Regions perceive tourism as an economic resource, while using tourism technologies to solve socio-cultural problems: building a brand of the territory, forming a positive image, developing domestic tourism, and developing the hospitality industry. In this situation, it is necessary to create conditions that allow us effectively develop the resources of the region, so there is a problem of finding new non-standard approaches to boost tourism in

Russia (Gulyaev, 1996; Rappoport, 2005). In this regard, of particular interest is the search for new ways and methods in the creation of tourist products that will not only be an element of attracting potential consumers to the tourist market, but also can become an integral part of the regional brand and the basis for the development of tourist attractiveness of the region. Many theories of innovation are based on an economic approach to the study of this phenomenon. Nevertheless, the zone of innovation influence is not limited to the economy. Therefore, many researchers focus on the creative potential of this phenomenon. (Karamasheva, 2003; Zharkov, 2003; Cherdymova, 2017; Kotler, Bowen & Makens, 2002; Rudenko et al., 2018). To characterize the tourist attractiveness of the region, both the features of the tourist product and the features of the tourist service are important. A tourist product is something that the tourism industry is based on; it is a product that many specialists from various fields deal with. It consists of complex elements and has certain properties (Zorin & Kvartalnov, 2001; Sokolova, 2002; Zaitseva, 2012).

A few years ago, to create a tourist product, travel agencies worked according to the traditional strategy: they

analyzed the target audience, determined the financial capabilities of potential consumers and their cultural needs. Based on this, the tourist product was formed specifically for a specific target audience (Birzhakov, 2001; Voronina, 2001; Cherdymova, 2018; Razumovskaya et al., 2018; Bayanova et al., 2019; Barzykin, 2007). However, at present, these traditional methods are not suitable enough for the constantly changing situation in society. In the conditions of crisis and lack of sources of the tourism industry financing, there is a need to find alternative methods of forming a tourist product (Fernheim & Haven, 2001; Shkaratan, 2009). These are innovative methods. In a post-industrial society, activities based on creativity and innovation determine the development of the industry and become the most important driving force for progress. Innovative methods are the main ones in the development of the socio-cultural sphere, as they solve the main problem in this area now. Innovative methods are aimed at finding several sources of financing, are often less expensive and, due to their novelty, are most adapted to modern society and attract the attention of consumers (Ukolov, 1995; Fedorchenko, 2007; Lisitzina, 2015). Therefore, it is

important to use them both for the development of tourist business and for the creation of tourist product. The main goal of a travel agency is to survive in a competitive environment, to interest and attract the maximum number of consumers with its travel product, so we need methods that could help in achieving this goal and allow us to provide our travel product with a completely stable existence on the market. One of these methods is innovation. Having an innovation and promoting it in the market allows you to be competitive in the world of mass production of goods and services. Therefore, it is worth to focus on the creative potential of this phenomenon (Genis, 2002; Dumazedier, 1987; Babkin, 2008). There is also a tendency to create innovations, new ideas at critical moments in history, in times of crisis. After all, it is the state of instability of a person in society, like the human body in a state of illness, which mobilizes internal resources, that can push him/her to invent new ways of solving, radically new ideas. These ideas, as innovations, can be implemented in various spheres of society. However, to create them, you need a non-standard type of thinking and well-developed creative thinking.

2.MATERIALS AND METHODS

In the last decade, there has been an active desire of Russians to realize their needs in the field of tourism. From their travels, tourists bring many impressions, aesthetic pleasure.

The first group consists of consumers who expect to receive services from aesthetic tourism. Consumers of such proposals may be people of different ages and occupations: professional photographers leaving group in scenic places for recreation and interesting communication with colleagues; Amateur photographers, ethnographers, who will be able to combine their passion with a great vacation; art critics, people who never studied photography, travelers, who want to go for unusual travel and bring home beautiful pictures.

The second group is the target audience that is interested not only in promoting tourist product to the market, but also in the existence of aesthetic tourism itself. This group includes creative organizations, business communities, and travel agencies.

Aesthetic tourism as a developing type of tourism in the world and completely new to the market of

tourist services, can be offered to travel agencies as a new type of service. Of course, before launching a new travel product, one need the opinion of reputable experts. The new proposal is not just of interest to tourism, but also with interest to aesthetic. Consequently, the following questions were asked in the questionnaire:

What is the target audience for aesthetic tourism?

What are the main directions in aesthetic tourism?

What role does photography play in aesthetic tourism?

What are the ways and means to attract consumers?

Which channels are the most effective in your opinion?

What is the degree of interest in aesthetic tourism in your opinion?

What organizations can we cooperate with for the development of aesthetic tourism?

Can participation in any projects help promote aesthetic tourism?

Please evaluate the prospects for the development of aesthetic tourism as a cultural phenomenon.

Have you ever heard of such a concept as aesthetic tourism?

Do you represent it in your region?

3.RESULTS

In the last few years, aesthetic tourism has become extremely popular - a new type of tourism that can cover both elements of active recreation and the possibility of creative implementation. People's desire to think creatively, an interest in an active lifestyle, desire to learn new things, as well as the popularity of photography art and the development of tourism has led to the emergence of a significant number of people who want to be creative (89% of respondents). In today's society, where everyone wants to feel like a creator, this is quite relevant.

According to respondents (76%), the project of aesthetic tourism is able to influence the socio-cultural and economic sphere of Russian regions, contributing to business development, improving the investment climate, thanks to the development of the regions attractiveness. In addition, the proposed aesthetic tourism, according to respondents, provides an opportunity to provide new jobs to many talented and active people, which is important (90%). In the current conditions in the regions, aesthetic tourism can contribute to the development of domestic and inbound

tourism in a region with insufficiently developed infrastructure (58%).

According to the respondents, it is possible to use an aesthetic tourist product within the creative cluster (100%). It will house travel agencies that will distribute this tourist product, but at the same time, engage in external and internal tourism programs (environmental programs, extreme tours, event tours), along with them, part of the space will be occupied by an exhibition hall, where works brought from aesthetic tours will be exhibited, as well as works of those who want to organize an exhibition. According to respondents, any creative center is unthinkable without master classes (88%). In addition, for them, a separate space will be created in the proposed cluster project, where everyone will be able to get qualified advice from a professional in their field (96%). An important part of the aesthetic cluster can be a creative agency (58%), which will develop master classes (58%), create new routes for aesthetic tours (76%), as well as train specialists in the field of aesthetic tourism (13%).

Supposedly, from the point of view of the respondents, this cluster can be supplemented by a photo equipment store, studios of different masters, a

workshop for the production of a creative product, an Internet cafe where travelers can communicate with like-minded people. Formally, the types of services provided and products offered can be divided into the following categories: basic services and products; aesthetic tour; master class; exhibitions. This project is able to give a new impetus to the effective development of culture and diversify its palette, strengthen the reputation of the region as a modern cultural center, make the life of the city brighter and more diverse.

From the point of view of the respondents, aesthetic tourism as a project involves a different degree of stakeholders' participation. Financial resources provided by various forms of partner participation. One of the partners of the project, brand partner, can be the Ministry of Sports, the Ministry of Culture, Tourism and Youth Policy, as the aesthetic cluster, which includes aesthetic tours, contributes to the development of domestic tourism and the formation of tourist attractiveness of the region, which is a priority in the regional target program for tourism development. Besides, the partners of the aesthetic cluster can be organizations that can participate in the implementation of the project goals and

satisfy their interests (96%). As an image partner, the creative elite can act, which can participate in joint projects or simply be in the creative environment of the aesthetic cluster. As scientific resources, there can be a scientific base that contributes to the successful functioning of the aesthetic cluster: educational programs, methodical material, the availability of thematic and calendar work plans.

Natural resources should be taken into account (100%). Many interesting and promising monuments of nature, history, and architecture are favorable grounds for creating aesthetic tours. From the point of view of the respondents, it is important to educate human resources (57%); the availability of qualified pedagogical and managerial personnel. Production resources are also needed: a room based on which the aesthetic cluster will function (46%). A creative cluster can be a form of preserving and developing industrial spaces in a city that used to house industrial facilities. They are not demolished, but the city administration cannot sell these premises either. This project will be able to give the industrial building a socio-cultural component.

Respondents see different ages as the target audience for aesthetic

activities. Everyone can attend classes regardless of age.

As ways and means of attracting the audience, the respondents identified art history programs, work with natural materials, and work with photography. Photography as an art form, at first glance, seems very easy. Nevertheless, the data from nature should also be accompanied by work, study, rehearsals, training in this direction. According to the respondents, photography began to seem easy only when digital cameras appeared (100%). Now digital cameras, regardless of who has them in their hands, allow you to create high-quality photos. This is what made this art form so popular. The respondents believe that before there were no fewer amateur photographers (96%), but not everyone brought this matter to the end, because this process was associated with the film, and the image was obtained on it using chemical processes. Errors in shooting, errors in the development did not allow you to get high-quality images (100%), which is very important for aesthetic tourism. Moreover, the current ease that a digital camera provides, and the rapid receipt of a good result, explains such interest in the further development of aesthetic tourism as such.

5.DISCUSSION

In the last few years, aesthetic tourism has become extremely popular - a new type of tourism that can cover both elements of active recreation and the possibility of creative implementation. People's desire to think creatively, an interest in an active lifestyle, desire to learn new things, as well as the popularity of art and the development of tourism has led to the emergence of a significant number of people who want to be creative, in particular to fix what he/she saw during his/her stay, i.e. to engage in aesthetic tourism. In today's society, where everyone wants to feel like a creator, this is quite relevant. Teachers on aesthetic tours are ready to give the basics, lay a solid foundation on which anyone can build their own system of views on the world (Lisitzina et al., 2015). Thus, the impressions and the surrounding world that a person learns by doing aesthetic tourism can be a source of living water, which can give strength for a full and comprehensive self-realization of a person of the XXI century.

The natural environment is a favorable area for the development of aesthetic tourism. Based on the results, it is obvious that there are grounds for the

development of aesthetic tourism in the regions of Russia, thanks to the target audience that seeks to think creatively, express themselves and express their opinions through art and creativity. The analysis of offers of travel agencies showed that there was no corresponding offer in the market of tourist services, and travel agencies did not offer tours related to the possibility of creative realization of tourists. Based on this, the proposed new type of tourism-aesthetic tourism is not yet known to the large market, but has a need in the region. Aesthetic tourism does not require a sufficiently developed infrastructure, so in the current conditions, it is possible to develop such innovative projects. In order to activate all the elements of aesthetic tourism in the work, it is proposed to implement it within the framework of creative industries (Mironova et al., 2017). The use of this form is relevant from the point of view of the current economic situation in Russia and based on the characteristics of the regions, available resources, social and cultural, which is quite profitable. As a result, the creative cluster is a center of aesthetic tourism that can give a new impetus to the effective development of culture and diversify its palette.

6. CONCLUSION

In the context of modern trends, the innovative method is the most suitable method for the development of the socio-cultural sphere. The creative industry is a new reality that effectively operates in a modern, constantly changing world and, thanks to its advantages, is able to transform such a high-tech multi-component complex as the tourism industry.

The economic specifics of society are changing, the industrial era is changing, society is becoming mass for the consumer industry, and the multimedia world is dominating. Based on attempts to combine creativity and business, the method of creative industries appears, as the most important components of the economy (both at the national level, and at the regional and municipal level).

In Russia, there are some interested market participants, so support for the idea of a creative economy is still only from the bottom - from public organizations and businesses. Despite this, creative industries in Russia are created and function well. Everything suggests that this technology really fits into the conditions of the modern world, and is a new reality that affects all spheres of society. Of course, creative

industries are a technology that can be used for the entire socio-cultural sphere.

Due to the specifics of creative industries, they can be applied to the development of tourism, thereby not losing the economic component of the tourism industry. Moreover, this method is applicable to the development of tourism in the regions. This is a convenient method of developing any regional industry, as it is suitable for small and medium-sized businesses, which, in fact, form the basis of the regional economy.

The specificity of creative industries is also in synthetics. The sphere of activity of creative clusters is fundamentally interdisciplinary, focused on the coexistence, and even the synthesis of different spheres of activity. There are opportunities to implement ideas that are not able to implement the space of another format. In addition, the use of creative clusters for the development of aesthetic tourism allows the use of several financial resources to develop related industries that are not necessarily related to tourism, but play an important role in the development of culture and business in the regions. One of the important benefits of creative industries for the development of regions tourism is the focus not only to the guests

of the regions, but also on the needs of the residents of the regions that influence and leisure activities of residents, and the General tendencies of the regions development as a whole..

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