Tourism Industry: Problems and Prospects of Development

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Abstract

The article proves the thesis that the tourism sector can greatly expand its activity in the humanitarian and Patriotic education of youth and the necessity of reorientation to the domestic market in tourism; the ways of overcoming the "motivational crisis" of today's youth are analyzed; new social technologies for the tourism industry contributing to the intellectual and creative potential of consumers are offered.

Keywords: tourism industry, value priorities of young people, Patriotic education, tourism product, tourism partnership of business and education, technocracy in social practice, Samara region.
XXI century is the epoch of economy based on knowledge. It benefit those countries, where better organize the development of innovative products thanks to creativity, high professionalism, advanced technology, advanced engineering and overall culture. Hence the need to increase the investment in education and science. There is an obvious interrelationship and interdependence of General and professional culture. The elements of the General culture of the person are in the professional culture, therefore enhancing their General cultural level, the young person finds the implement of new knowledge and skills in professional activities. Life values and interests of the individual have a significant impact on how this person realizes himself in the profession. The main thing in this process is the transition from the technology of knowledge transmission to active technologies, focused on productive creative process. The authors are convinced that the tourism sector can greatly expand its activities in the humanitarian, Patriotic education of youth [4, p. 91-92].

The emphasis in the education of youth should be on a common culture in the context of a radical transformation of the socio-economic structure of modern society. The national security strategy of Russia imparts confidence in the correctness of this thesis. In connection with the growing threats, the strategy determines the long-term national interests and priorities. One of the strategic objectives of national security providing is "the preservation and enhancement of traditional Russian spiritual and moral values as the Foundation of Russian society, the education of children and youth in the spirit of citizenship". The document explains that threats to national security in the field of culture are “erosion of traditional Russian spiritual and moral values and the weakening of the unity of the multinational people of the Russian Federation by foreign cultural and information expansion (including the distribution of substandard products of mass culture, propaganda of permissiveness and violence, racial, national and religious intolerance, and reducing the role of the Russian language in the world, the quality of its teaching in Russia and abroad, attempts of falsification of Russian and world history, the unlawful encroachment on cultural objects”.

The strategy demonstrates a "conservative evolution" of Russia. However, it is historically justified step, based on the current geopolitical situation, so we need carefully to read and ponder the text of this document, because it is a key to adjustment, including, and directions of development of the tourism industry.

Tourism business is also applied to the need for import substitution. Interest in trips to Russian resorts in recent years is growing rapidly [21, p. 1162-1173]. There is an active reorientation of tourist-recreational sector for the new technologies [19, p. 187-200]. As a leading force in refocusing on the domestic market may be an updated human capital - people are capable of with their talent and energy to create and bring to life new effective projects, to master the production of nationally oriented tourism products, attractive including to foreign tourists [3, p. 869-874; 23, p. 50-54].

After the USSR collapse the country witnessed significant changes that had a significant impact on the life orientation of young people. Most of the projects of the tourism industry including anti-crisis measures only solve immediate problems and don’t focused on the needs of today's youth. As it has recently been clear young people have a demand for a unifying national projects that unite people in a fair, ambitious goals, help them to feel that we have one history, one country [29, p. 81-83].

This position is based on the feeling of belonging to something great that shows the population of our country. In Russia, people are born with a range of usefulness. Historically, the Russians are initially attached and embedded in the national socio-cultural system.
According to the authors' survey young people who were educated at school they focused on behavior based on rather traditional values. In the Humanities the values can be divided into two major groups: purposes - the meaning of life and personality. The values of purpose – the meaning of life are: health, financial security, personal status, interesting work, professional development, family, love, activity knowledge, creative activity, spiritual fellowship, beauty, patriotism. The values of the personal order (qualities) are: dedication, efficiency, ability to earn money, the desire for knowledge, professionalism, high expectations, perfectionism, sociability, cheerfulness, humanity, decency, rationality, honesty, citizenship. Values are represented in descending order of their relevance, we surveyed young people [8, p. 221; 9, pp. 1147-1151; 10, pp. 1097-1101]..

In accordance with the analysis of materials the young people have the core national values. Moreover, motivational dominant, life orientation for the future are not consumer value, but their built-in priorities still do not meet national interests. It is clearly evident during comparing the value of subordination: interviewed young people and people presented in the strategy of national security of Russia. A comparison of a social nature (would like to be developed) and mentality (core values) permits to establish the emergence of the so-called "motivation crisis" among the youth.

It should be noted that it is extremely difficult to influence on the mentality with educational methods. However, these qualities need to be considered, the negative trends in consciousness and behavior of the modern young man need to be corrected and neutralized. In General, the formation of additional values that can be the backbone component of the entire set of Patriotic education in the country. In our opinion, the tourism industry should be included in the processes of change in the value priorities of young people. One of such approaches may be the greater involvement of youth in volunteerism through volunteer tourism [20, pp. 748-757].

The sphere of tourism and hospitality aims to find and use such social technologies that allow to maximize the quality of professional training of specialists in this field in today's complex conditions. However, the task of intellectual and creative potential of the consumers is not yet assigned. Any activity, including time spent on vacation, performs certain social functions, therefore, cannot be neutral in relation to the actual problems of society: economic, scientific-technical, socio-political, cultural. Naturally, in each direction of socially useful activities there are some advantages and secret resources. As we can see the tourism sector is not fully developed its opportunities for the education, strengthen Patriotic beliefs through the system of knowledge and emotions.

In the framework of the national process Patriotic component of tourism sphere activity can be presented as a kind of strategy that is implemented on the basis of industry-specific principles. One of them, along with the generally accepted (scientific, connection with life, education and development, availability) may include: consistency in the formation of worldviews, the continuity of Patriotic education, humanization, dynamism, individualization, inter-industry linkages.

The potential of the individual is not only something that is given to man by nature but always individually enriching and improving the system of values. In the process of general cultural training which can be involved in the tourist business, develop life beliefs and position, improving public (Patriotic) oriented worldview. Therefore, we believe that leisure activities of young people should enter into the sphere of interests of tourist companies. The efficiency of this process largely depends on how successfully carried out youth motivation. Motivation is the core and basis of human control. For formation of positive motivation of young people tourism product needs to be high-tech. The most intense influence on the formation of personal qualities...
of the youth of modern computer technology. Therefore tourist product for the young should be based on the project method, where focus two concepts of the project and its result, which in turn focused on independent activity of the consumer [3, p. 869-874; 6, p. 9-11; 15, p 474-477].

The project is a special form of human activity, technology for solving specific practical problems and the creation of a particular product. For example, Patriotic education of the youth (problem) using the multimedia app (travel product). In this project knowledge about the native land, Russia, going through the emotional-volitional sphere, fixed in the form of motives that promote productive activities for the benefit of the country.

It should be interesting for tourist business to create multimedia applications compatible with in-car Navigator [15, p 474-477]. The subject application is determined one or more subject areas. In the interdisciplinary project integrates a variety of topics (e.g., architecture, natural objects and phenomena, legendary, etc.). But, as noted above, the selection of project themes the service user should be guided by personal interests and practical significance of the selected project for the planned visit.

Note that in Russian society in the last decades there was a dangerous gap of spiritual and moral development of his scientific and technical progress. Therefore, travel to the application Navigator should promote consumer services to special humanitarian form of relationship to the world and to myself, to my own activities in it. Otherwise, the development of the tourism product in the direction of mechanization and technologization lead to another manifestation of technocracy in the social practice.

A fundamentally new approach is required to overcome this imbalance: to create the tourist product with the essence of gaining knowledge in the traditional way in tourist trips, especially youth, but that was ineffective [7, p. 179-184]. It is advisable to develop relevant activities on the basis of capacity, intellect and interests. In this approach, the changing position of business in the tourism sector, which seller becomes a teacher-consultant, organizer of youth activities. In this perspective, the educational function of the tourism sector can cooperate with the education and promote socio-personal competences (citizenship, ability to social interaction, interpersonal communications, criticism and self-criticism, the ability of the students to work in a team, etc.). Moreover, the basic elements of educational activities in this social partnership should be directed to the formulation of the semantic dominant (why am I doing this); a personal statement specific goals (with a focus on the expected outcome); plan activities and distribution in stages of implementation; reflection during the activities (awareness and experience); assessment of results; adjustment and a new formulation of the next objectives of travel.

Most modern training programs intended for the early socialization of young people, completely ignoring the need for storage of their cultural potential. A system factor of human integrity, mainly is the national culture. However, the poll we conducted shows that our young people are absolutely not focused on regional and urban problems, at the same time looking for ways to interact with different people and social groups; seeks to learn the traditions of family and social upbringing. In their future activity young people would like to take into account both material-economic and spiritual and moral beginning. Therefore, the main aim of the tourism partnership of business and education should be the development of the minds of youth moral sensibility and intelligibility, and the formation of their views, based on which the consumers of tourist services could develop its own system of beliefs and guiding principles [8, p. 221; 9, pp. 1147-1151; 10, pp. 1097-1101; 16, p. 305-308]. Otherwise we will lose the fight for our young generation, which is particularly active in the media, including the Internet. Protection against these attacks can only be critical thinking, developed jointly by all layers of Russian society.
To use tasks of different substantive nature with the personal context of gaming simulation social space for personal self-realization, the use of personality-oriented technologies of moral education in the tourism sector will be effective in the virtual environment (computer) culture [1, p. 84-86; 17, p. 671-677].

Let’s try to imagine such our product in the form of apps to the Navigator. Its block diagram is quite simple: when choosing the route and enabling the app, the motorist sees the objects of culture. When approaching these objects the driver receives a summary of it, and when you stop detailed information and the opportunity to hire a guide.

It is obvious such main task of this project should be solved by the scientific community of the cities where it is supposed to implement applications. One of the most promising for such a project is Samara region.

Samara region remembers the events which took place long before the Fortress foundation on the banks of the Volga river in 1586, subsequently enlarged and developed to the present scale, – the invasion of Mongol-Tatar troops and a great battle between Timur and Tokhtamysh, who make our region even more attractive from the point of view of History.

For Samara region history and culture are an important factor providing spiritual development, economic growth, social stability, development of civil society institutions. Cultural life in Samara province is rich and diverse. Together these factors make possible the creation of programs of Patriotic nature with the use of high technology in close cooperation of education, science and tourism [5, p. 171-178].

706 of cultural heritage (monuments of history and culture) of Federal and regional significance, 23 the archaeological heritage of Federal importance are located in the region. There are 11 theatres, 58 museums in Samara region. Samara regional Local History Museum named after P.V. Alabin, founded in 1886 has several branches throughout the area. Art Museum in Samara — is of the largest museums of Russia. On the basis of Zhigulevsky State Natural Reserve and National Park "Samarskaya Luka" created the middle Volga biosphere reserve and included in the world network of biosphere reserves 27 October 2006. Moreover this unique area is full of monuments of history and culture [25, pp. 10-20]. Sightseeing tourism, Volga cruises, therapeutic recreation, environmental, event, rural and ethnographic tourism, caving, cycling and horse riding routes are developed in Samara region. During the advertising companies and the city's excursion it should be underlined that even sovereigns, starting with Alexander I made educational-study tour to Samara and its environs before the revolution., [28, p. 91-94].

The region's architectural heritage is one of the richest in Russia, which was preserved. It represented all styles, common in our country. The most widely represented works of architectural eclecticism, Russian and brick styles, historical and romantic styling of the early XX century and modernism [11, p. 218-220; 22, pp. 1375-1381].

There are the following historical and cultural attractions in Samara:

The oldest of the surviving temples of Samara is on Stepan Razin Street, the Ascension Cathedral — is the only one in Samara, a sample of ecclesiastical architecture of classicism (1841). Among other monuments of Church architecture there are Iversky Women's Monastery (1860), the Cathedral of the Icon of the Pokrov Mother of God (1861), Church of the Holy Apostles Peter and Paul (1865), Church of martyrs Sophia, Faith (Vera), Hope (Nadezhda), and Love (Lyubov) (1898), the temple in honor of Archangel Michael (1909), the Lutheran Church of St. George (1865), the Historical Mosque (1891), the Cathedral of the Roman Catholic Church in honor of the Sacred Heart of Jesus (1906). Samara choral synagogue (1908).
Soviet architecture of Samara was developed with the emergence of new administrative and judicial authorities, educational institutions and cultural institutions after obtaining the status of provincial center in 1851 [24, p. 14-27]. No accident that one of the most iconic buildings in the city skyline and close to its cultural life is Samara academic drama theatre named after Gorky (1888). The following monuments of Soviet period are also marked out:


The city has a large number of nominal monuments, large and small sculptural forms, memorials, memorial plaques, commemorative symbols and monuments of technology. The most famous are the following:

The Vasily Chapayev Monument (Chapaev Square). The Valerian Kuibyshev Monument (Kuibyshev square). The Cyril and Methodius Memorial Cross (Vilonovskaya Street, near the Iversky Women's Monastery). The High Relief of "the Grieving Mother-Homeland" (Slava Square). The Slava Monument (Slava Square). Stella "Ladia" (Oktyabrskaya Bankment). Memorial Complex of launch vehicle "Soyuz" (the crossing of Lenin Novo-Sadovaya Streets).

Syzran is the other rich sight of the city region. It still has retained the appearance of a merchant Volga city of the XIX century. In the city there are 143 monuments of history, culture, architecture.

Syzran is the only city in Samara region, where there is the "heart" of the city - the Kremlin. Only stone Spasskaya tower (1683) is preserved from Syzran Kremlin to the present day, and the Church of the Nativity (1717) located in the territory of the Kremlin hill is also preserved. Distinctive for its architecture of the Church: the Church of Fedorov Mother of God (1738), Elijah (1776), Ascension Church (1852-1957), Kazan Cathedral (1872) with the bell tower of the Ascension Monastery (1685).

The main street of the city Sovietskaya Street (former Bolshaya) is a single urban ensemble of buildings and the whole historic center of the city, built in various architectural styles, representative of art Nouveau is the klarov’s House, architect F. O. Shekhtel (1910), the mansion of the merchant Sterlyadkin (1914). The eclectic style - City Bank (1863) has a dominant position on Sovietskaya street, a Myasnikov Burgher's House (1909), Syromyatnikov Merchants’ House (1910), Markushina’s House (end of XIX century). In the surrounding streets, the historic center of the city, there are buildings, made in the Biedermeier style, as well as examples of Russian fortress architecture, wooden carvings on the streets of Sverdlov, Ulyanovsk, Kirov, International.

It is interesting for the tourists to visit the history and cultural objects of the second largest city of the region - Stavropol – Togliatti. The buildings of the former zemsky hospital are only parts of the architecture of the old Stavropol because of being higher flood level [11, p. 218-220; 22, pp. 1375-1381].

Among the architectural features it is worth to visit the part of Shluuzovoy district which is a complete ensemble of the Soviet era classicism. This part of the city is sometimes called "Little Petersburg". The other architectural attractions in Tolyatti are: the Orthodox churches such as Spaso-Preobrazhensky Cathedral; one of the largest in the Volga region shopping center
"Russia on Volga", the unique building of the Palace of Culture and Technology VAZ and the Kids’ Palace of Youth Creativity.

The modern history of Togliatti has only half a century, however, the total number of monuments of history and culture is 167, which taken under protection in the city [11, p. 218-220; 22, pp. 1375-1381]. More than half of architectural and memorable places in the Central district. Here is the Eternal flame in Svoboda Square, the Obelisk of Slava is risen in honor of the heroes-fellow countrymen who died during the Great Patriotic War. Cultural and historical value are the Church of St. Varvara (1846), the V. N. Tatishchev Monument - to the founder of the city, the sculptural composition "Mourning Angel", the sculpture of St. Nicholas the Wonderworker and others. The main tourist attraction in Togliatti - Park Complex of History of Engineering named after K. G. Sakharov (2001) A brief overview of some tourist facilities and attractions of Samara region allows us to offer a series of itineraries and texts for implementation in the apps to the Navigator. As the example fragment of such an itinerary is: "after 100 meters there is the Park Complex of History of Engineering named after K. G. Sakharov. When you stop the apps gives the following information: "the Park Complex of History of Engineering named after K. G. Sakharov was opened on 7 September 2001." The Museum houses more than 460 various exhibits showing the development of the automotive, armored, aviation, rail equipment, and missile and artillery and naval weapons. The Museum contains models of various weapons since the World Wars I and II, planes, helicopters, artillery, armored vehicles, automotive engineering, railway engineering, space engineering, system of volley fire "Katyusha", and other exhibits. Special attention deserves the Submarine B-307 is delivered to the Museum with the place of service entirely. The submarine of this project are some of the world's largest production diesel submarines. A visit to the Park Complex is open from 10 to 18 hours seven days a week. Similar apps can be designed for hikers, adapted to I-pads and phones.

In recent years there have been significant positive changes in the field of tourism infrastructure in Samara region [1, p. 84-86; 13, pp. 891-898]. There are 259 hotels, 125 recreation centers, 30 health centers, 30 health camps [2, p. 7-8]. There is a rapidly expanding number of food plants, today there are more than 1000. A large number of fast-food outlets, restaurants Chinese, Italian, Greek, Turkish and other national cuisines. Along with Russia's only indoor water Park "Victoria" in Samara region there are more than 200 entertainment options, 143 of which are located in Samara and Togliatti.

The development of the tourism cluster in Samara region is paid a special attention. In the coming years this sector expects to be invested a significant budget money to attract major investments [18, pp. 12-14; 27, p. 72-74]. The region's administration relies on the increase of inbound tourist flow, which is largely associated with the upcoming 2018 world Cup in football. The most important element of the tourism business should become a tourist company, organizing and providing reception of foreign tourists. However, the number of such firms is currently small. In Samara region tourist activities are undertaken by about 700 companies and only 61 of them, in accordance with the Uniform Federal Register of Tour Operators on 01.03.2016 are the tour operators, that are able to create and offer their own tourist product on the territory of Samara region. Given the fact that the cost of creation of own tourist products several times higher than the cost of a travel agent, most of the tourist companies of the region gives preference to outbound tourism [12, p. 807-812; 14, pp. 931-938]. This confirms our thesis about the need to create new tourism products focused on the needs of young people, coming in the channel of the state policy on import substitution and Patriotic education of youth.
Bibliography


