

kunnSocial tourism in Russia

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Abstract

Introduction. Nowadays social tourism in Russian Federation considering the context of the European and global integration framework process [1] starts to occupy very important position. The process is considered to enhance the complex rate of country's socio-economic advance on the global ranking.

Statement of Purpose and Motivation. The objectives/purposes of this paper are to draw public attention, both inbound and international (e.g. European one [2]), to the evolvement of tourism in Russia; to define perspective (with a high rate of return on investments) products and services of Russian tourism [3] to be marketable for domestic economy and realizable in "EU-Russia relationships" framework of governmental (economic policy) practice; to establish a balance of prudential globalization of cultures where Russian social tourism is to be in demand of world society [4], taking into account my *Academic interests* resumed in Appendix. Motivation of writing the paper would be a great patriotic interest in informational support and marketing of Russian tourism sector.

Relevance of the study. Social tourism in Russia undergoes a new growth in the late 2000s' after a cardinal post-communism decline. According to World Tourism Organization (WTO) forecast, Russia tends to be at least tenth in the world-wide ranking of the most visited destinations by 2020.

Problem statement. Significance of overall contribution in Russian economy, considering GDP and other indices, made up by tourism products and services has been often underestimated [5].

Task statement. The task of this paper is to implement a thorough and comprehensive analysis of the institutional, organizational and legislative cutting-edge instruments of social tourism marketing in Russia.

Approach. Analytic models of economic indices overview, domestic tourism priority approach, analysis of tourism field data and innovation-creative approach to tourism services' offer are introduced for making progress on the problem stated.

Hypothesis. Social tourism in Russian has been maintaining a huge potential for the integrative economic advance, and it needs a rational precondition for the economic policy development in the overall framework of European Union and World [4]. While getting an insight into the upcoming global events, one may state that dynamics of creative informational our days' life requires a synergetic concept application and gain as maximum return as possible from initial technology input and creative human mind investments for the high value added goods (products, services and works) production considering contemporary priority tendencies of Russian tourism sphere.

Results. A great technological advantage exists for the high value added creative tourism sector differentiation and growth as we've revealed while accumulating actual information about Russian social tourism sector. Creative tourism based on the advance of creative economy is to be boosted.

Application of results. Implementations of results in practise has been carrying out during the regular collaborative (together with Kronid Korepanov [6], Prof. of Almetyevsk State Oil Institute, Doctor of Historical Sciences, my Father and First Teacher, and his own team of researches-archaeologists) field exploration of ancient towns remains near and within the contemporal frontiers of such historical cites as Great Kazan and Ufa, cultural towns as Elabuga (my native one).

Conclusion. The process of European and world-wide integration has provided a substantial economic and political precondition for the Russian tourism economics advance [5,6] as well as economy progress in a whole.

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Appendix

Academic interests. Finally, I would like to reveal my own position in relation to the context reckoned and positive viewpoint to the perspective of advance in the Russian tourism sector in order to boost in the undertaking of this exploration, both fundamental and applied. For several years my working interests and study researches performed has been strongly related to the countries' economic and cultural activities subject to tourism sphere development, relevant to the half-year University of Deusto (Bilbao, Spain) instruction course and work and intensive scientific researches carried out in two Russian universities, i.e. Udmurt State University (Laboratory for Economics Education Development), Izhevsk, Russian Federation; Almet'yevsk State Institute of Municipal Service (R&D Department), Almet'yevsk, Russian Federation.