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## **АНГЛИЙСКИЙ В СФЕРЕ ТУРИЗМА**

**учебно-методическое пособие  
для направления подготовки «Туризм» (магистратура)  
Института истории и международных отношений**

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО

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Учебно-методического пособие содержит материалы для чтения профессионально-ориентированной литературы на иностранном языке (английский язык) для магистрантов направления «Туризм» Института истории и международных отношений. Все учебные тексты снабжены после-текстовыми упражнениями. Вторая часть пособия посвящена переводческому практикуму.

Целью пособия является подготовка студентов к работе с аутентичной академической литературой по специальности.

Работа издана в авторской редакции

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САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н.Г. ЧЕРНЫШЕВСКОГО

## ПРЕДИСЛОВИЕ

Настоящее пособие предназначено для магистрантов направления «Туризм» Института истории и международных отношений в качестве материала для очной и заочной работы, а также для переводческого практикума. Учебным материалом пособия являются оригинальные тексты из англоязычных научных журналов, размещенных на сайте <https://www.sciencedirect.com>.

Целью пособия является подготовка студентов к самостоятельной работе с академической литературой и периодикой по специальности.

Учебные тексты снабжены системой после-текстовых упражнений и заданий для домашней работы. Это позволяет последовательно подвести студентов к пониманию и осмыслению содержания текстов, развивать навыки контекстуального подхода к переводу, ориентируют на пополнение индивидуального словарного запаса в процессе чтения. Перевод рассматривается автором как этап речевой деятельности, завершающий предварительный анализ и толкование содержания и ведущий к передаче смысла оригинала средствами родного языка.

Название: **“Progress and prospects for event tourism research”**

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Table 1. Core propositions of event tourism.

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- a) Events can attract tourists (and others, such as sponsors and the media) who otherwise might not visit a particular place; the spending of event tourists generates economic benefits; event tourism can be leveraged for maximum value in combatting seasonality of demand, spreading tourism geographically, and assisting in other forms of urban and economic development; portfolios of events can be designed for maximum impact, especially by appealing to multiple target segments.
  - b) Events can create positive images for the destination and help brand or re-position cities.
  - c) Events contribute to place marketing by making cities more liveable and attractive.
  - d) Events animate cities, resorts, parks, urban spaces and venues of all kinds, making them more attractive to visit and re-visit, and utilizing them more efficiently.
  - e) Event tourism acts as a catalyst for other forms of desired development (including urban renewal, community capacity building, voluntarism and improved marketing), thereby generating a long-term or permanent legacy.

Table 4. Future research directions on the experience and meaning of event tourism.

<b>Major themes, concepts, terms: experiences and meanings:</b>	<b>Future directions</b>
<p>1: Events + travel creates a unique experience; the destination plays an important role; travel in groups is often part of the attraction (i.e., socializing, identity building, and nostalgia)</p>	<p>- Limited research has been undertaken on the actual travel component of event tourism (with an event as the goal, is the trip different? consider arousal and flow within different event-travel situations)</p>
<p>2: Events attract tourists both for generic benefits and those appealing to special interests; destination events attract people to places they would not otherwise travel</p>	<p>- Continued theoretical work is needed on the nature of experience (e.g., exploring emotions through phenomenology; what makes event-tourism experiences memorable and transforming? consider each dimension of experience: conative (behaviour); affective (emotional) and cognitive)</p>
<p>3: All events are unique owing to combinations of setting, people and management; 'being there' for a special, time-limited experience is part of the allure</p>	<p>- Examine types of engagement (e.g., volunteering vs. organising) and ego-involvement as factors shaping, and influenced by event-tourism experiences; use ethnological and auto-ethnological research methods; use netnography to learn how people describe, explain and assign meaning to event-tourism experiences</p>
<p>4: Iconic events hold symbolic value in attracting special-interest tourists (from subcultures and social worlds); both religious and secular pilgrimage are dependent upon the symbolic meaning of places and events</p>	<p>- Examine how design can influence experience and behaviour and to attract tourists</p>
<p>5: Events can offer authentic cultural experiences, especially when hosts and guests share experiences on common ground; the widespread creation of “pseudo-events” and “staged</p>	<p>- Can we describe and explain the formation of personal and social constructs regarding event tourism</p>

<b>Major themes, concepts, terms: experiences and meanings:</b>	<b>Future directions</b>
	experiences?
6: Authenticity can confound people seeking authenticity  Tourism poses a threat to authenticity by commodifying culture, but can also be the mechanism for preserving traditions; emergent authenticity occurs as events become traditions	- How does communitas form and evolve at and after events? can it be facilitated?
7: The ritualistic, symbolic and celebratory meanings of events are important; individuals, groups, and whole societies value events and enjoy sharing them with visitors; events offer potential for legitimation and pride in one's place or identity	- Systematically compare different event experiences (for all stakeholders, from paying customers and guests to the general public, and between types of event, from sport to carnival)
8: Stakeholders perceive events differently in terms of meanings and value	- other under-utilized methods: hermeneutics (analysis of texts; self-reporting); direct and participant observation; experiential sampling (diary or time-sampling with standard questions)
9: One can view events as texts revealing much about host society and culture	- Biometrics offer great scope for testing reactions to design and understanding behaviour at events (e.g., monitoring the pulse, temperature, sweating)
10: Communitas, the belonging and sharing among participants or attendees, is a powerful experience and a motive for event travel	
11: Types and levels of engagement shape the event-tourism	



<b>Major themes, concepts, terms: experiences and meanings:</b>	<b>Future directions</b>
<p>experience: events have separate appeal for fans, active participants, volunteers, officials, media, sponsors</p>	
<p>12: Anything can be entertaining; entertainment and spectacle can threaten the cultural significance of events</p>	

Table 5. Research themes associated with the antecedents on event tourism.

<b>Major themes, concepts and terms: antecedents</b>	<b>Future directions</b>
<p>1: There are major propelling forces shaping continued growth in the events sector, both from supply and demand perspectives: globalisation; diaspora; mass and social media; rising disposable incomes; the experience economy; destination competitiveness; the legitimisation and mainstreaming of all forms of entertainment and celebration events</p>	<p>- Needs: do people believe they ‘need’ events? to travel to events? -</p>
<p>2: Planned events meet fundamental human needs for social, symbolic and economic exchange, plus personal development</p>	<p>Culture: more is needed on cross-cultural comparisons of the antecedents to event tourism as rooted in culture, sub-cultures, or social worlds and the roles of events in different lifestyle pursuits and hobbies; what is considered entertaining or socially acceptable is in part culturally determined and therefore highly variable -</p>
<p>3: Cultural differences and personal values</p>	<p>Economic demand for event tourism: how is it shaped by price, competition, substitution, policy and other factors?</p>

<b>Major themes, concepts and terms: antecedents</b>	<b>Future directions</b>
<p>affect perceived benefits and desired types of event experiences</p> <p>4: Motivation to attend and travel to events involves both intrinsic (leisure) and extrinsic motivators; both seeking and escaping affect motives; there are typically a range of generic (e.g., entertainment, novelty-seeking, escapism, socializing) and event-specific motives attracting people to the same events</p> <p>5: Segmentation studies of event attendees are frequent, based on socio-demographic variables, resident versus tourist, expenditures, first-time versus repeat visitor, loyalty; (recently popular is the modelling of linked aspects of consumer behaviour (i.e., motivation, experience, satisfaction, as influences on future behaviour including loyalty)</p> <p>6: Event-tourism behaviour is shaped in part by involvement and commitment (i.e., serious leisure, recreation specialization, sub-cultures and social worlds) and by event-tourist experience (e.g., higher levels of involvement generate event-tourist careers); personal and group constraints have to be overcome to pursue an event travel career</p> <p>7: The decision-making and choices of</p>	<p>-</p> <p>Constraints on attendance or participation in various events is an emerging research theme</p> <p>-</p> <p>Event-tourist career theory needs considerable testing and refinement, including comparisons of the ways in which people get involved in leisure and work pursuits</p> <p>-</p> <p>Loyalty versus novelty seeking is important to marketers and is insufficiently understood</p> <p>-</p> <p>Gender perspectives on events and tourism are an emerging theme</p> <p>-</p> <p>Post-event evaluations of experiences and effects on future intentions should be developed</p> <p>-</p> <p>how do different segments use the internet and social media to make decisions?</p> <p>-</p> <p>Longitudinal studies of event careers and constraint negotiation are absent</p> <p>-</p> <p>Both religious and secular pilgrimages</p>

<b>Major themes, concepts and terms: antecedents</b>	<b>Future directions</b>
<p>convention and exhibition attendees and participants reflect a blend of extrinsic and intrinsic motivators; place is an important factor, alongside potential return on personal investment</p> <p>8:</p> <p>Professional event planners influence travel through their decisions on venues and locations, all designed to maximise attendance and return on corporate/association investment</p>	<p>appear to be on the rise – is this an important trend?</p> <p>-</p> <p>Although a well-established research topic, venue and location choice by professional event planners requires constant monitoring on light of changing economic and technological conditions</p>

Table 6. Research themes on planning and managing event tourism.

<b>Major themes, concepts and terms: planning and managing event tourism</b>	<b>Future directions</b>
<p>1:</p> <p>The typical goals of event tourism are derived from a set of core propositions: attract tourists and stimulate new spending; combat seasonality; spread tourism spatially; generate positive images and co-brand with destinations; be catalysts for development and enhanced marketing; generate a long-term, positive legacy;</p> <p>2:</p> <p>Demonstrating the public good arising from intervention is essential to the justification of event tourism</p>	<p>-</p> <p>Conduct more case studies and cross-case analysis of event planning and destination strategies; encourage benchmarking among destinations</p> <p>-</p> <p>The dynamics and health of populations and portfolios of events (managed or not) is largely unknown; how is a sustainable niche defined and achieved for events and event-tourism destinations?</p> <p>-</p> <p>A key question is how to increase rationality and professionalism in event</p>

<b>Major themes, concepts and terms: planning and managing event tourism</b>	<b>Future directions</b>
<p>3:</p> <p>Civic/national boosterism and irrational decision-making are frequent explanations for bidding on or creating new events</p> <p>4:</p> <p>Events can be classified on the basis of tourism-related functionality: destination event; mega, hallmark and iconic; regional and media events</p> <p>5:</p> <p>Events are often favoured because they offer a quicker and cheaper form of attraction development, however major events are dependent upon venues, especially purpose-built convention and exhibition centres and sport arenas and stadia; cities and large resorts consequently hold competitive advantages</p> <p>6:</p> <p>While it is desirable to sustain a comprehensive portfolio of permanent events, gaps can be filled through bidding within a specialized marketplace; these are called biddable, winnable, or one-time events</p> <p>7:</p> <p>Planning for a long-term or permanent legacy is overtaking short-term measures of economic impact in justifying event tourism; halo effects relate to the short-</p>	<p>development, bidding and hosting?</p> <p>-</p> <p>There is a need for measures and methods to evaluate long-term, cumulative and synergistic impacts of event tourism</p> <p>-</p> <p>Determine how iconic events form and evolve (they must be symbolically important within social worlds and sub-cultures)</p> <p>-</p> <p>Assess how mass and social media influence perceptions of, and attitudes toward the costs and benefits of event tourism</p> <p>-</p> <p>Both practical and theoretical work is needed on event populations and the planning and managing of portfolios: what is a healthy population? (requires application of various theories from organizational ecology); success and sustainability measures are required; interactions of stakeholders in overlapping portfolios have not been studied</p> <p>-</p> <p>For DMOs and other organizations examine stakeholder relations and power; how to foster bottom-up strategies and development is a key question (incorporating community development)</p>

<b>Major themes, concepts and terms: planning and managing event tourism</b>	<b>Future directions</b>
<p>term image boost; quantum leap means using events to accelerate growth; capacity building requires consideration of cumulative, sustainable benefits; repositioning stems from the exploitation of events in re-branding a destination; leveraging applies to a variety of methods intended to increase visitor spending and longer-term trade or development gains</p>	<p>-</p> <p>Measure the effectiveness of destination event-tourism strategies including co-branding and leveraging efforts</p> <p>-</p> <p>Study innovation processes and measures of success (achieving, defining and sustaining competitive advantages)</p>

Table 7. Future research themes associated with dynamic processes in event tourism.

<b>Major themes, concepts and terms: dynamic processes</b>	<b>Future directions</b>
<p><i>Spatial:</i></p> <p>1: The distribution of festivals as linked to human–resource interactions such as agriculture and other resource exploitation</p> <p>2: Central-place theory applies (i.e., the concentration of events and event tourism in larger centres with venues and tourism infrastructure); core-periphery economics is a related construct as it is difficult to spread positive benefits away from main event venues</p> <p>3: Hierarchies of events appear to develop naturally, ranging from numerous local events</p>	<p>-</p> <p>Population dynamics and the health of event populations is a new area for researchers (start by conducting a census of events in a given area and looking for resource dependencies)</p> <p>-</p> <p>Future studies should be applied to event tourism, resulting in scenarios for strategy and theory-building purposes</p> <p>-</p> <p>For the life cycle, determine factors which factors most shape their evolution?</p>

<b>Major themes, concepts and terms: dynamic processes</b>	<b>Future directions</b>
<p>through fewer regional events and a relatively small number with global attractiveness (i.e., the size pyramid)</p> <p>4: Distance-decay: travel distance, time and cost affects event-tourist demand and shapes market areas</p> <p>5: Events have zones of influence measured in newly generated travel, displacement effects, and short-term and long-term impacts</p> <p>6: Capacity (there are limits to event numbers or size in peak time periods and particular areas)</p> <p>7: Events play a role in fostering place identity; Hallmark events are dependent upon their place of origin – they are 'attached' or 'anchored'</p> <p><i>Temporal:</i></p> <p>1: Festivals tend to concentrate in good-weather and holiday periods (as in the peak festival season)</p> <p>2: Iconic events have the power to attract dedicated event tourists in the off-peak</p> <p>3: Event life cycles have been explored, raising</p>	<p>-</p> <p>Capacity or saturation: do communities or destinations inevitably reach event and event tourism saturation? can populations be managed to ensure growth?</p> <p>-</p> <p>Adaptation strategies: how do events adapt to changes in their environment? (connect to niche theory in population ecology);</p> <p>-</p> <p>Why events fail is a largely unexplored issue</p>

<b>Major themes, concepts and terms: dynamic processes</b>	<b>Future directions</b>
<p>concern for renewal or planned obsolescence</p> <p>4: The sustainability of events and event-tourism portfolios is of increasing importance</p> <p>5: Time switching is an essential consideration when attributing tourism demand and expenditure to events</p>	
<p><i>Policy:</i></p> <p>1: Events and event tourism have been legitimized as policy instruments across economic, social, cultural and environmental domains; this has led to criticism of the 'festivalization' of urban policy and spaces and the generation of sameness (or loss of authenticity)</p> <p>2: Justification of event tourism usually rests on purported tourism and economic benefits; longer-term legacy effects are of increasing significance</p> <p>3: Events focus attention on how power, the interests of elite groups, and irrational decision-making shape policy and underscore decisions</p>	<p>-</p> <p>What are the ways in which stakeholders exercise power, and negotiate, to develop event tourism and related policy? who gets excluded or marginalised?</p> <p>-</p> <p>How can an open, public discourse on costs and benefits of event tourism be fostered?</p> <p>-</p> <p>Governance: how can public-private policymaking be made to work?</p> <p>-</p> <p>Evaluation: how do we know when event tourism policies are effective and efficiently administered?</p> <p>-</p> <p>Which justifications for public involvement in event tourism are supported, and why?</p>

<b>Major themes, concepts and terms: dynamic processes</b>	<b>Future directions</b>
	<p>-</p> <p>What are the ideological foundations of event tourism policy?</p>
<p><i>Knowledge creation:</i></p> <p>1:</p> <p>Many well-established lines of research support the core propositions of event tourism</p> <p>2:</p> <p>There has been an over-emphasis of knowledge creation in the realm of economic impacts, although the discourse has been broadening quickly</p> <p>3:</p> <p>Although fashionable, a consumerist perspective on event demand and decision making (i.e., modelling simple expressed motives with measures of satisfaction and future intentions), overlooks fundamental needs, event meanings, and complex antecedents</p> <p>4:</p> <p>Interest in events continues to expand within all closely-related fields and many foundation disciplines, giving rise to new theoretical perspectives and useful methodologies</p>	<p>-</p> <p>Each of the core propositions of event tourism should lead to interdisciplinary theory development</p> <p>-</p> <p>Ontology: continued assessment of claims to knowledge, concepts and terms will help develop the field</p> <p>-</p> <p>Epistemology: advances are required in adapting methodology from foundation disciplines and closely-related fields</p>



Table 8. Future research issues associated with the economic effects of events.

<b>Established concepts and terms: economic outcomes</b>	<b>Future directions</b>
<p>1:</p> <p>Numerous economic-impact studies of single events, and a few on multiple events have established how event-tourism changes consumption patterns, generates income/wealth, has a minor role in creating employment, and contributes to other forms of economic and urban/rural development</p>	<p>-</p> <p>Generalized Equilibrium Models are becoming preferred over multipliers, but more applications are needed</p> <p>-</p> <p>The distribution of costs and benefits among persons and groups and between cities and regions/countries remains a key issue</p>
<p>2:</p> <p>Analysis frequently reveals the dedicated event tourist to be a high-yield visitor with distinct consumption patterns; this varies, depending on the event and the target markets</p>	<p>-</p> <p>Full triple-bottom-line impact assessments are still in their infancy; commensurability remains a problem</p>
<p>3:</p> <p>Taxation makes governments at all levels the primary beneficiaries of new event-tourism demand</p>	<p>-</p> <p>Destinations and events always need fresh market intelligence on who are the high-yield event tourists, and how they should be attracted – this has theoretical implications in the context of event-tourist careers</p>
<p>4:</p> <p>The traditional reliance on multipliers (income, value, employment) to estimate total direct, indirect and induced economic impacts has received a lot of criticism for exaggerating benefits; furthermore, studies have revealed that direct event-tourist spending accounts for the vast majority of income benefits; multipliers are sometimes misused on purpose; their basis in Input-Output tables has been challenged owing to a propensity to exaggerate benefits</p>	<p>-</p> <p>In micro-economic terms, how does sustainability apply to the financial viability of the event and the event organization? of portfolios of events?</p> <p>-</p> <p>Long-term, cumulative economic impacts and legacy effects require study</p>
<p>5:</p>	

<b>Established concepts and terms: economic outcomes</b>	<b>Future directions</b>
<p>Cost/benefit evaluation methods are rarely applied; many event supporters do not want a full accounting of costs; many costs are hidden (e.g., security, transport infrastructure) or are falsely claimed as benefits; externalities such as pollution or social problems are typically ignored</p> <p>6:</p> <p>The attribution of new or incremental spending to dedicated event tourists (who travel because of the event) is the key to calculating tourism benefits; in-scope expenditure refers to both the specific event(s) and the geographical area for which costs and benefits are to be calculated; casual event tourists (those already in the area) must be discounted, unless they stay longer or spend more because of an event</p> <p>7:</p> <p>Displacement effects (by types of visitor, by economic sector, and spatially) can be substantial and must be deducted from gross tourist income</p>	<p>-</p> <p>Opportunity costs are seldom built into feasibility and impact studies; the same goes for externalities such as amenity loss</p>

Table 10. Future research themes on the personal, social and cultural outcomes of event tourism.

<b>Major themes, concepts and terms: personal, social, and cultural outcomes</b>	<b>Future directions</b>
<p>1: Many resident-perceived impacts (both positive and negative) have been identified at the personal and community levels</p>	<p>- More is needed on personal development through event engagement and participation (e.g., how do people describe and explain why event tourism experiences are satisfying, memorable or transforming? what are the personal and social consequences of negative event tourism experiences?)</p>
<p>2: Exchange theory helps explain why many people are supportive of event-tourism, or not (because they perceive benefits or costs accrue to them)</p>	<p>- Evaluation tools and measures are needed for intangible effects and long-term, cumulative social/cultural legacies</p>
<p>3: Proximity effects: being close to events and venues is potentially an important explanatory factor</p>	<p>- Establishing cause and effect in social and cultural change is always problematic (e.g., does commodification of an event cause loss of tradition or authenticity? does gigantism and mega-event costs/debt generate social discontent?)</p>
<p>4: Social representation through media coverage affects perceptions and attitudes</p>	<p>-</p>
<p>5: Commodification through event tourism is a threat to cultural authenticity</p>	<p>Compare discourses on costs and benefits (e.g., post-colonial, feminist, power and politics, stakeholder interactions)</p> <p>-</p>

Major themes, concepts and terms: personal, social, and cultural outcomes	Future directions
<p>6: Events can help preserve traditions, foster civic and national pride, develop participation in and support for the arts</p> <p>7: Events are sometimes platforms for protests, demonstrations, anti-social behaviour; these effects are often connected to the extent of media coverage</p> <p>8: Legitimation and identity building for groups occurs through organizing or participating in events</p> <p>9: Voluntarism and other forms of engagement fosters personal development and group identity</p> <p>10: Production of, and engagement with events can create social and cultural capital – especially</p>	<p>How are social representations of events formed and communicated?</p> <p>-</p> <p>How does the nature and extent of community involvement influence event tourism success and outcomes?</p> <p>-</p> <p>What strategies work best for maximizing community benefits?</p> <p>-</p> <p>The politics of event tourism and response to perceived impacts requires study</p> <p>-</p> <p>Explore the process of how events contribute to place identity and attachment</p>

<b>Major themes, concepts and terms: personal, social, and cultural outcomes</b>	<b>Future directions</b>
through increased personal and institutional networking	

Table 11. Future research issues on environmental outcomes and event tourism.

<b>Major themes, concepts and terms: environmental outcomes</b>	<b>Future directions</b>
<p>1: Event-tourism is a major consumer of energy and other resources, generating high ecological and carbon footprints</p> <p>2: Event types and settings influence environmental impacts (e.g., indoor versus outdoor, festival versus sport); reliance on private automobile access is a major issue; some events drastically alter consumption patterns, such as spending on travel, food, accommodation</p> <p>3: Practices and standards have been established for the “greening” of events and sustainable venues</p>	<p>- There is an on-going need to advance environmental impact evaluation methods (e.g. ecological footprint; carbon footprint)</p> <p>- Cumulative, long-term impacts and ecological sustainability of event populations are unexplored</p> <p>- Compare event types, formats and locations in terms of propensity to harm or benefit the environment</p> <p>- Evaluate the effects of green</p>

<b>Major themes, concepts and terms: environmental outcomes</b>	<b>Future directions</b>
	and sustainability certification and standards - Are ecotourism events suitable for sensitive environments? - Advance interpretation and environmental education at, and through events

Table 12. A summary of consumer trends shaping future events and festivals.

<b>Trend term</b>	<b>Summary</b>
Everyday exceptional	An increase in celebration and the transformation of the everyday experience into some more extraordinary and exceptional events
Magic nostalgia	A greater focus on reminiscence and celebration of the past in events and festivals
Leisure upgrade	The aspiration for leisure participation increases with affluence and events offer a new form of social capital where participation is celebrated as an experience
Mobile living	We are living in more connected societies and living more connected lives which also transcends our leisure lives in which events (and non-leisure events) occur
Performative	We are increasingly witnessing people celebrating their

Trend term	Summary
leisure	involvement in events and enjoyment through sharing the experiences via social media and mobile technology
Authentic experience	Consumers are seeking to accumulate more authentic leisure experiences and events and festivals offer one way to do this, increasingly through co-creation
Affluence	Consumers are becoming more demanding in terms of their needs and consumption within the experience economy
Ageless society	The rising age of the population in the developed world, due to greater life expectancy, has transformed the participation in events and festivals
Consuming with ethics	Consumers are starting to recognise the challenge of green issues and their own carbon footprint in everyday life and this may start to shape leisure consumption in the future around participation in event tourism
Accumulation of social capital	Consumers want to celebrate their achievements and participation in key events and festivals and this is part of the desire to accumulate experiences as part of their social capital repertoire

**Exercise 1: Use context clues to get the meaning of the words/phrases and give their Russian equivalents.**

to examine types of engagement, religious and secular pilgrimage, culturally determined, event-tourism behavior, all designed to maximise attendance, to attract tourists and stimulate new spending, to accumulate more authentic leisure experiences, the aspiration for leisure participation, people are supportive of event-tourism, advance environmental impact evaluation methods, to share the experiences via social media and mobile technology, authentic leisure experiences

**Exercise 2: Read the statements below and determine whether they are true or false. If the statement is false, correct it.**

1. Event tourism acts as a catalyst for other forms of desired development (including urban renewal, community capacity building, voluntarism and improved marketing), thereby generating a long-term or permanent legacy.
2. Events attract tourists both for generic benefits and those appealing to special interests; destination events attract people to places they have never traveled before.
3. Only festivals have zones of influence measured in newly generated travel, displacement effects, and short-term and long-term impacts.
4. Event-tourism is a major consumer of energy and other resources, generating high ecological and carbon footprints.
5. There is an on-going need to advance environmental impact evaluation methods (e.g. ecological footprint; carbon footprint).



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Table 1. Compendium of findings from previous studies of statistically significant relationships between various socio-economic and demographic factors and the probability that a tourist will return, tourist trip satisfaction and overall satisfaction with life

	<b>Probability that a tourist will return</b>	<b>Tourist's overall trip satisfaction</b>	<b>Overall satisfaction with life</b>
Age	Older visitors and younger visitors have been found to be more likely to return.	Younger tourists are more satisfied.	Age is significant, although relationship may be U shaped rather than linear, with lowest SWB observed amongst those aged in their 30s. Studies frequently include age and/or age squared to reflect non-linear relationship.
Gender	Males more likely to return.	Females are more satisfied.	Females generally found to have higher SWB than males.

	<b>Probability that a tourist will return</b>	<b>Tourist's overall trip satisfaction</b>	<b>Overall satisfaction with life</b>
Education level	Those with higher education levels are more likely to return.	Tourists with lower education levels found to be more satisfied.	Higher education level frequently related to higher SWB. However this effect may be indirect – since those with more education are likely to also have higher incomes.
Marital status	Married people are more likely to return		Married people generally happier.
Country of origin	Significant relationship – different nationalities have different likelihood of repeating their visit.	Significant relationship – different nationalities report different levels of trip satisfaction	There may be country specific time invariant personal characteristics which impact on SWB. Living in your country of origin rather than being a foreigner improves SWB.
Income	Low income visitors less likely to return.	Higher income tourists are more satisfied.	Higher incomes generally increase SWB. However relative income (both relative to

	<b>Probability that a tourist will return</b>	<b>Tourist's overall trip satisfaction</b>	<b>Overall satisfaction with life</b>
			others, impacting on status in society, and relative to previous periods, which impacts on habits and the view of what is the norm), and future material aspirations and their relationship to anticipated future income levels have been found to be important. Some research found a negligible or statistically insignificant relationship to SWB.
Health status			Higher SWB reported by those who report better levels of health.
Employed or unemployed			Employed people report higher SWB than

	<b>Probability that a tourist will return</b>	<b>Tourist's overall trip satisfaction</b>	<b>Overall satisfaction with life</b>
			unemployed people.
Overall satisfaction with trip	Higher level of satisfaction contributes to the increased likelihood of returning	Not applicable	Not applicable
Previously visited region	Positive relationship, having visited before increases chance of visiting again	Weak relationship	Not applicable
Trip cost/perceived value for money	Higher travel costs reduce likelihood of returning; perception that trip offers good value for money increases likelihood of returning	More expensive prices reduce trip satisfaction, prices in line with budget or considered good value for money increase satisfaction	Not applicable
Facilities at tourist destination – accommodation,	Better facilities increase chance of returning	Better and more varied facilities increase	Not applicable

	<b>Probability that a tourist will return</b>	<b>Tourist's overall trip satisfaction</b>	<b>Overall satisfaction with life</b>
restaurants etc.		satisfaction	
Climate	Good climate and sunshine increases repeat visits	Reporting high satisfaction with climate increases satisfaction with trip	Significant impact on SWB
Economic development	Negative relationship between level of development within the region and the tourist's likelihood of returning to the location; indications of overdevelopment and congestion significantly reduce the likelihood of returning.	High level of development increases tourist dissatisfaction; indications of overdevelopment and congestion significantly reduce tourist satisfaction. Peace, quiet and not overcrowded important to satisfaction.	Significant positive relationship between economic growth or development and SWB (e.g. using growth in GDP rates as a proxy for this factor).
Quality of social capital	Fear of becoming a victim of crime and	Positive relationship with	Positive relationship with SWB, including

	<b>Probability that a tourist will return</b>	<b>Tourist's overall trip satisfaction</b>	<b>Overall satisfaction with life</b>
	concerns about safety can be a factor in deciding whether to revisit and many would not recommend a high crime location to friends or family.	tourism; tourists don't wish to visit locations with high crime levels or regions considered dangerous due to risk of terrorism, crime or natural disasters.	measures of local political autonomy, political stability, rule of law and control of corruption, perceptions of crime levels and personal safety, degree of freedom and personal choice, and trust in others or society.
Quality of natural environment	Declining environmental quality, at least partly attributable to tourism, can cause stagnation or decline by reducing the attractiveness of the area, as described in the tourist area life cycle model; environmental degradation and visitor numbers above the	Better quality of environment, or being satisfied with environment, increases satisfaction with trip	Environmental factors significant impacts on SWB. Pollution, including air pollution and noise levels, significantly reduce SWB. High quality environmental amenities, such as living near the coast or having good views, enhance SWB whilst proximity to landfill

	<b>Probability that a tourist will return</b>	<b>Tourist's overall trip satisfaction</b>	<b>Overall satisfaction with life</b>
	environmental carrying capacity has been found to be a limit to growth.		sites reduces SWB. The quality of ecosystem services provided by the environment enhances SWB whilst environmental disasters, such as forest fires and flooding, have a negative impact.

Table 7. The impact on tourist revenue resulting from various possible scenarios.

<b>Change to particular factor</b>	<b>Scenario explaining change to factor</b>	<b>Policy decisions that could result in this change</b>	<b>Estimated impact on annual tourist revenue in GBRWHA</b>
<b>Negative scenarios</b>			
Perception that a lost wallet would	10% decrease in the average perception of tourists visiting the	n/a	Reduction of \$305,000

<b>Change to particular factor</b>	<b>Scenario explaining change to factor</b>	<b>Policy decisions that could result in this change</b>	<b>Estimated impact on annual tourist revenue in GBRWHA</b>
be returned reduces	region that a lost wallet would be returned		
Construction intensity increases	10% increase in average proportion of workers in the region employed in the construction industry	n/a	Reduction of \$392,000
Water turbidity increases (that is water clarity worsens)	10% increase in true (not logged) average water turbidity in the lagoon	n/a	Reduction of \$430,000
<b>Positive scenarios</b>			
Total suspended solids (TSS) reduce in all rivers, consequently reducing water turbidity (that is water clarity	25% reduction in TSS in each of the rivers flowing in to the GBR lagoon	Land holders across the GBR catchment area could be required to adopt strategies that would reduce the level of total suspended sediment	Increase of \$89,000



Change to particular factor	Scenario explaining change to factor	Policy decisions that could result in this change	Estimated impact on annual tourist revenue in GBRWHA
improves)			
Total suspended solids (TSS) reduce in all rivers, consequently reducing water turbidity (that is water clarity improves)	50% reduction in TSS in each of the rivers flowing in to the GBR lagoon	Land holders across the GBR catchment area could be required to adopt strategies that would reduce the level of total suspended sediment	Increase of \$178,000
Total suspended solids (TSS) reduce in certain rivers only, consequently reducing water turbidity (that is water clarity improves)	Daintree and Russell-Mulgrave catchments reduce the TSS within those rivers back to the levels experienced before the arrival of European settlers, TSS loads in the other rivers maintained at current levels, thus reducing water turbidity in the GBR lagoon	Land holders in specific river catchments could be required to adopt aggressive strategies to reduce sediments whilst land holders in the remaining river catchments could be required to maintain loads at current levels.	Increase of \$12,000

## Conclusion

This research investigated three important issues relating to: the factors influencing tourist satisfaction; the likelihood of tourists returning; and the potential regional economic impact from variations in tourist satisfaction that occur in response to social, environmental and economic changes. For example, the GBR case study reveals that tourist satisfaction in this region is influenced by increased perceptions of crime, increased construction activity or increased water turbidity. However, the methodology used in this case study can be transferrable to any other tourist location around the world.

A significant positive relationship was also found to exist between trip satisfaction and the likelihood of repeat visits in the GBR case. Based on this finding, it is apparent that tourism regions can increase the numbers of repeat visitors if tourist trip satisfaction can be increased. This clearly calls attention to the importance of research that improves understanding of these influencing factors.

Moreover, trip satisfaction was found to be affected by environmental, social and economic factors, in addition to income, whether they visited the Reef and whether they had just arrived in the region, as indicated in the GBR case. The importance of the economic, social and environmental factors indicates that tourist satisfaction is impacted by the actions of those outside of the tourism industry (such as the agriculture and construction industries in this case). It points out that important links exist between superficially unconnected industries; and these links must be taken into account when considering developments to other industries to ensure the future success of the tourism industry in attracting new and repeat visitors.

Furthermore, changes to perceptions of crime, construction and water turbidity could have a significant regional economic impact – because these factors affect tourist satisfaction which, in turn, affects the likelihood that tourists will return in future. Another important contribution from this research is that it enables the impact on annual tourist revenue resulting from changes to these factors to be quantified, enabling sophisticated cost-benefit analysis of different scenarios to be conducted as part of any policy development process. This approach has great potential to be used in the research areas where non-market evaluation technique is needed.

In conclusion for tourism to remain viable into the future, one requirement is for visitors to experience high levels of trip satisfaction, therefore having a greater likelihood of returning to the region. Environmental, social and economic factors all have quantifiable impacts on the tourist's trip satisfaction and therefore their likelihood of revisiting, evidencing the complex interactions between industries. The successful development of the tourism industry cannot be achieved in isolation but requires a holistic view to be taken of the development of all industries across the region as a whole.

**Exercise 1: Use context clues to get the meaning of the words/phrases and give their Russian equivalents.**

tourist trip satisfaction, to reflect non-linear relationship, low income visitors, overdevelopment and congestion, concerns about safety, issues relating to, attractiveness of the area, transferrable, these influencing factors, to ensure the future success of the tourism industry, must be taken into account, to adopt aggressive strategies, to reduce the level of

**Exercise 2: Read the statements below and determine whether they are true or false. If the statement is false, correct it.**

1. However, the methodology used in this case study cannot be transferrable to any other tourist location around the world.
2. A significant positive relationship was also found to exist between trip satisfaction and the likelihood of repeat visits in the GBR case.
3. Based on this finding, it is apparent that tourism regions can increase the numbers of repeat visitors if tourist trip satisfaction can be increased.
4. Moreover, trip satisfaction was found to be affected only by environmental factors, in addition to income, whether they visited the Reef and whether they had just arrived in the region, as indicated in the GBR case.
5. The importance of the economic, social and environmental factors indicates that tourist dissatisfaction is impacted by the actions of those outside of the tourism industry (such as arts and crafts).
6. This approach has great potential to be used in the research areas where non-market evaluation technique is needed.
7. Environmental, social and economic factors all have quantifiable impacts on the tourist's trip satisfaction but not on their likelihood of revisiting, evidencing the complex interactions between industries.

Название: **“Worldwide hedonic prices of subjective characteristics of hostels”**

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The definition of the project for the accommodation establishment is a highly complex process where a long list of services and physical characteristics must be defined. The planner must choose whether the property will include characteristics such as a swimming pool, large rooms, sea view, food services and many other. Each specific decision might be seen as a conditional profit maximization problem where the revenue expected from the item being evaluated is compared to its cost, provided all other characteristics of the business and its environment.

The problem is that the market price of a particular characteristic is usually difficult to assess. An overnight at an accommodation establishment generally includes access to most services and facilities available. Thus, an overnight might be understood as a package of several different items. Since each element is not traded separately in the market, its value for the consumer is difficult to measure. How much would the consumer be willing to pay for a better location of the accommodation establishment? What is the accommodation market price of a better location? When a guest pays a specific price for the overnight, it is hard to tell how much of it was due the establishment's location.

Analytically decomposing total prices by different characteristics can be done through hedonic price techniques. By recognizing that prices vary across offers of differentiated products, this method is able to estimate the market price of each characteristic of a good or service. In this paper, hedonic prices are used to analyze the impact of different characteristics on prices of hostels worldwide.

This category of accommodation service is traditionally characterized by dormitory-style accommodations with basic, shared and supervised facilities.

Previous hedonic price studies about accommodation establishments have relied on objective characteristics, such as distance to attractions and the presence of different facilities. However, what actually makes the difference for explaining consumer behavior is not any objective characteristic, but rather the individual's perception of it. Thus, objective characteristics are no more than proxies for the actual explanation of the price composition. Moreover, accommodation is a service, rather than a good. Considering that the ultimate offer is an experience, it is necessary to recognize that some characteristics of the accommodation service are intrinsically subjective. The atmosphere as a characteristic of a hostel is an unquestionable example of this. Considering these arguments, this study relied on subjective characteristics of hostels as rated by their guests in order to explain market prices. This innovative approach, besides being more direct than the previous one, is able to provide information on characteristics that were not examined in the previous literature. [...]

This study analyzed only accommodation establishments classified as hostels. Information about the complete Hostelworld's list of 9377 hostels located at 2114 cities of 134 different countries were gathered in January 2015. For hostels offering only one type of accommodation, a single price was recorded. For those offering dormitories and private rooms, the average of both prices was considered. Regarding price variations related to different dates, the minimum available price for any date was recorded. Considering the positive skewness of registered prices, values were transformed into their natural logarithms. Therefore, the final dependent variable of the model was the natural logarithm of the average of minimum available prices in US\$ for each hostel. Outliers representing the 0.25% lowest and highest percentiles for prices of each type of accommodation were excluded from the dataset due to the high probability that

these values represent transcription errors or other sorts of unrealistic prices. After outliers elimination, the sample size dropped down to 9342 hostels.

The main explanatory variables regarded guests' ratings of six hostels' characteristics: atmosphere, cleanliness, facilities, location, staff and security. The characteristic *value for money* was dropped from the original Hostelworld list of ratings since it intrinsically refers to the relationship between price and overall rating, thus bringing endogeneity problems to the model. The overall hostel rating was not included in the model since it is just a linear combination of lower level ratings. Each rating varies from 0% to 100%, representing the mean of individual ratings informed by guests who booked their accommodation through Hostelworld. The website display no rating information for establishments with less than 12 months in Hostelworld and for those that received no review over the previous 12-month period. Due to this limitation, 1324 hostels had to be dropped out of the dataset, taking the sample size down to 8018 establishments.

The natural logarithm of the total number of ratings received by each hostel was also included as an explanatory variable in order to capture potential scale effects. Besides, two dummy variables were used to indicate whether the price of each specific observation referred to dormitories, private rooms or the average of both. A graphical synthesis of the model is presented at Fig. 1.



Hostels' prices vary according to their city since inputs' prices vary geographically. However, since the number of cities examined in this study is very large, the estimation city effects on hostels' prices by using dummy variables would be cumbersome. A better solution was to use a fixed effects regression model where cities were considered to have an individual effects on prices and to be correlated with other explanatory variables. In summary, the estimated model was

$$\ln(P_{ij}) = \sum_{k=1}^K \beta_k X_{ijk} + \theta_D D_{ij} + \theta_P P_{ij} + u_j + \varepsilon_{ij}$$

where P is the price, X is the rating of a characteristic, D is a dummy variable indicating that the price refers to accommodation in dormitories, P is a dummy variable indicating that the price refers to accommodation in private rooms, u is the city effect,  $\varepsilon$  is a random error term,  $\beta$  and  $\theta$  are parameters to be estimated, i indicates the hostel, j indexes the city and k refers to each specific characteristic. [...]

Table 2. Hedonic prices' estimates.

Variable	Coefficient	Standard error	p-value
Atmosphere	0.078	0.059	0.185
Cleanliness	0.317	0.056	0.000
Facilities	0.172	0.064	0.007
Location	0.200	0.041	0.000
Staff	-0.143	0.058	0.014
Security	0.038	0.062	0.545



<b>Variable</b>	<b>Coefficient</b>	<b>Standard error</b>	<b>p-value</b>
Number of reviews (ln)	-0.028	0.003	0.000
Dormitories	-0.168	0.011	0.000
Private rooms	0.128	0.013	0.000
Constant	3.415	0.036	0.000

Among the six hostel characteristics under scrutiny, two were found to have non-significant effects on prices: atmosphere ( $p = 0.185$ ) and security ( $p = 0.545$ ). Thus, managers should not be willing to spend a considerable share of their resources on the improvement of these two characteristics. The effect of staff was estimated to be negative and significant ( $p = 0.014$ ). Thus, better staff ratings are associated with lower hostel prices. The negative signal could potentially be explained by a correlation of staff ratings with other non-valued characteristics omitted in this model.

Three other characteristics were found to have positive and significant effects on hostels' prices: cleanliness, facilities and location. Among these, cleanliness is the most relevant factor. A 1% increase in its average rating is associated with a 0.317% increase in hostels' prices. In the case of location, a similar rating improvement leads to a price increase of 0.2%. Finally, for hostels' facilities a 1% improvement in the average rating is associated with a price increase of 0.172%.

The number of reviews is associated with lower prices. As the number of reviews increases 1%, hostels' prices decrease 0.028%. This could be associated

with economies of scale, where larger hostels are able to charge lower prices, at the same time that they have more guests and consequently a greater number of reviews. Finally, it is useful to note that accommodation in dormitories is about 30% cheaper than in private rooms ( $0.128 - (-0.168) = 0.296$ ).

Managers should be willing to invest in improving these characteristics of their hostels as far as the revenue growth arising from price increase is sufficient to finance a better service able to boost hostels' rating by a respective percentage. For instance, the manager should be willing to afford a better location that provides a 1% better rating always that the cost of this location is lower than the revenue growth correspondent to a 0.317% price increase. This analysis is slightly different for elements of fixed costs, such as location, and for those associated with variable costs, such as cleanliness. The analysis is obviously context dependent. In particular, it depends on the real estate market, geographical characteristics of the destination, competition, suppliers and consumer preferences. It is relevant to stress that the set of estimates presented in this paper reflects a global mean that might vary across different countries and destinations. However, it is also true that the demand for hostels is quite globalized, indicating that geographical variations of preferences might be not so relevant.

**Exercise 1: Use context clues to get the meaning of the words/phrases and give their Russian equivalents.**

accommodation establishment, revenue, to have positive and significant effects on, private rooms, a package of several different items, to boost hostels' rating, consequently, staff ratings, to charge lower prices, non-valued, cleanliness, value for money, due to the high probability, potentially, actual explanation, competition, to finance a better service

**Exercise 2: Read the statements below and determine whether they are true or false. If the statement is false, correct it.**

1. The planner must choose whether the property will include characteristics such as a swimming pool, large rooms, sea view, food services and many other.
2. Managers should be willing to invest in improving these characteristics of their hostels as far as the revenue growth arising from price increase is insufficient to finance a better service able to decrease hostels' rating by a respective percentage.
3. Hostels' prices vary according to their city since inputs' prices vary geographically. However, since the number of cities examined in this study is very large, the estimation city effects on hostels' prices by using dummy variables would be cumbersome.
4. Three other characteristics were found to have negative effects on hostels' prices: cleanliness, facilities and location.
5. For instance, the manager should be willing to afford a better location that provides a 10 % better rating always that the cost of this location is lower than the revenue growth correspondent to a 0.317% price increase.

## Translation Workshop

*Exercise: Translate the following texts into English.*

1. Название: “Туризм как познание мира”. Источник: Вестник СПбГУКИ. № 2 (15) июнь. 2013. С. 44-48.  
<https://cyberleninka.ru/article/n/turizm-kak-poznanie-mira>

Историческое познание является любимым жанром туристов. Но оно не всегда понятно, и поэтому требуются пояснения. Эти пояснения дают гиды, живые интерпретаторы памятников истории, есть и путеводители. Но лучше всего, отправляясь в путешествие, прочесть какую-нибудь книгу о стране, куда вы направляетесь, будь это научный трактат или воспоминания путешественника. Еще лучше ознакомиться с литературой о цели вашего путешествия, отправляясь в дорогу, и второй раз перечитать это, вернувшись. Но это уж программа максимум, которую редко удастся осуществить. Некоторые путешественники, вернувшись домой, пишут книги о своих поездках. Это хорошее закрепление памяти увиденного и может быть бессознательный анализ того, что было усвоено. Таковы некоторые наши соображения о туризме как познании.

В начале XIX в., когда возник термин туризм и путешествия этого рода стали называть этим словом, туризм был элитарным. Путешествовали немногие состоятельные люди. Сразу появились попытки разобраться в том, что такое туризм. В Англии появились первые очерки о туризме, принадлежавшие перу Вильяма Хэзлита и Роберта Луиса Стивенсона, того самого, который написал «Остров сокровищ». Они описывали путешествия как погружение в новую среду, рекомендовали не брать с собой никого из друзей или просто попутчиков, чтобы случайно не разбавить новые впечатления воспоминаниями о старом. Путешествия стоили денег, нужны были кареты, гостиницы, обеды и ужины, но можно было путешествовать, просто бродя целыми днями по просторам

английских лугов, и тогда это не требовало расходов. Очерки английских писателей о туризме вошли в классику английской литературы и литературы о путешествиях вообще.

Потом наступила эра массового туризма. Чем более массовым становился туризм, тем резче становилось заметным смещение акцента с познания на развлечение. Возник так называемый «пляжный туризм». «Пляжный туризм» – это наркотизированное палящим солнцем многочасовое лежание на берегу моря, когда не только что познание, но и всякая мысль отсутствует. Зато много еды в буфетах и ресторанах, полное безделье, «сафари», которое вовсе не охотничьи вылазки, а путешествия на комфортабельных машинах с запасами еды и питья и частыми остановками – пикниками для поглощения всего этого. Но что-то из познания все-таки осталось.

Между тем туризм становился все более массовым, в нем стали принимать участие миллионы людей, он стал частью экономики многих стран. Если познания в нем становилось все меньше, то требовалась какая-то замена ему. Буржуа-путешественник хотел чувствовать себя познающим субъектом. И появилось то, что в названии одной английской статьи было названо «инсценированной аутентичностью». Вместо подлинных исторических памятников делались муляжи. С помощью кукол и кукольного театра воспроизводились популярные сцены далекого прошлого. Устраивались особые «потемкинские деревни», в которых было очень мало подлинности и очень много инсценировки.

Во что превратился туризм, видно из рассказа одной девушки, которая отдыхала в Южной Испании на берегу моря и, вернувшись домой, поделилась со мной своими впечатлениями. Вот ее рассказ – насколько я мог его запомнить. – «На Коста Браво мы жили одной русской общиной. Все время купались, нас хорошо кормили, ну а развлечения – это были

разве что экскурсии. Вспоминаю одну. В 8 часов утра специальный автобус принял нашу туристскую группу, и мы двинулись в путь под солнцем, которое было уже палящим, несмотря на ранний час, по нашим меркам. Тряслись в автобусе 2 часа и, наконец, прибыли в Барселону. К этому времени моя голова уже разболелась самым мучительным образом. Стали возить от одного собора к другому. Соборы все старинные, один XII, другой XVI в., точно не запомнила. Солнце палило немилосердно, мы устали и больше не хотели видеть никаких соборов. Но нам сказали, что нужно посмотреть еще один, самый замечательный. Пришлось согласиться. Вернулись домой к вечеру, несказанно рады, что сейчас умоемся и ляжем в постель.

2. Название: “Туристский вектор в актуализации культурного наследия”. Источник: Современные проблемы сервиса и туризма. №2. 2016. Том 10. С. 19-28, <https://cyberleninka.ru/article/n/turistskiy-vektor-v-aktualizatsii-kulturnogo-naslediya>

Вопрос о принципах взаимодействия культуры и туризма поднимается во многих научных работах и документах ряда международных организаций – ЮНЕСКО, ЮНВТО, ОЭСР, Европейской комиссии по туризму, ATLAS и др. К основным международным принципам взаимодействия культуры и туризма относятся:

- непрерывность деятельности в области культуры;
- развитие социальной активности на местах, вовлеченность местного населения в туристские процессы;
- взаимодействие культуры и туризма на основе развития полноценной местной экономики;

- взаимоувязка деятельности в области культуры и туризма для получения «эффектов кластеризации»;

- институциональный потенциал, наличие организационных структур, обеспечивающих условия для взаимодействия культуры и туризма.

Таким образом, в международных принципах акцент сделан на локальном уровне: локальный контекст имеет первостепенное значение для эффективного взаимодействия культуры и туризма.

В России есть успешные примеры реализации этих принципов, правда, пока единичные. Наиболее яркий среди них – возрождение старинного купеческого села Вятское (Ярославская область) как туристской дестинации. Инвестиционный проект, служащий привлечению российских и иностранных туристов, поддержке интереса к богатой истории и культуре среднерусского села, возрождению традиций и промыслов Ярославской земли, был разработан и реализуется благодаря частной инициативе. На средства ярославского бизнесмена и коллекционера О. Жарова были выкуплены и отреставрированы 30 памятников архитектуры, обустроено десять музеев, приведено в порядок пять источников, построена гостиница, ресторан, трудоустроено 100 местных жителей. В 2015 г. историко-культурный комплекс «Село Вятское» стал первым членом Ассоциации самых красивых деревень России.

Культура и туризм представляют собой сложные общественные феномены. Для их эффективного взаимодействия необходимо создание специальных платформ и механизмов, основанных на партнерских отношениях среди широкого круга заинтересованных сторон. При этом важно, чтобы все участники процесса осознали значимость культуры не только для повышения туристской аттрактивности дестинации, но

значительно шире – для создания комфортной среды для жизни, работы и инвестирования.

Сложной проблемой является налаживание партнерских отношений между представителями сферы культуры, с одной стороны, и туризма – с другой. Ими движут разные, подчас противоречивые интересы: рыночные – общественные; получение прибыли – некоммерческие мотивы деятельности и т.д. Сектору культуры часто трудно понять прямые экономические выгоды от развития туризма, а в ряде случаев они действительно незначительны.

3. Название: “Развитие этнографического туризма в России”. Источник: Вестник РМАТ. №4. 2013. С. 3-12  
<https://cyberleninka.ru/article/n/razvitie-etnograficheskogo-turizma-v-rossii>

Этнографический туризм – одно из направлений культурно-познавательного туризма. Мировая практика доказывает, что подобный вид туризма способен удовлетворить целый ряд духовных потребностей человека. Наиболее важным в организации этнографического туризма является ознакомление участников с традициями и культурой различных этносов. Это в первую очередь система позиций, ценностей, норм поведения и принципы отношений между людьми в государстве. Этнографический туризм – это посещение существующих поселений, сохранивших особенности традиционной культуры и быта различных народов, это и знакомство с музеями народного быта.

Для России с ее многонациональностью и обширностью территорий именно всестороннее развитие внутреннего туризма может и должно стать тем фактором, который будет знакомить ее народы между собой,



укреплять горизонтальные связи между людьми и тем самым содействовать единству страны. А если учесть то обстоятельство, что главной идеологической и практической задачей в сфере межэтнических отношений является сохранение и укрепление единого и неделимого государства – Российской Федерации, то роль туризма станет вообще неоценимой. Тем более, что туризм неотделим и невозможен вне рамок национального согласия и мира, он может играть неоценимую роль в процессе налаживания дружественных отношений между российскими народами.

Известна позиция ЮНЕСКО, согласно которой туризм является одним из главных факторов культурного и гуманитарного развития, способствующего сохранению мира и сближению народов путем ведения «диалога между культурами». Необходимо добавить, что не только между народами разных государств, но и между разными народами, проживающими в границах одного государства. Иными словами, национальный мир и согласие – это та благодатная почва, которая будет питать и развивать туризм. [...]

Самыми распространенными способами предоставления этноориентированного туристского продукта являются:

- собственно этнографические туры, включающие в свои программы кратковременное или относительно длительное пребывание в какой-либо одной или нескольких развивающихся этнокультурных средах;
- этноориентированные туры, предполагающие посещение этнографических музеев, передвижных этнографических выставок, мест компактного нахождения этнокультурных объектов либо участие в фольклорных фестивалях, народных ярмарках, этнорелигиозных и календарных праздниках. При комбинировании этнографического и экологического туризма общей для них целью становится знакомство

туриста с традициями и природным окружением конкретных народов. Туристы находятся в реальной этнокультурной и природной среде, питаются блюдами национальной кухни, принимают участие в традиционных занятиях (выпас животных, ловля рыбы, плетение изделий из лозы или других природных материалов и проч.). Основным принцип такого этноэкологического туризма – «не навреди», или сохранение природного, социального и культурного многообразия.

Наиболее часто этноэкологический туризм встречается в местах традиционного проживания и традиционной хозяйственной деятельности коренных малочисленных народов Севера. Применительно к этим народам он выступает важным средством развития традиционной экономики. Кроме того, поддержка этнографического и этноэкологического туризма в названных регионах, предусматривающая активное вовлечение в туристскую деятельность представителей малочисленных народов, обеспечивает устойчивое развитие самих территорий их проживания. Потенциал туризма в России не раскрыт, еще не все резервы государства вовлечены в этот многоплановый процесс, не все потенциальные ресурсы страны задействованы. Это подтверждается и тем фактом, что доля туризма в ВВП страны составляет лишь 3%, что откровенно мало для нормального общения народов России, жителей разных ее регионов между собой.