

Experience of European Countries Implementing Innovative Approaches in Tourism Development

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Abstract: A key aspect that causes the need for innovation in the tourism sector is the fact that tourist activities not only form the travel services in the territory, but also serve a source of revenues for the region, and cause the development of many related sectors of the destination's economy. Many states create special national organizations to promote various types of innovations in tourism, realizing that it is an innovation activity that is the main factor of economic growth. Such organizations are established in the UK, Spain, Poland, and other countries. The essence of the innovative approach in tourism is creating new and improving existing services, developing new markets, establishing strategic business alliances, implementing extensively contemporary information technologies, and applying new management forms and methods. It is the effective application of innovations that leads to the creation of competitive tourist products and services both on the national and international markets. The article focuses on the achievements of scientists considering the need to apply innovative management for the effective development of the tourism business. The authors compare the experience of various European countries and companies which implement innovative approaches in the development of the tourism industry, as well as in the field of tourism business; consider the Russian experience of implementing innovative approaches in tourism activities; and draft proposals for the development of tourism in Russia.

Keywords: national organizations, economy, services, tourism industry.

1. INTRODUCTION

The modern market world is characterized by global processes and factors that influence not only the development of global territorial systems but also significantly change the influence and regulation mechanisms at local territorial levels. Innovation and informatization based globalization, the rapid development of information technologies, and a critical level of hyper-competition at all levels of economic and political relations lead to the need to increase the attractiveness of the territory.

Today, the concept of the attractiveness of the territory is gaining new practical significance and should include new approaches and innovative strategies aimed at leveling the socio-economic imbalance and creating socially safe (including environmental) living and business conditions for the region's population, as well as for

tourists and investors. In this regard, it is expedient to create markets for tourist services based on innovation and investment policy and effective innovation management that will make it possible to activate the development of the domestic tourism sector. International practices indicate that the application of innovations leads to the creation of competitive tourist products and services on both national and international markets.

Analysis of the scientific economic literature on the issues concerning innovation in tourism indicates the existence of different approaches to the definition of this term. Taking into account the fact that a large number of various enterprises belong to the tourism sector, it is difficult to define the essence of this concept.

Thus, according to G.N. Efimov (2012), innovation in tourism results from applying new products in the tourism industry with increasing its efficiency and obtaining, first of all, a commercial effect that should ensure the sustainable functioning and development of the industry. V.S. Novikov (2011) believes that tourism innovations are various organizational and managerial innovations consisting of purposeful changes made at different levels of the tourism industry.

Yu.I. Abulyan (2013) define innovation in tourism as new developments that are accompanied by rehabilitation and development of tourists' moral courage and physical vigor; qualitatively new changes in the tourism product; improvement in the efficiency of the tourism infrastructure, as well as management of sustainable functioning and development of the tourism sector in the country. According to the author, innovation in tourism increases the efficiency of the processes of formation, positioning, and consumption of tourist services; leads to progressive changes in factors of production (for example, reducing the transportation period through the implementation of new high-speed modes of transport, improving the working conditions of tourism industry employees, implementing new progressive methods (mechanisms) for converting factors of production into services, etc.); as well as improves the image and competitiveness of tourism industry enterprises.

C.M. Hall and A.M. Williams treat tourism innovation as the creation, adoption, and implementation of new ideas, processes, products or services, as well as the ability of the tourism sector to be changed and adjusted (Hall, Williams, 2008). A.-M. Hjalager considers innovation in tourism to be the process by which a new idea or practice becomes useful, as well as new ways to solve various tasks to meet the needs of people (Hjalager, 2010).

One of the most important theoretical aspects of defining innovations in tourism is their classification. The complexity of developing classification is related to the multi-aspect nature of the research object, as well as to the fact that tourism belongs to the service sector, and innovations in tourism are based on service.

C. Hipp and H. Grupp (2005) divide researchers, who study the features of innovation in the service sector, into two groups. Proponents of the so-called assimilation approach do not distinguish service innovation from product innovation. In their opinion, the same approaches and methodology can be applied to the study of innovative processes in the service sector as for the production of goods. Supporters of the differentiation approach believe that there is a difference between service and production innovations. Service innovations are specific and differ from production innovations, and as a result, proponents of this approach point to the need to use special assessment methods and policy tools for service innovations.

The review of existing classifications of innovations in the tourism industry also pointed to the lack of a clear definition of this term. Thus, D. Jolly and F. Dimanche focus on product innovations as key innovations for the tourism sector, since they determine the transformation of the product's consumer properties and its positioning in the market (Jolly, Dimanche, 2009).

J.J. Liburd defines the following types of innovations in tourism: product (creating new tourist products and services, types of tourism, directions, routes, and territories), technological (using ICT, new equipment and technologies, new forms of accounting and reporting, improving the quality of services, innovations in transport services, etc.), marketing-based (developing new market segments, new models of positioning and advertising of tourist products, as well as tourist and recreational areas), organizational and managerial (implementing new forms and methods of tourist activities and their organization management, improving information support), service (introducing advanced training methods, training, and retraining of personnel, developing innovative models of tourist service, etc.) (Liburd, 2012). According to the classification proposed by K. Weiermair, seven types of innovation can be distinguished in tourism, namely product, marketing, environmental, organizational, process, structural, and social (Weiermair, 2006).

The analysis of innovations in the tourism industry is based on the application of the following methods: the case method used to compare the experience of various European countries and companies implementing innovative approaches in the development of the tourism industry, and in tourism business; comparison method used to compare the experience of European countries and the Russian experience in tourism activities; generalization method used to generalize the experience of European countries to draft proposals for the tourism sector development in Russia.

RESULTS

International experience

Innovations in the tourism industry, as well as in other service industry sectors are based on the implementation of scientific and technological progress. Thus, since 2001, Finland has been promoting the national database as a service.

This database includes files with information about attractions, accommodation facilities, events, tours, and excursions, as well as phone numbers of tourist offices. The implemented innovations led to the development of partnerships and opened up prospects for the wide dissemination of information in tourist regions worldwide, and by the middle of the first decade of the new century, Finland has become one of the most popular tourist countries in Europe (Efimova, 2012).

As successful examples in this area, one can note the creation of contemporary high-tech complexes, for example, a 3D planetarium in the Czech city of Pilsen. There are less than a dozen similar ones around the world, and therefore, with the opening of this unusual object, the tourist flow to the city has increased by almost ten percent.

Another successful example of innovation in the tourism sector is the creation of interactive and virtual museums, and even the use of QR-codes in regular museums. These special tags, when scanned by mobile devices, allow tourists to get additional information about the exhibit (Weiermair, 2006; Platonova, Pogrebova, Krivosheeva, n.d.; Pogrebova, 2015).

Large scope for productive innovation activity opens up through the combination of different destination tours (Abulyan, 2013). Tourists coming to Prague can try themselves as actors. The local Three Brothers Production Studio offers an unusual service to everyone. One can combine a pleasant vacation in the Czech capital with a very pleasant opportunity to act in a movie by contacting the Studio and paying for such a movie production.

Tourists are given a choice of one of the roles, costumes, and props. Several hours of working with professionals in the movie industry will result in a short-length movie with a tourist in the lead role, which will be mounted immediately and handed as a gift on a DVD (Hall, Williams, 2008). By prior arrangement, it is possible to produce a movie with the participation of a whole group of tourists. The roles and themes of the movie can be very different from a historical knight's thriller or Western, to a military or romantic story.

Several tourist attractions are based on environmental motives. In the UK, more and more couples arrange so-called green weddings which are primarily aimed at preserving nature. Guests are required to arrive on bicycles; the bride chooses a dress made from recycled fabrics, while dishes served at the table are made from farm-grown vegetables. Newlyweds are given donations made on their behalf to one of the world's environmental funds. Green brides refuse a wedding bouquet, motivating this by the fact that there is no need to destroy the flowers for the sake of a momentary whim (Weiermair, 2006).

The first park for walks barefoot recently opened in Hungary. It is located in the Tabajd village in the Fejér county of the Central Transdanubia Region. The park has many walking paths with different types of coverage. Each route has a sign with information about the materials used. The park has paths filled with sand, soil, peat, pine bark and pine cones, the bark of other trees, and river pebbles. Visitors are invited to walk along several paths and compare sensations. A stream running along the paths allows guests to walk also on cold water.

The creation of places and events as new tourist products is the main technology of the contemporary tourist business (Liburd, 2012). In Greece, there are almost no real ruins that can make a visual impression on the tourist. However, the tourism industry of this country ingeniously uses the concept of virtual places and events as a full-fledged tourist product.

Tourism researchers have even identified a kind of endemic effect: wines, sweets, souvenirs, traditional dishes, and folk style products are enthusiastically consumed by tourists in the area where they are produced, often without assessing their quality. But the same products and souvenirs that were such attractive during tourists' stay in another country, being brought by a tourist to their home, often lose their attractiveness, taste, and originality (Novikov, 2011).

Contemporary tourist business not only uses world events, making them its product but also creates such events. The famous Oktoberfest in Germany, the chocolate festival in Italy, wine festivals in France, numerous fairs, biennales, and exhibitions become objects of tourist interest. From the perspective of tourist technologies, an oatmeal contest in Cambridge and unique souvenirs, such as stones from the Parthenon, which are delivered in Athens daily by trucks from the nearest quarries, are the events of the same order (Hjalager, 2010). When purchasing exotic souvenirs, the tourist seems to put together a mosaic picture of the world, marked with symbols and signs places that he likes (Jolly, Dimanche, 2009).

Currently, the business technology of package tours has transformed previous educational and cultural tours, which are more difficult to standardize and unify. Formerly, tours to cultural and historical places of European capitals were created. The emerging common space of Europe created favorable conditions for such trans-European routes.

The exceptional cultural and historical richness of all European capitals made any set of cities unmistakably attractive. The uniqueness of London, Amsterdam, Paris, Berlin, Budapest, or Vienna ensured the demand for the most standard cultural and educational tour. Besides, cultural trips to European cities due to the small distances between points allowed diversifying tours by changing transport, combining river, railway, and coach tours.

Russian experience

The development of tourist destinations is associated with the implementation of innovations in the tourism sector in their territory. Among the innovative destinations that are actively implemented in the regional tourism programs of the Russian Federation entities, one can distinguish the following (Platonova, Pogrebova, Krivosheeva, n.d., Pogrebova, Glinkina, Kozlovsky, 2018; Inozemtsev, 2018; Kak privilech v Rossiyu inostrancev, ne otmenyaya vizy, n.d.):

- creating brisk growth of tourist information centers in the entities of the Russian Federation, focused on the latest information and communication technologies, with the possibility of combining information about tourist opportunities on a single federal portal;
- creating a system of professional training, retraining, and advanced training of staff to work in the tourism sector that directly contributes to the development of the innovative activity, forming innovative processes and products;
- implementing innovative approaches in the organization of tourist product design, creating new types of the tourist product and modernizing existing ones, using new tourist resources that were not previously used, and identifying and using new market outlets;
- forming simulation mechanisms to implement innovations, taking into account the resource and energy-saving technologies, improving environmental efficiency in the tourism sector and related industries;
- sharing experience on practical issues of innovation implementation in the tourism sector and developing the tourist services market.

Innovative activities in the tourism sector are aimed at creating a new or changing an existing tourist product and, currently are developing in three main areas (Hipp, Grupp, 2005):

1. implementing organizational innovations, i.e., innovations related to the development of tourism business and a specific enterprise into the management system and structure based on advanced technologies, workforce policies based on continuous professional development, ensuring sustainable development of the enterprise based on rational economic and financial activities;

2. implementing marketing innovations that allow identifying and meeting the needs of target consumers, as well as attracting a yet-to-be-covered client base;

3. implementing periodic innovations aimed at changing the consumer attributes of the tourist product and giving competitive advantages (implementation of innovative products).

Russia has a huge potential for implementing innovations in the development of domestic tourism from the standpoint of offering unique tourist products in many types of tourism sector having no analogs. Resorts on the Black Sea and Baltic Sea promote not only beach holidays, but also offer innovative solutions for treatment and wellness at sea. Many health resorts in Russia, in addition to purely medical treatment courses, offer comprehensive programs, such as Beauty and Health, Anti-Stress, Planet of the Future, and Babel Tower. These projects not only provide individual medical and dietary programs but also offer interesting creative entertainment. New programs, such as Beauty Tours and Anti-Stress Tours are in particular demand among tourists. They suggest an interesting, well designed, competent combination of modern treatment procedures with sightseeing programs and holidays (Hall, Williams, 2008).

The Trip to Sochi program, which offers completely different medical treatment courses combined with cultural tourism, is of particular interest among innovative projects. Adventure tours that were developed in recent decades, have become an innovation in the tourism sector. These tours are actively implemented in the recreational tourism canvas and have been actively developed in both the southern and northern regions of the country. The six-day active tour Crimean Adventure and the longer tour Crimean Trip around the World are very popular among tourists. The author's multi-active tour Great Caucasian Adventures covers all the most interesting areas of the Western and Central Caucasus (Abulyan, 2013).

The Far North provides a chance to observe the northern lights and go on unique ethnic tours to the Northern peoples, as well as takes part in deer safaris around the tundra. The presence of mountains opens up opportunities for all types of mountain tourism (mountaineering, caving tourism, hiking, rafting along turbulent mountain rivers, ski tourism, mountain biking, and flying on a delta plane), as well as a spa treatment in places with mineral water sources. The full-flowing, wide and extended Volga, Yenisei, and Lena rivers are destined for cruises, fishing, rafting on rafts, catamarans, and boats. The seas of the North-West of the country are one of the cruise tourism destinations.

The forests of Central Russia, the foothills of the Caucasus, the taiga of Siberia and the Far East are full of animals and birds, which attract fans of hunting tours. In Russia, there are enough places with untouched, wild nature that creates ideal conditions for conducting environmental tours. Unlike many European countries, traveling across the expanses of Russia, a tourist may not encounter people for a long time. In Siberia, for a few hours of driving on the highway, laid right in the forest, a tourist may not come across a single car. But very likely tourists may be able to spot a brown bear among the trees a couple of times. In the Astrakhan Region, during the transfer to the place of fishing in the Volga Delta, the huntsman will show flamingos, pelicans, and other rare birds. Horseback riding in a fairyland of the Mari El Republic will not leave indifferent lovers of nature (Efimova, 2012).

The Moscow Region is currently developing rapidly in several innovative tourist destinations. Several new travel projects are being developed in the Moscow Region. The

accent is made on the small historical cities surrounding Moscow on three sides (Kolomna, Serpukhov, Mozhaisk, Volokolamsk, Klin, Dmitrov, Sergiev Posad, and the village of Rogachevo). These localities have not only diverse museums and several already established tourist centers, but also modern boarding houses, sanatoriums, and campsites. Currently, the Eastern destination is being developed, which also has its prospects (Noginsk, Orekhovo-Zuyevo). Auto tours, river cruises, ecotourism, and developing rural tourism with authentic programs are becoming of great interest. Routes are being developed for old suburban estates. The entertainment complex Royal Hunting was created in the Klin District of the region. The main building of the complex is stylized as a medieval castle with three restaurant halls, billiards, and theater workshops. Jousting tournaments are held in the complex, as well as trips in old carriages or on a troika (three-horse carriage) (Liburd, 2012).

Ancient Russian cities of Ples, Palekh, and Kineshma for the production of national crafts are situated in the Ivanovo Region. Currently, routes to these places, which became popular in the Soviet era, are being resumed. Also, in the Ivanovo hinterland, new destinations in tourism are emerging. Village-based recreation called Immersion in Rural Everyday Life is receiving special development. A new plan for expanding the tourist infrastructure is currently being developed in Karelia. The Karelian Holidays project has already been implemented. A network of suburban tourist villages has been built for various festive theatrical events.

Chukotka mainly hosts cruise tourists from the ships. Sightseeing tours include getting to know the local nature and authentic culture, taking part in hunting, and national holidays, such as the fisherman's holiday or the whale's holiday. Recently, tourism projects have included dog and reindeer sledding, as well as the sale of local souvenirs taking into account the tourists' needs and opportunities. For example, Americans are prohibited from importing items made of whalebone and walrus bone to support their producers. Chukotka craftsmen began to make their items from the deer horn and other materials.

The example of Nizhny Novgorod is quite indicative. Citizens and city visitors have recently become participants in a new project developed by universities that train specialists in tourism. Students of specialized universities walk along the streets and tell everyone about the sights of Nizhny Novgorod. The guys are dressed in a dark red baseball cap and a similar vest. Thus, they contribute to the tourist image of the city as the cultural capital of the Volga Federal District. Recently, the Nizhny Novgorod province has been recovering and developing traditional folk crafts. Towns of Gorodets and Semenov offer tourists new interesting programs. So, Gorodets, in general, is a museum city with architectural buildings of the 12th century, while Semenov is attractive to tourists for its old believers' monuments and, of course, folk crafts.

Russian tour operators in the city of Rybinsk, the Yaroslavl Region, offer the project of a completely new type named Russian Atlantis or Russian Pompeii. The project is based on visiting the flooded town of Mologa, 20 km from Rybinsk. The city lies at a depth of 1 m 30 cm and is accessible to tourists in dry summers. Currently, a program is being developed to make this unique tourist destination a permanent tour.

Proposals for tourism development

In recent years, several new most interesting routes have appeared in Russia in various parts of the country. Some of them are designed based on previous developments, but mostly these are completely new tourist offers:

- *Where did the Russian land emerge from?* – a journey through North-Western Russia;

- *Imperial residences of the Romanov dynasty* – architectural and historical tour;

- *The Don of Cossacks* – the tour includes sightseeing of local natural, historical, and industrial attractions as well as offers an interesting ethnographic program;

- *Medieval fortresses of Russia* – a completely new tourist product in the North-West of Russia;

- *Baikal – a legend of Russia* – tour to the most beautiful lake in the world, getting to know the customs of the local population;

- *The charm of the Russian hinterland* – tours to small provincial historical towns of Russia, nature reserves and parks;

- *Villages of Karelia with singing traditions* – an international project in the Kalevsky District; project implementation provides currently ongoing reconstruction of old houses and the creation of traditional craft workshops; the implementation of the project will contribute to the development of the cultural potential of the region and the revival of old crafts;

- *Stone book of the White Sea area* includes the study of archaeological sites, including petroglyphs; the project contributes to the creation of a certain corridor between Finland and the North-West of Russia;

- *Pushkin ring of the upper Volga region* – a route through Pushkin places in the Central District of Russia;

- *Journey to Vedic Russia* – a tour to Veliky Ustyug, which includes bathing in dew and healing mineral springs, getting to know with ancient Russian Vedic mystery;

- *Russian literature masterpieces* – travel to places related to the life and work of famous Russian writers (Yasnaya Polyana, Tarusa, Melikhovo, etc.);

- *Find yourself in a Russian fairy tale* – a tour around traditional Russian folk crafts (Gus-Khrustalny, Gzhel, Gorodets, Zhostovo, Pavlov Posad, etc.);

- *Provincial ring of Moscow suburbs* – offers the sightseeing of over thousand history and culture monuments;

- *The Golden path of Russia* – a very interesting innovative project that offers a classic journey from Moscow to St. Petersburg but at a new tourist level. Most of the route passes through the Tver Region with its remarkable historical monuments. Innovations include visiting a specially created turkey farm with tasting of turkey dishes, taking part in the independent production of art objects in the Scarlet Flower private salon, as well as attending a sailing regatta;

- *The journey from St. Petersburg to Moscow* – is another, no less interesting version of the same tour. In this case, tourists travel in comfortable railway cars with old steam locomotives. Tourists pass through the summer blooming Vorkuta tundra, visit Yaroslavl, Vologda, Arkhangelsk, and Petrozavodsk;

- *Moscow festival Journey to Christmas* – the main streets of the city turn for a month into a huge magical space where the action of all the favorite Russian and foreign fairy tales unfolds in front of the guests, etc.

All of the above destinations represent a completely new tourist product on the market, which includes interesting integrated programs, and thus the products are very popular with tourists. Innovations in tourism destinations for children are always complicated and require the involvement of a large number of specialists in different areas. Only in the case of a professional and competent approach, new developments will represent children's tourism at a level higher than today.

One of these innovative developments is a new tourist destination called *Moscow City*. It will stretch from Neskuchny Garden to the city business center. This will be not just a new tourist destination; the project claims to be the most advanced development in the tourism business. Let consider its features.

This route will cover new architectural structures, namely, Europe Square at the site of the former Kievsky Railway Station square, a garden square with two fountains, designed based on the latest developments in urban landscaping, a new business and shopping center with a multitiered parking lot, two bridges over the Moscow River, a railway station and a hotel complex. Among attractions, there are the Donskoy, Andreevsky, and Novodevichy monasteries, the House of Artists, the Tretyakov Gallery on Krymsky Val, and the Victory Park on Poklonnaya Gora with its memorial complex.

Also, the route crosses the Moscow River twice, and each bridge offers beautiful panoramas of the city – the Cathedral of Christ the Saviour, the Kremlin towers, Sparrow Hills, the TV Tower, and much more. The newly designed tourist route will be pedestrian, while infrastructure that meets the latest standards in the tourism industry is being created along the route. Developers of these architectural and industrial novelties were awarded Crystal Daedalus, the Russian national award.

What's new in such a tourist city route is that it includes objects of modern tourism, completely different in terms of perception. This route will attract tourists by its diversity and ingenuity. It will be interesting both for those who are interested in modern architecture and urban planning as well as for fans of the historical past of the city.

Another new tourist product for visitors and Muscovites is the *Golden Island* project, which includes the territory of a conditional island bounded by the Moscow River and a Drainage Channel. The project involves the expansion of the pedestrian zone, but the most important and innovative in the project is the use of underwater space to create a cultural and entertainment *Water World* complex near the Moscow River.

A new tourist attraction, the *Russian Podvorye* cultural and entertainment complex, has been opened recently in Moscow. The complex includes a wooden Church of St. Nicholas, a museum of national costume, a blacksmith's yard and a ceramics workshop, where one can not only get to know the work of craftsmen but also try himself as an ancient blacksmith or potter. Besides, the complex is home to the

Treasures of Russia shopping house, the fairy tale theater called *Once upon a time*, and the *Palace of the Russian Meal*, whose title speaks for itself (Liburd, 2012).

Several completely new routes are being designed for the historical corners of the capital, the so-called old quiet center. And the opportunities here are simply inexhaustible. The above examples are practically the ideal new urban route.

Tour operators in St. Petersburg include in their new projects tourist objects that were unfairly bypassed in the past for various reasons (among them, not the last place is occupied by problems concerning the restoration of architectural monuments), such as the *Yusupov Palace*. Also, completely new routes and destinations are designed and brought to the market of tourist products (Hall, Williams, 2008).

Thus, in recent years, a familiarization tour around winter city named *Petersburg Voyage – White Days* has been designed and already received the recognition of tourists. This comprehensive program provides for a symbolic trip to the winter Petersburg of the 19th century with its wonderful masquerade balls and rich cultural life. One of the tours involves holding a New Year's Eve party at a ball in Tsarskoye Selo (Platonova, Pogrebova, Krivosheeva, n.d.).

Another historical project, the *Ice Palace of the Russian Empress*, is at the final development stage. This is, of course, about the construction of ice towns of the times of the Russian Empress Anna Ioannovna. Tourist groups will become direct participants in the snow games of the royal personages.

Such projects will undoubtedly bring a new deal to the low winter tourist season. Integrated city tours as a form of innovation practically include traditional excursions but in a novel combination. An example of a comprehensive city tour can be a walk in the evening Sochi with a night-time sightseeing of all the city's attractions and testing wines of the Black Sea coast of the North Caucasus.

New comprehensive tours were implemented in Yaroslavl devoted to the thousandth anniversary of the city (2010): 10-15-minute ride around city, 15-minute bell ringing concert, then riding on horse-drawn carriages along the route which includes city center and mansion of the 18th century, where a choice of a classical music concert or participating in a folk costume show was offered. This tour ends with a buffet served in the garden according to one of the offered options. As a result, tourists not only get the necessary minimum information about the history of the ancient Russian city but also become interactive participants in the historical show (Abulyan, 2013).

Corporate events can also be considered integrated city tours. Groups are offered a choice of any thematic or theatrical tour, and then – a social event at the historical site of the city (Museum and outdoors). Corporate tourism is the cultural canvas of business events. Often corporate parties are offered thematic support. For example, in the Vladimir Region, when conducting such events, certain programs developed specifically for such a case are offered: *Ball in a Noble Manor*, *Merchant Vladimir-Suzdal*, and *Rus Bogatyrskaya* (Heroic Russia).

Russian calendar holidays are often accompanied by corporate parties with theatrical programs, such as *New Year in Russian Traditions*, *Maslenitsa festival*, and *Night of Ivan Kupala*. Corporate parties are complemented by interactive participation in the theatrical performance, the organization of various fairs with ancient dishes, tasting of traditional drinks and meals, tea-parties, and souvenirs. With this approach, everyone wins: corporate employees get an interesting cognitive vacation, while the organizers of this festival receive funds necessary for the development of various tourist innovations.

Innovative approaches in the development of a tourist product today also affect religious tourism, which has been developed at a completely new level. However, visits to Orthodox shrines such as the Holy Trinity Saint Seraphim-Diveyevo Monastery, Optina Pustyn, Valaam, and Solovki, have remained popular, but new tourist destinations of a religious profile are being developed and partially implemented. Consumers of religious tours are mostly believers or those who are interested in the history of Orthodoxy and other religions.

Today, the most popular pilgrimage trips are those involving participation in worship, accommodation and meals in monasteries, and visits to monuments of Russian Orthodoxy. Orthodox tours include also river cruises (visits to Russian churches, monasteries, and wooden architectural ensembles). These cruises are accompanied by lectures on various religious topics.

There are also other destinations of domestic religious tourism with visits to places associated with the advancement of Catholicism, Lutheranism, Islam, Judaism, and Buddhism in Russia. A special place in religious tourism is occupied by pagan tours with excursions to ancient pagan temples, which are mainly common in the Russian North, Siberia, and the Urals.

Ethnographic tours are a promising new destination in contemporary cultural and educational tourism which applies many innovative developments. Ethnographic tours are based on historical and folk monuments of a particular region, but also include folk festivals, cuisine, crafts, ancient customs, and much more.

Business tourism is currently one of the most sustainable and highly profitable sectors of global tourism. This tourist sector appeared not so long ago, in the late 1990s, but it has developed at a great pace and, certainly, has a prospective future. This branch of global tourism is both profitable and difficult to organize since it involves not only a diverse cultural program but also servicing symposiums, conferences, meetings, etc.

Vodohod, a Saint Petersburg company, has invented and implemented an innovative form of business tourism – holding meetings, banquets, seminars, conferences, and corporate parties on specially equipped small steamboats called banquets-boat. Business events are combined with theatrical performances and excursions. So far, such motor-driven banquets-boats run only along the Neva and Moscow rivers, but they are in such high demand that will probably soon appear on other rivers in Russia.

All business tourism destinations are widely used in the low season. Thus, business tourism is a very profitable and promising tourism sector that can resist to a greater or lesser degree to various adverse factors (economic, political, social, and climatic).

Training (or educational) tourism is a quite new attractive tourism destination that has huge development opportunities. Educational tourism is so popular that it allows large educational tour operators to organize group tours for a fixed date of arrival, as is usually done for other types of cultural tourism.

In this tourism sector, exchange training tours are particularly attractive, since they contribute to the development of both outbound and inbound tourism that is especially important for Russia. A new feature of educational tourism is a newly developed tour which is an educational journey of parents together with their children around the chosen country that is followed by the educational part of the program (only for children or in parallel for children and parents). At that, children can be accommodated in the family of a language teacher.

Tourist programs related to green or ecological tourism involve the development and marketing of tourist products that use the opportunity to get acquainted with the nature of Russia as competitive advantages. These tours are characterized by a variety of geographical and climatic zones, a unique animal world, the presence of rare natural attractions and phenomena –from the northern lights to active volcanoes.

Arctic cruise tourism can be called an example of one of the most promising destinations of green tourism in Russia. This travel format, relatively new for Russia, has already gained great popularity all over the world and continues to attract growing consumer attention.

Until recently, the development of Arctic tourism in Russia has not received much attention, unlike, for example, countries, such as Canada, which is extensively developing tourism activities in its Northern territories, or Norway, which managed to create a well-established tourist business on the island of Spitsbergen (Svalbard). As a result, today there is no de facto mass flow of tourists to the Russian North. Currently, the annual number of tourists is only about 1,000 people, at that, 90% of them are foreigners.

The uniqueness of the Russian Arctic for tourist business is that it contains two categories of tourist attractions: cultural and historical objects related to Arctic researchers, and natural attractions that have preserved their original wild condition due to the lack of significant anthropogenic impact. The Arctic fauna includes a large number of rare species of birds, polar bears, Greenland whales, beluga whales and narwhals, and Atlantic walruses, whose populations have well preserved in their natural environment due to the difficulties of access by hunters and fishermen to their natural areas of habitat.

In January 2015, the government adopted a resolution to expand the border of the Arkhangelsk seaport by including an additional section of the water area of the Alexandra Land Island of the Franz Josef Land archipelago. As a result, the island's water area has acquired the status of an external roadstead of the Arkhangelsk seaport and will be included within the limits of a functioning sea crossing point across the state border of the Russian Federation to organize border, customs, and other types of control of sea passenger vessels arriving on the Franz Josef Land archipelago for tourist purposes.

Several innovative developments can be identified in auto tourism. Tourist companies offer trips in groups that are accompanied by an automobile mechanic. The routes are laid out on good roads, near populated localities that provide parking for the night. At that, the tourist accommodation is offered at different levels –from tent bivouacs and the private sector to decent private hotels. The advantage of such tours is the constant change of surroundings, meeting nice interesting people, getting new impressions, as well as experiencing physical and emotional stress. During the trips along the routes, tourists have sightseeing opportunities of local attractions, are offered boat rides and yachts, horse riding, fishing, and much more.

Interesting car and coach tours are offered by tourist companies in Karelia. For example, a 10-day coach tour Kizhi – Solovetsky Islands – Valaam has been developed based on the Western European model. Watercolor landscapes of the White Sea coast outside the bus window attract no less than popular tourist spots long been known.

CONCLUSION

Summing up the above, it should be noted that an innovative strategy for a particular tourist market entity should be developed depending on the problems that it intends to solve, taking into account its market position, performance specialization, and possible competitive advantages that can be provided by the innovation. In this case, the implemented innovation will bring effect and real benefit not only to the tourist market entity but also to the territory where it operates, as well as to tourists who visit this territory.

Tourism in Russia is reaching a new advancement level. In the regions of Russia, the first special-purpose units are appearing, such as the tourist police, designed to monitor the safety of tourists in historical places. The future of tourism lies in its combined solutions, flexibility, diversity, individual approach to the consumer of tourist services and, certainly, the continued implementation of new forms and working methods.

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