Economic diversification of tourist experience industry for enhancing domestic potential of monoterritories

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Abstract. The objective of the study is to present a system of variability in the development of the tourist experience industry in the context of expanding economic opportunities of monoterritories. Achievement of the goal set by the authors of this article determines the formulation of a number of important objectives, among which informatization and digitalization of marketing channels and advertising of the tourist experience industry, as well as increasing the list of services and naming units of qualitative indicators in tourism and hospitality. The multidimensional research methodology makes it possible to identify existing patterns objectively between informative indicators. The algorithm of research organisation chosen by the authors, corresponding to the general state of economic thought in its dynamics, allowed to correlate the unified system of available plans; the cluster analysis identified the priorities of entrepreneurial activity of territorial entities; the factor analysis showed the level of interaction between actors of economic activity on repair and restoration of historical and cultural objects, creation of accommodation facilities and social infrastructure; the regression method determined the growth rate of gross product and outlined it.

1 Introduction

Introduction

Until the beginning of the 2020, the tourist experience industry in the world and in Russia had a fairly high rate of development. At present, the growing systemic crisis, caused primarily by the contradictory economic development of the post-pandemic period and the aggravation of geopolitical tensions, has necessitated a detailed study of this range of issues.

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A significant number of changes in the impression industry as part of the economic sphere in most modern countries are to some extent a consequence of the events of the recent past and directly affect the dynamics of socio-economic development both in the current moment and in the short and medium term. It is no coincidence that the strategic initiatives of the Russian state are aimed at the long-term perspective of socio-economic development, focusing on the intensification of the tourism industry and increasing its contribution to the growth of regional prosperity. With the same purpose, a number of legislative initiatives aimed at enhancing the economic potential of domestic and inbound tourism in the Russian Federation have been developed and enacted, the estimated indicators of which suggest that by 2025 the contribution of the tourism business to the gross domestic product of the country should reach 5%. However, the pandemic events have had a restraining effect on the development of this sector of the economy [1-2]. It is these circumstances that have objectively necessitated the formation of a radically new paradigm of economic diversification of the tourist experience industry in the context of the need to increase and possibly expand the potential of territories. The practical application of such an algorithm is a kind of alternative variant of economic activity of the subjects of the Russian Federation and acts as one of the main structural elements of regional economy in terms of expanding the reproduction of the main actor of any economic system - a person.

In this regard, the processes associated with the economic development of most of the monoterritories of the modern Russian state at this stage of its existence can be characterized as unstable and highly contradictory. In turn, they directly or indirectly have a multidimensional impact on the tourism sector, which in this situation has also found itself in one of the most difficult positions [3].

In modern conditions, the experience industry in tourism has become one of the perspective directions accelerating socio-economic development of the country and separate regions. The forcing of diversification processes in this sphere allows, along with the accelerated development of the material sphere, to shift the emphasis to the intangible sector of the economy in order to strategically ensure the variability of economic development of monoterritories, giving them greater sustainability, creating conditions for the use of their internal resources. Almost every Russian region has a high potential for the development of various forms of tourism: cultural, historical, educational, religious, environmental, event tourism [4-5].

Turning tourism into a real sector of the economy requires significant efforts to modernize existing facilities and create new ones that can actually ensure comprehensive development of the industry: reconstruction of old and construction of new hotel chains, restaurants, campsites, glamping, development of tourist-transport routes, improvement of roads and road services, availability of relevant personnel. The most acute situations requiring the closest attention are not so much those involving various kinds of political or socio-economic constraints, but the resulting need to revise the channels for investment in tourism infrastructure. In addition to overcoming the economic problems proper, caused by a significant reduction in export earnings from the tourism and hospitality industry and in most cases affecting related individual economic activities (recreation, transport, catering, etc.), a number of challenges are to be addressed, including:

- to broaden the range by increasing the number and quality of tourism and hospitality services;
- to use the full potential of digital media platforms to provide information support to the sector, etc.

In addition, one of the main objectives of economic diversification of the tourist experience industry in the current conditions of the need to expand the potential of territories, to use their internal reserves is to ensure a favorable investment and business climate of monoterritories of the Russian Federation; to meet the needs of Russians in affordable and...
2 Materials and methods

One of the main objectives, in relation to the other more minor ones touched upon in the context of this study, is to develop a conceptual justification for the economic diversification of the tourist experience industry in the context of the growing need to expand the potential of individual territories. This choice is quite logical and understandable. At present, the Russian economic community is facing several acute challenges, the resolution of which involves the development of mechanisms to stabilize economic activity by finding alternative sources of income, one of which is the impression industry, primarily domestic tourism, directly or indirectly influencing the dynamics of socio-economic development of monoterritories. In the current socio-economic situation, it (domestic tourism) has not only manifested its previously unclaimed production resource, but also indicated the existing potential for its further increase, as there has been a serious reorientation of tourism services offers related to profit generation, labour relations and other relations for the most part directly within the country.

In particular, all these circumstances have objectively made it advisable to form a slightly different current paradigm for the experience industry, aimed at its structural reformatting to increase economic efficiency. The theoretical platform of the experience industry in Russia is relatively new for modern science and practice and is driven by the need to conceptualize economic diversification in the future. Suffice it to note that the first theoretical scientific substantiation of the concept of the impression industry appears in the late 1990s in foreign scientific discourse. Thus, in accordance with the views of Joseph B. Pine and James H. Gilmore, they define impression industry or "impression economy" as "...a new vector of socio-economic relations of social development of post-commodity economy and economy of goods and services".[6] Subsequently, domestic researchers representing similar scientific directions or even developing in isolation from each other, in an effort to explain the specifics of the impression economy in tourism and forms of its intensification in the space of monoterritories, have mostly focused on a comprehensive study of the identified range of issues.

This paper attempts to summarize the main empirical approaches to understanding the category of "economy of tourism experience", which has been formed relatively recently. The main point is to characterize two methodological vectors for analyzing the concept of the "economy of the tourism experience industry."
According to the views of the authors of the first vector, today's customers of tourism services are increasingly abandoning the template products and are focused on obtaining exclusive, created specifically for them, unique products or services. In order to meet such demands, innovative marketing strategies are being developed and implemented, aimed at increasing opportunities for choosing positive experiences for tourists: the holiday as a full-fledged object of market relations and exploitation. The tools of experience marketing, including experience themselves as a means of influencing the consumer, as well as methods, ways and techniques used to create them; the events industry in urban and regional development strategies and its role in the marketing of territories; creative marketing proper to increase its economic status, etc.

The representatives of the second vector focus their attention to a greater extent on the purpose of the tourist service consumer as the foundation of the experience economy: the retroresources of domestic tourism as the determinants of economic attractiveness of local territories; duality (activity and passivity) in the adoption of experience by the consumer and others.

In addition to these two identified vectors, predominantly dominant in the Russian scientific space, the view that there is a significant diversification in the tourism experience industry, which due to intensified use of creative technologies in the context of influence on the economic development of Russian regions will only increase, is gaining popularity. Experience and emotions in the context of informatization and digitalization of the economic sphere are transferred from the category of personal individual experiences into the category of business marketing product, which is also subject to a special type of market offer.

The analysis of the economic component of the process of diversification of the tourist experience industry uses a variety of components, among which are: a general characteristic of the organizational structure and content of resources of the tourist experience industry; directions for the reorientation of Russian tourists from outbound to other alternative forms of leisure in their country; efficiency; measures aimed at improving the security of the tourist experience industry; mechanism of economic motivation for the development of advantageous...
3 Results
In this regard, an interesting example is the analysis of the dynamics of some standard indicators related to the evolution of the experience industry in the Lipetsk region.

Table 1. Composition of consumer expenditures of households in Lipetsk region (average per household member, roubles per month)

<table>
<thead>
<tr>
<th>Year</th>
<th>Expenses for visits to hotels, cafés, restaurants</th>
<th>Organising recreational and cultural activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>930.8</td>
<td>195.8</td>
</tr>
<tr>
<td>2010</td>
<td>1000.0</td>
<td>391.0</td>
</tr>
<tr>
<td>2015</td>
<td>1931.1</td>
<td>556.2</td>
</tr>
<tr>
<td>2019</td>
<td>3720.0</td>
<td>957.4</td>
</tr>
<tr>
<td>2020</td>
<td>2181.0</td>
<td>784.0</td>
</tr>
</tbody>
</table>

Source: Compiled by the authors.

The analysis of the data presented in the table shows that in the period from 2005 to 2020 the expenditure per person on visiting hotels, cafés and restaurants has increased by 2.4 times, and the amount of money spent on leisure activities and cultural and entertainment events has increased by 4 times. At present the trends shown in the table are continuing. This information reflects an average situation for those who live in the constituent entity of the Russian Federation, but the nationwide trend to increase spending on these areas suggests that residents of other regions have also increased their expenditure on these items.

Most constituent entities of the Russian Federation are currently implementing ambitious plans to intensify the economic potential of domestic tourism, which include a whole list of different activities and directions:

1) Augmentation of special economic zones of regional type, including the tourist experience industry and related industries specializing in service activities in tourism and hospitality. The existence of similar supra-territorial economic formations, built on the basis of sectoral and inter-sectoral cooperation and clustering, provides for a special priority regime of entrepreneurial activity in the field of tourism in this monoterritory. The creation of a network of such economic associations of regional type is aimed at the integration of individual monoterritories into the country's economy as a whole, which will contribute to further redistribution of flows of goods, capital and services in the Russian domestic market.

2) Intensification of development of the sectors associated with the tourist experience industry: road networks, agriculture, construction (creation of social infrastructure, as well as hotels, campsites; repair and restoration of historical and cultural objects, etc.). In the current socio-economic conditions, the emerging practice in some regions of attracting agricultural enterprises of various orientations to serve the tourism industry, including farms, partly still lacking their own market niche, but at the same time having a unique and distinctive potential, seems of interest.

It seems possible to assume that the economic tourist potential of a particular region is the maximum possible income it can generate from the effective use of the tourist resources located in the territory. The most important management objective is to realise this potential by transforming the region's territory from a tourist-attractive to a tourist-attractive one for potential consumers of services. Attractiveness can only be achieved on the basis of a highly developed and diversified tourism infrastructure.
3) Accelerated formation of civilized forms of the tourist experience industry, providing, first of all, increase of competitiveness in the market of tourist supply, in the long term will contribute to increase of the number of monoterritories having their own developed strategies on increase of profitability from internal tourism. For the regional economy the sources of profit formation, its value are conditioned by the level of development of hotel business, excursion service, public catering sphere, sales volume and variety of souvenir products, diversification of the transport component. As practice shows, the most important source of income increase is the organisation of direct participation of tourists coming from outside in various events, cultural events characteristic of the area, gastronomic tours.

Diversification of the general potential and structure of tourist resources of monoterritories undoubtedly provides for further step-by-step implementation of a system of measures aimed at creating an information network, as well as improving various types of tourism (inbound, domestic, etc.).

4) Discussion

The urgent need of modern realities in the growth of profitability from the recreation and travel industry and parallel economic activities, based on the increase in the number and level of tourist services, introduction of innovative project technologies, allows us to predict in the future to reach the total gross income from tourism. Determination of priorities of monoterritory development within the framework of new socio-economic and geopolitical conditions has become a part of scientific and public discourse [16].

In the current situation, the tourism business is gradually becoming a starting "growth point" for the regional economy, having internal prerequisites and support from the regional authorities. The latter are interested in creating a favorable investment climate and investment attractiveness of monoterritories both directly (directly) and indirectly (indirectly) through the implementation of a set of measures [17]. The resulting development impetus is transmitted to other areas of the economy, connected with cooperative ties.

Part of the effectiveness of this mechanism is due to the fact that the increased activity of investors, the creation of new enterprises affecting the tourist flow also affects related areas, is expressed in the creation of additional jobs, the increase in the volume of trade turnover. In the future, the level of wages may increase, with a consequent stimulation of consumer spending. The result of such changes can be the growth of all types of income, and the increased part of them is transferred to the budgets of different levels in the form of obligatory payments. Here there is a multiplicative effect due to the fact that part of the increased budget revenues can be used to finance the priority and most promising areas of the tourist experience industry [18].

At present, there is a certain difference in the sources of formation of profits received from tourism business directly for a monoterritory and for various tourism organisations. For a particular region, part of the profit already at the initial stage of organizing tourism does not go to a given territorial entity, if the flow of tourists is formed by incoming persons [19]. This is also related to the activities of transport companies, insurance and tourism companies and agencies that receive part of the profit from the organization of tourist flows into a particular region.

Maximum diversification of sources of cash income from the implementation of tourist activities is the most important condition for realizing the internal potential of a monoterritory. It is important to ensure the possibility and desire for tourists to leave their money not only in hotels and bars-restaurants, but also by involving them in various educational activities, tours, master classes, charging positive, creating a good mood and a desire to return to the given area again [20]. It is the close attention and keen interest aimed
5 Conclusion

Thus, in this period of time the tourism experience industry appears to be a prominent phenomenon of current socio-economic and geopolitical processes. The further differentiation of its directions is directly linked to the success of the economic development of individual territories. This interconnection mediates the emergence of demand for infrastructure to serve tourists and the subsequent increase in the number of jobs in the tourism industry and tourism-related sectors. At the same time, especially attractive is the emergence of the possibility of accelerated development, along with the material sphere, parallel formation of the intangible sector of the economy, which will strategically ensure further “soft” diversification of the tourism sphere. The formation of the intangible component of the experience industry has undoubtedly high spiritual and educational potential, embodied in the form of historical, religious, cultural, educational and ecological tourism. The use of alternative or innovative ways of stimulating internal resources of monoterritories as the basic determinants of socio-cultural technologies is a rather successful and established practice. In the future, the active use of marketing attractiveness will be aimed at the process of improving the sectoral structure of the economy, accelerating socio-economic development, optimizing the state and interaction of production and infrastructure sectors. The effectiveness of economic diversification of the tourism industry involves joint, well-coordinated synergy of all actors involved in it, not only the authorities and businesses, both federal and regional levels, but also the entire civil society.

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