EXPERIENCE OF SOCIALLY RESPONSIBLE TOURISM PROJECTS IN RUSSIA

Mosalev A I 1, Kryukova E M 2, Mukhomorova I V 3, Egorova E N 4, Khetagurova V S 5
1Associate Professor of the Department of Tourism and Hospitality, Russian State Social University, Moscow, Russia
2Head of the department of Tourism and Hospitality, Russian State Social University, Moscow, Russia
3Associate Professor of the Department of Tourism and Hospitality, Russian State Social University, Moscow, Russia
4Associate Professor of the Department of Tourism and Hospitality, Russian State Social University, Moscow, Russia
5Associate Professor of the Department of Tourism and Hospitality, Russian State Social University, Moscow, Russia

E-mail: MosalevAI@rgsu.net; lena-krukova@yandex.ru; MukhomorovalIV@rgsu.net; EgorovaEN@rgsu.net; vhetag@yandex.ru

Abstract. The article provides an analytical overview of Russia's experience in implementing projects of socially responsible tourism. Its semantic form in the general understanding of tourism as a kind of activity is defined. The distinctive features of socially responsible tourism have been established within the implemented projects and the role of projects of socially responsible tourism in the structure of tourism as a whole has been determined.

Key words: Socially responsible tourism, plans, projects, programs of social and responsible tourism, the experience of Russia.

Social and responsible tourism (SRT) projects implemented in the regions of Russia are represented by a set of symmetrically opposite activities. The problem of research projects, their analysis is faced with the difficulty of identifying a particular activity to the type of tourism, as well as its classification in General to any kind of tourism.

Thus, according to the open data portal of the Union of responsible tourism (SOT) and the international center of responsible tourism of the Russian Federation and the CIS (ICRT of the Russian Federation and CIS SRT) under the SRT project is understood "... this is the practice of joint socially responsible actions in the field of tourism, contributing to the development of territories and the creation of tourist attractiveness of the region. For example, the Museum "Kolomenskaya pastila" is an object. Project start of production, the creation of the new Museum of Kalach, etc. other activities. A project can include multiple objects. Examples of projects: "Greater Baikal Trail, Irkutsk region (15 years), Common cause, restoration of wooden churches of The Russian North (10 years), Marvelous World, Vologda region, Return reindeer to Tofalalria, Irkutsk region (10 years)" [1].

Based on the presented definition of socially responsible tourism, SRT experts identify the following types of tourism (figure 1)
It is quite difficult to comment on what exactly defines such types of tourism as "Solidary" or "Volunteer", because under these categories you can imagine any activity that may not relate to tourism, but represent volunteer activity [3].

However, we can also agree that these types of tourism have something to do with it, because thinking about solidarity or volunteer tourism does not come into conflict with the established basic criteria of the concept of "Tourism" - "temporary departures (travel) of citizens of the Russian Federation, foreign citizens and stateless persons (further - persons) from the permanent residence in medical and improving, recreational, informative, sports, professionally-business, religious and other purposes without occupation by the activity connected with receipt of the income from sources in the country (place) of temporary stay" [2].

Analyzing the structure of the implemented projects in the field of SRT, it is clear that the largest share is occupied by such as: Ecological, Solidary, and the smallest – Spiritual and religious, Inclusive.

According to the authors, the problem of assigning projects to the mentioned types of tourism is not so much in the number of projects as in the semantic content of the definitions of tourism. It is not entirely clear what criteria indicate that a project of socially responsible tourism may relate to, for example, "Cultural", "Solidarity" or "Volunteer" type of tourism. Most likely, the authors of the project managers themselves give a good indication of what types of tourism; of the proposed on the portal can characterize their ideas SRT.

Next, there consider what activities are included in the socially responsible tourism (figure 2):

![Figure 1. Implemented projects by types of SRT](image)

**Figure 1. Implemented projects by types of SRT**

![Figure 2. Activities in the SRT structure](image)

**Figure 2. Activities in the SRT structure**
As we can see, the unity of requirements to the conditions of socially responsible tourism cannot be set [4]. This problematic side does not give us reason to call the activity inside socially responsible tourism as such, because not to establish, and the volunteer is a tourist or a local resident, whether the volunteer will receive payment for their work, the tourists themselves are tourists or tourists in fact, at whose expense their activities are organized, etc.

In General, after analyzing the regional projects of SRT, it is possible to identify some features:
- socially responsible tourism can be considered as the direction of the tourist industry on the basis of the definition of "Tourism" in accordance with the Federal law "On the basis of tourist activity in the Russian Federation";
- SRT projects can serve as a basis for the development of commercial types of tourism in the regions of the Russian Federation;
- by themselves, SRT projects cannot have commercial efficiency, but can be oriented to a greater extent on social and environmental-related to maintaining the conditions of "sustainability", which is expressed in respect for the environment, support for local initiatives by the population.

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Information about authors:
Mosalev Anton Igorevich, candidate of economic sciences, Associate Professor, Associate Professor of the Department of Tourism and Hospitality, Russian State Social University. 129226, Moscow, Street Wilhelm Pieck, House 4, building 1. E-mail: MosalevAI@rgsu.net
Kryukova Elena Mikhailovna, candidate of economic sciences, Associate professor, Head of the department of Tourism and Hospitality, Russian State Social University. 129226, Moscow, Street Wilhelm Pieck, House 4, building 1. E-mail: lena-krukova@yandex.ru
Mukhomorova Irina Viktorovna, candidate of economic sciences, Associate Professor of the Department of Tourism and Hospitality, Russian State Social University. 129226, Moscow, Street Wilhelm Pieck, House 4, building 1. E-mail: MukhomorovalV@rgsu.net
Egorova Elena Nikolaevna, candidate of economic sciences, Associate Professor, Associate Professor of the Department of Tourism and Hospitality, Russian State Social University. 129226, Moscow, Street Wilhelm Pieck, House 4, building 1. E-mail: EgorovaEN@rgsu.net
Khetagurova Valeriya Shotaevna, candidate of geographical sciences, Associate Professor, Associate Professor of the Department of Tourism and Hospitality, Russian State Social University. 129226, Moscow, Street Wilhelm Pieck, House 4, building 1. E-mail: vhetag@yandex.ru