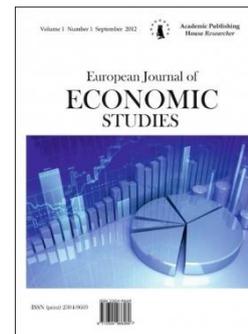


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Articles

Educational Youth Tourism in Russia as a Basis for the Formation of the Labor Potential of Regional Staff

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Abstract

This article discusses the prospects for the development of the labor potential of youth with the help of the existing system of educational youth tourism in Russia and specifically in the Krasnodar Territory as a particularly developed region in the historical, cultural, entertaining, Olympic and sports fields. The analysis of the concepts of «education», «tourism», «youth» is carried out with the help of regulatory sources and its own interpretation of the definition of «educational youth tourism» is given. Various youth forum sites of the Krasnodar Territory are characterized in terms of the effectiveness of influencing the labor potential of youth. The analysis was made of the functioning environment of the tourist cluster of the Krasnodar region in the field of educational youth tourism and its impact on the labor potential of young people in the Kuban region, taking into account competitive conditions in the global tourism market (natural and climatic conditions of increased comfort, unique cultural and historical resources; accessibility for wide layers and/or wealthy population; well-developed communication systems and financial infrastructure; study of tourist demand; information I support tourists in the place of stay) and the functioning environment of the tourist cluster of the Krasnodar region.

Keywords: regional economy, labor potential, youth forums, Krasnodar region, youth, tourism industry, specialists, managerial staff, tourist cluster.

1. Introduction

Educational youth tourism is a strategically important area in the development of the labor potential of the personnel of the tourism industry of the Russian Federation. The modern Russian tourism industry needs educated, moral, entrepreneurial people, capable of independently making responsible decisions in a choice situation, capable of teamwork, characterized by mobility, constructiveness, able to creatively adapt to the environment, that is, all the necessary skills that determine a high level of manifestation and implementation the labor potential of personnel in the relevant industry. Krasnodar region is particularly distinguished among the subjects of Russia in the tourism sector through a formed and developing tourism cluster, which has a powerful system of social and educational youth forums and platforms that help young people achieve certain successes in their endeavors, become competitive specialists, volunteers, and public figures.

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2. Study Area

The basis of the study proposed in the article was the author's independent empirical activity, scientific publications of Russian scientists and open Internet data in the field of developing the labor potential of the region under the influence of educational youth tourism, the tourism economy of the Krasnodar Territory, and the promotion of youth forums. In the process of writing this article, the following research methods were used: observation, systems approach, comparison, analysis and synthesis.

3. Discussion

One of the developing types of tourism product produced by the regulatory and regulatory subsystems of the Krasnodar region (the Ministry of Resorts, Tourism and Olympic Heritage of the Krasnodar region; the Department of Youth Policy of the Ministry of Education, Science and Youth Policy of the Krasnodar region) (Center for Tourism and Excursions KK, 2019) in the structure of the tourist cluster is educational youth tourism. Some areas of educational tourism began to develop in Europe in the second half of the 20th century, while Russia – towards the end. The beginning of the 2000s was marked by the fact that the World Tourism Organization has determined the strategic importance of educational youth tourism for the development of states in the field of improving the professional and personal qualities of future specialists and managers against the backdrop of growing momentum, globalization (Krasnodarstat, 2019).

The term «educational youth tourism» includes three distinct components that need to be considered (Federal Law «On Education», 2019; Federal Law «On the Basics of Tourist Activities», 2019).

Table 1. The system of components of «educational youth tourism»

	Tourism	Education	Youth
Source	Federal Law № 132-FL «On the Basics of Tourist Activities in the Russian Federation» dated November 24, 1996	Federal Law № 273-FL «On Education in the Russian Federation» of December 29, 2012	Decree of the Armed Forces of the Russian Federation dated 03.06.1993 № 5090-1 «On the Main Directions of State Youth Policy in the Russian Federation»
Definition	Temporary departures (trips) of citizens of the Russian Federation, foreign citizens and stateless persons from a permanent place of residence for recreational, educational, professional, business, sports, religious and other purposes without engaging in paid activities in the country (place) of temporary residence	A single purposeful process of education and training, which is a socially significant good and carried out in the interests of a person, family, society and the state, as well as the totality of acquired knowledge, skills, values, experience and competence of a certain volume and complexity for intellectual, spiritual and moral, creative, physical and (or) professional development of a person, satisfaction of his educational needs and interests.	The category of youth in Russia includes citizens from 14 to 30 years old. However, young scientists are shifting within this age to 35 years
			
EDUCATIONAL YOUTH TOURISM			
Tourist trips of citizens aged 14 to 35 for a period of 24 hours to 6 months, tours for the purpose of education, curiosity and other cognitive interests in the form of courses, forums, internships, festivals, camps without engaging in activities related to income from sources in the country (place) of temporary stay			

Thus, one of the aspects of the educational youth tourism methodology is a systematic approach that allows us to identify the concept of educational youth tourism as a combination of the components of three separate concepts – education, tourism and youth (Ivanova, 2017; Ponomareva, 2015). Educational youth tourism, which includes the totality of the above components, is basic for the development of the labor potential of future workers in the tourism industry, which already confirms the existence of relevant events with many thematic shifts (Adashova, Kosareva, 2017).

On the territory of the Krasnodar Territory there are all-season platforms that collect not only the youth of the Kuban region, but also are all-Russian and international (Fomenko, 2019). Among the largest should be noted:

1. «Slavic krugosvetka» – a profile water camp trip.

Description: passing the course of initial tourist training, practical training in rafting on sports and tourist vessels, which takes place during the first day of stay in the camp. Practical classes include topics such as canoeing, boarding and disembarking, the correct position of the rower, the technique of sailing and mooring, techniques for rational rowing and steering, the pace, the rhythm of rowing in various conditions, the interaction of the crew, the technique of movement against the current. Age of participants is from 14 to 17 years.

2. «Territory of tourism» – a school of primary tourism training for young people.

Description: training of specialists and organizers for work with youth in the field of tourism, holding seminars with specialists of youth affairs bodies of the Krasnodar region in the field of organizing tourism activities at the age of 14 to 30 years.

3. «Region 93» – campground.

Description: the formation of conditions for the perception by young people of the socio-political, economic and moral principles necessary for the implementation of the main directions of state youth policy in the territory of the Krasnodar region, training in the preparation of promising projects that have a clear social orientation and an obvious economic result, the development of project thinking, training and consolidation of practical project management skills, preparation of a balanced and effective team of young leaders with high competitive potential, popularization of various types of creativity, sports and tourism, contributing to the diverse development of youth from 14 to 30 years (Region 93, 2019).

4. «Mayak» – sports and fitness camp.

Description: the main program of the camp is based on the implementation of thematic shift programs, sports, tourist and leisure programs. Directions – hiking, parkour, swimming, yachting, general physical training, game sports. Age – 14-17 years.

When assessing the competitiveness of the tourist cluster of the Krasnodar Territory in the direction of educational youth tourism and whose impact on the development of the labor potential of the region, we characterize the environment in which the cluster developed and operates, compare it with the competitive conditions on the world and Russian markets (Yudina, 2015; Medyankina, 2018).

Table 2. Analysis of the functioning environment of the tourist cluster of the Krasnodar region in the field of educational youth tourism (Ivanov, 2019; Sundukova, 2018)

Conditions of competitiveness in the global tourism market	The environment of functioning of the tourist cluster Krasnodar region
Conditions for factors of production	
Natural and climatic conditions of increased comfort, unique cultural and historical resources	The conditions correspond to international standards – the presence of unique natural complexes and places, a rich and diverse culture, world heritage sites, world-famous tourist images for the development of educational tourism

Accessibility for the general public and/or wealthy population	Potential conditions meet world requirements – the presence of a well-developed international transport system Remoteness of some areas from the main ones generating tourist flows
Convenient access to objects of tourist interest, developed communication systems and financial infrastructure	The conditions comply with international requirements. A developed network of roads and their good condition make it difficult to access objects of tourist interest. Satisfactory level of communication outside large urban areas. Average complexity of financial instructions
Demand state	
Study of tourist demand	There is a need to create a better system for continuous market research, a system for collecting, processing and analyzing statistical information
Focus on specific consumer groups	Lack of focus on the combined tourism products and clarity in understanding target segments
Taking into account changing consumer preferences in the market	In Krasnodar region tourism is mainly developing for the purpose of recreation and entertainment. However, the European leisure travel market, which generates wide tourist flows in KK, has reached saturation. Tourism products offered on the market should change over time under the influence of fashion, taking into account safety requirements and based on knowledge in the field of marketing and advertising
Tourist information support at the place of stay	There is a need to create an information system in tourism
Sustainable Strategy, Structure and Competition	
Intense competition between service enterprises, leading to: – an increase in the number of firms professionally working in the market; – in-depth market segmentation; – improving the quality of service	The severity of competition varies depending on the market for tourism products. The difficult entry of new events into the market of educational youth tourism, the result is a slow increase in investment in the development of the labor potential of staff and poor diversification of supply in the emerging product/market segments
Related and supporting industries	
The presence of a critical mass of enterprises of related and supporting industries	In the structure of educational youth tourism, the number of participants increases with each season. New resorts are appearing for which the training of personnel is of particular importance. Links between tourism industry enterprises and supporting sectors are developed

Superior basic services and infrastructure	Tourism in the Krasnodar region is elitist and economical in nature and is designed for high-income and medium-income segments of the population. However, even the highest quality service by local standards in some regions does not meet international standards. The service culture in some supporting industries is not high enough. In the peripheral areas, the general infrastructure is underdeveloped
Ease of movement around the country	High quality transport services

Currently, the formation of a number of regional and local tourist clusters in the direction of the development of educational youth tourism with the goal of improving the labor potential of the region's personnel in the tourism industry does not stop in the Krasnodar region (Toktamysheva, 2018). In essence, the system of interconnected organizations and institutions that is developing within the framework of special economic zones on the basis of public-private partnerships in the field of educational youth tourism can be considered as a developing regional tourist cluster (Ramtun, 2016).

4. Conclusion

In the framework of the study of the impact of educational youth tourism in the Krasnodar Territory on the labor potential of future specialists and managers of the tourist industry, through such large youth sites as «Region 93», «Slavic krugosvetka», «Tourism Territory», «Mayak» the components of the system of «educational youth tourism» using official sources were identified, the definition of «educational youth tourism» was identified and formulated. Analysis of the functioning environment of the tourist cluster of the Krasnodar region in the field of educational youth tourism was carried out taking into account the conditions for factors of production, demand, sustainable strategy, structure and competition, related and supporting industries.

Thus, the study of educational youth tourism presented in the article by the author in Russia and the Krasnodar Territory as the basis for the formation of the labor potential of the region's personnel shows the development of the tourism cluster in this direction, since it assumes a positive effect on the economy of the Kuban region.

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