ABSTRACT OF THE MASTER'S DISSERTATION

Subject matter of the dissertation: “Development of a state strategy for the development of creative tourism in modern Russia”.

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Topicality of the research. For many decades, the tourism industry continued to grow, becoming one of the largest, most profitable and fastest growing sectors of the economy in the world. At the same time, in recent years, such a trend as “creative tourism” has gained particular popularity, which has much in common but is not identical to such a classical type of tourism as cultural tourism. If cultural tourism mainly focuses on cultural and historical heritage, material and ethnocultural traditions, historical and biographical artifacts, descriptions, legends, as well as various forms of contemporary art, but the consumption of cultural goods and services remains rather passive, then creative tourism as the main resource, it puts forward experience and experiences, new knowledge, skills gained from the creative complicity of tourists, primarily in cooperation with the residents of this destination. Thus, it is possible to characterize the existing trends in the tourism market, as the formation of the market of impressions, on which impressions become a commodity. In this regard, issues of interaction between government authorities, the creative community and business take on special significance, since the success of modernizing the cultural institutions of the territories, the use of their resources to apply new synthetic forms in creating commercially successful projects, and innovative creative products and services depend on the degree of its effectiveness. From the organizational and managerial point of view, the issues related to the implementation of strategic planning and development management of creative industries, and in particular, creative tourism, both at the national level and at the territorial level and, first of all, at the level of municipalities, because for many of them, sustained and targeted development can be a key factor in ensuring effective development and increasing competitiveness in constant haunting socio-economic realities.

Objective: to develop theoretical and practical aspects of the implementation of the strategic management of the development of creative tourism in modern Russia.

Tasks:
1) to clarify the essence of “creative tourism” and analyze the evolution of ideas about it and the development of the modern concept;
2) to characterize the modern model of development management of creative tourism;
3) to consider the main directions of state support for the development of creative tourism;
4) to analyze the European experience in managing the development of creative tourism at the state level;
5) to study the practice of Asian countries in the field of purposeful development of creative tourism;
6) to analyze the experience of New Zealand and the countries of North and South America in the development of creative tourism;
7) explore the current state of creative tourism and the experience of managing its development in modern Russia;
8) to formulate the main provisions of the state strategy for the development of creative tourism in Russia;
9) to develop an organizational mechanism for the implementation of the state strategy for the development of creative tourism in the Russian Federation.
**Hypothesis:** based on the assumption that creative tourism, being one of the types of tourist trips and the target segment of both international and domestic tourist markets, has significant organizational and economic potential that can be realized through the development of a concept and strategic toolkit for managing the place of distribution. Thus, it is possible with a certain degree of reliability to speak about the existence of the need for theoretically grounded and practically significant developments that would ensure the effective achievement of key landmarks and prospects for the development of creative tourism in a particular destination.

**The novelty of the research** consists of the development of a set of theoretical and methodological guidelines for the strategic management of the development of creative tourism in modern Russia at the national level.

The main results that determine the novelty of the dissertation research are as follows:

1) clarified the essence of creative tourism "and analyzed the evolution of ideas about it and the development of the modern concept;
2) the characteristic of the modern model of development management of creative tourism is given;
3) considered the main directions of state support for the development of creative tourism;
4) analyzed the European experience in managing the development of creative tourism at the state level;
5) studied the practice of Asian countries in the field of purposeful development of creative tourism;
6) analyzed the European experience in managing the development of creative tourism;
7) explored the current state of creative tourism and the experience of managing its development in modern Russia;
8) formulated the main provisions of the state strategy for the development of creative tourism in Russia;
9) an organizational mechanism has been developed to implement the state strategy for the development of creative tourism in the Russian Federation.

**The main principles to be depended:**

1. Creative tourism is tourism, which offers visitors the opportunity to develop their creative and creative potential through active participation in various types of courses and educational experience characteristics of their place of stay. As research in the field of creative tourism developed, the attention of researchers shifted from tourist behavior to the relationship between tourists and destinations. Currently, the concept of creative tourism is being developed in relation to its impact on tourist destinations and creative industries, planning and policy development in order to improve tourist destinations.

2. The integration of tourism and creative industries into a political structure is a relatively new phenomenon. At the same time, the development of network and intersectoral relations is very important, for which the development of new management models may be required. For example, the cycle of urban creativity serves as an organizing principle for urban creativity, a strategic management tool and a mechanism for assessing the strengths and weaknesses of urban creative projects at various stages of their development. The cycle includes five stages: helping people create new ideas and projects; translating ideas into real practice; network distribution and marketing of ideas and projects; delivery mechanisms, such as business incubators, as well as trade shows and presentation platforms; dissemination of results in the city, creation of markets and audiences, discussion of results aimed at generating new ideas.

3. The development of up-to-date fundamentals of the creative tourism development policy is fraught with a number of problems and requires a significant increase in the efforts of public authorities to financially support creative organizations, to establish a clear link between
creative content and destination, as well as the accumulation and dissemination of knowledge about modern forms of creative activity rights and their use to expand the scope of tourism. The study was able to identify the following main areas of state support for the development of creative tourism: financial support for the development of creative tourism content; strengthening links between creativity and destination; promotion of new sources of added value; knowledge development and capacity building; network strengthening and cluster development.

4. The experience of European countries shows that the purposeful management of the development of creative tourism contributes to positive social, economic and cultural changes, ensures the economic and cultural openness of the territories, and also allows states to occupy a worthy niche in the global creative economy. The most popular among creative tourists are such forms of creative tourism as seminars, workshops and master classes related to crafts, ceramics, photography, jewelry, wine tourism, gastronomy, music, sculpture.

5. The study of the practice of Asian countries in the field of purposeful development of creative tourism led to the conclusion that the overdue interest of travelers in the Asian region is due to many factors: political instability, religious and cultural differences, language barriers. However, at the end of the last century, such industrial countries as Singapore, Malaysia, Indonesia, Thailand, and India embarked on rapid development, which prompted the spread and development of the tourism industry and the emergence of innovative forms of creative tourism. A striking example of creative tourism is the practice of organizing accommodation in certain conditions characteristic of the destination, for example, in traditional temples, which is especially popular among creative tourists.

6. In the countries of North and South America, creative tourism is firmly established among the most popular areas of tourism, as it is suitable for almost everyone and promises to be very exciting and memorable. Every year this list grows; It is becoming more and more countries and cities that offer tourists services to teach local crafts, dances, arts. Creative spaces of cities that unite creative professionals implement various exhibition projects, concerts, festivals, performances, lectures, film screenings, master classes, etc. A bright example is the creative tourism of Santa Fe, which is a program of to provide artists and organizations working in the arts with the means to design and promote seminars and other practical educational activities. These activities attract new tourists and create an incentive for those who have already had the experience of visiting the city and exploring the unique culture and art of Santa Fe. "Creative Tourism New Zealand" - a network of creative forms of business. Among the forms of recreation that it combines are bone carving, learning Maori language, weaving lessons, wood carving, courses in cooking traditional dishes of New Zealand. The main form of work is the organization of practice-oriented workshops that are conducted by local residents.

7. In Russia, as well as throughout the world, there has been an increasing focus on the development of creative forms of tourism. The term “creative” in this case emphasizes the creative approach in regional development strategies due to factors such as: the growth of the economy of symbols; the growth in the supply of cultural goods and the need to find more original creative ideas to create competitive advantages in the market; consumer interest not only in well-known brands of cultural heritage, but also in destinations that are becoming popular in the market through original travel offers. Thus, it is possible to characterize the existing trends as the formation of the market of impressions, on which exactly impressions become a commodity.

8. Purposeful development of creative tourism in Russia, its regions and municipalities in the long term implies the development of strategic tools for managing its development. In the framework of this study, the main goals, objectives and corresponding key actions for the implementation of the strategy for the development of creative tourism in Russia were highlighted, including creating an image of a destination as a territory of creative ideas, people and businesses; the creation of infrastructure that provides a dynamic, purposeful, productive development of creative tourism; creation of a system for collecting and processing statistical data necessary for the development of creative tourism in Russia; popularization of economic
and social benefits from the development of creative tourism in the tourist industry environment; development of a variety of high-quality tourism products relevant for creative tourists of Russia; creation of an effective system of electronic distribution channels for tourist products intended for creative tourists; ensuring the intensification of integration ties within the tourism industry and the development of partnerships; ensuring adequate and stable funding for all key actions identified in the strategy; ensuring the return of municipal investment in the budget of the destination.

9. For the purposeful development of creative tourism in Russia and its regions, it is necessary to reform institutional structures. In particular, it is proposed to introduce a two-block organizational model for managing the development of creative tourism, in which the first block is represented by structures involved in promoting the development of a specific territory as destinations for creative tourism, and the second block is represented by structures responsible for the direct development and promotion of the territory indicated in chapter quality. At the same time, these structures should use a diverse set of tools aimed at both creative tourists themselves and local residents.

Theoretical significance consists in clarifying and expanding the scientific understanding of the essence of creative tourism and its main forms, as well as identifying the features of purposeful management impact on its development, including at the strategic level.

Practical significance is the possibility of applying the developed strategy at the national level, subject to appropriate adaptation. The study is of interest to business structures and cultural institutions in the aspect of the existing possibilities of interaction with each other.

Results of the research. An analysis of the state of the tourism industry has shown that, in general, there is a tendency in the world to popularize such a direction as “creative tourism” among tourists. The study of the potential for the development of creative tourism in the country has shown that for the purposeful development of creative tourism in Russia and its regions, it is necessary to reform the institutional structures. In particular, it is proposed to introduce a two-block organizational model for managing the development of creative tourism, in which the first block is represented by structures involved in promoting the development of a specific territory as destinations for creative tourism, and the second block is represented by structures responsible for the direct development and promotion of the territory indicated in chapter quality. At the same time, these structures should use a diverse set of tools aimed at both creative tourists themselves and local residents.

Recommendations.

1. In the framework of this study, the main provisions of the state strategy for the development of creative tourism in Russia were formulated, including forming the image of a destination as a territory of creative ideas, people and businesses; the creation of infrastructure that provides a dynamic, purposeful, productive development of creative tourism; creation of a system for collecting and processing statistical data necessary for the development of creative tourism in Russia; popularization of economic and social benefits from the development of creative tourism in the tourist industry environment; development of a variety of high-quality tourism products relevant for creative tourists of Russia; creation of an effective system of electronic distribution channels for tourist products intended for creative tourists; ensuring the intensification of integration ties within the tourism industry and the development of partnerships; ensuring adequate and stable funding for all key actions identified in the strategy; ensuring the return of municipal investment in the budget of the destination.

2. For the purposeful development of creative tourism in Russia and its regions, it is necessary to reform the institutional structures. In particular, it is proposed to introduce a two-block organizational model for managing the development of creative tourism, in which the first block is represented by structures involved in promoting the development of a specific territory as destinations for creative tourism, and the second block is represented by structures responsible for the direct development and promotion of the territory indicated in chapter quality. At the
same time, these structures should use a diverse set of tools aimed at both creative tourists themselves and local residents.