

# Student tourism in the system of sustainable development of territories

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**Abstract.** The article demonstrates the correlation between the sustainable development of territories and student tourism. The result of the study is a model of the NSTU tourism and hospitality development system. This model was tested during the realization of the student project “School of New Generation Guides “NETI: About Tourism”. The obtained data concerning the graduates’ practice continuation allow to correct application of this model at the tourism sphere.

## 1 Introduction

The concept of sustainable development dates back to the twentieth century and initially included environmental aspects. The concept has spread to various life spheres, as a person needs for a comfortable and safe existence. It also includes the sustainable development of territories, which is based on ensuring safety and favorable conditions for human life, limiting the negative impact of economic and other activities on the environment and ensuring the protection and rational use of natural resources in the interests of present and future generations.

The state transition to the implementation of the sustainable development concept is global, covering not only individual countries, but most countries of the world. This transition is characterized by the replacement of the spontaneous natural-historical development of human society with an era of conscious sustainable development.

Nowadays sustainable development of territories is one of the trends in the tourism development in Russia. Sustainable tourism is a philosophical concept for the future that respects the natural, cultural and social environment of a destination. The modern tourism industry takes measures to achieve minimal impact on the environment and local culture, preserve local ecosystems and the diversity of ethnic cultures, while contributing to the generation of income, employment, and infrastructure [3].

Tourism as an economic sector solves a wide range of socio-economic issues, which makes it possible to provide jobs to the population, stimulate entrepreneurial activity, increase the growth of income of the population and increase the budget of the regions in the country.

In contrast to economic indicators, tourism depend on natural, cultural and historical resources, which requires close attention to their condition. Therefore, for the sustainable development of territories it is necessary to preserve tourism resources, ecological and cultural integrity of the region and to increase the tourist flow to make a profit.

UNESCO experts propose as the main measures for the development of sustainable tourism: to cultivate a caring attitude towards culture for preservation by future generations and use cultural resources to implement sustainable urban development. According to the UNWTO concept, sustainable development of the recreation and tourism sphere includes three interrelated aspects: environmental, economic and socio-cultural and considers as a factor of the territories' sustainable development [5].

At present domestic tourism development is directed to the selection of youth tourism as particular type that should allow to solve organization problems of the students to travel around the country.

Student tourism is one of the types of tourism in which young people aged 18 to 35 years have the opportunity to use educational and career guidance tours to shape their future career trajectory. The implementation of this type of tourism is facilitated by the federal youth program "Student Tourism", created by the ANO "Russia - the Land of Opportunities".

"Student Tourism" is Russian student program that gives you the opportunity to visit more than 100 cities in Russia, take part in unique events, get acquainted with science and discover new development opportunities.

In 2022, more than five thousand students vacationed under the student tourism program, which is eight times more than in the pilot year of 2021. This program includes more than 100 cities in Russia and is being implemented at the intersection of science, education and tourism. In 2023, about 200 universities are taking part in it, which are actively preparing for the new summer season, introducing a new international track for foreign students [6].

Universities are important routes and points of attraction for young people in the regions. The most popular universities in terms of the number of applications during the implementation of the student tourism program were universities in St. Petersburg, Kaliningrad, Irkutsk, Vladivostok, Kazan and Moscow.

Student tourism sets the vector for the cultural consumption of resources among young people, which affects the sustainable development of regions and the country as a whole. The future generation is a powerful engine for the introduction of new development concepts in all spheres of society.

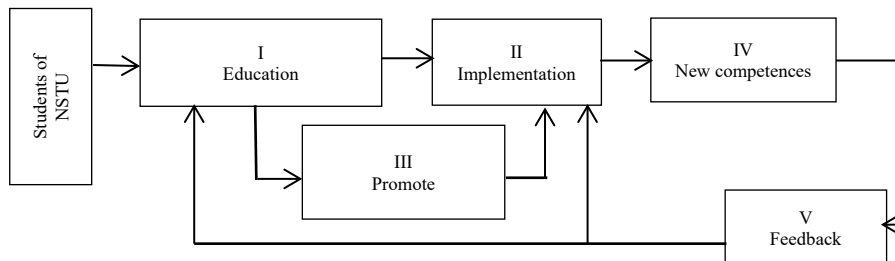
The main goal of the study is to organize and test the NSTU development model of the tourism and hospitality and determinate the opportunity to use it for the region tourism sustainable development.

## **2 Materials and Methods**

This study based on descriptive and empirical material collected from secondary and primary sources. The research result will be the NSTU model of the tourism and hospitality formation in the system of the destinations' sustainable development in Novosibirsk region.

The creation and use of this model is necessary for the comprehensive development of youth student tourism in the Novosibirsk region through the project training with the opportunity to further realization and feedback. The implementation of this model will promote to get professional competencies by students at the tourism sphere. It will allow to make a contribution in the sustainable development of territories in the Novosibirsk region.

The main object of the model's implementation is the formation of the hospitality masters' team who will initiate the emergence of a mass flow of student tourism in the region. Due to mass participation young people will develop the consumption culture of tourism resources, which will have a direct impact on the sustainable development of the territories.



**Fig. 1.** Structural model of tourism and hospitality development at NSTU in the system of sustainable development of destinations in the Novosibirsk region

Figure 1 shows the structural model of the destinations' development in the sustainable development system in the Novosibirsk region. The content of the model is caused by the transition of the state to the sustainable development concept realization and includes the territories' sustainable development too.

The structure model consists of five basic modules. It is necessary to consider the main modules.

The first is educational module. It is necessary for training participants in the school of guides of the new generation in the form of lectures and seminars from the city's leading specialists in the field of tourism, teachers of the tourism profile of the Department of Marketing and Service, Faculty of Business, NSTU; offsite events and demonstration excursions from experienced guides and testing of author's routes and application of practical skills.

In the second module we consider the project implementation: the authors' tourist rout development by participants, conducting the excursions for schoolchildren and guests of the city in the university campus, historical sites of Novosibirsk and Novosibirsk region on its basis. The purpose of the third module is to promote the project. The project is a quality unit in maintaining the tourism product in the Novosibirsk region.

The purpose of the third module is to promote the Russian tourism product. The project is a quality unit in maintaining the country's tourism product. Visual and emotional involvement is formed through corporate identity, information support and the development of branded products, which has physical involvement in the project.

At the fourth stage every participant passes certification as the defense of the authors' rout. This project permits the participants to get the training certificates and have the opportunity to realize their activity in the tourism and excursion business on a volunteer basis.

The fifth module is a stage for the projects' organizers and graduates interaction as a feedback. Feedback is significant as for organizers and for participants that successfully passed certification and continued the participation in the tourism projects in their regions. This interaction let to understand the involvement degree of the participants in the realization process of the region tourism service and to determine the quality of this model realization by the results.

### 3 Results and Discussion

The object of testing this model is the student project "School of New Generation Guides "NETI: About Tourism", implemented at the Novosibirsk State Technical University.

The object of the project is the training of the potential personnel that will contribute the destinations' sustainable development in the Novosibirsk region. This project promotes to the creation of a unified space for the cultural, professional and personal development of Russian youth.

This project emphasizes the set of events which could help university, college and school students will be able to receive professional, personal and cultural development. The participant's development is facilitated by teaching "tourist" literacy and excursion activities, finding like-minded people and popularization of the opportunities to travel around the regions of the country and welcome guests.

The acquaintance of young people with the history and culture of their university and region can be an effective tool in the process of patriotic education, active inclusion in a comprehensive study of the historical and cultural heritage of their native land and country.

The implementation of the project "School of New Generation Guides "NETI: About Tourism" provides support in the popularization of domestic tourism in Russia, the development of the territories of Novosibirsk and the Novosibirsk region from 2021.

During the educational module were invited the teachers from the Marketing and Service Department at NSTU, director of the regional analytical center, director of the MSI «Center for Tourism development» in Maslyaninsky District, representatives of travel agencies and other speakers for the lectures and master-classes conductions as experts in the tourism sphere. Participants visited off-site scientific and practice events. The significant task of the project was to train participants with the practical skills and consider the actual market situation.

The practical module allows to implement theoretical knowledge by the design of the authors' rout in the NSTU campus, Novosibirsk and Novosibirsk region. Participants has developed and realized authors' rout in the center of Novosibirsk, in Akademgorodok and Koltsovo and some routes in Maslyaninsky District.

The promotion is practice part of the project. At this stage participants have developed project style, souvenir production model and multipage website that acquired the status of the unified information project and tourism infrastructure resource in Novosibirsk region.

Participants should have passed certification at the final stage of the project. At this stage students verified and confirmed competences by the individual developments. As the result of the certification is that every participant has received a certificate which gives the opportunity to be the volunteer guide and participate in the projects of the tourism development in Novosibirsk region.

The feedback is a crucial part of the project activity. By mid-2023 the project team increased to 30 active students with knowledge and experience in hospitality. Projects' graduates are the active participants of the All-Russian project «Student tourism» and NSTU ambassadors in the tourism sphere. The participation in the project "NETI: About Tourism" promotes to continue 27 from 30 students their development in the tourist youth community in the formation and promotion of the other projects, author's tourist product and personal development.

## **4 Conclusions**

As a result, the use of the model and system for the development of tourism and hospitality of NSTU will contribute to the sustainable development of the Novosibirsk region territory, due to the student audience interested in student tourism.

Each of the modules is an important component unit for the formation of a territory brand. Educational and promotion and realization modules allow to study tourism sphere in theory and practice and to test the students' author products. Obtaining the competence promotes to professional staff formation that contribute to the territories' sustainable development. The feedback permit to improve the project by attraction new participants and develop their practice skills.

This model is universal for use when implementing projects in the field of tourism. The model can be improved and supplemented depending on the goals and components of each project.

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