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Organizational and Economic Aspects of the Development of Medical and Health Tourism for Children of Primary School Age

Abstract

Due to the modern economic situation shaped by the COVID-19 pandemic, entrepreneurial activity significantly depleted in all spheres of the economy not only in Russia but across the world. However, there are some industrial spheres the development of which did not stop completely despite being restrained by the COVID-19 pandemic. The industry of children's tourism having suffered certain understandable changes continues to function since the industry of children's recreation is directly connected to a child's development and adaptation in society, their socialization which generates the need for the development of this industry, as well as the need of society and parents for the organization of children's recreation, leisure, and tourism.

The article presents a study of organizational and economic factors of the development of tourism for primary school children in Russia both before the COVID-19 pandemic and in the post-pandemic conditions. The need and demand of society for the development of these services – the children's recreation industry – is revealed.

Keywords: Tourism, Children's Recreation, Children, School Age, Economy.

Introduction

The children's leisure tourism industry is the most worthy department of the tourism industry as a whole. Entertainment projects are tasked with broadening the scope of children's interests, improve their health or reveal their talents and focus on the final result of the development of the young generation which is soon to become more intense worldwide.

Exciting animation projects are currently presented in Russia. Each project individually chooses the type of camp focusing on a single task: tent camps with learning focusing on the components of tourism, archaeological camps

where children excavate the sites of primitive people, sports camps, equestrian camps, there are also religion-oriented camps, etc.

The children's tourism market is characterized by such trends as entertainment, health improvement and medical treatment, sightseeing tours for school groups both within the country and abroad but also recreation and education abroad. The children's tourism industry involves pronounced seasonal specifics and is typically contingent on school vacations. The demand is most high in the summer since in this particular season the need and supply become equal.

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Considering this season in the children's tourism market, there is quite a large number of tourist destinations proposing summer entertainment for children both in the country and abroad. The most common type of children's recreation is camp facilities. This type includes various children's health camps, specialized centers, sports and well-being camps, international camps. There are also sanatorium camps focusing on preventive healthcare.

The analysis of the situation leads to the conclusion that one should not hope for high profit from this type of business. Quite often many tour operators in domestic tourism follow the strategy of deciding on the lowest possible price for tours while the joint profit is supported by the high level of sales. The tourism industry companies tend to invest resources in upgrading key recreational facilities for children and seek to purchase recreational facilities for children as property or to rent them for extended time periods.

The atmosphere in the Russian tourism sector, same as in the economy overall, is characterized by impermanence and unpredictability. The development of tourist destinations, the reduction in the purchasing power of the monetary unit of the state, the geopolitical situation, as well as other conditions shape a critical situation in the country. For this reason, the most up-to-date anti-crisis research is highly relevant (Dyachenko et al., 2015).

Medical and wellness recreation and leisure as a subject of research were explored due to many obvious factors and circumstances.

First, this type of recreation and leisure is considered one of the directions that have become well-established in the Russian Federation, it essentially has been developing since the beginning of the 18th century. This category of recreation and leisure has broad opportunities and perspectives due to the current life expectancy and well-developed infrastructure.

Second, the Russian Federation is a state possessing great balneological resources, a large number of already existing medical and wellness resorts, as well as zones and territories suitable for the development of the entertainment sector and opportunities to invest in further improvement of the existing resources and the development of the new ones. Medical and wellness recreation in Russia is practiced in several formats and presents an important sphere in the study of children's tourism.

Despite the existing difficulties, children's recreation and leisure are currently one of the most necessary types of tourism as it has a particular relationship to the public sector. This contributes to the repurposing of many resorts and their use for the organization of recreation, treatment, as well as entertainment for children or family vacations. In accordance with the

mentioned, the problem under study can be considered important and necessary.

Methods

The problem of the study lies in identifying the most beneficial and favorable ways of developing medical and wellness tourism in Moscow and the Moscow region.

The object under study is tourism for primary school children.

The subject of the study is the organizational and economic aspects of children's medical and wellness tourism for primary school children.

The goal of the study is to develop recommendations for the realization of medical and wellness tourism in Moscow and the Moscow region.

In accordance with the study goal, it is necessary to meet the following objectives:

- To identify the main aspect of tourism for younger school students.
- To analyze the history of children's tourism in Russia and its state at the current stage of development.
- To evaluate the state of children's facilities in Moscow and the Moscow region.
- To outline the perspective for the development of children's tourism in Moscow and the Moscow region.
- To identify the separate directions of children's tourism development in Moscow and the Moscow region.
- To propose recommendations for the development of children's tourism for primary school children in Moscow and the Moscow region.

The materials of the study include data from international organizations and the Federal State Statistics Service, publications, and our personal surveys, observations, and conclusions obtained in the course of the study.

The practical significance of the study lies in the exploration of a set of events aimed at the development of children's tourism in Moscow and the Moscow region.

The scientific novelty of the study is ensured by the fact that it presents a complex theoretical exploration of children's medical and wellness tourism that involves:

- An analysis of the difficulties in the functioning and further development of children's tourism in Moscow and the Moscow region revealing, among other things, the most powerful conditions contributing to the increase in the competitiveness of institutions in the children's tourism market.

- The substantiation of the rationality of developing medical and wellness tourism in Moscow and the Moscow region through the work of a special company tasked with coordinating and regulating children’s tourism and the indication of the fundamentals of its functioning;
- Recommendations and prospects for the realization of a children’s medical and wellness tourism program in the context of organizing a tour for younger schoolchildren in Moscow and the Moscow region.

resorts, boarding houses, and hospitals. This type of leisure is most popular abroad.

However, the need for visiting such destinations is not exclusive to older people. A person does not have to have an illness or even insignificant health problems to participate in medical tours. In the context of primary school age, medical tourism should be viewed as a preventive measure.

Wellness tourism comprises two directions – rehabilitation (improving wellness) and treatment. These directions are closely intertwined and complement each other.

The sanatorium and resort result presupposes a rather difficult implementation and a combination of travel agencies. This is accompanied by the main sanatorium and resort service being medical support. Travel agency experts have to be qualified to provide proper advice to buyers. This complexity is demonstrated in Figure 1.

Results

The popularity of medical tourism is currently rising. However, the development of this direction mostly occurs among the older generation. Highly popular are tours that involve visiting health

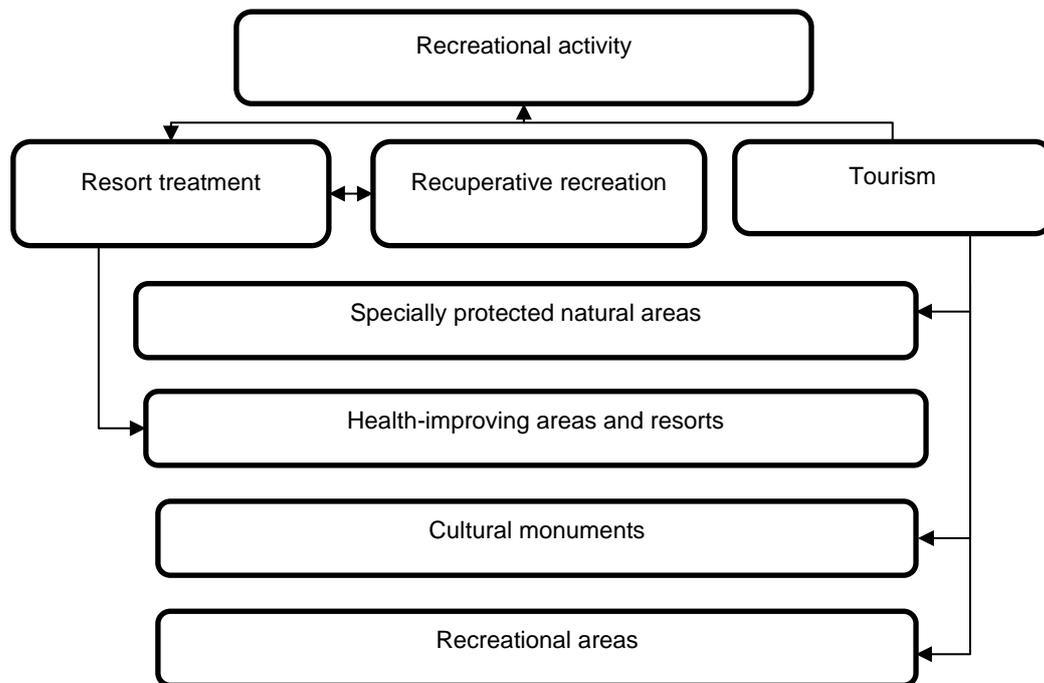


Figure 1.
The structure and essence of medical and wellness tourism

Thus, the organization of medical and wellness tours has to account for all components. Emphasizing treatment or health improvement exclusively is inadvisable. The program has to be organized with consideration of the set of factors necessary for a particular tourist.

Primary school age is associated with children’s physical development. The main foundations for immunity and health are laid at this age. This stage of development requires carrying out measures for the prevention of diseases and improving the overall health of

primary school children (Kniazeva, V.V., 2016; Slastenin, V.A., 2018; Slastenin, V.A., 2018).

Russia has a great number of means and infrastructures for the implementation of medical tourism for this particular age. The southern resorts of Russia are replete with children’s camps of various types. It seems most logical and correct to view the development of children’s tourism for primary school children specifically from the point of using camp facilities.

Communication and play are of special importance at the primary school age. The

organization of medical tours in a team format and through group methods ensures a comfortable living environment for the potential participants (Iliina et al., 2016).

Medical tourism for primary school children involves the following obligatory elements:

1. Safety
2. Maintaining cognitive or playful interest
3. Providing nutrition and healthy sleep
4. Correctly selected complexes of wellness measures

In addition, the rules for travel agencies involve providing full and accurate information on the conditions of entertainment at beaches, the presence of medical experts and the required medical equipment, and the wellness programs that can be provided by the given health resort. The features of the realization of sanatorium and resort recreation involve a set of special characteristics.

First, a newly arrived vacationer has to have a health resort card or an outpatient extract from the medical history.

Second, there is an age limit for visitors with children. Only a small percentage of sanatoriums take responsibility for children starting from the age of 3.5 years old with the exception of some facilities that provide the necessary services and accommodation and only children over the age of five receive treatment procedures.

Third, the period of stay of the vacationer is adjustable, it can last from 10 up to 21 days, this feature is in use in most sanatoriums.

Fourth, travel agency specialists are typically not sufficiently familiar with the product being sold which entails certain difficulties.

We have to highlight that at the present stage, improving the competitiveness of sanatorium provisions is impossible using only their original characteristic features. The financial efficiency of offering these services depends on satisfying an extensive list of needs of vacationers and potential customers.

By purchasing a ticket to the health palace, the visitor obtains not only the sanatorium and resort products but also certain obligations, the highest level of service, the qualifications of experts, and the reputation of the given sanatorium and resort ensemble.

The aforementioned allows us to conclude that a competitive competition in the sanatorium and resort products market becomes strategic but not a resource. Another significant nuance is the information component of sanatorium services. This aspect is due to the fact that the financial result of the sanatorium is linked to the customer, their attitude towards the sanatorium and resort provision, and especially the company. The relationship between the provider and the customer of sanatorium and resort services is created over an extended period of time.

It should be borne in mind that a specific sanatorium and resort service can not meet the requirements of absolutely all customers. The general principle does not meet the needs of a specific market sector. This aspect of the discussion of sanatorium and resort services allows increasing its effectiveness through expanding the list of personalized services to stimulate loyalty in the target audience.

Considering primary school age, we can indicate the following directions of the development of sanatorium and resort tourism:

- Forming tours based on children's healthcare camps located in the climatically suitable regions.
- Organization of sports tours promoting general endurance and health (football, sports competitions).
- A combination of sport and nature – hiking or camping tours.

Each of the examined types of medical and wellness tourism services for primary school children requires careful organization of the route, transfer, insurance, and pedagogical support for the group.

The same rules apply to tours abroad. The only difference is the need to obtain parents' permission or organize a joint child + parent tour.

Moreover, it is necessary to account for the fact that a child ends up in an unfamiliar country which requires providing them with the opportunity to communicate. This implies the need to ensure the presence of a guide-interpreter in the group or organize a tour to a sanatorium-resort facility having native speakers of the child's native language.

Regarding the creation of a long-term wellness tour, it is necessary to develop and account for the time for a child's education. In these conditions, it is possible to organize a medical and wellness tour during which children study by the school program and receive medical and wellness procedures after classes.

This can be a language camp in which children learn the language of the country to which the tour is organized and take mineral baths or hike mountains for fresh air.

There is a large number of options for the organization of such tours. However, their implementation requires accounting for the features of the younger school age. Resort and recreational tourism is very significant for the person.

- Firstly, this involves not only sightseeing but also cognitive work (the "change of scenery" entails the study of the latest culture, the newest customs, events).
- Secondly, this also involves therapy for well-being, visits to different springs, mud therapy, and other types of health

improvement. Suitable natural and atmospheric conditions accompany the healing of the human body.

Of great importance in the field of health and wellness tourism is the quality of the enterprise. This involves the location, accommodation, feeding, healthcare, as well as transfer, and leisure activities. Industry formation of health resort tourism must be based on natural and medical resources. The facility has to be attractive for the vacationers with suitable climatic characteristics, optimal ecology, the presence of healing natural conditions: a special atmospheric climate, springs, healing muds, pools with mineral water. In accordance with the aforementioned, we provide our own view of the development of the health tourism industry. The medical and wellness industry involves a complex of money placement; climatic means, food, medical and preventive, and other areas.

In many countries, medical tourism is developing at a fairly rapid pace and has significant social and financial significance, as well as:

- Contributes to the local and state budget;
- Contributes to the increase in workplaces.
- Provides for the development of all spheres involved in providing tourism services.
- Affects the development of public and industrial infrastructure in tourist destinations.
- Stimulates the work of the centers of national crafts and cultural development;
- Guarantees the increase in the living standards of the population.
- Increases financial income.

Under the conditions of modernization of the healthcare system, one of the fundamental conditions of financial provision of the state is considered to be human capital. Accordingly, based on the national policy, the modernization of healthcare in the Russian Federation primarily focuses on helping to preserve and improve children's immunity using the minimum costs of the sanatorium and resort and rehabilitation technologies and the conception of children's rehabilitation treatment. In relation with this, in the past years of dramatic reformation, one of the main issues in the state social and financial activity is considered to be the provision of the necessary conditions for physical and emotional rehabilitation of schoolchildren, older people, pensioners, disabled persons, war veterans, and people with chronic illnesses. Together with that, the sanatorium, resort, and rehabilitation conception of healthcare has certain issues hindering effective development. The development of medical and wellness tourism for primary school children appears especially

relevant for Russia also due to the low life expectancy of the population compared to the developed countries determined by significant morbidity, high social tension, and the insufficient presence of medical resorts.

Recommendations for the implementation of medical and wellness tourism in Moscow and the Moscow region.

Health (wellness) tourism is a new and promising direction that can get quite an extensive development in the modern world. Its realization requires a certain infrastructure and implementation mechanisms.

Let us consider the possibilities and prospects for the development of the program of organizing a tour for primary school children in Moscow and the Moscow region. (Kryukova et al., 2019).

We can propose two options for medical and wellness tourism. The first option involves organizing a group week-long tour to one of the following medical sanatoriums in Moscow.

1. The Children's Bronchopulmonary Sanatorium № 18.

The sanatorium accepts children from 7 to 14 years old living in Moscow.

2. The Children's Bronchopulmonary Sanatorium № 15.
3. The Children's Bronchopulmonary Sanatorium № 18.
4. The Children's Bronchopulmonary Sanatorium № 29.
5. The Children's Cardio-Rheumatology Sanatorium № 42.

This version of the tour involves organizing a week-long visit to one of these institutions. Based on visits to these sanatoriums, it is necessary to organize educational activities, as the organization of medical and health tourism for younger students implies the need to organize:

- Catering
- Transfer
- Security
- Learning
- Recreation and educational activities

Aside from visits to sanatoriums and health resorts of therapeutic nature, it is possible to organize other options for the tour. Therapeutic and recreational tourism can be realized through sports events, sections, and training.

Primary school age is associated with children's physical development. The main foundations for immunity and health are laid at this age. At this stage of development, it is necessary to carry out measures for the prevention of diseases and improving the overall health of primary school children.

Russia has a large number of means and infrastructures for the realization of therapeutic

tourism for children at this very age (Kryukova et al., 2018). The southern resorts of Russia have plenty of children's camps of different orientations. It seems more logical and correct to view the development of therapeutic tourism for primary school children from the point of the use of camp-type institutions.

Communication and play are of great importance for younger school-aged children. By organizing therapeutic tours in a team format, using group methods, it is possible to provide a comfortable living environment for the potential participants.

Within the framework of therapeutic tourism aimed specifically at the younger school age, the following obligatory elements should be noted:

1. Safety.
2. Maintaining cognitive or playful interest.
3. Providing nutrition and healthy sleep.
4. Properly selected complexes of wellness measures.

The main activity of the travel agency involves providing clear information on the circumstances of the entertainment at the resort, recreation programs that can be provided by the given boarding house, camp, etc., as well as ensuring the presence of medical experts and highly qualified medical equipment.

Medical tourism is currently gaining popularity. However, the development of this direction is mainly among the older generation.

Tours with visits to health resorts, boarding houses, and treatment centers are becoming highly popular. The greatest popularity of this type of leisure is observed abroad.

However, the need for visiting such destinations is not exclusive to older people. A person does not have to have an illness or even insignificant health problems to participate in medical tours. In the context of primary school age, medical tourism should be viewed as a preventive measure.

Wellness tourism comprises two directions – rehabilitation (improving wellness) and treatment. These directions are closely intertwined and complement each other.

Routes and tours with the participation of younger schoolchildren should be based on a set of rules and standards accounting for students' age and psychological characteristics.

Thus, medical and wellness tourism for younger schoolchildren in Moscow should be implemented based on the resources and enterprises available in the city with the involvement of teachers, parents, and psychologists (Ilina et al., 2016).

Recreation in the suburbs of Moscow is a chance to see the beauty of Russian nature with one's own eyes. In very close proximity, a few kilometers away from the suffocating dusty metropolis, it is possible to be away from the

noise, bustle, and other problems of the city of Moscow. Therapy, functional sports, swimming, hunting, fishing – all this and much more is provided for vacationers in boarding houses and vacation homes near Moscow.

The Moscow region's entertainment market adds 20% to its monetary turnover yearly. According to the Tourism Committee of the Moscow region, more than 900 suburban hotels, resorts, sanatoriums, and tourist centers are operating outside the metropolitan area. The number of beds in hotels is increasing by 10% per year.

According to experts invited to the program "V Fokuse" on the "RBK" TV channel, in recent years, recreation in the Moscow region has been becoming more popular and numerous despite the fact that prices are rising regularly.

The high demand that is also present for children's recreation in institutions located in the Moscow region or Moscow is determined by many factors:

- Recreation in a familiar climate is a more common choice for children which, similar to tourism in general, is associated with inherent difficulties:
- The high cost of mass children's recreation.
- Children's recreation and entertainment being predominantly owned by the government departments and the state which is accompanied by a low degree of funding.
- The lack of the required financial support for the administration of camps.
- The differentiation of services offered to families with different levels of income.
- The lack of legislation stabilizing this area of business.

The development of children's tourism in Moscow and the Moscow region is an important and controversial factor which is demonstrated by the low rate and current challenges in its growth and development. It depends on the peculiarities of the region's development, geographical location and natural conditions, and the presence of regional and federal programs for the development of health resort business in the region. The need for the development of the health resort business in the region is due to its great role in the socio-economic position of the region.

The main sectors of the economy of Moscow and the Moscow region are machine building and metalworking, mining, oil and gas, ferrous and nonferrous metallurgy which additionally presents some problems for the population such as reducing the quality of life and worsening health leading to increased rates of mortality, morbidity, and disability. All these factors lead to a decrease

in the rate of economic development, therefore, the development of the health resort business is necessary for the region. The recreational resources of Moscow and the Moscow region can be considered prosperous due to the appropriate geographical location involving mineral waters, medicinal precipitations, landscapes, and bioclimate.

Landscape and climatic resources are of great importance for the region's sanatorium potential as they are associated with the therapeutic and preventive effect of the natural environment on the human body, as well as suitability for the organization of sanatorium and resort treatment.

Having such a rich potential in the development of sanatorium and resort business, the region is starting to develop in this sphere, the regional authorities elaborate programs to support the development of this sphere.

Discussion

Over the past two decades, due to globalization, digitalization, and the inclusion of all countries into a single information space, the tourism industry has received new opportunities for accelerated development. The development of children's tourism is left outside of this trend; over the past few years, the demand for children's tourism has been growing. In the era of "baby boom", according to Rosstat, the birth rates by years were as follows: In 2000, there were 1'266'800 children born in Russia; in 2001 – 1,311,604; in 2002 – 1,396,967; in 2003 – 1,477,301; in 2004 – 1,502,477; in 2005 – 1,457,376; in 2006 – 1,479,637; in 2007 – 1,610,122; in 2008 – 1,713,947; from 2009 to 2011, the number of children born fluctuated around 1,750,000; in 2012, there was a surge up to 1,902,084 children; in 2013 – 1,895,822; in 2014-2015, the number of children born in each reporting period was more than 1,940,000; in 2016, it became lower – the number dropped to 1,893,256 people; in 2017 and 2018, a little more than 1,600,000 children were born. (Fertility Rosstat: coefficient, data by years, cities (rosinfostat.ru)). In the context of the orientation of state support measures on increasing the birth rate in Russia and supporting large families, children's tourism gains particular importance. It is also worth noting that the children's tourism industry is developing rapidly and is the most profitable industry even in the current uncertain economic situation. The development of children's tourism is closely linked with the development of related industries, such as hospitality, catering, transportation, trade, and entertainment (Kryukova et al., 2020; Khetagurova et al., 2018; Mosalev et al., 2018; Kryukova et al., 2018).

Scientific research on the phenomenon of children's tourism remains secondary in the literature. The number of participating children, the length of their stay, what they do, and what experiences they request remain ignored compared to other age categories, as is the analysis of their life trajectories (Vinogradova et al., 2014; Yudina et al., 2018).

The purpose of children's tourism is the formation of personality and the promotion of children's cognitive activity under the direct influence of the environment and nature.

Children's tourism emerged in Switzerland around the end of the 19th century when population growth led to an increase in poor citizens across Europe with many children having very poor health. This inspired the creation of private associations that sought to tackle this problem such as the Bologna Medical and Surgical Society founded in 1802 to create children's holiday camps (Semenchukova M.A. Detskii turizm: osnovnye poniatiya, problemy, perspektivy razvitiia - Students' Scientific forum (scienceforum.ru); Morozov M.A., 2008; Chichkina S., 2009; Kvartalnov V.A., 2007).

In the interwar years (1915-1940), rest camps for children between the ages of 6 and 14 were opened and spread throughout Italy to prevent disease, promote well-being, and shape the new generations both socially and politically. This allowed sending many thousands of children from working-class and low-income families to the sea or the mountains: the Riviera Romagnola, used here as an example, along with Versilia and the Riviera di Levante in Liguria, was the first case of this national phenomenon.

After the war, when the country was rebuilding for the second time, tourism began to grow again; from 1946 to 1972, children's vacations continued to take place both in summer camps and in the places of origin of families whose older generations remained while the rest emigrated to the city from the countryside. This phenomenon continues today in a variety of places some of which are developing their own tourist industry.

Tourism in modern Russia is a dynamically developing industry. In all spheres of tourist activity, there is an expansion of supply and increasing specialization. In Russia, children's tourism is only developed in large cities. Moscow is not only the capital of the Russian Federation, it rightfully takes first place among the tourist centers of the country. In October 1993, the Moscow City Government issued a decree "On Measures to Develop Tourism in Moscow". The conceptual program of tourism development is called "the priority of socio-economic development of Moscow," which once again confirms the importance of the tourism industry for the economy.

The main sources of legal regulation of the organization of tourism in the Russian Federation are the Civil Code of the Russian Federation, the Federal Law № 132-FZ of November 24, 1996, "On the foundations of tourist activity in the Russian Federation", the Russian Federation Law № 2300-1 of February 7, 1992 "On Protection of Consumer Rights" with later amendments and additions. (Federal Law of November 24, 1996, № 132 - FZ (as amended on July 3, 2019) "On the foundations of tourist activity"; Federation of Sports Tourism of Russia Children's and youth tourism; the Ministry of Education of the Russian Federation Navigation Page (fcdtk.ru).

The tourism industry has enormous potential to positively affect children's rights. The fact that the sector employs between 2.2 and 3.5 million people is just one of the reasons why tourism is viewed as an area of sustainable development the success of which will determine the outcomes for children around the world from now until 2030. Companies in this sector have to exert concerted effort to understand how children living in tourism destinations are affected (positively and negatively) by their business operations and supply chains. (Drobyshev et al., 2017; Drobyshev et al., 2017).

In accordance with the United Nations Guiding Principles on Business and Human Rights and Children's Rights and the United Nations Business Principles, the understanding of these conditions requires the involvement of specialists in human rights and constructive consultations with the potentially affected groups. This involves conversations with individuals or groups representing children or, in some cases, with children themselves.

Significant efforts have been made around the world regarding the sexual exploitation of children in the context of tourism. However, companies need continued vigilance on mitigation measures such as codes of conduct and training and more attention needs to be paid to child protection measures related to the behavior of employees. Importantly, there is growing recognition of the broader impact of the tourism sector on children's rights.

Children whose parents work long and irregular work hours and cannot access or afford childcare may have to take care of themselves or their siblings which makes them extremely vulnerable to injury, neglect, and abuse. These risks can increase for children living in popular tourist destinations who are subject to higher levels of alcohol consumption, prostitution, gambling, drug abuse, noise, and crime. Companies can help create a safe environment for their employees' children by supporting efforts to subsidize the cost of daycare, providing daycare to staff, or increasing investment in local

youth and sports clubs (Strebeleva, E.A., 2017; Kamenets, A. V., 2016).

Thus, children's tourism is one of the most important directions in the provision of services. The development of the international economy and the improvement of human well-being increases the demand for children's tourism and its differentiation.

Tourism development, including the development of infrastructure, increased air travel to the destinations, insufficient sewerage systems, and the use of chemicals affect the environment and basic services at the destination and, as a result, the health of local families and their children.

As one of the largest and most dynamic sectors of the global economy, tourism can improve the lives of millions of children. Ensuring the sustainability of the distance and not just the duration of travel is imperative for the industry.

Moscow and the Moscow region have great potential for the development of children's tourism and, consequently, an additional resource for foreign exchange earnings.

The Regional Center for Children's Tourism offers tours for schoolchildren to Moscow and the Moscow region.

The trip begins with a sightseeing tour of the city during which the children see the fascinating Sparrow Hills, the famous Moscow State University, the modern Moscow City district, the State Duma building, the majestic Cathedral of Christ the Savior. A walking tour of the group along the Old Arbat is planned. If desired, an ordinary walk can be turned into an excursion with a professional guide introducing schoolchildren to significant monuments and architectural structures. The second tour option is a visit to the Moscow Zoo housing more than 8,000 animals during which children can get acquainted with the fauna of all continents of the planet.

The Museum of the Great Patriotic War on the Poklonnaya Hill, the Moscow Kremlin, Red Square, Alexander Garden are the world heritage sites without which it is difficult to imagine the history of Russia. Children will get a lot of new impressions from seeing the centuries-old history come to life before their eyes.

The Tretyakov Gallery is a pearl among the world's exhibition halls. Examining the exhibitions of famous Russian painters, children will be happy to dive into the world of art.

There is an option to visit the Tsaritsyno Museum-Reserve, the Kolonna Palace of Tsar Alexei Mikhailovich, or the Kuskovo estate. Each object has unique architectural structures and rich history.

At the end of the vacation is a bus excursion to Sergiev Posad, a visit to the great Trinity-Sergius Lavra which is the center of Russian

Orthodoxy and a real jewel in the list of attractions of the "Golden Ring of Russia" cities.

Visiting the most interesting sights, comfortable accommodation with meals, and attentive attitude to the young guests will turn the trip into an exciting journey.

The types of children's tourism in Moscow and the Moscow region include:

1. Educational tourism ("Evroklub", "Velikoe Kniazhestvo", "Tochka opory", etc.)

Nowadays, educational tourism is rising in popularity. One of its forms is language camps where children can not only learn the history and culture of a particular country but also make new friends and learn a new language in a relaxed, entertaining, and playful way.

2. Sports tourism (tourist club "Mumi-troll", "Tsentr Veshniaki", "Titan", etc.).

Sports tourism is ideal for active children: ski resorts, hiking in the mountains, diving by the sea, dance camps, or horseback riding schools.

3. Wellness tourism (the "Spasatel" base of the Ministry of Emergency Situations, the "Voskhod" sanatorium, the "Druzhba" camp, etc.).

Children will have proper nutrition, necessary therapeutic procedures, sports games in the fresh air. This type of rest will leave a child with new impressions and strength.

4. Creative tourism ("Zdravnitsa lu.A. Gagarina", "Iasnaia Poliana", "Tretiakovka", etc.).

Museums, country houses, and camping sites in Moscow and the Moscow region are waiting for schoolchildren during the vacations and all year round. Museums prepare traditionally interesting educational programs and routes for schoolchildren. This direction is now particularly discussed in the government – the need to revive creative tourism and the local history for schoolchildren is discussed increasingly more often.

The reasons for such fluctuations may be different, for example, the political situation in the country, the deterioration of customer service in the tourism industry, as well as the unstable financial state of tourist services consumers, and more attractive tourist offers in other countries.

The key priorities for action that must be taken into account to achieve inclusive growth through children's tourism in Moscow and the Moscow region are:

- Seeking greater social integration through tourism with an emphasis on child empowerment.
- Involvement of youth, volunteers, tourism opportunities for all, and support for local communities.
- Strengthening "decent work" in the tourism sector including by the means of providing training and the improvement of potential

to broaden a person's career prospects, implementing regulation frameworks ensuring that all tourism-related employment provides adequate pay and working conditions.

- Promoting the "inclusive growth" approach to poverty reduction through sustainable tourism, including through directly employing the poor in tourism enterprises.

We should also note the key priorities for action to increase the role of children's tourism in Moscow and the Moscow region in the preservation and promotion of culture:

- Support for cultural tourism, for example, through closer integration of culture and tourism, policy, and planning.
- Preservation of tangible and intangible cultural heritage, for instance, by careful monitoring of the carrying capacity of cultural sites and destinations, the involvement of local communities.
- Promoting live culture and creative industries through tourism which can revitalize art, historic buildings, and even entire neighborhoods in Moscow, for example, by promoting promising destinations.

Children's tourism in Moscow and the Moscow region can:

- Bring profit in foreign currency.
- Have a positive impact on the balance of payments.
- Accelerate the investment process.
- Increase employment.

Prospects for the development of children's tourism in Moscow and the Moscow region:

- The development of inbound and outbound tourism: resort, sports, health, etc.
- The development and realization of quests in Moscow and the Moscow region.
- The development of an effective advertising campaign for children's tourism.

Children's tourism in Moscow and the Moscow region is growing rapidly with noticeable socio-economic manifestations. The process of its transformation has also been no less interesting with new consumer groups with different travel motivations, lifestyle patterns, and requirements arising in all aspects which brings both new opportunities and problems.

The main problems of children's tourism in Moscow and the Moscow region:

- Ineffective position of the state in the formation of national protectionism.
- Shortcomings in the regional regulation of the tourism industry.

- The lack of information and promotional activities.
- The tax burden hindering and discouraging potential investors in the tourism industry.
- The lack of necessary currency and legal conditions.
- Imperfect licensing activities in the field of tourism.
- The tourism management system is not well-established.

We suggest the following methods of solving the main problems:

- Promoting external demand for tourist services by investing in the logistics tourist infrastructure of Moscow and the Moscow region.
- Ensuring the best possible use of the natural tourism resources of Moscow and the region.
- Promoting the training of specialists in this sphere.
- Promoting the improvement of the social and economic situation of the state to create comfortable conditions for domestic and foreign investors.
- Establishing control of the standardization and certification of hotel services.
- Increasing state support for investment activities.
- Popularize tourist services of Moscow and the Moscow region.

As a result, various constraints and barriers (internal, interactive, and environmental) are evident at all stages of the development of children's tourism and the tourism chain. They influence families' choices of the type of tourist trip, the destination, the modes of transport they can use, the requirements in terms of accommodation conditions, and the limitations they face when participating in various activities.

The suburbs of Moscow have a full range of sources of medicinal waters and muds which additionally contributes to the development of the health resort cluster. Rest and therapy in the Moscow region are among the most optimal in terms of treatment for:

- Diseases of the cardiovascular system.
- Nervous system disorders.
- Various digestive system disorders.
- Diseases of the urogenital tract.
- Diseases of the musculoskeletal system.
- Metabolic disorders.

It is important to note that vacation homes and resorts near Moscow also have an entertaining recreational component shaped by

the needs of the vacationers. Cultural events, intensive recreation, the frequent presence of first-class bathing complexes and SPA make them even more attractive.

Some of the most significant and promising sanatoriums are located in such districts of the Moscow region as Ozersky, Chekhovsky, Sergiev Posad, Pushkinsky, Noginsky, Stupinsky, Solnechnogorsky, Istrinsky, and Dmitrovsky.

Conclusion

Children's tourism is a perfect option for parents who want their children to not only rest but also learn something new. The problem of combining children's recreation and learning is most certainly relevant not only for families with many children but for every parent. Considering that modern children are immersed in IT products, the problem of switching them to active recreation is acute especially when the parents themselves do not have much time for it. In this context, children's tourism is a type of tourism aimed at the formation of value orientations, personal development, and moral recovery. Thus, it is an effective way to not only expand a child's horizons, teach them new interesting skills, and promote their independence, but also help them grow up healthy and confident. Undoubtedly, such recreation is much more beneficial than a child sitting alone at home by the computer.

The children's tourism industry fulfills several functions including the health improvement function, the sports function, the cognitive or educational function, the upbringing function, the entertainment function, and the socio-economic function

Experts note that the tourism industry for children of primary school age should become one of the priorities and main directions of tourism development in the Russian Federation. (Dusenko et al., 2016)

The analysis of the state of children's tourism in Russia reveals certain problems in its organization. Compared to other countries, the tourist activity of Russian schoolchildren does not demonstrate any growth due to parents' low solvency. Moreover, many factors are hindering this development – the insufficient development of infrastructure of children's institutions, the high cost of tourism products, low qualifications of managers working in the field of children's recreation, and the economic instability in the country. Overall, this situation leads to competition between companies in the children's tourism market. Accordingly, Russian organizations have to search for the most effective ways of reaching competitiveness. State support at all levels is also of great importance, however, the growth rate remains rather low.

In addition, children's tourism is all but left out of the Russian legislation. Nevertheless, the sphere of children's tourism is becoming increasingly important both from the social and commercial standpoint, therefore, it deserves the closest attention from the state administration bodies in the field of tourism.

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