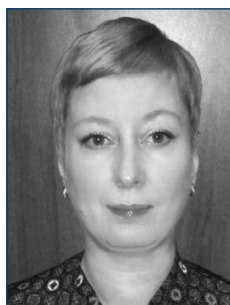




History and present day of the formation of the subjectivity of russian tourism

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PhD, Associate Professor **L.V. Yarchikovskaya**¹

Dr. Hab., Professor **V.I. Grigorev**²

PhD, Associate Professor **O.V. Mironova**¹

PhD, Associate Professor **A.V. Sharonova**¹

¹Saint-Petersburg State University, Saint Petersburg

²Saint-Petersburg State Economic University, Saint Petersburg

Corresponding author: mironova.olga2014@gmail.com

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Abstract

Objective of the study is to assess the driving forces and threshold values of changes in conditions that shape the subjectivity of tourism at different stages of socio-historical development.

Methods and structure of the study. A content analysis of literature, expert forum publications, and statistical data from the Federal State Statistics Service of Russia (FSSS, Rosstat) was conducted. An analysis of scientific concepts and models of Russian tourism development at different ontological stages proves the wave-like nature of the acquisition of subjectivity. As a sociocultural phenomenon, tourism is a product of historical development linked to Russian identity and the development of human essential forces and abilities.

Results and conclusions. As a form of culture, tourism (from the French tour, meaning "journey") came to the fore historically after the publication of the Universal Dictionary of the 19th Century in 1876. In literature, education and science, its essential characteristic reflects the synthetic nature of human activity related to the exploitation of natural resources and new territories [2]. Understanding tourism in the context of biological determinism: 'nature – man – society' shows the pendulum-like nature of the migration of animals, birds and marine life. The results of the analysis prove the connection between tourism and the education of man in unity with nature, history and culture.

Keywords: *history, Russian tourism, infrastructure.*

Introduction. Attempts to describe the driving forces, regulatory environment and constants of Russian tourism have been made by experts such as M. Vorontsova, L. Zakharova, G. Karpova, E. Kuzmina, I. Morozova, V. Novikov, E. Trofimov and others. To date, a system of views has been developed that reflects the structure, functions, conceptual apparatus, and resource potential of tourism [1; 2]. At the same time, the analysis of the ontological constructs of tourism requires a deeper understanding of the factors that shape its subjectivity.

Objective of the study is to assess the driving forces and threshold values of changes in conditions that shape the subjectivity of tourism at different stages of socio-historical development.

Methods and structure of the study. The scientific and methodological platform of the study consists of: systems theory (P. Anokhin), cultural theory (V. Mezhev), theory of human activity and needs (A. Leontiev), and fractal theory (B. Mandelbrot).

The instrumental field of work includes content analysis of literature, publications of expert forums, and statistical data from the Federal State Statistics Service of Russia (FSSS, Rosstat).

Results of the study and discussion. As a form of culture, tourism (from the French tour, meaning "travel") came to the forefront of history after the publication of the Universal Dictionary of the 19th Century in 1876. In literature, education and science, its essential characteristic reflects the synthetic nature of



human activity related to the development of natural resources and new territories [2]. Understanding tourism in the context of biological determinism: 'nature – man – society' shows the pendulum-like nature of the migration of animals, birds and marine life.

Tourism, which emerged in Britain in the early 19th century, is a product of the industrial revolution, aimed at finding resources to achieve maximum labour productivity [3; 5-7]. At this stage, signs of the structural nature of tourism are visible, the core of which is mountain, sea and recreational tourism. The functional state is exemplified by man's ascent of Mont Blanc (4,810 m) in 1786, the stratovolcano Chimborazo (6,268 m) in 1880 and Everest (8,848 m) in 1920.

In Russian tourism at the beginning of the 19th century, a fractal structure was formed, expressed by the antinomy of two poles (B. Mandelbrot). The imperial policy of Russia at the beginning of the century set strategic directions related to the development of new territories, the development of the navy, railways and aviation. The creation of the Trans-Siberian Railway ('Great Russian Wall') in 1905, connecting the European part, the Urals, Siberia and the Far East, was of key importance for the development of tourism. The expeditions of I. Krusenstern and N. Rezanov (1803-1806) and the Antarctic expeditions of F. Bellingshausen and Y. Lisiansky (1819-1821) played a special role.

A separate issue is the assessment of the hedonistic component of the first (class-based) pole, which is expressed in the logical predicates of the development of tourism in Russia. The dynamics of the pole's development are subject to external factors: organisational, financial, and resource-related. Hedonistic utilitarianism determines the sphere of services adequate to the needs of the nobility, the ruling class, and the cultural bohemian elite. Critical factors include the irretrievable loss of human resources in the Crimean War (1853-1856), the Russo-Japanese War (1904-1905), World War I (1914-1917), and the Russian Civil War (1917-1922).

The methodological platform for the development of the second pole is Russian civilisation (P. Sorokin). Having adopted Christianity from the Byzantine Empire, Russia inherited the ideas of Russian Cosmism (V. Vernadsky) and the ultimate meaning of life (A. Losev). The organic nature of development is manifested in the culture ('collective memory') of the peoples of Russia. The guardians of identity are: pioneering spirit, Cossackdom, wandering, and monasticism. The

structure of the pole correlates with natural, national, religious, and worldview components.

The ideology of building the Soviet state in 1922, aimed at the prospects of a world revolution, is associated with the cultivation of the highest ideals of development and social creativity on the platform of a creative society. Tourism forms a 'zone of attraction' to proletarian culture, which reduces the level of radicalisation of the millions of peasants who have come to the cities. Various types of tourism provide opportunities to develop skills in local navigation, mountaineering, skiing and overcoming water obstacles.

The 1930s saw a peak in the development of tourism, achieved through the concentration of resources of the Society for Proletarian Tourism and Excursions (SPTE), Vsevolod and the defence and sports society OSOVIAKHIM. This was an objective trend initiated by the imperatives of the 'six conditions for increasing labour productivity.' The expeditions of N. Roerich (1923-1928), the Arkhangelsk-Moscow ski crossings, and the Khabarovsk-Moscow bicycle races (1934) indicate a change in functional positions.

Large-scale projects to develop new territories provide incentives for the development of tourism. At the forefront is the Belomorsk-Baltic Canal (1933), connecting the White Sea with Lake Onega and the Baltic Sea. Another project is the construction of the 4,324 km Baikal-Amur Mainline (BAM), launched in 1936 to develop the resources of Eastern Siberia and the Far East.

The military doctrine of the USSR in the early 1940s changed the qualitative state of the tourism sector, inevitably taking it to a new level. It should be noted that the mobilisation vector, implemented within the framework of national security and patriotic education of young people, was justified by the growth of geopolitical tensions. Among the achievements, we note the non-stop flight across the North Pole from Moscow to Vancouver (USA), accomplished by V. Chkalov, G. Baidukov, and A. Belyakov in 1937.

The verification of the military-applied functions of tourism was carried out during the armed conflict with Finland (1939-1940) and the Great Patriotic War (1941-1945), when special purpose detachments were formed from among tourists. This period saw the peak of turbulence, associated with the loss of more than 20 million people in the USSR and the destruction of 1,710 cities and towns.

The post-war stage in the development of tourism was characterised by waves of functional changes



dictated by the restoration of the economy, human resources and infrastructure under the Iron Curtain. Indeed, functional changes in the internal code of development explain the achievement of the maximum functions of tourism and the development of scientific and technical potential. It should be noted that for the 10.4 million Soviet citizens involved in tourism, this was a 'window to the world.'

During the Iron Curtain era (1950), the system showed a high degree of adaptability to the influence of political and socio-cultural factors. The development strategy is aimed at the financial segment, personnel training, and the transport complex. Outbound foreign tourism is focused on the countries of the Warsaw Pact military-political bloc: Albania, Bulgaria, Hungary, the GDR, Poland, Romania, and Czechoslovakia.

During the years of 'developed' socialism in the 1960s, the tourism industry strives to achieve maximum conditions and develop human capital, the main driving force behind the development of the USSR. It is evident that tourism is developing as an anthropocentric system within the limits of maximum intensity and minimum entropy.

The peak level is characterised by Yuri Gagarin's first space flight in the world (1961) and Yuri Senkevich's expedition across the Atlantic Ocean on the papyrus boat Ra, undertaken as part of an international team (1969). The arsenal of sports tourism includes training camps at Olympic training centres in Abkhazia, Azerbaijan, Georgia, Leningrad, Moscow, the Baltic States, and Ukraine [2; 7-9].

The historical destabilisation caused by the introduction of Soviet troops into Czechoslovakia (1968) and Afghanistan (1979) exacerbated the contradictions between the Soviet and Western models of tourism.

The doctrine of market fundamentalism, aimed at dismantling the basic constants of the USSR (1991), led to the breakdown of national sovereignties and the collapse of the country. The narrowing of the resource base with the departure of the Baltic republics (Latvia, Lithuania, Estonia), the Caucasus (Armenia, Azerbaijan, Georgia), Belarus, Moldova, Ukraine, and Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan). The new state of affairs, dependent on market conditions, is dictated by corporate culture and ESG 'green' projects [10].

Emerging from a political crisis, international sanctions, and the 'iron curtain,' Russia is promoting a mo-

bilisation project for development focused on diversity of ownership and a multi-tiered economy [10]. The economic basis of the project is cooperation between state corporations and private structures (PPP). This approach provides for a manifold increase in the volume of resources allocated to the development of cultural, educational, medical, sports, recreational, rural and ecological tourism. The effectiveness of this approach is proven by the achievements of F. Konyukhov, who made an expedition to the North Pole (1990), climbed Everest (1992), travelled the Silk Road on camels (2002), a round-the-world flight in a hot air balloon (2016), and a crossing of the Pacific Ocean by boat (2019).

The opportunities for solving problems related to optimising the structure of the consumer market and introducing digital technologies and artificial intelligence are expanding with the use of resources from the Asia-Pacific region (APR). The inclusion of the Russian Union of Travel Industry in the implementation of the national projects 'Healthcare' and 'Tourism and Hospitality' is in line with the historical and cultural basis and social ideals of development [11]. To increase systemic resources, the 'triple helix' mechanism (G. Itskovitz) is used. Deputy Prime Minister D. Chernyshenko, pointing to the growth in the number of tourists to 92 million in 2024, notes an increase in the share of gross value added of the tourism industry to 3.6 trillion roubles.

Conclusions. An analysis of scientific concepts and models of Russian tourism development at different ontological stages proves the wave-like nature of the acquisition of subjectivity. As a socio-cultural phenomenon, tourism is a product of historical development linked to Russian identity and the development of human essential forces and abilities. This connection fills tourism practices with social meanings and values. They express the civilisational integrity of the Russian world, where ideology, politics and social ideals are concentrated.

Russia has enormous natural and human resources, scientific and technical potential, and sufficient personnel for sustainable development. These resources preserve traditions, meanings, needs, and value orientations at the level of the ethnic group, nation, and people.

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