

PLANNING OF ADVERTISING AND PR ACTIVITIES IN THE SYSTEM OF CHILDREN'S RECREATION AND TOURISM IN RUSSIA

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ABSTRACT

Objective: This research delves into the planning of advertising and public relations (PR) activities within the realm of children's recreation and tourism in Russia.

Methods: The research methodology integrates data from multiple sources, including government reports, academic studies, and industry-specific data. It encompasses the analysis of market trends, qualitative and quantitative assessments of advertising and PR methods, and insights from sociological surveys and media analysis.

Results: The study reveals the structure of the children's recreation and tourism industry in Russia, encompassing a variety of camp types. Despite the large market, the degree of saturation remains insufficient, and there is substantial untapped potential. Market analysis indicates that many parents opt for alternatives to children's camps, making them a potential target audience. However, only 64.6% of potential demand was satisfied in 2018. In terms of financing, parents bear the majority of the costs, while other funding sources include public funds and enterprise funds.

Conclusion: The research underscores the underutilization of marketing, advertising, and PR tools in the children's recreation and tourism sector in Russia and its impact on policy and management decisions. It emphasizes the need for strategic planning of advertising and PR activities, starting with the development of corporate identity and an online presence. By optimizing communication strategies and aligning them with market trends, the industry can tap into its vast potential and better cater to the needs of children and parents in Russia, thus influencing policy and management directions.

Keywords: children's recreation and tourism, policy, planning, advertising and PR activities, promotion methods, efficiency assessment.



INTRODUCTION

Children's recreation is associated with finding an organized group of children in various, usually stationary, camps, and children's tourism is associated with the movement of these groups in an anthropogenic and/or natural environment. The fundamental difference between children's recreation and tourism is the degree of freedom provided to children in the process of consuming tourist services.

Children do not relocate in the case of children's recreation. They come and stay in a stationary or tent camp, which is located on a certain territory, is strictly regulated by the state on issues of safety and quality of services provided. The camp is a closed economic system, where the degree of physical freedom of the child for the period of stay in the camp is limited by strict legal requirements to ensure the safety of children's recreation. Therewith, the freedom of self-expression of children is the widest due to the possibility of using the material and technical potential of the camp.

In the case of children's tourism, children move in a natural and/or anthropogenic environment. They have a greater degree of physical freedom than in the camp and, due to the conditions of movement, are limited in matters of creativity. Regardless of the conditions under which the movement takes place, whether it is the consumption of a ready-made tourist product or an independent (amateur) tourist trip (including a hiking trip), children are in an open economic system. In this case, the basis for the safety of children is an understanding of the conditions of movement or instruction.

In general, children's recreation and tourism are mandatory elements of the development of the younger generation, since they are associated with the presence of children in organized groups mainly outside the places of their traditional existence. This makes it possible to attribute children's recreation and tourism to tourist services and talk about the feasibility of promoting these services using the tools of advertising and PR activities.

The problems of the development of the system of children's recreation and tourism have been studied in several scientific publications. The priorities of state regulation of the industry are regulated by Federal laws, and their implementation is under constant control of the Government of the Russian Federation (Federal Law of the Russian Federation 1996, 1998). In addition, such public organizations as the International Public Organization "International Academy of Children and Youth Tourism and Local History named after A.A. Ostapts-Sveshnikov". They are doing a



lot of work on the development of the industry, including solving the problems of its legal regulation (Konstantinov 2019; Degtev et al., 2022).

The fundamentals of the integrated development of the system of children's recreation and tourism, contributing to the efficiency of tourism and local history activities in educational institutions are presented in scientific papers (Konstantinov and Zorina 2011). The specifics of the formation of adaptive socio-economic and pedagogical systems in children's health camps have been studied both in general (Zorina et al., 2022; Papusha 2018) and in terms of infrastructure development and improving the quality of recreational services (Prokhorova 2019; Smirnova 2015). The issues of forming the foundations of a healthy lifestyle in the system of children's recreation and tourism are disclosed in the dissertation (Fomicheva et al., 2021).

Actual applied problems of using marketing tools as a driver of economic development of the system of children's recreation and tourism are described in the author's research (Fedyunin *et al.* 2018a, 741; 2018b, 40). The features of sectoral development in the field of recreation and health improvement of children are identified in the article (Kochetkov et al., 2023).

The analysis of the work of the predecessors in the field of research of the problems of the system development of children's recreation and tourism showed that their further development and improvement is required in terms of the rational use of marketing tools, planning of advertising, and PR activities, the formation of brands of children's health centers and the implementation of effective communication campaigns for various industry structures, which determines the relevance of the research topic.

The system of children's recreation and tourism are closely linked in the modern world, dynamically developing, and have several industry features. First of all, this concerns comprehensive state regulation and control over the activities of organizations of children's recreation and tourism, which creates certain difficulties in promoting industry-specific tourist services. In addition, most industry structures operate in the education system, providing educational, not tourist services as the main ones. The significant contribution of regional executive authorities to the development of the system of children's recreation and tourism should be especially noted, a specific feature of which is the strengthening of administrative barriers to the development of the industry against the background of caring for the life and health of children. Also, a key feature is the use of children's health camps of various types as an "industry core",



mastering the largest amount of funding in the system of children's recreation and tourism. Here, the negative aspect is the presence of a large number of day (school) camps that implement non-tourist or educational and child care services. These and other features form a new economic structure in the industry and contribute to changing the tools and methods of planning advertising and PR activities in the system of children's recreation and tourism.

Since the decision to go to the camp is most often made by parents, the promotion of tourist services and communication of the camp with the market should be aimed at both children and those who decide to buy a ticket, which determines the strategy of planning advertising and PR activities in the system of children's recreation and tourism. Therewith, the process of strategic planning of advertising and PR activities in the system of children's recreation and tourism is aimed at developing content and communication channels, the result of which is the formation of the main stages of product promotion and the development of advertising campaigns. In this case, the product is a tourist product consumed by children in the system of children's recreation and tourism. There is no single correct model of strategic planning of advertising and PR activities in the system of children's recreation and tourism, which would contribute to the one hundred percent effectiveness of the promotion of a tourist product. To solve this problem, most industry structures use several models, combining their blocks and supplementing them with the characteristics that are needed for their current economic activity. Meanwhile, in this work, the greatest attention is paid to the issues of recreation (mainly summer).

METHODS

Recently, economic volatility and the weakening of the ruble have not had the best effect on outbound tourism, and Russian tourists have paid closer attention to domestic travel destinations. However, when choosing Russian resorts and cities, tourists often have to put up with an insufficient level of infrastructure and services development, poor quality of the tourist product. Russian tourists want to discover new unusual destinations. This situation also leads to the emergence of new opportunities for the development of entrepreneurship. Thus, in the market of children's recreation and tourism, innovations and positive changes can be traced in the "advanced" regions of the Russian Federation in the field of children's organized recreation: Moscow



region, Leningrad region, Krasnodar Territory, Tyumen region, Perm Region and some others. A striking example of positive trends in the development of the industry is the Tyumen region, where much attention is paid to the rational combination of the quality of tourist services with the quality of educational programs.

The main changes occur in the context of the organization of the pedagogical process and do not affect the economic components. In other words, the main changes relate to the pedagogical base of children's recreation. Active attempts are being made to program the activities of children's camps by working on the educational and content potential of thematic shifts. To effectively organize this work, public defenses of the shift programs of all children's camps are often held, and then the results of the regional competition of programs in the system of children's recreation and tourism are brought up. According to G.S. Sukhoveiko (2010, 38), "Technological changes in the industry are minimal and are aimed at solving the issues of providing information to the population about the provision of services in the field of recreation and health improvement of children. Many issues are being positively resolved in several areas where fairs and city festivals of children's recreation are used to demonstrate achievements in the field of recreation and health improvement of children".

In this case, the main principles of strategic planning of advertising activities following the seasonality of children's recreation and tourism and the schedule of school holidays are as follows:

- adaptability of advertising campaigns;
- cognition of PR campaigns;
- mandatory participation in regional and national exhibitions and fairs;
- orientation to the conduct of event communications;
- active use of social networks.

Understanding the principles makes it possible to determine the methods of strategic planning of advertising and PR activities in the system of children's recreation and tourism. The following methods can be used as the main ones:

- targeted definition of the core audience;
- development of programs for children's recreation and tourism, taking into account the value, both for children and their parents;
- formation of a comprehensive trade offer for children's recreation and tourism.

A good offer is based on the subject, classes and entertainment, experienced teachers, the development of in-demand skills, location, camp infrastructure, and many other



distinctive features. It is especially important to build parents' trust in the camp;

- timely launch of advertising and PR campaigns. Since parents buy vouchers in advance, it is recommended to launch advertising campaigns a couple of months before the start of ticket sales. Otherwise, there may be a shortage situation, groups will be understaffed. As a result, children get a negative experience;

- comprehensive selection and integration of advertising and PR channels. A bundle works well today: contextual advertising and SMM – placement on online platforms – targeted advertising. Retargeting and content on the website and social networks will allow not losing those parents who do not make a decision right away. Therewith, do not forget about the photo and video reports of camp shifts;

- rational budget allocation based on key performance indicators. It is important to calculate the affordable cost of the application and allocate a budget commensurate with the goal of advertising and PR campaigns;

- constant operational communication with customers (providing comprehensive feedback with target audiences). It is very important to consider every appeal, respond to all comments, questions, and applications, and actively participate in discussions on all thematic platforms.

RESULTS

The organization of children's recreation at the federal, regional, and municipal levels falls within the competence of the Ministry of Education of the Russian Federation, according to which 46,544 organizations of children's recreation and health improvement operated in Russia in 2018. Of these, according to the Federal Center for Children's and Youth Recreation and Tourism: 36,853 day-stay school camps are the majority, and only 2,353 – stationary health camps (camps of the suburban type of round-the-clock stay of children), 609 – sanitary and health camps, 4,667 – labor and recreation camps and 2,062 – tent-type camps.

According to the Ministry of Education and Science of the Russian Federation, 5 million 291 thousand children were covered in the summer health campaign of 2018, including 53% – in day (urban) camps based on health facilities, 47% – the rest of the camps. However, the state statistics do not reflect data on children's foreign holidays. The number of vouchers to the countries of the former Soviet Union and European countries in the summer period amounted to about 31,746 thousand vouchers.



According to a survey by Deloitte, every tenth family prefers to send a child exclusively to a foreign camp. Therewith, the share of children vacationing in summer camps outside Russia amounted to 0.6% or 33.3 thousand children. In addition, it can be concluded that the sea was not a decisive factor in choosing a camp. The share of children who had a rest at sea was only 15%.

Interesting data were obtained as a result of a sociological study of families living in cities. They answered a question related to the place of children's summer vacation. The results of the survey (Table 1) showed that some of the children had different types of recreation in 2018. The sum of the shares is more than 100% since the survey presupposed a multiple choice of answer options, which made it possible to determine the presence of versatile recreation for children.

Table 1. The nature of summer holidays for children living in the city

In the country/in the village	45%
Camp (including day camps)	27%
Tourist trip with parents in Russia	22%
Tourist trip with parents abroad in Russia	9%
Didn't go anywhere at all	7%
Sports training camps/trips to performances	4%
Trips with a class in Russia	3%
Trips with a class abroad	1%

Source: Compiled by the authors based on a survey of children and their parents on social networks

Special attention should be paid to the study of the volume of the children's recreation and tourism market in monetary terms. There are different figures for the number of camps, the number of children who rested in the camps, as well as the average cost of a trip to the camp in the state reports of Rospotrebnadzor and the Ministry of Education and Science. Taking the values from the reports of the Ministry of Education and Science of the Russian Federation for 2018 as a basis, as well as state statistics data, we compiled calculations of the current state of the market and its sources of financing in 2018 (Table 2).



Table 2. The volume of the children's recreation market and its sources of financing in 2018, billion rubles

The volume of the summer children's recreation market		157.2
Country camps		
Payment of vouchers by parents	59%	66.8
Payment of vouchers from other sources: public funds, funds of enterprises, etc.	41%	44.3
Day camps		
Payment of vouchers to day camps		38.0

Source: Compiled by the authors

The market volume is huge and amounts to hundreds of billions of rubles, most of which parents pay completely independently. The cost of vouchers for day (school) camps is less than 25%. In addition to the volume of the market, the degree of its saturation is of particular interest. Table 1 shows that most of the parents choose the rest of their children outside the camp, therefore, they all represent a potential target audience for all types of children's camps. Therewith, the degree of saturation of the market is calculated as the ratio of the number of vouchers to demand, taking into account the statistics of repeated trips. The demand for vouchers for the "ideal camp" is interesting here. The conducted research (Figure 1) shows that the potential demand was satisfied by 64.6% in 2018. Consequently, if we take into account that the average cost of a voucher was 45,171 rubles, the industry lost revenues – about 130.9 billion rubles.

Undoubtedly, the children's recreation industry (mainly summer) has all the conditions for expansion and is economically attractive, at first glance, for new players. Establishing communications with the mass media is one of the priorities for the children's camp. Successful communication with the media will ensure timely informing the public about the events of the children's camp, and will also increase the flow of positive publications. Another important audience is large commercial organizations that conclude contracts with camps for a certain number of vouchers for the children of their employees. It is the loading of thematic shifts and pays for vouchers that are beneficial for the camp.

There is a special service – Medialogy to assess the effectiveness of communications. With its help, reports were generated on the presence of information about children's camps in the media and social media. The dynamics of mentions correspond to the seasonality of the industry based on the Medialogy report. The number of mentions of children's camps begins to grow in March and gradually decreases by September (Figure 2). The graph clearly shows that an active



communication campaign should start in March, increasing the intensity until July. The relative decline in advertising communications begins in August and decreases by November. The number of reprints grows in proportion to the growth of media reports, which indicates the urgency of the topic and its popularity (Figure 3).

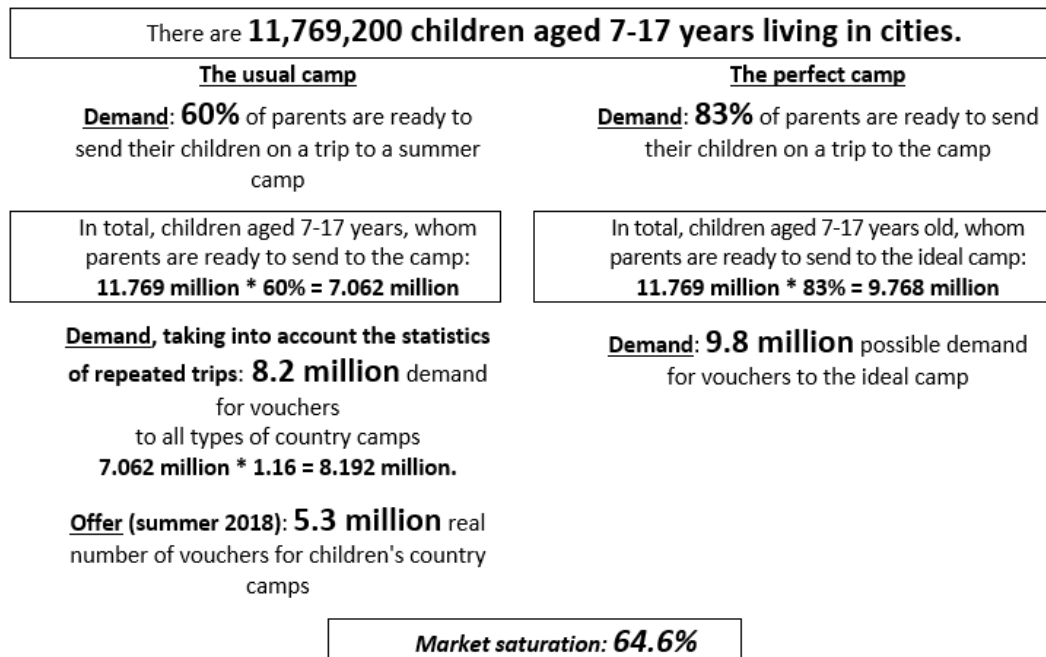


Figure 1. The degree of saturation of the market in 2018 (compiled by the authors)

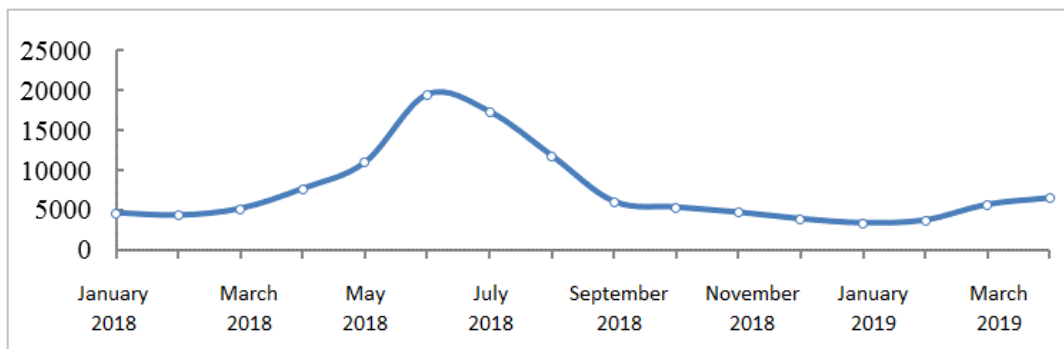


Figure 2. The number of mentions in the media about children's recreation and tourism (compiled by the authors based on data from the Medialogia system)

The decoding of media reports and their reprints indicates the popularity of messages with negative coloring, while there are significantly fewer positive messages. This suggests that it is more interesting and more familiar for the audience to see negative messages than positive ones. Children's camps, in turn, should create more positive and interesting information guides for the audience, so that in the future they have a cumulative effect and at least reach the volume of negative messages. The main media category that is most active in terms of the number of messages



(Figure 4) is the "Internet" category, most of which are news aggregators.

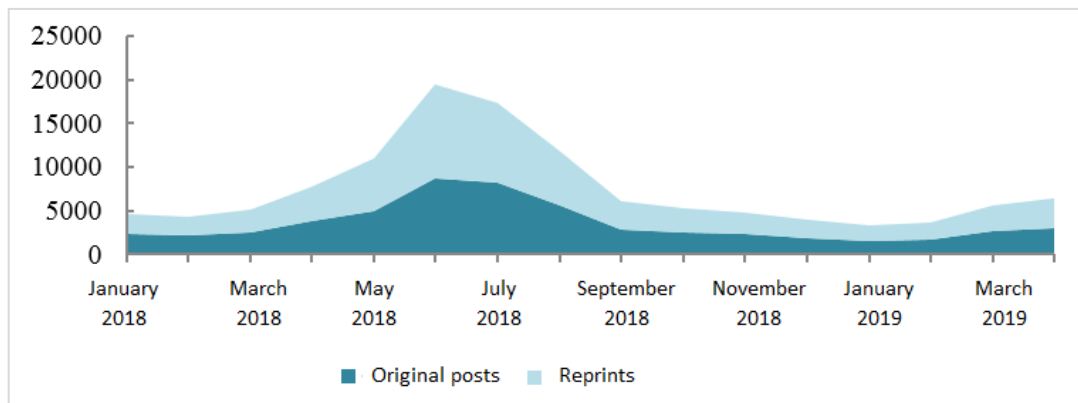


Figure 3. The number of reprints in the media (compiled by the authors based on data from the Medialogia system)

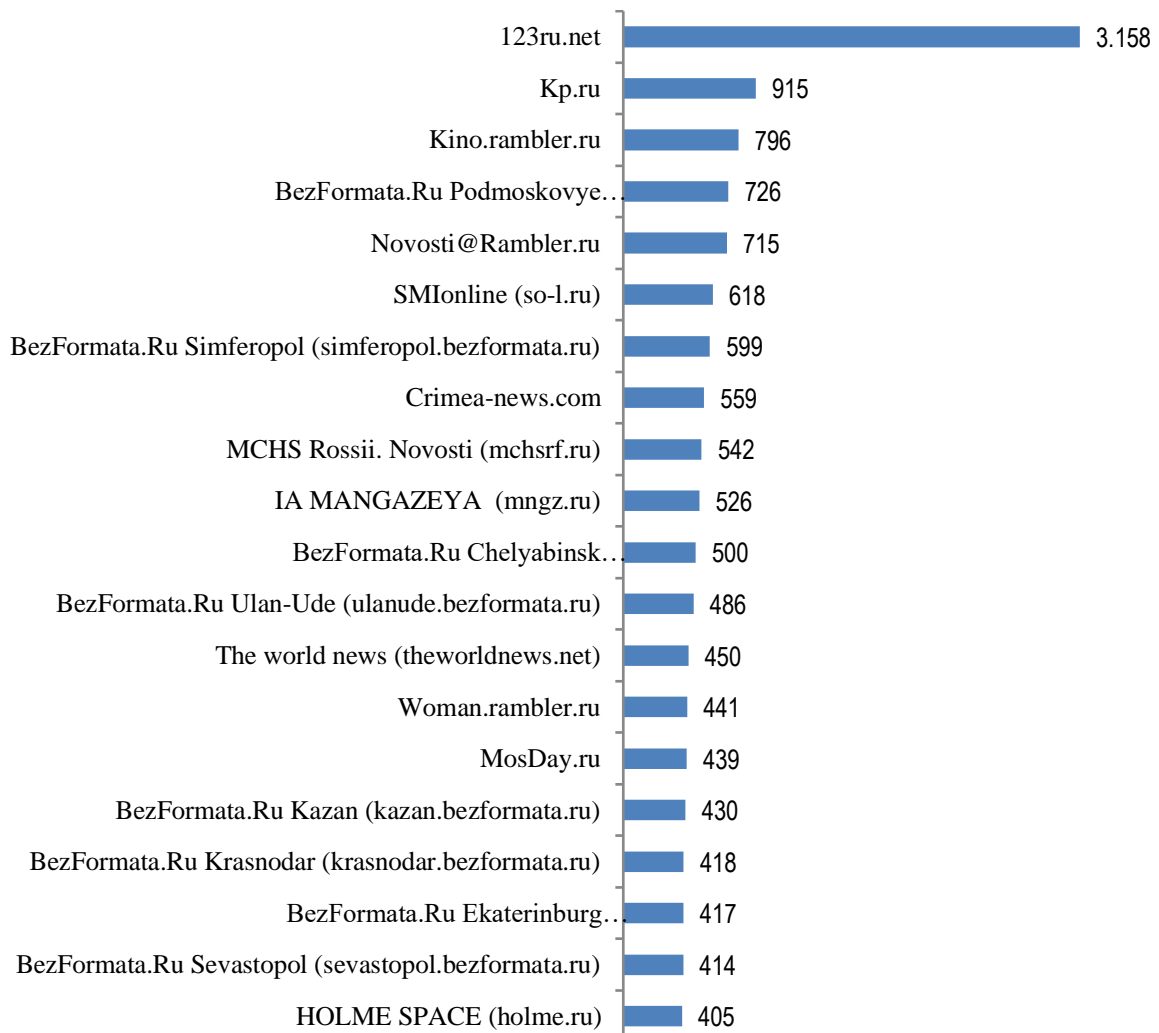


Figure 4. The most active media by the number of messages (compiled by the authors based on data from the Medialogia system)

If we consider the media in the context of the MedialIndex (Figure 5), we can see that the first lines are occupied by media belonging to the category of News Agencies



and television mainly at the federal level.

Most often mentions in the media relate to the regional (75%) than to the federal (25%) level of government. This is facilitated by the policy of the state, which has transferred all the powers to regulate issues of children's recreation and tourism to regional self-government bodies.

As for the categories of mass media, the Internet is mainly used – 86%; to a much lesser extent, News agencies and Newspapers – 6% each. The most used genres for mentions are News and Analytics. Information about children's camps is mentioned in such headings as the regional level – since most of the mentions relate to regional media, as well as society and the social sphere. To a lesser extent, children's recreation is mentioned in the categories of leisure and entertainment, science and education, medicine.

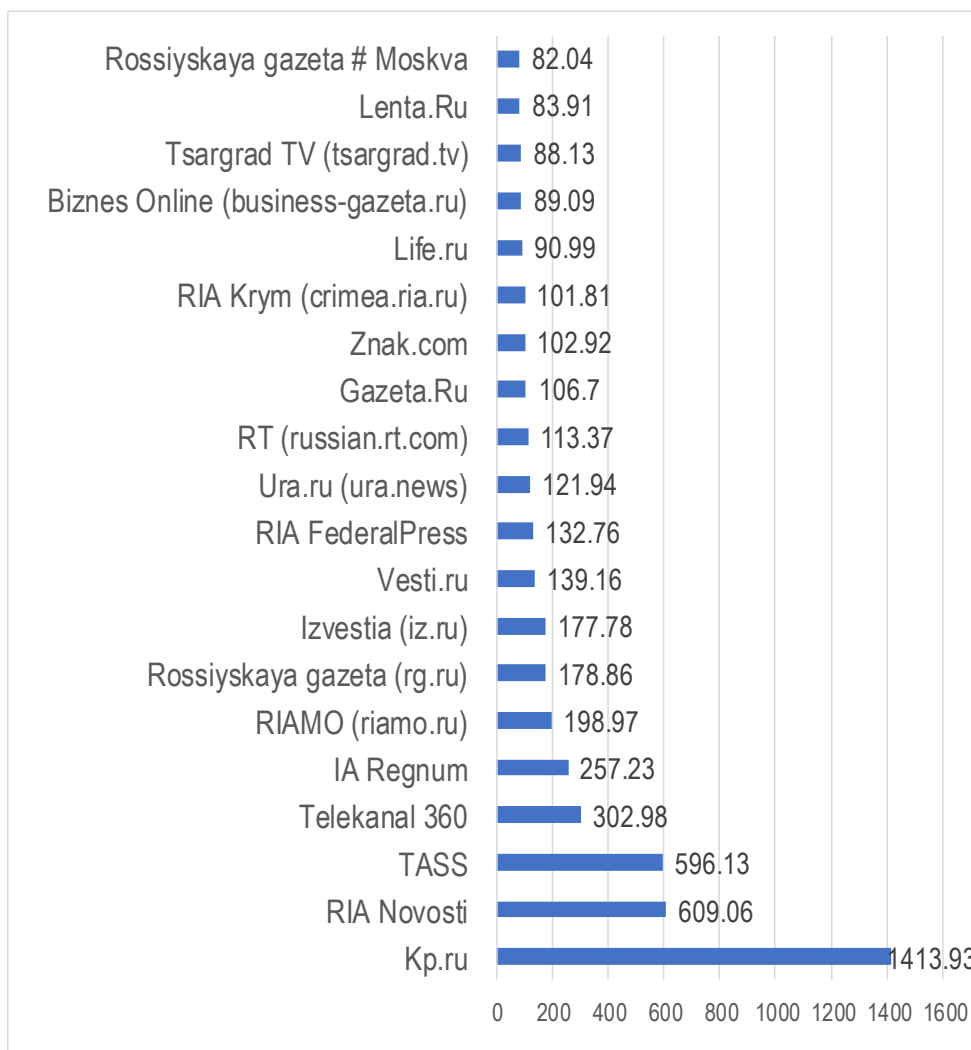


Figure 5. The most active media by MedialIndex (compiled by the authors based on data from the Medialogia system)



The most frequently mentioned words in the news: "camp", "child", "children", "tourism", "wellness", "recreation", "voucher", "recovery", "summer", "Artek". In addition to the general words that relate to the child's rest, there is the word "recovery" and the name of one of the camps – Artek. Consequently, most often the information guides related to the children's health camp and the recreation of children in the Artek camp. The activity of the latter in the media is explained by the large-scale construction, global changes of the camp, and its territorial location in Crimea, which causes additional interest in the media due to the annexation of the peninsula to the Russian Federation.

The conducted analysis of the media allowed confirming the seasonality of the industry in the context of communication activity. It showed that a large mass of messages is generated by regional media – as a consequence of the transfer of control over the camps to the regional level. This is also confirmed by the fact that most camps conduct advertising campaigns within their district or region. Federal media cover only significant events in Federal camps (more often associated with the arrival of the country's top officials or other important guests there). Federal media also actively publish information related to incidents in children's camps.

DISCUSSION

To develop recommendations for strategic planning of advertising and PR activities of the children's recreation and tourism system, it is worth setting communication goals. Therewith, it should be remembered that communication goals should form a single concept for all advertising campaigns and be consistent with the overall marketing goals. Due to consistency, a general idea is formed that corresponds to both the goals of strategic planning of advertising and PR activities and marketing goals.

According to the results of the analysis, the following communication SMART goals were set:

- an increase in the number of children who rested in children's camps by 5% in 2019;
- increased awareness of the camp by 30% in 2019;
- change of attitude to children's camps on the territory of the Russian Federation by 20% in 2019;
- an increase in the volume and frequency of positive publications in the media



and social media by 25% in 2019.

After setting goals that are specific, measurable, achievable, and time-limited, it is worthwhile to determine indicators that will measure the effectiveness of the advertising and PR activities carried out.

State statistics and camp reports submitted to the Ministry of Education of the Russian Federation will help to estimate the number of those rested. The ratio of the number of those rested to the total number of children aged 7 to 17 years shows the percentage of those rested in children's camps. Comparing the data for the current and previous years, it is possible to trace the necessary dynamics. Increasing awareness will be facilitated by increasing the reach of the target audience through various communication channels. The change in attitude is measured in the number of loyal customers, in the number of positive reviews, and in the increase in the number of children who visited the camp. The increase in the volume and frequency of positive publications in the media and social media is monitored through the Medialogy system or other similar systems.

In turn, to achieve these goals, it is necessary to solve the following communication tasks:

- to rank the target audiences with whom the interaction will be carried out and identify their basic needs;
- to form the main proposals that will emphasize the advantages of the camp among other proposals;
- to choose communication channels through which information will be conveyed to potential customers;
- to determine the frequency of communications and the period of interaction with the audience (make a media plan);
- to identify ways of feedback for interaction with the audience, including for interaction in crises;
- to form a corporate identity of the camp.

Implementation implies the solution of the tasks set and the formation of a schedule of communication activity for the coming year. Based on the analysis, attempts to expand the number of thematic shifts have an insignificant effect on the dynamics of demand. Therefore, when developing advertising campaigns as part of the overall strategy of advertising and PR activities, it is necessary to clearly define the goals that the advertising campaigns should follow, including expanding the reach of



the target audience, attracting a new audience against the background of preserving the old one, actively informing about camp events, as well as implementing measures to maintain and strengthen the image of the children's camp. Therewith, close attention should be paid to the formation of a unique trade offer that distinguishes the camp from competitors.

In this case, the possible tools of an advertising and PR campaign in promoting a children's camp should include the following tools (Fedyunin *et al.* 2018a, 741):

- contextual advertising;
- advertising on social networks: VKontakte, Facebook, etc.;
- viral videos on YouTube;
- single-page landing page for registration of a voucher;
- mobile application based on the principles of gamification;
- corporate offer for partners and children of employees;
- cross-marketing with children's stores;
- commercials, sponsorship of TV programs;
- outdoor advertising at points of sale (posters);
- special events at exhibitions and other similar places;
- cooperation with schools and other children's institutions.

The proposed tools cover all possible promotion channels. However, due to limited resources and budget, each camp chooses the most effective promotion channels for itself, informing the end-user about its advantages.

Strategic planning of advertising and PR activities of the children's camp begins with the development of corporate identity: corporate colors, characters, basic images that will be used in communications. After the formation of the corporate identity and visual component, it is important to create an official website of the organization – a business card in the Internet environment, as well as accounts on social networks.

Due to the widespread digitalization of society, the official website should not be just a page with information. It should allow booking a tour online, asking questions to a camp representative, seeing the news, reviews, shift schedule, and daily routine during the shift. The website should contain all legal information, all licenses, contacts of the camp and the management, all the necessary information for parents that they may need when sending a child to the camp.

Social networks are a more entertaining and informative resource. The Vkontakte community will help to gather all shift participants in one space, where they can



continue to communicate after the end of the shift. Parents there will be able to view photo and video reports, comment on posts, ask questions directly to counselors. Facebook is more official. It is a continuation of the official website and promotes communication with the media and commercial companies, suitable for event communications in the industry. Instagram is an image-based social network. It is important to provide the account with an aesthetically beautiful look with professional photos. Here we can refer to the infrastructure of the camp, significant events. The YouTube channel is used for video reviews, useful video lectures. It is also possible to post short video business cards from the events taking place in the camp there. If it is not possible to keep a videographer in the camp, then it is better to refrain from maintaining this social network. The V Kontakte network is more suitable for amateur videos.

Work with the website and social networks begins at the first of the year and takes the first quarter until March. Since in recent years there has been a trend towards early booking of children's camps, everything should be ready to launch advertising campaigns by March. At the beginning of March, we should gradually start publishing posts about the camp's readiness for the season, increasing the intensity by May. During the summer period, publications should be regular, covering the activities of the camp, children's recreation, and ongoing activities. By autumn, the intensity of the posts begins to decrease, the camp thanks everyone for the shifts, contests, and surveys. The period of supportive communications for the audience begins.

The first quarter is characterized by preparatory activity. There is printing of POS materials for cooperation with schools, as well as souvenirs. At the same time, industry exhibitions begin. In March, it is necessary to organize placement on aggregator sites, since the process can take from several weeks to a month on some of them. Placement on the resource occurs once. Also, it is possible to start cooperation with schools and other children's institutions in March, after printing all the materials. This can be as simple as placing advertising materials on the territory, as well as speaking at parent meetings, joint events with schools, etc.

The second quarter is the most active in terms of communications. In May, children finish school and by this time parents, as a rule, have already decided for them with summer leisure. Contextual advertising, advertising in thematic public sites, online and offline magazines are actively used here. The first summer shift is already taking place in June.



The third quarter falls at the height of the season. Targeted advertising ends in late July-early August, as the final shift starts in August.

The fourth quarter is characterized to a greater extent by supportive communications. Also at this time, industry exhibitions are actively held, the results of the camps are summed up, the ratings of the camps are formed.

CONCLUSION

Today, the market for children's recreation and tourism services is wide and diverse, which inevitably leads to high competition. That is why the establishment of children's recreation and tourism in modern conditions should take into account both the needs of children and the requests of parents when planning an advertising and PR campaign in the process of promoting tourist services in the market of children's recreation and tourism. Children's camps are chosen following the requests of both the child and the parents themselves and depend not only on the desire to get quality rest but also to improve health, to join the children's community, to develop new qualities of the child, such as leadership and communication, to teach the child new skills. When building strategic communications, special attention should be paid to target audiences. It is important to clearly understand what will be done and for whom. It is also necessary to forget about the company's image in the information field, it is worth taking care of creating a corporate identity. This will help to distinguish the camp from the rest. The complex of communications also includes the creation of a website and communities in social networks, advertising campaigns on the Internet, event communications, outdoor advertising, POS materials, and advertising in print media. The complex of communications implemented by market participants today is effective but can be optimized as much as possible based on the tasks of the camp and its budget.

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