

Theoretical and applied potential of tourism axiology and environmental subjectivities

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ABSTRACT

The article examines the axiological aspects and environmental subjectivities of tourism on the basis of the subject-object model. For the development of tourism practices, a psychological analysis of intrapersonal factors of consumer behavior is necessary. The article justifies that tourism forms a special axiological space for personality development, nature preservation, performing important pedagogical and socializing functions, by immersing in real space and time, influencing the formation of a personal image of the world in actual genesis. Tourism is also a tool for changing mythology and stereotyping cognitive ideas about the ethno cultural specifics of visiting countries. It is indicated that modern tourism production is focused on the peculiarities of the individual needs of tourists. The professional training of tourism managers is currently based on the principles of didactics, which are based on the problem of understanding and realizing tourist needs in accordance with the value structure of the consumer of the tourist product. The purposeful development of the axiological space of tourist activity in pedagogy accentuates the following areas: tourist as a subject and object of tourism, tourist space as an object of tourism pedagogy and tourism practice as a subject sphere of professional relations in tourism. The article provides an example of an axiological and environmental subjectivities study, specifically aimed at assessing the relationship between personal values and the motivation of its tourist behavior, conducted on a Russian sample of consumers of a tourist product. The methodology of empirical research is based on the psychological concept of cultural and individual values by Shalom Schwartz, which allows assessing the individual values of consumers of the tourist product (<http://segr-did2.fmag.unict.it>). It has been established that the most preferred values in tourism for Russians, are Hedonism and Universalism.

Keywords: Tourism axiology, applied axiology, Tourist motivation, Shalom Schwatz theory, Consumer preferences, Tourism development.

INTRODUCTION

Tourism, as a social practice, is a dynamic phenomenon in the modern world, penetrating economic, socio-political and spiritual aspects of the social reality. The growing importance of tourism determines the interest to it. It is necessary to study the cultural and psychological factors in the development of the world tourism. The development of modern tourism determines the process of glocalization (Solnyshkina & Ismagilova 2015): globalization and the separation of cultures as a result of the growth of cross-cultural communication forms the priority of cultural and social capital in the overall social dynamics (Burd'e 2002). In our opinion, this trend determines the axiological potential of tourism.

The travel industry experiences in Niru Village, thusly are likewise encapsulated experiences of various ecological subjectivities (Zhang J 2019). A basic hypothesis of hypothesis in ecological training (EE) and its examination (EER) is required in thinking 'back,' 'presently', and 'forward.' This basic hypothesis will reevaluate the field's information presumptions, presuppositions, and 'post' types of scholarly portrayal and scholastic trade to uncover the basic rationales, interventions, developments, attributes, and responsibilities inside a post-Anthropocene desire (Payne PG 2019). Netnography started in ethnography and developed after the advances in information transmission innovation. The netnographic technique is recognized by its axiological direction dwelling in acknowledgment of online social encounters. The fundamental technique for information assortment embraced by the netnographer is member perception (Morais GM, Santos VF & Gonçalves CA 2020).

The impact of the quantity of the travel industry appearances on the actual wellbeing of nearby individuals in quite possibly the most-visited objections on the planet was explored. The examination adds to the hypothesis and practice by offering another way to deal with actual wellbeing results of the travel industry, exhibiting the predominance of long haul positive effects of the travel industry over transient negative results, and accentuating the significance of assessing the wellbeing effects of the travel industry for objective promoting and the board (Godovykh M & Ridderstaat J 2020).

The development of food the travel industry research by following its calculated, hypothetical and observational. Exciting bends in the road in the course of recent many years was reflected (Everett S 2019). The values of human existence can explain, identify and predict human actions. Thus, axiology, as the science of important objects, is an essential methodological tool for the study of tourism. An axiologo-theoretical systematic approach takes the model of object-subjective tourism nature. Nowadays tourism, as an axiological object, has become the social institution of global importance. Tourism institutionalization forms its subjective nature, i.e. opportunity and ability to generate value orientations in the social and personal scale (Appakova-Shogina *et al.* 2014; Karami *et al.* 2016). According to P. Bourdieu, the functioning of social institutions leads to the formation of a particular set of social and cultural dispositions, human behavior patterns, which transform into individual's internal "natural" needs (Burd'e 2002). Thus, the formation of subjective nature of tourism can be defined as a process led from entertainment to lifestyle. Tourism as a subject of social interaction cultivates the following values: World Peace, multiculturalism and tolerance (the ability to combine ethnic and cosmopolitan values), awareness of the deep and unique past of mankind. The basis of axiology tourism is to give the opportunity not only to see and hear, but also to feel, to experience. The modern consumer chooses the tourist product, which has the greatest value for him. Specialists in tourism marketing note that the degree of satisfaction with the purchase of a tourist product depends on initial expectations (Baumgarten 2007; Mashayekhan *et al.* 2018). Analysis of the consumers' motives of tourist services is often considered a main aspect of the marketing policy of the tourist enterprise. "Human motives to some extent shape his behavior as a buyer and consumer of goods and services, especially in tourism. Understanding the motives of a potential tourist is important for planning, formation, organization and implementation of the tourism product. It makes possible to produce and offer the tourist a product that meets consumer expectations" (Bogolyubov & Orlovskaya 2005). Tourism marketing refers to a specific category, which can be described as relationship marketing, involving the establishment of long-term relations with clients. Therefore, the purpose of tourism marketing is to study the system of consumers' values. Values are a deeply internalized aspect of personality and it is not always easy for consumer to formulate this system of values with respect to a particular tourist product. Values are often defined as the irrational regulator. Behavior based on value criteria, ultimately focused on achieving maximum emotional comfort, which is a psychological sign to achieve specific goal related to the approval of a particular value. Overall, the survey seeks to supply an axiological and environmental subjectivities examination, particularly targeted at evaluating the correlation between personal and environmental values and the motivation of its tourist behavior, performed on a Russian sample of consumers of a tourist product.

MATERIALS AND METHODS

Tourism has long-term prospects for the development. Psychological analysis of intrapersonal factors of consumer behavior is necessary in order to develop tourist practices. This problem made us conduct an empirical study of interrelation of personality values and tourist behavior's motivation. The main empirical method of research was a socio-psychological survey, which used techniques to assess the prevailing value of the individual and the characteristics of behavior motivation associated with tourism practices.

The participants of this research completed a questionnaire consisting of a variety of techniques that assess the following variables:

1. Leading motivation of the selection of tourist practices.
2. Leading value orientations.

On the basis of the study of scientific literature we isolated seven motivational orientations in the choice of tourist practices: hedonism, autonomy, positive communication, safety, testing, self-improvement, lifestyle (Clare 1970; Dwyer 2013; Fahrutdinova 2014). Shalom Schwartz's concept of cultural and individual values was chosen to estimate the individual values (Karandashev 2004). On the basis of the concept of psychologist Milton Rokeach about the existence of terminal and instrumental values, Shalom Schwartz developed a new theoretical and methodological approach to the study of values. He took the values identified by previous researchers and religious and philosophical studies devoted to the values of different cultures. Then he grouped them into ten different types of motivation, which, in his view, cover the basic types. The selected motivational types are Power – social status, dominance over people and resources; Achievement – a personal success according to social standards; Hedonism – enjoyment or sensual pleasure; Stimulation – an excitement and novelty; Independence – an independence of thoughts and actions; Universalism – a comprehension, tolerance and protection of the welfare of all people and nature; Benevolence – a maintenance and increase of the well-being of close people; Tradition – respect and responsibility for cultural and religious customs and ideas; Conformity – control of actions and motives that may harm others and do not conform to social expectations; Security – safety and stability of society, relationships, and personality.

The Schwartz theory of basic values has been widely spread and used in empirical studies of relations of values and choices of social behavior in domestic and foreign psychology. The S. Schwartz concept merged an idea of the motivational goal of value orientations and universal basic human values. Schwartz also noted the presence of the dynamic relations between value types associated with the contradictions in the system of the individual values and the determination of actions. He stated that the actions performed in accordance with each type of value, have psychological, practical and social consequences that may conflict or be compatible with other types of values. So the values of achievement are in conflict with the values of kindness, and the values of autonomy contradict the values of tradition. The values of self-affirmation (power, achievement, hedonism) contradict the values of self-transcendence (security, tradition, conformity). The first part of Schwartz questionnaire ("Review of Values") was used in the study, which consists of two lists of words that characterize the values in the amount of 57. In accordance with the purpose of our study, the analysis of value orientations in the choice of tourist practice, we have made changes in the instructions to the questionnaire (we used a question "What values are important to me and what values are less important to me as my guiding principles in tourist practices?" instead of the question "What values are important to me and what values are less important to me in life?"). This study is aimed to identify the relations between individual values and the types of motivation of tourist behavior. In S. Schwartz's concept individual human values are presented in two levels: basic and instrumental. According to the Schwartz theory the first level is more stable and reflects an individual's perception of how he should act, defining the vital principles of his conduct, and the second level corresponds to specific human actions. This aspect of the Schwartz theory of values was used for the following research objective: to carry out a correlation analysis between the terminal and instrumental values of personality in the process of tourist practices' selection. As a hypothesis we assumed that the values of these levels have positive correlation, what should have been witnessed about the readiness of the person to a particular motivational choice and be an indication of the stability of the individual motivational orientation to a specific type of tourist practices. Hypothesis testing was carried out in the framework of the classical approach in the socio-psychological research – within the boundaries of one culture with the use of socio-psychological standardized survey.

The questionnaire includes our own questions and the Schwartz values questionnaire (PVQ – R) to determine the prevailing values of the respondents. In order to identify subjective motivational preferences in the selection of tourist practices associative technique was presented in the survey. It was developed by the authors. And this associative technique allows to determine the values orientations of the respondents in the tourism sector by the projection on the model of an ideal tourist practice. A number of definitions has been proposed for each selected value in tourism practices, previously selected by our expert survey and revealed the semantics of the corresponding concept (Table 1).

Table 1. Definitions of motivational types according to their main purpose (in relation to the projection "perfect tourist practice").

The type of value (according to S. Schwartz semantics)	The type of value (in authors' semantic transcription)	Definitions of values as motivational types of tourism practice
Hedonism	Hedonism	entertainment, recreation, taste, enjoyment, relaxation, pleasures, saturation
Independence	Autonomy	silence, peace, solitude, simplicity, concentration
Benevolence	Positive communication	new people, dating, intense communication, a group of like-minded people
Safety	Safety	stability, predictability, reliability, warranty
Stimulation	Test, overcoming	overcoming, risk, production, extreme, audacity, difficulty, courage, bravery
Universalism	Self-improvement (spiritual)	cognition, culture, art, development, immersion
Power	Life style	status, luxury, dignity, respectability, fashion, style

RESULTS AND DISCUSSION

The results of the socio-psychological survey of 115 respondents (41 men, 72 women) are the empirical base of the research. More than half of respondents (51%) are university students, 49% of respondents are employees and workers. On the level of monthly income, most of our respondents (86%) are in the group, whose income does not exceed 25 thousand rubles. Among the respondents, 21% only have experience of domestic tourism, 19% questionnaire – only experience of outbound tourism. 25% respondents have experience of domestic and outbound tourism. 35% of respondents have not had a tourist experience. 26% respondents travel during holidays and vacations. 63% respondents seldom travel or have never traveled. When answering the question "What associations do you have when you hear the phrase "perfect tourism?" respondents could indicate more than one answer, so the analysis of the choice of a particular value based on associative array was carried out in relation to the total number of respondents (Table 2).

Table 2. Number of motivational choices of the value "perfect tourist practice" (% of respondents).

Value	Motivational election
Hedonism	72
Autonomy (Independence)	16
Benevolence (Positive Communication)	16
Safety	7
Stimulation (Test)	14
Universalism (Self-Improvement)	26
Power (Lifestyle)	11

SUMMARY

The results of the survey show that most respondents relate the model "perfect tourist practices" with the value "Hedonism". Desire for pleasure in hedonism is considered as the main motor force of man, given by the nature and leads to all his actions. It is natural that Hedonism is a significant motivator of tourist practice, so as it meets one of the main objectives of tourism – to organize human recreation. In this case, the concept of hedonism in the high classical antiquity based on the principle of moderation, and recognizes the primacy of the goal of life "freedom from mental suffering and anxiety". In the modern world, by contrast, emphasizes the aspect of infinity, uncontrolled and excessive entertainment and physical pleasures. It's necessary to note one more psychological danger of the problem of hedonistic values' domination in tourist practice. Hedonistic orientation in tourism, involving people in the world "unrealistic dreams", takes them from the life realities, makes neglect other significant parties of tourist practice, in particular, security. In our research, we note the complete indifference of respondents to a value characteristics of the tourism practice as "Security" (only 7% respondents associated it with the model "perfect tourist product"). The online-travel-agency Biletix.ru analyzed preferences of Russian tourists (based on online purchases of airline tickets), revealed that the most popular exotic destination in the winter season 2013 – 2014 was Thailand, despite the ongoing political disorders in the country accompanied by armed collisions. Almost a third of respondents (26%) reported that characteristics of value "Universalism" correspond to "ideal tourist practice". Motivational goal of this type of value is not only understanding, tolerance, protection, well-being of people and nature, but also moral self-cultivation. In all motivation concepts "Universalism" is considered very important. The author of the concept of the spiral dynamics Clare Graves puts the value "Universalism" on the sixth ("green", collectivist), seventh ("yellow", functionalist) and eighth ("turquoise", globalist) levels of the

valuable personal and social development (Bolgarova *et al.* 2015). During the analysis we found that students frequently selected value "Universalism" as a motivational choice of tourist practice (18 %). Here there is a clear coincidence of students' value orientations in life and in the choice of tourist practices.

According to the Interfax International Information Group, a market of youth and student tourism is growing rapidly in the world (the majority of travelers – 57% – young people). But this trend does not extend to the Russian tourist market. Tourism experts call the following problematic aspects of Russian youth (student) tourism: lack of financial opportunities; the severity of the visa restrictions in respect to young Russians from the majority of European countries; adult paternalism, i.e. patronizing attitude of parents of young Russians, depriving the latter of independence and initiative in the choice of tourist practice. Taking into consideration that tourism is a pedagogical subject of axiological field (Sadykova *et al.* 2014), you need to actualize its value-cognitive paradigm for Russian students by expanding the specialized student tourism, which should be developed primarily as a "healthy rest" – cultural and educational tourism. On the basis of the Schwartz questionnaire a correlation analysis of the relations orientations of the person in life and in the choice of tourist practice was carried out. Table 3 presents the most significant connections on distinguished values.

Table 3. Indexes of correlation between the value orientations of the personality and value orientations in the choice of tourist practices.

Universalism Self improvement	Autonomy (Independence)	Stimulation (Test)	Hedonism	Power (Lifestyle)	Safety
0,54	0,42	0,27	0,36	0,26	0,41

CONCLUSIONS

Despite the fact that all correlations related to the average level, we can state the following trends in the relationship of the above-mentioned values orientations:

- received results show a direct correlation, which confirms the stability of the value orientations of the personality; this personality appeared in all areas of her activity, for example, the motivational choice of tourist practice is relied on the values playing the role of guidelines in human life;
- highest indexes of correlation were found for the value Universalism (Self-development), which confirms the high importance of this value in the motivational field of consumer's tourist product;
- the lowest indexes of correlation were found for the value Power (Lifestyle), showing the weak attachment of Russian tourists to the aspects of the prestige of the tourism product - its status, exclusivity, fashion, respectability.

It should be noted that the tourism market in Russia (both domestic and outbound) as a whole is substantially limited by material opportunities of the majority of Russian citizens. Thus, we can conclude that Russian tourist market is badly in need of both in the economic development of the types of tourism that meet the recreational and leisure needs of the mass customer as well as, in the development of value- determinants of the motivational choice of moral-development, cultural-cognitive and personality-forming tourist practices.

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پتانسیل نظری و کاربردی ارزش گردشگری و ذهنیت‌های زیست‌محیطی

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چکیده

این مقاله به بررسی ابعاد ارزش شناختی و ذهنیت‌های زیست‌محیطی گردشگری بر اساس مدل ذهنی- عینی (سوژه-هدف) می‌پردازد. برای توسعه‌ی شیوه‌های گردشگری، تحلیل روان‌شناختی عوامل بین فردی رفتار مصرف‌کننده لازم و ضروری است. این مقاله نشان می‌دهد که گردشگری، یک فضای ارزش شناختی خاص برای رشد شخصیت، حفاظت از طبیعت، انجام کارکردهای اجتماعی سازی و آموزشی مهم، در زمان و مکان واقعی را ایجاد می‌کند که بر تشکیل تصویر شخصی از جهان تأثیر دارد. گردشگری نیز ابزاری برای تغییر ایده‌های شناختی کلیشه‌ای در مورد ویژگی‌های فرهنگی و قومی کشورهای مقصد است. گفته می‌شود که تولید گردشگری مدرن بر ویژگی‌ها و نیازهای فردی گردشگران متمرکز است. آموزش حرفه‌ای و تخصصی مدیران گردشگری امروزه بر اساس اصول آموزشی خاص بر مبنای مسئله‌ی درک و شناخت نیازهای گردشگران بر طبق ساختار ارزش مصرف‌کننده‌ی کالای توریستی است. توسعه‌ی هدفمند فضای ارزش شناختی فعالیت توریست در آموزش بر زمینه‌های زیر متمرکز است: گردشگر به‌عنوان سوژه و هدف گردشگری، فضای گردشگر به‌عنوان ابژه آموزش گردشگری و شیوه‌ی گردشگری به‌عنوان فضای سوژه‌ی روابط حرفه‌ای در گردشگری. این مقاله، به بررسی ذهنیت‌های زیست‌محیطی و ارزش شناختی باهدف ارزیابی رابطه‌ی بین ارزش‌های شخصی و انگیزش رفتار گردشگری، بر روی نمونه‌ای از مصرف‌کنندگان روسی کالای گردشگری می‌پردازد. روش‌شناسی تحقیق تجربی بر اساس مفهوم روان‌شناختی ارزش‌های فرهنگی و فردی شالوم شوارتز است که امکان ارزیابی ارزش‌های فردی مصرف‌کنندگان کالای توریستی را می‌دهد. اثبات شده است که مطلوب‌ترین ارزش در توریسم برای روس‌ها، لذت جویی و عام‌گرایی است.

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