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## **ИННОВАЦИОННЫЙ ТУРИЗМ**

### **INNOVATIVE TOURISM**

Tourism is the world's largest and fastest growing industry, which gives sufficient amount of money to the budget of a country. Travel means different things to different people. For some people tourism is camping in mountains and singing songs near the fire. Others assure that tourism includes, for example, luxury hotels, hot beaches of Goa with the warm tropical ocean nearby. Travelers are choosing the most expensive places on the planet. Both aspects are right, because tourism is a very broad and many-sided definition.

Innovative tourism is cheaper and one of the extraordinary kinds of tourism. Innovative tourism is one of the great economic hopes for every region. Because there is some special thrill of every place on our planet and it really doesn't matter what climate it has, society and even culture. Some regions a bit in the periphery see innovative tourism as fueling their economical growth, increasing the employment and enhancing the quality of life. These places must have surroundings that could interest tourists, that's why one has to think fresh. The innovations show themselves

in new products, new services, new processes with new combinations and exciting things.

Ecotourism is a great example of innovative tourism. It is a well-known fact that different means of travelling accounts for about 3% of CO<sub>2</sub> emissions worldwide and the number of passengers increases by 5% every year. It damages our health badly, our nature and atmosphere.

Tourism industry needs cleaner, greener and inspirational way of spending leisure time. The best solution is innovative tourism. First of all and undoubtedly, ecological tourism is a mean for tourists to discover different places of our planet with wild and untouched nature. It combines both: extreme tourism and walking.

Ecotourism is the connection of profits, locals and conservation. The aim of such kind of tourism is to conserve the beauty and uniqueness of our planet for the next generations, to broad our mind and to show different cultures and nations. There are a lot of ecotours in Russia, for example, to lake Baikal, in the Caucasus Mountains, in Karelia and in the Kamchatka peninsula. The last is famous for its volcanoes and geysers.

Also, there are a lot of excursions in various cities, so called, dead cities. One of these cities is Chernobyl. People have created Chernobyl-tours since January the 30<sup>th</sup>, 2010. They are mostly in winter, because snow stops radioactive emissions. This place is very interesting for photographers. There you can see many scary and impressive views of Pripjat', the village that have been destroyed. The excursion is for new guests and for those who has already been there. It is so strange to be in the city, where nobody lives.

The city of Detroit in the USA is becoming more and more famous nowadays. It was very popular industrial city in 19<sup>th</sup> century with a lot of car works, such as Chysler, General Motors and Ford, but this city had some economical problems and by the end of 20<sup>th</sup> century there was no more 10% population left. Many curious people want to feel the atmosphere of this forgotten and poor city. The interest increased, when the world-famous singer Eminem sang two tracks: "Beautiful" (2009) and "Welcome to Detroit"(2005), and made video tracks in this city. There

you can see all interesting, true and really beautiful places of Detroit.

Another example is about the city of Gary in the USA. Not many people know that it is the native town of the king of pop-music Michael Jackson. Unfortunately, growth of its popularity has begun with the death of the pop-singer. A lot of his die-hard fans want to see in what surroundings he lived. This ghost-city is the best place to escape from stress, strain and routine of the city and to stay alone with your thoughts.

Thus, many economist and scientists say that the innovative tourism is really the best solution for some beautiful, but sometimes strange places and there is a lot of to be gained by. Nowadays it certainly goes straight into turning a perceived weakness into strength. This kind of tourism costs less and has little impact on the environment. Follow or not follow such kind of tourism depends on a particular person and his character.

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