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**THE ECONOMY OF IMPRESSIONS AS A DRIVER OF TOURISM DEVELOPMENT  
IN THE CONTEXT OF GLOBAL CHALLENGES**

**Ph. D. (C) Olga Vladimirovna Rogach**

Russian State Social University, Russia

ORCID: 0000-0002-3031-4575

rogach16@mail.ru

**Dr. Elena Viktorovna Frolova**

Russian State Social University, Russia

ORCID: 0000-0002-8958-4561

efrolova06@mail.ru

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Higher school of business, management and law «RGUTIS», Russia

ORCID: 0000-0001-8303-9071

LAKKY561@mail.ru

**Ph. D. (C) Irina Albertovna Duborkina**

Higher school of business, management and law «RGUTIS», Russia

ORCID: 0000-0002-9214-441X

duborkina2012@yandex.ru

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**Abstract**

The complex epidemiological situation in the world has caused a crisis in the tourism industry. Falling incomes, a high degree of uncertainty in the labor market, and the general depressed state of the economy will undoubtedly change the face of modern tourism. The authors aim to determine the sources of tourist demand in the context of global challenges; taking into account the provisions of the economy of impressions to identify the key drivers of the development of the tourist market. The Internet survey of citizens living on the territory of Moscow (N=219) was used as the leading research method. The obtained materials were supplemented with the results of a focus group study. The main predictor of tourist choice is the assessment of the visual attractiveness of the tour, its exclusivity, the ability to visualize and replicate your own travel experience. The commercialization of the process of impression consumption involves the exploitation of hedonistic needs, the value of aesthetic satisfaction, and the development of interactive and communicative practices aimed at creating positive emotions for tourists.

**Keywords**

Impressions – Tourism – Tourist demand – Tourist supply – Economy of impressions

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## Introduction

The modern tourism industry has traditionally been seen as a driver of global economic growth. This conclusion was confirmed by the materials of the World Travel and Tourism Council (WTTC). The tourism industry provided 1 in 10 jobs (313 million) worldwide. As one of the largest sectors of the economy in 2017, the tourism industry showed growth of 4.7%, which is higher than the global average growth rate (3%) (WTTC).

However, the current situation in the tourism industry under the influence of the deterioration of the epidemiological situation is unprecedented. Participants of the tourist market for the last two months (February-March) bear significant losses. The closure of state borders, the introduction of quarantine measures and restrictions related to the spread of the pandemic have had the greatest impact on small and medium-sized businesses in the tourism sector. According to experts, the number of hotel bookings for the summer months has already decreased by almost 50%. These trends may become incompatible with the continuation of traditional practices in the development of the tourism industry.

Forecast estimates of the future development of world tourism remain very vague. Even with a quick victory over COVID-19, the tourism market will not be the same as before. In particular, the experts predict the following trends in the development of tourism: the prevalence of spontaneous booking practices, the growth of the domestic tourism segment, the popularization of individual tours and/or small groups, and as a result, an increase in the share of trips made by private vehicles.

These circumstances make it necessary to analyze the key triggers of tourist choice in the context of global challenges. It is obvious that the traditional attributes of attracting tourists: price, transport accessibility, season, etc.,<sup>1</sup> are losing their significance. The models of touristic utility developed in the scientific literature, based on the estimation of the ratio of time and costs<sup>2</sup>, are not relevant in the conditions of “depression” in the tourist services market.

The driver of building new markets for tourism services, the exit of the tourism industry from the depression after the end of the pandemic, can be the exploitation of the ideas of “positive impressions”. Bright unusual impressions can become a motivator of a tourist trip; reduce the level of anxiety and fears. The need for tourists to form new impressions will partially compensate for the shortcomings of the infrastructure profile and service. Even today, there is a noticeable tendency to shift the emphasis in tourism practice from “Hard”-infrastructure to “Soft”-infrastructure, which provides the process of creating an impression<sup>3</sup>. The analysis of tourists’ experience, based on the example of the Asian region, illustrated the key elements of “Soft”-infrastructure: emotions, sincerity, entertainment, immersion and participation, genuineness, authenticity, contacts<sup>4</sup>. Management practices of tourism development should take into account the new transformations of the “traveling

<sup>1</sup> C.-S. Liao y H.-K. Chuang, “Tourist preferences for package tour attributes in tourism destination design and development”, *Journal of Vacation Marketing* Vol: 26 num 2 (2019).

<sup>2</sup> X. Wu; H. Guan; Y. Han y J. Ma, “A tour route planning model for tourism experience utility maximization”, *Advances in Mechanical Engineering* Vol: 9 num 10 (2017).

<sup>3</sup> T. G. Zaynullina, “Using the tools of the economy of impressions to promote a hotel product”, *Journal of Economic Regulation* Vol: 8 num 3 (2017): 71-76.

<sup>4</sup> P. L. Pearce, M. -Y. Wu, “Soft infrastructure at tourism sites: identifying key issues for Asian tourism from case studies”, *Tourism Recreation Research* Vol: 40 num 1 (2015): 120-132.

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person”, his interest in obtaining exclusive tourist experiences that have a high status significance and the ability to broadcast in the network space<sup>5</sup>.

## Literature review

The founders of the economics of impressions theory, D. Pine and D. Gilmore, emphasized the importance of considering the tourist as a buyer with their own specific inner world, preferences and feelings<sup>6</sup>. Promotion of goods and tourist services can be activated by exploiting the sensations and feelings of potential tourists. In modern conditions of digitalization, the most popular trend is the visualization of impressions in the media space<sup>7</sup>.

According to a PwC<sup>8</sup> study conducted in 2018-2019, consumers are willing to pay 16% more for those products and services that allow them to get a more pleasant experience from the process of purchasing a product. A number of scientists believe that it is the positive emotions of buying or receiving a service that make a person happier, and not the fact of owning or purchasing this service or product. Another study by Eventbrite and Harris found that 78% of millennials are more likely to spend money on experiences and impressions than on things<sup>9</sup>. The data obtained complement a number of studies of tourists' shopping during travel<sup>10</sup>; the basics of choosing excursion programs and tours<sup>11</sup>; the dominant types of recreation depending on the social status of the tourist<sup>12</sup>. The exclusivity and diversity of tourist resources and their promotion as vivid tourist experiences support the capacity of the tourist market<sup>13</sup>. Modern transformations of consumer behavior patterns represent a transition from the consumption of goods to the consumption of services, and then – to the consumption of impressions<sup>14</sup>. The distinctive characteristics of the new type of mass consumer are a high level of education, awareness, demand for the quality of services provided, individualism, mobility, active lifestyle, including the field of leisure, as well as the desire to constantly update knowledge and impressions<sup>15</sup>. The “total effect of hospitality” is

<sup>5</sup> T. T. Tran, “An investigation about factors that affecting satisfaction and efficiency in Vietnamese tourism”, *International Journal of Advanced and Applied Sciences* Vol: 5 num 12 (2018): 7-15.

<sup>6</sup> J. Pine II y J. H. Gilmore, *The economy of impressions. Work is a theater, and every business is a stage* (Brighton: Harvard Business School Press, 2005).

<sup>7</sup> E. Frolova; O. Rogach y T. Ryabova, “Mediatization of tourism: new trends and tourist attraction in the online space”, *Mediaobrazovanie* num 2 (2019): 249-257.

<sup>8</sup> Pricewaterhouse Coopers International Limited (PwCIL). 2019. Retrieved from: <https://www.pwc.ru/ru/retail-consumer/publications/gcis-2019-ru.pdf>

<sup>9</sup> M. Razumova, “The potential of Russia is very great”: author of the best-selling book “Economics of impressions” on how Russian companies make money on emotions. August 1, 2019. Retrieved from: <https://yandex.ru/turbo?text=https%3A%2F%2Fwww.forbes.ru%2Fkarera-i-svoy-biznes%2F381051-potencial-rossii-ochen-velik-avtor-bestsellera-ekonomika-vpechatleniy-o>

<sup>10</sup> X. Y. Lehto; S. Y. Chen y C. Silkes, “Tourist shopping style preferences”, *Journal of Vacation Marketing* Vol: 20 num 1 (2014): 3–15.

<sup>11</sup> S. Huang; B. Weiler y G. Assaker, “Effects of Interpretive Guiding Outcomes on Tourist Satisfaction and Behavioral Intention”, *Journal of Travel Research* Vol: 54 num 3 (2015): 344–358.

<sup>12</sup> V. Asero; S. Gozzo y V. Tomaselli, “Building Tourism Networks through Tourist Mobility”, *Journal of Travel Research* Vol: 55 num 6 (2016): 751–763.

<sup>13</sup> A. Gordon, “What to see and how to see it: tourists, residents, and the beginnings of the walking tour in nineteenth-century Quebec City”, *Journal of Tourism History* Vol: 6 num 1 (2014): 74-90.

<sup>14</sup> Y. T. Lo; S. R. Awang y A. Jusoh, “The role of patron dining experience and emotions on relationship quality in chain restaurant industry”, *Intangible capital* Vol: 14 num 3 (2018): 357-369

<sup>15</sup> E. V. Frolova; E. E. Kabanova; O. V. Rogach; E. A. Vetrova y T. M. Ryabova, “A spotlight on russian tourism and hospitality industry”, *International Transaction Journal Of Engineering Management &*

formed primarily due to authenticity<sup>16</sup> and the uniqueness of local tourist services, opportunities for immersion in local culture, and the quality of impressions<sup>17</sup>.

Impressions have always been the core of the entertainment industry, but the tourism industry today is one of the key areas of the economics of impressions, as it relies not only on developed infrastructure and services, but also to a greater extent on the impressions of services and goods that remain with travelers<sup>18</sup>.

A number of parameters determines the formation of impressions, “unforgettable experience and emotions”:

- visual attractiveness of both the area as a whole and the tourist attraction object itself<sup>19</sup>;
- prestige, status significance, compliance with lifestyle, the level of marking of the territory and/or object of tourist attraction<sup>20</sup>;
- uniqueness, exclusivity of the tourist experience, perception of genuineness, authenticity of services and/or products<sup>21</sup>.

The system of images in the tourism of impressions develops under the influence of fashion, prestige, visual-symbolic embodiment of social status and lifestyle in the frame of the tourism product, and is defined by the visualization of impressions, their positioning in the socio-virtual communities, level of entertainment, emotional involvement. The need for visualization, which is now becoming the basic modus of everyday culture, for replicating “places to photograph” in social networks faces objective problems of Russian reality.

The provisions of the “economy of impressions” are particularly relevant in the segment of cultural and educational tourism. In the conditions of “zero cost of storing and

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Applied Sciences & Technologies Vol: 11 num 4 (2020) y T. N. Yudina; T. V. Fomicheva; I. V. Dolgorukova; V. I. Kataeva y E. M. Kryukova, “The value of happiness: well-being on a global scale”, International Journal of Engineering and Technology Vol: 7 num 3 (2018): 455-460.

<sup>16</sup> A. Manthiou; J. Kang; S. S., Hyun y X. X. Fu, “The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence”, International Journal of Hospitality Management num 75 (2018): 38-47.

<sup>17</sup> S. A. Lebedeva, The economy of tourism experiences. Some directions for the implementation of tourist and recreational opportunities of the Kamchatka Territory. Economics, Management, Finances: Materials of the VIII Intern. scientific conf. (Krasnodar: Novation, 2018).

<sup>18</sup> N. G. Kotler; P. Kotler y W. I. Kotler, Museum Marketing & Strategy: designing, missions, building audiences, generating revenue and resources (San Francisco: Jossey-Bass, 2008).

<sup>19</sup> N. A. Kolody, Socio-anthropological research in tourism (Aalborg: Institute of Culture and Globalization of Aalborg University, 2011).

<sup>20</sup> N. V. Medvedeva; E. V. Frolova; O. V. Rogach y T. M. Ryabova, “Public Participation in Shaping the Tourist Attractiveness of Russian Territories at the turn of the XIX-XX centuries”, Bylye Gody Vol: 52 num 2 (2019): 838-847 y S. P. Tussyadiah; D. R. Kausar y P. K. M. Soesilo, “The Effect of Engagement in Online Social Network on Susceptibility to Influence”, Journal of Hospitality & Tourism Research Vol: 42 num 2 (2018): 201–223.

<sup>21</sup> S. Ko; S. Kang y H. Kang, “An exploration of foreign tourists' perceptions of Korean food tour: a factor-cluster segmentation approach”, Asia Pacific Journal Of Tourism Research Vol: 23 num 8 (2018): 833-846.

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transmitting information”<sup>22</sup>, maximum availability of information content that demonstrates the characteristics of cultural and historical objects from the most favorable angles, a potential tourist expects from the trip and determines its quality not so much from the position of cognitive value, but from the point of view of compliance with a certain social status, fashion, the possibility of obtaining new emotions and significant interpersonal interactions.

According to experts of the world economic forum in Davos, natural resources and cultural values make up the most significant tourist potential of Russia and form its competitive advantage in international rankings. At the same time, the quality of land and water transport infrastructure has a negative impact on Russia’s rating on the travel and tourism competitiveness index. Considering this aspect, efforts by state and regional authorities are aimed at removing infrastructural restrictions of development of the tourism industry (construction of roads, airports, water supply, sanitation, etc.). Undoubtedly, the achievement of sustainable development promotes the creation of favorable conditions, preservation of favorable ecological situation in the region<sup>23</sup>, as well as the necessary infrastructure to enhance tourist activities<sup>24</sup>.

## Methodology

Thus, the authors aim to determine the sources of the tourist demand in the conditions of global challenges; taking into account the provisions of the economy of impressions to identify key drivers of tourism market development. According to forecasts, after the end of the pandemic, depressive trends in the economy will continue, while “consumption of impressions” may be the basis for the revival of the tourism industry. The Internet survey of citizens living on the territory of Moscow was used as the leading research method. The questionnaire was posted on the Google platform. Citizens registered in social networks (Vkontakte, Facebook, Odnoklassniki) were invited to the survey, indicating the place of residence in Moscow. The study involved 219 people. The gender ratio of respondents was 38.8% male and 61.2% female. The authors developed the research tools and program in April-June 2019, so the first results obtained during the interpretation of the research materials did not take into account the influence of depressive factors, quarantine measures taken at the international level. Therefore, in order to verify the data obtained in the context of an epidemiological crisis, the authors clarified the key provisions and conclusions made earlier during two focus groups (video conference using Skype). The sample for focus groups was 12 and 14 people, respectively. Participants in the focus groups were invited from the original sample.

<sup>22</sup> K. Donnelly; S. Rizvi y M. Barber, “Nakanune skhoda laviny. Vysshee obrazovanie i gryadushchaya revolyuciya”, Issues of education num 3 (2013): 152–229.

<sup>23</sup> R. Aliyeva, “The role of landscape in the formation of the Absheron reserves”, International Journal of Advanced and Applied Sciences Vol: 5 num 6 (2018): 35-44; D. Ushakov; M. Vinichenko y E. Frolova, “Environmental Capital in National Economy Stimulation: Limitations of Rationality”, Journal of Computational and Theoretical Nanoscience Vol: 24 num 9 (2018): 6290–6292 y I. A. Suslova y L. S. Morozova, “Event tourism: regional development trends”, Service in Russia and abroad Vol: 10 num 1 (2016): 94-104.

<sup>24</sup> T. K. Ridho; M. Vinichenko y S. Makushkin, Participation of companies in emerging markets to the sustainable development goals (SDGS). (34th International Scientific Conference On Economic And Social Development – XVIII International Social Congress (Isc-2018),2018) y L. S. Morozova; V. Y. Morozov; N. V. Havanova; I. A. Duborkina y M. V. Arifulin, “Formation And Development Of Transnational Hotel Chains In Modern Environment”, Journal of Environmental Management and Tourism Vol: 8 num 2 (2017): 319-328.

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The authors also used the method of extrapolation of data to interpret trends in the tourism industry and make forecast estimates of tourists' consumption of impressions for the short-term period.

### Research result

The survey data showed a direct correlation between travel satisfaction and positive impressions. In particular, it was found that when choosing trips (tourist route/tour), the respondents turned to reviews of tourists who have already had experience of consuming this tourist product. The described positive impressions of the trip served as a reason for choosing for 48% of the respondents. More than half of the respondents (52%) noted that the main motivation for choosing a holiday destination was the assessment of the visual attractiveness of the tour (beautiful views, photos of tourists, exclusivity of the offer). For many respondents (55%), viewing visual images of a tourist tour (most often it concerns the geography of the tourist route, authentic food and exclusive tourist offers), replicated in social networks, creates a latent need for a tourist trip.

The results of the study illustrate the reliance of the modern economics of impressions on attractive media content. The obtained data allow us to see the dependence of the formation of tourist preferences on social media, as a popularizer of the practice of consuming the image of "a beautiful life". The mirror image of this trend is the need for potential tourists to replicate their own travel experience and visualize their impressions. More than half of the respondents noted that posting photos and videos about their travels on social networks as a constant practice. At the same time, the respondents consider getting a positive response to your content in the form of comments and "likes" as confirmation of the success of the chosen lifestyle. No more than 10% of the respondents take photos on a tourist trip only for personal use (photos for memory without mass replication). This pattern may be due to the fact that the fixation of impressions from travel is considered by most tourists as an opportunity for self-presentation of personal achievements.

The economics of impressions implies the possibility of commercializing the process of impression consumption. This means that it is necessary to identify points of growth of the tourist flow through the possibility of obtaining aesthetic satisfaction from the tourist's contemplation of objects of tourist attraction. According to the survey, Russian tourists are focused on getting impressions of the natural landscape (beautiful views, landscapes), objects of cultural and historical heritage. In the conditions of high rates of life and urbanization of public spaces, leisure activities (including during a tourist trip) in nature is becoming quite popular practice. In this context, it seems appropriate to increase the attention of authorities to the practice of embedding the natural landscape in the tourist offer: landscaping embankments, marking tourist routes with points for shooting the most visually attractive views/objects, etc.

Rating parameters	Average score
landscape / nature	4,3
objects of cultural and historical heritage	4,0
architecture/urban development	2,9
urban improvement	2,1

cultural and entertainment complexes	2,5
public catering facilities (restaurants/cafes)	3,7

Table 1

The respondents' assessment of aesthetic satisfaction from contemplating/ visiting tourist attractions during trips to Russian cities (rating interval from 1 to 5, where 1 is very bad and 5 is very good).

As can be seen from table 1, catering facilities have the above-average rating, which may be due to the popularization of such a phenomenon as “foodstagram” – photographing food installations.

Criterion	never	rarely	often	always	find it difficult to answer
I choose a cafe / restaurant that was visited by famous public figures	30	27	26	12	5
I choose a restaurant with an entertainment program	25	28	25	16	6
I choose a restaurant with a non-standard atmosphere	22	22	32	17	7
I choose a restaurant with a vibrant cultural background (the national dish)	13	24	30	25	8
I choose a dish because I like its name	23	31	28	13	5
I choose a dish because I like its appearance in the picture in the menu/showcase	11	27	37	20	5
I photograph my food	13	23	29	31	4
I take a picture of myself in a restaurant	12	28	28	27	5
I post photos from restaurants/cafes on social networks	20	28	33	15	4
Photos with food traditionally get a lot of likes	12	21	23	31	13
In my choice, I focus on cafes/restaurants that will receive a high rating from my friends	21	25	30	17	7

Table 2

The respondents' assessment of the key characteristics of a tourist's nutrition, %

In modern travel, nutrition is considered not so much as a process of food consumption, but as a process of satisfying the social needs of the tourist through the relationship of food and impressions (Table 2), getting a new gastronomic experience, and becoming familiar with world culture<sup>25</sup>. In particular, the emotions of a tourist from visiting a restaurant and eating food play a mediating role in the formation of a stable intention to re-visit. Fifty two per cent of the respondents stated this. During the survey, the respondents were also asked to identify forms of recreation during a tourist trip that provided them with positive impressions. According to the obtained data, shopping and extreme leisure activities have become the trends for getting impressions for modern tourists. Please note that the economics of impressions involves the formation of not only demand, but also

<sup>25</sup> J. Y. Choe y S. Kim, “Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention”, *International Journal Of Hospitality Management* Vol: 71 (2018): 1-10.



an adequate tourist offer. At the same time, the respondents estimate the tourist offer in the domestic market of tourist services of the Russian Federation quite low (Table 3).

Rating parameters	Average score	
	Russia	Other countries
shopping	1,6	7,4
extreme recreation	2,9	6,8
animation, entertainment programs	3,1	6,6
sightseeing tours	5,2	7,9
national cuisine	5,8	8,3
Spa resorts	2,4	7,1
objects of cultural and historical heritage that have the status of national heritage	6,4	7,3
literary tourism	1,1	6,9

Table 3

Average rating of Russian and foreign tourist offers  
(Rating interval from 1 to 10, where 1 is the lowest rating and 10 is the highest)

We can conclude that the tourist offer on the domestic market of tourist services in Russia does not cover the entire range of interests of modern tourists. The consumer of tourist services does not so much focus on traditional forms of cultural and cognitive activity, as on non-traditional, interactive and communicative practices and activities that ensure that the tourist receives the desired impressions and emotions. The survey found that the friendliness and hospitality of local residents could serve as a partial compensator for the low competitiveness of the Russian tourist offer. The majority of the respondents (61.3%) states this. Fashion is particularly important in the economy of impressions. Modern blogs, Instagram, photos and comments on social networks attach labels when describing a tourist trip that ensure imitative behavior in other individuals<sup>26,27</sup>. The tourism industry today is dominated by temporary and unstable prerequisites for imitative behavior: for example, fashion, exclusivity, visualization of the “beautiful picture”. The desire of a tourist to get exclusive impressions or impressions visualized in social networks by representatives of status social groups leads to imitation of someone else’s experience of a tourist trip, which creates additional points of growth in the economics of impressions. Literary tourism, which focuses on folklore, deserves special attention. In the form of a legend described in a literary work, it gives the territory new specific features. A number of studies show that enthusiastic readers use travel to enhance their impression of reading their favorite books<sup>28</sup>. Tourists who can be classified as literary pilgrims prefer to plan their trips and avoid organized attractions, using the texts of books as the source of tourist information.

<sup>26</sup> K. Starosta; S. Budz y M. Krutwig, “The impact of German-speaking online media on tourist arrivals in popular tourist destinations for Europeans”, *Applied Economics* Vol: 51 num 14 (2019): 1558-1573.

<sup>27</sup> B. A. Osei; I. Mensah y E. K. Amenumey, “Utilisation of social media by international tourists to Ghana”, *Anatolia* Vol: 29 num 3 (2018): 411-421.

<sup>28</sup> N. MacLeod; J. Shelley y A. M. Morrison, “The touring reader: Understanding the bibliophile’s experience of literary tourism”, *Tourism Management* Vol: 67 (2018): 388-398 y X. Zhang y C. Ryan, “Investigating tourists’ and local residents’ perceptions of a Chinese film site”, *Tourist Studies* Vol: 18 num 3 (2018): 275-291.

In the survey, the respondents also expressed concerns about the over-commercialization of impressions (67.2%). Many tourists are dissatisfied with the need to pay for related services, the quality of which, according to the respondents, does not match the price (54.1%).

It is worth noting that the rapid spread of COVID-19 has significantly transformed the image of modern tourism, causing irreparable losses to the tourist market. Despite the fact that today, there is no accurate forecast of the development of the tourism industry; scientists describe key trends in pessimistic estimates. Therefore, in order to verify the previously obtained data in the context of the epidemiological crisis, the authors clarified the key provisions and conclusions made earlier in the course of a focus group study.

The focus group materials allow us to draw the following conclusions. In the conditions of quarantine measures, the majority of the respondents experience a lack of impressions. Moreover, the approach of the summer vacation period actualizes the need for the respondents to get impressions through the implementation of tourist trips. The most frequently expressed conclusions were as follows: "I'm tired of sitting at home, I want to go somewhere", "we have already reviewed all the serials, I want to go to nature", "summer is coming, I always go to the sea".

The respondents were also asked whether they would review their summer travel plans after the quarantine measures were lifted. The dominant percentage of the respondents gave a positive response. However, this response was largely concerned to the geographical location of a tourist trip rather than the fact of travelling. Received the following answers: "in any case, I'll go, but I don't know where it will be best to go", "I will go, but we need to consider the prices", "of course, I'll go, it is not a vacation without travel, but I'm afraid that even by the end of summer the situation with the quarantine will not change".

The respondents were also asked about changes in their income level due to the adverse epidemiological situation. The dominant share of the respondents noted a slight decrease in the level of income at the moment. However, their forecast estimates remain pessimistic: "soon there will be no money at all", "the business will have to be closed", "most likely they will be laid-off".

The respondents were asked to clarify how such a pessimistic forecast relates to their plans for tourist trips. They made the following comments: "I will have to save money, but I will go anyway", "I can travel on a budget", "I will take a loan".

Thus, a high degree of uncertainty remains among consumers of tourist services/products regarding the new look of the tourist market. The duration of the quarantine measures and the associated risks of falling incomes support the pessimistic forecasts of the respondents. However, even in this case, the consumption of impressions during tourist trips is considered as a compensator for the general depressive situation. People will continue to travel and consume the tourist product, however, most likely in the cheaper segment. These trends should be taken into account when drawing up a tourist offer that is adequate to the demand.

## Discussion

Modern tourism practices are focused on getting emotions, synthesizing impressions and captured visual images. Thus, the specificity of tourist trips demonstrates a tendency to shift the emphasis from the cultural and cognitive function of travel to its hedonistic content. Attracting tourist flows in modern conditions is provided by appropriate practices of forming the tourist attractiveness of territories. The construction of tourist infrastructure facilities is a mandatory, but not quite sufficient condition for attracting tourist flows. The competitiveness of the offer in the market of tourist services is determined by the stability of the impressions received, which consist of visual attractiveness, opportunities for replication of a visually attractive image, uniqueness, exclusivity of the tourist product, its compliance with fashion, real or positioned social status of the tourist. A possible solution is to create conditions for personal involvement of tourists, increase the level of entertainment, performativity of tourist services.

When highlighting the key conditions for creating a positive impression of a tourist trip, respondents noted the importance of a purposeful approach of the authorities to organizing information support for a tourist offer. The respondents noted a direct relationship between the free search for information about the object of tourist attraction, product/service and the quality of impressions received during a tourist trip. Conversely, the dysfunctions of searching for and receiving information about a tourist display object formed a negative tourist experience.

Of great importance in the economics of impressions is a differentiated approach to the formation of a tourist offer: gastronomic tourism, literary pilgrimage, extreme recreation, shopping, etc. The economic crisis and the decline in the level of income of the population in a difficult epidemiological situation requires a review of pricing policy in the formation of tourist offers and focus on the interests of low-income tourists.

## Conclusion

Global challenges associated with the deterioration of the epidemiological situation, actualize the scientific search for predictors of tourist choice. In the conditions of economic depression, the key provisions of the economics of impressions provide the subjects of the tourist market with the necessary tools to support tourist demand.

Based on the results of the study, a number of conclusions can be drawn. In the current situation, population considers the need to consume impressions as a compensator for the lack of emotions in the conditions of quarantine, negative experiences associated with an increase in the incidence of COVID-19, and uncertainty in the labor market. The source of impressions during a tourist trip can be aesthetic satisfaction from the contemplation of objects of tourist attraction, consumption in the course of receiving a tourist service/product and the ability to visualize their impressions on social networks. In this regard, the integration of tourist attractions in the natural landscape and marking of tourist trails become relevant. Fashion, the need for exclusive, authentic travel services dictate new trends in the development of the tourist market. The economics of impressions determines the importance of an individual approach to the interests of tourists. Of particular importance is the differentiation of the tourist offer, focused attention to new tourist products.

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