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STUDENT2STUDENT INTERNET SERVICE: YOUTH EXCHANGE PROGRAMS AS AN ANTI-CRISIS MEASURE IN THE TOURISM INDUSTRY

The labor market today needs competent workers who are able to creatively use the knowledge and skills obtained at the university in their practical professional activities, who are in need of continuous improvement of professional and personal qualities, capable of innovative activity in a rapidly changing social space, characterized by a high level of morality, and the formation of stable motives for activity.

In the context of the modernization of higher professional education, the transition to a multi-level education system, the scientific and pedagogical substantiation of the conditions for the formation and development of professional mobility of students - future specialists - acquires special relevance. New requirements of the modern labor market, which immediately respond to numerous factors of the surrounding reality, to the quality of professional preparedness of personnel of all specialties, to an even greater extent than before, actualize the problem of forming an active life position and professional mobility among students.

The work builds on the benefits to be gained from the sharing economy, peer-to-peer platforms, increased Internet users (as well as mobile applications) and e-learning (distance learning) (thanks to the COVID-19 crisis). So a crisis is not only a disaster, but an opportunity. At the first stage, especially during the period of restrictive measures associated with the pandemic, students of Kazan can engage in joint research through the portal being created and plan further work after the situation normalizes.

Therefore, doing this work, I tried to open the possibility of student exchange for young people at the city (in Kazan), republican (in Tatarstan), interregional (in Russia) and international (around the world) level.

The aim of the work is to find an affordable, budgetary way for Kazan students to get urban, republican, interregional and international work experience and research through student exchange.

The main target audience: students of Kazan universities.

Project object: anti-crisis measures in the tourism industry of Kazan.

Project subject: youth exchange programs.

The project carried out a SWOT analysis of the environment. The results are shown in Table 1.

Table 1

SWOT analysis of the territory (Kazan, Russia)

Strengths	Weaknesses
<ul style="list-style-type: none"> -students have become more mobile; -students can spend their parents' money on travel; -young people are more resilient (they want to see the world regardless of what is happening in the world); -a large number of universities with bachelor's, master's and postgraduate programs in tourism and hospitality (7 of them are located in Kazan); -working vacationers (students who study abroad for a long time) stimulate VFR - visiting friends and relatives (they attract others to travel); -students in Russia have a strong desire to gain work experience both in the domestic market and abroad; -KIU students (as in many other universities in Russia) have extensive experience in organizing events (for example, national and international conferences) 	<ul style="list-style-type: none"> -part-time work for more students; -lack of time allotted for practice in accordance with Russian educational standards; -insufficient knowledge of foreign languages; -students cannot receive a decent salary after graduation (since they have no work experience, employers cite); -lack of student exchange programs and interregional internships in Russia (only international programs, mainly ERASMUS +)
Features	Threats
<ul style="list-style-type: none"> -rapid recovery of the tourism industry after the crisis; -internship at tourism enterprises; -development of student exchange programs. 	<ul style="list-style-type: none"> -reduction in income from parents; -the long course of the COVID-19 pandemic; -reduction of university costs for exchange programs.

To improve the results of the SWOT analysis, a survey was conducted among the students of the Eastern Conference teams of the UNWTO Student League (via GoogleForms - <https://forms.gle/9w2ecPwDTetTHrTf7>). In addition, a questionnaire was sent to the University of Pula in Croatia (KIU's partner in ERASMUS + projects). The survey is dedicated to the problem of educational tourism and student exchange programs. A total of 76 responses were received.

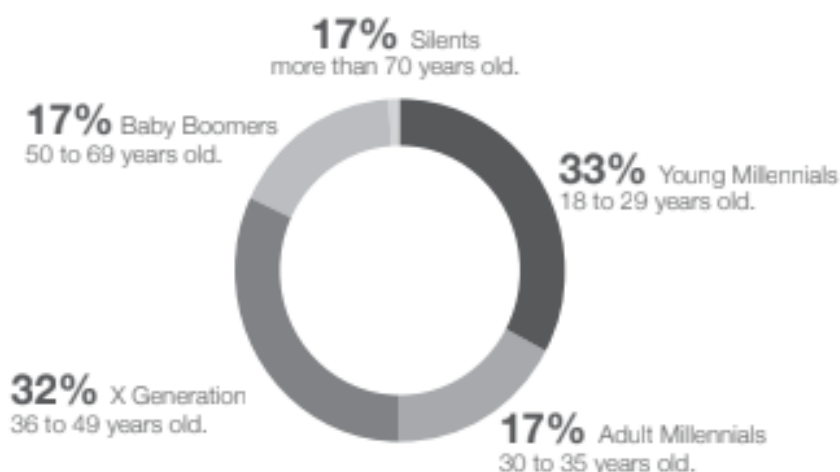
Key findings from this survey:

- 60% of students have never participated in student exchange programs abroad and / or within your country;
- about 30% say that they do not have enough opportunities to participate in student exchanges and educational programs;
- 93% would like you to have additional opportunities to participate in student exchanges and educational programs;
- about 75% are ready to allocate their own money (or the funds of their families) to participate in such programs;
- more than 80% say their universities help to take part in student exchanges and educational programs abroad and within your country (68% of them provide

information, 50% provide organizational support, and only 26% say that their universities provide financial support);

- 80% are ready to create (initiate) student exchange projects;
- 98% are ready to join projects aimed at restoring tourism after the crisis;
- 99% consider it important to take part in exchange and educational trips abroad and within the country to strengthen their skills and competencies;
- 88% say employers in their home countries need work experience in employment.

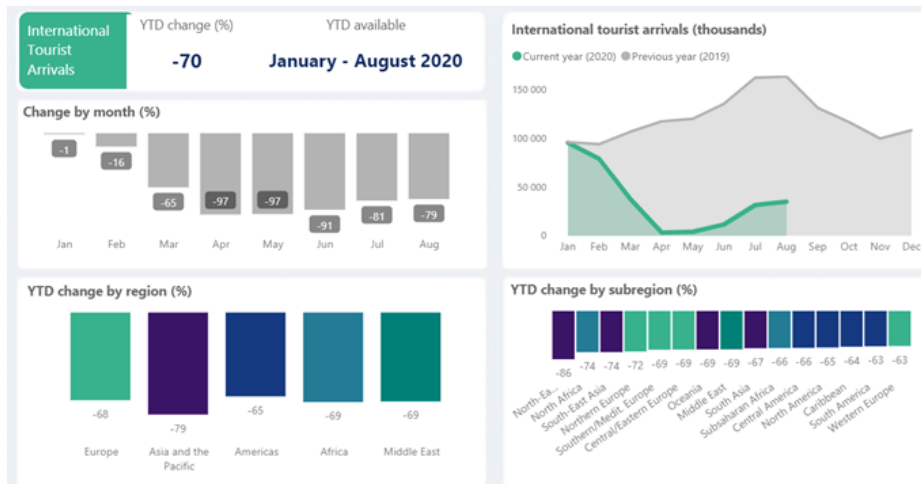
The choice of the target audience is not accidental. According to a joint study by the World Youth, Student and Educational Travel Confederation (WYSE) and the World Tourism Organization (UNWTO), youth tourism now accounts for 33% of the world's travel. This is the fastest growing tourism sector.



Picture 1. The ratio of tourists by age segment

The amount of money spent by young people and students has increased by 40% over the past 5 years - to 1900 euros per trip. 80% of traveling youth return home more tolerant of foreign culture and other nationalities. Therefore, experts from WYSE and UNWTO advise travel professionals to pay special attention to this category of tourists, reports Travel Daily News. 70% of them travel with clearly defined goals: to study a foreign language or generally to study abroad, as part of volunteer programs, etc. In the category "young tourists" experts included people up to 30 years of age and a little older, because now they often prefer educational tourism to beach.

To assess the damage done to the tourism industry, data from the World Tourism Organization (UNWTO) were analyzed. Data on international tourist arrivals are shown in the picture 3.



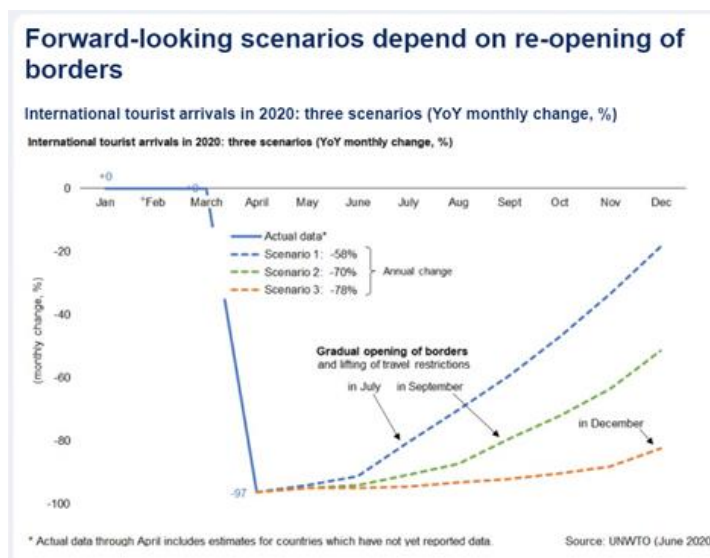
Picture 3. International tourist arrivals

After analyzing the data, the following conclusions can be drawn:

- From January to August 2020, there is a negative indicator of international tourist arrivals and on average for 8 months is -70%, the tourism industry practically stopped its activities in April and May, due to the introduction of a self-isolation regime, curfews, emergency situations, border closures between states, etc.

- The graph in the upper right corner shows a comparison of data for last year - 2019 and current - 2020. It can also be seen that international tourist arrivals sharply rushed to 0. By the middle of summer, a slow increase in international tourist arrivals is noticeable.

Next, I will consider possible scenarios for the opening of borders between states. The data from the World Tourism Organization (UNWTO) are presented in Picture 4.



Picture 4. Scenarios for increasing the number of international tourist arrivals

Picture 4 illustrates three scenarios for increasing international tourist arrivals. The tourism industry is among the most affected sectors. Available data point to a decline to 56% in 2020, while the number of international tourists fell 98% in May. This means a loss of 300 million international arrivals and about \$ 320

billion in revenues. The outlook for this year has been downgraded several times due to the high level of uncertainty. That is, according to the results for October, the recovery occurs between 1 (best) and 2 (average) scenarios. Therefore, to help the tourism industry recover, it is necessary to engage the most active, mobile and crisis-free group - the youth (students)[3].

One of the measures of the anti-crisis policy of the tourism industry can be a project to organize youth exchange programs.

Peer-to-peer website and mobile app for universities and student groups / teams providing student exchange and educational travel opportunities.

Please check what you managed to do with the website at the link: <https://kglobov.wixsite.com/student2student> and Instagram account: student2student_.

Principle of operation:

- universities register in the system (website or mobile application), confirming their willingness to participate in student exchange programs;
- student groups/teams are registered in the system and indicate their willingness to participate in exchange programs;
- student groups/teams download the tourist program for their region in the system;
- student groups/teams place the project and/or research project in the system on which they plan to work as part of the exchange program;
- the system automatically selects student groups/teams that can become partners in accordance with the topic (tags) of the project/research (recommendations are formed based on the topic (tags) of the project/research and the wishes of student groups/teams);
- student groups/teams agree among themselves on the timing of exchange trips in agreement with their universities;
- the student group/team organizes a program of stay (performs with excursions, master classes, entertainment) of the invited student team/group from another country/region/city;
- student groups/teams after the completion of the trip (exchange programs) fill out a report on the trip, the progress of the project and / or research results in the system.

The main functions of the service:

- the service is an open resource (open access to publications of project and research results) with individual access for universities, student groups / teams and students (personal account);
- universities enter into an agreement with the service on their readiness to work in the field of student exchanges and scientific research;

- universities enter into bilateral agreements where student teams agree on terms of exchange and their projects / research;
- tools for joint remote work (filling in applications and reports) are implemented within the system;
- students publish the results of the project and / or research in the public domain;
- students adhere to the principles of design and publication of information.

The tasks that this service solves:

1. The opportunity to work on a project (service) during the crisis: while restrictive measures related to the spread of coronavirus infection continue, there is an opportunity to register teams, start uploading information about planned projects and research in Kazan that could interest students from neighboring regions and other countries after the removal of restrictions to come and get new knowledge, exchange of experience, skills, etc.

2. Travel can begin immediately after the removal of travel restrictions (regardless of the tourist season).

3. This project will help other related industries to recover faster (primarily carriers).

4. In the first stage, the project will involve mainly students in the field of tourism and hospitality. But then students of all specialties can join the project, and students from the tourism sector can become mentors in planning and organizing trips.

5. Universities may provide the possibility of free placement of student teams/groups on their campuses (especially on holidays when campuses are empty). This will reduce student spending on exchange programs.

6. Students gain work experience during their studies, which increases their chances of a well-paid job after graduation.

7. Universities that have undergraduate and postgraduate programs in tourism will become more competitive.

8. Students start exploring their own region as they must prepare visiting programs for student groups and make them as attractive as possible.

Work on this project is already underway. You can see the first steps by checking the website and Instagram. So the process has already begun.

Examples/cases that inspired:

1. ERASMUS +: international mobility of staff and students, funded by the European Commission.

2. studentuniverse.com: Empowers young adults to experience the world through low-cost travel. For students and those under 26, it offers cheap flights, hotels and tours, making it accessible to travel anywhere.

3. EIL Federation: This is a global network of international exchange organizations that share a common mission, vision and educational goals. The members of the EIL are private, non-profit, non-political and non-religious organizations.

4. workaway.info: a leading community for cultural exchange, workers and volunteering in 170 countries. A workaholic is a traveler willing to help for a few hours a day in exchange for a place to stay and food. (Some landlords also offer salaries.) Workaway is primarily about cultural exchange or learning new skills and a way to make new friends.

5. Xubo Art and Cultural Exchange: belongs to the WYSE Work & Volunteer Abroad network and under this guarantee offers quality overseas work and / or volunteer programs and services to program members around the world. Xu Bo has 3 branches in China, Singapore and Sweden with volunteer, internship programs for high school and student groups.

Possible partners and stakeholders:

1. Carriers: Since the project has great potential for sustainability, airlines will be willing to provide us with discounts on flights (for example, KIU has a commitment with Turkish Airlines that provide special fares for students who go on international internships).

2. Foreign language schools: the goal of the project is to accelerate the learning of foreign languages.

3. Hostels: I expect universities to provide us with accommodation, but if they refuse, I can invite hostels to join the project (to reduce student living costs).

The benefits of the idea in the short term:

- creation of a primary base of universities and students, ready to cooperate and work on student exchange programs;
- allows direct contact without intermediaries.

Advantages of the idea in the medium term:

- creating a platform for sustainable tourism development in the long term by increasing the number of student travel;
- an increase in the number of student projects and scientific research in the field of tourism and hospitality.

Long-term benefits of the idea:

- global involvement of students in international exchange and educational tourism programs;
- students determine the agenda in the field of tourism, contribute to the promotion of innovative types and forms of tourism
- tourism is developing despite the crises.