

# Fashionable Scenarios for Urban Tourism Practices: Fashion Cities and Space Redefinition

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## Abstract

This research explores the opportunities of tourism practices to answer fashion ideas and trends by reconsidering urban spaces and creating fashionable content. Moreover, it denotes the fashion input in tourism spaces and redefines spaces that were transformed due to the fashionable scenarios. Special attention will be given to the changes, possibilities and limitations, in both industries due to the pandemic of COVID-19. The case study methodology will be based on the reflection on the Russian tourism industry. By investigating the changes in tourism offers due to fashion trends influence, it will become possible to define key factors of fashion and tourism collaboration and space redefinition. Three ideas unify trends in the fashion and tourism industries today: i) Space redefinition — the ways to explore new tourism destinations and migration flows of tourists and fashion consumers who redefine spaces for fashionable practices; ii) collaborative instruments — new content for tourism practices complement the fashion industry to receive profits, benefits, followers, and inputs; for tourism industry, the fashionable scenarios bring city and place marketing and establish new touristic highlights and fashion capitals; iii) time perspective — the shift from mass tourism and overtourism to slow tourism practices and new experiences.

**Keywords:** Fashionable Scenarios; Urban Tourism Practices; Fashion Cities; Space Redefinition; Russian Tourism.

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## Introduction

Tourism practices today embraces different activities, locations, and global trends. Furthermore, they bring new emotions, experiences, skills and achievements. The fashion phenomenon in the tourism industry can influence tourism practices: depending on fashion trends, tourism practices and routes vary and construct offers for consumers. Moreover, fashion trends in tourism practices lead to space redefinition: tourism destinations, cities or urban spaces become cities of a different fashion.

This paper explains the idea of fashionable scenarios for urban tourism practices. The fashion phenomenon participates in the city branding and image that create attractive tourism destinations and propose various tourist offers and practices. The fashion for a lifestyle encourages spending time by yoga or meditation and promotes ideal places for these activities. The fashion for a sustainable lifestyle inspires planning a vacation in a more sustainable way that includes consumer demand for more sustainable transportation, accommodation, nutrition, and entertainment programs. Finally, the fashion for collecting more emotions and fewer objects induces searching for new experiences in local gastronomic offers, cultural heritage events, or extreme tourism routes.

Special focus in this paper is given to the influence of the COVID-19 pandemic on the tourism industry in general and the change in tourism offers in particular. The quarantine restrictions and international travel ban stimulated the development of domestic tourism and the creation of new local attractive tourism offers. New fashionable scenarios for tourism practices implement these restrictions and new scope of travelling and propose new practices and local solutions.

The paper indicates three main trends for the fashion and tourism industries and proposes its reflection connected to the Russian tourism industry. The first trend is space redefinition as a way to explore new areas and destinations under the fashion scenarios. The second trend is the use of collaborative instruments essential to apply the advantages from the fashion and tourism industries to create attractive offers and improve city branding and city image. Finally, the third trend concerns the time perspective that moves towards the slowing down idea and offers a qualitative change searching new experiences and emotions in tourism.

## Urban Tourism Practices and the COVID-19 Restrictions

Popular urban tourism practices usually relate to beach tourism or city tourism. However, in the last years, not without the impact of the experience economy<sup>1</sup>, the tourism industry expanded traditional tourist routes and destinations by creating new content and practices<sup>2</sup>. These novelties aim to entertain and provide a qualitatively new experience and deliver new emotions to tourism products. Moreover, it becomes fashionable to follow non-traditional tourism scenarios and participate, taste and enjoy new tourism practices.

Pine and Gilmore<sup>3</sup> determine four realms of consumer experience that vary from the customer involvement level (active or passive participation) and the degree of connection between customer engagement and an event (absorption or immersion). Firstly, an educational experience that implies active participation and absorption engages and inspires consumers to learn new practices (e.g., attending a lecture or taking a course). Secondly, an escapist experience that includes active participation but immersion brings consumers to complete involvement and captivation of an activity (e.g., participating as an actor in the event, approaching some great destinations). Thirdly, an entertainment experience as passive participation and absorption is the most typical type (e.g., watching television, attending a concert). Fi-

1. Seohee Chang, "Experience economy in hospitality and tourism: Gain and loss values for service and experience," *Tourism Management*, Vol.64 (February 2018): 55–63.
2. Ian Seymour Yeoman and Una McMahon-Beattie, "The experience economy: micro trends," *Journal of Tourism Futures*, Vol. 5:2 (September 2019): 114–119.
3. Joseph B. II Pine and James H. Gilmore, "Welcome to the Experience Economy," *Harvard Business Review*, Vol.76:4 (July–August 1998): 96–105.

nally, an aesthetics experience as passive participation and immersion signifies the consumer's relation to the physical environment (e.g., visiting a museum or observing sightseeing).

The experience economy defines the ways how to consume tourism offers and engage with tourism practices. It can concern learning new skills, acquiring new knowledge, developing competencies. Moreover, it is about enriching social and cultural capital with the collection of memories, impressions, and experiences.

The pandemic of the COVID-19 virus has drastically affected the global tourism and hospitality industry, from the international travel restrictions to the mass job loss and business devastation. According to the United Nations World Tourism Organization<sup>4</sup>, the decline in international tourism in 2020 reached 80%, leading to a possible US\$1.2 trillion profit loss and up to 120 million tourism job loss for the tourism industry. The lockdown as a global game-changer stopped international flights, threatened hospitality, aviation, accommodation, retail, arts and cultural industries, and caused worldwide tourism agencies to shut down. The quarantine requirements, travel bans, border-crossing restrictions, and the force for social distancing challenged the tourism industry to develop and popularize new practices and encouraged people to travel locally and regionally. These restrictions stimulated the national economies and engaged in changing cultural values and consumer stereotypes: in the lockdown conditions, tourists have to explore local sightseeing and touristic highlights. The positive outcome is the creation and popularization of new tourism practices and destinations that motivated businesses to invest in local infrastructure.

## Ideas on Tourism Recovery and Transformation

Different scholars propose ideas on the tourism industry future after the pandemic restrictions; mainly, these suggestions relate to either tourism recovery or transformation. The pandemic quarantine and travel restrictions affected mostly two significant tourism benefits, mobility and human contacts. Therefore, the lockdown resulted in new social and cultural norms as well as physical space reconsideration for the global tourism industry<sup>5</sup>. However, the strategy to return to the exact tourist offers and routes does not fulfil travel restrictions and other complications after the lockdown. Furthermore, mass tourism is not only financial support for some tourists regions but a global environmental problem. Therefore, there is a necessity of reconsidering the basic concept of tourism.

The recovery strategies for tourism can signify the tourism offers to travel locally and regionally, invest in local economies, and develop nature tourism (with more options for social distancing)<sup>6</sup>. There are more doubts regarding international tourism: medical certificates (for either being clear of or having had the disease), clearances and vaccination become the new password for international mobility and seems to be included in all official travel documents.

As some scholars denote<sup>7</sup>, there are specific ways to redesign and redevelop tourism practices for a more sustainable approach. In order to change unsustainable tourism practices, it is essential to implement strategies far beyond only to search for another motivation as resource exploitation, business growth and profits. These strategies should instead foster positive changes in supporting local resilient communities and practices of regenerative tourism.

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4. "International tourist numbers could fall 60–80% in 2020, UNWTO reports," World Tourism Organization. A United Nations Specialized Agency, accessed August 22, 2021, <https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020>.

5. Jim Butcher, "The war on tourism," *Spiked*, May 04, 2020, <https://www.spiked-online.com/2020/05/04/the-war-on-tourism/>.

6. Michael C. Hall, Daniel Scott and Stefan Gössling, "Pandemics, transformations and tourism: be careful what you wish for," *Tourism Geographies*, Vol. 22:3 (May 2020): 577–598.

7. Jenny Cave and Dianne Dredge, "Regenerative tourism needs diverse economic practices," *Tourism Geographies*, Vol. 22:3 (May 2020): 503–513.

The scholars define some diverse economic practices in tourism that can become a sustainable alternative for the tourism industry and are supported by public and private actors. They define the examples that focus on different enterprises, labour types, property, and forms of exchange. In this way, the scholars describe the examples: i) of collaborative technology platforms that, by using digital platforms, engage local communities and volunteers in creating tourism offers; ii) of community value co-creation as a creation of shared values system supporting local communities and providing jobs and benefits; iii) of local associations and family networks that promote the idea of solidarity and develop and support local infrastructure and environment; iv) of alternative development that fulfil local human development needs and fund partner goals; v) of collaborative commons economy with self-employment opportunities, collaboration and exchange. The diversity of economic practices of tourism should highlight the trajectories to switch and transform existing pathways for a more sustainable future of tourism practices.

Other scholars emphasize the perspectives on the path and institutional changes in the tourism industry<sup>8</sup>. Institutional innovations in the demand and supply chains can ideally change the tourism industry by creating new tourism strategies. However, in real conditions, either the supply chain cannot fulfil tourist demands (path creation dissonance), or the supply chain does not react to the changes in the market (path dependence dissonance). Therefore, in this case, any evolutionary trajectory can facilitate needed changes on the way to sustainability.

Moreover, the industry faces the concrete need for changes, from redesigning and redevelopment of popular tourism destinations without stressing the environment to creating and popularizing new formats of travelling, consuming and experiencing. The need for more sustainable, more ethical tourist offers, routes and practices forces to reconsider existing opportunities; the potential of changes can affect the industry differently. Three main focuses of changes are possible: to reduce the level of travel experience due to the negative environmental impact, to change the consumerism ideology that promotes exclusive opportunities of travelling to everyone, and to promote advantages of local tourism offers.

Additionally, the changes can relate not only the transformation of tourism offers but also the education of potential tourists (skills, concepts, competencies) to be more responsible and sustainable while travelling as well tourism agencies to redesign their offers from getting profits from a number of tourists to more conscious approach, lowering negative environmental impact and creating new values<sup>9</sup>.

The harm from the pandemic restrictions affected the tourism industry in general and its workers worldwide as well as tourists. As Higgins-Desbiolles<sup>10</sup> emphasizes, an urgent need for changes and a switch to more sustainable tourism practices. One of the significant dangers is generally overtourism with low-cost flights, packaged cruise ships, affordable accommodation and other strategies to attract tourists finances to the place. Additionally, the author explains the necessity to promote local benefits as local food, reducing the number of big trips and slowing down in general<sup>11</sup>.

Transformative travel and tourism<sup>12</sup> as a variation of approach for changes in the tourism industry concern the renewal and regeneration principles that support regenerative economic system and help to improve the industry condition. As the scholar denotes, tourism trends leave just market demands and represent the global shift in human preferences and value systems. Action-oriented and participant-driven strategies can lead to essential global changes that will influence the tourism industry as well as

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8. Patrick Brouder, "Reset redux: possible evolutionary pathways towards the transformation of tourism in a COVID-19 world," *Tourism Geographies*, Vol. 22:3 (May 2020): 484–490.

9. Johan Edelman, "How should tourism education values be transformed after 2020?," *Tourism Geographies*, Vol. 22:3 (May 2020): 547–554.

10. Freya Higgins-Desbiolles, "The end of global travel as we know it: an opportunity for sustainable tourism," *The Conversation*, March 17, 2020, <https://theconversation.com/the-end-of-global-travel-as-we-know-it-an-opportunity-for-sustainable-tourism-133783>.

11. Freya Higgins-Desbiolles, "The 'war over tourism': challenges to sustainable tourism in the tourism academy after COVID-19," *Journal of Sustainable Tourism*, Vol. 29:4 (April 2021): 551–569.

12. Irena Ateljevic, "Transforming the (tourism) world for good and (re)generating the potential 'new normal'," *Tourism Geographies*, Vol. 22:3 (May 2020): 467–475.

current environmental conditions. The shift toward meaning, self-reflection, personal transformation and search for more conscious substantial values characterize transformative travel and tourism.

Finally, the idea of the Buen Vivir (“Good Living”) concept<sup>13</sup> promotes the priorities shift from economic growth and mass consumption towards social and environmental wellbeing. By facilitating the degrowth of socially and environmentally damaging sectors, this concept explores the meaning of limits and reset the human value system: small-scale and local tourism with the promotion of host communities. Furthermore, this concept emphasizes fundamental human values as health, social contacts, environment and social identity that receive extra significance in the time of crisis.

## The Fashion Phenomenon and City Branding

The fashion phenomenon embraces many areas of human’s life and brings fashion ideas and inspirations. As far as fashion and tourism industries are interconnected due to their entertainment function and internationally based production and consumption processes, it is possible to suggest that any fashion idea that appears in the fashion industry can be implemented in the context of tourism practices<sup>14</sup>. Furthermore, the fashion phenomenon influences the tourists and fashion consumers impression of cities and urban spaces and participate in building city image and attractiveness<sup>15</sup>. In addition, tourism practices connected to the fashion brands can construct through experiential consumption a value system that influence urban ecosystems<sup>16</sup>.

It is significant to mention that the phenomenon of fashion is understood in this paper not only as clothing but a general idea of trends and tendencies, the way of thinking and acting that includes various practices and rules and influences different social groups (e.g., healthy lifestyle fashion, sustainable consumption fashion). Today, fashion and tourism industries collaborate for mutual benefits, from shopping tourism and main fashion capitals as tourism destinations to gastronomic tourism and new fashionable restaurants as touristic highlights for new experiences and emotions.

Following the idea of fashion and city representation, it is possible to imagine a city as a branded space representing particular fashion or fashion brands<sup>17</sup>. Any branded space determines not only physical location but also symbolic meanings, cultural context, and other links to the city branding notion. Furthermore, any city representation constructed on fashion ideas affects tourism practices and aspects of urban tourism (e.g., destinations, routes, entertainment, accommodation). These attributes make the place unique and attractive, create its individuality<sup>18</sup>. Additionally, a tourist as a consumer defines some preferences and demands for tourism practices, and the representations of cities can also be consumed as tourism destinations or attractions. Therefore, city branding through fashion can be a useful instrument for developing national and international tourism practices<sup>19</sup>.

Patrizia Calefato argues that due to the urbanization process, European capitals became the centres of fashion that transmitted social practices, social and cultural values, and fashion styles<sup>20</sup>. These urban

13. Phoebe Everingham and Natasha Chassagne, “Post COVID-19 ecological and social reset: moving away from capitalist growth models towards tourism as Buen Vivir,” *Tourism Geographies*, Vol. 22:3 (May 2020): 555–566.

14. Jennifer Craik, “Fashion, tourism and global culture,” in *Handbook of Fashion Studies*, eds. Sandy Black et al. (London–New York: Bloomsbury, 2013), 364–380.

15. Francesco Capone and Luciana Lazzeretti, “Fashion and city branding: An analysis of the perception of Florence as a fashion city,” *Journal of Global Fashion Marketing*, Vol.7:3 (May 2016): 166–180.

16. Nicola Bellini and Cecilia Pasquinelli, “Urban brandscape as value ecosystem: The cultural destination strategy of fashion brands,” *Place Branding and Public Diplomacy*, Vol. 12:1 (2016): 5–16.

17. Maria Skivko, “Touring the fashion: Branding the city,” *Journal of Consumer Culture*, Vol.16:2 (July 2016): 432–446.

18. Mihalis Kavaratzis and Gregory J. Ashworth, “City branding: An effective assertion of identity or a transitory marketing trick?,” *Tijdschrift voor Economische en Sociale Geografie*, Vol. 96:5 (2005), 506–514.

19. Gregory J. Ashworth, “Should we brand places?,” *Journal of Town and City Management*, Vol. 1:3 (2011): 248–252.

20. Patrizia Calefato, “Fashionscapes,” in *The End of Fashion: Clothing and Dress in the Age of Globalization*, eds. Adam Geczy et al. (London: Bloomsbury Visual Arts, 2019), 31–46.

spaces as fashionscapes attracted millions of tourists and influenced the city image and representations. Fashion capitals constructed their positive urban image and captivated resources for further development and popularization by locating fashion designer houses, hosting fashion-related events, and welcoming fashion elites. Due to the globalization process, the strong hierarchy between fashion capitals and periphery disappeared; the fashion phenomenon, however, continued to transmit various ideas and values through different urban spaces. Moreover, luxury and mass-market fashion brands that sell fashion items worldwide are still based on the local context of clothes, on street style, individual taste, and specific urban look. Fashionscapes today, as spaces of fashion in the age of digitalization, transmit social-cultural codes, act as instruments of intercultural and international communication.

As Louise Crewe denotes, geographies of fashion include more than just fabrics, fashion items, designers and consumers but embrace different meanings, values, and interconnections<sup>21</sup>. Well-known expressions as “made in Italy” or “made in China” refers not only to the geographical location but bring some meanings and definitions (e.g., quality, prestige, social status, price). City branding in the time of lockdown and travel restrictions experience some changes. Before the lockdown the fashion phenomenon could promote an urban place as an international tourism destination by locating there fashion factory, fashion shop or street style fashion. In the time of lockdown and international travel bans, it is necessary to find local attractions and promote them as fashionable. In other words, if in the past fashion constructed the value of place by highlighting its unique value, today fashion faces the task to find unique local values and promote them locally, make them exclusive.

## Fashionable Scenarios and Fashion Trends

This paper proposes that fashionable scenarios for urban tourism practices reflect various fashion trends and foster space reconsideration and redefinition. Tourists require better service, multiple offers, greater experience and satisfaction that foster innovations, application of collaborative instruments and development of new tourism practices. Some scholars suggest that the desire for an authentic experience, cultural capital tourism as a new luxury, and environmental practices in tourism are among various driving forces for the tourism industry development<sup>22</sup>.

What do fashionable scenarios bring to the tourism industry? On the one hand, new places and spaces, routes and destinations to explore as far as the industry develops new content for practices and tours. On the other hand, already well-known places and spaces can get further understanding and representation due to reconsidering spaces under the fashion ideas and trends perspective.

What does the fashion industry receive from this collaboration? On the one hand, new investments, new infrastructure, and new consumers in the well-known areas of fashion shopping and fashion entertainment. On the other hand, fashion also receives new patterns and cultural values for lifestyle, shopping, free time, and entertainment within new tourism practices.

So, tourism can be considered a fashion phenomenon: tourism practices vary depending on the fashion trends. Some traditional fashionable scenarios for tourism imply urban tourism (e.g., a new city or country tours) and beach holidays (e.g., holidays at the sea coast). At the same time, the tourism industry receives and explores new destinations for gastronomic experience (e.g., national cuisine, local culinary specialties), cultural insights and events (e.g., festivals, concerts, historical sightseeing), or extreme adventures (e.g., mountain trip).

Moreover, with the development of sustainable ideas, fashion promotes such practices as ecological or bio tourism. These practices include travelling in a more sustainable way (to prefer trains instead of airplanes for reducing the carbon footprint, use sustainable, reusable travel items, use car-sharing), visit ecofarms, and live at the eco-farm, eco-village or sustainable agriculture farm. It is supported by current

21. Louise Crewe, *The geographies of fashion: consumption, space and value* (London: Bloomsbury, 2020), 7.

22. Ian Yeoman, Martin Robertson and Karen Smith, “A futurist’s view on the future of events” in *Routledge Handbook of Events*, eds. Stephen Page et al. (Routledge handbooks. Routledge, Abingdon, U.K., 2012), 507–525.

general requirements on hygiene, safety, and social distancing as well as the need for privacy that with nature tourism becomes more realistic.

The fashion for a healthy body and mindfulness supports the development of sport, yoga, spa and medical tourism. In a search for new formats, fashion promotes such options as wedding tourism, industrial tourism, or protest tourism (based on the support of any political or social protests).

The COVID-19 pandemic changed the character of tourism practices. With major restrictions on international travel and mobility, the possibilities of developing national and regional tourism become the most significant and profound. The trend to travel locally represented local areas as unknown, unexplored, and attractive. Domestic tourism brought new sights to the nearby areas, so it became popular and fashionable to investigate the neighbourhood. Additionally, the lockdown and travel restrictions supported and promoted those tourism practices specifically related to mobility, work conditions and tourism experience.

The luxury sector in tourism experienced its best days: the pandemic restrictions and stay-in conditions boosted demand for more luxurious tourism offers. The number of bookings for hotels, residences and ultra-luxury villas increased as well private jet flights, the privacy and comfort of yachting and sailing<sup>23</sup>. Moreover, the length of holiday trips increased, travel agencies became more flexible in contracts and services (to rebook or cancel trips)<sup>24</sup>. Additionally, high-end spa and wellness centres boomed to relieve everyday stress and anxiety. Some predict that wealthy tourists will force the economic recovery<sup>25</sup>.

The development of domestic tourism brought alone some fashionable scenarios for tourism practices. One of the lockdown trends is to spend the holidays close to nature, with bigger spaces and social distancing, safer and more relaxed. The practice of glamping (from “glamorous camping”) and the rise of interest in eco-hotels boomed. Fashion has to adapt to some safety restrictions but offers glamorous ways to spend the holidays in nature.

Another trend is a switch from the ready offers to independent, customized planning: in the situation of uncertainty with the pandemic travel restrictions, tourists tend to plan the route, accommodation, and the entertainment program independently and according to individual preferences (e.g., holidays with kids, a weekend tour, a tour by car). It brings more freedom for travelling and provides more safety and security for travellers. At the same time, new tourism demands appear in the market that requires new offers and new investments<sup>26</sup>. Firstly, the demand for individual guides increases: a small tourists group needs a local guide to extend the expressions of a new place. Secondly, people travel more often by car and camper, which decreases the demand for public far-distance transportation and requires the improvement of tourism infrastructure (e.g., parking spaces, camping spaces, gasoline stations, motels, better roads quality). Thirdly, tourists prefer apartments instead of hotels that change the real estate market: short-term rent prevails. Finally, the demand for high-class comfort and services evolves as a reaction to and the compensation from the lockdown restrictions to release stress and experience more.

For those who, due to several reasons, cannot or does not want to travel far, there is one more fashionable scenario: Staycation (from “stay and vacation”) is a combination of staying in the hometown but having holidays. Moving for few days to live in a hotel or having a day trip, exploring local areas, visiting a city excursion — in the time of the lockdown and uncertainty, any tourism scenario plays an important role

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23. Sarah Ramirez, “Consumers find new value in luxury travel: American Express,” *Luxury Daily*, April 16, 2021, <https://www.luxurydaily.com/american-express-global-travel-trends-report-2021/>.

24. Sophia Smith, “How the luxury travel industry is responding to the coronavirus pandemic,” *The design tourist*, July 22, 2020, <https://thedesigntourist.com/luxury-travel-industry-responding-coronavirus-pandemic/>.

25. Andrew Van Dam and Heather Long, “The post-covid luxury spending boom has begun. It’s already reshaping the economy,” *The Washington Post*, June 18, 2021, <https://www.washingtonpost.com/business/2021/06/18/luxury-boom-recovery/>.

26. “The Pandemic As an Opportunity: HSE Experts Evaluate the Potential of Domestic Tourism in Russia,” Higher School of Economics, accessed August 21, 2021, <https://www.hse.ru/en/news/research/433402363.html>.

in the development of the tourism industry and for tourists to fulfil the demand for new impressions and experience<sup>27</sup>.

Moreover, the restriction to work from home and digitalization facilitated and supported a relatively new trend of workation (from “work and vacation”). As Urban Dictionary<sup>28</sup> defines, it is a combination of remote work and tourism activities. These digital nomads, freelancers received an attractive way to combine work and tourism. Tourism and hospitality sectors react by providing better work conditions (comfortable workplaces, wi-fi connections, special accommodation offers).

Digitalization sets new requirements for tourism offers and affects the businesses that provide tourism goods and services<sup>29</sup>. Digital technologies foster innovations in the tourism industry, re-establish demand and offer interactions, and transform the entire tourism consumer experience. Digital transformation as the use of digital technologies for creating new business models in tourism requires applying the ideas of sustainability, circular economy, setting new social values to improve tourist experience and tourism destination competitiveness at the global market.

## Fashion Scenarios and the Russian Tourism Industry

As Federal State Statistics Service<sup>30</sup> indicates, the flow of foreigners fell in January–September 2020 by 73% year-on-year, and of those who nevertheless arrived in Russia, only 0.33%, according to the Federal Security Service, visited the country with the aim of tourism — only 12,900 people. The number of domestic tourists in Russia in 2020 declined compared to the previous years and comprised 12.8 million tourists<sup>31</sup>.

Since August 2020, the Russian government implemented the support acts as a touristic cashback for national travel: tourists have the right to get up to 20% of the price of tourism offer or accommodation back if they travel inside the country, minimum of 2 nights, and pay online with the national payment system “Mir”. The number of tourists trips is unlimited. In addition, the Russian tourism industry received the possibility of interest-free loans for salary payments and some other support treatments from the state.

So, this invention aimed to motivate tourists to travel locally and support the national tourism industry. Furthermore, it highlighted the urgent need to develop domestic tourism offers, invest in infrastructure, innovations, ideas for local tourism practices. Last but not least, the national tourism industry faced the complicated task to prove that local tourism offers can be quite competitive with the international travel practices; besides, the task to promote domestic tourism prevailed other tasks and challenges in the time of lockdown.

This research emphasizes the following ideas that unify current trends in the fashion and tourism industries and specify the focus on its further development in the conditions of the COVID-19 pandemic and certain ongoing travel restrictions.

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27. Shalini Raj, “How staycation became a new trend in COVID-times,” *Financial Express*, August 28, 2020, <https://www.financialexpress.com/lifestyle/travel-tourism/how-staycation-became-a-new-trend-in-covid-times/2067992/>.

28. “Workation,” Urban Dictionary, accessed August 21, 2021, <https://www.urbandictionary.com/define.php?term=workation>.

29. Tonino Pencarelli, “The digital revolution in the travel and tourism industry,” *Information Technology & Tourism*, Vol. 22:3 (2019): 455–476.

30. “Bulletins on Current Trends in Russian Economy. Dynamics of Demand for Tourism Services in Russia amid COVID-19 Pandemic,” Analytical center for the government of the Russian Federation, accessed August 21, 2021, [https://ac.gov.ru/uploads/2-Publications/BRE/BRE\\_68.pdf](https://ac.gov.ru/uploads/2-Publications/BRE/BRE_68.pdf).

31. D. Elagina, “Inbound & domestic tourism flow in Moscow 2019–2020,” Statista, accessed August 31, 2021, <https://www.statista.com/statistics/1231877/moscow-tourist-flow-by-origin/#statisticContainer>.

## Space Redefinition

It provides various local and global tourism practices and opens the ways to explore new tourism destinations; migration flows of tourists, fashion consumers, and fashion and tourism trends create a range of scenarios for fashion and tourism practices. In the conditions of only local destinations, some Russian tourists visit the most typical destinations like Moscow, Saint-Petersburg, Karelia, Crimea and Caucasus. At the same time, others seek to explore something new as the Republic of Dagestan, Kaliningrad, and the Altai Republic. Whether these places attract by cultural heritage, natural resorts, national cuisine, mountains, or sea coast, they tend to represent the alternative of international travelling.

Russian domestic tourism performs the ways to explore local tourism destinations and combine it with work and staying-at-home tendency. The workation trend is slowly receiving attention among Russian population. For example, co-living and co-working project WOW Coliving offers spacious country houses in the Moscow suburbs for Russian digital nomades to combine working routine and relaxing stay at the nature. This type of work and life opportunity fits currently for the megapolis citizens but with the digitalization expansion it is possible to suggest further development and popularization of this format.

There are some attractive offers for a staycation in Russia: Sochi Park as an alternative for Disneyland, mysterious fjords and impressive bays in Karelia instead of Norway. Furthermore, the offer to explore the hometown as a tourist attracts the attention of Russians: city excursions for locals, a one-day trip to the city suburbs to introduce the local specialities (historical, cultural, gastronomic, ethnic contexts). Moreover, local tourism practices use typical urban spaces to switch the focus and represent new ideas: the concert not in the concert hall but at the rooftop with the city view, the boat trip under the bridges in Samara in “Venezia style”, the open-air poetry slam in the tiny streets of downtown “like in Italy”. Thus, the habitual places become the space of new experiences and entertainment; every citizen can become a tourist in the hometown.

## Collaborative Instruments

By developing and promoting new content, both industries supplement each other to receive profits, benefits, followers, and inputs. Fashion collaboration as with clothes and styles provides new opportunities and perspectives. Furthermore, with the travel restrictions and safety issues, tourists prefer more individual offers than group tours. This tendency requires more collaborative efforts from the tourism infrastructure regarding allocation, transportation and entertainment options. For instance, glamping tourism is entirely developed around Russian territory, from Moscow and Saint-Petersburg countryside to Kola Peninsula, national park in Khabarovsk and sea coast at the Baltic Sea.

For example, staycation trend: the demand of consumers to spend a nice time, from one day to the whole vacation, meets the possibilities of a hometown to organize an entertainment program. Restaurants, cafes, museums, bars as well artists, musicians, and actors can be involved in this process of city tourism creation; there is no need to invest extra in the infrastructure and use the existing resources for creative offers. Guided tours to the local market with the urban dweller in Moscow, a walk to the rooftops with a photographer in Saint-Petersburg, interactive and immersive theatre performances illustrate the idea of collaborative instruments for tourism development. The tourism industry can receive different types of tourists who seek new impressions, experiences, emotions, are interested in various activities and are ready to spend time and money. The profits for the fashion industry include new groups of fashion consumers who follow the current trend of spending free time.

Moreover, this collaboration can facilitate city and place marketing, establishing new touristic highlights and fashion capitals. For instance, sustainable tourism or different purpose tourism (e.g., wedding, industrial, medical, cultural) create new tourism destinations, develop infrastructure, create new jobs, and support local culture. Mussels festival in Vladivostok, wine marathon in Anapa, wine testing in Crimea, Central Russia gastronomic tour represent Russian cities and regions and attract tourists by the unique cultural or gastronomic content.

## Time Perspective

The shift from fast fashion and overconsumption to slow fashion and conscious consumption signify a qualitative change in both industries. The main focus goes to the slowing down practices that switch the focus from traditional, fast (fashion) consumption to conscious consumption (slow fashion), from traditional tourism practices to new emotional experiences (slow tourism). This is supported by the above-mentioned tendencies to book holidays for a longer period, to invest in more expensive, comfortable tourism practices. The fashion for self-care and mindfulness, healing therapy and spa vacation reflects the trend to search for a different experience.

Russian tourism industry develops wellness tours in mountain resorts, provides excellent conditions for hiking and outdoor activities. Local alternatives as amazing nature at the Republic Altai, mineral spa in the middle of wild nature of Kamchatka, balneological resort in Sochi represent the variety of tourism options for switching to slow down practices. Furthermore, even big cities offer something for medical and wellness tourism: Saint-Petersburg invites to heal with mineral waters at the spa resorts, Moscow city constructs eco trails in public and landscape parks.

Furthermore, as a growing trend in the digital culture<sup>32</sup>, digital minimalism offers such tourism practices as a digital detox and digital dieting (vacation spent without using digital devices or connecting to the Internet). For example, excellent conditions for a digital detox on the shores of the Gulf of Finland stimulate the development of tourism infrastructure, including domestic tourism, and invite tourism consumers for a new experience. Slow down practices set the trend for changing priorities that particularly in the time of crisis seem to be significant for establishing new value system.

## Conclusions

Tourism scenarios have to face reality: there is a time of changes. Mass tourism to world tourism destinations, standard and fixed tourism offers cannot anymore stay at the top. A luxurious vacation does not mean today just a big spend; it is more a unique experience, privacy, and new emotions.

Today's tourism practices include not only new emotions and the release from working time and stress; it signifies new knowledge, skills, and self-improving activities. Tourism attractions tend to perform concrete links to place, time, and culture in order to create a unique tourism offer. The fashion phenomenon collaborates with the tourism industry in order to create new content and get some benefits from tourism consumers. Digitalization fosters the switch from planning the trip by the travel agencies to the individual tourism options.

The paper explained the idea of fashionable scenarios for Russian tourism practices that are based on the current fashion trends and reflect the global travel situation. Redefining tourism spaces, using collaborative instruments and practices, and switching the time perspective can become profitable for both industries and educate a new type of fashion and tourism consumers. Russian tourism industry attempts to create, elaborate and implement tourism offers that answer actual travel and safety restrictions; tours to local sightseeing, local alternative to international experience and development of tourism infrastructure signify the new turn in the relations between urban areas and citizens. Furthermore, the trend for emotions, impressions, and experiences instead of objects can dominate in these industries and establish new tourism practices and new fashion cities.

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32. Maria Skivko, Elena Korneeva and Marina Kolmykova, "Digital Minimalism as a Leading Limitation of Media Communications in the Heyday of Digital Culture," in *Proceedings of the 6th International Conference on Social, economic, and academic leadership (ICSEAL-6-2019)*, 61-67.

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