



## The Role Of Hostels In Tourism

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**Abstract:** *Nowadays, business tourism is one of the leading and most dynamically developing activities of world economy and tourism operators are forced to find out new ideas for increasing economic efficiency, even in crisis conditions. In this context, new businesses in tourism industry have to approach extremely carefully this market's entry because they have to cope with both companies already on the market that have occupied any niches available, and problems arising from the economic crisis.*

**Keywords:** *Accommodation Hostels, Hotels, Restaurants, Tourists.*

### INTRODUCTION

The history of the appearance of hostels is in many ways similar to a legend. On different Russian-language sites, the authors present it in completely different ways. The differences relate to both individual elements of the story and the dates of the events. The common point, of course, is the fact that the beginning of the hotel format of the hostel was laid by the German teacher Richard Schirman at the beginning of the last century. The English-language articles posted on the Hostelling International USA website provide the following official history of Hostelling International USA hostels. History of Hostelling. Origins: 1909-1934. . As a teacher, Richard Shearman often arranged Sunday trips with his pupils, stopping for the night at weekend schools that were empty for a while. At night, the furniture was taken out of the classrooms, and its place was occupied by bags of straw, on which the students slept. That is how Shirman came up with the idea of creating budget accommodations.

If in the first youth hostels young travelers were accommodated only in common rooms, now many hostels offer separate rooms for one, two or four, sometimes with a private bathroom. Most hostels have a kitchen where guests can prepare their own meals. But often there is also an institution such as a cafeteria, where you can get lunch at a reduced price. Almost all hostels provide Internet access. At the same time, youth hostels are aimed not only at providing



accommodation, but also at creating a sense of community among guests. Young people are encouraged to get to know and communicate with each other. Guests participate in various group activities: watching movies in the evenings, visiting pubs, playing football, excursions to the city and the like. International youth hostels located in major cities are open around the clock. But some have limited working hours, and they close for a short time. Some youth hostels do not accept guests over 26 years of age. In others, young people under 18 are prohibited from settling.

To date, according to the largest hostel search database Hostelz.com, there are about 40,000 hostels around the world, the largest number of which is in Europe (about 18,000) Hostelz.com. Hostels operate in every major city, and in European capitals there are not a dozen. European cities, in turn, are also characterized by the highest market growth rates (about 15-20% annually) - a hostel in Europe has long become one of the most popular hotel formats Sobol D. Hostel in a big city. Exotic hotel life..

Considering the features of foreign hostels, it is worth paying attention to the desire of hostels to minimize the number of staff in order to minimize hostel maintenance costs and, as a result, reduce accommodation fees Hostels in Russia and the world: feel the difference .. Self-service is common in many Western hostels. Instead of an administrator at the reception, guests are greeted by a terminal. Having chosen a convenient accommodation option in the menu, the guest indicates the planned length of stay, pays with a bank card and receives a plastic card-key to his room.

Since Western hostels, unlike many Russian hostels, are not so limited in space, they offer their guests not only the obligatory kitchen, but also several rooms for rest or work: for example, a computer room, a library and a living room with a TV, music center and DVD- player. The interior design of foreign hostels also attracts the eye. As a rule, the rooms of each such mini-hotel are united by one common idea. The original concept in the design of the hostel allows you to stand out from the competition. For example, hostels can be designed in the style of a medieval castle, a trendy nightclub, or an art-house garage.

Nowadays, one of the central issues of tourism is the selection of accommodation facilities for travel for tourists of different age groups, and their optimal availability for their implementation. The resolution of this issue requires the introduction of a number of measures: the adoption of appropriate laws, the formation of social infrastructure, and the provision of mechanization of support for the low-income stratum.



In the conditions of market relations, a large number of social tourism systems have fallen into decay. Support in aspects of social tourism is provided by the Russian Association of Social Tourism (PACT). She is also a member of the International Bureau of Social Tourism (BITS).

In European countries, social tourism implies a category of people with low incomes who are not able to receive high-quality tourism services. This category includes: studying and working youth, pensioners, disabled people, large families and low-income citizens. According to the studies of domestic experts, the share of citizens in the Russian Federation, which falls on the disabled and pensioners, is about 35 million. All of them need special preferential grounds provided by the federal and local budgets for tourist trips.

Often, low-income people stay in accommodation facilities such as a hostel. It is characterized not only by low prices, but also by a unique atmosphere of communication and acquaintance. Basically, hostels have a self-service system, where guests have all the necessary infrastructure, which in turn gives them freedom.

In order to make tourist trips possible for schoolchildren and youth, foreign practice suggests using inexpensive institutions - this is the creation of hostels. Based on marketing research, we can say that 50% of tourists are young people. The current state of youth tourism in the Russian Federation does not fully satisfy the needs of young people. What influenced the spread of hostels as a cheap youth hotel.

A large prevalence occurs among students due to the fact that in the hostel you will find a bed, and not a room like in other hotels. But the cost of such accommodation will be equal to the cost of a budget hotel.

On the days of organizing any events, hostels are very common. They contribute to the development of social accommodation and the holding of various kinds of large events.

Some families also stay in hostels, special "family" rooms are created for them.

The guests of the hostel also turn out to be "savage" travelers, those who are used to exploring a new country on their own and are able to provide themselves with everything they need, having a roof over their heads. Recently, small and medium-sized businesses have been using the services of hostels. Convenience, optimality and availability for a small fee are indicators that determine the relevance of the hostel as a hotel service. It is worth noting that relatively recently the word "hostel" among Russians gave rise to a large list of questions and misunderstandings. But now it is popular from large cities to small sparsely populated villages.

Thus, at the moment, the hostel is a comfortable low-budget alternative to many hotels and luxury apartments, as a result of which people with low incomes can afford to travel the world. At



the same time, the hostel, as an element of the hotel business, is an important aspect in the development of economic activity, financial incentives for cities and regions, renewal of the economy and mobilization of human capital, which directly affects the development of domestic tourism in each territorial entity.

**Main part.**

Historically, hostels are a kind of symbiosis of European apartments, Russian apartment buildings and American motels, which hundreds of years ago offered an inexpensive place to stay for picky travelers. It is believed that for the first time the idea of creating a cheap youth hotel came up with the German teacher Richard Schirman back in 1909. He traveled extensively with his students and was faced with the problem of a lack of affordable accommodation for groups of students. But even if Shirman was not the "inventor" of the hostel, such ideas were just in the air at that time, since the beginning of the 20th century can rightfully be called the era of the birth of mass children's and youth tourism. Suffice it to say that in 1907 Robert Baden-Powell created the first Boy Scout camp in southern England, which later became the prototype for numerous pioneer camps.

The development of the tourism and travel industry in the world naturally leads to differentiation of the forms and types of services provided. This is especially evident in the example of the development of the hotel industry, which is undergoing differentiation of types of accommodation enterprises. The desire to optimize travel costs, the growth of youth tourism have become an incentive for the active development of the budget accommodation sector - hostels. Hostels have two main advantages over other types of accommodation. Firstly, this is the price of accommodation, which is several times less than the prices even in the cheapest classic hotels. Most classic hostels don't have private rooms, but do have rooms with multiple bunk beds, a shared bathroom, a reception desk, and a small kitchen. Despite the fact that the business model of the hostel is quite simple, the development of this form of small accommodation has its own specifics both for the foreign and for the Russian hostel market.

**Conclusion.** Today, small forms of economy-class hotel business are actively developing all over the world, due to relatively low capital investments, high profitability and short payback periods for hotel projects. Low-budget accommodation facilities are also becoming popular due to the development of amateur tourism, when tourists develop their own itinerary. Currently, it is necessary to develop low-budget accommodation facilities (first of all, hostels), which will provide tourists with affordable, but at the same time, modern and comfortable living conditions.



Thus, in our country there is an urgent problem: with a high demand for low-budget accommodation facilities in Russia in general and in St. Petersburg in particular, there are not enough accommodation facilities of this type; there is no comprehensive approach to the study of socio-economic efficiency and prospects for the development of low-budget accommodation facilities.

To date, the issues of low-budget accommodation facilities, as a separate type of collective accommodation facilities, have not been practically studied. There is a need for a thorough study of the effectiveness and prospects for the development of hostels in our country.

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