

ASERS

Journal of Environmental Management and Tourism

Biannually

Volume VIII

Issue 4(20)

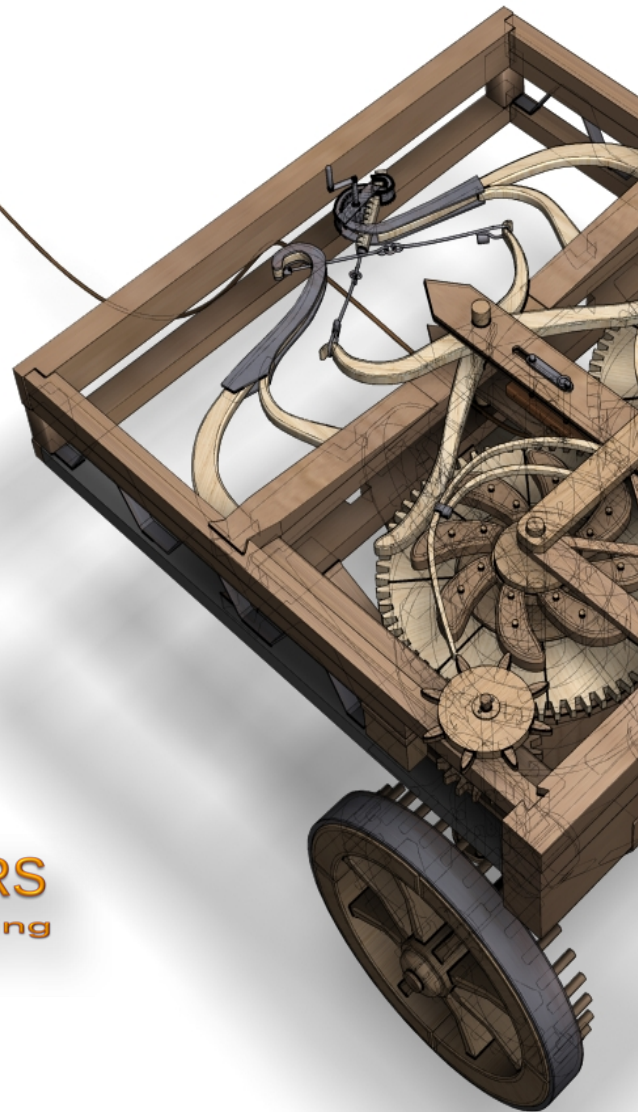
SUMMER 2017

ISSN 2068 – 7729

Journal DOI

<http://dx.doi.org/10.14505/jemt>

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DOI: [http://dx.doi.org/10.14505/jemt.v8.4\(20\).24](http://dx.doi.org/10.14505/jemt.v8.4(20).24)

Features of Formation of Infrastructure of Digital Nomadism on the Route of the Great Tea Road through the Western Siberia and the Central Urals

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Suggested Citation:

Baluk, N.A. *et al.* (2017). Features of formation of infrastructure of digital nomadism on the route of the great tea road through the Western Siberia and the Central Urals. *Journal of Environmental Management and Tourism*, (Volume VIII, Summer), 4(20): 935-942. DOI:10.14505/jemt.v8.4(20).24

Article's History:

Received March, 2017; Revised May, 2017; Accepted July, 2017.
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Abstract:

This article discusses options for providing digital nomadism with tourist services in the conditions of the Siberian city of Tyumen. In order to improve the mobility of this category of tourists, the authors propose a model of information support

itinerary "The Great Tea Road: Siberian Highway" Navigation System Information Depository is focused on the localization of points of life support systems and free Wi-Fi with the optimum combination of infrastructure and cultural heritage. To fill an information depository of tourist destination of Tyumen conducted the identification and annotation of the most significant natural and cultural heritage, attractors, viewing platforms has been conducted. When selecting these objects the authors based on the following fundamental principles: accessibility of facilities to the exit to the Internet system sources; consumer preferences; security. In order to ensure the quality of tourist services the analysis of the infrastructure of guest service in Tyumen is undertaken in the article. The study developed proposals for implementation of the model of information depository. The information field of the depository includes the system of orientation markers in space, providing the connection of the location of the object with geoinformation field. In general, the proposed model, as the authors believe, will contribute to a comfortable and safe adherence to digital nomads on the tourist route.

Keywords: information depository; digital nomads; service; tourist route

JEL Classification: L83; Z31; Z39

Introduction

The emergence of a new tourist route "The Great Tea Road" opens up new opportunities to motivate interest in travel among such category of tourists as digital nomads who have a unique opportunity to combine work with their favorite tour through cities and towns of Russia. Features of formation of infrastructure of the route of the Great Tea Road for the purposes of digital nomadism are considered in the projection of the conceptual tourist centers established in the regions of Western Siberia, Trans-Urals and Middle Urals, historically adjacent to the trade international waterways of tea trade since the second half of the XIX century.

At the heart of nomadism is the idea of freedom of movement, in order to obtain experience and new knowledge about the country. For the safe and comfortable movement of digital nomads it is necessary to solve an urgent problem of creating a conceptual infrastructure for reception, accommodation and meals, access to sources of relevant information about the route of the Great Tea Road and its attractions, places intended for long stops.

For the development of tourist and recreational potential of the territory and its inclusion in the scope of services for tourists, identifying the benefits and risks of the tourist areas, it is necessary to conduct a comprehensive assessment of natural and cultural-historical potential, determination of the degree of information and navigation support of tourist and excursion routes, focused on the interests of digital nomads.

1. Materials and methods

The best option for the realization of the creative initiative of digital nomads is to form within the boundaries of regional tourism and recreation systems (TTRS) the Information Depository with established markers of systemic orientation in space, providing a link to the location of the object with geoinformation field; the establishment of points of its conformity with the actual location of the tourist facility. To fill an information depository of a tourist area it is urgent to identify and describe objects of natural, cultural and historical heritage, attractors, viewing platforms with spectacular panoramas and perspectives, topographic and tourist maps, information about cultural and historical potential, attractions, recreation, tourism infrastructure (reception, accommodation, meals, excursions, leisure, entertainment, etc.).

Self-motivated interest in traveling a digital nomad implements an active search for the information you need on the territory of the journey in Internet sources, websites, thematic literature (Kabanova and Egorshv 2016, 43-48; Belova and Nakhratova 2016, 54-64).

Experience has shown that in the last 10-15 years the study or work related to information processing can be performed from anywhere in the world. Students and professionals: designers, developers, internet marketers, etc. can perform coursework projects, work for customers to give "credit", payment, while traveling along the selected route.

Many travelers only during long trips found their personal business model and understood what they want to do. Often in the course of travel, they learn new skills and professions (Zotov 2016). Digital nomads in Tyumen can connect to free internet at popular recreation areas, as well as at cultural, educational and medical institutions.

The information they can be assessed is given as follow: <http://gorizont.admtymen.ru/rg/rus/TyumenFree.htm> and http://freetyumen.ru/new_100_tochek_dostupa_v_besplatniy_internet.html

In April 2011 in Tyumen All-Russian Forum "The Great Tea Road: The Benefits and Challenges of the Russian tourism industry" was held. The event brought together leading experts from Russian cities: Moscow, St. Petersburg, Perm, Kungur, Ekaterinburg, Novosibirsk, Irbit, Khanty-Mansiysk and Surgut. The purpose of the meeting was to develop a strategy to promote the brand "Great Tea Road" (Krinitckaya 2011). Tyumen has all the prerequisites to become one of the points of this new tourist route: located on the old Siberian line (Siberian-Moscow) tract (Ivanenko 1984).

As a part of the policy of import substitution by a team of the project office "BelyiSobol" and professors of the Department of Service, Tourism and Hospitality Industry of TSU a branded route "The Great Tea Road: Siberian highway", including historical and cultural heritage of the city of Tyumen, Yalutorovsk, Ishim and Tobolsk has been developed. The five-day tour program includes acquaintance with outstanding tourist attractions associated with the history of trade, economic and cultural ties of Siberia with China,

Well preserved objects that store the "spirit" of tea trade are in the museum-estate of Kolokol'nikov in the only surviving classical Tyumen merchant manor, which hosts a permanent exhibition of "Trading House of I.P. Kolokol'nikova". The exhibition is a collective image of large stores and retail shops of Tyumen at the end of XIX-beginning of XX centuries: Altshuller watch shop, hats shop of Moiseev, shoe shop of Vorobeychikova, salon "Viennese style" of Sheshukova; Shop of Kolokol'nikov merchants trading tea, sugar and colonial goods. Museum staff conducted the excursion called "Way of the tea leaf." In the interior of a rich merchant's shop, the tourists taste several kinds of tea, learn how to brew tea and drink it properly. The tour program includes a visit to Yalutorovsk museum complex, which presents thematic exhibitions devoted to the history of tea trade on the Moscow-Siberian Highway, animation programs, related to the traditions of Siberian tea. On the way from Yalutorovsk to Tobolsk travelers will visit the old Tatar village, where they become acquainted with the life of the Siberian Tatars, the rites of hospitality, the Tatar national cuisine and traditions of Tatar tea. In Tobolsk, the ancient capital of Siberia preserved unique buildings and museum collections, allow tourists getting acquainted with the history of the Great Tea Road, which passed through the city on land and waterways. Museum collections of the first provincial museum in Siberia tell about the diplomatic, economic and trade relations of the Russian state with China. Vivid examples of Chinese art, everyday objects, trade, Chinese goods reproduce the history of past centuries, where the main plot of the story was the Great Tea Road.

The authors analyzed the infrastructure of digital nomadism on the route of the Great Tea Road, which passed through the territory of the south of the Tyumen region. In cities such as Tyumen, Tobolsk, situated on the route, and the public areas were established points of free Wi-Fi. Locals and travelers can get access to them through the smart gadgets – tablets and smartphones at railway stations and squares, squares and parks, sports and leisure centers, medical and educational institutions.

Regional network of free internet "TyumenFree" was created with the support of implemented "Expanding Horizons" program of the Government of the Tyumen region targeted at the increase of computer literacy for the spread of Internet communications and the development of public IT Culture (Available at: <http://gorizont.admtymen.ru/rg/rus/TyumenFree.htm>). 147 access points to the Internet are located in all municipalities of the Tyumen region, including 67 points Wi-Fi in Tyumen (available from them are 54. The information obtained here: <http://ng72.ru/news/view/969/> and 34 access point, located along the route of the Great Tea Road: in Tobolsk, Ishim, Yalutorovsk, Zavodoukovsk. The paper also explored the potential of digital nomadism of such cities: Tomsk, Irbit and Kungur.

The purpose of this article is to incorporate the infrastructure of digital nomadism on the route of the historical and cultural potential of the former Moscow-Siberian highway cities of Tomsk, Tara, Tobolsk, Tyumen, Irbit and Kungur – the first historical center on the route of the Great Tea Road.

According to the scientists of University of Tyumen, in order to form a developed tourist destination in the area adjacent to the line of the route of the Great Tea Road, it is necessary to conduct a comprehensive assessment of the tourism potential of the territory, identifying existing benefits and risks. Based on field studies identification, inventory and assessment of the state of cultural and natural heritage with the use of GIS technology is expedient

(Baluk *et al.* 2013). Such approach is undoubtedly important in the analysis of the tourism potential and infrastructure for digital nomadism on the route of the Great Tea Road, in particular: on the Tyumen-Tobolsk route.

To determine the infrastructure of digital nomadism following research methods were used: mapping (overlay of thematic maps) (Figures 1, 2), analysis and systematization on the basis of literature and Internet resources.

2. Results and discussion

Based on analysis of online sources, a Table 1, which reflects not only the total number of free, accessible to the public Wi-Fi points, but their type as well. Table 1 shows that cities such as Tomsk and Tyumen are provided with the largest number of points. In our view, these cities in the implementation of a tour of the Great Tea Road will attract a wide range of travelers, including digital nomads.

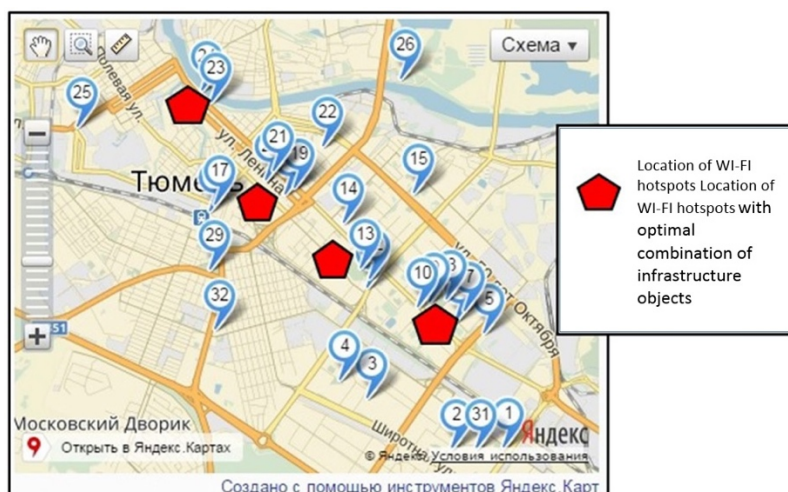
Table 1. Free available Wi-Fi hotspots in the cities and towns of the former Moscow-Siberian tract on the route of the Great Tea Road, the number of (compiled by the authors)

City	Type of Wi-Fi Points						Total
	Miscellaneous (among them in institutions)	Educational and scientific Institutions	Hotels	Public Sites	Eating out facilities	Trade and Commercial Objects	
Kungur	-	-	1	2	3	-	6
Irbit	-	-	2	-	4	-	6
Tyumen	16(12)	8	-	30	-	-	54
Tobolsk	2	-	-	7	-	1	10
Tara	-	1	1	-	-	-	2
Tomsk	18(7)	8	3	6	20	4	59
TOTAL	34(19)	17	7	45	27	5	135

Sources: <http://tara.ktogdeest.com/service1>; <http://perm.ayle.ru/besplatnye-wi-fi-tochki-dostupa-v-kungure/>; <http://ng72.ru/news/view/969/>; http://taragorod.ru/news/v_biblioteke_pojavilsja_besplatnyj_wi-fi/2012-02-14-379/; <http://obzor.westsib.ru/article/387584/>; <http://tobgorod.livejournal.com/25556.html>.

In determining Wi-Fi points, further we give as an example potential of Tyumen. The result was: map "Wi-Fi hotspots in the center of Tyumen (Figure 1), a summary table" Wi-Fi hotspots in the central part of the city of Tyumen, POI of digital nomadism" (Table 2), on the basis of which the tourist map (Figure 1) has been drawn up.

Figure 1. Wi-Fi hotspots in the central part of the city of Tyumen



Note : compiled by the authors based on information available at:

http://freetyumen.ru/new_100_tochek_dostupa_v_besplatniy_internet.html

Moving of digital nomads while using the information on the existing infrastructure allows them to reduce their costs significantly.

Based on the analysis of cartographic material and online resources the authors made a summary Table 2, which reflects the degree of saturation of the central part of the city of Tyumen with infrastructure objects and layout tourist map (Figure 2), which allows to choose the best "options" for digital nomadism.

Figure 2. Layout of the tourist map for digital nomads (compiled by the authors)

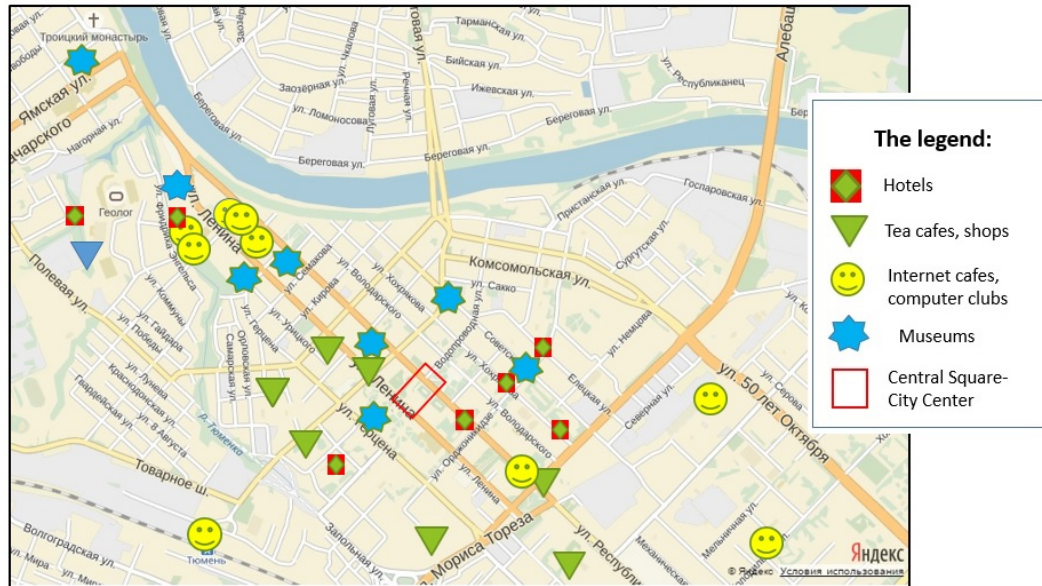










Table 2. Wi-Fi hotspots in the central part of the city of Tyumen. Infrastructure of digital nomadism (compiled by the authors)

№ hotspot	Location of the hotspot	Address, orientation	Objects located within walking distance of Wi-Fi hotspots			
						
1	Square of TruzhenikovTyla	30 Years of Victory St. / Olympic St.			+	
2	Deputatov Square	9 Olympic St.			++	
3	Square Berezovaya Roshcha	Nikolai Fyodorov St., stop Berezovaya Roshcha			+	
4	Victory Square	Directions of May 9 (District of School № 66)	+			
5	Area of Bus Station	9 Permyakova St.				
6	Square after George Kutalov*	Rizhskaya St., Parfenov St., Textilnaya St.			+	++
7	Square Schkolniy*	Rizhskaya St., Parfenov St., (District of School № 8)			+	++
8	Parkafter Jacov Neumoev*	Rizhskaya St / Sevastopolskaya St.			+	++
9	Square Slavyansky*	Republic St. – Tuskaya St. – Rizhskaya St			+	++
10	Tennisty Square*	Republic St. – Tuskaya St. – Geologorazvedchikov St			+	++
11	Memory Plaza*	Melnikaite St/ / Taimyrskaya St			+	++

12	Yablonevaya Grove *	Melnikaite St(Memory Plaza*)			+	+
13	Tekutevsky Boulevard *	Republic St.		+	++	+++
14	400 Anniversary of Tyumen Area *	Republic St. / Maxima Gorkogo St.		+		+
15	Gimnazistov Square	Kholodylnaya St., stop "Gastronom"				
16	Area of Raiway Station	22 Privokzalnaya St.				+
17	Park after Semyon Pazko	Pervomaiskaya St./yn. Privokzalnaya St				+
18	Area of Unity and Peace**	Lenina St., stop "Central Market"		++		++++
19	Square after Nemtsov**	Republic St, stop " Square after Nemtsov "		+	+	++++
20	Tsvetnoy Boulevard**	Lenina St– yn. Pervomaiskaya St Gerzena St.-Ordzenikidze St.	+	+++		++++
21	Central Square**	Republic St –Vodoprovodnaya St.– Volodarskogo St. -. 8 Marta St.		++		++++
22	Apothecary Garden	Daudelnaya St./Sverdlova St.				+
23	Tura Embarkment, district of Lovers Bridge***	district of Lovers Bridge	+			+++
24	Lovers Bridge***	Republic St, stop "Blagoveschenskaya"				+++
25	Honeymooners Lane	Yamskaya St., stop " Honeymooners Lane "		+		
26	Zagorodny Garden	Profsouznaya St.				+
27	Park of 65th Anniversary of the Victory	Scherbakova St., stop 1 Zarechny Block.			+	
28	Airport Area	23 Sergeyallushina St				
29	Komsomolsky Park	Moskovsky Trakt St./st.Traktovaya	+			

Note: Symbols (they correspond to those of Figure 2)

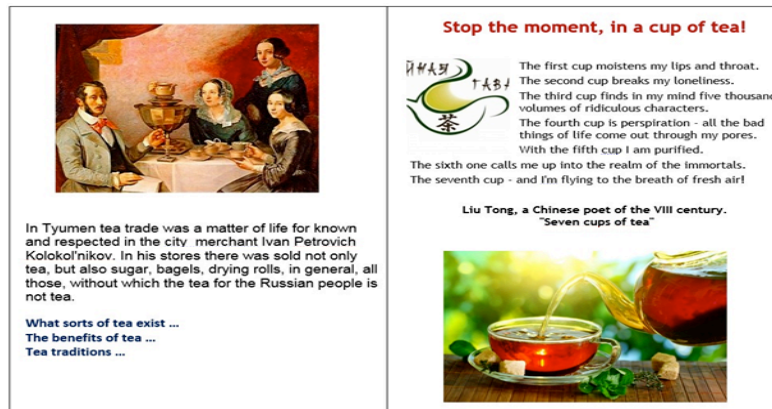
-  "Literaturny Dvoriok" – place of public use of books (book exchange places);
-  - Internet cafes, computer clubs;
-  - Teacafes, shops, clubs;
-  - Hotels located near Wi-Fi hotspots: * - "Vostock" (159 Republic St.); ** - "Double Tree by Hilton" (46 Ordzenikidze St.); *** - Wi-Fi hotspots, optimally placed to infrastructure objects

Source: In compiling the table information has been taken here:

<http://www.orgpage.ru/tyumen/%D0%B8%D0%BD%D1%82%D0%B5%D1%80%D0%BD%D0%B5%D1%82-%D0%BA%D0%B0%D1%84%D0%B5/>; Tyumen map. City center. Tyumen 2016; Kuprin, Kuprina 2016; <http://tyumen.reginform.ru/spravka/dosugovye.../chaynye-kluby-kafe.html>

The final step in the preparation of information material for digital nomads was compiling a booklet layout (Figure 3).

Figure 3. Booklet layout for the digital nomad, travelling along the Great Tea Road (compiled by the authors)



A – front part



B - inner

Conclusion

According to experts, in the historic cities there is a trend to an increase in number of places of interest mass visited by digital nomads (Zotov 2016). For comfortable travel digital nomads, as the authors consider, it is necessary to create information support in the form of popular travel guides, booklets, including information on travel time: the average cost of living, weather, safety, Internet cafe, points of free Wi-Fi, and others. In the future, the authors see the further study of the infrastructure of digital nomadism in other cities along the route of the Great Tea Road: Tobolsk, Kungur, Tomsk, etc.; creation of information material.

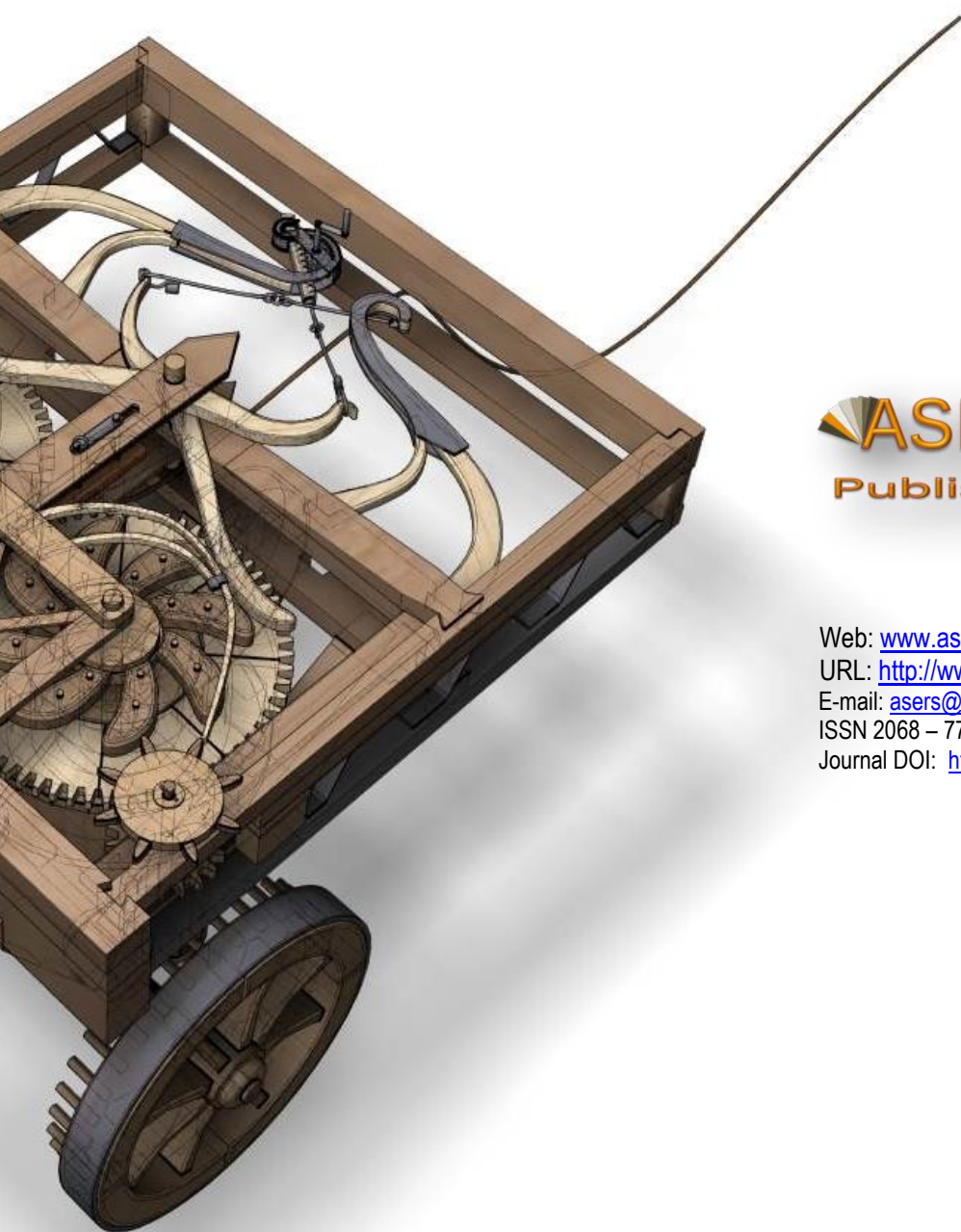
In conclusion, it should be noted, that in order to form specific infrastructure of digital nomadism along the route of the Great Tea Road in specified territorial framework, it is useful to create a common depository of information, combining information on attractions of branded tourist route through the tourist centers of Western Siberia and the Middle Urals.

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ISSN 2068 – 7729

Journal DOI: <http://dx.doi.org/10.14505/jemt>