

ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ СТУДЕНЧЕСКОГО ТУРИЗМА В ГЕРМАНИИ
PROBLEMS AND PROSPRCTS OF STUDENTS' TOURISM IN GERMANY

Студенты всего мира особенно развитых стран много и часто путешествуют. Этот вид туризма в нашей стране пока не развит. Студенты, как правило, не могут себе позволить дорогостоящие путевки, при том что именно в этом возрасте, кажется, все возможно и везде хочется побывать. Я провела маркетинговое исследование возможностей студенческого туризма питерских студентов в страны Европы, и, конкретно, в Германию. Я хотела бы исследовать эту проблему и на собственном опыте доказать возможность доступно путешествовать за границу.

All over the world especially in the developed countries students travel a lot and often. This kind of tourism is not developed in our country yet. Students, as a rule, cannot afford expensive tours.

I have carried out market research of the opportunities of students' tourism from Saint-Petersburg to Europe, especially to Germany. First of all the survey of students in our university about travelling abroad has been carried out. The basic problem which the students, who choose traveling, meet with is the absence of money for a trip. Practically all the surveyed students would like to travel. The motives for this purpose are, as a rule, similar, namely: to learn new cultures, to meet new interesting people, to improve the knowledge of a language and simply to have a rest. Why do not they do it? More then half of surveyed people answered that they were stopped with the shortage of money. The smaller part complained of the shortage of time, as they work to earn the money. Therefore, I would like to study this problem and from my own experience prove an opportunity of accessible travelling abroad.

The desire to travel is certainly the most important one. The way out can always be found. So let's begin the preparation for our magic journey! The first problem which we need to solve is a passport for travelling abroad and a tourist visa. The expenses can be reduced, if only we formalize all documents ourselves without any tourist agency's help. So we have to collect all the necessary documents and to visit a foreign department, then to go to an embassy, to stand in lines and to receive the international passport (400 or 1000 electron rbl.) and the Schengen visa (about 30 euros (1000 rbl.)) the insurance (about 500 rbl.) In an agency we could have paid 17 000 rbl. for a passport and 8000 rbl. for a visa.

The factor that stops students is not the cost of documents formalizing, but the fare and the residing cost. I tried to find out the most accessible variants. If a student plans a trip in advance, through the Internet, it is possible to book tickets from Helsinki to Hamburg for 4200 rbl. (site www.blue1.com). In comparison the same flight by the Lufthansa airline costs 23688 rbl., if it is a round trip ticket. The Aeroflot does not make any difference between direct flights at the set period. The procedure of booking is simple enough. Payment is made by a credit card. You register the data and the code which is necessary for presenting at the departure airport. Even if you have forgotten the code, after checking your documents you will be given the ticket to board the plane. A bus trip to Helsinki costs 350-900 rbl. It is possible, without reserving, to go to Vosstania square where tourist buses are waiting for the passengers. You may get on the bus in the evening and you can find yourself in Helsinki the next morning. Two hours on the airplane and you are already in Hamburg. The first question is accommodation. The most accessible accommodation in hostels costs 550 rbl. per day or 650 rbl. per day for a double room. It is better to reserve a room in a hotel or a hostel through the Internet, though there is always an opportunity to find some variants right on the place.

The earlier you book, the cheaper you reside. The cheapest room in a hotel costs about 100 euro per day.

Thus, if you make up your mind to travel, it is possible to book both tickets and accommodation through the Internet, and it can be quite inexpensive. It means to organize a tour by yourself, instead of paying travel agencies. Our tour for two weeks in Hamburg cost 14800 rbl., including the fare and residing. It would be desirable to be offered special programs for students at tour agencies, but so far, the most favorable variant is independent planning of a tour.

Moreover, it is quite possible to develop international students' tourism and to involve foreign students. This process has already begun, but it is now at the initial stage of development. It displays the necessity of students' exchange all over the world on preferential conditions for them. It can be an overall objective of work of travel agencies which should be engaged in students' exchange.