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**TRADITIONS AND NEW ELEMENTS OF THE INFORMATION PARADIGM
IN THE RESEARCH OF REGIONS**

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Abstract

The study describes the sequence of formation and use of paradigms as conceptual research models. Based on the presentation of their genesis and identification of common features, the importance of information support of both the real practice of society and its study is shown. In this regard, the role of using the information research paradigm is shown and several new elements are identified that reflect the need not only to identify emerging problems, but also the possibility of solving them. The multidimensionality, constructivism, optimization approach, multilevelness of the studied subjects, and the analysis of a larger number of influencing factors are interpreted in the text as elements of the modern research paradigm, which has a capacious content and is constantly enriched with new semantic elements.

Keywords

Region – Research – Concept – Paradigm – Information – Model – Production – Rural territory

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Introduction

Economic and managerial practice needs scientific justification. This is what determines the constant interaction of life and the study of its various manifestations. To identify the trend and its causes, explain the phenomenon, and evaluate the possibilities to stimulate the positive direction, as well as change or remove the severity of the negative, remain the main functions of science. In previous studies, we showed the logic and relationship between science and practice, characterized by such striking features of relationships as the constant reproduction by science of new concepts and the constant social order of practice for a new study.

Science performs its functions based on empirical studies of various aspects of society, which are based on theories that are the result of basic research¹. This interpretation is based on the *formulation of the question* presented in the text of the study.

Basic research is carried out in accordance with the fundamental components in the system of scientific knowledge – categories and paradigms. The categories reflect the most common and essential properties and relations of phenomena and processes as interpreted by the dictionary of S. I. Ozhegov². The paradigm (from the Greek paradeigma – example, sample) is either – 1) a harmonious scientific theory embodied in a system of concepts expressing the essential features of reality or – 2) the initial conceptual scheme, a model for posing problems and their solutions, research methods that prevail for a certain historical period in the scientific community³. Other interpretations consider the paradigm in the first sense as closely associated with the category of conceptual and terminological apparatus. In the second sense, it is a standardized approach to solving problems. After solving one problem, another is put forward and a new paradigm is formed⁴. Accepting the interpretation of the paradigm as the initial conceptual scheme, in the text of this study, we trace the tendency of the sequence of formation of each of the most used in research practice. The *relevance* of such an analysis is based on its applicability in comprehending the choice of methodological areas and a set of methods for performing empirical research, according to the purpose and objectives.

Methodologically, in this formulation of the problem of studying the genesis of paradigms and their features, the basis was the study of sets of sources that reflect the available information about the use of a particular paradigm. Classification techniques for the systematization of statistical information and the use of typology are among the methods used, along with general scientific methods of philosophy – abstraction and generalization.

Results

In the second half of the 20th century, the system-structural paradigm used in scientific knowledge was formulated widely, which was based on knowledge of the system as a holistic entity.

¹ F. Z. Michurina, *Selskoe rasseleniie: metodologiya i metodika regionalnogo analiza* (Perm: Publishing house "Perm Medical Journal", 1998).

² S. I. Ozhegov, *Dictionary of the Russian language* (Moscow: Sovetskaya Entsiklopediya, 1973).

³ *Soviet Encyclopedic Dictionary* (Moscow: Sovetskaya Entsiklopediya, 1979).

⁴ V. V. Voronin y M. D. Sharygin, *Ekonomicheskaya, sotsialnaya i politicheskaya geografiya: uchebnoe posobie dlia aspirantov* (Samara: Izdatelskii dom Samar. gos. ekon. un-ta, 2006).

The internal structure of systems is usually made in the form of interacting elements, which leads to the formation of such properties of systems as integrity, emergence (appearance of new features absent in incoming elements), synergism (amplification and transformation energy in new forms), and other properties.

Useful to identify the structure and functions of the phenomenon under study, the system-structural paradigm loses its effectiveness when it is necessary to determine the direction and nature of development. Therefore, at the turn of the century, science forms and uses new paradigms, such as cyclic, territorial and organizational, and informational.

The cyclic paradigm pursues the goal of cognition of dynamics, interpreting its spiral nature. According to the ideas of N. D. Kondratiev⁵, it allows explaining the reasons for the rise and fall of socioeconomic development. The wave development of the economy is shown in the works of many other scientists (A. Toffler, J. K. Galbraith, and others). In a full cycle, the phases of formation, rise, prosperity, decline, and depression stand out. Their combination forms a wave of the cycle. The wavelength varies in time and space.

The territorial and organizational paradigm is based on many conditions of the cyclic paradigm, including, at the same time, very valuable and retaining its importance knowledge about the properties and internal structure of any system in the system – structural paradigm. However, the territorial and organizational paradigm already has new possibilities due to the “binding” of the system as an abstract concept to a specific territory, considered within the framework of this paradigm as a territorial public system (TPS). A region of any size acts in this capacity: TPS of a country, region, as well as subject of federation or city. The structural components of the social, economic, and ecological environment, together with a palette of infrastructural entities (serving material production and population) are present in each such system, regardless of differences in the size of the territory. However, each such system, developing in space and time, sequentially goes through all the cycles and phases of the waves. The phase length and amplitude of wave oscillations differ markedly in specific countries and regions, so they can be at different stages of civilization development. The statement and comprehension of this fact occur based on the use of a cyclic paradigm.

Continuity in the formation of new paradigms is a positive phenomenon, very important in the formation of a research idea. Moreover, each of the paradigms opens up a new aspect of vision and explanation of reality. Therefore, the territorial and organizational paradigm determines the understanding of the territory not only as a natural substance, but also as a socioeconomic phenomenon. As a result, a comprehensive study of the natural, economic, and labor potential is stimulated. The concept of organization is understood as a phenomenon and a process. Moreover, as a phenomenon, the organization coincides with the structure and how the process performs the functions of development and self-government. A short summary that categorizes this paradigm allows determining its target installation to optimize the operation of TPS and its constituent elements – production, maintenance, ecology, and society. The territorial organization of the company determines its discrete properties and the trend towards increased regionalization. This is manifested, inter alia, in zoning and the evolution of the boundaries of districts. For example, within Russia, the differentiation of the territory into large economic regions is supplemented by the allocation of federal districts.

⁵ N. D. Kondratiev, Selected works (Moscow: Nauka, 1993).

The development of society and the change in public life, especially such large-scale ones as the change of production relations, cannot but leave its mark on research thought. This, first of all, is expressed in the use of new categories and paradigms for the best understanding, explanation, and designing new, currently applicable development concepts. Market relations contributed to the formation of an information paradigm.

In the monograph⁶ on information support and several scientific studies⁷, we interpret this paradigm as very useful for modern research. First, due to the fact that information is recognized nowadays as one of the most important resources with specific properties that differ from other resources. Second, due to the information support that is the most important component of the successful implementation of the many types of activities, among which the main ones are economic, managerial, and commercial. There is competition in the market in obtaining the necessary information.

The formation of the paradigm of information support as an ordered scheme or model is based on the idea of the large-scale capacity of the content of information support as a conceptual category. It seems to us quite reasonable to consider the essence of information support in two aspects, each of which is quite important. The first is the consideration of information support as obtaining a body of information in various ways. The second is how to obtain a body of information for different purposes.

It is advisable to connect the methods of information support with the formation of the “study-use” system. Such a system can and does work in regional and sectoral management. As for the goals of information support, although they are different, they always rely on special developments in the form of concepts, programs, plans, and recommendations.

The information paradigm, therefore, acts as a fundamental one for the study, which sets as its main goal the development of recommendations for practical use in one of the activities. This paradigm has a greater capacity for content, since it includes the development of models of information support for various processes: sales of products in wholesale and retail trade⁸, information support for technological processes, information support for forecasting development, information support for competitive analysis, which helps reduce entrepreneurial risk, and information support for various levels of management within the framework of business processes.

Information support of these and other studied processes is necessary in the course of empirical research and is characterized by a certain sequence of actions, called the algorithm of Z. E. Dzenis⁹. The algorithm is a continuity mechanism of four research stages, in each of which the stages and specifics of the operation, as reflected in Figure 1, are carried out.

The preparatory stage includes the selection of the current direction, the development of the main idea – the idea of research, the definition of a problem situation

⁶ D. V. Klimov, F. Z. Michurina, *Informatsionnoe obespecheniie upravleniia agrarnym proizvodstva: teoriia i praktika: monografiia* (Perm: FGOU VPO “Permskaia GSKHA”, 2008).

⁷ F. Z. Michurina y D. V. Klimov, “Dynamics of goals and methods of forecasting social phenomena and processes”, *International Journal of Engineering and Technology* Vol: 7 num 3.15 (2018): 137-141.

⁸ F. Z. Michurina, D. V. Klimov, *Dynamics of goals and methods of forecasting...*

⁹ Z.E. Dzenis, *Metodologija i metodika sotsialno-ekonomgeograficheskikh issledovanii* (Riga, 1980).

and the subject of cognition, the formulation of a hypothesis, the setting of goals and objectives of the study. Particularly responsible and difficult is the determination of a problem situation, reflecting the aggravated internal contradictions.

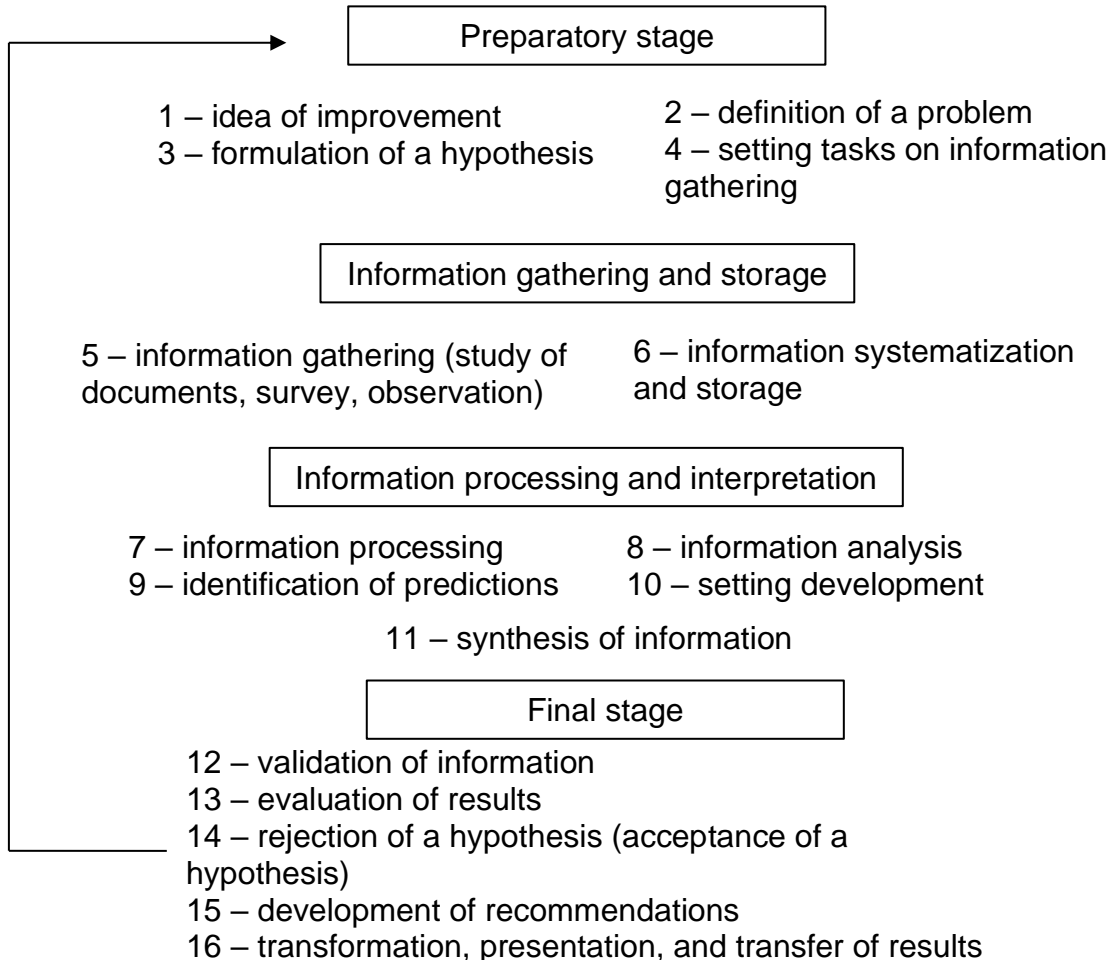


Figure 1
Algorithm for solving a public problem

The second stage is information gathering, systematization, and storage. When collecting information, special attention is paid to the objectivity, reliability, and primacy of information, which qualitatively and quantitatively characterizes the territory and reflects the evolution of the development of the phenomenon or process under study. Information can be stored in the traditional form (tables, maps, charts, questionnaires, etc.), or using modern data banks (electronic media).

The third stage covers the processing and interpretation of the information received. When processing the available information, statistical, mathematical, cartographic, graphical, and analytical methods, as well as typing and regionalization methods are used.

At the final stage, verification of reliability is carried out, the significance of the results is evaluated, the hypothesis is accepted or rejected, recommendations are developed, and the results are transmitted to consumers.

The presented algorithm gives a general idea of the structure and sequence of cognitive processes. In specific studies, different modifications of this algorithm can be used.

The algorithm for studying social problems in the form of a sequence of stages and specific operations is justifiably attributed to the *established traditions* of any empirical research. However, it is filled with original content, depending on the characteristics of the chosen research paradigm.

Using the information paradigm as the initial model of modern research forms certain attitudes in the choice of applicable methodological approaches, helps to enrich the understanding of possible aspects and levels of study, and also affects the expansion of the set of methods used.

These settings are based on the formation of *new elements* in the theoretical basis for the study of phenomena and processes of economic and managerial practice, as well as in understanding the epistemological parameters of scientific thought.

To them, in our opinion, it is justifiable to refer the *multidimensional nature* of the study, the multilevelness in methodological approaches, and the need to identify the interaction of the subjects of study. In particular, during an empirical study of regions as territorial subjects, elements of the theory with the proposed formulations are applicable on the basis that the regions have a complex socioeconomic nature of their functioning, as a rule, are heterogeneous in their structure, and are affected by numerous internal and external factors, affecting the state and direction of development.

The analysis of several studies that are often problematic in many respects in rural territories of a regional scale can be cited as evidence that the use of the information paradigm inevitably leads to the need for a comprehensive study, which is called multidimensional in this text.

The characterization of multidimensionality as one of the essential new elements in the composition of the modern information paradigm is presented in the following text as an example of studying the problems of the economy and society of rural territories during an empirical study of regions for economic and managerial practice.

Any region is multifunctional because of the many-sided and capacious essence of the occupied space, in which materially expressed objects are always located, used, or created by society. The objects used are described by such broad concepts as land, which acts as an object and means of labor in agriculture and the mining industry or by complexly structured concepts of natural conditions and resources. The objects created by the company are enterprises of material production, organizations of the nonproduction sphere, including services, housing (all of them are discretely placed in space and are located mainly within settlements), and communications. The conditions of nature and the history of the development of regions determine the ratio of what is used and what is created by society. This is reflected in the specialization of production and determines a greater or lesser degree of completion of the energy-material process carried out in the

regions. In turn, this also determines the possible and actually manifesting functional priorities of the economy, the structure of production sectors, as well as the proportions in the number of the urban and rural population, especially the resettlement system.

In essence, the predominance of what society creates over what it uses determines the degree of development of the territory. The very nature of development depends on the proportions in the volumes of the applied main factors of production, in the generalized classification distributed into groups called land, labor, and capital. The proportions of volumes, or, in other words, the extent of their presence, dictate the advisability of developing, to a greater extent, either industrial or agricultural production.

It is known that the general tendency of the world practice of development is the gradual transition of society from the predominance of agricultural production to the predominance of industrial with a further increase in the share of nonproductive activities¹⁰. In certain regions, this sequence is modified in its first stages. Unfavorable natural conditions and a wealth of mineral resources contribute to the predominance of industrial development at the very beginning of the development of the territory. However, the current trend of the postindustrial period of development is also characteristic of such regions, although the reasons may differ from those inherent in the general socioeconomic process of changes in the sectoral structure of material production with a gradual increase in the importance of other activities.

Such changes, corresponding to this process, occur under the influence of two complementary conditions. The first is the growth of labor productivity, which means the ability to produce the right amount of material goods with less labor costs and, accordingly, with fewer people engaged in material production, which is an objective basis for the release of part of the labor force for other activities. The second condition is to increase the need for various kinds of services while increasing the well-being and living standards of people. Therefore, postindustrial development, characterized by a dynamic growth of the nonproductive sphere¹¹, due to the unidirectional influence of these two conditions, stimulates the opportunities and needs of this growth.

In several old-developed regions, the industrial development of which has a long tradition and is associated with the use of local mineral resources, a third condition is also formed related to the rapid exhaustion of these resources during their intensive use. Thus, in these regions, the third, acting in the same direction, is added to the two general conditions.

However, the situation can be formed not only as stimulating the development of the nonproductive sphere, but, in some cases, not giving another opportunity for the normal functioning of the region without intensifying this sphere. Moreover, this inevitability goes back to the features of the emerging socioeconomic environment nowadays. The latter is characterized by the presence of problems of market relations with their inherent need to obtain benefits from the activities carried out, in other words, the fatal inevitability of achieving the economic feasibility of this process in market conditions.

¹⁰ Economic indicators. Retrieved from: <http://ru.tradingeconomics.com>

¹¹ Foreign Exchange Operations. Retrieved from: <http://www.fx-trader.ru> y World population. Retrieved from: <http://countrymeters.info>

At the same time, in cities achieving a positive economic result, profitability in performing production activities is real. In rural territories making a profit in the implementation of an agricultural commodity, production is not always achievable due to numerous factors external to this production that affect the final result of this process.

If we keep in mind that in rural territories, the main one is agricultural production, which produces primary products for the food and light industry with its main destabilizing factor – free prices for industrial goods and regulated for food, which is inevitable with low solvency of a significant part of the population, no less vitally needing food produced in agriculture, the difficulties of the agricultural economy in several countries become apparent. This situation is a serious obstacle to achieving profitability of commodity production as the main goal, ensuring its economic feasibility. Of course, there are other factors adversely affecting primary commodity production, such as the policy of processing enterprises interested in lowering purchase prices for raw materials, pricing in agricultural holdings, as well as other factors specific to the agricultural economy of Russia.

Under such conditions of functioning of the main branches of agriculture, it turns out to be rural territories, primarily those regions in which food production is expensive in view of the unfavorable natural conditions for large-scale development of the economy based on profitable agricultural business. Against the background of trends common to world practice for increasing the role of the nonproductive sphere as the most rapidly developing part of the real sector of the economy, the tendency characteristic of old-developed industrial regions with significant depletion of mineral resources and low profitability of the agricultural business in risky farming zones is quite understandable. In many of these regions, there is no other way to stabilize the situation, characterized by a decrease in the number of profitable, stably functioning enterprises, and therefore jobs, but to develop new territories, functionally enriching activities based on the broader development of the nonproductive sphere¹².

World experience also indicates that tourism can be an important component of the nonproductive sphere – an activity that brings economic results in the form of income to its organizers and, accordingly, to territories, including rural ones. For example, the regions of Russia have a rich potential for the development of tourism due to the attractiveness and contrast of natural landscapes, historical heritage with cultural monuments, and evidence of political events. The most profitable, as a rule, is foreign tourism, but its rapid and effective development is faced with a serious obstacle in the form of the lack of infrastructure necessary in this case – good hotels, extensive and comfortable transport.

Internal tourism seems to have a greater likelihood of development, at least for the deep territories of Russia. Therefore, consideration of the possibilities of intensification of this process is of certain importance for the countryside and its preservation as an attractive living environment.

The above arguments of the need for certain innovations that stimulate the growth of the nonproductive sphere, including such a significant component as tourism, does not mean the expediency of abandoning the traditions of material production. Most likely, the combination of traditional and new activities should be considered as the main conceptual direction for the development of rural livelihoods in industrial regions. Currently, a lot of

¹² S. B. Michurin y F. Z. Michurina, "Kontseptsiiia sochetaniia proizvodstvennogo i rekreatsionnogo napravlenii razvitiia selskikh territorii", Regionalnye issledovaniia, Vol: 3 num 33 (2011): 51-58.

scientific efforts are aimed at answering many questions posed by the practice of commodity production, experiencing great difficulties in its implementation, and substantiating the applicable ways to improve the situation, in which the agricultural economy and its main subjects are agricultural enterprises.

There are several ideas, the feasibility of using which is justified by arguments, including the computational and statistical nature, and the implementation of which may well bring results in the form of economic feasibility of material production in rural territories and the development of its traditional industries. While maintaining the agricultural economy in these areas of risky agriculture, even in market conditions as a type of production relationship, unfavorable for the implementation of profitable agricultural production. The use of the information paradigm, in this case, is very applicable.

Such ideas form research information flows that contribute to the selection of correct solutions for the preservation and development of agricultural production. One example of this kind of research is the study of the investment attractiveness of commodity production in regional agribusinesses. It is made by S. A. Zuev based on statistics characterizing the state and development trends in 1998-2005 agricultural production of the Perm Krai – a region of the Russian Federation more industrial than agricultural. This study¹³ describes the current state of the main food subcomplexes that are potentially capable of acting as investment objects. Assessment of the natural potential determined the possibility of preserving and developing the industry sectors corresponding to the complex with revealing the actual dynamics of both production itself and the use of market formation. The analysis of the potential of the resource, production, and market potential made it possible to determine the integral indicator of investment attractiveness.

Food subcomplexes	Capacity use assessment			Investment attractiveness of subcomplexes
	resource	production	market	
meat	0.73	0.28	0.32	1.34
dairy	0.75	0.29	0.18	1.22
grain	0.60	0.08	0.17	0.85
vegetable	0.55	0.02	0.21	0.78
potato	0.29	0.01	0.39	0.69

Table 1
Investment attractiveness of subcomplexes of agribusinesses

Calculation of each component of the potential, carried out according to methods selected and justified for these purposes, bringing the results to a comparable form, was used for the total assessment and calculation of the integral indicator for each product subcomplex (Table 1). A meaningful interpretation of the result obtained based on the calculations determines the feasibility of investing in meat and dairy product subcomplexes, which means the development of the industry-specific specialization of agriculture in the production of meat and milk, traditional for the studied territory. Achievement of the effect in the form of profit from financial investments in the development of these subcomplexes is quite likely for both private investors and the state. In this regard, the preservation of the traditions of the implementation of material production and the development of agriculture and its fundamental industries – grain

¹³ S. A. Zuev, Investitsionnaia privilekatelnost tovarnogo proizvodstva v regionalnykh APK. Ekonomika i sotsium regionalnogo APK: protsessy, problem, perspektivy razvitiia: monografiia (Perm: FGOU VPO "Permskaia GSKHA", 2005).

production and animal breeding – is important. Not only because one needs fresh food produced on their own territory, but also because it may have economic feasibility, despite difficult market conditions for commodity production, characterized by both competition and its consequences.

One can give other examples of sufficiently important research results for decision-making of a conceptual nature either in the preparation of plans and programs for the development of regions and industries or in entrepreneurial activities. Such research results using the concept of the information paradigm indicate the possibility and advisability of using the preservation of agricultural production traditions, which will not contradict and even comply with the main principle of market relations – the profitability of the type of activity. These results are information flows that can enrich management and business practices with arguments justifying the necessary transformations to achieve an economic effect, which in turn is the basis for obtaining a social effect.

The expediency of continuing the traditions of the implementation of primary commodity agricultural production is argued by another scientific development that can serve to optimize the ratio of factors of production used in this process and optimize output. Research of L. I. Tenkovskaia is based, as in the case of the previous example given in this text, on statistical informational materials of the real practice of the activities of agricultural enterprises of the Perm Krai. It contains a methodology for determining the optimal ratio of land, labor, and capital, as well as the optimal volume of output to achieve economic growth in production¹⁴. It is also evidence of the use of the information paradigm.

The information array of statistics on the resources and activities of 59 agricultural enterprises in the southern regions of the Perm Krai, specializing in animal breeding and most of all cattle breeding, as the most investment-attractive industry, in the calculation algorithm proposed by the author, revealed surpluses and shortcomings of the factors used in the production process – labor and capital. As shown by the results of the calculations presented in Table 2, the actual amount of resources used differs significantly from that which can bring the greatest profit and increase the profitability of operating enterprises.

Relative indicators of the use of labor and capital factors	actual	optimal
The average annual number of employees per 100 ha of farmland, people	4.0	2.6
The average annual value of fixed assets per 100 ha of farmland, thousand rubles	862	1,038
Consumption and recommended working capital per 100 ha of farmland, thousand rubles	426	508

Table 2

Actual and optimal volumes of factors of production (average one enterprise)

Based on the result of calculating the possibility of maximizing profits in the same 59 agricultural enterprises in the meat and dairy sector, obtained as part of the algorithm

¹⁴ F. Z. Michurina; L. I. Tenkovskaia y E. V. Rozhentsova, Optimizatsiia ekonomicheskikh i sotsialnykh faktorov razvitiia selskykh territorii: monografiia (Perm: Izdatelstvo FGOU VPO "Permskaia GSKHA", 2012).

for minimizing costs, a diminishing return on the scale of production in this set of farms was revealed. The study showed that the optimization of the use of production factors in the recommended ratio determined based on the proposed method, as well as the implementation of production on the recommended scale, will provide a way to preserve and strengthen the economic situation of existing agricultural enterprises. In the case of this research example, such a new element of the information paradigm as optimization is manifested.

Other information flows, formed by the results of studies of various aspects of the vital activity of commodity-producing enterprises and studying the situations that arise as a result of their functioning (or vice versa, liquidation) within rural territories, also indicate the possibility and advisability of preserving in the risky farming zones the traditional production of food and raw materials for processing at food, feed, and light industry enterprises. This determines the prospects for further development.

Thus, on the materials of the Perm Krai, the possibility of updating the fixed assets of farms based on a subfederal bond loan¹⁵, improving logistics channels and analytical work at agribusiness enterprises by improving information support¹⁶, and new possibilities of a cluster approach and pricing policy in agricultural holdings¹⁷ were studied. Moreover, opportunities for small business growth in rural territories with the development of farms and personal subsidiary plots and other opportunities that could potentially improve the lives of rural territories were studied. Each of these studies argues the feasibility of using certain measures to preserve the traditions of the implementation of agricultural material production in rural territories. The formulated recommendations are applicable for use directly in business practice and practice at the local or regional levels of government, while revealing an element of the *constructivism* of the information paradigm.

Nevertheless, the expediency and necessity of combining traditional and new types of activity for the rural territory to remove the problems arising under the influence of measures aimed at achieving the economic effect of production activities¹⁸ become quite obvious. In particular, when optimizing the ratio of the factors of production used for profit, the problem of employment in rural territories is aggravated, since the labor factor will become less popular than in actual production practice at present (Table 2). This is a social problem, the severity of which may develop new, less traditional activities, such as tourism.

If we consider tourism as an activity that is potentially capable of creating jobs, then stimulating its development can be justified as one of the important areas that contribute not only to the preservation of the countryside as a full-fledged living environment, but also to its sustainable development.

¹⁵ I. V. Evgrafov y F. Z. Michurina, Perspektivy vosproizvodstva osnovnykh fondov selskokhoziaistvennykh predpriatii APK Permskogo kraia: monografiia (Perm: Izd-vo FGOU VPO "Permskaia GSKHA", 2009).

¹⁶ D. V. Klimov y F. Z. Michurina, Informatsionnoe obespecheniie upravleniia agrarnym proivodstva: teoriia i praktika: monografiia (Perm: FGOU VPO "Permskaia GSKHA", 2008).

¹⁷ F. Z. Michurina y D. V. Klimov, Paradigma informatsionnogo obespecheniia. Kommercheskaia deiatelnost kak osnova innovatsionnogo razvitiia APK: nauchno-prakticheskaia konf (Perm: Isdat-vo FGOU VPO "Permskaia GSKHA", 2010).

¹⁸ S. B. Michurin y F. Z. Michurina, "Kontseptsiiia sochetaniia proizvodstven-nogo i rekreatsionnogo napravlenii razvitiia selskikh territorii", Regionalnye issledovaniia Vol: 3 num 33 (2011): 51-58.

Tourism as a conceptual category reflects a very diverse and capacious phenomenon and process. It is justifiable to characterize it from at least three positions, bearing in mind the number of parties involved in tourism practice. First, these are the entities providing tourism services. For them, tourism represents a field of activity that can generate income. Second, these are the subjects receiving this service, realizing their very different goals – recreation, entertainment, health improvement, sports, intellectual, cognitive, and other goals. Third, tourism is carried out within a particular territory, which has certain properties that allow it to act as attractive to tourists and able to accept them.

From the perspective of an entity pursuing its tourist intentions, tourism should be considered as a trip outside the boundaries of a permanent place of residence for any purpose other than earning and changing a permanent place of residence, as well as meeting social needs (recreational, business, political, educational, etc.) related with displacement in space¹⁹.

By systematizing the ideas about this process, we consider the main types of tourism that are *coordinated* and *hierarchically related* to each other according to the degree of dependence on infrastructure, the surrounding landscape and the way to travel, and the leading motivation and degree of organization (Figure 2).

Types of tourism according to the degree of dependence on infrastructures			
active	combined	passive	
Forms of tourism according to the surrounding landscape and way to travel			
hiking	water	mountain	skiing
Subspecies of tourism according to leading motivation			
sports	health improvement	cognitive	others
Classes of tours according to their degree of organization			
organized	independent	spontaneous	

Figure 2

Typology of tourism for the needs of organizing and conducting routes

The theoretical premise of the multidimensionality of the study is fully consistent with the idea of enriching the presentation of the information paradigm, which is very capacious and incorporates an integrated approach to the study of complexly organized territorial entities (as shown in this study), as well as incorporating a methodology for studying business processes of production, and marketing, and development forecasting competitiveness.

Conclusions

Based on the foregoing, the following brief generalization is justified. Modern studies of a regional scale are carried out using the system-structural, cyclic, territorial and organizational, and informational paradigms. At the same time, other paradigms are named that have many common features, the continuity and use of traditions that most clearly manifest themselves in the research algorithm.

¹⁹ S. B. Michurin; I. L. Volkhin y A. I. Zyrianov, *Bezopasnost v turisme: monografiia* (Saarbrücken: LAPLAMBERT Academic Publishing, 2014).

The most applicable information paradigm at present is formed, first, on the objective basis of the genesis of previous, formed earlier, and, second, based on the needs for scientific justification for decision-making in the economic and social practice in the process of striving to eliminate emerging socioeconomic problems.

Possessing a capacity of content, the information paradigm forms *new elements of constructive approaches* in choosing a study methodology. Based on the presented text, one can include, for example, *differentiation in the use of the agricultural development potential* in the region with an exploded analysis of resource intensity, production and market potential to determine the *investment attractiveness* of the development of food subcomplexes (Table 1).

The methodology of the *optimization approach* has a definite place in the assessment of new elements and a regional-scale study using the information paradigm. Such an approach may include information blocks with an assessment of the actual state of the studied parameters and calculations of their optimal values (Table 2), which reflect the constructive direction of the information paradigm.

One cannot ignore the conclusion that in the case of using the information paradigm as a concept of study, it becomes possible to determine the direction of development, justified by various reasons and showing the possibility of functional enrichment of the region with a new type of activity carried out within its boundaries. The text of this study contains fragments of research findings on the feasibility of developing recreational activities in parallel with material production in solving the problem of employment in rural territories. Having the results of factor analysis of the external environment on agricultural production, presented in²⁰, performed in the mode of information differentiation of the influence of factors of global, national, regional, and sectoral scales, we also have the opportunity to interpret an element of the information paradigm, such as *multilevelness*²¹, as one new element in the content of the information paradigm. The following special publication will reveal its substantial essence.

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²⁰ L. I. Tenkovskaia y F. Z. Michurina, Metodologija i metodika issledovaniia vneshnei sredy na celskokhoziaistvennoe proizvodstvo: monografiia (Perm: IPTS "Prokrost", 2017).

²¹ F. Z. Michurina, Filosofskie aspekty metodologii regionalnogo issledovani-ia: monografiia (Perm: IPTS "Prokrost", 2019).

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