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PRIORITY TASKS OF TOURISM DEVELOPMENT IN RUSSIA

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Abstract

The modern market of tourism services is one of the leading and most dynamically developing sectors of the economy. In many countries, tourism plays a significant role in shaping the GDP, enhancing the foreign trade balance, creating additional jobs, and providing employment. Acting as a stabilizer of socioeconomic development, tourism is the locomotive of the development of transport, communications, construction, and agriculture, as well as the production of consumer goods and services. It has a high investment animated effect (10 rubles (9.5 US cents) of investments in the tourism sphere bring 60 rubles (95 US cents) of total revenue in other sectors of the economy).

Keywords

Tourism – Economics – International relations – Education

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Introduction

Tourism has not only economic but also great sociopolitical importance. Its interests are closely intertwined with culture, health, education, international relations, ecology, and security.

The dynamics of tourism industry performance in the Russian Federation as a whole correspond to the main global trends characteristic for this sphere¹.

The development of inbound tourism is one of the important tasks of creating a base for sustainable economic growth and is an effective way to increase the share of non-resource exports in the total volume of Russian exports. Tourism provides an influx of funds into the country's economy and has a powerful synergistic effect.

The problems of choosing markets have two aspects. In which countries can one find actual or potential demand of such a magnitude that would justify the cost of promoting a tourism product? Another important criterion is the quick payback of the target market (the amount of tourism costs for tourists from different countries)².

Methods

The above materials are presented based on research work by specialists of the Russian State University of Tourism and Service Studies within the framework of the preparation of guidelines for planning and organizing events aimed at promoting Russian tourist destinations abroad³. The unique natural resources and rich cultural heritage that Russia possesses cannot be considered as the only and sufficient condition for ensuring the successful development of tourism⁴.

¹ O. A. Azarova; E. N. Goryacheva; S. V. Ilkevich; O. I. Sevryukova y L. V. Stakhova, "Development of Cross-Cultural Communication in International Tourism", *Journal of Environmental Management and Tourism* Vol: 10 num 6 (2020): 1376-1381; M. M. Umarov; D. A. Sokolov; G. V. Vlasov; A. V. Maslyukov y T. V. Ukhina, "The formation of the mechanism for state tourism management at the regional level" *Revista Inclusiones* Vol: 7 num Especial (2020): 112-120; D. P. Shulgina y O. V. Shulgina, "Historical-Geographical Features of Tourism Development in Russia", *Journal of Environmental Management and Tourism* Vol: 10 num 4 (2019): 916-927 y I. V. Hristoforova; L. V. Silcheva; T. N. Arkhipova; A. B. Demenkova y E. Y. Nikolskaya, "Improvement of Digital Technologies in Marketing Communications of Tourism and Hospitality Enterprises", *Journal of Environmental Management and Tourism* Vol: 10 num 4 (2019): 829-834.

² T. M. Krivosheeva. Formirovaniie imidzha Rossii kak strany, blagopriiatnoi dlia turisma. *Servis v Rossii i za rubezhom* Vol: 7 num 54 (2014): 33-44.

³ O. Afanasiev; A. V. Afanasieva; H. Seraphin y V. G. Gowreesunkar, A critical debate on the concept of ecological tourism: The Russian experience. In book: Korstanje M. (Ed.). *Critical Essays in Tourism Research. Series: "Hospitality, Tourism and Marketing Studies"*. Chapter 6 (New York: Nova Science Publishers, Inc., 2018).

⁴ L. A. Caldito; F. Dimanche; A. Fedulin; A. Vetitnev; A. Apukhtin; D. Kruzhkov; A. Mazina; E. Kurbanov; E. Pecheritsa; E. Sakharchuk; E. Sharafanova; G. Romanova; G. Alexanyanc; Iu. Tatarskikh; L. Belosluttseva; N. Smit; O. Kryukova; O. Vapnyarskaya; S. Ilkevich y T. Kharitonova, Cultural tourism in Russia. TEMPUS Project "NETOUR: Network for Excellence in Tourism through Organization and Universities in Russia" (Spain: European Union, 2015) y N. A. Platonova; T. M. Krivosheeva y E. V. Glinkina, Using the potential of creative industries in tourism. In coll.: 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM2016: Conference Proceedings Vol: 4 num 2 (2016): 921-928.

The study uses the techniques and instruments of economic and logical analysis, as well as methods of comparison and grouping.

Results

According to international organizations, Russia has unique opportunities for the development of tourism. Russian natural diversity, as well as cultural and historical heritage, allow developing almost all types of tourism⁵.

Indicator	2016	2017	2018
Contribution of tourism to the country's GDP	3.4%	3.4%	3.49%
Number of people employed in the tourism industry, million people	1.2	1.11	1.09
Number of related industries (multiplier effect)	53		
Number of inbound tourist trips ^{***} , million people	24.57	24.39	24.55
Number of outbound tourist trips ^{***} , million people	31.65	39.62	41.96
Number of persons accommodated in the collective accommodation facilities, million people	54.4	61.6	73.69
Number of collective accommodation facilities, units	20,534	25,291	28,072
Number of rooms, thousand	795	884	975

**according to operational data;*

***according to the results of the year;*

****according to the new methodology adopted in 2014*

Table 1

The main indicators of the tourism industry (according to official data from the Russian Federal State Statistics Service (Rosstat)).

In 2016-2018 (Table 1), a significant strengthening of positions is noted in the Russian tourism market. The most popular tourist destinations with significant annual growth in tourist flow are Moscow, Krasnodar Krai, Moscow Oblast, St. Petersburg, the Republic of Crimea, Vladimir Oblast, Yaroslavl Oblast, and the Republic of Tatarstan⁶.

Destination	2016	2017	2018	Destination	2016	2017	2018
Krasnodar Krai	15.8	16	17	Moscow Oblast	12.5	14.1	15
Moscow	17.5	21	23.5	Vladimir Oblast	4	4.2	5
St. Petersburg	6.9	7.5	8.5	Yaroslavl Oblast	3	3.6	4
Republic of Crimea	5.6	5.4	6.8	Republic of Tatarstan	2.9	3.1	3.4

Table 2

The number of tourists in the most popular destinations (million people) (according to the portal <http://turstat.com>)

⁵ A. A. Fedulin; N. A. Platonova; T. V. Kharitonova; E. S. Pogrebova y T. M. Krivosheeva, "Monitoring tekushego sostoiianiia protsessov realizatsii meropriiatii v chasti izmereniia protsedur kontroliia i otsenki kachestva obrazovaniia. Moscow. 2012.

⁶ L. A. Caldito; F. Dimanche; A. Mazina; A. Fedulin; A. Vetitnev; A. Apukhtin; D. Kruzhkov; E. Kurbanov; E. Pecheritsa; E. Sakharchuk; E. Sharafanova; G. Romanova; G. Alexanyanc, Iu. Tatarskikh; L. Belosluttseva; N. Smit; O. Kryukova; O. Vapnyarskaya; S. Ilkevich y T. Kharitonova, Business tourism in Russia. TEMPUS Project "NETOUR: Network for Excellence in Tourism through Organization and Universities in Russia" (Spain: European Union, 2015).

From a formal statistical point of view, Russia is attractive to tourists. In 2017, it was visited by 24.4 million people, which allowed experts to call it the eighth-most attractive tourist destination among world states (Table 2). However, it was rather an appearance⁷. Of all arrivals in Russia in 2017, 69.5% were tourists from the republics of the former USSR. The number of tourist arrivals from other countries of the world amounted to 7,432 thousand trips (30.5%). The average check of a tourist who arrives in Russia (not a former compatriot traveling to visit their relatives) from the EU and the USA is approximately five to six times higher than the expenses of tourists from the countries of the former USSR. Unlike even the most frequently visiting Chinese tourists, Europeans and Americans stay in more expensive hotels and visit more expensive restaurants⁸. Figure 1 presents a grouping of countries based on the activity of concentrating marketing efforts and specialization in promoting Russian tourism products to their markets. The first and especially the third groups should focus more concentrated efforts to attract foreign tourists⁹.



⁷ E. V. Bokareva; A. A. Silaeva; V. A. Danilova; V. K. Romanovich; V. I. Boboshko y N. M. Boboshko, "Development of a business strategy based on project management", *International Journal of Engineering and Advanced Technology* Vol: 5 num 5 (2019): 1020-1024.

⁸ E. V. Yudina; T. V. Uhina; I. V. Bushueva y N. T. Pirozhenko, "Tourism in a globalizing world", *International Journal of Environmental and Science Education* Vol: 11 num 17 (2016): 10599-1060.

⁹ L. A. Caldito, F. Dimanche, A. Mazina, A. Fedulin, A. Vetitnev, A. Apukhtin, D. Kruzchkov, E. Kurbanov, E. Pecheritsa, E. Sakharchuk, E. Sharafanova, G. Romanova, G. Alexanyanc, Iu. Tatarskikh, L. Belosluttseva, N. Smit, O. Kryukova, O. Vapnyarskaya, S. Ilkevich, T. Kharitonova, "Nature-based tourism in Russia... y The World Tourism Organization. Available at: <http://www2.unwto.org/>

Third group: unstable tourist flow
Italy
Sweden

Figure 1

Grouping of countries based on the concentration of marketing efforts and specialization of the promotion of Russian tourism products¹⁰

Discussion

The industry is facing systemic problems that need to be addressed immediately¹¹.

1. There are no clearly articulated priorities of state policy in tourism in the field of certain types of tourism and priority tourist destinations – subjects of the Russian Federation.

2. Further systematic work is needed aiming at the development of Russian tourism in the regions of Russia, in particular through the use of a subsidy mechanism from the federal budget for state support of tour operators, which ensure an increase in Russian tourist flow on priority tourist routes.

3. Not enough attention is paid to programs for promoting tourism opportunities in Russia both in the Russian tourist market and abroad. There is no effective system for promoting regional and interregional tourist routes. There is no well-developed state marketing strategy for positioning Russia and individual regions in the international market.

4. Work should be intensified on the formation of modern tourism infrastructure – hotels and other collective accommodation facilities, catering facilities, leisure and entertainment facilities, roadside service facilities, ships for the development of cruise tourism, tourist buses, and attractions for theme parks.

5. The basis for the development of industrial tourism has not been developed. This type of tourism helps to increase technical literacy and comprehensive development of youth, forms an idea of production processes among the young generation, and is an important element in career guidance and education of patriotism. It is necessary to actively replicate the successful regional experience in the development of industrial tourism and issue guidelines for the development of industrial tourism.

6. There is no systematic approach to the development of amateur tourism as a competitive basis for organized tourism, for which both proper service infrastructure and regulatory mechanisms, including environmental ones, have not been formed.

7. There are no effective mechanisms for the development of social tourism, which primarily includes children's tourism and tourism of the 3rd age. Cultural and educational trips within the country for social categories of citizens (pensioners, veterans, disabled people, large families, schoolchildren, and students) should receive the necessary development.

¹⁰ The World Tourism Organization, Available at: <http://www2.unwto.org/>

¹¹ E. V. Yudina; T. V. Uhina; I. V. Bushueva y N. T. Pirozhenko, "Tourism in a globalizing world", *International Journal of Environmental and Science Education* Vol: 11 num 17 (2016): 10599-1060.

8. Special attention is required for the development of children's tourism. Children's leisure today is regulated by 526 regulatory acts of the federal level and 5,106 documents adopted by regional authorities. However, the distribution of children's tourism among departments, as well as the redundancy and fragmentation of legal regulation, complicate the work of travel companies and, unfortunately, do not solve the security problem. The lack of a comprehensive state mechanism for regulating the development of children's tourism does not allow for the effective implementation of the plan of the main activities carried out within the framework of the Decade of Childhood, approved by order of the Government of the Russian Federation of July 6, 2018 No. 1375-r in 2019. In this regard, the preparation of a development strategy for children's tourism until 2035 is relevant.

9. The development of youth tourism requires a detailed study as well. Youth tourism solves a set of tasks for patriotic education, shaping the image of the country as a modern, highly developed, and hospitable state, possessing not only cultural and natural resources but also innovative technologies. In this regard, it is advisable to create a federal center for the development of student and youth tourism within the competence of the Ministry of Science and Higher Education of the Russian Federation. The main focus of the Center should be the development and implementation of youth tourism programs, as well as cultural and historical projects for Russian students and working youth.

10. It is necessary to focus purposefully on issues of advanced training of state and municipal employees in the field of tourism, among which more than 70% do not have a tourist education. The Russian State University of Tourism and Service Studies has developed and successfully implements programs to improve the skills of municipal employees in such areas as:

- **Municipal** management in the field of tourism;
- **Communication** support for the activities of tourism infrastructure facilities of Russian constituent entities and municipalities;
- **Service** audit of tourism infrastructure facilities of Russian constituent entities;
- **Trends** in the development of the Russian tourism industry: children and youth tourism.

11. The work on the development and improvement of legal regulation aimed at promoting the development of a system of ensuring the safety of tourists and improving the quality of tourism services and the conceptual framework of the tourism sector should be of a permanent systemic nature.

12. The system for determining the status of federal tourism projects and federal-level routes, including brand ones, is completely opaque.

13. To solve the problem of operational analytical and statistical support of the tourism sector, it is necessary to create a situational center for the tourism sector as a universal source of professional tourism information. Its purpose will be to provide operational information on pressing issues and urgent problems in the tourism sector for business structures, state regulatory bodies, and regional and municipal administrations online.

14. It is important to continue work on the development of inbound tourism, remove unnecessary barriers to entry into Russian, and ensure the simplification of the mechanisms for acquiring tourist permits. In this regard, regulatory documents should be adopted for obtaining an entry tourist visa and issuing tourist packages in electronic form. The mechanism of subsidizing tour operators from the federal budget as part of the national project "International Cooperation and Export" should be actively used to attract foreign tourists to Russia in 2019-2021.

Conclusions

The solution of these problems will create a competitive tourism services market that is attractive for investment, contributing to the development of small and medium-sized businesses, consolidating young and promising personnel, reducing capital outflows from the country, and increasing domestic demand and integrated development of territories.

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