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Peculiarities of Sustainable Tourism Development in the Russian Federation

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Abstract:

The high potential of tourist and recreational resources is not yet a guarantee of tourism successful development, whereas it requires searching and implementing of the new and effective modern forms of entrepreneurial potential fulfillment in the tourist area. To form a competitive tourism market, it is necessary to ensure a number of tourism industry components which would enhance the quality of tourist services provision and satisfy all the needs of tourist services consumers.

The purpose of the article is the studying of the tourism industry functioning in the Russian Federation. To achieve this purpose, it is necessary to consider a number of objectives:

1. to determine the mechanism of the tourism market functioning;
2. to perform the analysis of the tourism market development by the regions of the Russian Federation;
3. to identify the prerequisites of the current tourism industry state in Russia;
4. to propose the recommendations for tourism industry regulation.

Dialectical method of scientific cognition was applied during studying the role and influence of tourism on the economy development, the calculation and analytical methods of observation, measurement, analysis and comparison of indices characterizing the tourism industry in the Russian Federation.

The regulation of the tourist regional market with the help of special economic zones allows creating conditions for attracting investments to the economy of the region, raising of living standards, reducing unemployment, etc. The current tourism industry state of the Russian Federation was studied. The dynamic pattern of socio-economic indicators of the tourism industry is reflected. The mechanism of the tourism market functioning is presented here.

To form a modern efficient competitive market of the tourism industry it is necessary to adhere to the following mechanisms of state regulation: in the development of legal, financial and economic constraints that determine the parameters for the tourism industry development; in the development of investment policies directed by the state for the priority development of the tourism infrastructure, especially in tourist areas, where the financing from their own sources is not possible; in the regulation of personnel training and retraining for the tourism industry; in measures and methods of small and medium-sized businesses support in the tourism sphere; in information assurance and advertising activity of tourist enterprises; in promotion of the national tourist product to the international tourism market; in promotion of the new national tourism products development; in standardization and certification of the tourism industry services with the use of blockchain technologies.

Keywords: tourism industry; tourist services; state regulation; blockchain.

JEL Classification: L80; L83.

Introduction

The development of the service sector in Russia is constantly affected by both negative (weak response of state service enterprises to changing market conditions; low competition level among service companies, etc.) and positive factors (significant increase in the number of service companies; the emergence on the national market of foreign competitors with experience in service activity organizing in their countries etc.).

Under modern conditions the development of the tourism sphere which represents the services sphere, being also a source of sustainable state economy development, acquires priority development. The tourism industry has a huge impact on the region economy, being the driving force of the development of many other production branches and providing non-resource budget revenues. The performed analysis of the foreign and domestic scientists' works allows talking about the integrated mechanism of the tourism role and influence on the economy development at all levels of the economic system and, in general, the country national economy (Burkaltseva, Voronin, Lisitsky, Mazur and Guk 2017).

1. Literature review

One of the key directions in determining the vector of technological processes modernization implies the construction of new socio-economic relations architecture. The level of significance of the new economic development architecture is based on the "classic" digital economic theory and is governed by a different principle of "combinatorial accumulation" expressed in technologies for combining partner contracts, separating the production level (service provision) from the management level, ensuring a system of technological processes built with the help of digital tools technologies. This contributes to the development of a new quality, determining the changes in the weight of driving factors, which allows adjusting selectively the methods of the implemented state policy also at the tourism industry level. The processes of the economy modernization reveal the essence of organizational transformations, the formulation of basic provisions for the instrumental support of an independent transition of technological processes to new socio-economic relations.

Both Russian and foreign scientists and practitioners are engaged in the issues of tourism industry analysis and state regulation (Gosteva 2008, Egorov 2011, Varnaliy, Onishchenko and Masliy 2016, Mathieson 1982, Stynes 1997).

At the same time the degree of digitalization issues consideration in this industry remains unknown. However it will be early to move to the abovementioned multifaceted questions, which are being studied by the scientists (Sivash, Burkaltseva and Ushakov 2017, Dudin 2016, Baldzhi, Chernogorova, Titarenko, Soldatov, Smirnova, Sigal, *et. al.* 2016, Vorobyev, Vorobyova, Borshch, Bodner, Bugayeva, Zubkova, *et. al.* 2017, Borsch, Burkaltseva, Vorobyov, Vorobyeva and Chepurko 2016, Kosten 2015, Simchenko and Tsohla 2016, Simchenko, Tsohla and Podsmashnaya 2016, Burkaltseva, Tsohla, Guk, Borovskaia and Bondar 2016) without studying the peculiarities of the tourism industry development in the Russian Federation.

2. Methods

There is a direct relationship between the economic development of the country, the material wealth of citizens and the tourism development. It is noted that the countries with the advanced economies take the first places in the

world market by the number of their citizens' tourist trips. Table 1 shows the dynamics of population real incomes of the Russian Federation by districts and by the country as a whole.

Table 1. The dynamics of population real incomes by districts (as a percentage over the previous year)

	2010	2011	2012	2013	2014	2015
The Russian Federation	105,4	101,2	105,8	104,8	99,5	95,9
Central Federal District	105,2	101,7	104,4	104,7	96,8	95,7
Northwest Federal District	106,7	98,7	105,9	105,3	101,4	97,4
Southern Federal District	109,2	101,0	107,0	108,7	103,3	96,4
North-Caucasian Federal District	110,0	104,9	109,0	104,1	103,6	96,1
Privolzhsky Federal District	105,9	99,9	108,0	104,1	102,1	95,5
Ural Federal District	101,3	100,7	105,0	103,8	98,4	94,0
Siberian Federal District	102,9	102,1	105,2	103,8	98,2	96,2
Far Eastern Federal District	103,5	101,5	104,9	106,2	102,8	99,0

Source: composed by the authors on the basis of (Regions of Russia. Socio-economic indicators 2016, 222-223).

The data of the table demonstrate that during the period from 2010 to 2013 the income behavior had a positive trend, except for 2011, where there is an income reduction. During 2014-2015, the population incomes throughout the territory of Russia have significantly decreased. This situation was affected by many factors, the main ones are the political and economic crisis, including economic sanctions from foreign countries.

Let's consider the structure of the population incomes in the Russian Federation, which is presented in Table 2.

Table 2. The structure of the population incomes in the Russian Federation (as a percentage over the previous year)

	2010	2011	2012	2013	2014	2015
Business income	8,9	8,9	9,4	8,6	8,4	7,9
Labor remuneration	40,3	40,0	41,3	41,4	41,6	38,3
Social payments	17,7	18,3	18,3	18,6	18,0	18,3
Property income	6,2	5,2	5,1	5,5	5,8	6,2
Other income (including "hidden", revenues from foreign exchange sale, money transfer etc.)	26,9	27,6	25,9	25,9	26,2	29,3

Source: composed by the author on the basis of (Regions of Russia. Socio-economic indicators 2016, 250-251).

As the statistical data of the table indicate, the largest share in the income structure is labor remuneration. Let us note the trend, that during the crisis period of 2014-2015 there is a reduction in business income and labor remuneration, while property income and other income, on the contrary, tend to increase. In our opinion, the given situation can be explained by the influence of such economic factors, as inflation, increase of price and interest rates, fluctuations in real exchange rates, etc. As for the functioning features of the tourism market during the crisis, it is noted that changes in exchange rates affect significantly the volume of tourist flows between countries with strong and weak currencies. Thus, an increase in the relative cost of an abroad trip by 5% leads to a decrease in demand for outbound tourism by 6-10%.

During research, we have studied the current state of the tourist industry in the Russian Federation. Table 3 shows the dynamics of changes in socio-economic indicators of the tourist industry.

Table 3. Key socio-economic indicators of the tourist industry in the Russian Federation

No.	Indicator	2010	2011	2012	2013	2014	2015
1	A number of tourist companies RF	9133	10266	10773	11324	11614	11893
2	A number of collective accommodation facilities	12585	13062	14019	14583	15590	20136
3	A number of accommodated, thousand people	34746	37399	41065	42635	44219	49284
4	A number of package tours, sold to population, thousands	4358,0	4427,0	4762,8	5384,0	4384,1	4024,0
5	A number of Russian tourists, sent to Russia tours, thousand people	1741,3	1731,2	1792,3	1916,4	1974,2	2628,2
6	A number of Russian tourists, sent to abroad tours, thousand people	6462,9	6292,7	7149,9	7966,6	6512,9	5261,0
7	A volume of tourist services rendered to population, mln. rubles	99879,0	112829,4	121545,0	145784,0	147540,8	158251,9

Source: composed by the author on the basis of (Regions of Russia. Socio-economic indicators 2016, 486-492).

According to the data at the presented table we can conclude that, despite the decline in population real incomes in the period 2010-2015 there is an annual growth in the volume of tourist services. Statistical data shows that a number of socio-economic indicators tend to grow. However, several features are worth highlighting:

- reduction of the number of Russian tourists sent to abroad tours in 2015 decreased by 1251.9 thousand people or by 20% compared to the previous year. This situation is explained by the consequence of imposing economic and political restrictions on the part of foreign countries, as already mentioned above;
- in 2015 the tourist flow was reoriented to domestic tourism, which reflected on the indicator № 5 with an increase of 654 thousand tourists, or 33% compared with 2014;
- reduction in the tour packages number sold to the population in the period from 2013 to 2015 by 1,360,000, or by 25% due to a decrease in package tours demand, due to ineffectiveness of legislative regulation. Let's note that during this period the major tour operators engaged in international tourism, became bankrupt, in account of poor financial support for their activity.

With the help of correlation-regression analysis, we will check the assumption that the volume of tourist services rendered to the population depends on the number of tourist companies in the Russian Federation (Table 4).

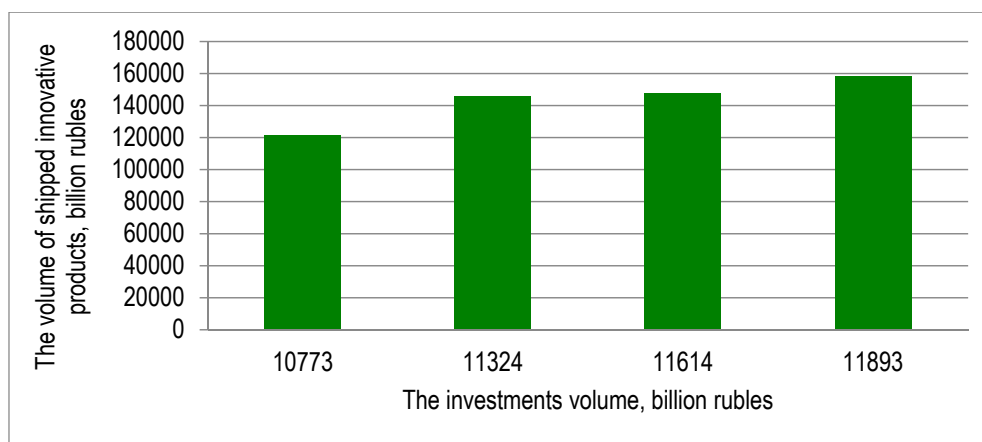
Table 4. Data for correlation-regression analysis

No.	Indicator	2012	2013	2014	2015
1	A number of tourist company's RF	10773	11324	11614	11893
7	A volume of tourist services, rendered to population, mln.rubles	121545,0	145784,0	147540,8	158251,9

Source: (Regions of Russia. Socio-economic indicators 2016, 486-492; Federal Agency for Tourism of the Ministry of Culture of the Russian Federation 2009).

Let us introduce the following notation: x_i – is the number of tourist companies in the Russian Federation, the investments volume, y_i – is the volume of tourist services rendered to the population by the volume of shipped innovative products (Figure 1).

Figure 1. The relationship of volume of tourist services rendered to the population from the number of tourist companies RF



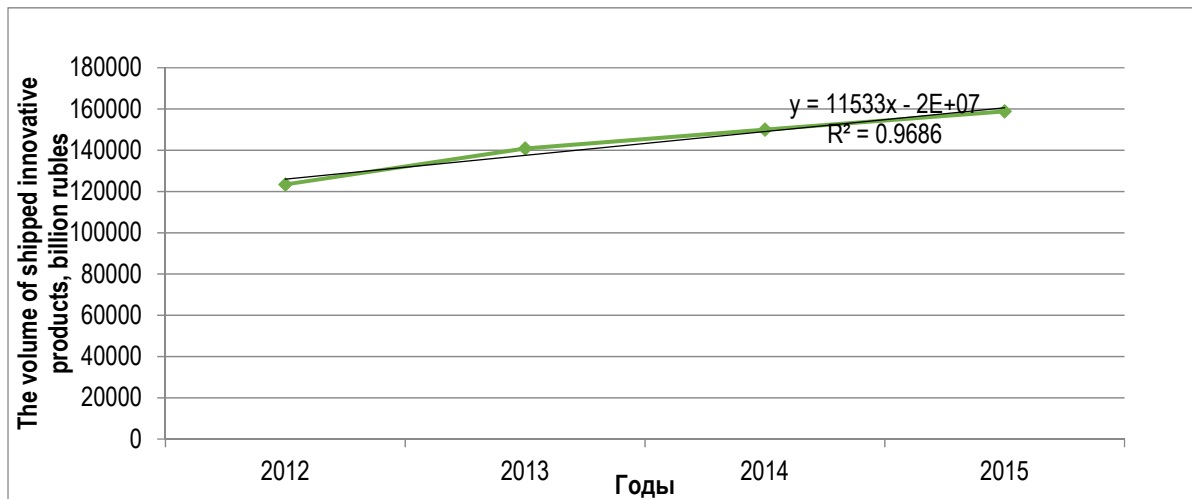
Source: composed by the authors

Let us suppose that studied features are linear connected.

The Figure 2 represents the graphical form of regression equation.

At the same time only 3.2% of the variation in the indicator "The volume of tourist services rendered to the population" is associated with the impact of unaccounted factors: the development level of the tourism industry for the period of investment start, personnel potential, and other. $R^2 = 0.968$ - the determination factor indicates that 96.8% of the variation in the indicator "The volume of tourist services rendered to the population" is stipulated by the variation in the "Number of tourist companies of the Russian Federation".

Figure 2. The graphical form of regression equation

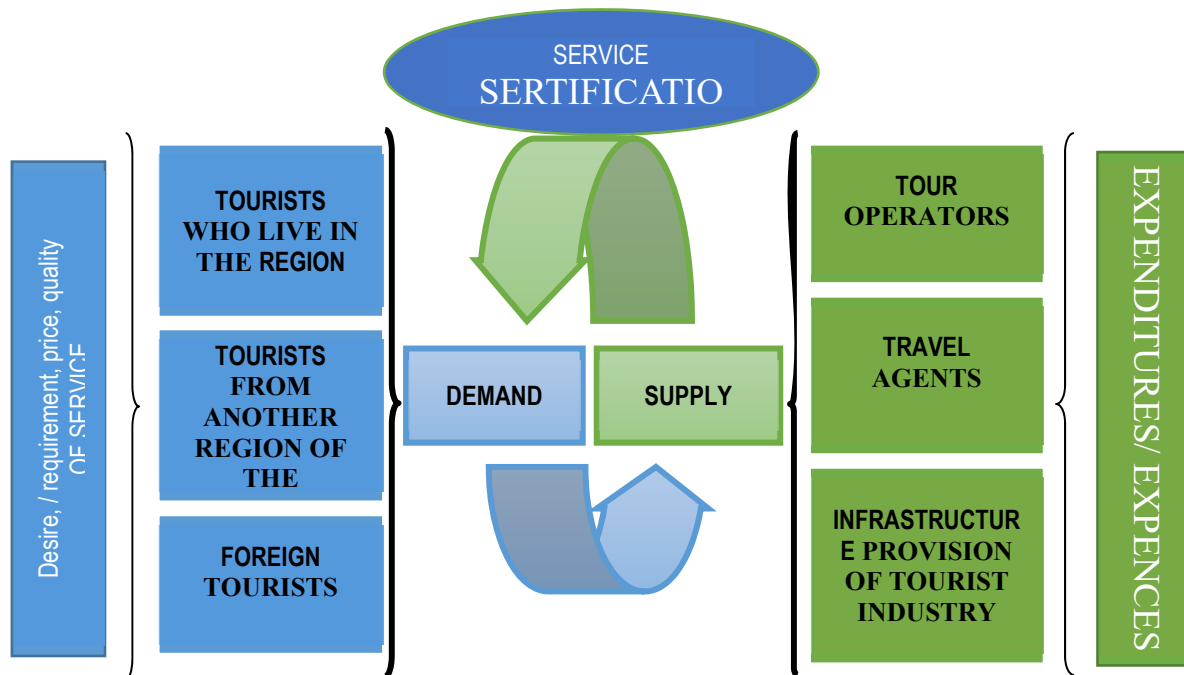


Source: composed by the authors

3. Results and discussion

To ensure the tourism business effective development it is necessary to determine the mechanism of the regional tourism market functioning which consists of the economic instruments interaction system for the supply-and-demand equilibrium for cash flows and the tourism industry product. The functioning of the regional tourism market can be represented schematically (Figure 3).

Figure 3. The mechanism of the tourism market functioning



Source: composed by the authors

The above-mentioned scheme of the regional tourism market functioning shows that the demand for tourism services is formed by three categories of tourists: those who live in this region, tourists coming from another country region and foreign tourists. Tour operators, travel agents and infrastructure subjects of the regional tourism market form the supply.

In addition to the service price level, the desire and tourist consumption behavior is determined by various reasons (social, psychological, economic etc.), which cause the certain reaction, for example, to advertising as to a factor of tourist services promotion. In our opinion, this is an important factor in the effective functioning of a competitive regional tourism market. It requires the division of the tourist market into clusters, the studying of which will help to achieve the optimal supply and demand balance for tourism services. To increase confidence in the

service quality it is necessary to apply the certification of the services provided, using advanced tools of digital economies, blockchain technologies.

During the development stimulation of the economic sectors, which are identified as prior and strategic in the country, a large number of various economic and social missions arise. One of the most important tasks for the tourist regions is to ensure active tourism activities, to attract investors to the region, to popularize various tourist products, and to attract foreign tourists, all above stimulates the budget replenishment and the rapid region's infrastructure development.

It is noted that the regulation of the tourist regional market with the help of special economic zones allows creating conditions for attracting investments to the region economy, raising of living standards, reducing unemployment etc.

To date, according to the data of JSC "Special Economic Zones", the Russian Federation encounters three special economic zones of a tourist-recreational type, a tourist cluster with the functioning of the SEZ. These tourist zones are located in the Altai and Irkutsk regions, the North Caucasus Federal District, the Tver region (Russia. Special economic zones, *n. d.*).

■ SEZ TRT "Turquoise Katun"

Priority development directions:

- hotel business;
- public catering;
- tourist and excursion service;
- sports and recreational services.

■ SEZ TRT "Gates of Baikal"

Priority development directions:

- business tourism;
- sports tourism;
- excursion tourism;
- recreational and therapeutic tourism;
- water tourism;
- cruise tourism.

■ SEZ TRT "Baikal Harbor"

Priority development directions:

- recreational and therapeutic;
- cruise;
- skiing;
- excursion;
- religious.

■ SEZ TRT "North Caucasian Tourist Cluster". Currently the project of a tourist cluster managed by JSC "Resorts of the North Caucasus" includes five tourist-recreational special economic zones on the territory of which the projects to create six all-season tourist and recreational complexes and one coastal cluster are being implemented.

■ SEZ TRT "Zavidovo". The creation of the SEZ Zavidovo allowed the private investments attraction and the creation of a complex all-season world-class resort specializing in family, inbound and business tourism, as well as in further development of the tourism industry in the Tver region (Special economic zone "Zavidovo" *n. d.*).

However, there is a trend of reducing the number of special economic zones of a tourist-recreational type due to the fact that the registered residents' activities are ineffective, and unwillingness to sign an agreement under the new terms is for the transfer of SEZ territories into the region ownership (Zones under reduction, *n. d.*).

The authors draw attention to the fact that, due to the current situation on the tourist market, the Government of the Russian Federation has developed the Federal Target Program "The Development of Domestic and Inbound Tourism of the Russian Federation for 2013-2020" (hereinafter - FTP) (Russia. Special economic zones *n. d.*). According to the FTP, the amount of budgetary allocations for the tourist industry development is 3.6 billion rubles.

The expected program results:

- the creation of a competitive tourist and recreational complex;
- the increase in tourist flow; Russia tourism integration into the world tourist industry;
- the increase of Russia interest in the international tourist market;
- the creation of the Russian Federation image as tourism positive country;

- the international awareness of the opportunities and advantages of the Russian tourist complex.

The implementation results of the Federal Target Program "The Development of Domestic and Inbound Tourism of the Russian Federation for 2013-2020" should be the formation of a modern, efficient and competitive tourism market which is able to guarantee powerful opportunities to meet the requirements of Russian and foreign citizens in tourist services, increase employment and population income levels (Golovnev *n. d*).

Conclusions

The presented mechanism of the tourist market functioning determines the consumer behavior of tourists and other tourism market participants who offer tourist services. Also, the analysis of the tourism market development in the Russian Federation has made it possible to reveal the current state of the tourism industry in Russia and to propose recommendations for improving regulatory measures.

Undoubtedly, in order to form a modern efficient competitive market for the tourism industry and to achieve the set goals of the Federal Target Program "The Development of Domestic and Inbound Tourism of the Russian Federation for 2013-2020", the state in the tourism industry development must adhere to the following mechanisms of state regulation:

- in the development of legal and financial and economic constraints that determine the parameters of the tourism industry development;
- in the development of investment policies directed by the state for the priority development of the tourism infrastructure, especially in tourist zones whose financing from their own sources is not possible;
- in the regulation of personnel training and retraining for the tourism industry;
- in measures and methods of the small and medium-sized enterprises support in the tourism sphere;
- in information support and promotional activities of tourist companies;
- in the promotion of the national tourist product to the international tourist market;
- in promoting of the new national tourism products development;
- in the standardization and certification of the tourism industry services with the use of blockchain-technologies.

Further research should be directed to the formation of theoretical, methodological, scientific and practical foundations for the separation of the service provision control modernization from the transformation of service delivery management, considering the implementation of digital technologies tools at the enterprises of the tourism industry.

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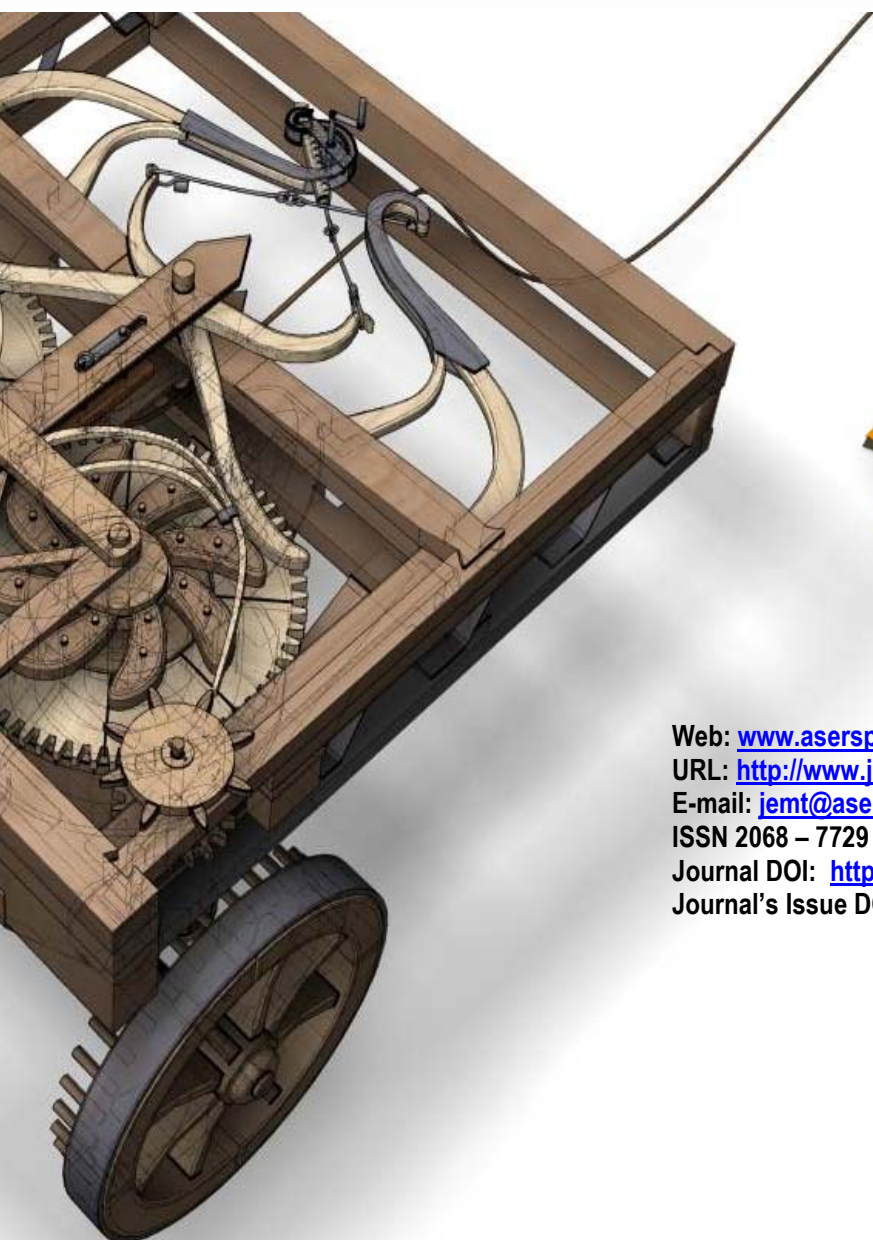
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