

Research Journal of Pharmaceutical, Biological and Chemical Sciences

Rural Territories Of Russia As Centers For The Development Of Innovative Types Of Tourism.

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ABSTRACT

This article examines the current state of Russian rural territories. The main directions of their development as centers of innovative tourism types are determined. The key types of regions in relation to agricultural activities are identified. On the basis typology of the area the author formulates the conclusion that in order to improve the socio-economic situation at the municipal level it is advisable to intensify the development of alternative innovative management forms. The special attention is offered to be paid to innovative types of tourism, in particular, to rural tourism which is capable to bring rural territories out of the deepest crisis. Key kinds of tourist services, including traditional and specific are systematized.

Keywords: rural territories, rural areas, rural tourism, the agricultural organizations, innovative types of tourism, innovative process, tourist mix, tourism services, the algorithm for forming an integration association, countrysides, small settlements.

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INTRODUCTION

The progressive development of all sectors of the economy depends largely on the innovative processes that occur from time to time, which affect not only the field of science and technology, but also directly related to socio-economic changes. Innovative processes that occur in tourism, first of all, involve the development of an original approach, the development of new ways of using existing resources while looking for new resources.

Innovations in the tourism industry should be seen as having some quality novelty and leading to positive changes that ensure the sustainable functioning and development of the industry in the region, in the state as a whole.

At the present stage of socioeconomic development of the Russian Federation the special attention at all levels of the power is given to full support of rural territories which can be characterized as the centers for the development of innovative tourism types. This fact is caused by what these districts have the enormous innovative potential which is used not fully so far. Really, being in the deepest crisis, the vast majority of small settlements don't realize the opportunities which collected at them that inevitably leads to increase of social tension in society, to decline in quality and level of living, mass migration of the population from villages to the cities and, as a result, desolation, and in certain cases and extinction, municipal units of rural type. In this regard, the relevance of consideration of the rural territories in the context for the development of innovative types of tourist activities increases.

MATERIALS AND METHODS

At the beginning of this research, it is reasonable to analyze the key reasons, which in a complex create the adverse soil for innovative development of the village in the short, average and long term. Among them it is possible to note the following [4]:

- the residual principle of financing social and engineering infrastructure;
- the high level of expenditure development of territories due to the finely dispersed character of settlement;
- low level of comfort in the analyzed area.

All this, accumulating during the long period, led to reducing rural settlements, desolation of the rural territories, disposal from turnover of productive lands of agricultural purpose. Finally, the source of expanded reproduction of labor potential of an agrarian industry is reduced

At the same time, it should be noted that the lack of a necessary engineering and social infrastructure in most municipalities of rural type can be considered as a benefit. Of course, creation of all necessary innovative networks from scratch requires impressive costs of material nature. However, as a rule, it is newly much simpler to create a certain innovative object, than to remake it. In the latter case inspection and removal of the final decision on an opportunity and feasibility of its further use, financing of actions for its reduction in the corresponding type can be required. This, in turn, increases labor and material costs.

Considering the above all efforts and resources should be directed towards the following objectives:

- creation of the greatest possible comfort of life and activity of residents who live in rural areas;
- creation of real incentives for activating innovative activity of investors in the agro-industrial complex by creating sufficiently favorable infrastructure conditions in rural areas;
- rendering assistance to creation of high-technology workplaces;
- increase civil activity of persons living in rural areas in the implementation of various innovative projects of importance to society; creating a positive attitude in society towards rural areas and rural lifestyles.

In our opinion, achievement of the specified purposes will be promoted by comprehensive diversification of rural economy, organizational and legal, methodical and financial support of farming and alternative employment forms, including development of national crafts and crafts, rural tourism, elimination of the administrative barriers interfering the organization and realization of the made production through the

markets, simplification of access to various types of resource providing, including land, material, financial, information and other resources, support for the operation of consultation centers and the development of infrastructure that allows regular residents to receive regular income.

Besides, in case of aspiration to innovative development of the rural territories it is necessary to consider that in Russia historically there was a big variety of rural settlements. So, at present, several types can be distinguished. All of them are presented in table 1.

It should be noted that not in all territories of agricultural type it is possible to develop tourist activities successfully. It is possible only in those regions, which aren't covered by the activities polluting surrounding the environment. That is, such territories can be villages, countrysides, small towns with characteristic traditional architecture, way of life, culture. In addition, rural tourism will have some success on farms, in the forest fund, nature parks, specific protected areas, recreation areas, cottages, monasteries, etc. [7]

Table 1: Main types of the rural territories

No	Type	Characteristic
1	The rural area with mainly agrarian specialization, combined with rather favorable climatic and socio-economic conditions of its development	The role of agriculture in the development of a particular territory is significantly strengthened with its simultaneous modernization. It requires strengthening the diversification of the local economy and the intensive development of the infrastructure of rural settlements
2	Multifunctional economy of rural communities, agriculture, suburban-type, accompanied by favorable social conditions for rural development	Close cooperation between urban and rural areas, intensive development of services and suburban and country cottage construction
3	Unfavorable social conditions of rural development and extensive zones of socio-economic depression	Covers the rural territories, which are in a depression in which the agricultural organizations enduring crisis prevail. Key problems of their sustainable development consist in domination of cheap products of foreign production in the local markets, reducing qualified personnel and degradation of a social environment
4	Weak focal development of rural areas and unfavorable climatic conditions of its development	It covers rural areas, which are poorly developed and characterized by rather complex natural and climatic conditions, small- focal development or traditional economy of indigenous peoples

It should be emphasized that the implementation of the basic tasks of sustainable innovative development of rural areas should be carried out taking into account the use of their comparative advantages, identifying key points of growth, identifying priority areas for development, improving mechanisms for financial support and developing their own revenue base of municipalities [3].

It should be noted that the most effective development of innovative tourism types on the scale of the rural territories is possible in the regions relating to the first type – regions with mainly agrarian specialization and favorable climatic conditions. However, it does not mean that not all other subjects will be able to achieve positive effects in this direction.

In order to achieve the greatest positive results, it seems expedient to create tourist mixes as one of the types of innovative tourism in rural areas, which should be understood as several rural tourism objects, united for achieving common goals, among which are the following:

- familiarize guests with local customs, traditions and way of life;
- attracting public attention to the problems of a particular region;
- increasing its investment attractiveness;

- improving the quality and living standards of the rural population.

In total, the listed target reference points will allow not only to keep the small settlements, which are at an extinction stage, but also to bring their development to qualitatively new level.

DISCUSSION

Considering the rural territories of the Russian Federation as the key centers of development innovative types of tourism, such as, tourist mixes, the special attention is deserved by the point of view E.B. Kazmina who suggested to use an algorithm of forming integration consolidation between the organizations, which main specialization is directly connected with the organization of rural tourism.

So, the main stages of its forming look as follows [2]:

- analysis of the potential organizations in the field of rural tourism, including the possibility of producing innovative tourist services, the level of comfort and quality of service, professionalism, variety of services, etc.;
- determination of group to the most desirable objects of integration from among subjects which main specialization is directly connected with the organization of rural tourism; supply agencies of services and other organizations from allied industries;
- the ordering of objects by importance level establishing integration relationship;
- formation of possible variants to integration relations with each object;
- organizational and economic analysis of the entire process, the resources expended and the most likely outcomes of each option integration, taking into account the possible risks of conducting / not conducting each of the planned activities;
- calculation of the amount costs that may be required to implement the integration strategy;
- selection of the most optimal set of innovative measures aimed at implementing the integration strategy of organizations involved in the rural tourism segment, taking into account identified priorities, constraints and organizational and economic effect.

In our opinion, it is advisable to investigate these processes at a larger level, that is, not within the framework of individual economic entities, but as an association of several municipalities of one or more subjects of the federation.

The application of this approach will significantly simplify the interaction between different regions of this sectoral focus and will promote the promotion of the domestic rural tourism product and services to the international tourist market.

A.N. Borodin, in the framework of his scientific research devoted to the formation an effective mechanism for managing the rural tourist destination, presented the organizational and economic characteristics of the associations the main subjects of the rural tourism industry. He singled out the following types of associations [1]:

- association and self-regulating organization;
- production cooperative;
- consortium.

At the same time, it should be emphasized that the first two forms of association are more suitable for the initial stage of the formation of a rural tourist destination, that is, when all the subjects of its tourist industry are developed equally low. As for the consortiums, it is advisable to create them in the already established tourist destinations, especially those operating on the basis of a centralized model of the organization, in which there is a leading economic entity capable of acting as a management company in the development project.

At the stages when a decentralized rural tourism destination is sufficiently formed, the union of the subjects of its tourism industry is possible by creating both cooperatives and consortia. The choice between

these forms of consolidation will be caused by that how big was in process of a destination a gap between leaders and outsiders of its tourist industry.

On the other hand, tourist mixes can be viewed as a combination of various innovative tourism services provided by entities within rural areas. In this aspect, the main types of tourism services are the following [5]:

- accommodation of guests in private houses, estates or small hotels;
- food based on traditional local cuisine, using organic products (mostly of its own production);
- the organization of leisure and rest in close proximity to the location;
- familiarization with the peculiarities of local culture and traditional way of life of villagers;
- involvement in economic activities and local crafts, etc.

RESULTS

Analyzing the listed services, it can be concluded that rural tourism is characterized by traditional services provided by entities engaged in other spheres of tourism (accommodation, food, leisure, etc.), and specific ones that are unique to this direction (product sales own production, attraction to agricultural work, folk crafts etc.).

An enormous importance for the successful development of innovative types of tourism in rural areas, and, consequently, of rural areas with the necessary tourist potential, has a rural population. Indeed, involving local residents in the development of rural tourism can have a beneficial effect on the socioeconomic development of the region. Thus, A.V. Trukhachev systematized the tools for attracting the rural population to engage in tourism activities. As part of the study, he identified the following groups [6]:

- informing the population about rural tourism (publication in mass media of materials testifying to the effectiveness of development tourism in the region, positive experience of its development, notification of the population about the nearest events, values of hospitality, news of the industry);
- educational activities (career-oriented work with high school students to obtain professions in the field of tourism, the conclusion of targeted contracts for training; development of measures to form a patriotic, responsible attitude to the region, rural areas in the younger generation; comprehensive assistance to the formation of volunteer movements and their involvement in the implementation of projects that contribute to the development of rural tourism in the region; organization of the training actions for the specialists and entrepreneurs occupied in the field of rural tourism; support of profile professional education, the system of preparation and retraining of personnel for the entities of the tourism industry);
- involving local people in the development of rural tourism (holding annual thematic competitions, organizing festivals, celebrations and other social events dedicated to memorable dates and other important events in a particular rural settlement, creating an effective system of preferences for participants in promoting rural tourism brands, actors initiating projects in the analyzed sphere).

The use of this tool will allow the most complete and most effective implementation of the functions of rural tourism as one of the main factors of innovative sustainable development of rural areas.

CONCLUSION

Thus, in modern conditions, rural areas are one of the most promising areas for the development of innovative tourism types in the Russian Federation. It is caused by a complex of the reasons from which it is possible to distinguish the rich natural resource capacity of small settlements, preserving customs, traditions and local color and the low cost level for enhancement of this direction. This type of tourism is a socially significant type of entrepreneurial activity. It is expedient in these regions to organize centers for the development of innovative tourist mixes, which will allow developing villages and countrysides, improve the quality and living standards of the rural population and increase the interest of the authorities and the public in the life and problems of small settlements.



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