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TÍTULO: Agriturismo en Rusia: condiciones modernas y perspectivas de desarrollo.

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RESUMEN: El propósito de este documento es determinar el estado actual y las perspectivas de desarrollo del agroturismo en Rusia. Los autores analizaron la condición actual del agroturismo en Rusia, identificaron la cantidad de instalaciones que actualmente operan y determinaron las posibilidades de aumentar la demanda de este producto de la industria turística. Estos estudios ayudaron a los autores a revelar factores que evitan que el agroturismo crezca. Los autores formulan recomendaciones sobre la promoción del desarrollo desenfrenado del turismo rural en Rusia.

PALABRAS CLAVES: Turismo, agroturismo, competitividad de territorio, economía, agricultura.

TITLE: Agritourism in Russia: modern conditions and development prospects.

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ABSTRACT: The purpose of this paper is to determine the current state and development prospects of agritourism in Russia. The authors analyzed the current condition of agritourism in Russia, identified the number of facilities that are currently in business and determined possibilities of driving up demand for this product of the tourism industry. These studies helped the authors to reveal factors which prevent agritourism from growing. The authors set forth recommendations on the promotion of the rampant development of agritourism in Russia.

KEYWORDS: tourism, agritourism, competitiveness of territory, economy, agriculture.

INTRODUCTION.

The development of domestic tourism, small and mid-sized business in rural areas is a strategically important task for Russia's economic development. Tourism constitutes a complicated versatile socio-economic system that is characterized by an intricate complex of interrelations and interdependencies and consists of several various components (Vetrova et al., 2018).

Modern Russian reality makes the development of the tourism industry one of the government's major socio-economic objectives. Russia has enormous resources for tourism development. Most territories can be turned into places of leisure and tourism. However, what currently prevents Russia from developing tourism is the various socio-economic problems, such as underdevelopment of tourism infrastructure, incompatibility between the quality of tourism services offered and related

prices, and the absence of any scientifically justified strategy to create the country's positive image, the deficit in municipality budgets, a short list of tourism services, the lack of professionals engaged in the tourism industry (Kabanova, Vetrova, 2017).

The tourism industry's development has a multiplicative effect and promotes such areas of business as traveling, accommodation, transport, telecom services, catering and retailing, souvenirs and folk art, agriculture, and construction. Investment flows into the tourism industry set the pace and the scope of socio-economic development of territories (Frolova et al., 2016).

Russia has tens of thousands of farms that carry on business in good faith and manufacture high-quality products. Given the rampant growth of agribusinesses, however, living standards and the quality of rural life, as a whole, substantially lag behind cities, with access to social services on the wane, thus widening a gap between urban and rural areas. As a result, people from rural areas tend to move to cities, and the development rate of rural areas goes down.

It is important to develop agritourism in Russia to solve problems related to migration and employment among people living in villages and to improve living standards and the quality of life for rural population considering the current requirements and standards, efforts to preserve historical cultural basics of the country's national identity. Agritourism is a sector of the tourism industry that is focused on the use of natural, socio-cultural, cultural-historical and other rural resources and their specific features to establish an integrated tourist product (Belova, Komova, 2011).

Agritourism is a relatively new trend in the global tourism market. Being a novelty, agritourism is extremely popular and its popularity is not only a tribute to the fashion to everything natural, but is also based on several economic, socio-psychological and environmental factors. A desire to live in harmony with nature, to eat organic food, to care about nature and cultural originality, the aspiration to support national agricultural producers and to balance out a widening difference in living standards

of people in cities and villages – all this and many other factors have made agritourism extremely popular all around the world (Slinkova, 2017).

DEVELOPMENT.

The purpose of the article is to analyze the current condition and define prospects of development of agritourism in Russia. Russia's development strategy for the tourism industry for the period until 2020 highlights tourism as a source of income for the national budget, a tool to increase employment and living standards of the public, a way to support public health, the basis for the development of socio-cultural environment and education in the spirit of patriotism, and as a strong instrument of enlightenment and formation of the moral platform to develop a civil society (Strategy for Development of Tourism in Russia for the Period until 2020 (Approved by Russian Government Order No. 941-r dated May 31, 2014)).

There are tens of tourism types today, ranging from ordinary, such as international and sporting, to the most exotic ones (space tourism). One of the most uncommon tourism activities is agritourism (Dobroselsky, 2015).

Agritourism is a specific form of tourism when city population is interested in having rest in the country. From agritourism, vacationers expect comfort, silence, a feeling of unity with nature, the opportunity to take a breath of clean air and eat organic food, get acquainted with the rural way of life, local culture, customs and sights, and to take an active part in the field work.

Analysis of the latest publications on the problem. Theoretical and methodological issues related to the problems faced by agritourism have been covered in the papers compiled by such Russian scientists as B.D. Besposhadny, A.V. Khromov (2014), I.V. Enchenko (2014), O.B. Popov, E.I. Shamkaev (2014), L.G. Sadykov, E.M. Dusaev (2015), A.A. Kolesnikov, A.V. Volokushin (2015), E.M. Kryukova (2016), V.G. Minchenko, E.L. Zadneprovskaya (2017), N.E. Khairtdinov, O.A. Khayretdinov (2017), I.V. Lebedeva, S.L. Kopylov (2018), Urzha O.A. (2017).

Among foreign scientists who study problems of agritourism, regional development and agriculture, it is possible to highlight B.B. Adams (2008), S.W. Burr, J. Zeitlin, L. Chase, V. Ramaswamy, G. Green, M. Dougherty (2015), M.J. Humann, T.M. Ellis, and B.C. Lee (2016).

In his works, B.B. Adams (B.B. Adams, 2008) emphasized the impact of agritourism on the development of private farming enterprises and an increase in personal income among farmers. To a large extent, S.W. Burr, J. Zeitlin, L. Chase, V. Ramaswamy, G. Green, and M. Dougherty, to a large extent, studied the impact of consumer demand driven by leisure needs in nature vacation and the quality of food on the formation of stable growth of the economies in the territories that has a similar reverse effect. M.J. Humann, T.M. Ellis, B.C. Lee (2016) considered agritourism as a factor to keep rural population employed and reduce the outflow of population from economically depressed regions (Ali, et al. 2010; Ansari, 2012; Arifin, 2013).

However, despite a big number of scientific-practical works in the field of agritourism, issues which reveal bottlenecks for agritourism development have not been fully explored. There is too little empirical data that reflect, on the one hand, the Russian society's need for agritourism services and, on the other hand, real possibilities and the availability of these facilities.

Methodology.

As a source of information for the study we used materials compiled by Russian and foreign specialists in the field of agritourism, and official statistical data. As theoretical methods of research, we applied historical and comparative approaches to study agritourism development, and such general scientific approaches as analysis and synthesis, deduction and induction, abstraction, generalization, etc.

The study's empiric base included results of a sociological poll conducted in social networks (Vk.com) and accommodation booking service Tvil.ru on October 13, 2018. The sampling included 44 respondents (potential tourists).

The study's purpose was to reveal the best regions for agritourism in Russia and find out in what season agritourism is in strong demand.

The conducted study allowed us to highlight a number of problems related to the lack of interest on the part of potential tourists in separate Russian regions that really offer huge potential for agritourism. We applied the calculation method for the Pearson X2 criterion. Statistical significance was set at $p < 0.05$.

Results and discussion.

The poll conducted among the respondents revealed three leading regions of Russia, with the Krasnodar region leading, followed by Karelia and the Altai region.

The results of the VKontakte poll, which was conducted on October 13, 2018 ("What region offers the best agritourism products?") are given in Table 1.

Table 1 - Results of the VKontakte poll, conducted on October 13, 2018 ("What region offers the best agritourism products?")

Russian region for agritourism	People polled	Rating, %
Altai region	9	20.45%
Vologda region	2	4.55%
Karelia Republic	10	22.73%
Krasnodar region	14	31.82%
Moscow region	1	2.27%
Penza region	1	2.27%
Ryazan region	3	6.82%
Tver region	2	4.55%
Tula region	2	4.55%
Yaroslavl region	0	0
In total, 44 people were polled		

Source: https://vk.com/tvil_ru_13.10.2018

Respondents also voted for other Russian regions. The Ryazan region ranked fourth, with 6.82% of the votes, and the Tver, Tula and Vologda regions each garnered roughly 5%.

The poll showed that the best time for agritourism is the offseason, in the Krasnodar region tourists most often rent private houses in villages and Cossack villages for weekends, take part in crop harvesting and taste the local cuisine. The Krasnodar regional government pays much attention to the development of agritourism. In 2017, the Ministry of Resorts, Tourism and Olympic Heritage of the Krasnodar region developed a Concept for the development of sanatorium, resort and tourism facilities in the region until 2030. There is an online tourist map of the Krasnodar region, which includes agritourism and gastronomical maps that show all places and resorts of the Krasnodar region that tourists can visit.

The problem of insufficient information and advertising support of local tourism potential and promotion of domestic tourist products can be solved by developing a general online “tourism map of the Russian Federation” to be posted on the Internet (Frolova et al., 2017).

According to the data from the Krasnodar region’s Ministry of Resorts, Tourism and Olympic Heritage, the region is home to over 100 agritourism facilities located in 24 municipal formations. They are mainly on the Black Sea coast.

In 2017, the Krasnodar region’s agritourism facilities were attended by more than 900,000 people (the Krasnodar region’s Ministry of Resorts, Tourism and Olympic Heritage, date: October 28, 2018, http://www.min.kurortkuban.ru/deyatelnost/otchet/?section_id=149&element_id=3723/).

According to the Federal Tourism Agency, agritourism currently does not exceed 2% of the entire Russian tourism market, and its social base is a small group of city dwellers with college degrees and income above average.

The Federal Tourism Agency of Russia states that Russia has around 4,000 agritourism facilities. Each region on average has around 35. There is no eliminating the shortage of agritourism facilities because of the requirements for the organization of catering at farmers' residential facilities, no possibility to build a house on the agricultural land, the lack of the term "rural tourism" in the Russian classification of economic activity codes, and other problems.

It should be noted that Russian regions are marked by the concentration of the country's high resource potential (Akhmetov, Kravtsova, 2018). Tourism creates new jobs and improves the employment rate. As a whole, the tourism sector contributes around 6-7% to worldwide employment. Tourism also helps to preserve nature, architectural and historical values both in the region and the country as a whole. Tourism development in the region is to a large extent predetermined by the current set of tourism resources and efficient use of its resource and tourism potential. The region's resource potential is viewed as an aggregate of all kinds of resources which are available in this area that can be used in the course of social production (Mikhoparov, 2017).

It is economically profitable for the country to develop tourism. The country holds means to support agricultural producers because it is interested in the primary function of agriculture (to provide food security) (Bitkova, 2013).

CONCLUSIONS.

Agritourism in Russia, as an independent sector of the tourism industry, began to develop at the beginning of the 21st century. Many scientists associate this with a better understanding of environmental problems at the end of the previous century, heavier development pressure on the society and rising urbanization that naturally lead to changes in values and priorities (Slinkova, 2017). Agritourism in Russia began to develop relatively recently.

The organization and development of this sector are attributable to global modern processes of urbanization and globalization. Artificial conditions are created when establishing an urbanistic system to improve the comfort of living. The construction of big cities violates natural ecosystems and isolates people from the environment. Urbanization negatively affects a person, results in lower physical activity, irrational nutrition and, as a consequence, undermines the physical and psychosomatic health of city dwellers.

Here's a ratio between the urban and rural population in Russia over the past five important years for Russian territory (Table 2).

Table 2 - Russia's urban and rural population ratio, person (%)

Year	Total population, million	Including		Out of total population, %	
		Urban	Rural	Urban	Rural
1917	91	15.5	75.5	17	83
1991	148.3	109.4	38.9	74	26
2000	146.3	107.1	39.2	73	27
2018	146.9	109.3	37.6	74	26

Source: Demography. Number and breakdown of the population.

http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/population/demography/#

In 1917, Russian urban population totaled 15.5 million, with 17% living in cities and 83% in rural areas. By the time when the USSR collapsed (1991) population stood at 148.3 million, with city dwellers accounting for 74% and 26% fell to rural inhabitants. By the beginning of the new millennium (2000) Russia's population totaled 146.3 million, with 73% and 27% living in cities and villages, respectively. As of January 1, 2018, city dwellers accounted for 74% of the country's population, or 109.3 million, while 26%, or 37.6 million, lived in rural areas.

The urbanization rate increased by 1% within 18 years. It can be said that this is a small figure, but the rural population decreased in number by one million and a half nationwide. There are completely abandoned villages and settlements, which are great in number, which were home to many generations. Agritourism can be considered versatile for tourism development. It is necessary to understand a mechanism of development and promotion of this form of tourism, and its impact on intercultural communication in tourism. This type of tourism can encompass many strata of the population, ranging from low-income people and nature lovers (Kiseleva, Tsetsgee, 2005).

In accordance with the Concept of the Federal Targeted Program “Development of Domestic Tourism and Tourism Abroad in the Russian Federation (2019-2025)”, the Russian economy is at a new stage of development. This is determined by the rising pace of economic recovery, slowing inflation, stronger investor activities, and stronger demand for goods and services offered by domestic manufacturers.

Under the circumstances, the developing tourism industry in the country can become an effective tool of the country’s socio-economic development. Tourism makes a big contribution to providing sustainable socio-economic development and social stability, and this sector is important for the development of small and micro businesses, job creation, promotion of self-employment.

The tourism industry develops faster than the global average and creates incentives for related economic sectors to develop. Nowadays tourism generates 3.4% of the country’s gross domestic product, impacting 53 industries. A job created in the tourism industry results in the creation of up to five jobs in related sectors (Government Order No. 872-r “On the Approval of the Concept of the Federal Targeted Program “Development of Domestic Tourism and Tourism Abroad in the Russian Federation (2019-2025)” dated May 5, 2018).

To develop an agritourism efficient market, it is necessary to create the following conditions:

- Deep saturation of the market with services, both main (transport, accommodation and catering) and additional services (excursions, various types of labor activities, and entertainment).
- Development of current rural infrastructure, construction and reconstruction of highways, engineering facilities, the creation of a chain of mini hotels, hostels, and cottages for tourists to stay in.
- Research and formation of preferences for various segments of the consumer market.
- Formation of a database of business partners, including with officials from rural districts.
- Development of a diverse system of promotion, including advertising on the Internet, PR, direct marketing, participation in exhibitions and trade fairs, the formation of advertising tours, etc. (Ryndach, 2016).

Discussion.

The study's results showed that agritourism has its own pace of development. However, there are factors which prevent supply in this sector of the tourism market from rising:

1. Underdeveloped infrastructure.
2. No laws and government support when a business is set up.
3. No efforts to establish tourism brands and related advertising.
4. The lack of a single information tourism base of agritourism facilities to be offered in Russia.

What bars agritourism from developing domestically is the lack of a clear concept of development.

In addition, there is no integrated policy for the development of this alternative form of employment in rural areas as a joint activity of government, private and public institutions in order to create and implement mechanisms, methods and tools of economic, social and legal nature to achieve sustainable development of agritourism, to satisfy domestic and external demand for tourism services (Fidorenko, 2016).

Potential development of agritourism in Russia is based on the main drivers of the agroindustrial complex. Development can be based on the integration of agrarian facilities and farming enterprises into the tourism sector, information and methodical support when creating an agritourism product. The tourist appeal of an area is determined above all by a combination of natural, historical and cultural resources. Meanwhile, this appeal is not permanent and can be sensitive to several factors, particularly to the availability of a material-technical base for tourism (Likhanova, 2018).

A key advantage of agritourism is the fact that apart from a common goal of tourism (to provide the public with the opportunity to rest and improve health) agritourism can help solve a number of urgent problems faced by small and mid-sized agricultural manufacturers, and those relating to the social development of rural areas, namely:

- To increase the profitability and financial stability of agribusiness by diversifying sources of income;
- To maintain and preserve traditional rural landscapes, facilities of cultural heritage, and rural lifestyle;
- To improve living standards in rural areas;
- To increase the appeal of rural life for young people;
- To create new, high-quality jobs in rural areas; and
- To manufacture agricultural goods (services).

Without requiring sizeable government investment, the agritourism industry has a multiplicative effect and plays a big social role (Concept of Agritourism Development in Russia until 2030.

<http://xn--80aplem.xn--plai/rural-tourism/> reference date: October 28, 2018).

To develop agritourism in Russia, it is necessary to establish an interdepartmental agritourism center, and to develop an online agritourism map of Russia, and the Krasnodar region's online tourist map can be taken as an example. It is recommended that close attention should be paid to social and infrastructure development of rural areas.

The Russian agroindustrial complex has already become a globally competitive industry. The agritourism industry should also be as advanced as the agroindustrial sector.

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