

Main focuses of state support to development of touristic and recreational complex of Volgograd region

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Abstract. Necessity of rising of state support to development of touristic and recreational complex is shown in the article on an example of Volgograd region. Assessment of touristic and recreational complex of the region has been made. Main directions and possibilities of development of new types of tourist services in Volgograd region have been analyzed, measures to support and develop these services by regional and municipal authorities have been proposed. Problems of the industry of tourism development have been revealed with the most pressing problems such as insufficient state of transport infrastructure and hospitality services. Interest of regional authorities and adequate approach to working out complex of measures to develop touristic and recreational services may promote attraction of considerable number of new tourists and growth of the share of the industry of tourism in the economy of the region.

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Introduction

Two basic normative documents “Development of domestic and entrance tourism for 2011-2018” Federal special-purpose program, developed by the Ministry of Sport, Tourism and Youth Policy of Russian Federation [1] and The Strategy of social and economic development of the South Federal District to 2020 [2]. In accordance with these documents touristic and recreational complex is one of the main focuses of development of key industries of economy of Russian regions (including development of faster growth zones and cluster development) and one of the high priority directions of development of the South Federal District including Volgograd region.

With touristic and recreational complex being important and having high economic efficiency in modern world “Development of domestic and entrance tourism in Volgograd region” Long-term regional special-purpose program for 2013-2017 has been developed and accepted in Volgograd region [3]. This program provides for development in the territory of the region of competitive industry of tourism that may promote stable growth of tourists’ number including foreign tourists and support social and economic development of Volgograd region on this base.

Volgograd region has significant tourist and recreational potential that should be effectively exploited to solve the problem of development of touristic and recreational complex of Volgograd region [4-5]. There are several nature and historical object of global significance. These are National Park “The Volga-Akhtuba flood-lands”, included in global

net of biospheric refuges by the decision of UNESCO dated July, 01, 2011, and the river Khopyor that is the river with the most pure water in Europe (according to the UNESCO assessment). These are also memorial “To the Heroes of Stalingrad Battle” on Mamaev Kurgan with the monument “Motherland calls” that has global significance and was one of finalist of the All-Russian contest “The Seven Wonders of Russia” in 2008. These are also 7 specially protected nature territories of regional scope in the region with total area of 709 hectare that make the base of ecological tourism in the region. These are 42 objects in the region with the status of cultural heritage of federal (All-Russian) significance and 2646 objects of cultural heritage of regional importance.

But quantitative characteristics of the industry of tourism in Volgograd region in recent years are poor. The share of the industry of tourism in gross regional product of Volgograd region varies now between 0.5–0.6%, and qualitative characteristics (number of days spent in the region and amount of money spent) are 3 days and about 7500-8000 Rubles, respectively. Tourist flow growth speed is low. According to statistical data growth rate and the structure of entrance tourism in Volgograd region are still low (see table 1-2, compiled from: [6]).

According to tables 1-2, dynamics and structure of entrance tourism in Volgograd region are not relevant to normal development of the industry of tourism and provisioning of greater share of this industry to social and economic development of the region. Total growth of the

number of tourist in last 5 years was 161% mainly due to domestic tourism. The share of foreign tourists in total entrance tourism is stable and varies in the range 203 %.

Table 1. Entrance tourism in Volgograd region annual growth rate, (%)

| Characteristics | Annual growth rate, % (actual) | | | | Forecast |
|------------------------------|--------------------------------|-----------|-----------|-----------|----------|
| | 2010/2009 | 2011/2010 | 2012/2011 | 2012/2008 | |
| Domestic entrance tourism, % | 101.79 | 100.88 | 147.83 | 162.28 | 216.52 |
| Foreign entrance tourism, % | 105.00 | 101.08 | 104.66 | 120.16 | 221.57 |
| Total entrance tourism, % | 101.88 | 100.88 | 146.52 | 161.04 | 216.67 |

Table 2. Structure of entrance tourism in Volgograd region in 2008-2012

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|--------------------------------|--------|--------|--------|--------|--------|
| Entrance tourism, total, % | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |
| <i>including:</i> | | | | | |
| - domestic entrance tourism, % | 97.07 | 96.98 | 96.97 | 97.84 | 97.81 |
| - foreign entrance tourism, % | 2.93 | 3.02 | 3.03 | 2.16 | 2.19 |

Weak development of the industry of tourism in Russian regions including Volgograd region researchers may be explained by the lack of interest and aid from state authorities [7-9]. Tourist resources of an individual region as such do not guarantee big and stable flow of tourists. Moreover, membership in ITO cause to the growth of state regulation in all areas of activity including services [10]. As experience of active attraction of tourists in potentially interesting touristic regions have proved it is necessary to provide relevant economic, social and cultural, infrastructure and political conditions that promote growth of tourists' number. These conditions also include information support for promotion of the complex of tourist services, aid in development of tourist cluster, support and stimulation of different types of rest, etc., including different innovative factors [11-16].

Analysis of the present state of the industry of tourism in Volgograd region has allowed us distinguishing the following main problems of entrance domestic and foreign tourism in the region [17-18]:

- low attractiveness of the regional touristic product and its low competitiveness;
- insufficient development of the touristic infrastructure and complete absence of transportation and civil touristic infrastructure in some municipal entities;
- low image promotion of Volgograd region as attractive tourist region, lack of information;

- low quality of service in all sectors of the industry of tourism due to obsolete resource base and low quality of personnel training.

Basing of the analysis carried out first order focuses of development and improvement of touristic and recreational complex of Volgograd region requiring the main efforts of regional and municipal authorities may be defined.

First of all it is necessary to provide state support for development of the tourist cluster. Necessary conditions for development of such cluster exist in the region. It should be developed on the base of the system of reference zones and touristic and recreational centers. According to specialists, 4 basic touristic and recreational zones with centers in the towns Volgograd, Kamyshin, Uriupinsk, Serafimovich should be developed in Volgograd region [19]. Regional reserved nature and historical zones, national parks, state protected nature and historical and architecture monuments should be included in them. Among the last towns and settlements should be distinguished with the status of historical and architecture monuments (17), monuments of cultural art of building (78), historical and architecture monuments of civil and industrial character (595), archaeological objects (5). Among the last the site of Neanderthal man of the age of about 100 thousand years, ruins Sarai-Berke (the New Sarai) that are being identified with the second capital of the Golden Horde the city of Sarai al-Jedid and the site of ancient settlement Vodyanskoye that is being related to the big trade center the city of Beljamen in Dubovskii municipal district should be separated specially.

Great diversity of historical and architectural monuments allow developing the other types of tourism apart excursions and river trips that are the most developed now in Volgograd region according to the state register of tourist routes to the subjects of Russian Federation. Well-known and perspective reserved nature zones and nature parks promote development of recreational and health-improving tourism.

Secondly, the efforts of regional and municipal authorities should be focused on development and promotion of competitive tourist product that comply with requirements of today tourists and development trends of the industry of tourism. In particular, medical and health-improving, recreational, cultural and educational types of tourism as well as hunting, wishing, visiting events and other types of tourism should gain support. These are types of tourism that may get full-fledged development in Volgograd region with relevant approach to their organization from the part of regional authorities. In particular, about 150 historical and architectural

monuments of civil and industrial character may form the base of becoming more and more popular abroad so called "industrial" tourism. Their effective development may be possible on the base of the cluster of touristic and recreational services that may allow developing competitive modern tourist product in Volgograd region.

Thirdly, the most pressing problem of the tourism in Volgograd region that requires state support is low quality of transportation infrastructure development and hotel industry.

What concerns transportation infrastructure it is necessary to focus efforts of state authorities and business on all types of transport especially those that support transfer of tourists from other regions and countries. Volgograd airport has international status but it requires extending traffic capacity and improvement of the passenger service in air terminal (arrangement of round-the-clock retain trade, public catering, accommodation, etc.), substantial reconstruction of airstrips, modernization of navigation and other equipment.

Traffic capacity of long-range depot of the city of Volgograd is 60 passenger trains a day and support service for 4.5 thousand of passengers but the building of depot required modernization and improvement as well as substantial development of supporting services complex.

Road infrastructure is underdeveloped. Access space for turnout and parking of buses, highway network reconstruction with high quality road surface, development of comfortable and safe catering and rest infrastructure, etc. is necessary.

Finally the object of a special concern is the state of water transport that supports now the main flow of tourists to the region on cruise motor ship. Hydrotechnical constructions and waterfront structure of Volgograd riverside station are in unsatisfactory state that substantially limits traffic capacity of cruise motor ship. The building of riverside station needs reconstruction. A number of sections of internal waterways with restricted passage for cruise class ship grow from year to year that may cause fading of this type of tourism. There are also problems with ship's worn out, etc.

The fourth focus of efforts of regional and local authorities should be hotel industry of the region, unsatisfactory state of which is rather a sharp problem that hampers development of touristic and recreational complex of Volgograd region. In particular, according to the research, average price level of accommodation in hotels of one class in Volgograd is comparable with prices in Rome and London (Euro 51, Euro 56 and Euro 59 for one night stay, respectively), but statuses of these cities is incomparable and price difference is

inadequate to their touristic possibilities and resources [5]. So development of conditions for provisioning accommodation in hotels of different classes in Volgograd and other municipal entities of Volgograd region for all tourists was declared as one of the main directions of the Strategy of development of Volgograd region to 2020. It should be noted that in many countries hotel and touristic sector has direct support of the state: 40% of Turkey hotel industry has state funding up to 30% of investments in hotel industry are refunded to investor as tax remissions and direct backing in Israel. Such measures of state support allow establishing competitive pricing that has positive effect on the rate of tourists' arrivals and causes growth of competitiveness of national touristic product and profit provided by it.

What concerns the regulatory agencies of the industry of tourism state official agency "Tourism development agency" functions now in Volgograd region. It deals with the problems of development of domestic and entrance tourism in the region. But efforts of this agency are insufficient for development of the industry of tourism in the region without address and effective state support. Municipal programs of tourism development are weak: special-purpose tourism programs had been fulfilled in 2012 only in 7 municipal regions and 2 city districts of 38 municipal regions and city districts of Volgograd region. That is obviously not effective for industry development.

Resume. Experience of development of touristic and recreational complex of foreign countries and different regions of Russia proves that for successful development of the industry of tourism in modern situation touristic and recreational complex needs state support in a number of directions. For successful development of touristic and recreational complex of Volgograd region complex development of tourist infrastructure of the region on the base of thorough state support is necessary. Top-priority tasks in this direction are modernization of existing accommodation means (hotels, campings, parkings) and development of supporting infrastructure. Working out long-term regional special-purpose program organized by cluster principle that should include law and organizational means on attraction of investors in development of touristic and recreational complex of Volgograd region is necessary. Federal, regional and municipal funding of development, modernization and reconstruction of the object of the infrastructure of tourism is necessary on the base of industrial object passports. Only full-fledged industry of tourism in the region and realization of complex program of its support may promote growth of public

revenue of Volgograd region from tourism and improvement of social and economic development of the region as a whole.

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