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## Readiness Of Population For Rural Tourism Development In Some Regions Of Russian Federation.

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### ABSTRACT

The rural tourism is a way to reduce social tensions in rural areas by creating new alternative jobs, allowing rural people to raise the standard of living and reduce poverty. At the same time, it is one of the most effective types of tourist activity with a real socio-economic and cultural effect, responding to the needs of a client with average incomes and suitable of his lifestyle: psychological, spiritual, cultural needs and values. The research objective consists in analyzing data based on a survey of rural residents and analyzing the materials obtained in the course of the research, in order to form further recommendations on the development of tourism in the Russian Federation for the government. It should be noted that often the opinion of the leadership of the country and local authorities, and socio-economic indicators confirming the current situation, is different with the opinion, decisions and opportunities of the rural population. The level of education of the rural population does not always give them the opportunity to realistically evaluate their prospects. To evaluate the views of rural residents, in the framework of the survey, a question was asked about the economic benefits in their settlements from the development of agrarian tourism.

**Keywords:** rural territories, rural areas, rural tourism, rural population.

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**METHODS**

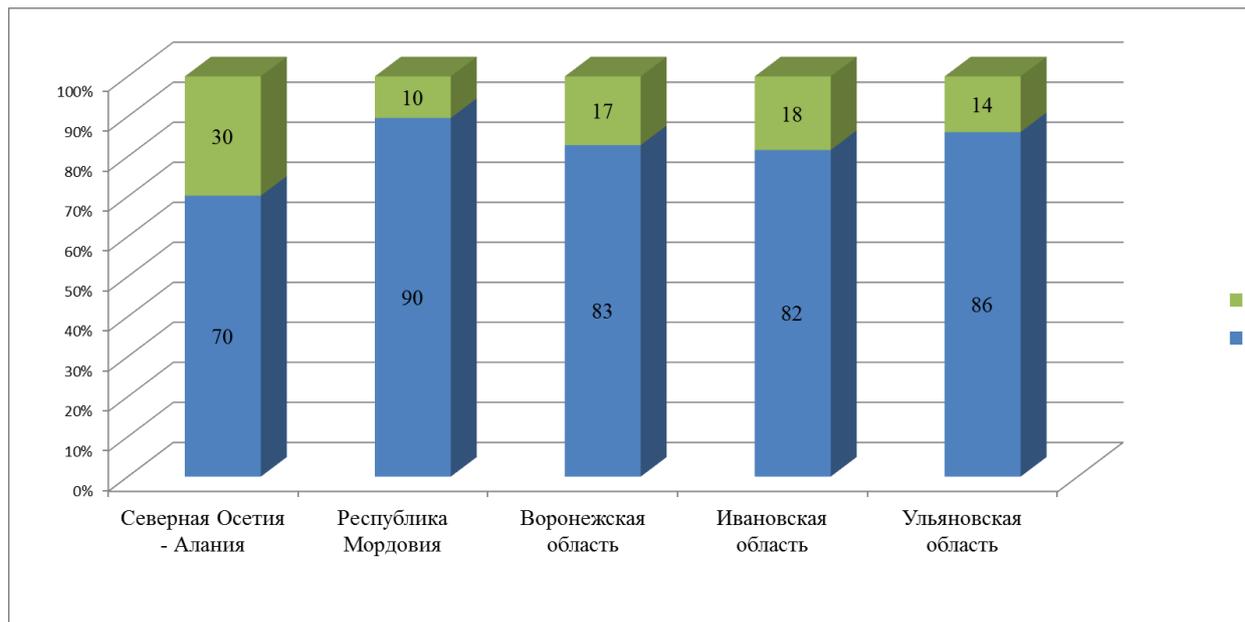
Rural tourism can bring considerable incomes, reduce unemployment, preserve unique natural objects, improve the ecological culture of the population and the image of the way of life in the countryside, which corresponds to the ideology of the Russian government. Rural tourism cannot arise by itself, there must be an appropriate organization and motivation, provided by qualified specialists trained in accordance with the requirements of professional standards. The question is legitimate: what do the rural population themselves know about it, whether they understand the need for the development of tourism and see in it their own benefits.

Research on the prospects for the rural tourism development in Russian Federation was carried out on the basis of a typology of rural territories in order to work out the most effective strategy for developing rural tourism for each type of rural territory.

In frame of this research, a questionnaire survey was conducted for residents of typical areas representatives of each type of rural areas: 1 - “relatively advantageous” Voronezh region, 2 “relatively disadvantaged” North Ossetia - Alania, 3 - “urbanized” Ivanovo region, 4 - “using potential of livestock breeding” Ulyanovsk Region, 5 - “underusing the potential of crop production” Republic of Mordovia.

**DISCUSSION AND RESULTS**

Based on a questionnaire survey, 82% of the residents of all 5 selected regions answered that there are prospects for agrarian tourism in their region. The answers for each region are illustrated in Figure 1.



**Figure 1: Distribution of respondents' feedback to the statement: “there are no prospects for agrarian tourism in our area”, in% of the total number of respondents.**

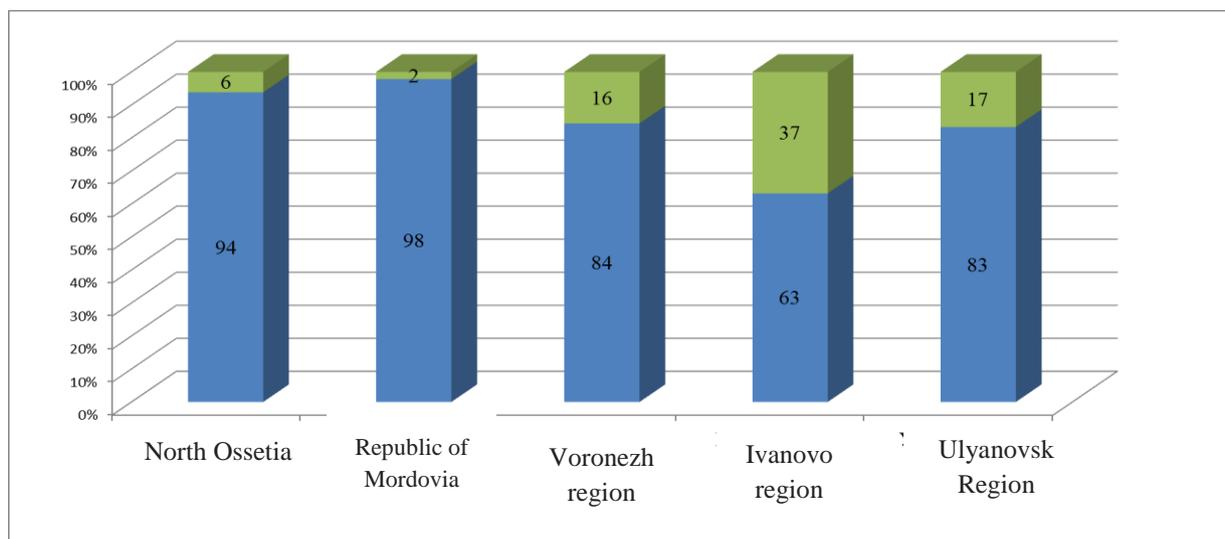
In Figure 1 it can be seen that the answers to the question do not have a noticeable difference by region. It is clear that the respondents of all selected regions, for the most part, consider the development of tourism in their territories highly potential, despite this, a scientifically based calculation shows these territories at different levels on the potential of rural tourism development. Of the total number of respondents who participated in the survey, even residents of North Ossetia-Alania, in 70% of cases believe that prospects for the development of agricultural tourism exist in their area, which is not confirmed by evaluation in the assessment of priority areas selection for rural tourism development.

For detailed understanding of the respondents expectations, what exactly should be the prospects for rural tourism development - the following answers were given: 1) the organization of trade fairs, festivals,

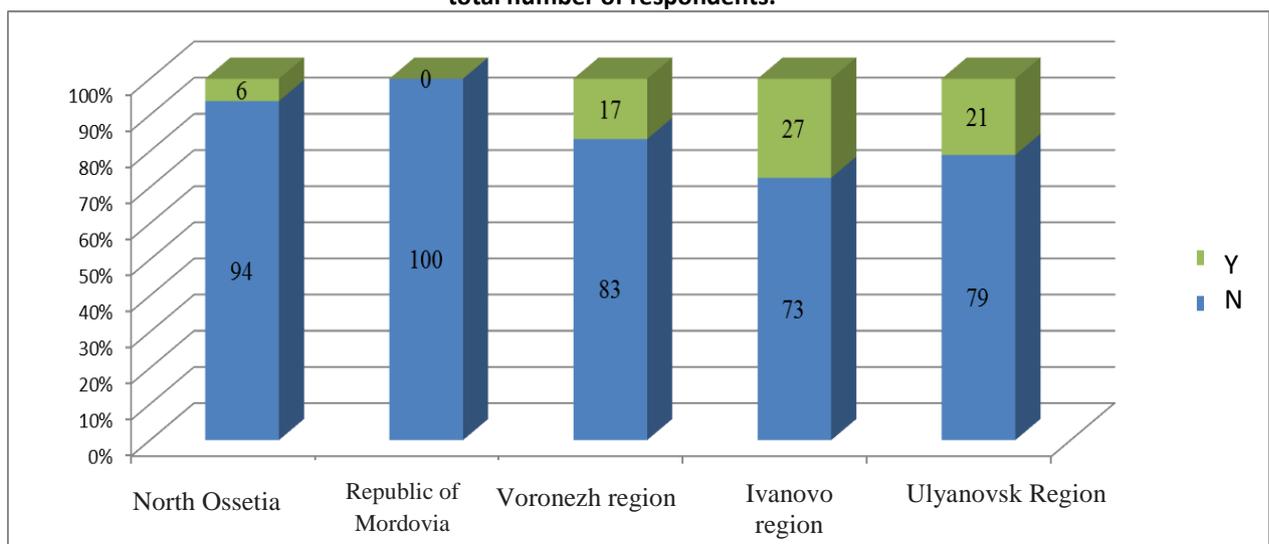
competitions, etc.; 2) use of available natural resources (fishing, hunting, etc.); 3) the organization of workshops on gardening and horticulture; 4) infrastructure improvement.

It should be noted that, there are two trends in the practice of forming a tourist product of rural tourism. On the one hand, there is a filling of the program of staying in the farmers territories through workshops, animation programs, folklore events, visiting the home museum, cooking, harvesting, animal care, sports, etc. On the other hand, rural tourism products are integrated with products of other types of tourism as part of a complex tourist route or program: cultural, educational, active, ecological, ethnographic, adventure, etc.

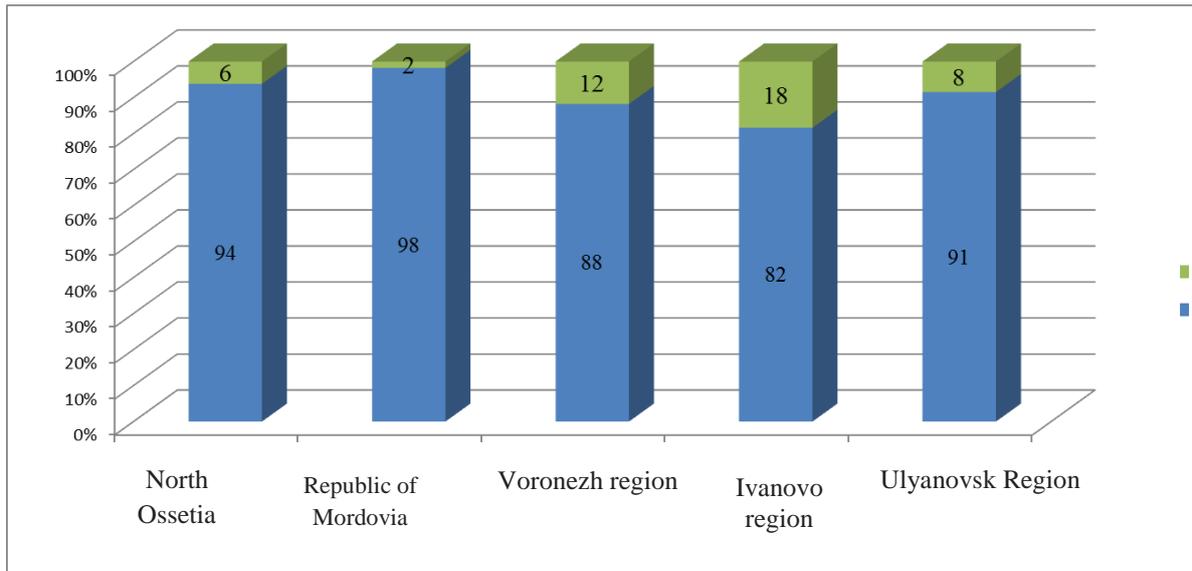
Many of the analyzed areas, as already mentioned, try to participate in various events, exhibitions, round tables and seminars. Promote alternative activities in rural areas, including rural tourism, through regional seminars, providing information and consulting services. But as can be seen from figures 2,3,4, the population in the regions where the survey was done, does not expect significant benefits from the development of tourism.



**Figure 2: Distribution of respondents' answers to the statement: "What benefits do you expect from agricultural tourism in your region: 1) Organization of trade fairs, festivals, competitions, etc., in% of the total number of respondents.**



**Figure 3: Distribution of respondents' answers to the statement: "What benefits do you expect from agricultural tourism in your region: 2) use of available natural resources (fishing, hunting, etc., in% of the total number of respondents.**



**Figure 4: Distribution of respondents' answers to the statement: "What benefits do you expect from agricultural tourism in your region: 3) the organization of master classes in gardening and horticulture, in% of the total number of respondents.**

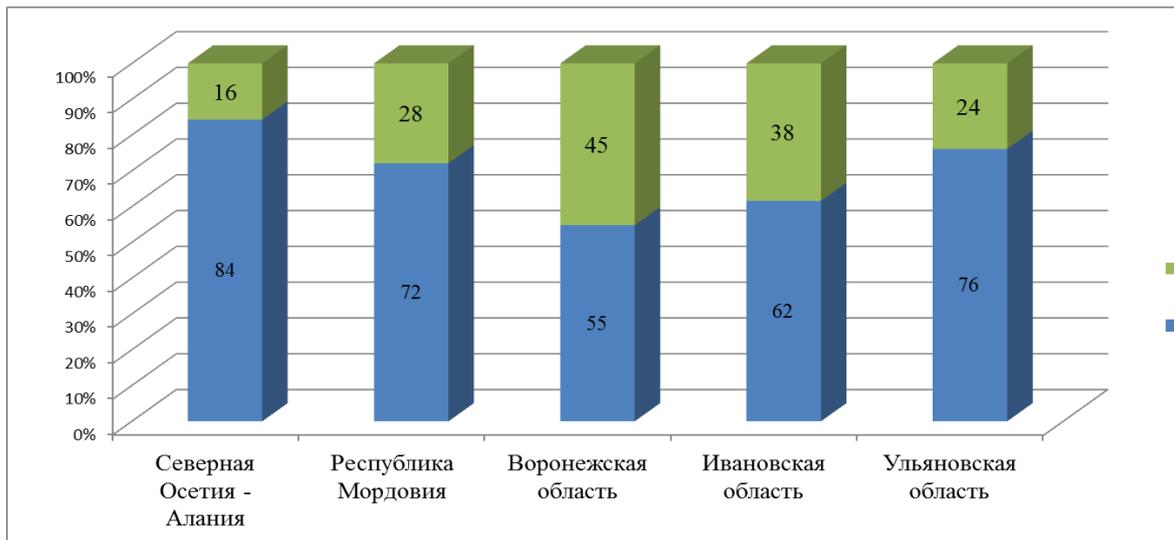
Organization of trade fairs, festivals, competitions only in the Ivanovo region are expected by 36% of respondents, 16% of respondents in the Voronezh and Ulyanovsk regions, and in the Republic of Mordovia and North Ossetia-Alania 2% and 6%, respectively. Intensive use of available natural resources (fishing, hunting, etc.) was distributed in the same way: 28% of respondents in the Ivanovo region, 21% and 16% of the respondents in the Voronezh and Ulyanovsk regions, and the Republic of Mordovia and North Ossetia-Alania 0 and 6%, respectively.

In general, in 5 regions, 84% of respondents do not expect as benefits the organization of fairs, sales, festivals, competitions, 86% do not expect as benefits the use of natural resources from the development of rural tourism, 92% of respondents see no prospects for the development of rental animals and equipment.

The most negative attitude is observed in the Republic of North Ossetia - Alania, which, like the others, "reports" on the popularization of tourism - while the attitude of the population can be called absolutely passive.

Unfortunately, from the organization of master classes in gardening and horticulture, respondents surveyed do not see the benefits in their localities -90% of negative answers in all regions. The "leader of positive expectations" from agrarian tourism - Ivanovo region only 18% of respondents expect benefits in this part, 11% - Voronezh region, 9% of respondents - Ulyanovsk region, and the Republic of Mordovia and North Ossetia-Alania 1% and 6% respectively. It is obvious that in these questions the answers of the respondents fully correspond to the scientifically grounded estimates and points of their territories, the population intuitively understands the potential of the territory.

Only 19% of all respondents consider the transformation of rural streets to be a prospect, and in general, 30% expect an improvement in infrastructure. In Figure 5, we see the population expecting the benefits from improved infrastructure. Distribution of answers across territories has the same tendency as in the previous questions, the population understands that the tourism industry always in its development involves investments in infrastructure. 45% of respondents in the Ivanovo region expect improvements in infrastructure, 38% of respondents in the Voronezh region, 24% of respondents in the Ulyanovsk region, the Republic of Mordovia and North Ossetia-Alania, 15% and 27% respectively.



**Figure 5: Distribution of respondents' answers to the statement: "What benefits do you expect from rural tourism in your region: 4) infrastructure improvement, in% of the total number of respondents.**

As noted above, the rural population does not expect special benefits from agricultural tourism, which is quite objective, if the quality of life of the population at a decent level, provided with employment in agriculture and threats to its deterioration is not expected, to think about alternatives is not necessary.

But maybe another conclusion from such answers - is the lack of information, ideas and initiatives from the population. So 35% of all respondents find it difficult to answer the question "what could be the economic benefits in your locality from the development of agrarian tourism?". On the face of ignorance and lack of understanding of the benefits of the industry. This conclusion is confirmed by the opinion of experts who have put the provision of advisory assistance to the rural population in matters of small-scale business organization in the priority of financial assistance.

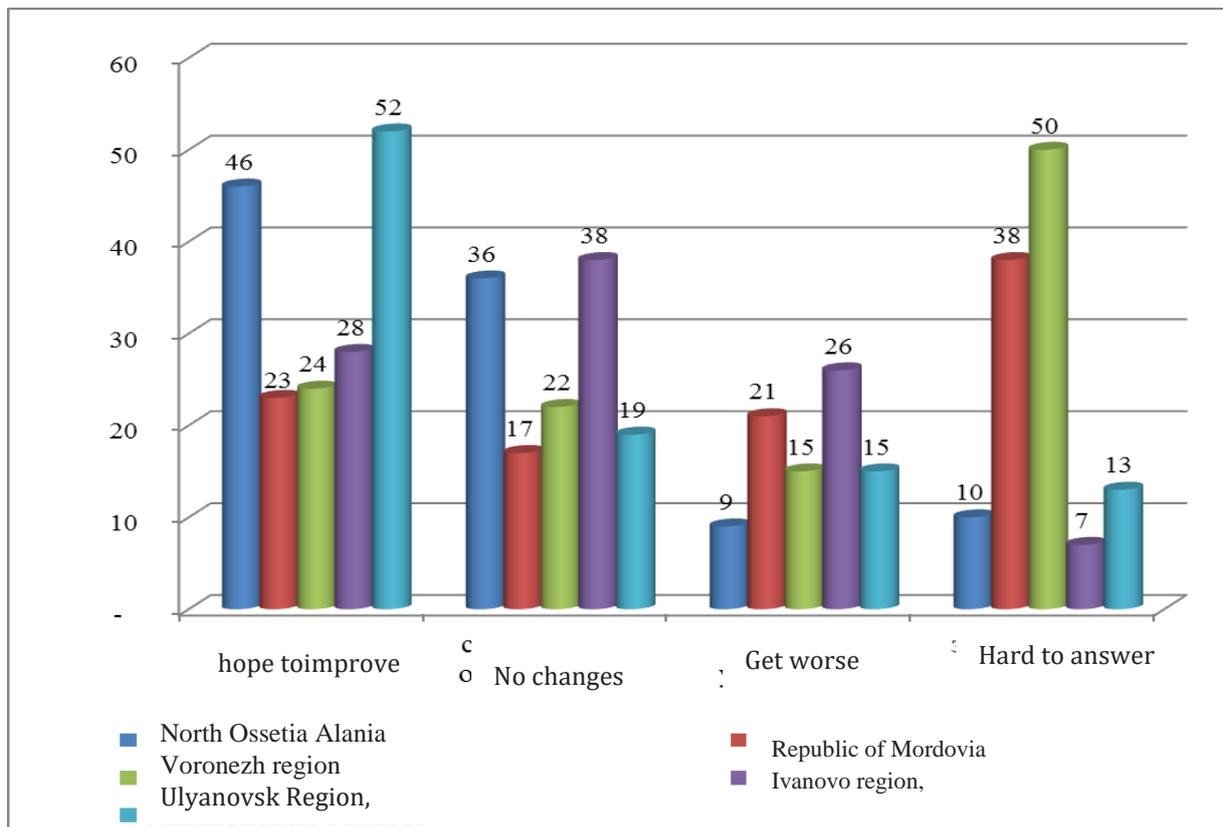
Comparing the respondents' answers about the prospects for obtaining benefits from rural tourism, with their employment opportunities - dependence is observed, aggravation of the situation with employment leads to a more positive attitude to tourism development prospects, a difference of 5-12%. It should be noted that a positive attitude towards the tourism development prospects directly depends on the sufficiency level in the family: the higher sufficiency level, the greater share of respondents see the benefits and prospects for tourism, the lower sufficiency level, the more apathy or complete negation of any prospects. Comparing the respondents' answers to questions about the rural tourism development prospects with the number of children in the family, there is a correlation: the more children in the family, the more stable negation of profitability from tourism development, while childish adult do not express such a growth of negatives (proportion of negative responses at the level of single-child families).

When answering the question "How do you think the financial situation of your family will change over the next 2-3 years?" 19.4% of respondents in the Ulyanovsk region do not expect a deterioration in their financial situation, and in 52.2% of them they hope to improve it. The respondents from North Ossetia-Alania in 36% do not expect a deterioration in their financial situation, and 45.5% hope that their situation will improve (Figure 6). This situation fully explains the residents lack of interest in the alternatives type of activities development, particularly in tourism, but in the case of the Republic of North Ossetia - Alania there are no objective reasons for such confidence (the second cluster is "relatively disadvantaged"), in these regions a small proportion of respondents found it difficult to answer the question (9.6% and 13.3%, respectively).

The confidence of the Ivanovo region residents in improving their financial situation is lower - 37.9% - they do not expect the financial situation to deteriorate, and only 28.4% of them hope for its improvement. At the same time, according to the survey, respondents in the Ivanovo region showed the most positive attitude towards the development of agrarian tourism.

Respondents in the Republic of Mordovia are not in such confidence and only in 18% of cases they do not expect the situation to be worst, 24% of them hope to improve financial situation, and 38% find it difficult to answer this question, while there are no expectations for the development of an alternative activity.

According to Figure 6, respondents in the Voronezh region only 14% of them hope for improvement, and in 22% of cases they do not expect a deterioration in their financial situation, and in 50% they find it difficult to answer the question, although this territory belongs to a cluster of “relatively advantageous”, i.e. having the best indicators in terms of agricultural development, employment and incomes of the population

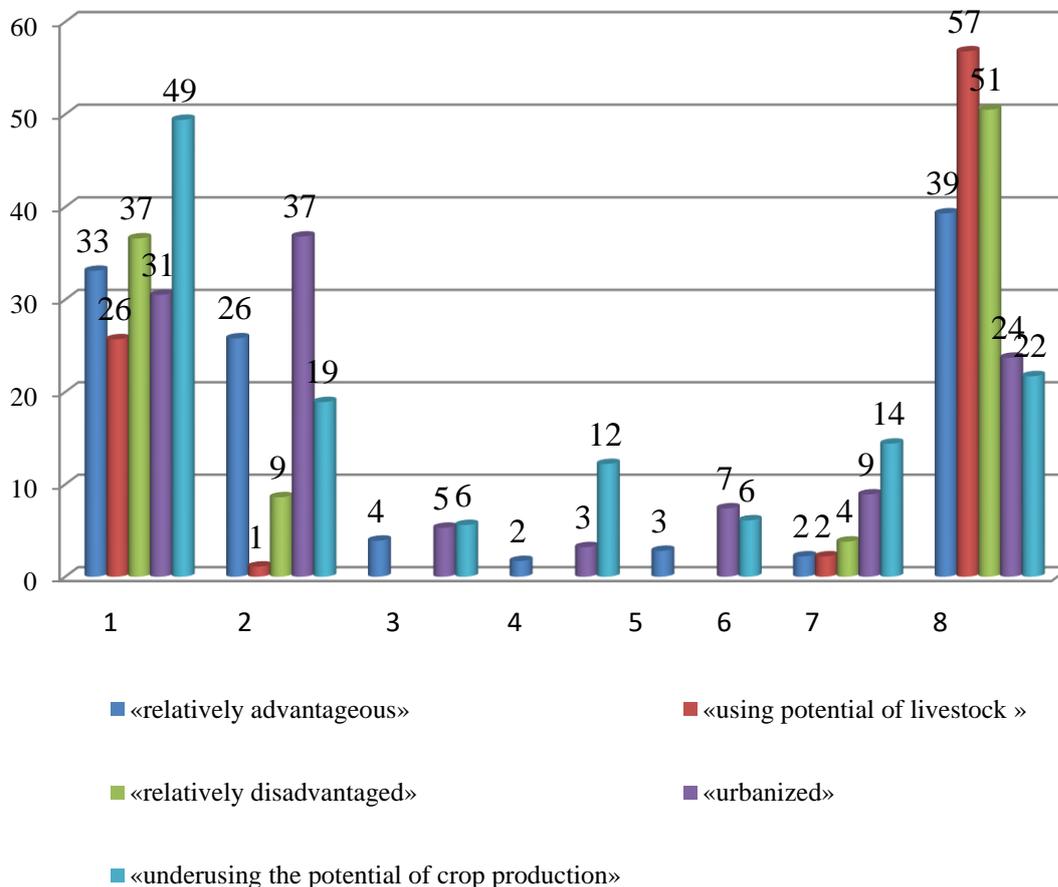


**Figure 6: Distribution of respondents' answers to the question: “How do you think the financial situation of your family will change in the next 2-3 years?”, in% of the total number of respondents**

The financial situation of the family primarily depends on employment opportunities. Rural population are characterized by specific features of poverty growth. There are more unemployed people in the countryside than in the city and there is a consistent trend in the share of the unemployed population. Stabilization of rural employment is today the most important condition for raising the standard of living. In this regard, interesting to see following answers to the question "What will you do if you can not find work in agribusiness?" The answers were as follows:

- 1) Look for additional work
- 2) Expand the farm
- 3) Provide transportation services
- 4) Will be engaged in collecting mushrooms, berries, medicinal plants
- 5) Organize your own business, not related to agriculture
- 6) Move to the city
- 7) I do not know what to do
- 8) Other

The answers received from respondents by region are shown in Figure 7 and surprise the lack of population initiative and unwillingness to change the existing way of life. To improve the finance situation, only 26% of respondents in the Ulyanovsk region " using potential of livestock breeding", 31% of Ivanovo region "urbanized", 33% of North Ossetia-Alania "relatively disadvantaged", 37% of the Voronezh region "relatively advantaged", and 49% respondents in the Republic of Mordovia "underusing the potential of crop production" (the best result) are going to look for additional work



**Figure 7: The behavior of respondents depending on the region while reducing their well-being, in% of respondents**

At the same time, 82% of respondents see prospects in tourism, which indirectly proves the readiness to work in this industry. A small share of respondents will expand their farms (37% of respondents in the Ivanovo region, 26% of North Ossetia-Alania, 19% in the Republic of Mordovia, 9% of the Voronezh region and only 1% of the Ulyanovsk region). Although the historical experience of the rural family life shows that at all times the main means of survival was work in the personal farmstead, working on the land, the family will be able to feed themselves.

The collection of mushrooms, berries, transportation services and the organization of their own business are not considered as possible employment by the respondents - positive answers in the studied territories range from 2 to 12%. The current trend of migration of the rural population to the city is also not confirmed by a survey. Total positive responses range from 2 to 14%. The inertness of the population is also confirmed by the respondents' answer, "They don't know what to do", which was chosen: 57% of the Ulyanovsk region, 51% of the Voronezh region, 39% of North Ossetia-Alania, 24% of the Ivanovo region, 22% of the Republic of Mordovia.

Respondents in 79.8% of cases believe that state financial support is the most important for sustainable development of rural territories, which coincides with the opinion of the majority of experts interviewed (54.2%), that is, everyone needs state money, not local initiatives.

Misunderstanding of the benefits from tourism industry can be traced in a situation when share of population which ready for pick mushrooms, berries and medicinal herbs - 84% denies the benefits from the organization of trade fairs and festivals (where the profitable realization of their products).

With such a level of inertia, it is difficult to assume that in case of deterioration of the situation in the rural area, population will start such new specific for them activity as the rural tourism development (only 37.5% consider this direction as promising).

Contradictions between the increase in finance interest, rising prices and the real wage (46% of the population have an income level of 10-20 thousand rubles, and 32% to 10 thousand rubles) affects agricultural workers (especially young people current lack of initiative, inertia in work, unwillingness to change profession, specialty, improve skills or go to work in other areas of employment (83% of respondents are not satisfied with life and work in rural areas, only 14% said they have a good job, 5% have a successful business, when only 24% want to improve their skills).

### CONCLUSION

The formation of the labor market in rural areas takes place in less favorable conditions than in the city, and the reason for this is not only in the insufficiently effective state policy regarding agriculture, but also in the prevailing socio-psychological situation, in general, the opinion of respondents living in rural areas on many issues coincides with the opinion of expert experts and confirms the need for: effective interaction and coordination of efforts aimed at tourism development, at the level of regional administration, local government, micro level; informational and educational activities in rural areas, active inter-sectoral integration processes in the development of rural areas; systems of regulation, support and stimulation of rural tourism development.

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