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Analysis And Current State Of The Russian Market Of Tourist Services And Biological Potential Of The Russian Federation; Prospects Of Development Under Economic Sanctions.

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ABSTRACT

The tourism industry is one of the fastest growing industries. Many countries that do not have significant reserves of minerals or the infrastructure necessary for their extraction provide substantial revenues to their budgets through tourism. Tourism, as the largest industry, is in a complex interaction with the environment. No sector of the world economy depends as much on the purity of water, beaches, air, and in General on the ideal state of nature as the recreation industry. The attractiveness of the national tourist product is also influenced by the cultural heritage of the country: the presence of historical cultural monuments, museums and preserved original national reserves are a powerful factor in attracting tourists.

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INTRODUCTION

The tourism industry is one of the fastest growing industries. Many countries that do not have significant reserves of minerals or the infrastructure necessary for their extraction provide substantial revenues to their budgets through tourism [1].

In a market economy, all tourism organizations are aware of the need to develop new products and services and the benefits that come with them. Determining future profits from a new tourism product is a task of innovation management [3].

MATERIALS AND METHODS

Tourism, as the largest industry, is in a complex interaction with the environment. No sector of the world economy depends as much on the purity of water, beaches, air, and in General on the ideal state of nature as the recreation industry. The attractiveness of the national tourist product is also influenced by the cultural heritage of the country: the presence of historical cultural monuments, museums and preserved original national reserves are a powerful factor in attracting tourists. Tourist resources are a national treasure. However, some of them, which are of particular importance, are classified as objects and monuments of world importance. This list is annually established and updated by UNESCO. The presence of medical natural objects is one of the factors of attracting tourists to these places, the tourism industry is directly interested in the preservation and maintenance of such natural objects in good condition.

Biological tourism resources are components of wildlife, including soil, faunal and floristic. Energy-tourism resources are a specific field of noospheric nature, serve as the attractive factors of the area or landscape and has a positive influence on psychophysical state of the person purchasing the integrated tourist product [2].

Recreational potential-a set of natural, cultural, historical and socio-economic prerequisites for the organization of recreational activities in a certain area, the main part of the recreational potential are recreational resources.

Egypt, Thailand, the United Arab Emirates, Vietnam, Cuba have become a tourist Mecca for the whole world. The governments of these countries intend to further develop and modernize the tourism industry in order to attract even more tourists.

The example of Cuba and China is particularly illustrative in this regard.

Cuba has been under the sanctions of the United States for sixty years, but has managed to turn into a pole of attraction for many millions of lovers of foreign holidays. Today, most tourists come to Cuba from Canada, great Britain and Argentina.

The island is also popular among US citizens, and they get there through third countries, most often Mexico, because there are no direct flights between the US and Cuba. There is no doubt that if Washington stopped anti-Cuban propaganda and did not violate the right of its citizens to freedom of movement, Cuba would be flooded with waves of American tourists, bringing millions of dollars to the Cuban budget. In 2014, Cuba reached a record figure of 3 million tourists [1].

China has also become one of the most visited places for tourists, including from Russia. This was preceded by the laborious work of the authorities to create a convenient network of roads and Railways, the opening of additional air harbors, the ennobling of beaches and Museum complexes. Us attempts to isolate China turned it into a future superpower, and a large share of foreign exchange earnings in the Chinese Treasury under pressure from Washington provided tourism.

The territory of Russia is an amazing combination of different geographical latitudes and places of rest for every taste, from the hot foothills of the Caucasus and the coast of Crimea to the temperate climate of Central Russia and the snow of Kamchatka. The tourist potential of Russia is huge, but it is practically not used.

Traditional routes for foreign guests are Moscow, St. Petersburg and Kaliningrad. All thanks to geographical and historical factors. Residents of Scandinavia are as frequent guests in St. Petersburg as residents of Poland and Germany – in Kaliningrad. The rest of Russia for them is an undisclosed tourist secret. Some exceptions are the far Eastern regions, where the Chinese tourist has not been a wonder for a long time. In the first half of 2014, 15 thousand Chinese tourists visited Primorye, which makes the region one of the most visited in Russia (2). It is quite possible to increase the tourist flow from China several times, if you create an attractive tourist infrastructure in Primorye.

It is obvious that the list of tourist centers in Russia is not limited to Moscow and St. Petersburg. Ski resorts of Siberia, salt lakes of Altai, geyser springs of Kamchatka, fish riches of Baikal and Sakhalin, temple complexes of Valaam – all this could attract a lot of foreign visitors, provided the creation of appropriate infrastructure, advertising and pricing policy.

While to Siberia get only a few foreigners-extreme, fed up with European ski slopes, and decided to evaluate the ski slopes of the mountain Shoria or Salair. It is possible to increase the flow, and turn the Russian regions to popular tourist demand.

This requires a strong advertising campaign aimed at foreign consumers, a reasonable ratio of price and quality of services and modernization of tourism infrastructure. These investments will pay off in the future with foreign exchange earnings from the pockets of foreign tourists and will result in the creation of additional jobs in remote regions of Russia. Canadian and British tourists find ways to get to distant Cuba. They will also find ways to get to distant Buryatia or Primorye, if this will attract them. The Germans are one of the largest tourist groups in Mongolia, bordering Buryatia. They go to distant Mongolia, but do not hurry to cross the Mongolian-Russian border. A positive example is the simplification of the visa regime between Russia and Mongolia, which significantly increased the influx of Mongolian tourists to Buryatia (3).

A common mistake is to invest in a tourist facility without investing in the ennobling of nearby cities. In this case, the "tourist tale" ends just outside the gates of the ski resort or beach complex, and the tourist is faced with architectural dullness, monotony and prosaic routine. Well-groomed settlements, near which are the tourist sites, scare off tourists, but draws him. Pretty "gingerbread houses" and bright colors around will leave a tourist more pleasant memories than walking among the unpainted concrete Khrushchev " and rickety fences.

In the Soviet years, the tourism potential of TRANS-Ural Russia was reduced to political history. The Central objects were the place of Lenin's exile in the village of Shushenskoye, Krasnoyarsk territory and the place of exile of other revolutionaries. In the 1990s, after the collapse of the USSR, almost nothing has changed. The Gulag prison complexes are still included in the list of the main tourist sites of some Siberian regions. A "resilient" tourism does not make Russia any appeal or joie de vivre. Such complexes have every right to exist, but they should not overshadow the natural beauty of the regions, should not cover them with its black shadow, and artificially erected on the role of the dominant tourist sites. Mountain and forest landscapes should not be lost in political history, because before the centuries – old face of nature, internal political storms are momentary passions, and there is no need to make them an object of retrospective worship.

Russia has a great potential of tourism. The Bedouins of Egypt and the Berbers of Tunisia attract hundreds of thousands of tourists every year. In Russia, the peoples of the North or the Far East (Shors, Tubalars, evens, Yukaghirs) could also present their original culture to foreign guests. The same is true of ecotourism, where Russia with its rich landscapes can become a recognized leader.

RESULTS

The flow of foreign tourists to Russia in the first half of 2014 has not decreased, but has not increased (4). At the same time, the flow of tourists from Germany, Italy and Spain decreased. These losses can be compensated by attracting more tourists from Asian countries, which will contribute to the modernization of the far Eastern regions of Russia, the revival of their economies and the increased participation of these areas in the economic life of the state.

The imposition of sanctions by the United States, EU countries, Norway, Canada, Australia and New Zealand in 2014 against Russia, the constant expansion of their range of actions and tightening could not but affect the Russian economy and social sphere. One of the goals of the initiators of the sanctions is to cause dissatisfaction of the Russian population with the domestic and foreign policy of the government and the President, to undermine the internal unity in the country and to change the existing socio-economic and political conditions. Sanctions lead to a decrease in the living standards of people, and in General to the stagnation of the economy, the destruction of the social sphere, the degradation of services. All this, according to the apologists of sanctions, should affect the attitude of Russian citizens to the country's leadership.

The sanctions did not practically affect the Russian elite, which not only settled in foreign countries, but also marked the bulk of its funds in the West. Another thing – the middle class. It accounts for the bulk of trips of Russian tourists, as it is the main consumer of tourist products.

One of the evidences of the negative impact of political and economic sanctions, their constant expansion and tightening was the decrease in 2014 in the volume of tourist flows and, consequently, tourist spending.

Table 1: Economic efficiency of tourism sector development in Russia in 2015-2017 (in real prices 2017, billion rubles)

	2015	2016	2017
Tourist exports	657,4	735,4	720,6
National tourism	2250,2	2277,0	2132,8
Туризм в пределах страны	2907,5	3012,4	2848,4
Purchase of tour operators including import (from third-party suppliers)	-1884,3	-1951,9	-1842,7
Direct contribution of travel and tourism to GDP	1023,3	1060,5	1005,6
Number of jobs through travel and tourism (direct contribution)	976,6	982,3	974,5
Total number of jobs, including related industries	3971,3	3960,9	3880,4
Outbound tourism	2018,7	2111,3	1919,8

On the basis of the table it is possible to analyze the dynamics of domestic and foreign tourism in Russia. The domestic tourism indicator includes tourism exports and national tourism. As we can see from the table, this figure fluctuates from year to year. In 2014, we see an increase in the value of both domestic tourism and the contribution of travel and tourism to GDP. In 2016, these figures fell: the value of tourism within the country fell by 5.5% compared to 2014, and the direct contribution of travel and tourism to GDP fell by 5.2%. The reasons for this situation can serve as a sharp rise in the dollar and the depreciation of the ruble at the end of 2014, and sanctions imposed on Russia, which directly affects the consumption of tourist services.

The depreciation of the ruble has led to a sharp drop in prices for Russian tours in dollars, due to this noticeable growth in the popularity of Russia among tourists from different countries.

According to Rosstat, for 9 months of 2016 came to 17 % less travelers than in 2013. At the same time, the tourist flow from Turkey increased by 13.5%, from China — by 10-15%, from South Korea due to the abolition of visas - by 70 %.

The most popular tours in Russia for tourists are: tours to Moscow, St. Petersburg, the Golden ring, fewer tourists go to Yekaterinburg and Kazan. Foreigners are also attracted by Baikal, Siberia and the far East, but the cost of the transfer is strongly affected by the duration of the entire program, which leads to higher prices for tours.

After 2014, there is a sharp drop in values for all indicators. Russians began to go to rest less, the number of business trips decreased, and the working purposes of the trip also decreased.

But, despite this fact, domestic inbound tourism continues to develop. At the same time, according to Rosstat, in the first 6 months of 2016, the largest number of tourists to Russia came from Ukraine – 3.7 million trips, in second place – Kazakhstan with 1.6 million trips ,and the third place is Poland, 731 thousand trips to Russia(table 2.). [2].

Table 2: Top 10 countries by the number of tourist trips to Russia in the first 6 months of 2018

Citizenship	number of trips
Ukraine	3 782 000
Kazakhstan	1 607 000
Poland	731 000
Finland	700 000
China	458 000
Azerbaijan	441 000
Uzbekistan	304 000
Armenia	283 000
Mongolia	263 000
Germany	226 000

Since Russia is a huge country with an incredible amount of historical, natural, cultural and recreational resources, much attention should be paid to domestic inbound tourism. We have something to show tourists, and the development of inbound tourism will give Russia the following advantages :

- gross national product growth;
- the inflow of foreign currency, and, consequently, the growth of income of the population;
- increase in employment through the creation of new jobs;
- replenishment of the budget due to the increase in tax revenues of the region receiving tourists, and other revenues;
- developing the tourism sector, the country is gradually developing other industries;
- raising capital, including foreign capital;
- development of infrastructure in the regions and the country as a whole, which can be used by both tourists and the local population.

CONCLUSION

Currently, the development of inbound tourism in Russia is constrained by many factors, among which are:

1. Lack of positive information about the country, the lack of advertising of Russia in foreign markets.
2. Lack of large mass objects of modern entertainment industry (water parks, theme parks, etc.). The problem of bad roads, worn-out transport base and lack of comfortable tourist vehicles also remains relevant.
3. Low level of service, prices for the offered tourist services do not correspond to their quality (especially in terms of accommodation, food and transportation).
4. Not the development of trade in Souvenirs on the ground, and in some regions and localities trade in Souvenirs is absent.

Speaking of outbound tourism, there is also a negative trend in the number of tourists who went to travel to foreign countries(table 3).

Table 3: Geographical structure of Russians ' travel to foreign countries 2015-2017(thousand people)

Country	2015	2016	2017
Egypt	1146,6	1196,3	916,7
Turkey	1973,2	1761,8	1438,9
Thailand	739,7	709,9	514,6
Greece	625,6	472,6	443,7
Germany	53,7	27,2	24,5
Spain	436,5	321,1	185,2
Italy	309,9	190,4	125,8

As can be seen from table 3 in 2015, the most popular were and remain Egypt, Thailand, Germany, Spain, Italy. Their share in the total volume of tourism gradually increased in 2017.

In 2017, there was a sharp collapse of outbound tourism in Russia due to the sharp growth of the dollar and the Euro, and many tours have become too expensive for consumers of tourist services. As a result, outbound tourism to foreign countries decreased by 20% in 2017 (compared to 2015). and amounted to 8.1 million people (in General in Russia). At the same time the most popular among tourists were Turkey, it was visited by 1.4 million in second place was Egypt, it was visited by 1.2 million people. From these data, we can conclude that the Russians refused to go to Europe, but chose to travel to Egypt, because of the relatively low cost of tours. If we analyze other countries, we can conclude that the flow of tourists from Russia, compared with 2015, decreased. Tourism to Greece amounted to just over 443.7 thousand people, which is 29% lower than in 2017, and in Spain – 185.2 thousand people, which is 57% lower than in 2015.

In 2017, negative trends persisted, so the flow of Russian tourists abroad continued to fall, especially to European countries that supported sanctions against Russia.

For the efficient tourist-informative type of land use required highly developed infrastructure, extensive and well-maintained road network, utilities, communications system, a set of critical infrastructure and recuperation, etc.

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