

SCTCMG 2021**International Scientific Conference «Social and Cultural Transformations in the Context of Modern Globalism»****PROSPECTS OF RURAL TOURISM IN INDUSTRIAL REGIONS**

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Abstract

Rural tourism is a good source of potential socio-economic benefits for villagers, farmers, and regional authorities. This is confirmed by many researchers from Europe, Asia, and America. In Russia, rural tourism does not develop everywhere and is multidirectional. In some regions, tourism is almost not developed due to the strategically formed development along the industrial route; in others, on the contrary, it is the main direction, usually due to the natural and climatic features of the area. The paper presents the results of assessing the potential of rural tourism development in the territory of Kuzbass, as an area that is primarily focused on mining. The existing experience in the field of tourism on the territory of Kuzbass is described, as well as the dynamics of historical development and specificity. The paper describes the main barriers to the development of rural tourism in the region and the challenges associated with them. Ways to overcome barriers are suggested, taking into account the specifics of the Kemerovo region.

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Keywords: Rural tourism, agrotourism, challenges, barriers in tourism



1. Introduction

Rural tourism (agrotourism) originated in the West in the 70s of the twentieth century, when the economic crisis that engulfed Europe led many farms to ruin. The governments of France and Germany offered to leave almost simultaneously, offering farmers to organize hotel zones on the territory of their former farms and invite city residents to relax, so that citizens tired of the hustle and bustle could plunge into the calm atmosphere of rural life (Sokolova, 2002). Quite quickly, the development of rural tourism has become widespread around the world. Many countries are rich in agricultural territories and are ready to develop them in the direction of tourism, both for local residents and for foreigners. This makes it possible to strengthen the socio-economic status of such a region and makes it possible to solve a number of problems related to depopulation, migration and low incomes of the local population (Sudhanshu et al., 2020).

The leading positions in the world in this direction are occupied by the countries of the European Union, primarily Italy and France. Less than 50% of European farmers receive their main income from sales of agricultural products, while the share of tourism services in total sales is between 35 and 75%. Rural tourism has also proved to be an effective tool for preserving cultural values and national heritage: old parks and villas in Italy and France, mills and canals in Holland, Alpine landscapes in Austria and Switzerland.

2. Problem Statement

In the Russian Federation, the decrease in the purchasing power of the population in relation to the offered tourist products in foreign destinations has led to an increase in demand for domestic recreation areas. As a result, the traditional elements of tourist infrastructure are overloaded: the coastal zones of the Black and Azov seas, lake Baikal, the Altai Mountains, etc. The 2020 pandemic and subsequent restrictions on movement, even within the Russian Federation, have exacerbated the problem. The current situation in the domestic tourism industry dictates the need to develop alternative types of tourism (Adamov et al., 2020).

Rural tourism in Russia as a separate tourist destination has been developing since the beginning of the 21st century. Unfortunately, there is not enough research on the attractiveness and potential of this area. There is data on the study of the territories of Buryatia and the Volgograd region for the investment attractiveness of the segment in 2008, similar studies were conducted in the Krasnodar territory. Russia is a large country and the situation in different regions is different, which requires an individual approach in choosing methods for assessing investment attractiveness and determining development barriers. In this regard, it is particularly relevant to study the prospects for the development of agrotourism in territories that are not traditionally tourist but are mainly focused on mining and industrial production (Volkova et al., 2017).

3. Research Questions

The subject of the research is the analysis of the perspective development of rural tourism, industrially-oriented areas of Kuzbass based on Rosstat statistics sociological survey results of the regional authorities, travel specialists, leading Kuzbass farmers, residents of rural areas.

4. Purpose of the Study

The purpose of the work was to identify barriers to the development of rural tourism that have formed in the industrial-oriented territory of the Kemerovo region-Kuzbass.

5. Research Methods

The study was empirical in nature and consisted of a synthesis and analysis of data obtained from the study of available statistical data and a diagnostic survey using a questionnaire. The survey was conducted in the period from July 2019 to August 2020, it was attended by representatives of regional authorities, specialists in the tourism industry, leading Kuzbass farmers, residents of rural areas, the total number of respondents was 300 people (Sieczko et al., 2020). The survey was addressed only to those who participate and / or are interested in the process of organizing rural tourism. The questionnaire is supported by a review of the literature in the field of existing world experience in the field of agrotourism. The study was conducted on the territory of the Kemerovo region-Kuzbass, as a place with the potential for rural tourism development.

6. Findings

Domestic tourism is one of the growing sectors of the Russian economy. According to data of the Federal State Statistics service, in recent years, domestic tourism has received a certain development - for the period 2014-2018, revenue from the activities of travel industry organizations increased almost 2.5 times (figure 01), the number of collective accommodation facilities – 1.8 times (figure 02), which indicates the popularization of domestic tourism in Russia.

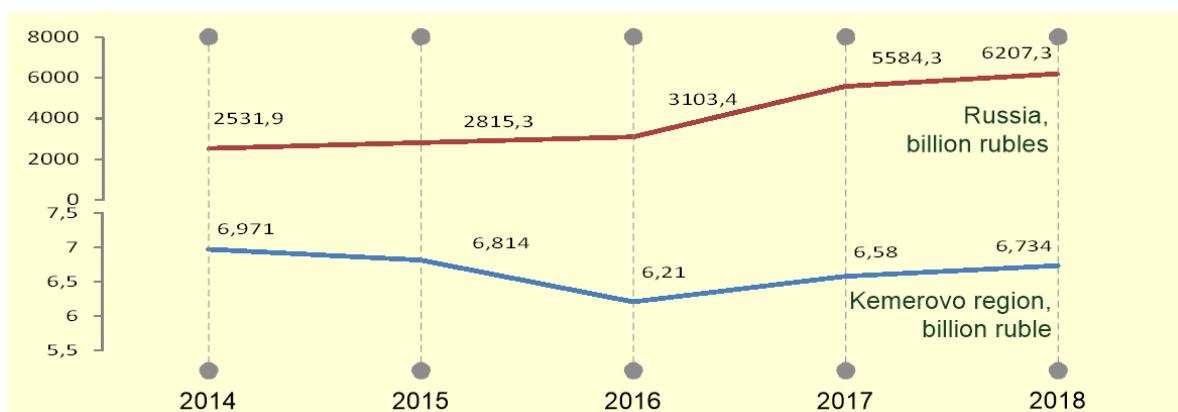


Figure 1. Revenue from the activities of organizations in the travel industry

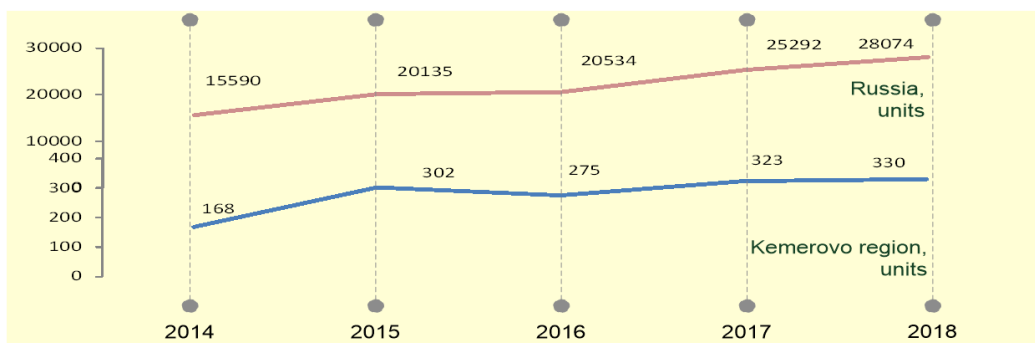


Figure 2. The number of collective accommodation facilities

The strategy of tourism development in the Russian Federation for the period up to 2035 considers agrotourism as one of the most promising areas of development. The key advantage of rural tourism is that in addition to the usual task of providing recreation and health improvement for the population, it is able to provide solutions to a number of acute problems of small and medium-sized agricultural producers, as well as social development of the village.

According to data for 2018, the volume of commercial products produced by peasant (farmer) farms accounted for 1,550.04 billion rubles (~12.5% of the total volume of agricultural production). To give a new impetus to the development of rural areas and agriculture in General, the Russian Government introduced to the Law "About bases of tourist activity in the Russian Federation" in 2020, the term "rural tourism (agrotourism)" - visit to rural areas provision of services for temporary accommodation (stay), meals, organization of leisure, excursion services". Based on European experience, the potential of agrotourism in Russia in the next 10-15 years can be estimated at 516 billion rubles (25% of revenue). Realizing the potential of Russian culture and traditional Russian hospitality through the development of rural tourism is one of the main challenges facing the Russian agricultural community today.

Kuzbass as a territorial and industrial complex is of great strategic importance for the industrial development of both the Siberian Federal district (SFD) in particular and the Russian Federation as a whole. It accounts for almost 16 % of the main production assets of the SFD. This is one of the largest industrial regions of Russia, where more than 46.5 thousand enterprises and organizations of all types of activity work. The structure of the gross regional product of the Kemerovo region clearly reflects the raw material orientation of the economy: the largest share is occupied by coal mining (36.7%). One of the basic branches of the Kemerovo region's economy is metallurgical production. Given that the export of coal and metal is the main driver of the development of these industries, the above-mentioned structure of the Kuzbass industrial complex determines the dependence of the economy, the budget of the region and the standard of living of a significant part of the population on fluctuations in the world commodity markets, primarily for enriched and non-enriched coal, products of the metallurgical complex. Therefore, in the strategic perspective, in the event of a negative price situation, maintaining the existing production structure poses a real threat to the economic security of the Kemerovo region.

At the same time, in addition to coal reserves, Kuzbass has unique recreational areas. Natural and climatic, orographic, landscape and cultural and historical features of the territory of the Kemerovo region allow us to attribute it to a region with a high tourist and recreational potential.

Kemerovo region is among the TOP 5 regions of the Russian Federation in terms of ski resort attendance (1,300 thousand arrivals in 2018). Priority attention to the development of ski tourism, both from the authorities and private investors, is due to the presence of a developed tourist infrastructure and the popularity of skiing.

Tourism is a new industry for Kuzbass, the development of which has significant potential in the socio-economic development of the region. The development of domestic and inbound tourism provides the maximum contribution to the gross regional product, creates jobs and contributes to the development of related sectors of the economy. Tourism is one of the priority sectors of the economy, as evidenced by a number of legislative acts: the Strategy for tourism development in the Kemerovo region; order Of the government of the Kemerovo region-Kuzbass No. 389-R of 23.06.2020. "On comprehensive plans for the development of tourism in the Kuzbass»; creation of the coordination Council for tourism development in Kuzbass (Chairman - Governor of the Kemerovo region - S.E. Tsivilev), etc.

Statistics show that over the past 5 years in the Kemerovo region, the number of collective accommodation facilities has increased almost 2 times, but revenue from tourist activities has not increased, but on the contrary, has decreased by 3.3%. Based on the opinions of experts, these indicators can be explained as follows:

1. Decrease in the average price of accommodation in traditional hotel formats per day on the one hand, and the appearance of accommodation facilities such as hostels, capsule hotels, etc.;
2. Increasing the number of accommodation facilities at the expense of mini-hotels, apartment hotels; daily rental of apartments by responsible taxpayers;
3. Reducing the tax burden;
4. The concealment of income (shady business).

To date, the Kemerovo region has created a tourist infrastructure capable of receiving hundreds of thousands of tourists. The rich tourist and recreational potential allows developing various types of tourism in the region (Fanelli & Romagnoli, 2020):

- Cultural and educational tourism (cultural and historical, ethnic, city sightseeing, visiting natural attractions);
- Active tourism (sports, skiing, Snowmobiling, adventure);
- Business (business meetings, conferences, forums, etc.);
- Specialized (event, environmental, rural (agrotourism), hunting and fishing, health and Wellness).

From this list, the key subspecies of tourism in terms of regional priorities are: ski, sports, cultural and historical, health-improving, rural, business tourism, Snowmobiling, adventure, environmental. At the same time, three key types of tourism have the greatest potential for development in terms of the volume of tourist flow and the number of jobs created:

- ski,
- cultural-historical,
- sport tourism.

Business, rural, environmental, and adventure tourism subspecies belong to the types that complement the development of key types of tourism with high social significance, but have less potential for growth in terms of tourist flow.

Analysis of the natural resource potential of the Kemerovo region has shown the possibility of developing tourism in both winter and summer seasons (figure 03).



Figure 3. Seasonality of tourist destinations

In recent years, actively promoted the possibility of year-round recreation at ski locations as a year-round job HCA promotes sustainable economic development and ensure the stable work of the residents of the settlements who are now forced to work only 6 months a year. According to the press service of the Kuzbass Government Administration, there are more tourists in Tashtagolsky district in 2020. So, during the summer season, 253,446 tourists rested in Gornaya Shoria. This is an increase of 89,932 people compared to the same period in 2019.

The tourism development strategy of the Kemerovo region is related to the formation of the ecological worldview of the population, the development of ecotourism, new forms of tourist routes that are widely used abroad (agrotourism, ecological and extreme tourism, pilgrimage tourism).

The industrial orientation of the region, climatic features (frequent drought, long-term heavy rains during the growing season and harvest, as a result, an increased risk of farming) have determined that agriculture as a branch of the economy does not have a significant impact on the region's economy (1.9% of GRP), However, in Kuzbass it is possible to grow more than 1 million tons of grain, which fully covers domestic needs. For a number of years, the Kemerovo region has been steadily providing itself with potatoes, open-ground vegetables and locally produced eggs. Therefore, Kuzbass agriculture is an industry that depends to a certain extent on providing the population with food and social development of rural areas (Aguilar et al., 2020).

Kuzbass is huge and unique, but over the past few decades, more than 50 villages have disappeared. Some villages in the Kemerovo region have been standing and thriving since the 17th century, and some will soon disappear. According to Kemerovo state statistics Service, the number of rural localities decreased by more than 2 times between 1959 and 2010. This was also facilitated by the enlargement of cities (mining towns and nearby villages were simply part of them along with the population). The number of rural localities in the Kemerovo region at the beginning of 2018 was 1065. (in 1959 – 2458 PCs). More than 200 Kuzbass villages are at risk - the number of their inhabitants is 30 or

less people. Many experts recognize that the extinction of the village is one of the acute socio-economic problems of modern Russia.

Analysis of literature and statistical data shows that there are socio-economic barriers to the development of the Kemerovo region. Priority development of industrial areas, reduction of villages that may be of cultural and historical value, depopulation, migration and low incomes of the local population – all this creates certain challenges that require finding solutions to overcome them in order to form a sustainable and stable socio-economic development of the region.

A review of the current state of research in the field of rural tourism in the territory of Kuzbass indicates their absence. Some authors suggest that rural tourism can be used strategically as a factor of economic activation of rural areas of Kuzbass. Of course, there are tourist centers ("Sheregesh", "Podnebesnye Zubya" and "Severnyj Kuzbass", etc.), but such areas as agrotourism, ecotourism, etc. they are still a relatively new concept of tourism development in the Kemerovo region. Therefore, the problem of rural tourism in the region remains unresolved.

As part of the expeditions on the territory of Kuzbass, a survey was conducted of representatives of regional authorities, specialists in the tourism industry, leading Kuzbass farmers, and rural residents, which made it possible to form a list of barriers to the development of rural tourism in the region and answer the question: can rural tourism become a driver of socio-economic development of the area as well as determine what needs to be done to make the sphere attractive to investors, tour operators and consumers (table 01).

Table 1. Development barriers of rural tourism in Kuzbass

Barriers	Characteristics of the effect	Technology to overcome
Lack of a systematic approach to the development and administrative support of rural tourism	Lack of attention from administrative authorities, chaotic development (initiated by farmers), low growth rates	Creation of an Association of Kuzbass agricultural producers interested in sustainable rural development.
Lack of long-term credit instruments, incentives and government support measures for investors	Existing interest rates on loans and the tax burden hinder the growth of active investment in this sector of the economy. Slow development of small and medium-sized businesses	Creating conditions for attracting investment on the basis of public-private partnership, implementation of major investment projects in the field of tourism. Providing subsidies and / or grants for the implementation of investment projects.
Imperfection and insufficiency of the existing legal and regulatory framework for rural tourism	The absence of the term "rural tourism / agrotourism" in regulatory documents, as a result-the lack of economic benefits for business development in this direction	Legislative consolidation of the term, development of business support programs at the Federal and regional levels
The quality of services in rural tourism that does not meet the expectations of Russian tourists: * poor engineering infrastructure of rural settlements and high costs for its construction (including power supply networks, water	Lack of motivation to develop rural tourism on the part of potential service producers (farmers).	Creating rural infrastructure as part of the implementation of the strategy for sustainable rural development of the Russian Federation for the period up to 2030; Promotion of construction of rural guest houses and development of related services; provision of subsidies to municipalities

supply networks, transport networks, sewage treatment plants, berths, piers, dredging and shore strengthening);		for the comprehensive development of social and engineering infrastructure in rural localities
<ul style="list-style-type: none"> • insufficient number of placements; * lack of comfortable conditions and service 		
Lack of information, advertising, marketing and promotion	Lack of information leads to a lack of demand from potential consumers. Real consumers need to make a significant effort to find information about service providers	Creation of a unified database of rural tourism service providers and their varieties, development of SMM marketing, creation of an interactive map of Kuzbass tourism
Insufficient awareness of rural residents about rural tourism opportunities	Lack of supply from rural residents; priority of finding a source of income in large cities	Conducting educational work among the rural population, generalizing positive experience in the development of rural tourism
Impact of global processes	The inability to influence the processes and events taking place in the country and the world that directly or indirectly affect all areas of the economy. Examples: pandemic, economic crisis, etc.	Depends on the scenario: <ul style="list-style-type: none"> - strengthening of the economy - strengthening the security of citizens - etc.

To overcome development barriers, it is necessary to implement a number of system solutions that will give a powerful impetus to the socio-economic development of rural settlements.

One of the factors of rural development is the diversification of the rural economy through the introduction of non-agricultural activities in rural areas, for example, agrotourism: the use of natural resources; organization of folk crafts, folklore; events specific to the area; visiting rural museums; organization of gastronomic routes. For villages and their residents, agrotourism is an opportunity to diversify their sources of income, create alternative jobs (for both young and old people), and develop the infrastructure of their settlement (Shaken et al., 2020).

In the plan of measures for the socio-economic development of the Kemerovo region until 2024, one of the priorities for the development of Kuzbass is the project "Traditions of Kuzbass. New opportunities", in which a decision was made to develop 10 tourism centers. The projected flow of tourists by 2024 will be 3 million visits per year. In connection with the development of domestic and inbound tourism, we need to focus more on promoting not only exclusive places (10 tourism centers), but also rural tourism and regional cuisine. The Kemerovo region tourism Agency has been established and is successfully operating in the region. In General, tourism in Kuzbass follows the path of cluster development: the ski cluster "Sheregesh", "Celestial Teeth" and "Northern Kuzbass" (Mountain Salanga, lake Bolshoy Berchikul, Shestakovsky paleontological complex, Mariinsk).

Table 2. Vectors of development of rural tourism in Kuzbass

Institutional	Industrial	Local (Kemerovo region-Kuzbass)
Development of rural tourism as part of the national development program;	Consulting and information support for rural tourism;	Inclusion of rural tourism in the region's agribusiness development strategy;
Legislative consolidation of the term "rural tourism»;	Creating a unified database of rural tourism service providers and their varieties	Creation of an Association of Kuzbass agricultural producers interested in sustainable rural development;
Development of targeted business support programs at the Federal level, grant support, subsidies;	Development of SMM marketing, promotion of rural tourism	Development of business support programs at the regional level;
Creating rural infrastructure as part of the implementation of the strategy for sustainable rural development of the Russian Federation for the period up to 2030;	Creating an interactive map of rural tourism in Russia, including Kuzbass;	Creation of rural infrastructure within the framework of the state program of the Kemerovo region-Kuzbass "Integrated development of rural territories of Kuzbass" for 2020-2025;
Professional development and development of a training system for organizing, promoting and working in rural tourism		Promotion of rural guest house construction and development of related services (concessional lending, subsidies); Creating a unified database of rural tourism service providers and their varieties; Creating conditions for training / advanced training of personnel, including for remote, sparsely populated, but promising in terms of tourism regions of the country

However, as world experience shows, the number of tourists in the ski tourism segment is decreasing, there is an excess of supply over demand, so it is necessary to develop not only ski tourism, but also to revive single-industry cities, including through industrial tourism (following the example of the Ruhr coal basin region of 1970-1980), as well as implement projects in the field of rural tourism, based on the unique nature, rich cultural and material heritage, and traditions of the rural population (table 02).

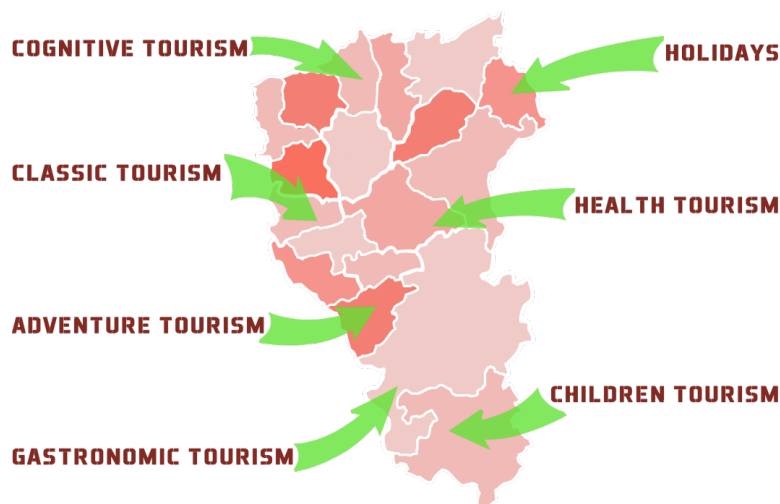


Figure 4. Directions of rural tourism in Kuzbass.

Effective development of rural tourism in the industrial region - Kuzbass is possible if conditions are created for the use of all directions provided by rural areas. On the example of the Kemerovo region, these include (figure 04):

- classic tourism (motorists staying in a rural guest house);
- health tourism (favorable conditions: fresh air, natural products that contribute to health improvement);
- adventure tourism (organization of hunting, fishing, rafting, collecting nuts, mushrooms, berries, medicinal herbs and roots with accommodation in different rural guest houses);
- educational tourism (introduction to agricultural work; familiarity with culture, life, customs);
- summer vacation for residents of the metropolis, focused on living for themselves, children and elderly parents outside the city;
- gastronomic tourism;
- children's tourism (excursions to farms; master classes).

The most important condition for the successful development of rural tourism is the active involvement of the local population in this type of activity, a clear understanding of the importance of rural tourism as a profitable and prestigious activity, a willingness to receive guests and strive for high quality services. The fulfillment of this condition is an increase in self-esteem, self-organization, respect for their work, and the growth of the humanitarian potential of the Russian village.

7. Conclusion

The combination of agricultural production and tourist services will ensure high stability of peasant (farm) farms to adverse weather conditions, crop failures due to an alternative source of income, provide an effective channel for promoting natural products produced by the farmer, and ensure the socio-economic development of rural areas.

For the Kemerovo region, rural tourism is still new, but there are all the prerequisites for its successful development. The region has not only all the conditions, but also the desire of the heads of rural municipalities to promote it. During the coronavirus pandemic, when people were forced to remain in self-isolation indefinitely, the demand for living in rural areas increased sharply. People have a need to spend more time outside the house, in nature. Any person who came from the city to the village is a tourist, i.e. consumers of products that are produced and sold in rural areas, and consumers of services that are provided there. The appearance of tourism in rural areas will serve as a condition for residents to turn to the history of their region, study the identity and uniqueness of their territory, to self-identification, and also stimulate the development of the rural economy.

Rural tourism development is a strategic project of socio-economic and socio-political development of the village, revival and promotion of traditional values and lifestyle, preservation of cultural, historical and environmental heritage of the region.

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