

Tourism as a factor of sustainable development Russian Far East

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Туризм как фактор устойчивого развития территории российского Дальнего Востока

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Резюме

Рассмотрены основные социально-экономические факторы, способствующие и препятствующие устойчивому развитию внутреннего и въездного туризма на Дальнем Востоке России. Отмечен системный характер проблем, препятствующих изменению сложившейся ситуации.

Ключевые слова: туризм, Дальний Восток России, экономические факторы, природные факторы, лимитирующие факторы, стагнация

Abstract

The main socio-economic factors that facilitate and impede sustainable development-guides domestic and inbound tourism in the Far East of Russia. Marked systemic nature of the problems impeding change the current situation.

Keywords: tourism, Russian Far East, economic factors, natural factors, limiting factors, stagnation

A tourism falls into the category of the most profitable kinds of business in the countries with developed economy and high standard of population living. In recent years, the tourist sphere in the present-day Russia including the Far East is developing dynamically. In the system of economic priorities of the southern Far East, the tour-

ism ranks 5th next transportation, fishery, timber and mining industries. The intense growth of the tourist activity is favored by a stabilization of the economic situation in Russia as well as availability of the unique natural and cultural resources in many regions and, in particular, in Primorsky Krai. Natural conditions of Primorye are diverse and exotic and the cultural-historical resources are of prime interest to both Russians and tourists of China, Republic of Korea, Japan and other countries. In addition, Primorsky Krai is the only of the administrative territories of the Russian Far East, which has an access to the non-freezing seas and borders directly upon the countries of the North-East Asia.

In addition to the favorable social-economic prerequisites for a tourism development, the Far East and, especially, its southern areas are possessed of the rich recreational resources. However, their efficient use is only possible after the comprehensive study of the recreation territory potential and working out of the scheme of development and placement of the tourism and rest objects with consideration for economic, social and natural-ecological aspects. This determines the urgency of the complex profound assessment of the Far East recreational factors and development of the management system of the tourist activity.

Traditionally, the Far East is considered as the region rich in natural resources many of which are characterized by the recreation properties. Several kinds of the recreation resources can be identified:

- 1) beach-aquatic. They lie in the possibility to use the sandy and fine-pebbly beaches as well as coastal waters for appropriate kinds of rest. The potential capacity of these resources is evaluated at 1 million of man-visits a year;

- 2) Sports:

- a) sports-game. They lie in the possibility to carry out practically everywhere sporting hunting, fishing, cropping of wild plants (possible capacity is about 2 million of man-visits a year);

б) winter-sports. They resources enable to organize in winter practically all of known sports rest (possible capacity is about 2 million of man-visits a year);

в) summer-sports. Provide favorable conditions for the sports rest in summer (possibilities are unlimited);

3) medicinal-sanitary. Lie in the use of medicinal properties of mineral and/or thermal springs, mud etc. as well as a microclimate and phytoncideness of separate territories. Possible capacity of the system of medicinal-sanitary institutions is about 2 million of man-visits a year.

The specificity of the natural-climatic conditions, geographical position, population density and economic developing of the Far-Eastern regions has contributed to a forming the essential territorial differences at the level of the tourist-excursion infrastructure development. Overall, an extent of using the Far East recreation resources remains so far low and does not exceed 15%.

One can identify two recreation zones, which are characterized by the specific set of factors and different capacities of objects:

1) Southern zone includes the territory of Primorsky Krai, Amur Oblast, southern Sakhalin Oblast and Khabarovsk Krai;

2) Northern zone occupies the remaining part of the Far East.

The northern zone is characterized by a poor development of the institutions of the sanitary type (rest homes, holiday hotels and tourist bases). Here, an absolute lack of the recreation-tourist systems of a rank higher than separate institution is observed. With the exception of the children's sanitary camps, almost all institutions are concentrated around the district centers.

Within the southern zone, the focal character of the development of recreation resources predominates too. However, owing to the larger economic development of its territory, the placement of institutions here does not limited by only suburban areas of the administrative centers. In Primorsky and Khabarovsk Krai, the recreation systems of all major functional types were presented although the institutions of the sana-

torium and sanitary types had the widest distribution. Of this zone, a combination of recreation functions related to vacations and free days is characteristic.

Primorsky Krai offers the obvious advantages for the development of the mass kinds of tourism. It holds a leading position in the Far East in population, material resources, scientific and technical potential, favorableness of the economico-geographical position and natural-climatic conditions. The Krai's natural recreation potential is the highest in the Far East and, in addition, it is much higher than that in Russia overall.

The distinguishing features of Primorye are as follows:

1) shore location which implies a junction of the land and sea transport ways and enables the opportunity of the complex use of natural resources of land and sea and formation of most various kinds of the tourist product;

2) location along the frontier which extends a potential of the international tourism.

Nevertheless, in Primorye, a considerable irregularity in the placement of recreation institutions is also observed. Therefore, within the rest zones of eight towns and settlements whose population amounts not much larger than 50% of the Krai population, more than 80% of recreation institutions are concentrated. Moreover, within the Vladivostok's resort zone, more than 45% of all recreation institutions for adult population are located. Such the placement is, on the one hand, due to conditions of rest comfort and, on the other hand, due to an attachment of the recreation industry to the centers of demand making. The first factor is deciding when choosing the locations to place sanatoria. The second factor prevails when arranging the different rest bases; their network is more regular and has a concrete tie to all great and middle cities of Krai.

The computations showed that, with consideration for the 100-% satisfaction of the recreation needs of the Krai's population, about 55 thousands ha of the specially fitted out and comfortable recreation territories, 210-230 ha of the sea beaches and

approximately 180 ha of the river and lake beaches are necessary. The total demand for the sanatorium-resort institutions is 7.2 thousands berths of which about 2.0 thousands of berths are children's sanatorium institutions. The capacity of the institutions for the summer children's rest should reach not less than 1-2 thousands berths etc. According to our data, in 2011-2012, a demand of population for different kinds of the recreation activity has met for not more than 22%.

A study of the organizational principles of the recreation activity in the Far East demonstrated that, at present, the mechanisms of its effective control not only were not introduced but also were not finally worked out. This fact is, particularly, confirmed by the lack of interrelations between the separate managing links in the territorial authorities. Because of a disagreement in the coordinating management activity, a lack of understanding of the evident economic advantages of the accelerated development of the recreation sub-industry in the southern Far East appears.

Thus, a regional conception of the organization and control of the tourist-recreation complex is necessary a realization of which should be made at levels of local bodies of tourism management, public organizations and tourist companies in the region.

At our sight, the conception at the regional level should meet the following requirements:

- to comply with the federal conception of tourism development;
- to be oriented to the existing regional market of tourist services;
- to determine and maintain a line of tourism development in the region;
- to smooth contradictions arising in the Krai's tourist complex;
- to contribute to the tourism development in accordance with the social and ecological requirements.

Realization of the regional conception should be made at levels of local bodies of tourism management, public organizations and tourist companies of the region. Organization of such system requires funds and special knowledge therefore it should be

carried out within the frameworks of the association of tourist institutions. The tourist associations and unions being now in the Far East do not perform this function although they determine it as one of major functions in their activity.

The object of such association should be a solution of the problems related to mass streams of unorganized tourists. In addition, within the frameworks of association, tourist firms may combine their efforts when entering the foreign markets. The basic advantage of the joint operation is the fact that possible damages are distributed between all participants and a risk for each individual firm decreases. In addition, each institution introduces its experience accumulated in this industry which multiplies the effect of such agreement.

The information system of association should contain data of tourism development in Russia:

- State of demand and supply,
- Experience of most developed tourist centers of country,
- Innovations in this field;
- Characteristics of tourist streams from different regions of Russia to Primorye and back.

One of the objects of its activity should be the study of tourist markets of the Asiatic-Pacific region countries. For each country of the region, information concerning the following indices should be accumulated:

- population and standard of its living (population growth rate, its age and professional structures, system of annual leaves, structure of receipts and expenditures);
- demand for the tourist product (domestic and foreign tourism, objects of travels, their geography, duration and seasonality, structure of tourist expenditures);
- tourist sector of economy (structure and relations between organizations, leading institutions, specificity of their activity, prices for tourist services);
- government regulation of tourism (normative-legislative basis and development programs);

- advertising means used in tourism.

The activity of the Association of tourism should have the government financial support, which will certainly be recompensed at the expense of tax receipts from the increased incomes of firms and reduction of ecological consequences of the unorganized tourism.

The efficient use of recreation territories and water areas of the Far East is possible through the redistribution of recreational loads to conserve the unique natural complexes, attraction of additional funds for developing small and middle settlements located near prospective recreation objects.

The economic efficiency of the tourist-recreation development of the Far East territories will be determined in future by giving to customers of new kinds of tourist services, balance of the Russian inbound, outbound and domestic tourism. This will allow us to reduce the export of monetary funds both beyond the region and beyond the Russian Federation, improve the ecological situation at the places of active tourist use of natural resources at the expense of the regulated tourism.