The current state of tourist and recreational activities in rural areas of the Novgorod region

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Abstract. Integrated rural development is one of the most important strategic objectives of regional policy. One of the promising types of economic activity in rural areas is tourism. According to statistics, the main flows of tourist arrivals in the Novgorod region are in several key areas, while the potential of other areas remains unused. The article provides an overview of the current state of tourist and recreational activities in rural areas in the region, analyzes the importance of rural tourism, and reveals the possibilities of its organization.

1. Introduction

Novgorod region in the market of tourist services is traditionally represented mainly by cultural and educational tourism. Obviously, Novgorod Land, whose brand is the slogan “Homeland of Russia,” is not without reason proud of its rich historical heritage, numerous architectural monuments, not just dating from a certain time, but serving as milestones, turning points in the centuries-old development of the state. Numerous attractions are confined primarily to the regional center, as well as to Staraya Russia, Valdai, Borovichi, Lyubytino and some other settlements. If you look at the statistics of the tourism committee of the Novgorod region, the data of a turbarometer in the Novgorod region, then about half of the travelers arrive in the region precisely according to the programs of cultural and educational tourism and are concentrated in the above centers.

Summarizing the figures, we will see that Veliky Novgorod is visited annually by more than 200,000 tourists and 800,000 tourists, the Valdai district has more than 60,000 tourists and 80,000 tourists, and, for example, in Parfinsky, Poddorsky, Volotovsky, Marevsky regions there were no tourists at all in some years, there are scanty number of sightseers - from 300 to 1,500 people a year. Statistics clearly show the difference in tourist visits in the context of municipal regions. The explanation of the extreme unevenness of visits is quite obvious and is connected with the priority development of cultural and historical tourism. At the same time, with the positive dynamics, the development of the second most popular type of tourism in the region – recreational. In this case, resources that are concentrated in rural areas – natural and recreational resources – come to the fore, and historical sights in this case go by the wayside. Recreational tourism in the region is developing in its most common sense - tourism for the purpose of recreation. Turning again to statistics, it should be noted that the vast majority of tourists come to the region for a short or medium term stay. Even in the Starorussky resort, where a stay of 18 days is required for treatment, trips lasting up to two weeks are popular. But we will not dwell on the sanatorium-resort recreation, but we will turn to the recreation, which does not specialize in treatment. It is in recreational tourism that climatic, water, forest, landscape resources are found to be in demand - just those with which the Russian hinterland is rich.
Despite the fact that experts attribute the emergence of rural tourism to the end of the last century, an extraordinary increase in its popularity has been observed in the last decade. The tradition of rural holidays has migrated to Russia from Europe, where business in this industry is already well established. In our country, this direction is still in its infancy, but the active growth of interest, both from the consumer and from the producer of services, allows us to make favorable forecasts. Responding to a social order, the market is quickly saturated with scientific and methodological work. Numerous attempts to somehow sort out the theoretical provisions have not yet led to any tangible result: as before, the understanding of the essence of the new trend in tourism is very different in various sources. Even the name uses different terms: rural tourism, agricultural tourism or agritourism, farm tourism. Repeated attempts are made to classify rural tourism, as well as to determine models for its development.

Rural tourism is often viewed from an economic and industrial point of view. For example, as I.V. Mishchenko notes in his publication: “Recently, activities that are not directly related to agriculture and forestry are getting more and more development. Such development includes the formation of a self-developing and distinctive socioecological and economic territorial system that can counteract anthropogenic overload and landscape destruction, ensuring the preservation of cultural property, the long-term use of all natural resources for agriculture, local industry, crafts, crafts, tourism, recreation and other areas economic activity, ensuring the achievement of decent living conditions of the population” [1]. The authors of studies of this problem indicate the importance of developing rural tourism in order to maintain economic and social stability in rural areas [2, 3, 4], as a form of alternative employment and an additional source of financial income to local budgets [5, 6], note the role of small cities as attractive tourist destinations [7]. There are works devoted to the analysis of various forms of development of reception and services for rural tourists [8] and the features of regional tourism development [9, 10, 11, 12, 13].

2. Objects and methods of research
The object of research is the rural area of Novgorod region in terms of the current state, opportunities and prospects for the development of rural tourism.

The paper uses a territorial approach to studying the features of the placement of rural tourism objects, tourist and recreational resources and tourist flows in the municipal areas of Novgorod region, using an analytical approach, the possibilities of developing various areas of rural tourism in the region are identified.

3. Results and discussion
Analysis of various approaches to the organization and definition of rural tourism shows that its basis is almost any vacation in the countryside. It can be just living (in a private house or in a specially equipped accommodation facility), or living combined with some kind of active activity (swimming, beach, sports, cultural, educational, entertaining), or engaging in agricultural labor. In the latter case, it is fundamentally important to separate rural tourism from seasonal employment, for the very concept of tourism involves only that activity that is not paid at the place of stay of the tourist. In fact, tourists themselves pay for the opportunity to carry out agricultural work, which for a long time for Russian reality (with the usual “chore” in the form of country work) was considered nonsense and caused genuine surprise. But the peculiarity of rural tourism lies precisely in the variety of services that a recreant can receive “in one package”. Thus, rural tourism can be considered not only a separate, but also a butt form of tourism, where its most diverse types can be combined.

Tourists arriving in the countryside are accommodated in recreation centers, rest houses, guest houses, specialized bases, for example, a fisherman base and a hunter base. Here it is necessary to address the issue of providing tourists with accommodation facilities. You can evaluate the offer in the region using the Internet search engines, you can use official sources, the result will be the same - the districts of the region are extremely unevenly provided with accommodation for tourists in the municipal areas of the Novgorod region. The greatest density and variety of offers is distinguished by the Valdai and Okulovsky districts. Following them are Borovichi and Lyubytsky districts, then Starorussky...
district and Novgorod district. Moreover, in the latter, accommodation facilities are leased to a greater extent to local residents for celebrations with friends and relatives, trips to barbecue.

What are the reasons for the uneven development of tourism and the offer of accommodation facilities, which is primary in this case? We can say that the presence of transport routes is an important factor. Obviously, the Moscow - St. Petersburg highway gives an advantage to those areas where it runs. However, other incentives give a positive impetus to development. For example, initiatives of the Lyubyinsky district leadership in cooperation with business, and with state support led to the formation of a developing tourism cluster. There is an open-air museum “Slavic Village of the X Century”, a tourist farm, a ski resort, routes to natural attractions are planned, rafting along the Msta river and others is in demand. In the ski resort, hiking trails are offered in the summer, events are held at the museum - folk holidays, weddings. The farm offers not only accommodation, but also excellent service; you can see the house, various animals in the estate. Tourism infrastructure is developing quite actively on the shores of Lake Borovno in the Okulovsky district, by the way, at a sufficient distance from the federal highway. It is appropriate to mention here another advantage - landscape. The rugged hilly ridge, hilly and rugged relief of the Valdai Upland is an important factor in the development of tourism in the region. Coniferous forests of the Sherekhovichi Heights, the Tikhvin Ridge of the Valdai Upland, numerous lakes with clear water, even in the Soviet period led to the formation of tourist camps, rest houses, children's camps in the Valdai region. Today they are complemented by guest houses and specialized bases. One cannot but note the role of the administration of the Valdai National Park, which contributes to the provision of tourist services on its territory. Here another question arises - why, for example, tourism in rural areas is practically absent within the Khvoyninsky, Moshensky and Pestovsky districts with no less picturesque landscapes. If you do not take into account the ski base in Pestovo and the sanatorium in Khvoynaya, then there will be practically nothing to write about. Meanwhile, the richness of landscapes here is not less than in the Valdai region. These areas are not deprived of water resources - karst lakes, fast rivers. Speaking of rivers, one cannot fail to mention the unique resource of the region - the river Msta, which has a mountainous character in the Borovichi district. In the section from Borovichi to Opechensky Posad, the river falls in rapids, attracting water tourists to its banks in the spring, and in summer, many vacationers. It offers tourists guest houses in the settlements on this stretch along the river. The Gornaya Msta tourist organization operates here, which not only offers alloy services, but also organized a museum that displays geological and paleontological samples collected on the ground, historical exhibits related to the period of active work of the Vyshny Volochek water system. Thus, we see the formation of several tourist clusters on the recreational resources of the countryside.

The potential of the countryside for the organization of tourist and recreational activities lies in the multivariate forms of tourism and the widespread use of diverse resources. Types of tourist and recreational activities can be conditionally combined into several groups.

1. Educational and cultural tourism is the most traditional and widespread type. Together with rural tourism, it is possible if the visited area has attractions of a natural or cultural-historical nature. Acquaintance with ancient buildings, places of worship (churches, chapels, sacred places), the way of life of the local population, local history museums, burial places, memorial sites allows you not only to broaden your horizons, gain new knowledge, see with your own eyes what was read in books or textbooks, but also carry out educational activities. It is generally accepted that upbringing and education should be aimed at children. However, one should not forget that a person as a personality develops throughout life, and the formation of value guidelines or an increase in the level of erudition has not bothered anyone at any age.

2. Entertaining tourism. Open space, a variety of landscapes and fresh air provide opportunities for organizing games and entertainment at any time of the year: ball games, badminton, boating, swimming and sunbathing, hiking in summer, skiing and sledding, traditional Russian games in “snowballs” or the joint construction of snowmen and ice fortresses in winter – you can list endlessly how much imagination is enough. The main goal of such a holiday is general recovery and getting positive emotions.
3. Closely related to the previous type of tourism – sports tourism. This includes any activities that require more physical strength and skills. For example, horseback riding or competition in certain sports (beach volleyball, swimming, running, jumping, yard football), water sports. In this case, a lot will depend on the availability of the recreational facilities with appropriate infrastructure and equipment.

4. Health tourism is possible in areas provided with outlets of mineral water sources and therapeutic mud. Also, certain types of landscapes (for example, pine forests), deposits of medicinal resources (blue and white clays), and places of growth of medicinal herbs can become healing resources.

5. Event tourism is one of the most popular types of tourism in the modern market. In rural areas, it acquires special significance and involves participation in traditional holidays and ceremonies. The benefits of this type of recreation can hardly be overestimated. From the point of view of the consumer, this is an acquaintance with one's native (or, on the contrary, foreign) culture, history, and the opportunity to be included in an interesting action. For the organizer, this is a good way to restore and preserve old traditions.

6. Complementary to the previous type of holiday is animation service. It may involve the reconstruction of individual eras and the provision of opportunities for tourists for several days to completely immerse themselves in the lifestyle of representatives of the area visited. The experience of the long-term functioning of entire animation parks of this kind abroad proves a great and steady interest in this type of service. Reconstructed manors of the XVIII-XIX centuries in Moscow suburbs also gained popularity among both Russian tourists and foreign guests. The possibilities of animation services are truly endless and do not have to be connected with historical aspects. This may be, for example, the creation of a range of services based on fairy tales and legends.

7. Ecological tourism. One of the most important goals of visiting the countryside with vacationers is to fulfill the need to approach nature. Ecotourism in its essence involves either scientific and cognitive expeditions, or volunteer work with environmental and nature restoration goals (as well as their combination). The presence in the destination of specially protected natural areas, natural monuments or simply interesting, picturesque places makes it possible to organize ecological trails and specially equipped parking lots.

8. Pilgrimage. In our country, over the past two decades, pilgrimage tourism has become increasingly popular. A significant part of the resources for this type of tourism is located in the countryside. These are religious buildings, holy places associated with legends and traditions, sacred objects of a natural nature. Moreover, the combination with event and animation services opens up new opportunities for the recreants: participation in sacred rites, making pilgrimage trips on foot, meals. Pilgrimage tourism often involves a form of excursion (that is, a day trip), while accommodation in the countryside for an overnight stay or longer will expand the service program and include additional elements in it. Pilgrimage trips often have medical and health goals.

9. Gastronomic and drinking tours – one of the new types of tourism – are also possible in rural areas. A trip to an area famous for any gastronomic traditions or even individual dishes can greatly diversify your vacation. In addition, products grown or mined in environmentally friendly conditions and prepared according to old recipes are especially appreciated by modern city dwellers. Of particular interest is the product obtained personally, and in this case, the type of tourism under consideration is combined with the following - farming and hunting and fishing.

10. Farm tourism involves the direct participation of tourists in the production of agricultural products: work on land or with animals. If desired, vacationers can take part in weeding, watering and other care for plants, in harvesting, feeding pets and so on. Such actions can serve not only as entertainment, but also carry a great educational value.

11. Hunting and fishing tourism was nicknamed the “Russian safari”. This includes not only hunting and fishing itself, but also “silent hunting” – picking mushrooms and berries, harvesting medicinal plants.

12. Extreme tourism is close to sports tourism, however, it should be borne in mind that extreme sports can be different. For example, for a resident of a metropolis (especially a foreigner), a Russian
bath with a broom or an evening spent in the company of mosquitoes are also extreme sensations. But traditionally extreme rafting includes river rafting, hiking in hard-to-reach places, and speleotourism.

13. Anomalous (paranormal) tourism has become so popular recently that there is not even an exact definition for it. But this does not prevent the formation of sustainable demand for a strange product associated with visiting mysterious places, often inaccessible. The most convenient starting point for expeditions, as a rule, is a settlement located in the immediate vicinity of the destination. Elements of this type of tourism can be included in any of the above forms of service.

14. Ethnographic tourism can be considered as a form of cognitive or eventful, or can be distinguished in an independent form. This should be done if the service program focuses on presenting the recreant the opportunity to get acquainted with the history and traditions of the area visited.

15. Other types. This group unites all other types of tourism carried out in rural areas, which may soon be grouped in a separate direction: military, worship, wedding (now included in animation services) and many others.

4. Conclusion
The peculiarity of tourist and recreational activities in rural areas is to increase people's interest in suburban recreation, which seems quite logical for modern society. Also, rural tourism is a kind of butt form of tourist and recreational activities, successfully combining more than a dozen different destinations that can satisfy the most diverse needs of even a sophisticated tourist.

From an economic point of view, the influx of tourists into the countryside provides real income from the sale of directly tourist services (funds are received in the form of local taxes), tourists increase the demand for local products, primarily agricultural and souvenir products, as a result of which the well-being of the local population increases. Almost any type of tourism performs these functions at the regional and country levels, but the rural one plays an important strategic role in supporting and developing the countryside.

The development of tourist and recreational activities contributes to the employment of the local population and thereby distracting it from asocial activities, unfortunately, often common in rural areas; improving the health of the population, ensuring good rest and restoration of strength; increases the availability of good rest for the population with an average or below average income and the prestige of the countryside, as a habitat, rural labor, rural lifestyle.

The humanitarian significance of rural tourism is no less pronounced than economic or social. This is an increase in the educational and cultural level of the local population as a result of communication with tourists, cultural exchange; education of patriotism, interest in the history and culture of one's territory (country) or the culture of other peoples; ecological, labor and aesthetic education, the development of the ability to see and appreciate nature, its beauty, the ability to relax in harmony with the environment. Rural tourism is not only one of the most environmentally friendly destinations, but also contributes to the maintenance of a territory oriented towards the reception of guests in due order.

With proper organization and proper planning, the development of tourist and recreational activities in rural areas can and should become a very effective and flexible tool for conducting economic and social policies in the state: from the development of individual regions or localities to the formation of a harmonious, culturally developed, educated and healthy person, as the foundations of civil society.

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