Analysis of tourist potential for agrotourism development in the Kostroma region

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Abstract. The article studies the regulatory and legal framework of rural tourism in the Kostroma region. It analyzes the resource potential of the development of agricultural tourism in the region under consideration, and substantiates the relevance of the development of rural (agricultural) tourism. The authors analyze the natural, cultural, historical and infrastructural potential of tourism development in the Kostroma region, and consider the main negative factors affecting the development of rural (agricultural) tourism. Based on the analysis of the tourist potential, the authors identified the regions with the highest and the lowest potential for the development of agrotourism and proposed directions for the development of the most promising types of tourism in the Kostroma region, taking into account the characteristics of the region.

1. The relevance of the development of agrotourism in the Kostroma region

In recent years, the attention to the development of rural areas in the business circles of the Russian Federation has greatly increased, and this is not accidental. The external and internal environment of the agro-industrial complex is the most important factor in the development and success of the Russian economy. If a tourist company experiences difficulties in this area, this will affect its contribution to the country’s GDP. It is very important to understand the essence of the concept of rural (agricultural) tourism, to study the methods of developing and introducing such tours to the market. Managing your potential, as well as the potential of this territory (in our case, the territory of the Russian Federation, rich in a variety of landscapes and climatic features) becomes a necessity for any organization operating in the field of tourism.

The agrarian (rural) tourism product helps to introduce tourists to life in the countryside, acquaintance with agricultural work, opportunities for recreation in rural areas and nutrition based on organic products.

Rural tourism includes the accommodation of tourists in a village house. When placing tourists, there are no uniform standards, as in the hotel business. The dishes are developed mainly on the basis of simple country cuisine. In Europe, this type of recreation is very popular and in most cases tourists go with children on country tours [1].

Kostroma is one of the oldest cities in Russia, almost the same age as the capital of Russia. In recent years, it has enjoyed great popularity among tourists, thanks to its beautiful architecture and majestic monasteries, which, with the support of the state and local patrons, are returning to their former beauty and attractiveness. The city of Kostroma is one of the major centers of leather production and textile industry.
The agritourism structure defines a recreation area where zones of concentration of the main objects of agrotourist attraction are concentrated and most of the tourist routes are laid [2].

Geographically and economically, cities and the road network are the framework on which everything else is held, it forms the territory and gives it a certain configuration. The ideas, concepts, and concepts of the support frame were developed by the Russian scientist G. Lappo. The support frame performs the function of uniting all components in a ball, i.e., the function of the sphere of integration into an integral system [3].

The complex of urban settlements in the region, as well as existing agritourism enterprises, together with the roads between them, constitute the backbone of agritourism.

For six months, the Yandex search engine found about 5,422 search queries for the word "agritourism" and 2,780 for the phrase "rural tourism". But unfortunately, there are several times less agritourism complexes with a decent level of service in Russia. More than 2,151 requests are in the Central Federal District, most of all from Moscow and the Moscow region (1,690), 12 requests from the Kostroma region. On request "agritourism in the Kostroma region" only 4 mentions.

Formally, both individual entrepreneurs and legal entities working in the development of rural tourism pay attention to the formation of related areas of the tourism business and the creation of tours at the junction of types and forms. However, they often prefer to copy the existing services of large holdings in the vicinity of the agritourism sector and only slightly transform them, presenting them as innovations in their field. Few people set themselves the goal of organizing systematic work and forming a conceptually new agritourism product. This can be explained by the lack of financial capabilities of organizations, on the other hand, by the underestimated role of agriculture (agrarian) for increasing the competitiveness of organizations and the attractiveness of destinations [4].

2. Legal and regulatory framework for the development of agricultural tourism in the Kostroma region

At the regional level, work is also underway to regulate the tourism industry. Regional legal and regulatory framework governing tourism and recreation activities, incl. small and medium-sized businesses in the Kostroma region [5]:

- Law of the Kostroma region "On support of tourism development in the Kostroma region" dated May 30, 2013 No. 365-5-ZKO (as amended by the Laws of the Kostroma region dated 07.02.2014 No. 490-5-ZKO, dated 11.12.2014 No. 608-5-ZKO, dated 31.03.2015 No. 648-5-ZKO). Adopted by the Kostroma Regional Duma on May 23, 2013.
- Resolution of the Administration of the Kostroma Region dated August 18, 2015 No. 301-a "On Approval of the State Program of the Kostroma Region" Economic Development of the Kostroma Region for the Period up to 2025 ".
- Order of the administration of the Kostroma region dated December 26, 2013 No. 288-ra "On approval of the list of priority directions for the development of tourism in the Kostroma region."
- Resolution of the Governor of the Kostroma Region dated November 16, 2015 No. 207 "On the Department of Culture of the Kostroma Region."
- Order of the administration of the Kostroma region dated June 26, 2017 No. 116-ra "On approval of the action plan for the development of rural tourism in the Kostroma region"

3. Features of the development of agritourism in the Kostroma region

Today in the Kostroma region the following objects of agricultural tourism can be distinguished, presented on the tourist portal of the region [6]:

- The farm "Peasant Compound", Kostroma region, the village of Maloe Andreikovo.
- Kostroma maral breeding complex, Parfenyevsky district, Vakhonino village.
- Peasant farm "Morning in the village", Galich region, with. Mikhailovskoe.
- "Hunting base in Harino", Harino village.
• Sumarokovskaya moose farm, Krasnoselsky district, village Sumarokovo.
• Farm "Bird yard", Krasnoselsky district, st. Communes.

One of the features that distinguish the Kostroma region in comparison with the neighboring Ivanovo and Yaroslavl regions is the presence of a maral breeding complex and an elk farm providing tourist services. These enterprises are unique; and this fact allows attracting more tourists to the Kostroma region. Since these objects of tourism are in great demand, it can be concluded that tourists like to spend time in nature and interacting with animals [6]. Therefore, many enterprises in the field of agritourism, located in the Kostroma region, are located at a relative distance from the highways (within 15 km), thus tourists can always stay in a relatively secluded place and enjoy the unity with nature [7].

The main share of agritourism objects is located in the southwestern part of the Kostroma region near the regional center and in the central part of the area (in the Kostroma, Krasnoselsky, Galich, Parfenyevsky districts). Objects in the central part of the subject are located near the railway.

4. Tourist and recreational potential for the development of agricultural tourism in the Kostroma region

To analyze the tourism potential of the region, the analysis was based on three indicators: natural potential, cultural and historical potential and socio-economic potential.

The analysis is carried out according to several criteria, which are presented below. Each separate district of the region is analyzed, and a quantitative calculation of objects of a particular type of resource is carried out for each district. Next, the total is calculated based on the score that is presented below. The score is set based on the criteria:

• Low potential - 1 point (tourist resources are absent in this region or are presented in a single copy, the quality of transport accessibility and social infrastructure is low, there is a small amount of forest, there are no leisure centers or are presented in a single copy, hotel enterprises are absent or presented in a single copy);
• Average potential - 2 points (tourist resources are presented, but scattered throughout the district, the average quality of transport accessibility and social infrastructure, forestry occupies 1/3 of the territory, leisure centers are represented in the number of 2-3 institutions, hotel enterprises are represented in the number 3 enterprises);
• High potential - 3 points (a large number of tourist resources favorable for the development of various types of tourism, the conditions and quality correspond to the necessary indicators of a favorable impact on humans and the environment, resources are diverse and even unique, the forest area occupies more than 1/2 of the territory, infrastructure is well developed, leisure enterprises more than 4 copies, hotel enterprises more than 5 enterprises).

Each of the considered potentials was evaluated according to the following components:

• Natural - the number of natural monuments, the number of protected areas, the area of forests, the area of water resources;
• Cultural and historical potential - the number of architectural monuments, archeological monuments, folk holidays and festivals;
• Socio-economic potential - transport infrastructure (degree of its development), availability and quality of accommodation, food and leisure facilities, sports and recreational facilities, children's health and entertainment centers.

When analyzing the tourist and recreational potential of the Kostroma region by the number of certain objects, each district was assigned points from one to three, and then the results were grouped and presented in table 1. During the analysis, points were assigned to each district of the Kostroma region. The maximum possible number of points that the district could receive is 9, the minimum number of
points is 3. During the distribution of points, the following data were obtained, the maximum number of points that the district (Kostroma district) could gain is 8 points. The smallest number of points that the district received during the analysis (Kologrivsky, Mezhevskaya, Oktyabrsky, Pavinsky, Perfenevsky, Ponazyrevsky, Pyschugsky) is equal to 3 points.

Table 1. Tourist and recreational potential of the Kostroma region.

| Areas            | Natural and climatic potential | Cultural and historical potential | Socio-economic potential | Total |
|------------------|-------------------------------|----------------------------------|--------------------------|-------|
| Vohomsky         | 2                             | 1                                | 1                        | 4     |
| Galich           | 2                             | 3                                | 1                        | 6     |
| Kadyisky         | 2                             | 1                                | 3                        | 6     |
| Kologrivsky      | 1                             | 1                                | 1                        | 3     |
| Kostroma         | 2                             | 3                                | 3                        | 8     |
| Krasnoselsky     | 1                             | 1                                | 3                        | 5     |
| Makarievsky      | 3                             | 1                                | 1                        | 5     |
| Manturovsky      | 1                             | 1                                | 2                        | 4     |
| Mezhevsky        | 1                             | 1                                | 1                        | 3     |
| Nerekhtsky       | 1                             | 2                                | 1                        | 4     |
| October          | 1                             | 1                                | 1                        | 3     |
| Ostrovsky        | 1                             | 1                                | 2                        | 4     |
| Pavinsky         | 1                             | 1                                | 1                        | 3     |
| Parfenevsky      | 1                             | 1                                | 1                        | 3     |
| Ponazyrevsky     | 1                             | 1                                | 1                        | 3     |
| Pyschugsky       | 1                             | 1                                | 1                        | 3     |
| Soligalichsky    | 2                             | 2                                | 2                        | 6     |
| Susaninsky       | 1                             | 2                                | 1                        | 4     |
| Sudislavskiy     | 1                             | 1                                | 3                        | 5     |
| Chukhlomsky      | 3                             | 1                                | 1                        | 5     |
| Sharyinsky       | 3                             | 1                                | 3                        | 7     |

On the territory of the Kostroma region, there are areas that have the greatest potential for tourist activity. The most developed region is Kostroma, as it has a good socio-economic sphere, rich in cultural, historical and natural potential. Also developed areas are Galich, Kadyysky, Makaryevsky, Soligalichsky, Sudislavskiy, Sharyinsky and Chukhlomskiy, as it has natural and cultural-historical potential and a relatively developed socio-economic sphere. For these areas, it is possible to develop various types of tourism, such as, for example, cultural and historical, educational or gastronomic. Since these areas have a high potential for the development of the tourism industry.

It is also possible to single out a group of regions that are moderately developed, that is, in these regions there is only one well-developed sphere, or all, but to a lesser extent. These areas include:
Ostrovsky, Susaninsky, Vokhomsky, Kologrivsky, Krasnoselsky, Manturovsky, Nerekhtsky. For these areas, it is possible to propose the development of the following types of tourism, for example, educational or ecological. But for the better development of these types of tourism, it is necessary to increase the potential of the industry, by improving the qualifications of employees, carrying out repair activities, etc.

Another group of districts is less developed, that is, such districts in which cultural-historical, socio-economic or natural potential is not at all developed or poorly developed. These areas include: Mezhevskaya, Oktyabrsky, Pavinsky, Perfenevsky, Ponazyrevsky, Pyschugsky. These areas can be offered to develop ecological tourism. Since there is a natural and socio-economic potential, but weak. If we develop ecological routes and update accommodation facilities, it will improve the skills of tourism workers, that is, there is a high probability that these areas will be in demand among tourists.

Agritourism in the Kostroma region is just beginning its journey. State bodies of the Kostroma region are taking various measures to develop this type of tourism. One of these support measures is the provision of grants that will help develop the material and technical base of rural tourism facilities. Organizations must be registered and carry out their activities in the field of rural tourism on the territory of the Kostroma region.

5. Negative Factors Affecting Pricing and Demand for Rural Tourism Objects
Consolidated opinions on the factors affecting the number of tourists (in descending order of frequency of mention):

- Poor quality of roads, inaccessibility, expensive travel, too expensive logistics, high prices for services.
- Lack of information, advertising, marketing, promotion.
- Insufficiently developed infrastructure of rural settlements for the organization of an agritourism complex.
- Lack or absence of qualified personnel [8].
- Insufficient number of placements.
- Lack of sufficient attention of the authorities, weak state support, lack of funding.
- Lack of comfortable conditions and service.
- Large share of the shadow market.
- Underdeveloped work of the authorities with the rural population.
- The presence of certain fears among the rural population.
- Lack of specialized NGOs for rural development and rural tourism.

6. Conclusion
The probable abilities of the formation of agritourism in the Kostroma region are much higher than the existing ones, the tourist and recreational resources of the area are used little, but the development of this type of tourism is very important and promising for the region.

Agritourism allows you to preserve traditional crafts and trades, improve the quality of life of rural residents, create an opportunity for additional income, reduce migration, introduce new jobs, and increase the tourist flow in the region.

The main challenge for those who are organizers of agrarian tourism (as well as tourism in general) is to create a program that would allow local residents to receive real benefits from development.

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