Russian agritourism: ways of development and generating income

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Abstract. The subject of the research is agrarian tourism. The object of the current research is the farms of Russia. Methods of systemic and comparative analysis were used. As a result of scientific research, the following result was obtained. The preconditions for the development of agritourism in Western Europe are considered. Experience analyzed development of agricultural tourism in the regions of Russia: Kaliningrad region, Krasnodar Territory, Altai Republic, Altai Territory, Leningrad region, Kaluga region, Yaroslavl region. Agritourism considered as a way to generate income. The main advantages of Russian agritourism include: low competition, low threshold for entering the market, minimal risks, the ability to expand business, growing demand, the ability to engage in agribusiness in any region of Russia. The analysis showed that the experience of European countries and some regions of Russia indicates that the transition of farmers from the traditional area of agricultural production to a new area of tourist services occurs in a difficult economic period and, accordingly, the period of a pandemic is a powerful impetus for the active development of Russian agritourism.

1. Introduction

Agrarian tourism originated in Western Europe in the 50-70s of the XX century. In the context of the integration processes that occupied Europe in those years, it was necessary to preserve the village and show that in the countryside anyone could earn not only traditional crop and livestock industries, but also such a type of economic activity as agrarian tourism.

In France, a rapid outflow of residents of unpromising rural areas to large cities began. After that, the production of wine and cheese sharply decreased in the country - something that the French were proud of for many centuries. It was decided to use public funds to restore several dozen abandoned estates, which had farms, cheese dairies and wineries. The hosts for them were selected from among young married couples. After some time, these estates turned into objects of agricultural tourism, and their owners became effective businessmen.

A similar situation has developed in neighboring Italy. Agrarian tourism began to develop as a supplementation to the main agricultural activity. Initially, it was assumed that the accommodation of
tourists would be a non-core activity of farmers, allowing them to somewhat strengthen their financial position without the need for large investments.

Thus, in the early years, agritourism was a cheap holiday and was not very popular. The situation began to change in the future, which was facilitated by a number of factors.

Firstly, all over the world, interest in ecological tourism, recreation in the bosom of nature began to grow, and agricultural tourism fit very well into the new fashion.

Secondly, the development of agricultural tourism is caused by the need to diversify tourism activities by creating new types of tourism products in the face of the loss of popularity of traditional types of recreation, such as sightseeing routes in large cities, beach holidays.

Thirdly, social factors contributed to the development of agritourism. Agrarian tourism was stimulated by the social differentiation of society and the creation of recreational opportunities for low-income citizens, large families, pensioners and unemployed people.

Currently, in addition to the states of the European Union, agritourism is actively developing in Canada, the USA and the CIS countries [1].

Agricultural tourism appeared in Russia in the mid-90s XX century. Unlike Europe, in Russia at that time there was no private farming and, accordingly, there was no base on the basis of which agritourism could appear. This fact led to a slowdown in the development of agricultural tourism in Russia [2-3].

This current research is based on the analysis and generalization of the scientific papers of domestic and foreign scientists, as well as information and analytical reviews of various tourist websites. The subject of the research is agrarian tourism. The object of the research is the farms of Russia. The study used the methods of systemic and comparative analysis.

2. Ways of agritourism development in Russia regions
2.1. Kaliningrad region
The Kaliningrad region became one of the first regions of Russia for the development of agricultural tourism. This is because in the 90s of the XX century the former German lands became a place of tourism for Germans looking for a nostalgic experience. In response to the emerging demand for this service, a supply increased. Subsequently, some rural guest houses began to use German names, for example, "Forsthaus". Guest houses in the Kaliningrad region are mainly engaged in international agricultural tourism and attract tourists from Germany, the Baltic countries and Poland. Although during the pandemic, this dynamic has broken and there are more Russians among the clients of agritourism.

2.2. Krasnodar region
The Krasnodar Territory is actively developing agritourism. Wineries in the Kuban offer special tours in which anyone could get acquainted with the art of winemaking, learn the traditions and culture of agritourism places and admire the beautiful nature of the Krasnodar Territory.

For the development of agricultural tourism, the Krasnodar region decided to use the Cossack folk traditions. The basis for the seminar on the problems of the agricultural tourism development was the Kuban Cossack army, which was attended by experts in the field of agriculture from Italy. Italian specialists shared their own successful experience in creating an effective agricultural tourism business. The Krasnodar Territory interested Italian specialists in the agrarian business with the flavor of the Cossack culture and traditional forms of farming. After that visit, the largest European tour operators agreed to cooperate and are ready to include the Krasnodar Territory in the list of their tourist trips.

2.3. Altai Republic and Altai Territory
The Altai Republic is a significant example of the agricultural tourism development in Russia. Until 1998, the villages of the Altai Republic had socio-economic problems caused by unemployment and the outflow of young people from the countryside to the city. In 2001, in the Republic of Altai and the
Altai Territory, targeted programs were adopted, a competent lending and subsidizing policy was chosen, the purpose of which was to create favorable conditions for agricultural tourism. In 2005, the first major changes appeared - these are well-equipped agro-estates (they are called "green houses"). For tourists, there are household plots with a wide range of vegetable crops and fruit trees, rural baths with their own traditions, processed products of their own subsidiary plots and much more.

Since 1999, the Chechkysh farm, which is located on the right bank of the Katun River, has been the center of agricultural tourism and a stronghold of equestrian tourism in Altai.

2.4. Leningrad region
Cultural, historical, natural objects and the beauty of places in the Leningrad Region provide opportunities for engaging in agricultural tourism. Water recreation is especially popular in the region: Ladoga and Onega lakes, the Gulf of Finland, the deep rivers: Neva, Luga, Volklov, Svir. Along the picturesque banks of the Vuoksa River, tourist recreation centers are located and travel sites are equipped. In the village Losevo (between lakes Vuoksa and Sukhodolskoye) there are the famous Losev rapids - the venue for international and all-Russian water competitions in kayaks and catamarans, where athletes and tourists come to the traditional Water Festival.

Fishing and hunting tourism are well developed in the Leningrad Region. Traditionally, the most commercial are the Gulf of Finland, Lake Ladoga and the lakes of the Karelian Isthmus. More than 60 species of fish are found in the reservoirs of the region, including the most valuable: trout, salmon, and bull-trout.

2.5. Kaluga region
Much attention is paid to the development of agricultural tourism in the Kaluga Region. The region has organized the development and implementation of programs for the development of agritourism in municipalities at the expense of regional funding [4].

The most striking example for the development of agritourism in the Kaluga region is the Ugra National Park, which has a convenient geographical location and recreational resources. The Ugra National Park could accommodate over 240 thousand people.

2.6. Yaroslavl region
In the Yaroslavl region, agritourism is developing in the territories of several districts. The most significant example of the agricultural tourism development is the Myshkinsky district, where everything is aimed at receiving tourists and creating a tourist infrastructure. In 1996, with the aim of attracting tourists, the International Festival "Mouse-96" was held. As part of the organization of the festival, more than 10 museums have been opened, including the world's only mouse museum, a museum of peasant wooden architecture, a craft museum with three workshops: pottery, blacksmithing and glass-blowing. With a sharp increase in the flow of tourists, the issue of the lack of hotels arose rapidly, arriving guests began to be resettled in private rural houses. This was the first experience of receiving tourists in the city of Myshkin, which later became an annual event. Currently, the city has built hotels with apartments, but tourists still prefer rural guesthouses.

3. Agritourism as a way to generate income
The main interest of a farmer who decides to go into agritourism is the way to generate income. Income from agritourism could be comparable to traditional farming activities. To develop agritourism the farmer would have to organize an excursion around his farm, workshops for tourists and tasting of own farm products. On the territory of the agritourism, it is necessary to furnish and equip a room to show the outlandish household items of Russian villages.

Workshops for tourists are aimed at teaching such activities that essential for life in a traditional Russian village. For example, training in woodcarving, pottery, vine weaving, folk cooking (baking bread, making jam, hand whipping butter), feeding pets, planting, and caring for plants.
In agritourism, income could increase from the sale of agricultural products to tourists. The townspeople are in great demand for natural farm products in the form of fresh vegetables, fruit, berries, honey and beekeeping products, fresh meat and fish, dried fruits and herbal tea. Another source of income is the folklore type of agritourism. Excursion programs of such tours include visiting folk celebrations, for example, Ivan Kupala, Maslenitsa or Shrovetide (Figure 1). Most of the folklore programs take place in outdoors in the countryside. Recently, the townspeople prefer to celebrate not only folk holidays, but also family celebrations, corporate events in the open air. In these excursion programs, farmers would have to take care of eating from organic products, among which the most widespread are fresh meat kebabs, homemade pancakes and hot herbal tea.

![Figure 1. Folklore agritourism.](image1)

Currently, young people are attracted by sport agritourism, which is a type of sport recreation, in the center of which a rural area is used. The program of sport agro-tours could include various hikes in the mountains and forests (for picking berries and mushrooms), boating, cycling routes, horse riding (Figure 2).

![Figure 2. Sport agritourism.](image2)

Thus, agritourism in Russia has the following main advantages:
1. Low competition. This is due to the fact that in Russia the agritourism business is just beginning to develop, and the market has not yet been overflown [5].

2. Low expenses. This is due to the fact that agritourism (especially at the initial stage) does not require a lot of expensive equipment [6].

3. Minimal risks. In agritourism, unlike other types of business, the farmer risks only the time spent on the realization of the idea and small investments [7].

4. The ability to expand the business. In the agritourism business there is always an opportunity to expand the range of services provided. You could not only organize agricultural tours, but also sell ecologically natural products of own production and various tourist accessories.

5. Growing demand. In Russia, the demand for agritourism is constantly increasing, which is associated with the trend of an increase in the share of the urban population in the general structure of the population. During the pandemic, agritourism was in a better position compared to other types of tourism [8].

6. Opportunity to engage in agribusiness in any region of Russia. This is due to the fact that each region of Russia has its own characteristics (climatic, geographical, cultural, historical, national) that are of interest to tourists.

4. Conclusions
The experience of European countries and some regions of Russia shows that the farmers tend to a new area of tourism services from the traditional area of agricultural production in a difficult economic period. Thereby, the period of the pandemic, characterized by economic difficulties, is a powerful reason for the active development of Russian agritourism.

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