Development of Regional Tourism on the Example of the Republic of Bashkortostan

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Abstract. As a result of the analysis of data on the territory and population of the Russian Federation, the problem of the need to develop tourism and recreational areas was identified, since in 2021 the share of urban residents accounts for 74.27% of the population. For a good rest in the modern urbanized world, city dwellers are increasingly turning to outdoor tourism, which is not disturbed by anthropogenic stress, which ensures a full recovery of emotional, physical and spiritual health. Federal and regional regulatory documents regulate the development of domestic and inbound tourism. The topic of regional tourism development remains relevant and requires further research despite the fact that many studies and reports are devoted to this economic and environmental trend, numerous programs and regulations have been asserted. The aim of the research is to analyze the directions of development of regional tourism and offer some practical recommendations on the example of the Republic of Bashkortostan. The development of tourism on the basis of a multifunctional multidisciplinary center based on the Geoparks "Yangan-Tau" and "Toratau" is considered. An innovative infrastructure of geoparks is proposed, which includes three interrelated and complementary clusters: scientific and educational, eco-tourism, and industrial. These clusters will allow the development of regional tourism, attracting both local residents, the population of the Russian Federation, and foreign tourists and travelers to Bashkortostan, significantly improving the socio-economic and ecological state of unique natural areas, contributing to the development of the region as a whole.

1. Introduction
The Russian Federation is the largest country in the world; its area for 2021 is 17,098,246 km². Russia is located simultaneously in Europe and Asia. The area of the European part of Russia is about 3.986 million km², which is greatly larger than the area of any European country. The European part of Russia makes up about 40% of the entire territory of Europe. The Asian part of Russia is 77% and has an area of 13.1 million km², which is also larger than the area of any Asian country. Thus, the Russian Federation is the largest country in terms of area, both in Europe and Asia [1].

As of January 1, 2021, according to Rosstat estimates, there are 146,171,015 permanent residents in Russia. The population density is 8.54 people / km² (2021). The population is distributed extremely unevenly: 68.3% live in the European part of Russia, which makes up 20.85% of the territory. The
population density of European Russia is 27 people / km², and that of Asian Russia is 3 people / km². At the same time, the urban population is steadily increasing: in 1913 the share of urban residents accounted for only 18%, but in 2021 it is already 74.27% (2021) [2].

Obviously, most of the population of Russia is concentrated in the European part of the country, with a large percentage of the overall structure of territorial distribution being urban dwellers.

For a good rest in the modern urbanized world, city dwellers are increasingly turning to outdoor tourism, which is not disturbed by anthropogenic stress, ensures a full recovery of emotional, physical and spiritual health [3].

The Federal Target Program "Development of Tourism in the Russian Federation" (Decree of the Government of the Russian Federation No. 177 dated February 26, 1996) contains the UN-WTO concept of sustainable tourism development as an environmentally safe form of using natural and cultural resources. According to the federal target program "Development of domestic and inbound tourism in the Russian Federation (2019-2025)" "in the context of macroeconomic changes and structural transformations taking place in the economy of the Russian Federation, only the use of the program-targeted method will provide conditions for the implementation of highly effective state policy in the sphere of development of domestic and inbound tourism" [4].

The Program is aimed at increasing the competitiveness of the domestic tourism market, creating conditions for the development of tourism infrastructure, attracting investment in the tourism industry. The activities of the Program are also aimed at increasing the efficiency of promoting the national tourist product in the domestic and international markets, improving the personnel training system. The Program states that "tourism forms 3.4 percent of the country's gross domestic product, affecting 53 related industries. The creation of one job in the tourism sector entails the creation of up to 5 jobs in related industries. Centers for the development of ecological tourism, due to their unique natural potential, are present in all federal districts of Russia. That is, each region of the Russian Federation has a variety of natural and climatic features, interesting landscapes, natural monuments and protected areas that can arouse interest both among the population of our country and travelers who come to Russia. Each region has great potential for the development of domestic and inbound tourism [5]. The topic of regional tourism development remains relevant and requires further research despite the fact that many studies and reports are devoted to this economic and environmental trend, numerous programs and regulations have been asserted.

2. Materials and Methods

The aim of the research is to analyze the directions of development of regional tourism and offer some practical recommendations on the example of the Republic of Bashkortostan.

The task of the research: working out of recommendations for the development of a multifunctional multidisciplinary center on the basis of the Yangan-Tau and Toratau Geoparks.

We applied the methods of analysis and synthesis, comparison and grouping, induction and deduction. The info- base of the research consists of information resources of the Internet, the results of the authors' own research, regulatory documents and reports of the state statistics body of the Republic of Bashkortostan.

3. Results and Discussion

The Concept of the Federal Target Program "Development of domestic and inbound tourism in the Russian Federation (2019 - 2025)" (hereinafter the Program ...) introduces the concept of "tourist cluster", which means the concentration of enterprises and organizations on a certain territory, integrated into one logistics scheme and engaged in the development, production, promotion and sale of tourism products, as well as activities related to tourism and recreational services.

The Program... designates five priority types of tourism: cultural and educational, active, health-improving, cruise, environmental [4].

The Republic of Bashkortostan is located on the western slopes of the Southern Urals and in the Urals. The territory of the republic is 143 600 km², the population is 4 013 786 people. The population...
density is 28.08 people / km² (2021). Urban population is 62.83% (2020) [6]. Due to the fact that the bulk of the population lives in urban conditions, the issue of tourism and health improvement is topical.

The nature of Bashkortostan is rich and varied. The republic lies in a zone of temperate and continental climate; 12 thousand rivers flow in it, there are about 2,700 lakes. Several natural zones are located in Bashkiria at once: more than 40% of the territory is occupied by forests, pine-deciduous, mixed, birch and even taiga [6]. The relatively densely populated territories of the Republic are confined to low-water landscapes, while in the area of excessive moisture there are sparsely populated areas used for the development of natural and environmental tourism [7]. Consequently, the Republic has great recreational potential.

According to the analytical agency TurStat, in the rating of domestic tourism of the most popular tourist regions of Russia at the end of 2017, Bashkiria took the 17th place out of 70 - 2 million tourists (+ 15% by 2016) in comparison with Tatarstan (3.1 million) and Sverdlovsk region (more than 2.5 million) [8, 9]. For the period 2000-2017 we observe some positive dynamics in the development of nature-oriented types of tourism in the territory of the Republic of Bashkortostan. The development of tourism in Bashkortostan is regulated by the main provisions of the Program ..., regulatory and legal documents of the Russian Federation, as well as the "Concept for the development of tourist and recreational clusters in the Republic of Bashkortostan until 2030".

Today, a lot of work continues to develop tourism and hospitality on the territory of the tourist and recreational cluster "North-East" of the Republic of Bashkortostan on the basis of the innovative scientific, educational and industrial infrastructure of the Geopark "Yangan-Tau" [10]. The development of tourism and hospitality is possible on the basis of a multifunctional multidisciplinary center based on the Yangan-Tau and Toratau Geoparks (figures 1, 2). The Yangan-Tau Geopark was created in Bashkiria on October 18, 2017; it is the only one among the CIS countries that is included in the UNESCO Global Geoparks network. "Toratau" was created by the decree of the head of the region in December 2018. Then the authorities announced that the Geopark could become part of the UNESCO network, and a nomination dossier is currently being prepared [11].

We assume that the innovative infrastructure of Geoparks should include three interrelated and complementary clusters:

1. - scientific and educational;
2. – eco- tourism;
3. - production.

Let's consider the directions of work and the content of each cluster in more detail.

The scientific and educational cluster will function as an object of educational infrastructure for organizing additional training and professional retraining programs, organizing educational and industrial practices of domestic and foreign educational institutions with the involvement of specialists in the following main areas:

- technologies of integrated rational non-depleting nature management;
- historical and cultural population of the peoples of Bashkortostan: folk crafts and the use of natural materials, including on the basis of the historical and cultural centers of the Republic of Bashkortostan;
- organization of events on the basis of Geoparks (seminars, webinars, conferences, round tables, actions, practices, etc.) and provision of environmental education activities;
- work of the scientific information and analytical service of the Geopark with the organization of eco-geomonitoring to ensure the sustainable development of the territory;
- work of thematic design clubs in the following areas: ecology, resource science, geocology, botany, zoology, hydrology and hydrobiology, geology, etc .;
- training and professional development of tour guides, tour guides, rescuers, educational researchers, specialists in cultural work, etc.
Eco-tourism cluster, in our opinion, should ensure a safe and comfortable stay on the territory of Geoparks for visitors and employees; create conditions for attracting vacationers and regulate recreational loads on natural areas. The main areas of activity of this cluster are:

- organization of tourist routes throughout the Geopark (hiking, horseback riding, cycling, water, skiing, etc.) all year round;
• creation and maintenance of a network of ecological paths and parking lots within the Geopark and in the adjacent territory to ensure comfortable rest and safety of visitors and employees;
• organization of functional zoning of a Geopark with zones of cognitive, sports, health tourism, an area for reception, accommodation, food, training and recreation of visitors;
• refresher courses in guiding for instructors-guides on hiking trails and routes. Training in the basics of tourism and mountaineering skills;
• formation of a social educational order for the training of specialists for the tourism industry using innovative educational technologies and the capabilities of the education system of the Republic of Bashkortostan;
• creation and development of a network of supporting educational institutions in the regions of the Republic of Bashkortostan, performing the role of methodological, information, communication and educational centers.
A production cluster can develop as an independent direction included in the infrastructure of a Geopark, while its basis should be:
• small waste-free production of folk crafts and souvenirs;
• determination of the recreational potential, recreational capacity and site attendance [3];
• enterprises of trade, service, accommodation, food, first aid, security, taking into account environmental technologies and the experience of other territories in sustainable nature management. Standards for certain types of services should contain requirements for basic characteristics (safety, comfort, complexity) and environmental friendliness;
• persons responsible for organizing the separate collection, disposal and recycling of waste from the Geopark;
• certification of travel services for: organizing travel and excursions; providing accommodation for tourists; catering and transportation of tourists; ensuring safety on tourist routes; compliance with environmental standards and requirements.

4. Conclusions
These clusters will help to develop regional tourism, attracting both local residents, the population of the Russian Federation, and foreign tourists and travelers to Bashkortostan. Domestic tourism is of particular importance in the difficult time of the global Covid-19 pandemic, when the borders of many previously accessible and favorite vacation spots are closed, and travel to newly opened countries often carries the burden of additional costs for examining and confirming the health of tourists. Domestic tourism will allow you to get new impressions, organize your vacation well, implement recreational activities, as well as replenish local and regional budgets, provide new jobs in the field of tourism and hospitality and get to know better the nature and history of the Russian Federation.

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