Implementation of marketing potential of the rural areas: agribusiness, agritourism, stakeholders

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Abstract. Rural territories, from the point of view of marketing, do not differ in the width of the assortment of the offered territorial products. However, this does not mean that their marketing potential is not developing. Rethinking approaches to the agricultural business, the ability to show the virtues of the countryside to tourists, involving all interested parties in these processes are drivers for increasing the marketing potential of rural areas. Many of the researches come to similar conclusions. This means that the marketing potential makes rural territories full participants in the struggle for consumers, investors, as well as the attention of higher authorities and government.

The development of agribusiness in Russia has long been one of the most discussed problems when it comes to the socio-economic development of rural areas [1-4]. Let us consider these problems on the example of one of the municipal districts of the Irkutsk Region – the Zalarinsky district. The area has a certain resource potential and it can be used to create acceptable living conditions for the population. The factors of economic growth of the district due to land and mineral resources, which account for the key problems of the district, are seen as special. The lack of machinery, harvesting machines, granaries and grain flows force farmers to use the means available to their farms, which in most cases leads to the «impoverishment» of the lands they cultivate (the quality of the land falls, the yield decreases, the need for a long period of land restoration, etc.). To the problem add fragmentation of farmers, the impossibility of cooperation due to the enormous material costs and the lack of assistance at the state and federal levels. Small collective farms hardly achieve allocation of insignificant means for purchase of harvesting equipment (getting to the state or regional program of support of farms and innovative activity), not to mention individual farms based entirely on own resources.

In addition to these problems, we can highlight the following ones:

- product sales (the lack of a single acceptance and sales network);
- inability to sell products on market conditions;
- disparity of prices for products and fuels and lubricants;
- the lack of localization of production and logistics gap of acreage with storage facilities and places of repair of equipment.

However, whatever the conditions of farming, subsidiary farming, most of those employed in the
production of the district product rely on this form of activity, albeit bringing a relatively small income.

We could highlight the strengths and weaknesses of the main economy spheres the Zalarinsky district (factors of development) as shown in table 1.

| Factors                              | Strong issue                                                                 | Weak issue                                                                 |
|--------------------------------------|------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Industrial production                | Availability of good raw material base, labor force, multidirectional (mining, processing, food) | Lack of investment-attractive platform for the development of new industries; technological backwardness; low quality of products |
| Agriculture and agro-industrial complex | Active farming of different forms from collective farms to cooperatives and societies, the main activity of villages and a large part of the working population, good soil yields | Low level of financial resources; high operational component of technical and material base (especially in collective farms); reduction of infrastructure provision of the area and the continuing outflow of qualified personnel from the agro-industrial complex; lack of investment in production |
| Timber industry complex              | Availability of sufficient raw material base, volume forest Fund of different age (I and II) groups of trees, transport accessibility to forest-industrial zones | Intensive development of the forest fund, without taking into account its restoration; illegal logging and the lack of their suppression; infrastructural and technological obsolescence of production facilities of the complex; low level of forest management |
| Small business and consumer market   | Various organizational and legal forms of entrepreneurial activity, the presence of a regular consumer, various formats of the consumer market (goods and services) | The lack of sales channels outside the district, a narrow consumer market (in fact, only the territory of the municipality), despite the various organizational and legal forms of entrepreneurship the absolute majority works in the field of food commerce, i.e. there is no producing business, the lack of sufficient infrastructure of the consumer market and the supply of remote settlements with food |

In terms of mineral resources, the problem of the district is the extensive development of coal deposits, the lack of primary processing and the actual absence of a sales network. Irkutsk region has several large deposits of coal in shallow layers. One of them is Cheremkhovskoye coal field that has reserves of million tons, exporting raw materials to large enterprises of the region and thermal power plants, and hardly escaping to the foreign market. Therefore, in conditions of significantly limited resources, it is impossible for the Zalarinsky district to enter the foreign market financially and technically. In addition, coal production is maintained only for the needs of Tyretsky salt mine, the main boiler house in the district center and frequent commercial sale of coal to the population. Such demand cannot provide stability and at least some development in this direction. It is advisable to create an enterprise for primary processing of coal or to create a pilot production on the territory of the Karataevsky coal mine for the production of coked coal, the efficiency of which will be higher than conventional coal, ash content and the amount of radionuclides will decrease when this fuel is burned. At the same time, the presence of a transport railway node will solve the problem of cargo transportation on the territory of the region.

It is possible to assess the prospects of Zalarinsky district from the position of the study "goods-market", which can demonstrate the types of territorial product, which in our opinion should be emphasized in the formation of the structure of the economy, as shown in table 2.
Table 2. Product-Market Matrix for the Zalarinsky district.

| Current product | New product |
|-----------------|-------------|
| Current market  | New market  |
| Agricultural products: meat, dairy and bakery. It is important to maintain the stability of purchases of these goods (as the instruments of constant consumer demand). Sometimes there is a shortage of these types of products (incentive to optimize the market). | Coal. This product goes to the external (outside the district) market. Coal adapted in Zalary has a chance to compete for the place of a resource in the fuel and energy complex of the Irkutsk region, thanks to high volumes of reserves, low costs and convenient location of layers. However, the disadvantage is the lack of new equipment and heavy wear of the old. |
| Construction. The volume of commissioned housing and social facilities is increasing not only in the district center, but also in the district (mainly large settlements are an urban factor). | Cultural and aesthetic sphere: rural tourism, recreation area. It is supposed to connect investors and regional development agencies to these industries to create a fundamentally new product - in fact, a new sphere. However, the big question is about investments in this industry, and those infrastructure facilities that will be required. |

The territorial product is the result of the work and functioning of the territory, therefore, the Zalarinsky district must take care of choosing those goods / services that can ensure the development of the territory at this stage (coal and agricultural industries), and support them accordingly, and if necessary, lobby. For those categories of goods and services that are supposed to enter a new market (construction and tourism), it is necessary to prepare the appropriate «ground»: to create infrastructure, to participate in federal and regional programs, to activate local communities. Only under such conditions is a result possible in competitive markets.

First of all, in our opinion, it is necessary to pay attention to technological resources. First, because it is the basis for high-quality and stable growth of the district's economy, the inflow of investments and the opportunity to participate in programs to support industrial growth points. Secondly, the activation of the population of the territory, the creation of ideas among the residents of the situation of growth and development, stability of living conditions in the territory. The opportunity to involve the local community, stakeholders (trade unions, political parties, cultural and educational elite) to work on future initiatives. Thirdly, the formation of a positive image of the territory, the comfort of living.

To promote the territorial product of the Zalarinsky district, a program of actions aimed at creating a competitive territory is needed, where each subject would realize its place in the creation of a territorial product and take care of the marketing environment in a single system of interests. In this regard, a certain formula is obtained: only on the basis of mutual interests of all subjects, a synergistic effect will be created for the territory itself, which in turn is able to meet the initial needs of the subjects.

Most marketers involved in the formation of ideas about the area traditionally define several key positions, which is a comparison of subjects of marketing territory:

- Interests, intentions are the needs of the subject, which he wants to implement in a particular area, using certain resources. The interests of the subjects are focused on the extraction of a certain benefit that can satisfy the original ideas.
- Resources are a set of opportunities possessed by the subjects of the territory, realizing their own interests in the territory.
- Planned participation is the ability of an entity to operate in a certain territory, determined by its interests and capabilities.

In fact, we see that these issues constitute a triune aspect of the formation of the internal marketing environment of the territory, which determines the qualitative assessment of all the possibilities of the territory from the position of its subjects. This approach fits into the paradigm of territorial image researchers. We see this position as rational, since researchers identify the interests of consumers (population, business, non-residents) of the territorial product—the main goal of the development of any territory, therefore, the subjects should form an environment corresponding to these ideas. Let's estimate positions of subjects of the Zalarinsky district from the point of view of interests, resource opportunities and ability to activity in the table 3.

**Table 3. Territory marketing subjects, their interests and resource opportunities.**

| Territory marketing subject | Interests, intentions, direction | Resource opportunities |
|-----------------------------|---------------------------------|------------------------|
| Local government            | Support of the electorate, stability in the area, attracting investment, development and promotion of the territory | Financial and personnel authority, power |
| Local residents, the population of the territory | Improvement of living conditions (skilled work, developed infrastructure and communications, industrial development, modernization of agriculture), development and promotion of the territory | Labor and intellectual resources, population as the main creator of the territorial product |
| Enterprises and organizations of culture and tourism | Formation of a territorial product, attraction of Finance and consumers of tourist products, participation in Federal and regional programs, as well as grant competitions, development and promotion of the territory | The main resource of the non-profit sector of the district is its initiative, possession of "socio-cultural" power, vision of problems and ways to solve them, ability to get involved in the work on the program and be responsible for its implementation |
| Local communities | Apply for public power, along with the organizations of the sphere of culture and tourism (competitors), attraction of Finance, as well as interested in the recognition of the area (demonstrating their own merits in this activity). Development and promotion of the territory | Due to the fact that local communities for the sphere of culture and tourism are competitors in the struggle for the possession of public power, therefore, they share among themselves and the main resource-the initiative and ways to promote it |
| Enterprises and organizations of economic sphere | Business wants to see a wealthy consumer on the territory, which in turn depends on the living conditions that the government will create. Obtaining preferences for doing business, dividends from the sale of territorial product, stability of development of the territory. | Financial, creative (entrepreneurial vision and foresight) resources, initiative. |
| Enterprises and organizations | A large subject of the external environment of direct impact is | Has all of the above resources, except for direct participation in decision- |
| Territory marketing subject | Interests, intentions, direction | Resource opportunities |
|-----------------------------|---------------------------------|------------------------|
| located in other territories | represented by cultural institutions, education, health care, local community organizations, trade and production enterprises and business-interested in competition for the consumer in the developed territory | making |
| Authorities of other municipalities | Struggle of authorities of neighboring districts and potential competitors of Zalarinsky district (Nukutsky, Alarsky, Ziminsky districts) for grants and subsidies, rivalry for the territorial consumer, economic competition | Power, economic, financial resources |
| Government bodies of the region, federation | The main interest of the region and the Russian Federation will be in the effective spending of budget funds, and in the future, the exit to a deficit-free budget of a non-subsidized nature | Legislation, financial resources, Federal and regional programs |

A detailed analysis of the situation in the Zalarinsky district demonstrates some common intentions and interests’ characteristic of different subjects of the studied territory, and determines options for combining existing resources and opportunities. Common interests for the subjects of the territory (internal marketing environment) is its development and promotion, as each participant in a single process is interested in certain benefits that he can get by creating a successfully developing countryside. The presence of initiative groups (representatives of local communities, culture and tourism), allows the authorities to use open platforms to discuss projects in the territory [5]. In our opinion, the main omission of local governments is the declarativeness of goals and lack of responsibility for the implementation of development programs, which is necessary from the point of view of Federal legislation (planning the development of the territory according to FZ-172) and the identification of reasons for non-fulfillment of the established goals [6]. Territorial marketing aims to achieve sustainable development of the territory for the benefit of all segments of society (internal and external actors). Such a task is of a social nature and can be solved only by the joint efforts of all members of society.

The main task of territorial marketing entities is to increase the attractiveness of the territory as a complex of resources, conditions, relations, objects, which will allow in market (competitive) conditions to reorient the flow of resources (financial, human, material, etc.) and win in competition with other territories. But each of the members of society, subjects of territorial marketing has its own idea of the desired attractiveness of the territory and it is important to achieve a certain degree of public agreement on the basic values of socio-economic development of the territory [7]. At this point, we see it appropriate to use the "own marketing program" to improve internal processes in the Zalarinsky district. To create favorable living conditions for citizens, favorable business conditions for entrepreneurs, to increase the value of agricultural labor and encourage the conduct of personal subsidiary farming and collective farming, etc. Thus, we will be able to create a «springboard of comfortable living conditions» in Zalarinsky district: strengthening the economy, organizing the population of the district for the development of its territory (not just initiative groups and local communities), laying the foundations for the future competitiveness of the territory in the regional division of labor on the basis of high marketing potential.
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