The Formation Features of Sustainable Tourism in the
Russian Federation

T A Ignatieva¹, G A Karpova² and V P Pilyavsky³

¹St. Petersburg State University of Economics, Griboyedov canal embankment, 30-32/21, Saint Petersburg, 191023, Russian Federation
²St. Petersburg State University of Economics, Griboyedov canal embankment, 30-32/21, Saint Petersburg, 191023, Russian Federation
³St. Petersburg Institute of Business and Innovations, Gavanskaya Street, 3, Saint Petersburg, 199106, Russian Federation

E-mail: nyr72@yandex.ru

Abstract. The article describes the main criteria for sustainable tourism development, systematizes recreational territories by their capacity and types of recreational and eco-tourism activities, provides a system of qualitative and quantitative indicators of the ecosystems state, and suggests using a mechanism for forming and promoting the brand of a tourist destination in the Russian Federation.

1. Introduction
The world services market has become as integral a part of international economic relations as the world markets for goods, capital, and labor. Today the tourism industry, as part of the services market, can be considered one of the main and most actively developing sectors of the world economy. Thanks to its extremely rapid growth rate, tourism has been recognized as the "economic miracle" of modern times, and will become its key industry in the foreseeable future.

Currently, the tourism industry market is characterized by a tough competitive environment, market globalization and the desire to attract more consumers [1]. Sustainable tourism, as a non-productive sphere, does not deplete natural resources, and in some cases, even revives the natural sphere and ecology of the region, through the financing of those attractions, art objects and masterpieces of nature that have a tourist or recreational interest in tourists [2].

In the outcome document of the World Summit on Sustainable Development in Johannesburg (2002), which covered a wide range of issues, special attention is paid to sustainable tourism, which is defined as a way to increase the benefits of tourism resources for the local population while preserving the cultural integrity and environmental well-being of the tourist destination [3]. Sustainable tourism is linked to energy efficiency, biodiversity conservation, and the development of small indigenous ethnic groups. The countries of the world agreed on the need to develop sustainable tourism in accordance with the norms of the world code of ethics for tourism adopted by the world tourism organization (UNWTO).

Ensuring sustainable tourism is currently put forward as a number of priority problems in the world practice of tourism management, which involves not only creating conditions for its progressive
development, but also solving the difficult task of reducing the negative consequences of tourism activities and enhancing its positive effects [4].

Sustainability in tourism implies a positive balance of environmental, socio-cultural and economic aspects of the tourism industry. First of all, it is necessary to ensure favorable working and living conditions for the local population of destinations and the preservation of their natural environment, i.e., taking into account the social, environmental and ethnic consequences of tourism development [5].

Currently, one of the most effective ways to implement the tasks in the field of conservation of tourist resources and sustainable development of tourism is the use of tourism management tools. It is obvious that the success of tourism development directly depends on the level of state support for this industry. The experience of the largest foreign tour operators proves that the combination of management with the right marketing strategy allows companies to identify target markets, choose reliable partners and participate in the development of territories that serve as tourism objects [6].

2. Focus of the research
The transition to sustainable development in its classical sense is possible if economic, social and environmental goals are met according to three key criteria:

1) economic efficiency (return on costs with income);
2) social well-being (meeting equally the cultural, material and spiritual needs of society);
3) environmental sustainability (ensuring the long-term viability of ecosystems) [7].

In the case of tourism, these criteria should ensure the achievement of environmental, cultural, economic and community sustainability. This requires that the tourism industry follows the principles of sustainable nature management, shows environmental responsibility when choosing technologies in the construction of tourist facilities and infrastructure, as well as a careful attitude to natural and cultural heritage monuments and traditional economic activities [8].

Opportunities for development of various types of ecological and tourist activities are not the same for different types of natural territories. The following systematization of recreational territories according to their capacity and types of recreational and eco-tourism activities is highlighted.

1. Territorial and zones specially designed for tourism development (recreation, resorts, forest-park parts of green areas of cities). The following main groups of factors determine the acceptable types of recreational activities and the degree of their development for these territories:

- natural recreational stability of the land cover, which depends on the terrain, soil cover, composition, structure and age of vegetation;
- the level of recreational improvement of the territory, determined by the density of the road and path network, the nature of the coverage, the presence of specially equipped places for quiet and picnic recreation, landscaped areas of beaches, etc.

The most serious negative impacts on natural landscapes are associated with the development of stationary organized medical and recreational recreation for children and youth, which requires the construction of health resorts, engineering and architectural landscape improvement of adjacent territories [9], [10]. The functioning of health resorts and sanatoriums is accompanied by the withdrawal of natural healing resources (therapeutic mineral waters, mud, sapropels), constant significant recreational loads on adjacent forest complexes and water areas, and environmental pollution.

The development of amateur recreation, in contrast to stationary organized, does not require the withdrawal of territories for new construction. Accommodation and vacationers service is carried out within localities (rented housing, hotels, boarding houses, restaurants, etc.). However, the threat of increased difficult-to-control recreational loads on the surrounding natural landscapes increases. It is also possible to place amateur vacationers outside the territory of populated areas, especially in the summer season, in specially equipped campsites, motels, and organized tourist parking lots. This is accompanied by significant local seasonal recreational loads on forest complexes and reservoirs.
adjacent to the places where vacationers live, as well as difficult-to-control withdrawal of natural resources [11].

All types of recreational activities related to the use of natural resources can be developed on the territory of recreation areas and resorts. The exception in some cases is amateur hunting [12], [13].

2. Recreational areas of national parks, as well as areas within other types of specially protected natural territories designated for recreational activities [14].

The possibility of organizing recreational activities and allowable recreational loads on the territories defined in addition to the recreational factors of natural stability of land cover and level of recreational improvement also factors such as the presence of rare and protected species of plants, colonies of rare birds and animals, migration patterns of birds, which is a particular danger of disturbance.

In most national parks, there are potential conditions for organizing hiking, cycling, kayaking, sailing, horse riding and skiing sports and recreation routes of various lengths and complexity. Their arrangement by creating and layout of road and path networks, systems of signs and information boards, maps and information support, organization of places of halts and overnight stays according to the season of operation, age and physical abilities of users, storage and repair of equipment, and horse trails - facilities maintenance and training of horses [11].

A significant interest for visitors to the park may be the opportunity to engage in certain sports. The organization and conduct of sports and training camps and sports and entertainment events can ensure the equalization of seasonal loads, more uniform employment of service personnel, regardless of the tourist season.

However, the sports facilities construction in some cases involves a significant transformation of the landscape (gyms, playgrounds, swimming pools, berths, boathouses, car parking, etc.) of the sports considered, the minimum transformation of the landscape requires skiing, beach volleyball, surfing, hang gliding and balloon flights.

3. Zones of specially protected natural territories, the main function of which is to ensure the protection of biological and landscape diversity (zone of regulated use of the national park; territories of reserves outside the areas designated for recreational use).

Permissible types of recreational activities and recreational loads are strictly regulated by the current environmental regimes [15]. A significant reduction in recreational qualities, and especially the loss of certain biodiversity resources, is categorically unacceptable. As the only permitted types of tourist and recreational activities in these territories can be nature tours on specially equipped ecological trails, animal observation from shelters, photo hunting.

In order to optimize the mechanisms of tourism development, management and monitoring of results in this field, as well as the quality of services provided, the world practice provides for the formation of structures that perform Supervisory and regulatory functions. There are three main approaches: creating a single body (usually in the form of an agency) for tourism for all sectors of the national economy; creating special bodies (agencies) for groups of related sectors (industries) of the economy; creation of a separate body (agency) for each sector of the economy (branch of the national economy) [16].

However, the standard set of economic and social indicators of the functioning of the tourism cluster adopted in different countries of the world does not allow monitoring and controlling the sustainability of its development [17].

To do this, it is necessary to develop a system of qualitative and quantitative indicators (indicators), primarily of the state of ecosystems, allowing to assess the degree of pressure on them from economic activities, conduct a comparative analysis, identify trends in their changes and make informed decisions.

Indicators must meet the following requirements [18]:

- combine environmental, social and economic aspects;
- have an unambiguous interpretation for decision-makers;
- have a quantitative expression;
- rely on the existing system of national statistics and do not require significant expenses for collecting information and calculations;
- be representative of international comparisons;
- to be able to measure the dynamics;
- be few (for ease of use in practice).

The main functions of indicators of sustainable tourism development are:
- planning and programming of activities in the direction of sustainable development;
- quantitative justification of decisions made;
- analysis of changes in development;
- identification of shortcomings in the use of natural resources;
- easier access to information for different categories of users;
- informing the public about certain environmental threats [19].

To effectively manage tourism, it is necessary to use the mechanism of forming and promoting the tourist destination brand. Branding is a relatively new method of influencing consumers and one of the most important processes for promoting territories, which contributes to the formation of competitive advantages and a certain image of a particular area, which allows you to position the territory as attractive to a potential audience. It should be noted that the tourist brand is a necessary attribute of sustainable tourism, and therefore its successful formation development and promotion serves as the basis for this sustainability. A tourist brand gives a country (region, destination) a certain level of value based on positive associations, and is also a kind of guarantee of the quality of the tourist product received by the consumer. A developed and updated brand of tourist destinations is one of the most important components of sustainable tourism in this area [20].

3. Conclusions
Taking into account international experience in creating sustainable tourism we can make certain recommendations for effective tourism management in the Russian Federation:
- start implementing the existing tourist potential with small steps that do not require large capital;
- involve all participants operating in the tourism sector, especially small businesses, in the development of a joint concept of tourism development and forms of coordination of the process on the part of the government;
- promote cooperation in advertising campaigns to promote the brand of a tourist destination and organize cooperation between regional governments and tourist companies.

The development of a tourism strategy using tourism management from the very beginning should focus on three areas:
1. Differentiation of functions and definition of roles of the parties involved in the process of coordinated work on the tourist infrastructure development in the region or in the municipality.
2. Formulation of projects to be implemented, primarily activities that guarantee quick payback.
3. Creating effective branding of the territory at the regional authorities level.

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