Methodical Aspects of Tourism Research as a Priority Branch of the Region

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Abstract. The article describes the methodological aspects of studying tourism as a branch in order to determine its significance for the economy of the region. The main approaches to the assessment of tourism and tourist-recreational potential of the territory were studied. The main requirements for the assessment methodology, taking into account the peculiarities of the functioning of the tourist sphere, are revealed. The necessity of application the system approach is grounded, according to which the tourism industry is represented as a holistic system, the efficiency of which is determined by the interaction of its individual elements. Features of the proposed methodology are to assess the degree of activation of factors and the effectiveness of subsystems of the tourism industry. The final conclusion about the priority of tourism for the economy of the region is made on the basis of the value of the integral indicator - the intensity factor of all elements of the industry.

1. Introduction

Based on official statistics, we can confidently say that tourism is by far one of the most dynamically developing sectors of economy of many regions of the Russian Federation, however, simultaneously from the methodical and methodological point of view it is insufficiently studied, which is primarily associated with the specifics of its functioning and development.

Today, there are quite a lot of interesting theoretical approaches to the assessment of the essence of the tourism industry. Contemporary authors: M.E. Nemolyaeva, L.F. Khodorkov [1], V.V. Rutkowski [2], V.S. Preobrazhensky [3] and many others offer definitions of tourism as a sector of the economy, as a result of which it can be concluded that the tourism industry is a sphere of activity representing the totality of production processes and implementation of tourist services. The final result of its operation is satisfying public demand for recreational services and the tourism industry itself is closely linked to other related sectors of the economy [4].

Any industry consists of typically homogenous enterprises. The tourism industry is a combination of two types of businesses: producing and integrating ones. The main task of the former is the creation of tourist services (transport, accommodation services, food, excursion, etc.), the main task of the latter is the integration of services first in an integrated tourist product and selling it to its direct consumer (tourist).

Thus, since the tourism industry brings together different areas of activity, according to the author, it must be considered as a complex interdisciplinary system.
The effectiveness of tourism at a regional level will be largely determined by the level of the rational organization of the system and control process. The main task of the tourism industry as a system is to ensure an active impact on managed objects in order to improve the indicators of the effectiveness of the system as a whole.

With a view to determining the priority of tourism for the region's economy a methodology must be developed that would take account of the need to measure the degree of influence of factors, the effectiveness of the work of the subsystems and assessing the development of the industry as a whole.

2. A brief overview of the approaches to evaluation of tourism and tourist-recreational potential of the territory

Evaluation of tourism and tourist-recreational potential of the territory is represented in the works of Safaryan A.A., Ushakov D.S., Lysenko N.N., Sycheva N.V., Preobrazhensky V.S., Vedenin Y.A., Bogdanov E.I., Dzhandzhugazova E.A., Malaeva M.A., Dunets A.N., Krupochkin E.P., Teltsova A.A., Ponomareva M.V., Ponomareva I.Y., Tankieva T.A., Kijakbaeva Y.G., Kazakov K.P., Kryukova A.A. and others. Let us discover the essence of some of them.

So, Dunets A.N., Krupochkin E.P., Teltsova A.A. [5] when assessing tourist-recreational potential consider characteristics grouped in three blocks: natural conditions and resources, cultural and historical factors, socio-economic factors and use the scoring approach for their quantitative measurement.

To identify tourism attractiveness of territory Kazakov K.P. and Kryukova A.A. use the integrated indicator that takes into account the criteria of tourism attraction in interrelation with specific types of tourism, the most important for the region [6].

Sycheva N.V. [7] underlines three groups of factors to assess the tourism potential of the territory:
- generating (associated with the need);
- implementing (connected with resources);
- localizing factors (related to the awareness of the population).

And Safaryan A.A. [8] singles out two groups of indicators to assess tourism potential of the territory:
1) attractiveness (potential of attractiveness);
2) tourist resources.

However, the need to study the tourism industry as an integrated system is overlooked, the efficiency of which is caused by the interaction of the individual elements. At the same time, synergies of the tourism industry appear only if there is integration of all subsystems, to which the author assigned the base, industrial-economic and management ones.

3. Content of evaluation methods of tourism as a priority branch of the region

Evaluation indicator system of tourism as a priority branch of the region should make it possible to describe all of the above subsystem, as well as the factors affecting them and their degree of activation. The activization is the process of revitalizing domestic resources for development and for their ability to convert them in the final results.

The underlying subsystem can be evaluated by sufficient resources for the development of tourism in the region and their qualitative characteristics; an industrial-economic subsystem is using a system of indicators to measure the results of the activities of tourist enterprises; a management subsystem can be evaluated by means of the study of the activities of the regional authorities in the sphere of tourism development as a whole and its individual elements [9].

The study factors were identified which activize the functioning results of the tourism industry: natural, labor, capital, infrastructure, information, as well as controlling ones.

The sequence (basic stages) of the procedure of the evaluation of tourism as the priority branch of the region is defined:
1. Forming of the system of the indices of complex rating estimation.

Are isolated the indices, which make it possible to estimate the influence degree of factor on the subsystems of the branch of tourism in the region (on the groups of the factors of influence) and the
indices, which characterize the effectiveness (result) of the work of the subsystems of the branch of tourism in the region.

2. Computing the value of the indices of rating integrated assessment for all compared objects. The calculation of the selected indices for each region is performed, and also the standard value of index for the best region is selected.

3. Standardization of indices. Relative (compared) indices to the standard are calculated by the formulas:

\[ X_{ij(+)} = \frac{I_{\text{evaluated}}}{I_{\text{standard}}} \]
\[ X_{ij(-)} = \frac{I_{\text{standard}}}{I_{\text{evaluated}}} \]

where \( I_{\text{evaluated}} \) - the value of the index of the evaluated region; \( I_{\text{standard}} \) - the value of the index of the region, accepted as the standard.

The selection of the formula, used for the calculation, depends on the nature of the influence of an index on the quality of the tourist services of the region as a whole. It can be “positive” and “negative”. The index, which with an increase in the absolute value leads to an improvement in the quality as a whole, is recognized as positive. “negative” will be the index, which with an increase in its absolute value leads to reduction in the general quality.

The relative values of indices are calculated: with “positive” influence of index according to the formula (1), with “the negative” - according to the formula (2). Values of the indices of the standard region equal to 1.

Total rating index is calculated for the j-th region for each group, subgroup of indices and as a whole on the region with the use of the following formula (3):

\[ R_j = \sum_{i=1}^{n} X_{ij} \]

where \( n \) - the number of indices of the estimation.

Also an average total rating index is calculated for the j-th region for each measure group and as a whole on the region with the use of the following formula (4):

\[ R_{average} = \frac{\sum_{i=1}^{n} X_{ij}}{n} \]

4. Ranking of regions according to the degree of the development of tourism.

Each region is given its rank (place), which it occupies in the represented system of the indices on the basis of the values of the total and average rating index, which characterizes the level of the development of tourism in the region and which makes it possible to make a conclusion about sufficient bases for the reference of this sphere to the number of priority ones.

5. Calculation of the integral index of the development of tourism in the region. As the resultant index the author determined the coefficient of intensity, calculated by the formula (5):

\[ C_{\text{int}} = \frac{\text{Average total index according to the results}}{\text{Average total index on the factors}} \]

The value of index must be more than 1. The economic sense of the obtained value consists of the following: insignificant change on the factors can make it possible to obtain significant result on the branch of tourism as a whole that will be positively reflected in the economy of region.

4. Conclusion

The represented procedure considers the specific character of the functioning of the branch of tourism, makes it possible to evaluate the degree of the priority of tourism for the economy of region, simultaneously gives basis for eliminating the problems, which impede an increase in the attractiveness of the sphere of tourism and production of package of measures for the development of territory as tourist destination.
5. References

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