SOURCES OF INVESTMENT AND FINANCING OF SOCIAL TOURISM

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Abstract. The article reveals the importance of social tourism. Since the development of social tourism will help to solve one of the main social problems that have developed at the present time is to reduce the widening gap in the standard of living of various sections of the country's population. Also considered is the legislative provision of the system of social tourism, as well as the economic aspects of social tourism.

Key words: social tourism, financing, social support, the economy of social tourism.

At the present moment Travel & Tourism is a very promising sphere in the economy of any country. Travel & Tourism is one of the world’s largest economic industries and the third export sector in the world. It creates jobs, drives exports, and generates prosperity around the world. The sector of Travel & Tourism is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017 [1]. In 2018, it is expected that the growth of this area will continue, albeit slower than in 2017 as a result of rising oil prices. In 2017-2018, according to international agencies, in terms of living standards, Russia ranks 61 in the world list with a total of 142 points, located between Sri Lanka and Vietnam; at a comparable level of real incomes and real wages – 50–55th place; according to the United Nations social development index – 65th place; in terms of the level of life of pensioners – 78th place. In the world practice, social tourism is an effective tool of social policy. The main goal of social tourism is to improve the living standards of citizens who are recipients of social support measures, state social and insurance guarantees at the expense of the tourist sector. Within this framework, the key financial objectives are:

– organization of effective financing of activities in social tourism in order to ensure timely and full implementation of the declared measures;
– ensuring the targeting of social support measures within the framework of social tourism, which ensures the effectiveness of public expenditures;
– attracting businesses to provide services in the framework of social tourism, through measures of their state incentives, which ensures a reduction in public spending.

The concept of social tourism has over 60 years long lasting history. Today it has taken on a new meaning. In the 50s of the 20th century, W. Hunziker made the first attempt to define social tourism. According to Hunziker (1951), "Social tourism is a type of tourism practiced by low income groups, and which is rendered possible and facilitated by entirely separate and, therefore, easily recognizable services." [2]

According to the International Social Tourism Organisation (ISTO) social tourism can be defined as "the connections and phenomena related to the participation of people in the countries of destinations as well as of holidaymakers, of disadvantaged layers of society or those unable to participate in tourism, holidays and their advantages for whatever reason" [3]

According to Federal Law № 132-FL "About bases of tourist activity in the Russian Federation" provides the following definition: social tourism - tourism, completely or partially carried out at the expense of budgetary funds, of state extra-budgetary funds (including funds allocated within the framework of state social assistance), as well as employers' funds [4].

In other words, social tourism is any kind of tourism (cognitive, resort, ecological, rural, etc.), the costs of which are fully or partially paid to the tourist from financial sources intended for social needs.

The Regulation on Social Tourism is enshrined in the 1981 Manila Tourism Declaration. This Act emphasizes the inextricable link between tourism and the rights of citizens to rest, leave and free movement. Special attention is paid to social tourism, considered as a goal that society should strive for by supporting youth tourism, tourism of the elderly and disabled people [5].

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In general, social tourism is considered as an economic category and in most laws of different states this type of tourism is ranked as a priority. Russian law gives social tourism a third priority after domestic and inbound tourism. Today, social tourism is financed by the state, foundations and social entrepreneurs. In Russia, social tourism from a financial point of view is rather risky. Despite the low level of competition and the potentially high demand in this segment of the market, the organizers of social tourism are kept afloat mainly through profitable activities [6].

The state policy in this sphere is at the stage of implementation and is still far from perfect. Problems in social tourism in Russia begin with the fact that there are no regulatory documents in the legislation that determine which of the tourists, what kind of travel, where and when can receive the budgetary funds that are due to him. The law "On Social Tourism", which has been called upon to introduce the specifics, has been developed since the mid-1990s, but has not yet been adopted, which means that most of the issues related to allocating budgetary allocations to preferential categories of travelers have not been settled.

Nevertheless, the state does not refuse to finance this sphere. It should be noted that in the budget of the Russian Federation for 2014-2016 about one third of the public funds spent was allocated for the implementation of social programs (2014 - 33.6%, 2015 - 35.1%, 2016 - 34.4%), excluding expenditure on the development of health, physical education and sports.

Significant funds for the development of social programs were laid in regional budgets. For example, in Moscow in 2012-2016 from the city budget allocated 1.2 billion rubles. on the implementation of social tourism programs. Therefore, in our opinion, it is necessary to focus the attention of the executive authorities of the subjects of the Russian Federation on the insufficient attention paid to the development of social tourism in a number of regions. In 2014, 85% of all subjects of the Russian Federation participated in the implementation of various type of tourist programs. Of the overall structure of tourism programs: 8% accounted for social tourism programs; 14% - for cultural and cognitive tourism; 22% - on the military-patriotic; 23% - on ecological and rural; 33% - on ethnocultural tourism. As you can see, in the general structure of tourist programs there is a fairly strong shift towards ethno-cultural tourism, which accounts for 33% of all tourist programs implemented on the territory of the Russian Federation. And a very small proportion falls on the development of social tourism in the regions, the implementation of which contributes to improving the quality of life of Russian citizens with a limited level of income, which now makes it particularly necessary [7].

The Government of Kamchatka Territory decided to increase the funding of the social tours program for certain categories of citizens. According to the regional agency for tourism and external relations, in the year 2018, 7.5 million rubles will be allocated for organizing excursions for large families, veterans, schoolchildren, winners of creative competitions and sports competitions. Last year, the amount of financing was 3.5 million rubles. Excursions are held from March to October. In 2017, 680 people took part in them.

Grants are also periodically allocated from the state budget for the organization of social tourism - a rule, for youth excursions and children's tourism. In addition, there are programs in which extrabudgetary funds and non-profit organizations, as well as large enterprises, create conditions for the inexpensive rest of their employees.

As the practice of other countries shows, a full-fledged branch of social tourism can only be created by the joint efforts of society, business and state structures.

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