Investment attractiveness of the territory, greening and self-recreation of citizens: Northern regions

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Abstract:
Interest in involving countryside territories in economic turnover occurs the various ways. Housing construction, development of agro-industrial complexes, introduction of innovative technologies, redistribution of the land Fund, etc. The main problems: lack of coordination of actions, unidirectionality of agroeconomic, working in areas of risky farming, seasonal employment. At the same time, socio-economic and infrastructure issues remain out of attention: priority and procedure for financing social facilities, strategic planning of village territories, industry interaction and total environmental impact on the territory. The lack of interaction between stakeholders allows us to solve only operational tasks. Increasing the investment attractiveness of the territory requires a comprehensive approach that provides a synergistic effect of industries. Systematic redistribution and involvement of free population flows in rural labor allows not only to satisfy the growing interest of citizens in active forms of recreation, but also to ensure the introduction of organic forms of agriculture in agricultural activities. The study of recreational motivation in combination with branding of rural areas allows us to predict not only investment activity, but also the reorientation of citizens towards environmentalization and self-employment [1].

1. Introduction.
To determine the investment attractiveness of rural territories of certain regions of Russia, the article examines and analyzes the performance indicators of twelve subjects of the Siberian Federal district and the North-Western Federal district. The choice of territories is determined by the similarity of climatic, territorial, logistical, and socio-economic factors. The analysis of investment activity in the regions for 2016-2018 was conducted in order to identify investment leaders and track the strategic validity of investments in conjunction with the indicators of investment attractiveness of the hotel business as an indicator of business activity in the region. Reorienting the flow of recreants within regions can not only help the development of rural areas, but also solve modern social and environmental problems [2].

Analysis of investments in fixed capital in the hotel business (table 1) showed a decrease in the overall indicator in the period from 2015 to 2017 [3]. We can assume that this is due to sanctions and a reduction in business activity in the country as a whole. However, the figure of 2018 significantly exceeded the values of all previous years, which is largely due to the activities for the provision of food. Investments in the provision of temporary accommodation also showed growth, but did not exceed the value of 2015. Compared with 2014, in the prices of the current year, investments were a third less. It can be concluded that investments in fixed capital in Russia are more dependent on the economic situation in the country, the planned events (Olympic games, Sochi-2014, world Cup-2018), the state...
monetary policy, the stability of the national currency and the overall investment climate. At the same time, capital investments in the activities of travel agencies and other organizations providing services in the tourism sector showed a slight decrease only in 2017 [3].

### Table 1. Investments in fixed capital in the Russian Federation by type of economic activity, bill. rub.

| activities of hotels and catering establishments from it: | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------------------------------------------------------|------|------|------|------|------|
| activities to provide temporary accommodation             | 105.5| 92.1 | 93.9 | 86.7 | 112.0|
| food and beverage activities                              | 95.8 | 67.5 | 64.5 | 57.0 | 66.1 |
| activities of travel agencies and other organizations providing services in the field of tourism, billion rubles. | 9.7  | 24.6 | 29.4 | 29.7 | 45.9 |
|                                                          | 0.5  | 0.5  | 1.9  | 1.7  | 3.8  |

According to Rosstat [3]

Let us consider the development of the tourism market over the past 5 years in the period from 2013 to 2017 inclusive, using official data of Rosstat [3].

### Table 2 Real and nominal increase of internal tourist market of Russia.

| Indices                      | Calculated formula | 2014/2013 | 2015/2014 | 2016/2015 | 2017/2016 |
|------------------------------|--------------------|-----------|-----------|-----------|-----------|
| Real increase of market      | $I_q = \frac{\sum q_1p_0}{\sum q_0p_0}$ | 1.024     | 1.34      | 1.148     | 1.31      |
| Nominal increase of market   | $I_{pq} = \frac{\sum q_1p_1}{\sum q_0p_0}$ | 1.065     | 1.98      | 0.97      | 1.46      |
| Paashe indices (price influence) | $I_p = \frac{\sum q_1p_0}{\sum p_1q_1}$ | 1.04      | 1.68      | 0.85      | 1.12      |
| Quantity factor              | $A = \frac{\sum p_1}{\sum q_0}$            | 1.023     | 1.34      | 1.149     | 1.31      |

If we calculate the indices, we can conclude that the real growth of the domestic tourist market due to the increase in the number of sold packages, was especially high in 2015 and increased by 34% and in 2017 – by 31%.

We will analyze the change in prices for nominal growth of the market (on average in all directions): in 2014, inflation in this area amounted to 4%, in 2015, prices for domestic tourism products increased by 68%, and in 2016 there was a decrease in prices by 15%. In the last reporting year 2017, the growth of the nominal market due to the increase in prices amounted to 12%, with an average inflation rate of 2.5% in the country. Such significant changes in prices in 2015 are caused by a sharp depreciation of the national currency.

Comparing tables 1 and 2, it can be concluded that the Russian tourist market shows real growth, as well as the indicator of investment in the activities of travel agencies that sell vouchers to health resorts in the Russian regions and offer their own tourist routes in Russia, including accommodation in local hotel enterprises. Thus, tour operators operating in the domestic market are also indicators of the profitability of the regional hotel sector, despite the decline in capital investment in the provision of temporary accommodation [4].

Let us consider some indicators of investment attractiveness of the hotel business in the regions, using the data of the previous period. This approach allows us to draw a conclusion about the relationship of current investments with the trends of profitability and stability of the hotel business in the regions.

Investment attractiveness of the hotel business in the international market is estimated in the following indicators: room revenue, occupation, average daily room rate (ADR), revenue per available
room per day (RevPar), revenue per available customer (Rev Pac), double occupation. In addition, the international network business is considered to be indicators Gross operating profit (GRP), Gross profit margin (GOP), Net operation profit (NOP) and others. Using the open data of the Rosstat database, you can calculate the indicators in General. Some of these indicators, in addition to the investment attractiveness of the object also indicates the quality of strategic management of the hotel or hotel chain.

Consider the rate of profitability of a hotel room in several Russian regions. For the analysis and study were taken separate regions of the Siberian and North-Western Federal district, comparable in natural and environmental, transport and logistics and socio-economic indicators. They were investigated the following data:

- the ratio of total income and expenditure, in relative terms. In international practice, this indicator is considered to be gross margin profit (GPM);
- hotel room profitability indicators in the region (RevPar);
- income per guest, by region (Re Pac);
- status level of hotels (prevalence of hotels of a certain star rating in the region);
- the average length of the guest's stay in the hotel and, as a consequence, in the region, etc.

For all indicators, the dynamics of growth is considered and the spread of stability of growth or decline is taken into account, which is taken into account in the average deviation (table 3).

Table 3. Analysis of profitability indicators of hotel business in the regions of Siberian and North-Western Federal district.

| Regions              | Gross margin |                   | Regions              | Gross margin |                   |
|----------------------|--------------|-------------------|----------------------|--------------|-------------------|
|                      | Relative     | Average           |                      | Relative     | Average           |
|                      | average      | deviation, %      |                      | average      | deviation, %      |
| Altai territory      | 8%           | 179%              | Arkhangelsk region   | 7%           | 147%              |
| Kemerovo region      | 16%          | 69%               | Vologda region       | 19%          | 82%               |
| Novosibirsk region   | 9%           | 127%              | Leningrad region     | 16%          | 198%              |
| Omsk region          | 22%          | 57%               | Murmansk region      | 9%           | 166%              |
| Tomsk region         | 13%          | 80%               | Novgorod region      | 17%          | 48%               |
| Altai republic       | 17%          | 138%              | Pskov region         | 17%          | 64%               |
| Irkutsk region       | 15%          | 56%               |                      |              |                   |
| Krasnoyarsk region   | 5%           | 223%              |                      |              |                   |
| The Republic Of Khakassia | 7%          | 225%              |                      |              |                   |
| Republic of Tuva     | -14%         | -191%             |                      |              |                   |
| Siberian federal district | 11%   | 64%               | North-Western Federal district | 14%          | 26%               |

2. Results and Discussion.
Analysis of the activity of hotels in the Siberian and northwestern Federal districts, with the aim of identify the most attractive for investment in the region, showed that the best performance of gross margin of the Siberian Federal district for the period 2000-2015 was observed in the Omsk, Kemerovo, Irkutsk, the Republic of Altai: 22, 16, 15%, 17%, respectively; in the North-West Federal district more uniform dynamics of indicators of the Vologda, Novgorod, Pskov, Leningrad region (19, 17, 17, 16%) and are leaders in growth of profitability of the hotel enterprises in the region (table 3).

Omsk, Kemerovo, Irkutsk regions have the most stable situation in the dynamics of marginal profitability (57, 69, 56%, respectively), while Altai Krai, which periodically demonstrates explosive growth dynamics, is very unstable and risky in terms of gpm formation (138%), which means that it is the most risky region for investing in the hotel sector. In relation to the North-West Federal district, stable dynamics of profitability growth is observed in Novgorod (48%), Pskov and Vologda regions (64 and 82%), while the Leningrad region, with 16% of the average relative growth of GPM, has the highest level of instability in the region of 198%. The situation in the Leningrad region may indicate both the
volatility of investment activity in the region and the development of long-term investment projects related to the activities of the Federal center of St. Petersburg (table 3).

Figure 1. Dynamics of gross profit margin in the hotel enterprises of the North-West Federal district [3]

Considering the two regions as a whole, it can be concluded that the gross margin profit in the period under review developed more steadily in all the territories of the North-Western Federal district (Figure 2). The dynamics of the indicator in the Siberian Federal district looks less stable (Figure 1), which is also reflected in the relative average growth and average deviation by region. The abrupt development of the industry, reflected in the form of GPM, most of all refers to changes in the political and economic situation. As can be seen from the diagram (Figure 1), all regions of the Siberian Federal district are more or less synchronous in the growth and decline of profitability of the hotel business during the study period. However, the Tomsk region, the Republic of Tuva and Altai, which demonstrate a higher level of GPM in short periods, are obviously more dependent on external factors than Omsk, Kemerovo and Novosibirsk, where the latter does not "pass" the criterion of average deviation (127%) (table 3).

Figure 2. Dynamics of gross profit margin in the hotel enterprises of the Siberian Federal district
This situation is a "risk zone" for investment, but it can also demonstrate a periodic increase in business income caused by the opening of international network chains in terms of their interaction with the local budget. The issue of profitability of international network business for the Russian territories is the most important in assessing the prospects of investment. All income indicators of the receiving party are relevant only in terms of accumulation of funds in the territory, in terms of tax payments. Net profit of chain hotels or Net profit margin (NPM) is the income of chain corporations and has no relation to the Russian territory.

The mass opening of hotel chains, timed to coincide with the 2018 FIFA world Cup, is also an indicator of the investment attractiveness of the hotel business in the regions. But it is necessary to take into account the fact that the new network enterprises of international business do not take into account the total traffic of guests in the region, relying most of all on their image and the existing system of loyal customers. And if we take into account the factor of the currency imbalance of the ruble against foreign currencies, the growing regional flow of tourists from year to year is quite a natural reality. The most important thing in this situation is the need to determine the place and role of domestic Russian business and Russian chain hotels in servicing the growing tourist traffic [5].

Then the indicators of profitability of the room as a direct indicator of the investment attractiveness of hotel enterprises were considered. The combination of the relative average growth and the average deviation allowed to distinguish the leaders: Novosibirsk, Omsk, Tomsk, Irkutsk, Kemerovo regions in the SFO and Novgorod, Pskov, Murmansk regions in the northwestern Federal district. It should be noted that the intensive growth of the indicator also gives instability in the investment relation. Business risks in this case should be insured by additional financing and strategic decisions.

The ratio of the number of rooms to the number of beds, demonstrating the status and stardom of hotels, was also analyzed in dynamics. The star rating of hotels is about 1.7-2.3 *, in all regions of the Siberian Federal District, except for Tomsk Oblast, the Altai Republics and Khakassia, has remained stable over the past ten years or more. In the Tomsk region one can see a sharp decline in the status of hotels, as can be seen from the increasing number of multi-bed rooms. In Tyva, on the contrary, a sharp increase in the number of stars and the prevalence of single-bed and suite rooms. At the same time, hotels are small, with an average of 40-60 rooms, by region of the district. The situation is stable for ten years in the Northwestern Federal District, where the average star level of hotels in the region is in the range of 1.5-2.5, with the exception of the Vologda and Leningrad regions, where the average upper level approached the range of 3.1-3.5. *. The average hotel capacity is slightly higher than in the Siberian Federal District, from 55-90 rooms, which also indicates the scale of the business.

Similarly, the indicator RevPac, the dynamics of the growth of income and expenses in the hotel enterprises of the Northwestern and Siberian federal districts was analyzed. The results were compared with the dynamics and volumes of investments in fixed assets over the period 2013-2018 in order to determine the strategic feasibility of active operations in the hotel business of the studied territories. The detailed results of this study will be reviewed separately.

3. Conclusion.
After analyzing the interdependence, investment attractiveness of the territory, investment in fixed assets, as well as business and recreational activity of the region, the authors came to the following conclusions:
- investment activities and investments in fixed assets are related to the business and political activities of the territory;
- the most promising areas for the formation of recreational traffic are the centers of business activity in the regions;
- redistribution of free movement of citizens is optimally within the local micro-region, in the current situation of self-isolation;
- the profitability of a single arrival can vary from 100 to 1000 dollars, depending on the length of stay and the level of service in suburban areas;
- organizing reorientation processes for active recreationists, including self-employment, is the responsibility of local governments and rural communities.

It should be noted that investment in fixed capital and the degree of their influence on the development of rural areas require a separate study. The variety of factors that affect the investment attractiveness of regions requires a comprehensive approach based on the use of multi-factor econometric models [1,4].

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