Global trends and regional policy in agricultural tourism

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Abstract. Rural tourism (agrotourism) in the world practice is a promising sector of the tourism industry, focused on the use of various resources of the rural area and its features to create a comprehensive tourist product. In Russia, such an understanding of agro-tourism has come in recent years, and the growing interest is confirmed by the interest not only of business representatives, but also of state authorities. The national project "Tourism and Hospitality Industry" will become an impetus for the development of domestic tourism and increase the competition of regions and territories in this area. The Orel region is fully involved in the development of agro-tourism. The region has a significant tourist and recreational potential for the development of rural (agricultural) tourism. The agro-industrial complex of the Orel region is the leading system-forming spheres of the region's economy. Regional authorities actively support private businesses involved in the implementation of state programs in the field of rural tourism: "Development of investment and project activities in the Orel region" and "Development and support of small and medium-sized businesses in the Orel region".

1. Introduction
Rural tourism (agritourism) is a promising sector of the tourism industry, focused on the use of natural, cultural, historical and other resources of the countryside and its features to create a comprehensive tourist product [25]. Russia has come up to such an understanding of agritourism in recent years, and the growing interest is confirmed by both business representatives’ and state authorities’ interest. However, it should be noted that our country has ”its own way” in many directions, and the sphere of rural tourism is no exception. If domestic tourism in the world became more active during the period of coronavirus infection, then the prerequisites for the development of Russian tourism were most likely laid at the turning point in 2014, when Russia was imposed with economic sanctions, and the events of 2020 only strengthened the state authorities’ position towards the development of such tourism.

First of all, this is the national project "Tourism and the Hospitality Industry". Currently, five laws-in-draft in the field of tourism are under consideration, including a federal law-in-draft on the development of rural and agricultural tourism. The national project "Tourism and Hospitality Industry" will not only boost the development of domestic tourism, but also increase the competition of regions and territories in this area. Preparing in advance for the implementation of the national project activities
will allow those regions to attract additional resources. In this regard, events on the development of the regional brand "Russian turquoise Ring" are held in the regions of our country.

The Oryol region is fully involved in the development of the popular tourism industry, that is agritourism. The region has a significant tourist and recreational potential for the development of rural (agricultural) tourism. The tourist specificity of the Oryol region is determined by both geographical and historical reasons. The national park "Orolevskoye Polesie" is engaged in the development of natural and ecological tourism in the Oryol region. The Turquoise Ring of Russia unites the ancient cities of the Oryol Region, which stand on the primordial rivers of the Central Russian Upland, where unique monuments of the Russian history and culture, ancient folk crafts are preserved [24]. The development of rural tourism in a particular region directly depends on the state of the agricultural sector and the prospects for its development. The agricultural-industrial complex of the Oryol region and its basic branch – agriculture are the leading system-forming spheres of the regional economy. Regional authorities actively support private business, which is the primary link of any market economy. Our region is implementing the state program "Development of Entrepreneurship and Business Activity in the Oryol region" [4].

2. Materials and methods

Understanding the fact that agritourism is a promising sector of the tourism industry explains the recent presence of scientific publications that affect all aspects of this concept. First of all, this applies to the assessment of the tourist and recreational potential within the territories of different Russian regions in the works of Safaryan A. A., Lebedev K. A., Lavrikova Yu. G., TappashkonoVA E. O. and a number of other authors [13, 16]. Most scientists whose works are freely available under positive external factors directly link agritourism with agribusiness: Vladykina Yu. O., Zagorskaya M. O., Tazhitdinov I. A., Gainanov D. A., Borodin A. N. [17, 18]. The unifying factor in this discussion is that all the authors, without exception, come to the conclusion that the huge tourist and recreational potential of rural areas in Russia is not used at full capacity. This statement is also true for the Oryol region, where the problem of rural tourism development began to be seriously investigated in 2014 in the work of Klimov R. V., when Russia faced economic sanctions [12]. In 2016, the team of authors: Alexandrova E. V., Semeshina N. I., Klybanskaya E. Yu. and Makarenko S. V. outlined the prospects for the development of agritourism in the Oryol region [5]. During the period of coronavirus infection in 2020, both the views of scientists on the problems of domestic tourism and the positions of state authorities on this issue have changed. The relevance of the current situation is comprehensively described in the work of Parushina N. V., Lytneva N. A. and Bobrova E. A. [15].

It should be noted that the state’s active position on agricultural tourism issues in the form of national projects, the emerging mutually beneficial partnership with the field of entrepreneurship in the form of regional programs and the unstable situation in the field of external tourism are prerequisites for a global study of this issue by scientists, practitioners and the public, using methods of comparison, grouping and generalization of data.

3. Results and discussion

Agricultural tourism is a new direction that began its development in Western Europe in the 1960s and 1970s in order to stop mass urbanization. Due to the strong weakening of the connection between nature and the ordinary urban inhabitant, agricultural tourism became widespread, especially in industrially developed countries, where urbanization exceeded the natural resource. [19] Rural tourism as a kind of tourism industry came to us from Europe. Agricultural tourism has been particularly developed in such countries as France, Italy, Germany and England. Its first mention dates back to the beginning of the XIXth century. The 4 main models of tourism were named: British, French, Italian, and German in honour of these "pioneer" countries (figure 1).

Each country has contributed something of its own national flavour to the development of agricultural tourism. The active development of the rural tourism in the world as a whole continues at the present time and is one of the fastest growing sectors of eco-tourism. The most popular destinations
for agritourism in the world are the following: Taiwan with many "holiday farms", Tuscany and Brazil with educational tours of the regions and the opportunity to gain valuable experience, practical knowledge and innovative business skills, Majorca, offering accommodation from old wooden houses to modern hotel complexes, Hawaii with agricultural festivals, Grenada, California, the Philippines, where most of the agritourist sites are listed in the World Heritage Site [23].

**Figure 1.** The main models of agritourism (rural tourism).

The world experience in the formation and development of the agritourism field has not only got a rich history and experience, but also brings the concept of "agritourism" to a new qualitative level, this is when a tourist product is interesting not only for domestic consumers, but to a greater extent for external consumers who want to adopt best practices, get appropriate education and introduce it into the practice of farming in their own country. The lack of infrastructure, low social activity in rural areas, and poor development of public-private partnerships are the reasons why agritourism in Russia requires serious measures of comprehensive support from the development of a legislative framework by state authorities to the patriotic attitude of an ordinary citizen to domestic tourism.

Despite the negative aspects, it should be noted that foreign policy often has a positive impact on the development of the Russian economy. The turning point came in 2014, with economic sanctions being imposed on Russia. After a number of years, namely in April 2021, the leading Bulgarian news outlet "Facti" reported that the sanctions had made Russia a world leader in agriculture. The article became very popular and became one of the top 5 most read and commented articles. Russia has significantly modernized and increased the volume of agricultural production, which has allowed it to break into the number of leaders in this area. In its turn, Russia responded with a ban on European products, which had a blow for European farmers and gave a huge boost to the development of local production. In addition to banning Western products, Russia has begun to invest a lot of money in its agriculture. In 2021, 77 billion rubles were given for its development [22]. Moreover, the changes affect not only the regulation of markets for agricultural products, raw materials and food, but also the integrated development of rural areas.

Another important point in the promotion of Russian agritourism is to bring the problems to the national level in the form of a separate project "Tourism and Hospitality Industry". The implementation of this project will require at least 542 billion rubles from the budget. It is assumed that the national project will be financed by 70% from extra-budgetary sources and by 30% from the budget. Within the framework of these projects, it is possible [21] to:

- create territorial plans for tourist development;
• allocate subsidies for the formation of tourist city centers, for the creation of tourist projects infrastructure, for compensation of the interest rate on loans issued for the construction or reconstruction of hotels;
• support public, business and regional initiatives aimed at the development of tourism;
• launch initiatives to improve human resources in the tourism sector;
• digitalize the industry;
• improve the regulatory framework and promotion of Russian tourist products.

Currently, five laws-in-draft in the field of tourism are under consideration. According to recent reports from open sources, the federal law-in-draft on the development of rural and agritourism, namely its concept, was not supported by the State Administration of the President and the Government of the Russian Federation. The main obstacle is that the proposed law only provides for the introduction of the term "rural tourism" and its definition, while there are no specific features of regulation. The authors of the project are now working to eliminate the shortcomings. The proposed federal law on the development of eco-tourism has not received sufficient support in the submitted version due to the possible risk for the regime violation of specially protected natural areas and the project has not been approved yet.

The Oryol region has a significant tourist and recreational potential for the development of rural (agricultural) tourism. Agriculture is the basis not only of the agricultural-industrial complex, but also the most important branch of the regional economy. The volume of agricultural production by all categories of farms in the Oryol region for the period 2015-2019 is shown in figure 2. The Oryol region is on the 7th place in the Central Federal District in terms of agricultural production.

![Agricultural production dynamics in all categories of farms in current prices, billion rubles](image)

**Figure 2.** Agricultural production dynamics in all categories of farms in current prices, billion rubles.

The Agricultural Department of the Oryol Region is the executor of two state programs in the Oryol region: "Integrated development of rural territories in the Oryol region" and "Development of agriculture and regulation of markets for agricultural products, raw materials and food in the Oryol region" [2].

In the structure of the state program "Integrated development of rural territories in the Oryol region", departmental target programs are implemented, with the program "Modern appearance of rural territories" being one of them. In 2020, two integrated rural development projects are being carried out in the Oryol region within the framework of this departmental project, having funds in the amount of 30.4 million rubles. In 2021, the Ministry of Agriculture of the Russian Federation selected 4 projects for the integrated development of rural areas in the Oryol region, providing 98.2 million rubles [2].
Thus, within the state programs "Integrated development of rural areas in the Oryol region" and "Development of agriculture and regulation of markets for agricultural products, raw materials and food in the Oryol region", the problems of undeveloped infrastructure and low social activity in rural areas should be eliminated in the future by 2025.

According to open sources, rural (agricultural) tourism and ecotourism in the Oryol region are represented by small and medium-sized businesses, the number of which in 2021 is very small: horse riding for active recreation in the Vyazki stable, tourist accommodation in the guest house "Drugaya zhizn", the tourist base "Laguna", the farm "Blagosloveniye" [27].

Domestic tourism projects are supported by the Ministry of Economic Development of the Russian Federation. In 2021-2024, these projects combined in three groups will be carried out by the regions: 10 regions with a low level of social-economic development (SER), for which the Government of the Russian Federation has approved individual SER programs; 27 priority geostrategic regions; 63 regions with single-industry towns (321 single-industry towns), where 30 parks will be supported. Support for domestic tourism projects in the Oryol region by the Ministry of Economic Development of the Russian Federation for the period 2021-2024 is not planned, as the region is not the part of any listed groups.

It is expected that the implementation of activities within the framework of the national project "Tourism and the Hospitality Industry" will allow to double such indicators as the number of trips within the country, the number of jobs in the industry and the contribution of tourism to the country's GDP by 2030. According to officials, the implementation of the national project will provide a synergy effect, "when at least 3-4 rubles of private investment funds will be attracted for each ruble invested in budget investments." To solve all these problems, Rostourism together with business will "create a modern year-round tourist infrastructure, the shortage of which is now acutely felt by our citizens throughout the country" [23].

As part of the SWOT analysis, the authors of the work "Agritourism: problems and prospects (on the example of the Oryol region)" highlighted the opportunities for the development of rural (agricultural) tourism in the Oryol region – the development of small and medium-sized businesses in rural areas and additional tax revenues to the budget [5]. Doing business in the field of small and medium-sized enterprises involves the selection of the tax system. According to the legislation, the choice can be made from the following tax systems: the General Tax System (OSNO), the Simplified Tax System (USNO), the Unified Agricultural Tax (ESCHN), the Patent Tax System (PSNO). Measures to support small and medium-sized businesses in the Oryol region are the reduction of rates and the introduction of reducing coefficients.

4. Conclusions

Rural tourism can become a self-organizing system that can solve the main social-economic problems of the village. In general, the developed segment of rural tourism will have a positive impact on the competitiveness of rural territories and will contribute to: employment of the rural population (primarily for young people); increasing the income level of the rural population; development of social and engineering infrastructure in rural areas; diversification of the rural economy; revival of the Russian village; sales of products from personal household plots; stopping the migration of the villagers to the cities; reducing the anthropogenic impact on the environment (in coastal areas, by switching tourist flows from coastal to rural areas) [7].

After analyzing the foreign experience and choosing the models of rural tourism development that are acceptable for Russia, we can conclude that in order to realize the opportunities available in the country in this segment, it is necessary to create appropriate conditions for the development of the tourism industry, namely: formation of the Russian image as an attractive territory for domestic and foreign tourism; providing targeted financing and state support for small entrepreneurs interested in the development of rural tourism; development of tourist infrastructure in municipalities; support for the preserving art monuments, nature and history in the framework of regional targeted programs; support for the promotion of regional rural tourism products in the domestic and international tourism markets; stimulating investment in the development of domestic rural tourism [4].
Thus, we can distinguish three key areas of work in the field of agritourism – the creation of a product, the formation of its demand and the removal of administrative barriers, which will form the basis for the future national project "Tourism and the Hospitality Industry" and its constituent federal projects.

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