On the need for state support for the development of rural tourism as a type of non-agricultural activity in the Pskov Region

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Abstract. In rural areas, new challenges are emerging caused by the crisis in the agricultural sector of the economy. Despite the fact that agriculture remains a backbone branch of the national economy and at the same time the dominant economy of the territories, the structural crisis in it, which, despite the recent successes, has not yet been overcome, entailed a serious reduction in the number of jobs. It is obvious that the economy of the economy needs a serious restructuring, but not only to find ways to diversify economic activities, but also to use the development of rural areas with alternative types of employment. The article discusses rural tourism as one of the attractive forms of non-agricultural activities in the territory of an additional settlement, provided with not only jobs, but also considered rural tourism in general: attracting investment, income. However, in modern conditions, rural areas need an impulse; they can become state support for business activity in rural areas, which will be an example of non-agricultural entrepreneurship. Creation of broad forms and types of activities at the regional level of resources, an integrated approach to the use of natural and recreational, the use and improvement of the standard of living of the rural population.

1. Introduction
In the context of a global pandemic, a lockdown and closed borders of economic development, on the one hand, the population's need for recreation can be realized as a response to society's demand for domestic tourism and eco-friendly recreation. A timely response to the situation can create agritourism, become a powerful tool for diversifying the rural economy, and have a multiplier effect.

2. Materials and methods
The work uses the principle of a systematic approach, as well as a combination of methods such as economic and statistical, grouping and comparison.

3. Results
The development of rural areas, as world experience shows, is the result of a revitalization of the functioning of agricultural production in conjunction with the dynamic development of non-agricultural activities and territorial infrastructure. The solution of numerous problems of employment,
improving the quality and standard of living of rural residents is inextricably linked with the progressive diversification of the agricultural economy.

Now the rural population of the Pskov region is more than 181.9 thousand people, including those of working age, the number of unemployed according to the survey of the population on employment problems is 7.1 thousand people, according to the employment service - 800 people [1-5].

The development of rural areas is extremely uneven. Despite the increase in the volume of products of the agro-industrial complex, the level and quality of life of the rural population significantly lag behind the standard of living in cities, the access of the population to the services of social organizations is complicated, which leads to an increase in the migration outflow of the rural population, to the loss of development of rural areas. Therefore, today 71.1% of the inhabitants of the Pskov region live in cities [6]. For comparison: in 2010 this figure was 69.8% [5].

In the agro-industrial complex of the region, there is an acute problem of the outflow of the population of working age (2010 - 39.1 thousand people employed in agriculture, 2019 - 30.1 thousand people) [5]. The economically active population migrates to cities in search of work. The lack of development prospects, the low level of prestige of specialties in the agricultural sector influences this.

The lag behind the city in terms of general social conditions of life has grown significantly. In the Pskov region, 40% of the total poor population lives in rural areas, although it accounts for 29.1% of the total population of the region [5].

The situation on the labor market in the villages of the Pskov region corresponds to the all-Russian trend: on the one hand, it is labor-loss, on the other hand, there is a shortage of qualified workers. The real unemployment rate hovers around 30%. At the same time, one should take into account the increase in informal (shadow) employment in recent years and the fact that often villagers do not register with the employment service. Along with the forms of the so-called open unemployment, it is also worth considering its hidden types, which can be expressed, for example, in a decrease in the real size of wages. Thus, it is obvious that the problem of labor surplus in the villages of the region continues to be one of the most urgent and acute.

Due to the crisis phenomena of the post-perestroika times, the crisis of the 2000s, and now an unprecedented lockdown for the sake of combating the pandemic, a considerable number of agricultural and industrial enterprises went bankrupt, leaving the population of villages without work, and therefore without means of subsistence.

The creation of agricultural holdings does not change the situation. Receiving financial support from the state for the development of production, they practically do not deal with the social sphere in the countryside. At the same time, statistics indicate a reduction in medium-sized agricultural enterprises and peasant farms during the formation and development of agricultural holdings. This can be judged by the results of a comparative analysis of the growth rates of agricultural production in the region.

| Indicators | 2010 | 2015 | 2016 | 2017 | 2018 | 2019 | 2019 to 2010, % |
|------------|------|------|------|------|------|------|----------------|
| Farms of all categories (agricultural products at current prices) | 10.3 | 18.7 | 21.9 | 25.1 | 30.9 | 35.8 | 4.10 |
| including: |      |      |      |      |      |      |                |
| agricultural organizations personal subsidiary plots and peasant (farm) households | 51.4 | 187.2 | 218.6 | 251.2 | 308.6 | 357.9 | 6.96 |
| 5.2 | 6.1 | 6.8 | 6.4 | 6.1 | 6.6 | 1.3 |

The decline in the number of agricultural enterprises in the Pskov region provoked a rapid decrease in the number of jobs in the countryside. At the same time, this trend is becoming sustainable and
accelerating along with the acquisition of modern high-performance equipment, the introduction of innovations and the latest technologies. The deformation of the demographic structure of the village is forcing agro-industrial formations to organize work on a rotational basis or to transport workers.

In the list of investment projects for the period 2020-2024, recognized as strategic by the Committee for Economic Development of the Pskov Region, investments were allocated for 128 million rubles for agricultural cooperatives and peasant farms and 126.2 billion rubles - for agricultural holdings [4]. The main funds that the state allocates to agriculture are aimed at the development of agro-industrial formations, while the subjects of medium and small agribusiness were left practically without state support.

If we analyze the main features of the rural labor market, then we can draw the following conclusions:

- An oversupply and at the same time a shortage of qualified and highly qualified workers;
- Labor migration both to the village and from the village;
- Low motivation for agricultural labor: in 2019 the average salary in the Pskov region was 29,441 rubles, in agriculture - 24,288.3 rubles [5], or more than two times lower than the average Russian level of 2019 - 47,867 rubles [6];
- A large percentage of working pensioners, who in modern conditions are a shock absorber due to a decrease in the number of residents of working age in villages;
- The village continues to be unattractive for work and living.

To expand the rural labor market, along with agriculture, it is necessary to increase the scale of alternative non-agricultural activities in the countryside, which can attract human resources that cannot be found in the agricultural sector. In addition to providing employment for workers, non-agricultural activities can help rehabilitate declining agricultural holdings, as well as attract rural investment and provide additional income for both investors and local residents.

Rural tourism plays an important role in the diversification of the rural economy. This helps, among other things, to create additional jobs for local residents, to increase interest in the village. In agroecotourism, the yard is both a hostel and the main object of interest. Guests can arrange meals with organic products, excursions and walks to get acquainted with the nature, culture and traditions of the region, participation in folklore and ethnographic village festivals, health procedures, horseback riding, fishing, hunting, etc. [1]. Maintenance of such tourist sites is carried out, as a rule, by local residents [7-11]. From this point of view, the development of the subject of rural tourism has a multiplier effect for the rural area as a whole [8; 12].

Rural tourism is most developed in Europe, where its share already occupies more than 28% of the total volume of vacations, and farmers receive 50% of their income from non-agricultural activities [13-14]. Ecotourism is an important component of EU tourism, supported by the state, as it promotes the acquisition of new skills in rural areas, the employment of women and the development of basic social services in the countryside [7-8].

Rural tourism is gradually developing in the Pskov region. In modern society, there has been a trend towards ecology: more and more people are striving to lead a healthy lifestyle, eat environmentally friendly products, and relax in nature. The absence of large industrial production, a large number of forests, lakes and rivers - all this allows the region to become an excellent platform for the development of rural tourism. There are already examples of successful implementation of projects for the development of ecotourism in the Pskov region. Currently, there are more than 60 agritourism facilities in the region, where thousands of people vacation annually. The areas that are promising for ecotourism in the Pskov region due to their proximity to Moscow, St. Petersburg, Pskov and the main tourist attractions of the region include such areas as Pechory, Pskov, Pushkinogorsky, Gdovsky.

An example of the successful implementation of agritourism experience is in the village of Dubrovka, Pechora region. It houses a private museum of beekeeping and peasant life. This, like the
neighborhood with the ancient Izborsk fortress, has a positive impact on the development of the entire settlement. Museum "Honey Farm" is implemented on the basis of a peasant (farm) farm, which is engaged in beekeeping. Various services are available for tourists here: walking tours of the apiary complex, walks in the forest rich in mushrooms and berries, the opportunity to get acquainted and try blacksmithing and carpentry in practice, tasting various types of honey, tea from medicinal herbs of the Pskov region. During folk holidays (Maslenitsa, Ivan Kupala) Dubrovka is visited by a large number of spectators and guests.

In the village of Verebkovo, Gdovsky district, on the territory of a peasant (farm) economy, there is a trout farm, where individual and collective recreation is organized. Services are provided for boating, fishing. On the territory of the farm there is a guest house, a guest room, a bathhouse with a relaxation room, an equipped beach and a developed infrastructure: barbecues, sun loungers, gazebos, a playground. The famous Holy Dormition Pskovo-Pechersky Monastery is located nearby.

Another example is the Uteshenie farm on Lake Peipsi, 6 kilometers from the village of Vetvenik, Gdovskiy district. Here you can relax and work, immerse yourself in a harmonious coexistence with nature. Every summer, an eco-camp is organized on this territory for communication and joint recreation of people interested in gaining knowledge and experience in eco-building or who want to get acquainted with the humane maintenance of farm animals and birds on the farm: cows, goats, quails, chickens.

Rural tourism is not just a branch of the tourism industry, but also performs a number of significant socio-economic functions: the creation of attractive jobs, including for rural youth and women; promoting development; ensuring the integrated use of natural and cultural potentials of rural areas [1].

In our region, rural tourism is developing within the framework of the State Strategy for Sustainable Development of Rural Areas of the Russian Federation for the period up to 2030 [1], the long-term program of the Pskov Region "Culture, preservation of cultural heritage and development of tourism in the region" [2]. According to the decree of the Government of the Russian Federation of April 8, 2020 No. 926-r, the "Individual program of socio-economic development of the Pskov region for 2020 - 2024" was approved [3], in which a pilot project for the development of tourism in rural areas, carried out as measures to support agriculture. The resolution of the Administration of the Pskov region "On the provision of grants from the regional budget to support small businesses" secured support from the region.

On the portal of the regional administration, dedicated to tourism in the Pskov region, a special information and advertising section "Rest in the countryside" with a database of electronic resources has been created, designed to increase the tourist attractiveness of the region.

There are still many barriers to overcome in the development of rural tourism both in Russia in general and in the Pskov region in particular. The most basic of them are associated, firstly, with the imperfection of federal and regional legislation as such, as well as its sectoral aspects; secondly, with ignorance of novice businessmen of the principles of organizing agricultural entrepreneurship and the legal framework for its regulation; thirdly, with distrust of rural residents to new forms of business for them, skepticism about receiving state subsidies and grant support; fourthly, with the lack of effective state regulation in the field of rural tourism. And finally, it should be noted the underdevelopment of the transport and tourist infrastructure of the region and domestic tourism [7; 13; 15].

4. Discussion
Recently, the prospects for rural tourism have been widely discussed. However, for such tourism to become really popular and widespread in Russia, it is necessary to coordinate the efforts of all interested parties, including regional and municipal authorities. Significant assistance (including financial) is also required from the state. At the state level, it is necessary to expand measures to stimulate the development of non-agricultural activities in rural areas.
5. Conclusion
The growing diversification of the rural economy can contribute to the employment of rural residents, the rational use of the unique natural and recreational resources of the Pskov region, the development of rural areas and an increase in the living standards of rural residents. Further development of agroecotourism as a non-agricultural type of activity is intended to help diversify the rural economy, stimulate business activity of the local population, increase the income of rural residents, increase the attractiveness of rural areas and improve its infrastructure, preserve the cultural heritage and identity of the regions.

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