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To cite this article: N V Rozumnaya *et al* 2018 *IOP Conf. Ser.: Earth Environ. Sci.* **204** 012039

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REGIONAL TOURISM AS A FACTOR OF STEADY ECONOMIC DEVELOPMENT OF RUSSIA

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Abstract. The article concerns approaches to the determination of steady economic development given by foreign and domestic scientists. An influence of a tourism development as a country's economic steadiness is determined. An analysis of the tourist's industry is carried out and the trends of its development are revealed.

Key words: economic steadiness, tourism, tourist's traffic

A search ways of steady development of Russia economy is of extremely importance in modern conditions, which are characterizing by globalization processes, growing hard competitions at global markets and fast changing environment. Steadiness of economic development is an object of scientific research since the beginning of 20th century and has been considered as one of basic term of the economic balance concept. The authors of this approach are K. Marx (scheme of simple and expanded social reproduction) [1], D. Keynes (the model of short term economic balance) [2], Jh. Neyman (the model of balanced extending economy) [3], Jh. Hix (problems economic balance) [4], V.M. Polterovich "Economic balance and economic mechanism" [5] and others. The term "Steadiness" is more often used in the meaning of "stability", "balance". The well known Russian scientist G.Ya. Rakitskaya in her works divided these definitions [6]: "Stagnation differs from steadiness. Stagnation is such condition of society under which its integrity reservation or qualitative peculiarity is being reached at the expense of a loss an ability of development and selfreforming. Both terms "rest" and "stagnation" considerably differs from the term "steadiness" by content. One of the feature of "rest" is to put obstacles in changing system's condition under some external influence".

The mentioned approaches to the determination of economic steadiness enables to pick out the following specific features. Economic steadiness is a complex social economic system, it must be able change and has a property of fast adaptation to changing conditions of environment. At the same time economic system is the base of economic increase.

The thousand years of Russian cultural heritage, its natural variability enables to develop tourist branch actively. That result in steady development of the count ry. There are 26 UNESCO object in Russian. Various peoples lived in Russia create vast diversity of traditions. That mares many regions more attractive for visiting both residents and foreigners. The tourist's special economic zones are being formed in the most interesting and picturesque places of Russia. They are supposed to have favorable conditions for organizing tourist's business. According to Rosstat [7] gross added value of tourist's industry increased from 1533,1 billion rubles in 2011 to 2542,7 billion in 2015, that is by 65,85% during 5 years . The growth of amount of tourist's firms (both tourist's operators and tourist's agents), table 1. (the information given in table 1 is formed on the federal service of state statistics data).

Table 1. The main indices for tourist's firms activities

Indices of activities	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Amount of tourists firms	6639	6477	6897	9133	10266	10773	11324	11614	11893	12395
Amount of sold tourists voucher, thousands	5819	4305	3666	4358	4427	4763	5384	4384	4024	3352



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Over Russian territory	1659	1030	830	872	929	905	969	992	1331	1529
Abroad	4057	3183	2772	3367	3326	3738	4240	3253	2482	1625
Value of sold tourists voucher, mln. rub.	124133	117811	128243	167933	175366	208118	249898	243453	239554	192624

During the period from 2014 till 2016. The quantity of sold tourist's vouchers is decreased. It's sure due to tense political situation in the world, the sanctions and reduction of real incomes of country's citizens. However we see the positive dynamics namely in the development of internal tourism (amount of sold tourist's vouchers over Russia's territory shows considerable growth). The volume of sold services in tourist's branch presented in cost units shows the increase, fig. 1

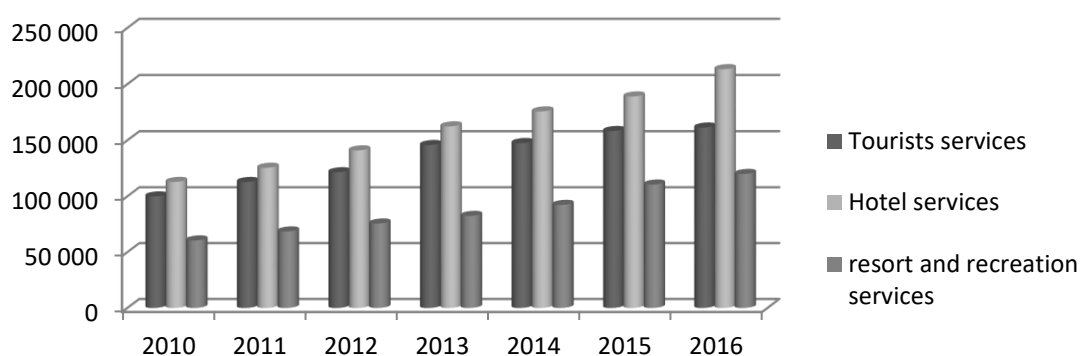


Fig. 1. Volume of sold services in tourist branch, mln.rub.

It is necessary to note that the amount of employees in tourism and investments in fixed capital indices demonstrate positive dynamics. This is also characterized the development of the branch. In order to obtain more accurate picture the internal tourist's market indices were calculated, table 2.

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

Indices	2014/2013	2015/2014	2016/2015
Real increase of market	1,024	1,34	1,148
Nominal increase of market	1,065	1,98	0,97
Paashe indices (price influence)	1,04	1,68	0,85
Quantity factor	1,023	1,34	1,149

To estimate cost and quantity factors influence on the market growth it's necessary to exclude the inflation background influence. After analyzing the indices it can be sold tourist's vouchers was especially high in 2015 and showed the increase by 34%, in 2016 – by 14,8%. The influence of price changes on the nominal growth of the market (in the average on all destinations) was the following: in 2014 inflation was 4%, in 2015 the internal tourist's product prices increased by 68%, and in 2016 the prices decreased by 15%. The amount of Russian tourists sent by tourist's firms over Russia on the main destinations is presented in fig. 2.

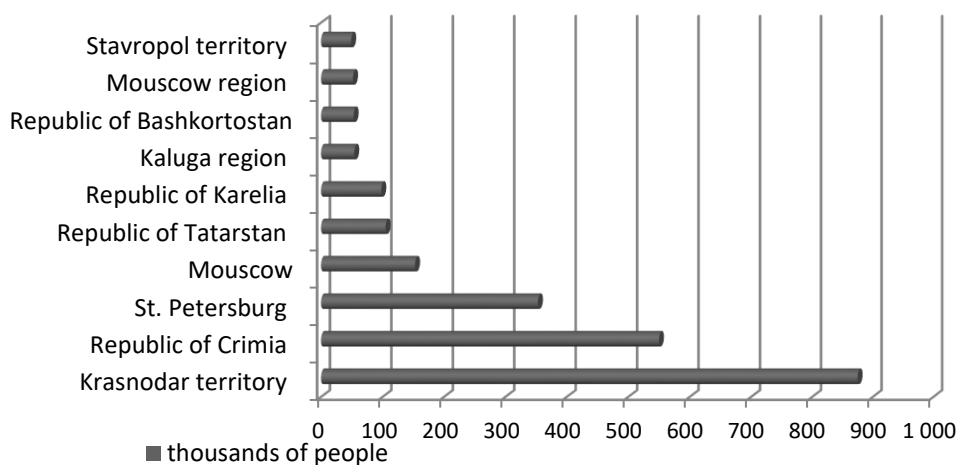


Fig. 2. The amount of Russian tourists over Russia on the main destinations

In 2017 the geography of traveling was widened. In addition to the traditionally popular with Russians destinations such as Moscow (growth by 13%), St. Petersburg (growth by 10%), Krasnodar territory (growth by 19%), the new regions are being opened such as Murmansk region (growth by 10%), the Chechen Republic (growth by 140%). The tours to Great Ustyug and visiting the New Year celebration were in demand. The Traveling to Christmas festival during the New Year holidays in Moscow visited about 14,5 million people that is more than 22% the year before. In 2017 during the New Year holidays Sochi mountain ski resort set a record. The amount of tourists exceeded 358 thousand people.

Modern enterprises functioning in tourist's branch have to deal with absolutely new factors which influence their activity such as: changes of needs and behavior of consumers, appearance of new possibilities due to science and techniques achievements, development of informational nets. These enable fast spreading and getting information and growth the role of human resources. Efficiency of functioning of tourist firms depends on their ability to adapt to existing conditions and find the opportunities for economic growth. In Russia, which is so rich by cultural heritage and variety of nature, the measures for development and support regions, their infrastructure must be taken in the state level. That significantly increase the country's attractiveness for both foreign and Russian tourists.

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