

Sustainable development of international tourism in Russia and China

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Abstract. The two great countries of the world, Russia and China, have certain similarities and differences in their development. From a historical point of view, these countries are attractive to tourists because they possess not only significant territories, but also unique monuments created both by the nature and human civilizations. Cooperation is particularly noticeable in tourism activities. This is due to the fact that tourism as a phenomenon is booming around the world. Developed and developing countries have felt the impact of the post-industrial society, where tourism and the services sector generate high incomes. At the same time, tourism between Russia and China, considered as a package of services, has absorbed not only the economic component, but also the geopolitical ones, since the countries have an extensive common border.

Keywords: international tourism, transboundary territory, cooperation, agreement

1. Introduction

According to the definition, an international transboundary territory is an area that consists of interacting border areas adjacent to the state border of two or more neighboring countries and possessing combinations of natural resources and various economic activities, the natural basis of which is either a single geosystem or a combination of or more regional-level geosystems interacting in the state border zone. Based on this term, the purpose of the article can be formulated as an analysis of the tourist activity of the two great powers of Russia and China on the basis of the transboundary territories.

The relevance of the topic is determined by the fact that tourism as a phenomenon of the modern world is capable of ensuring the sustainable development of cross-border regions, bringing economic, social, and other types of effects of both states.

2. Materials and Methods

In the article, the authors conducted research and analysis based on the monitoring of tourist flows in the countries under consideration. The task of monitoring is to obtain information necessary for the purposes of planning, decision-making, and operational management of tourist flows at the local, national and cross-border levels. In addition, monitoring programs are fundamental to protecting human health and the environment in general.

In order to create an effective monitoring and evaluation program, one needs to be familiar with various types of tourism, as well as the associated problems of managing tourist traffic and have their description in a statistical form. The interrelationships between various problems of managing tourist

traffic can be illustrated by the example of the Federal Target Program “Development of Domestic and Inbound Tourism in the Russian Federation (in 2011-2018) [6].

Cooperation between Russia and China is a pressing issue in relation to foreign policies and the directions of economic development between the two influential world powers. There are many positive aspects in relations between these countries. This happened in 1996, when the Russian government adopted the Joint Declaration “On the Fundamentals of Relations between the People’s Republic of China and the Russian Federation.” This document was the first one to officially declare an equal trusting partnership aimed at strategic interaction in the 21st century [5].

Russia’s trade and economic relations with China have a long history, and now these relations are developing fruitfully. In addition, it should be emphasized that the tourism industry is a particularly important part in cooperation between countries. Tourism, as a phenomenon, is characterized by various traits, such as culture, economy and friendship between nations.

The Chinese are very interested in tourism in Russia, and the Russians are very enthusiastic about visiting the cities and resorts of China. Of course, this gives an increase in investments in the Russian and Chinese economies. Joint ventures are created and operate in the field of hotel services, construction, engineering, medical industry.

Today, relations between China and Russia in the economic sphere have acquired new qualitative characteristics. In order for countries to have higher rates of development and gain mutual benefits, the following conditions are necessary:

- 1) Visa facilitation;
- 2) International harmony of interests;
- 3) Creating conditions for perfect competition;
- 4) Availability of an effective international financial system.

Tourists come to Heihe from Blagoveshchensk for one weekend, and the number of such tours is large. Tourists from the Far East account for about half of all visitors from Russia to China. From the European part of Russia, the tourists travel more often to Hainan.

In 2020, according to the World Tourism Organization, China will take the first place in accepting foreign tourists. At the same time, of course, the number of Russian tourists will grow. On average, the tourists from Russia spend about \$220 per day. This is not the highest rate among all other foreign tourists in China, but far from the lowest level. The average tourist expenses are more than \$300 per person per day [8].

At the meeting of the Russian-Chinese Commission for Humanitarian Cooperation, a protocol was signed to the Plan of Joint Action of the Federal Agency for Tourism of the Russian Federation and the State Administration of Tourism of China for the period from 2008 to 2010. According to Du Jiang, the deputy head of the State Administration for Tourism of China, who signed this document, the agreement will help to ensure the high quality of service and safety of tourists from both countries, and contribute to the further development of tourism in China and Russia [3].

This protocol is an addition to the Agreement on Cooperation in the Field of Tourism, signed by Russian President Dmitry Medvedev during his visit to the People’s Republic of China. In the protocol-supplement, special attention is paid to the training of personnel in the field of tourism and hotel business, the promotion of tourist products, improving the quality of tourist services. In addition, it is planned to actively promote the activities in the field of cross-border interaction, taking into account this impact on tourism.

3. Results

Depending on the content, one can select the following types of cross-border geographic structures and their respective areas:

1. Natural structures are integral geographic systems that cross state boundaries. The most characteristic are the basins of rivers, lakes, seas. For example, the Amur River basin is a large holistic geosystem located simultaneously in Russia and China.

2. Natural resources. These are territorial or aqua-territorial combinations of natural resources with close inter-resource connections, natural-resource systems that intersect with state borders. An example would be the natural resource geographic system of Lake Khanka.
3. Economic areas. These are the major links of the territorial-economic structures, crossed by the state border. First of all, these are transport cross-border geographical structures, for example: railways and highways crossing the state border. They are often called international transport crossings. Because of this, it became possible to travel comfortably to tourists from Russia and China.
4. A special type of transboundary geographical structures are international transboundary specially protected natural territories, such as: reserves, national parks located in the border areas of neighboring countries and performing common, coordinated environmental functions for the development of ecological tourism.
5. Ethnocultural transboundary geographical structures are a special type of transboundary structures that constitute parts of a single ethnocultural space divided by the state border and containing integral territorial and cultural communities of the population. These structures give the potential for developing cognitive tourism [2].

Over the past 25 years, China has achieved significant achievements in the field of tourism. From the country which had almost no tourists until 1978, China has become one of the world's tourist leaders. In 2020, it is expected that China will become the world leader in outbound tourism. A large proportion of the tourists travelling to China are *huao* (ethnic Chinese). In the category "actually foreigners" are the tourists from China, Japan, Russia, the USA, the Republic of Korea, Singapore, and other countries.

Russia is also actively developing domestic and international tourism. The post-industrial economy is the economy of the near future. It is based on service industries that are focused on the development of human capital (education, medicine, information technology and tourism). In this area, Russia has competitive advantages, but they are rapidly diminishing due to sustained underfunding of social systems and poor management of them [7].

The rise of Chinese tourism, which came in the last 20 years, which was accompanied by the development of a wide range of tourist attractions. However, in China there are still a lot of places that have not yet visited by the tourist, and which are waiting for their development. The seaside and southern areas are more developed for foreign tourists, and the areas in the center and in the north of the country are much less developed. In undeveloped areas are primitive forests, deep mountain gorges, deserts, settlements, with numerous ethnic minorities. Tourism in the North-West, North-East, and South-West regions of China was developed only in selected localities, leaving vast territories simply untouched.

Tourist holidays in China began to change. Today, only excursion tourism is being replaced by tourism with the aim of recreation and vacation.

In China, there are already 12 dacha districts of state rank capable of receiving foreigners who want to spend vacation in China. Their construction began in 1992. In addition, it is planned to build cottage villages of the provincial level.

On the one hand, the Chinese travel agencies will create leisure standards based on specifically Chinese characteristics (in the sense of cultural, historical, and landscape attractions; on the other side, they are guided by international criteria in the field of hotel equipment and services. In China, communications and the Internet are gradually improving, and measures are being taken to ensure the safety of tourists.

Research results:

1. According to the monitoring of tourist flows between Russia and China there is an intensive tour exchange.
2. Unique tourist sites of the two countries are of great interest.

3. Many types of tourism are developing in both Russia and China: educational, cultural, ecological, agricultural, etc.

4. Discussion

The cross-border territory of the south of the Far East of Russia and Northeast China has a different intensity of their economic use on one and the other side of the border, and even their membership in different types. This leads to the fact that the degree of impact on the structural organization of natural geosystems differs, as well as the functional and dynamic connections between their individual components are not homogeneous. In the limiting case, the state of the geosystem can be characterized as critical if, as a result of economic use, there is a change in the qualitative structure of the system, which can translate it into a new type of stability. As a rule, on both sides of the border, various types of development of natural resources of a transboundary territory are formed, including those related to the use of forest, water, mineral resources, land and other resources.

China is the leading tourist country on the Pacific coast. Rich tourist resources are located in the northeastern and central provinces of China, where its ancient civilization began its history. And the southern and coastal provinces, located in picturesque areas, where there are many beautiful cities and the largest population in the world, allowed to radically change the model of tourism in East Asia and the Pacific region as a whole and turn in the direction of agricultural tourism.

This leads to the fact that even under similar natural-resource conditions on both sides of the border, there are different structures of nature management. This property of cross-border areas is called a cross-border asymmetry. If we take the state border as the axis of symmetry, then there would never be complete similarity between the structures of nature use on both sides of the border. At the same time, the processes of change, the dynamics of individual types of natural resources and environmental management structures in general on both sides of the border will differ, as a rule [1].

There are situations when one of the parts of a transboundary geosystem is represented by an agrogeosystem, and the other is a strictly protected natural area. In such a case, relations arise that are characterized by the concepts of “steady state” of individual parts of the geosystem. The further dynamics of their conditions largely depend on a correct, environmentally balanced policy of environmental management [9].

When human intervention ceases, the development of the geosystem can continue, depending on the degree of violations, along the path of returning the geosystem to its initial state or the transition of the geosystem to a new state of sustainability, to some extent different from the original [4].

It follows from the above that to ensure the sustainable international transboundary use of the territory, scientists propose to efficiently use the natural resources and infrastructure of Russia and China for the development of international tourism, as one of the profitable sectors of the economy, and whose services are in demand.

5. Conclusion

Cooperation between Russia and China plays a particularly important role for the development of the Russian Far East, as well as for the whole territory of Russia. When analyzing an international transboundary territory as a complex natural-anthropogenic system, an integrated approach is needed based on a combination of structural, evolutionary, and functional analysis. Its application is complicated by the different organization of economic activities in the border areas of the territory, but only this approach can allow to draw valid conclusions about the basic principles of an environmentally oriented economic policy. Many international transboundary territories can and should be the object of developing joint international sustainable development programs.

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