

Mechanism for Stimulating the Development of Tourist and Recreational Potential of the Republic of Crimea

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Abstract—The existing system of exploitation of natural resources is irrational, which provokes a permanent regression of the resource potential of the Republic of Crimea. The study examined the legal and organizational and economic prerequisites for the development of the tourist and recreational potential of the Republic of Crimea. The aim of the study is to substantiate the organizational, economic and regulatory instruments for the development of tourism and recreational potential at the meso-economic level. As a result of the study, the authors substantiate a mechanism for stimulating the development of ecotourism through the formation of ecotourism clusters localized in the areas of protected natural sites, which in the future can serve as the basis for intersectoral economic relations and act as an effective tool for creating new jobs, developing transport and logistics infrastructure, and increasing tax revenues to the budget. An important advantage of the presented measures of organizational, economic and state stimulation is the possibility of their implementation at the local and regional level without involving the organizational and economic resources of the federal center.

Keywords—*the Republic of Crimea, tourist and recreational potential, exploitation of natural resources, stimulation of ecological tourism, organizational and economic mechanism.*

I. INTRODUCTION

The current system of exploitation of natural resources, including the recreational potential of the Russian Federation, is irrational in the context of environmental and economic interests, provokes permanent regression of resource potential, deterioration of the quality of ecosystems, reduction of biological diversity, increase in environmentally-caused morbidity of citizens, increase in expenses of economic entities. In this context, there is no doubt that there is a need for further scientific search for progressive theoretical and practical solutions aimed at socio-ecological and economic optimization of recreational economic activity, which would be adequate to the realities of Russian reality and fully take into account the social and environmental requirements of sustainable development.

The Republic of Crimea has a unique economic and geographical position for the Russian Federation. The combination of comfortable climate and natural conditions create favorable prerequisites for the development of the recreational sphere at the meso-economic level. From this perspective, the relevance of scientific research aimed at

finding development paths, algorithms and mechanisms to increase the socio-economic efficiency of the tourism industry is beyond doubt. As practice shows in recent years, one of the promising areas of development of the tourism industry is ecotourism. The Republic of Crimea has a natural resource potential, including, among other things, undisturbed ecosystems that can become the core of the regional ecotourism cluster. These circumstances are an additional argument in favor of the relevance of scientific research aimed at forming a mechanism for sustainable ecological and economic development of recreation of the Republic of Crimea. The aim of the study is to substantiate the organizational, economic and regulatory instruments for the development of tourism and recreational potential at the meso-economic level.

II. LITERATURE REVIEW

According to the scientific position of R.V. Revunova and S.A. Sukhinina, "The large-scale technogenic pressure of the production and economic infrastructure on the environment contributes to the regression of public health indicators and provokes the growth of social tension in the Russian Federation. The main reason for the development of such negative trends, in our opinion, is unbalanced environmental practices. Entities-users of natural resources of the Russian Federation, especially in the extractive industries, have largely inherited the destructive, resource-wasteful economic approaches peculiar in the command-administrative economic model. At the same time, over the past twenty years, an effective mechanism for environmentally balanced nature management has not been created, allowing to take into account both the objective economic interests of nature users and the need of society for a natural environment of appropriate quality" [1]. As noted by Professor T.Yu. Anopchenko, recently, measures have been taken aimed at improving the quality of the environmental management system, however, the efforts made so far are not enough to improve the quality of such components of the natural environment of the Russian Federation as land and water resources, atmospheric air [2].

As D.V. Daineko notes, "According to the forecasts of the world tourism organization, the growth rate of ecotourism in the XXI century and expected revenues will grow, determining a significant contribution to the development of the Russian economy, especially in developing regions" [3]. According to E.G. Leonidova, "Tourism as a branch of the

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national economy has a multiplier effect. Thus, forming a chain of "expenses – incomes", tourism stimulates the development of up to 53 related sectors of the national economy" [4].

At the same time, the development of promising formats of the tourism and recreation industry (gastronomic, ecological, sports, medical, ethnographic, and other types of tourism) can give a multiplying intersectoral economic effect, expressed in an increase in the income of business entities directly involved in tourist and recreational activities, as well as counterparties providing the specified activity (for example, business entities providing transport and logistics services). Elements of social effect in this case can be creation of new workplaces in areas of development of perspective tourist and recreational formats.

III. RESEARCH METHODOLOGY

The study was carried out on the basis of generalization of the existing legal documents regulating tourism and recreational activities, the Constitution, Federal and regional legislation in the field of taxation and tourism entrepreneurship.

In the course of the study, a tabular analysis is performed according to the data of the Unified Interdepartmental Information and Statistical System (UIISS) on the economic dynamics of business entities providing tourism services in the subjects of the Southern Federal District of the Russian Federation for the period 2013-2016.

According to open sources, the number and demand for tourist attractions as potential factors for the development of the competitive advantages of the Republic of Crimea are analyzed.

IV. RESULTS

In various regions of the Russian Federation, in particular the Novgorod region, the Republic of Mordovia, Primorsky Krai, the Republic of Buryatia, the Chechen Republic, the Volgograd Region, the Republic of Yakutia, there is successful experience [5-10] in the implementation of projects, connected with the development of ecotourism.

Consider the dynamics of the number of business entities providing services in the field of tourism (table 1) [11].

TABLE I. DYNAMICS OF THE NUMBER OF REGISTERED ECONOMIC ENTITIES PROVIDING TOURIST SERVICES FOR THE PERIOD 2013-2016, UNITS.

Territory	Years				Dynamics
	2013	2014	2015	2016	
The Russian Federation	11324	11614	11893	12395	1071
Southern Federal District	1109	1151 ^a	1148 ^a	1579	470
Astrakhan region	137	153	149	125	-12
Volgograd region	173	207	255	189	16
Krasnodar Territory	400	408	386	518	118
The Republic of Adygeya	39	41	26	32	-7
The Republic of Kalmykia	12	14	12	8	-4
The Republic Of Crimea	-	71	48	346	346
Rostov region	348	328	320	268	-80
The City Of Sevastopol	--	0.2	0.5	0.8	

^a excluding the Republic of Crimea and Sevastopol

The analysis of the information presented in table 1 shows that during the observation period the number of economic entities registered in the Russian Federation providing services in the field of tourism increased from 11324 in 2013 to 12395 in 2016 (+1071), which indicates the gradual development of the tourist market in our country.

In the period under review, there were conflicting trends in the Southern Federal District. In the Astrakhan and Rostov regions, in the Republics of Adygeya and Kalmykia, there is a tendency to reduce travel companies (in the Rostov region - to the greatest extent). At the same time, in general, the number of organizations operating in the tourist market increased by 470 in the Southern Federal District. The Republic of Crimea and Sevastopol made the greatest contribution to this positive dynamics. In these subjects of the Russian Federation, the number of travel agencies increased by 346 and 93, respectively. The proportion of business entities from these regions in the all-Russian structure also increased, while the growth rate is the highest among all subjects of the Southern Federal District.

The analysis of the information presented in table 2 allows us to say that at the present stage, the constituent entities of the Russian Federation, the city of Sevastopol and the Republic of Crimea, have competitive advantages that allow them to successfully develop such promising areas of tourism and recreation services as: ethnographic, gastronomic, ecological, medical and health tourism.

Consider the factors that determine the competitive advantages of the Republic of Crimea in the tourism and recreation sector (table 2) [12-16].

TABLE II. PERSPECTIVE DIRECTIONS OF TOURISM DEVELOPMENT AT THE MESO LEVEL AND THE FACTORS CONTRIBUTING TO THE COMPETITIVE ADVANTAGES OF THE REPUBLIC OF CRIMEA

Promising areas of tourism	Factors of competitive advantages
Ethnographic	Availability of objects included in the UNESCO world heritage list (1 object) Availability of objects of cultural heritage of Federal significance located on the territory of the Republic of Crimea and Sevastopol (137 objects) Availability of cultural heritage sites of regional importance, located on the territory of the Republic of Crimea and Sevastopol (about 700 objects)
Gastronomic	Presence of historically developed areas of viticulture and winemaking (wine brand "Massandra", etc.) Availability of traditional Crimean cuisine
Environmental	Availability of the following types of protected areas: - reserves (38 objects); - natural monuments (56 objects); - parks - monuments of landscape art (20 objects); - regional landscape parks (4 objects); - dendrological parks (1 object); - reserved natural boundaries (7 objects)
Medical-recreational	Availability of favorable natural and climatic conditions Availability of highly qualified medical personnel

Consider the legal aspects of the development of ecotourism. Article 42 of the Constitution of the Russian Federation states the following: "Everyone has the right to a favorable environment, reliable information about its condition and to compensation for damage caused to his health or property by an environmental offense" [17].

Moreover, in part Д of paragraph 1 of Article 72 of the Constitution of the Russian Federation, objects of joint jurisdiction of the Russian Federation and the constituent entities of the Russian Federation, including “nature management; environmental protection and environmental safety; specially protected natural areas; preservation of historical and cultural monuments.” Based on these constitutional provisions, the regions of the Russian Federation have the authority and rights to form their own mechanisms for regulatory, institutional, administrative, organizational and economic management of environmental activities at the meso-economic level. Entities of the Russian Federation can transfer state functions related to their subject of conduct to local authorities.

V. SUGGESTIONS AND DISCUSSIONS

Consider in more detail the organizational and economic mechanism for stimulating the development of ecological tourism. According to the Tax Code of the Russian Federation [18] the transport tax, gambling tax, organizations property tax belong to the category of regional taxes and fees. Based on this, the entities of the Russian Federation have the authority to establish tax rates on these taxes within the limits defined by the Tax Code of the Russian Federation, as well as regulate the procedure and timing of payment. According to Part 2 of Article 378 of the Tax Code, the entities of the Russian Federation have the right to provide tax benefits relating to regional taxes for certain categories of taxpayers, regulate the procedure for determining the tax base.

According to the authors, in order to stimulate the development of the tourism and recreational sector of the economy of the Republic of Crimea, it is advisable to establish a tax rate of 0 % on property tax for taxpayers implementing investment projects related to the construction of environmental tourism infrastructure (for example, campsites, observation points, hotels, etc.). Such a measure can also be implemented in respect of land tax, the powers to regulate which are under the jurisdiction of local governments.

In addition to tax, there are other tools to stimulate economic activity, which can be used for the development of Crimean ecotourism [19-22]. For example, the provision of state guarantees of the Republic of Crimea on loans related to the implementation of projects in the field of ecological tourism allows investors to reduce the cost of external sources of financing. Subsidizing the interest rate on loans related to the implementation of projects in the field of ecological tourism at the expense of the budget of the Republic of Crimea allows to reduce the share of working capital allocated for debt servicing, which reduces the cost of the project and reduces its payback period. Table 3 presents the author's version of the mechanism for stimulating the development of ecological tourism in the Republic of Crimea.

TABLE III. THE PROPOSED MECHANISM TO STIMULATE THE DEVELOPMENT OF ECOLOGICAL TOURISM IN THE REPUBLIC OF CRIMEA

Name of event	Content	Expected results
Organizational and economic incentives	Introduction of 0% property tax rate for investment projects in the field of ecotourism; Introduction of 0% land tax rate in relation to investment projects in the field of ecotourism	Reduction of terms of implementation of investment projects in sphere of ecological tourism, improving the efficiency of investments, increasing the number of jobs in areas implementing ecotourism projects, increase in revenues of the consolidated budget of the Republic of Crimea at the expense of growth of tax revenues.
State stimulation	Provision of state guarantees of the Republic of Crimea on loans related to the implementation of projects in the field of ecological tourism;	

Justified in table 3 activities aimed at stimulating the development of ecological tourism in the Republic of Crimea can be implemented at the regional and local levels, without involving organizational and economic resources of the federal center. The state authorities of the Republic of Crimea, as well as local authorities, have the necessary legal powers for the independent practical implementation of the proposed stimulation mechanism.

VI. SUMMARY AND CONCLUSIONS

Summing up, it is necessary to formulate the following main conclusions:

1. The Republic of Crimea, due to its geographical location and favorable natural and climatic conditions, has a significant tourist potential. However, at present, the successful positioning of the Republic of Crimea in the world and Russian market of tourist services is hampered by the environmentally unbalanced environmental practices that have formed in the region and do not meet the criteria of sustainable development. Unbalanced nature management at the micro- and meso-economic level, which is expressed in the violation of natural landscapes, pollution of water areas with sewage, cutting down green spaces, reducing species diversity, etc., provokes a decrease in tourist flow, which, in turn, leads to reduction in the income of economic entities and the budget system.

2. The current legislation of the Russian Federation allows the subjects of the Russian Federation and local governments to form administrative-legal and organizational-economic mechanisms to stimulate the development of promising forms of tourism. For the Republic of Crimea, it is important to create ecotourism clusters, geographically localized in the areas of protected natural objects. Such clusters can become the core of the formation of intersectoral economic complexes, the positive consequences of which for the economy and social sphere of the Republic of Crimea can be the creation of new jobs, the development of transport and logistics infrastructure, and the increase in tax revenues to the budget system.

3. The mechanism of public-private and municipal-private partnership in the field of promising areas of tourism activity can be an effective tool for developing the tourism and

recreation potential of the Republic of Crimea. The Tax Code provides for the right of entities of the Russian Federation and municipal structures to determine deadlines, procedures, rates, regional and municipal taxes within the limits established by the legislation of the Russian Federation on taxes and fees. Such a norm allows to take into account the territorial specifics of the Republic of Crimea in the development of state policy to stimulate the development of promising areas of tourism activities on the basis of public-private and municipal-private partnerships.

Currently, environmental management practices at the micro- and meso-economic level is a factor destabilizing the socio-ecological and economic well-being of citizens and limiting the dynamics of socio-economic development of the region. The authors substantiate the complex of organizational-economic and administrative-legal measures aimed at stimulation of effective environmental management in the region.

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