

Perspective Lines of Development for Inbound Tourism (The Case of the Orenburg Region)

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Abstract—The article analyses inbound tourism as one of the priority types of tourism in the Russian Federation. It presents positive and negative development tendencies of inbound tourism as defined by the state interests. It describes specific activities of tour operators with inbound tourist flows. The article analyses international migration of the population in the Orenburg region through 2008 – 2018. It characterizes perspective lines of development for inbound tourism in the Orenburg region focusing on such types of tourism as business, educational, recreational, event and shopping tourism. It identifies the main target segments and the objects of the tourist industry for each type of tourism. The authors introduce the key potential organizers of inbound tourism in the Orenburg region, as well as providers of services necessary for the development of this type of tourism.

Keywords—*inbound tourism, tourist flows, types of tourism.*

I. INTRODUCTION

The development of tourist activity is studied now both from the theoretical and practical perspectives. Federal and regional authorities, municipal administrations, representatives of tourism business, research and academic institutions consolidate their efforts to study, form and organize tourist activities. A special role for all subjects of tourist business is played by a specific tourist destination and type of tourism, which are promising for the development of a region, territory, tourist company.

The main types of tourism are domestic, inbound and outbound tourism. According to the Federal law No. 132-FZ of October 4, 1996 “About basics of tourist activity in the Russian Federation” inbound tourism and domestic tourism are currently recognized by the state as priority areas for tourism development in the country (inbound tourism is the tourism on the territory of the Russian Federation for non-residents of the Russian Federation) [1].

There are quite a large number of classifications of tourism depending on different principles. However, the main classification is the functional one which identifies different types depending on the purpose of the trip: recreational tourism; health tourism; excursion tourism; business tourism; sports tourism; religious tourism; educational tourism and others.

Every type of tourism requires certain natural, historical and cultural resources, tourism infrastructure (accommodation and catering facilities, entertainment sights, transport and communication nets, etc.), as well as specific target groups, who tourist programs and routes are developed for [2-4].

If we evaluate the regions of the country in terms of two priority types of tourism – domestic and inbound, there is a difference between the resources and possibilities needed to meet the requests of foreign and Russian tourists. Domestic tourism (especially short-term, when the population travels in their local region) often sets less requirements to infrastructure and possibilities for organized tourism (in their native country people often travel on their own), etc.

Inbound-oriented tourism involves special conditions and requirements for the tourist and supporting infrastructure, the content of tourist programs and routes, their planning and organization. In this context, every subject of the Russian Federation faces a pressing challenge to study the territory’s resources available, to specify its promising types of inbound tourism, to establish requirements for infrastructure and other practical issues.

II. RESEARCH METHODOLOGY

To formulate promising lines of development of inbound tourism in the Orenburg region we studied foreign and Russian researches on the subject and analyzed statistical data on inbound tourism flows in the Russian Federation and international migration of the population in the Orenburg region. Besides, while studying various references on the development of certain types of inbound tourism in the Orenburg region we used some elements of content analysis.

To get the statistical data we referred to the official websites of the Federal Agency for tourism of the Ministry of Economic Development of the Russian Federation and the territorial body of the Federal State Statistics Service of the Orenburg region.

III. RESULTS

Both foreign and Russian scientists study the development of inbound tourism. For example, Saha, Shrabani; Su, Jen-Je; Campbell, Neil [5] make cross-national group assessment of data on how political and economic freedom are important for inbound tourism; Nematpour, M.; Ghaffari, M. [6] study the typology of inbound tourists visiting the Grand Bazaar in Tehran. Guizzardi, A.; Stacchini, A. analyze the individual satisfaction of international tourists in the top Italian destinations [7]. Russian scientists most often study inbound tourism as a part of a type of tourism development, for example, educational (Gorkov A. A., Barasat I. V., Udalova T. A., Kosareva N. In.) [8, 9], business (Shabanov D. A., Rozhkova, L. A.) [10], environmental (Kravchuk T. A., Zdanovich, I. A.) [11], etc. Also, many researches are about

how tourism influences in the status of an economy, the problems and perspectives for the development of inbound tourism (Sevastyanov D. V., Grigoriev, Queen N. In. Terenteva Yu. G.) [12-14].

The priority to develop inbound tourism is set by several factors having direct and indirect effects: the inflow of personal savings of international tourists, the activation of the consumer market, the development of tourist and supporting infrastructure, the growth of territories' investment attractiveness, the creation of new vacancies, the improvement of living conditions for local residents, etc.

According to the data presented on the official website of the Federal Agency for Tourism (Rosturizm), the top list of countries whose citizens visited Russia as inbound tourists in 2016 counts such CIS states as Ukraine, Kazakhstan, Azerbaijan, Uzbekistan and Armenia and non-CIS states as Finland, China, Poland, Germany and Mongolia. In 2017, the list of countries has not changed much (China overtook Finland; the Republic of Moldova took the lead). Figure 1 shows the top list of countries whose citizens visited Russia as inbound tourists in 2016 and 2017.

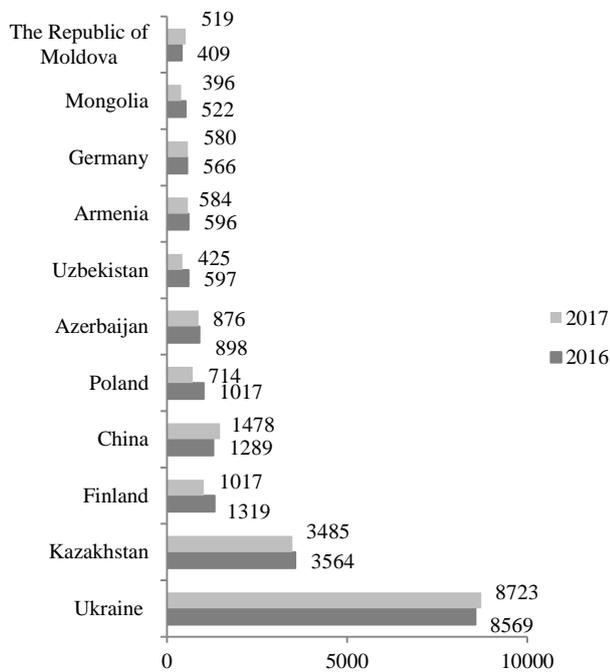


Fig. 1. The number of inbound tourist trips to Russia in 2016 and 2017 by foreign citizens from the top list countries [15]

The development of inbound tourism in the Russian Federation is currently constrained by many factors. The main ones are the following:

- insufficient development rates transport infrastructure in regions (modernization of airports, railway stations, train tracks, passenger ports are necessary for the intensification and development of tourism in regions);
- uneven development of tourist infrastructure, especially accommodation facilities for groups (especially low-cost faculties, but with an adequate level of service);
- ill-considered pricing policy of some tourist and service companies (in some cases, the owners of the tourism businesses set illegally higher prices for some services for foreign tourists);

- not high level of service, no balance between prices for services provided and their quality;
- a strong negative influence of political factors on the image and reputation of the country as a whole among foreign tourists, which is associated with a lack of positive information about the country;
- unbalanced investment in tourism and services sectors, etc.

However, there are also positive tendencies, for example, running world grand events (XXVII World Summer Universiade in Kazan in 2013, XXII Olympic Winter Games in Sochi in 2014, the finals of the XXI World FIFA Cup in 2018 and other events) with a high level of organization, well-planned logistics, professional volunteer corps, positive attitude of the local population thus contributing to the positive image of the country, safe and attractive for foreign tourists. In addition, large cities gradually fix a problem of employing the personnel who speak a foreign language (especially English).

As in other areas of tourism, inbound tourist flows are divided into two groups: unorganized and organized. Unorganized (flashpacker) tourism means independently planned and spent holidays by tourists who travel outside the country of their permanent residence. Organized tourism means those tourists who purchase tourism products from tour operators and travel agents.

The vast majority of inbound tours belong to professionally organized tourism, that is, tour operators play a significant role (however, the share of foreign citizens travelling on their own in the Russian Federation is increasing every year). Mapping, promotion and following tourist routes in Russia for foreign citizens are provided by 3,085 tour operators listed in the Unified Federal Register of Tour Operators (as of 15.10. 2019) [16].

Working with foreign tourists requires significant efforts from tour operators, who need to study target markets and sales of tourism products, the development of specific products and their promotion. The staff of tour operators have to speak foreign languages (this is necessary both for the promotion of tourism products abroad, and for the following interaction with foreign tourists during their travel in Russia). It is especially important to provide a competent selection of service providers for a tourism product, as these services have to meet international standards and the needs of foreign tourists, who set quite high requirements for the modern level of service. Of course, the tour operators themselves cannot provide solutions to some of the problems associated with complex procedures for getting a Russian visa, or the safety of tourists during their travel, or the reaction of some local residents to foreign tourists. However, with the competent tourism planning, the impact of some factors can be minimized.

For the Russian Federation with its vast territory, different resources and contexts it is currently important, to promote not only the whole country, but also its certain regions. To solve this problem, one needs a wise and smart policy and strategy of "building up" from other regions.

Orenburg region is a boundary territory – its eastern and southern border, with 1,670 km in length, sides with three regions of the Republic of Kazakhstan: Kostanay, Aktobe and West Kazakhstan. Its status as a boundary territory has an

impact on the structure of population migration in the region (table 1).

TABLE I. CHARACTERISTICS OF THE INTERNATIONAL MIGRATION OF THE ORENBURG REGION POPULATION IN 2008 – 2018 PERIOD, PEOPLE [17]

| Name | Year | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|------|
| | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
| Total number of incoming tourists from foreign states | 5969 | 9393 | 4988 | 6045 | 4497 | 3729 | 3671 | 3707 | 3758 | 2794 | 2653 |
| CIS states included | 5763 | 9120 | 4735 | 5780 | 4239 | 3540 | 3508 | 3508 | 3597 | 2704 | 2566 |
| Total number of outgoing tourists to foreign states | 877 | 588 | 629 | 644 | 1076 | 641 | 861 | 705 | 540 | 836 | 959 |
| CIS states included | 744 | 520 | 555 | 561 | 944 | 525 | 746 | 606 | 452 | 756 | 840 |

The number of arrivals from foreign countries in 2013 – 2018 decreased by 29 % (from non-CIS states – by more than 50 %). Departures to foreign countries after 2010 and 2011 show growth (over the past 5 years by almost 50 %, to the CIS countries – by 62 %). However, the actual data on entry into the Orenburg region demonstrate a positive dynamics (this is due to the calculation methodology used by the state statistics service). Both business and government recognize the need for more accurate calculations of incoming flows, including for tourist purposes: negotiations are currently underway with mobile operators to monitor the entry to the region on the basis of mobile communication. The development of inbound tourism, both nationwide and at the regional level, should be aimed at gradual increase of inbound flows.

There 4 tour operators registered in the Orenburg region, which are authorized to coordinate inbound tourism:

- Limited liability company Tourist operator «Travel Zone "(registration number RTO 017286);
- Limited liability company “Lydia Tour” (registration number RTO 014058);

- Society with limited liability “Lifetravel” (registered number of RTO 019039);

- Limited liability company “University Hostel” (registration number RTO 019989).

All tour operators focus on developing domestic tourism, offering Orenburg residents a variety of tourism products (the official websites do not have any information about tours for foreigners). The real situation on the Orenburg tourist market, allows us to characterize the inbound tourism only as a perspective. However, when searching for “inbound tourism Orenburg” the websites of the above listed tour operators appear first. Every year, tour operators receive a fairly small number of requests to organize individual and group tours for foreign tourists. Besides, some inbound tours happen almost without the participation of tour operators (business trips, attending grand events, study trips, etc.).

Thus, it is possible to identify promising areas in developing inbound tourism in the Orenburg region (figure 2).

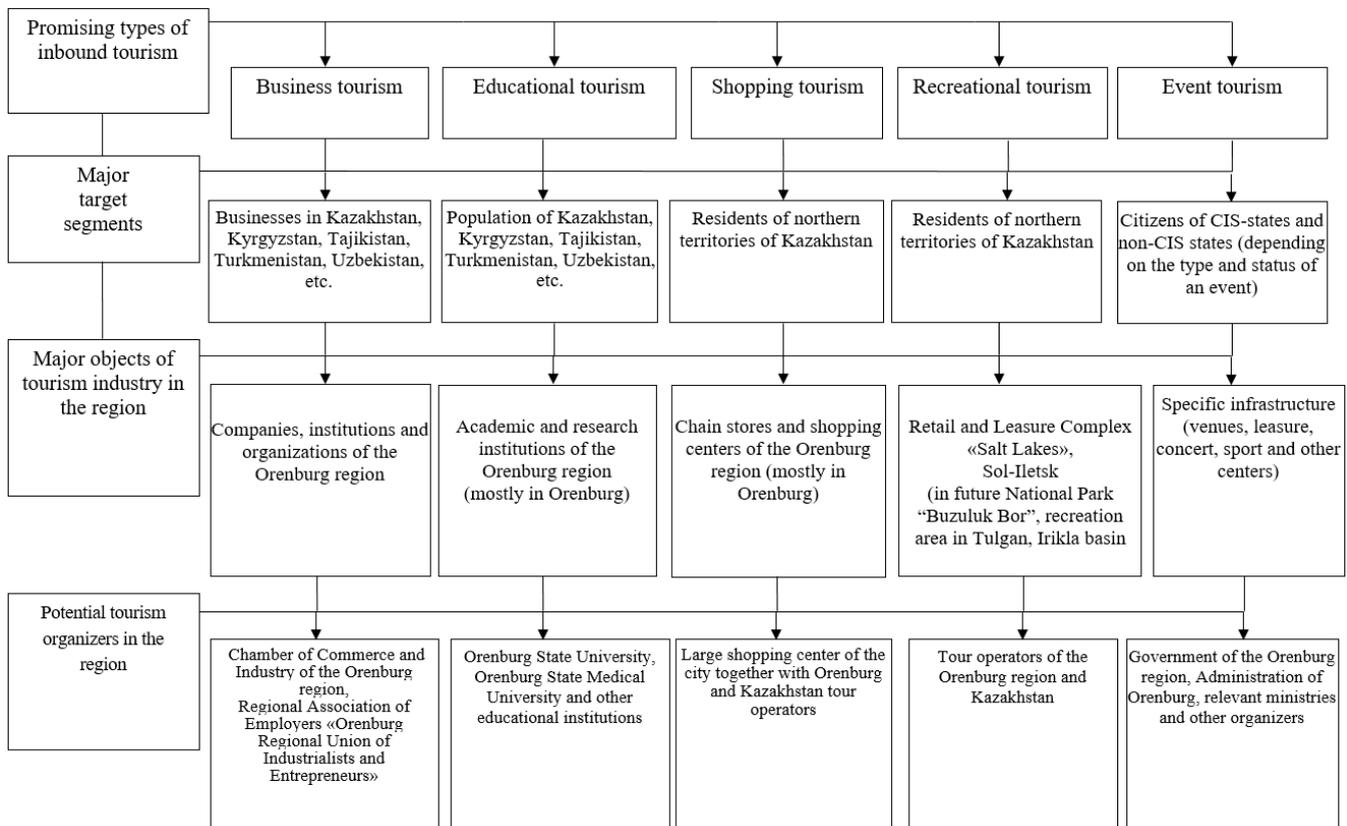


Fig. 2. Characteristics of promising types of inbound tourism in the Orenburg region.

The figure presents a brief description of the main development lines for inbound tourism. The main tourist flows are planned from the countries of the so-called Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, etc.). The growth of tourist flows from these countries is projected due to the geographical location of the region. The dynamic development of inbound tourism is the result of a large number of active and diverse socio-economic processes, cooperation between countries in the field of investment policy, trade, education, etc.

Certainly, a special contribution to the development of tourism in the Orenburg region belongs to tourist flows from Kazakhstan. The citizens of this country are actively forming the tourist flows in all types of tourism, defined as as priority ones (the market's saturation is not full and there are reserves for further development).

The experience in holding grand events in the Orenburg region also increases the dynamics of the inbound tourism – event tourism of various types is growing. Only in 2019, the region became a platform for the International Youth Forum “Eurasia” (more than 500 foreign participants and volunteers), the International Youth Industrial Forum “Engineers of the Future” (more than 1000 participants from Russia and other countries), the strategic command and staff exercises “Center-2019” (about 128 thousand troops from eight countries: Russia, China, Pakistan, Kyrgyzstan, India, Kazakhstan, Tajikistan and Uzbekistan). Taking into account this positive experience in arranging grand events, the further development of inbound event tourism looks more than promising.

For certain types of inbound tourism in the Orenburg region, tourist industry needs additional objects. For example, to develop recreational tourism we need a qualitative and quantitative growth of tourist infrastructure (sanatoriums, recreation centers, roadside infrastructure, etc.). In addition, the development of new tourist resources of the Orenburg region is also promising (there are potentially promising objects and territories for almost all types of tourism).

The further development of inbound tourism in the Orenburg region can stimulate such socio-economic processes as the growth of relating with tourism industries, the rise in operating and extra incomes of the population, the increase in tax revenues to budgets of different levels, the creation of new jobs, the branding of the region as a favorable destination for tourists, etc. For sure, there are some risks and possible negative effects of the development of this type of tourism. For example, the excess of permissible levels of recreational loads on certain territories of the region; the rise in prices for goods and services in the high tourist season; the clash of interests between different businesses on one territory, etc.

IV. CONCLUSION

Despite the fact that inbound tourism has a significant potential as a tool for economic development of territories, it is not a solution to absolutely all socio-economic problems of the regions in the Russian Federation. There is no doubt that the development of a national tourism product by tour operators should be supported by the state (this is its special role), especially when promoting this product in foreign markets. Regions of the Russian Federation should be focused on the formation of a positive image of the country, with favorable conditions for the development of tourism, with safe and attractive environment for tourists from around the world. The joint effort to design and promote a competitive national

tourism product that meets modern standards of tourist services and retains a unique flavor are becoming an important challenge facing the development of inbound tourism in the Russian Federation.

The Orenburg region has a number of advantages to develop inbound tourism: the unique natural, historical and cultural resources; international activities and events; long frontier with the Republic of Kazakhstan; high interest of government and business in the growth of inbound tourism flows, etc. The forecast for the next few years is associated with the further growth of the inbound tourist flow with stronger business, educational and event tourism, as well as recreational and shopping tourism. The cooperation between the government of Orenburg region and businesses should focus on optimizing the inbound tourism by arranging relevant events, setting a smart advertising and communication policy to promote and invest in priority sectors of the economy, developing a tourist infrastructure. Also, when formulating and implementing regional tourism policy, it is necessary to consolidate the efforts of some subjects of the Russian Federation as a part of interregional cooperation (despite the competition for tourists, some projects in the tourism sector are possible only when working together).

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