

Inbound Tourism: Problems and Features of Territorial Attractiveness

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ABSTRACT

The authors analyze issues concerning the development of inbound tourism; consideration of the problems affecting the development of regional tourism is presented; statistical analysis of factors affecting the development of tourism in the Russian Federation is carried out. The authors identify and present justification of the specifics and features of the tourism industry in Russia; the possibilities of inbound tourism development in the regions of the Russian Federation are outlined; detailed analysis of scientific works, allowing to conclude that Russia has a unique territory and huge potential for the development of both domestic tourism and inbound is given. Special attention is paid to the study of the territorial attractiveness of the Russian Federation, historical sites are identified, their significance and uniqueness are revealed. In-depth analysis conducted by the authors proves positive impact of the factors on the results of inbound tourism development. The authors conclude that holding various regional events and development of infrastructure give positive results in attracting citizens not only from Russia, but also from near and far foreign countries. The article gives convincing evidence that recognition, attractiveness and formation of the territorial brand have positive effect on further development of business relations of the region, improvement and consolidation of positions of the region in inbound tourism development.

Keywords: *tourism, inbound tourism, territory, problems, features, territorial attractiveness, region, tourist industry, analysis, infrastructure.*

1. INTRODUCTION

For many decades, tourism has influenced almost all spheres of activity. In fact, at present tourism is an integral part of human life. Tourism and travelling give an opportunity to learn more about the world, to establish international relations, to develop various fields of activity, to aspire regions to increase their recognition and attractiveness of their territories. Unfortunately, the pandemic has made its "adjustments" and changes in the development of tourism, which is primarily marked by a sharp decline in demand for tourist trips, almost in all regions of the world.

Nevertheless, it is the tourism market that has the ability to respond quickly to the global changes taking place in the world, to adapt to the relevant complicated situations, to make reasonable decisions.

Tourist market is one of the most dynamic industries all over the world. Annual increase in revenues through tourism has become typical for many countries which determines economic component. Many external and

internal factors play a role in the choice of countries to travel to: country's location, its attractiveness and its development. The level of development of particular spheres of Russia lags behind both the leading countries and the average (less developed) countries of the world.

According to many experts it is obvious that in the near future there will be a decrease in spending on travel, tourist trips, etc. This trend allows to conclude that there will be an increase in demand from the population for domestic tourism, including regional travel. Consequently, we can assume that the development of domestic tourism is the most important component for the regions. Therefore, to ensure the most effective development of tourism this issue requires close attention.

At present tourism is one of the most affected by the pandemic industries, it is important not only to consider, but also to analyze the most relevant issues, which the inbound tourism of the Russian Federation has faced and still faces. It is necessary to find ways of solving the revealed problems. Besides, it is worth paying special

attention to identification of peculiarities and specifics of territorial attractiveness of the Russian Federation.

Relevance of the issue under consideration is accounted for by the fact that tourist market starts to become an integral part of human life, which allows to consider this field as having potential for the growth of Russia in future, and analyze its place from the point of view of the world socio-economic processes. In addition, it is essential to emphasize that the development of inbound tourism has a positive impact on regional development.

2. MATERIALS AND METHODS

Let's analyze the statistical data, which were presented by the World Tourism Organization and outline the position of Russia in the ranking of inbound tourism.

The World Tourism Organization provides statistics (UNWTO) in which countries are arranged schematically according to the world index of inbound tourism. According to this data the leading countries are France, Spain, USA and China [7].

Russia in this rating takes a place close to some other countries with similar territorial sizes, volumes and scales of cultural, historical and natural resources. The U.S. dominates Russia in the number of tourists by 60 million people. This is a high indicator for inbound tourism, despite the fact that these countries are equal in terms of territorial scale.

Considering the above factors, Russia is ahead of the United States in terms of unique territorial location, diversity, history, as well as architectural and cultural monuments.

Inbound tourism in Russia is ahead of the Netherlands in terms of the number of tourists. This fact is beneficial for Russia, as the country is in high demand, has a favorable location compared to other European countries, has rich cultural heritage and a huge amount of entertainment. Anyway, Russia's position does not match the potential for the opportunities available. The number of tourists visiting Russia and Canada is equal. But even in this case we cannot say that Russia's place is beneficial, taking in consideration the fact that the two countries are close in terms of territorial size.

Thus, we can state that specificity of the tourism industry in Russia is built on the fact that its falling behind the leading countries is not connected with the lack or absence of attractions, interesting places and attractive territories for travelers. Consequently, the development of inbound tourism definitely depends on the state of domestic tourism. Strengthening the position of inbound tourism directly depends on the trends of domestic tourism development.

It is important to note that the development of domestic tourism in the Russian Federation has a huge potential.

According to Bocharova I. E., Orlova E. R., Melnik E. P. "domestic Russian tourism possesses enormous opportunities. Russia has a huge natural and cultural potential, occupying the 5th place in the world by the number of natural objects and the 9th place by the number of cultural objects" [1, p. 6].

In fact, due to its unique territorial location, it is necessary to do research and consider and discuss issues, related to the existing opportunities for the development of various types of tourist activities in Russia, in full detail. Scientists have conducted a lot of research on the issue, for example, I.V. Loguntsova, states the following: "Russia is the country rich in tourist resources allowing to develop practically all types of tourism, including recreational, cultural and cognitive, business (business tourism, congress tourism, etc.), active (skiing, hiking, water, mountain, sailing, horse, bicycle tourism, extreme tourism, etc.), health-improving and environmental, sea and river cruises, rural tourism, etc. The Russian territory extends over ten thousand kilometers from the Baltic Sea in the west to the Sea of Japan in the east. There are more than a thousand cities in Russia.

Our country has a great potential for both the development of domestic tourism and for receiving foreign citizens: a huge territory, variety of landscapes, rich historical and cultural heritage, and in some regions - untouched nature. There are 26 UNESCO World Heritage Sites in Russia. Regions and ethnic groups of Russia have a great diversity of traditions" [5, p. 5].

According to Leonidova E.G. "domestic tourism can be considered as a factor of economic growth as it produces a tourist product on the basis of available resources, the consumption of which by tourists allows the region's economy to develop" [4, p.274].

E.G. Leonidova pays special attention to the fact that "domestic tourism is more important for regional economy than inbound and outbound tourism, as production and consumption of tourist product in the region stimulates local producers to expand the production of goods and services and contributes to the increase in final consumption, thus increasing the gross regional product. In addition to creating new jobs and meeting the needs of the population in recreation, expanding knowledge, etc., the social function of domestic tourism is to develop the human potential of the region. Thus, tourism infrastructure, including a network of collective means of accommodation, catering, entertainment, recreation and sports, contributes to removal of mental and emotional tension, strengthening the health of residents of the region and the country as a whole" [4, p.274]. It is important to emphasize that tourism business can also have a positive impact on

increasing the attractiveness of this country's territories. It is necessary to develop hospitality infrastructure, to invest appropriate funds in order to preserve the unique objects of cultural heritage, to improve the quality of services. All these activities, among other things, will contribute to the development of inbound tourism, the inflow of foreign tourists, recognition and popularity of the unique territories of Russia.

Marketing of territories is possible through implementation of partnership strategy, which aims to establish relationships between the most important partners through formal agreements or joint actions to form the image of the territory [8].

Let us note that despite the pandemic the importance of tourism in modern market conditions remains evident. It is important to analyze the situation and describe positive results of the development of inbound tourism, which took place in the period before the pandemic. For example, each year the interest of the international business community to the city of Yekaterinburg increased, for instance there were 165 business visits and 88 diplomatic visits in 2017 [2]. In 2017 the development of Yekaterinburg as a venue for Russian and international events continued to grow. Among the most significant events are the following: International industrial trade fair "INNOPROM -2017" (about 50 thousand participants), VIII Eurasian Economic Youth Forum "Eurasian Space: Good Neighborhood and Strategic Partnership" (about 15 thousand participants), 100+ TechnoBuild Exhibition -2017 (about 7 thousand participants) CITIES OF RUSSIA 2030: CROSSROADS OF OPPORTUNITIES" (about 1000 participants). The work of the consular corps accredited in Yekaterinburg contributes to the expansion of international relations and the establishment of business contacts with foreign countries.

At the end of 2017 there were 24 accredited institutions working in the city. Yekaterinburg consistently ranks third in the Russian Federation in the number of consular representations and foreign diplomats. At the end of 2017, Ekaterinburg had 14 partner cities.

International cultural contacts continue to actively develop. In 2017, the number of major events aimed at the development of cultural cooperation increased by 2 and amounted to 34 events.

It should be noted "that in 2019 the development of Yekaterinburg as a venue for business events of different format, status and level continued. Among the most significant events are the International industrial trade fair INNOPROM, the second Global summit of industrialization and manufacturing GMIS-2019, which was attended by about 6 thousand people from 109 countries. In 2019, more than 600 companies from 22 countries participated in the exhibition as exhibitors,

more than 200 exhibiting companies were foreign participants: Turkey (partner country), Austria, Belarus, Hungary, Germany, Italy, Kazakhstan, China, Korea, Slovakia, Taiwan, France, Czech Republic, South Africa, Japan" [3].

For the first time on the post-Soviet territory and in Eastern Europe, the baton to celebrate World Cities Day was carried by a Russian city. World Cities Day, was held on October 31, 2019 in Yekaterinburg "under the auspices of the United Nations Human Settlements Programme "UN-Habitat", which brought together representatives of 40 countries, leaders and experts from Moscow, St. Petersburg, Voronezh, Irkutsk, Krasnoyarsk, Makhachkala, Nizhny Novgorod, Penza and other cities, as well as representatives of five districts of the Sverdlovsk region, heads of all municipalities in the region. The main topic of World Urban Day is "Better City, Better Life". The event drew attention to the trends of urbanization, challenges and prospects of sustainable urban development, support of international cooperation and contribution to the global effort to build a balanced, prosperous and sustainable city, as well as to improve the conditions and quality of people's life". It's only logical that today the city, as a candidate from Russia, received the right to host Universiade-2023[3].

3. RESULTS AND DISCUSSION

Based on the information presented above, we can conclude that holding various large scale regional events and development of infrastructure give positive results in attracting citizens not only from Russia, but also from near and far foreign countries. This, in turn, confirms that the recognizability, attractiveness and branding of the territory has a positive impact on the further development of business relations of the region by consolidating the image of the region, and, accordingly, improving and strengthening the position of the region in the development of inbound tourism.

In this case it is possible to promote as a monolithic brand or through the "house of brands" as a market approach, or by branding individual elements/components, the so-called umbrella brand [9].

One of the important problems is the development of transport infrastructure. Sometimes the distances between cities and their time zones are differ significantly. Direct flights between Russian cities are still hard to organize. This is because there are a number of reasons that have a corresponding negative impact on the implementation of direct flights. One of the most important reasons is the decrease in the solvency of the population, which does not allow investing financial flows into development of aviation infrastructure.

Nevertheless, at present airlines do their best to provide comfort and convenience to passengers. Railway transportation of passengers over short and long distances

also has its negative sides. The lack of high-speed trains is another problem.

As an exception, the routes from Moscow to Kazan, St. Petersburg, Nizhny Novgorod, etc. are among the most popular today. If we talk about traveling by coach, this type of transport is least developed in Russia, as the quality of roads is low. Travel by car is made mainly on short distances, between settlements of neighboring cities and regions.

4. CONCLUSIONS

After analyzing the issues related to inbound tourism and identifying the features of territorial attractiveness, it is impossible to make conclusions about its development. In our opinion, it is possible to propose the following solutions to the identified problems:

- increasing the demand of the country's population for the domestic tourism services provided through development of appropriate programs by the state and projects financed by the budget and commercial structures;

- construction and development of transport infrastructure (which will not only reduce the cost of travel, but also ensure comfort and safety);

- increasing and promoting the attractiveness of the country's unique territories through advertising campaigns aimed at increasing visits to domestic resorts and cities;

- strengthening the study of foreign languages through a variety of free master classes, webinars, libraries with a huge number of books in different languages.

The outlined trends can be successfully implemented and adapted to the current situation only if there is, first of all, a strong support from the state and state structures. Conducting an appropriate targeted policy makes it possible to implement appropriate projects and programs for the development of tourism.

In September 2019 the Strategy of tourism development in the Russian Federation for the period up to 2035 was approved, the aim of which is "comprehensive development of domestic and inbound tourism in the Russian Federation by creating conditions for the formation and promotion of quality tourism product, competitive on domestic and world markets" [6, p. 12].

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