

Development of Sustainable Tourism in the Oil and Gas Region

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ABSTRACT

The article is devoted to the analysis of the opinion of young people living in the Tyumen region regarding the possibility of developing sustainable tourism in the region as an additional source of income for the territory. This need has become urgent due to the fact that there is a serious tendency in the world to abandon the use of hydrocarbons and switch to environmentally friendly energy sources. The Tyumen Region is a leading region in oil and gas production in Russia, therefore, the problem of transition to a "green economy" is directly related to its future. We conducted the study, during which respondents highlighted the main positive aspects of the development of sustainable tourism, as well as shared their concerns about possible threats from tourism development if the relevant requirements are not met.

Keywords: *sustainable development of the territory, sustainable tourism, criteria for sustainable tourism, tourism development in Russia, the development of sustainable tourism in provincial cities.*

1. INTRODUCTION

A feature of the Russian economy is its focus on raw materials, with the dominance of the oil and gas sector. There is a high dependence of the Russian economy on the situation on the world raw materials market. The country's concentration in the oil and gas sector plays a major role in the formation of the state budget, the volume of exports/imports of goods and services, the growth rate of production, the level of prices for resources and has a significant impact on the ruble exchange rate against major world currencies [1].

2021 is marked by an unprecedented rise in oil and gas prices. According to Rosstat data published on the RBC website, the share of oil and gas in Russian GDP is 15.2% [2], which means that a significant share in the budget of the Russian Federation is made up of revenues from the sale of hydrocarbons.

The oil and gas complex not only provides revenues to the state budget, but also creates jobs, provides the main inflow of investment resources and the stability of the national currency. However, there is a tendency in the world to switch to environmentally friendly energy sources: this is how the G7 countries agreed to achieve hydrocarbon neutrality by 2050 [3]. Accordingly, already now countries whose economies are heavily dependent

on oil and gas production need to look for alternative sources of income.

The Tyumen region is the main oil and gas producing region of the country, therefore, the transition to "green" economy will have a serious impact on its development. Accordingly, now we need to think about alternatives, develop activities that will contribute to the sustainable development of the territory. This alternative can be tourism, namely the so-called sustainable tourism.

The term sustainable tourism emerged in the wake of interest in sustainable development of territories. One of the first international documents to mention the term "sustainable development" was the World Conservation Strategy, developed by the UN Environment Committee and WWF. The presented strategy emphasized the need to take into account environmental factors in the process of socio-economic development of territories. In 1983, under the auspices of the UN, the report "Our Common Future" was prepared, where for the first time the concept of sustainable socio-economic development of territories in equilibrium with the environment (sustainable development) was presented [4].

Sustainable tourism is a type of tourism in which development is carried out through the optimal use of the resources available to the territory without prejudice or harm to future generations. Sustainable tourism supports the ecology of the territory in which it is developed,

preserves the socio-cultural characteristics of the local population, and contributes to the development of the local economy.

The basic idea of sustainable tourism is that for future development it is necessary to preserve and protect life in all its diversity. It combines economic, social and environmental issues, for example, through the preservation of natural areas, which provides an increase in tourism revenues to preserve them for future generations. [5].

The main criteria for sustainable tourism include: (1) stimulating interest in communicating with nature by organizing travel to places with untouched or little changed nature (national and natural parks, reserves, wildlife sanctuaries, natural monuments, etc.). (2) weak negative impact on the environment ("soft (green) tourism". (3) prevention or reduction of negative impact on nature, culture, socio-economic development of territories. (4) a combination of recreation, entertainment and environmental education for travelers, which implies fairly strict rules of conduct, compliance with which is an important condition for the successful development of the industry [6].

2. MATERIALS AND METHODS

The purpose of this study is to analyze the opinions of young people living in the Tyumen region regarding the possibility of developing sustainable tourism in the territory.

Achievement of the research goal was ensured by the use of a critical analysis of the literature, general scientific methods - a systematic approach, the method of analogies.

The methodological basis is a systematic approach, which made it possible to ensure the complexity and purposefulness of the research.

As part of a survey conducted in September 2021, the assessment of the prospects of tourism development by young people living in the Tyumen region as a possible future alternative to the resource orientation of the region to oil and gas production was studied.

Young people aged 18 to 30 took part in the survey.

Men accounted for 44% of the respondents, 56% of the respondents were women, respectively.

Among the respondents, 35.8% of people with incomplete higher education, 28.3% - with secondary general education, 22.6% - with secondary vocational education, 15.1% - people with higher education and 7.5% belong to the personnel of higher qualifications. Overall 159 people.

3. RESULTS AND DISCUSSION

The survey conducted in the course of the study showed that the respondents have different assessments of the time during which oil and gas will be in demand in the world, which will allow Russia and the Tyumen Region, among other things, to replenish the budget through the production of hydrocarbons: 30.2% of respondents assume that the country has about 30 - 50 years left to switch to alternative sources of income. 28.3% estimate this period at 15 - 30 years. 17% assume that Russia has no more than 10-15 years in reserve. There are optimistic respondents who assume that the demand for hydrocarbons will last for 50-100 years - 15.1%, there are even those who assume that oil and gas will be in stable demand for more than 100 years (9.4%).

However, 88.7% of respondents believe that in Tyumen and other cities of the Tyumen region, it is already necessary to develop tourism not only as an additional source of finance, but also as a factor contributing to the sustainable development of the territory.

Regarding the bonuses that the development of tourism in the Tyumen region can bring, the respondents highlighted the creation of additional jobs (84.8%), stimulating the development of urban and rural infrastructure (73.6%), attracting additional funds to the territory (71.7%), creating new parks and outdoor recreation sites (67.9%), stimulating interest in the history of the territory and the people living on it (54.7%), creating closer (including economic) ties between regions of the country (52.8%) and the

Table 1. Opportunities for the Tyumen region, opening up with the development of sustainable tourism

| Question | Answers |
|---|---------|
| Tourism will create additional jobs | 84.8% |
| Tourism will make it possible to establish closer (including economic) ties between regions of the country | 52.8% |
| Tourism will contribute to the establishment of international (including economic) links of the territory | 45.3% |
| Tourism stimulates the development of the infrastructure of the territory | 73.6% |
| Tourism will attract additional funds to the territory | 71.7% |
| Tourism will contribute to the preservation of the environment and improve the ecology of the territory | 18.9% |
| Tourism will lead to the creation of new parks and outdoor recreation sites | 67.9% |
| Tourism will contribute to maintaining order in the territory, better work of utilities | 34% |
| Tourism will allow faster implementation of technical innovations, including in matters of environmental protection | 32.1% |
| Tourism will allow you to get additional funds for the development of national cultures | 32.1% |
| Tourism will stimulate interest in the history of the city and the people inhabiting it | 54.7% |

development of international contacts (45.3%), maintaining order in the city, better work of city services (34%), faster introduction of technical innovations, including in environmental protection (32.1%), obtaining additional financial funds for the development of national cultures (32.1%), preserving the environment and improving the ecology of the territory (18.9%) (Table 1). Thus, the respondents noted that tourism can have a positive impact on the economy, the environment, and the social sphere. However, according to the young people who took part in the survey, the development of tourism is also fraught with certain problems in these areas.

Young people living in the Tyumen region fear most of all that with the development of tourism, seasonal unemployment will increase (56.6%) and inflation will accelerate (35.8%). 7.6% of respondents do not see any threats to the region's economy at all.

In terms of the social sphere, the respondents are most afraid of social tension caused by the disparity in the income level of tourists and the local population (71.7%) and a worsening of the criminal situation in the city (37.7%).

In terms of the negative impact of tourism on the cultural sphere of the settlements of the Tyumen region, the respondents highlighted the excessive commercialization of culture (52.8%) and the presentation of a "fake" culture rather than authentic national culture to please tourists, which over time can also lead to the transformation of ideas about their past among cultural carriers (49.1%), violation of cultural values (45.2%) (Table 2).

4. CONCLUSIONS

In modern conditions, tourism is becoming a locomotive for the development of many countries. It turns into an alternative source of income for states with limited resources. Tourism accounts for a significant percentage of the gross national product (GNP), moreover, it is becoming one of the main sources of employment.

One of the possible types of tourism that can be promising in terms of development in the Tyumen region

is urban tourism, which combines the features of several types of tourism at once (shopping tourism, visiting exhibitions or official events; educational tourism, business tourism, health tourism, pilgrimage, etc. [7] The cities of the Tyumen region, thanks to the investments received from the oil and gas industry, are at a high infrastructural and technological level of development, outstripping in many ways even large cities with a population of over one million people. For example, the regional center for several years in a row ranked first in the ranking among the happiest cities in Russia [8].

The village Pokrovskoe, the birthplace of Grigory Rasputin, and Tobolsk have a great tourist potential. These two destinations will be of interest not only to local tourists, but also to foreign ones.

The region has huge reserves of mineral waters, and thermal springs allow you to swim in them even at -40°C.

In the region there are objects of sports infrastructure, such as a biathlon center, a judo center, on the basis of which major international competitions are held, which are designed to become a powerful impetus for the economic and social development of such territories, providing the basis for sustainable development [9].

Thus, Tyumen and the Tyumen region have a variety of recreational resources and high tourist potential, which can already contribute to attracting tourists.

The regional leadership should actively attract, among other things, money received from the sale of hydrocarbons in the development of the tourism sector, investing in the future of the region, the youth especially, as shown by the survey, is very positive about the development of tourism in the region.

The development of tourism in the region will contribute to the development of a whole range of related industries:

- hotel business;
- trade;
- transport;
- healthcare, etc.

Table 2. Threats to the economy, social and cultural sphere of the Tyumen region

| Question | Answers |
|---|---------|
| Accelerating inflation | 35.8% |
| Seasonal unemployment | 56.6% |
| Reluctance to work in industrial plants | 28.6% |
| Deterioration of criminal situation in the city | 37.7% |
| Income disparity between tourists and local residents can lead to social tension | 71.7% |
| Excessive commercialization of culture | 52.8% |
| Presentation of "fake" and not authentic national and ethnic culture for the sake of tourists | 49.1% |
| Violation of cultural property | 45.2% |
| Negative manifestation of the so-called "culture shock" caused by cultural differences | 17.9% |

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