

The Importance of Inter-Territorial Tourism Cooperation in the World and the Role of This Phenomenon in the Strategic Management of Tourism in the Russian Federation

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Abstract— Currently, the tourism industry is a catalyst for the socio-economic development in many countries. According to the World Tourism Organization data, one of 1 000 peoples have travel every year. One of eleven workplaces is provided by the tourism sector; 7% of world trade by services falls on this sphere. In 2015 1.4 trillion dollars was spent on tourism services and goods; 4 billion dollars is spent in the sphere of tourism every day. Today, the strategic management of the tourism sector is a component of the complex strategic socio-economic development of the Russian Federation in the strategic planning framework. The role and significance of tourism inter-territorial cooperation in the sphere of strategic planning in the Russian Federation are defined; specific practical examples are given (World Tourism Organization, World Travel & Tourism Council). Inter-territorial cooperation in the tourism field in the Russian Federation is practiced within the framework of organizations, joint tourist clusters and routes. Weak positions of normative legal regulation of strategic management of the tourism sphere in the Russian Federation concerning the sphere of social and economic development are revealed using the method of analogy.

Keywords— *strategic planning; tourism; inter-territorial cooperation; strategic management; normative legal regulation.*

1. INTRODUCTION

Currently, tourism is recognized a one of the most promising areas of the economy on a global scale; it is an integral element of the social and economic system of countries and their constituent regions. Accordingly, tourism development planning should be carried out within the framework of the socio-economic development of the territorial unit [1].

2. RESEARCH METHOD

The method of analogy was used as a research method. By comparing the documents of strategic management in the areas of socio-economic development and tourism it was found that strategic management documents in the field of socio-economic development are developed at each territorial level unlike in the field of tourism.

3. RESULTS AND DISCUSSION

Strategies implemented in the social and economic sphere, in other spheres of state and municipal management, including the tourism sphere, are the main documents of strategic planning in the Russian Federation, developed within the framework of the goal-setting or the sectoral and territorial principles. Strategic management of the tourism sphere is a component of the complex strategic socio-economic development of the Russian Federation. Strategic planning essence must be disclosed to understand the importance of strategic management of tourism sphere in strategic planning in the Russian Federation.

According to [2], strategic planning is "the activity of participants in strategic planning for the goal-setting, forecasting, planning and programming of the socio-economic development of the Russian Federation, the subjects of the Russian Federation and municipalities, economic sectors and spheres of state and municipal management, national security of the Russian Federation aimed at solving the tasks of sustainable social and economic development of Russian the Federation, the constituent entities of the Russian Federation and municipal entities, and ensuring the national security of the Russian Federation".

It is carried out at the federal level, the level of the subjects of the Russian Federation, the level of municipal entities by state authorities and local self-government bodies in order to realize their powers in the sphere of socio-economic development of a certain territory. Strategic planning realization in the Russian Federation is carried out on the basis of the corresponding normative legal documents developed within the framework of goal-setting, forecasting, planning and programming for the short, medium and long-term periods.

The documents [2-3] are the basic normative legal documents regulating the strategic management in the Russian Federation in the sphere of social and economic development at the federal level.

Strategic management in the sphere of social and economic development is based on an appropriate development strategy at the level of the federal district; for example, it is based on

the "Strategy for Social and Economic Development of Siberia until 2020" (Order of the Russian Federation Government no 1120-r from 5/07/2010) in the Siberian Federal District. Strategies for socio-economic development are also being developed at the level of the subject of the Russian Federation; for example, "Strategy of social and economic development of the Omsk region until 2025", "Strategy of social and economic development of the Altai Republic for the period up to 2028", etc. The relevant strategies for social and economic development are created at the level of the municipal entity; for example, the "Strategy for the socio-economic development of the Isilkul Municipal District of the Omsk Region for the period until 2025", approved by the Decision of the Council of the Isilkul Municipal District of the Omsk Region.

In accordance with [3], the human potential development is one of the directions of transition to an innovative socially oriented type of economic development; improving the quality and accessibility of services in the tourism sphere is planned for these goals.

The analysis of scientific sources has shown that the "strategic management" term is interpreted by different authors ambiguously. According to the definitions of Vikhansky O.S., Gleidel D. and Hutten S., strategic management is an algorithm with a short list of the main actions for its implementation. Some authors define the essence of strategic management regarding the organization [4-10]. Most authors consider strategic management from the perspective of such categories as philosophy, ideology, management plan, strategy, decision-making process, set of rules, system of methods and solutions [11-18]. Many foreign authors, speaking about strategic management, determine as key words "aim, tasks, environment" [19-25]. Based on the analyzed sources, the main approaches characterizing this category were identified according to the following characteristics: level of implementation (implementation), goal-setting, management, interaction with the external environment, sequence of certain stages and development.

Strategic management of the tourism sphere presupposes the existence of an approved specific strategy; in this case it is the "Strategy for the development of tourism in the Russian Federation for the period until 2020", approved by the Order of the Government of the Russian Federation (no 941-r from 31/05/2014), which defines goals, objectives and strategic guidelines for development tourism in the Russian Federation for the long term.

At the same time, this Strategy is a sectoral document of Russia's strategic planning at the federal level detailing the provisions of the socio-economic development Strategy of the Russian Federation (in terms of tourism development). According to A. G. Shelomentsev and A. S. Golovina [26] it is also a measure of state support for the development and regulation of tourism sphere. To implement this strategy, annual action plans and road maps are developed for the implementation of the strategy.

Relevant sectoral strategies in the tourism sphere within the framework of strategic management at all levels of

government should be created by analogy with the sphere of social and economic development in Russia. As already noted, such a strategy operates at the federal level; there is no tourism strategy at the federal district level, for example, in the Siberian Federal District. Accordingly, such a situation is traced at the level of municipalities. For example, the Republic of Tatarstan is a successful example of regional tourism the development in the Russian Federation; there regional tourism policy is laid, first of all, in the regional tourism concept. It represents a common vision of the tourism industry future and the tourism programs being developed at the regional and municipal levels [27].

A significant role in the strategic management of tourism in the Russian Federation is assigned to inter-territorial cooperation in addition to the strategic planning documents implemented within the framework of the basic principles; it implemented within the framework of inter-regional organizations and projects aimed at the development of domestic tourism. Interterritorial cooperation in the tourism field in the Russian Federation is practiced within the framework of organizations, joint tourist clusters and routes, for example, the cross – border tourist route "Altai-Golden mountains", the interregional tourist project "Siberian tract", the international tourist project "Great tea road" and others.

Let's take a closer look at the international tourist project "the Great tea road", which is being implemented jointly by Mongolia, China and the Russian Federation. The project aim is to strengthen international relations of participants on the basis of the development of tourism under a single brand. This project is expected to contribute to the development of tourism, namely to attract tourists from China in 2015, the Russian Federation called for 272 Chinese tourists traveling on the route Manzhouli-Chita-Ulan-Ude-Irkutsk-Manzhouli for 8 days by train, staying for 1-2 days in the cities according to the route. In 2016, 30 Chinese tourists arrived in Russia, traveling by train "Chita-Ekaterinburg". As part of the press tour, both sides agreed to continue bilateral cooperation in the future in the tourism field [28]. Further an agreement on international partnership of the three countries of the Russian Federation, China and Mongolia was signed within the framework of the tourist project "the Great tea way" at the fourth summit in January 2016. The main objectives of this project are to create a tourist infrastructure along the route (for this purpose, the Tourist Union of the cities of the "Tea way" of the three countries) and the formation of a significant tourist flow. The first step of the implementation of the partnership was the holding of the International Economic Forum of tourism infrastructure development in March 2016 (37 regions from the Russian Federation took part) [29].

Now interterritorial cooperation is effective in foreign countries; the World Tourism Organization is an example [30]. It includes 156 countries and is an Agency of the United Nations; the tourism development in the framework of partnerships is highlighted as the main priority. Experts of the World Tourism Organization annually publish reports about the tourism development in all participating countries. The world tourism rating is based on certain indicators; each

country has a specific position indicating the tourism development level. This importance of tourism in developed countries is due to the economic benefits and employment of the population in many related sectors: from construction to agriculture, telecommunications. At the same time, the Tourism World Council and travel forecasts an annual increase of share of the travel and tourism sector; it develops reports about the tourism competitiveness in the world, identifying shortcomings and advantages in this direction.

4. CONCLUSION

In conclusion, it should be noted that strategic management is an important part of the development of the state and its constituent territorial units. The implementation of a precise detailed state policy within the framework of strategic documents will set the prospects and directions for the development of any sphere of state and municipal management and also determine the acting real tools for achieving them; their character will be practical, not declarative. The study of strategic documents of social and economic development of the subjects of the Siberian Federal District shows the systematicity of their creation, manifested in the compulsorism and implementation at the regional and municipal levels of government. Regarding tourism the sphere, it can be stated that the principles of systematicity and compulsorism of their creation are not practiced at the regional and municipal level. It determines the problematic field of further research.

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