

# Development of rural tourism in the regions of Russia as a factor of sustainable development of rural areas

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**Abstract.** Tourism is one of the most multifaceted and rapidly developing fields of activity, which requires constant improvement and modernization. In the context of scientific and technological progress, tourism, as an area affecting many different industries, serves as a serious factor in the economic and socio-cultural development of territories. There is a need to bring Russian tourism in line with modern global trends, to increase its competitiveness in the market of tourist services. The Russian Federation has enormous opportunities for the development of large-scale tourism activities. According to the Strategy of Tourism Development in the Russian Federation until 2035, the main goal is the comprehensive development of key competitive advantages of tourism development in the Russian Federation due to the presence of many points of attraction for Russian and inbound tourists. Due to the large number of monuments of cultural, historical and natural heritage, there are prospects for development in Russia for almost any type of tourism. In this situation, agricultural tourism is of particular importance as one of the most important factors of sustainable development of rural areas. For the sustainable development of the region's economy, permanent sources of financing are needed, which can be obtained, among other things, from the development of agritourism. Thus, it is necessary to carry out activities in the region aimed not only at creating an accessible and comfortable tourist environment, but also to develop priority areas of tourist activity in rural areas.

## 1 Introduction

The relevance of the topic is due to the fact that in Russia every year such a type of travel as agritourism (rural tourism) is gaining more and more popularity. For tourists tired of the hustle and bustle of the city, this type of travel is a way to diversify their trips, have a good rest in nature; get new knowledge, skills; for those who have never lived in the countryside, get acquainted with the traditional way of life for local residents and their way of life; memories; souvenirs made by local residents, as well as a lot of impressions and photos.

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If we consider rural tourism from the side of rural residents, it is an opportunity to diversify income sources, create new or alternative jobs, both for residents of retirement age and for the younger generation who have decided to build their lives in rural areas. The most important advantage of working in agritourism for rural residents is to discover and develop their creative potential, and each of them can start with very small and simple steps, with insignificant investments, which, if necessary, can become their own business [1,2].

Rural tourism in its modern form has been developing since the 70s of the XX century. The leaders of this direction are the countries of the European Union: for example, the share of tourist services in the total sales of products and services of EU farmers ranges from 35 to 75%. According to the official information from the report of the Department of Environment, Food and Rural Areas of the United Kingdom (DEFRA), in 2017 tourists spent about 11.2 billion pounds in rural areas, more than 472,670 people were employed in the sector, employed in 57,000 enterprises.

Rural tourism is a classic variant of sustainable tourism, which is based on the preservation of the cultural and natural heritage of rural areas, reliance on local resources, maximum involvement of local residents. Rural tourism, as a rule, is based on small-scale enterprises, which means that it does not require large investments, both public and private. At the same time, the industry has a serious multiplier effect and is of high social importance for the development of rural areas.

The potential for the development of rural tourism in Russia is also very high. The "Tourism Development Strategy in the Russian Federation until 2035" and the "Integrated Rural Development Program" consider rural tourism as one of the promising areas of sustainable rural development. At the same time, the share of rural tourism in the total volume of tourist services in our country remains relatively low: it is estimated at 2% of the total turnover of Russian tourism.

In Russia, agricultural tourism began to gain popularity by the mid-1990s. The reason for such popularity is connected with the peculiarities of the agrarian and economic situation, since the Russian tourism industry has become regarded as the most important segment for the modernization of the agricultural economy. This helps to overcome the process of degradation and depopulation of rural areas and increase their investment attractiveness [3,4].

It should be noted that at the moment rural tourism in Russia is at the stage of formation and is beginning to develop actively. State authorities are launching the development of strategies for the development of rural tourism, in some regions they have begun to implement them, knowledge is being systematized, concepts and formulations are being clarified and concretized, interest in training is growing in higher educational institutions, which gives them the opportunity to train specialists. For the first time, an attempt to disclose and standardize the concept of "rural tourism" was made in 2015, the first legal act was developed and adopted at the federal level: GOST R 56641-2015 "Services of small accommodation facilities. Rural guest houses. General requirements". "Rural tourism is the activity of organizing recreation in rural areas or in small towns (in the absence of industrial zones and buildings) with the provision of hospitality services in the private sector with the possibility of labor participation, focused on the use of natural, cultural, historical and other resources traditional for the area."

Further development of the concept of "rural tourism" is presented in Federal Law No. 318-FZ dated 02.07.2021 "On Amendments to the Federal Law "On the Basics of Tourist Activity in the Russian Federation" and Article 7 of the Federal Law "On the Development of Agriculture". The Russian legislation introduces the concept of rural tourism - tourism, which provides for visiting rural areas, small towns with a population of up to thirty thousand people, for recreation, familiarization with the traditional way of life, familiarization with the activities of agricultural producers and (or) participation in agricultural work without

obtaining material benefits with the possibility of providing temporary accommodation services, organization of leisure, sightseeing and other services.

Activities for the provision of services in the field of rural tourism, including the provision of temporary accommodation, leisure, sightseeing and other services, are carried out by agricultural producers in accordance with the requirements established by the Government of the Russian Federation. At the same time, the support and development of rural tourism are attributed to the areas of state support for the development of agriculture. The Federal law came into force on January 1, 2022.

The Ministry of Economic Development has issued a document setting out the requirements for accommodation facilities for rural tourism. They will come into force on March 1, 2023 and will be valid until March 1, 2029. Farmers in order to carry out activities in the field of agritourism must solve problems with lighting, access roads, water supply, heating in accordance with the requirements [5,6].

The design of the Russian model of agritourism is associated with certain geographical, climatic and territorial-economic conditions. The strategy for the development of tourism in the Russian Federation for the period up to 2035 emphasizes that according to the level of tourist supply, considering the uneven distribution of tourist resources on the territory of the country, as well as different levels of development of tourist infrastructure and human resources, the regions of the country can realize the tourism potential of rural areas to improve socio-economic development and improve the quality of life of the population region.

## **2 Materials and methods**

The problems and prospects for the development of agricultural tourism as a specific direction of the tourism sector have been considered in many studies. Agricultural tourism is studied from different perspectives. For the first time, this phenomenon was considered by I. Richard, the author of the term "agricultural tourism", from the point of view of the economic development of rural areas.

Russian authors L. V. Dubnicheva and P. M. Sovetov focus their attention on the social significance of agricultural tourism, which consists in creating conditions for employment of the rural population and, as a result, obtaining additional income.

B. D. Bespartochny and A.V. Khromova explore agricultural tourism as a means aimed at acquiring certain skills studying traditional folk crafts and immersion in various agricultural work in order to sell services and products of local production.

The characteristic of agricultural tourism as a separate structural subdivision of agricultural production aimed at increasing the incomes of the local population was dealt with by the Russian researcher of agricultural tourism I. V. Smirnova.

A. R. Ruposhev is a supporter of the synonymization of the terms "agricultural tourism" and "rural tourism". In his research, as the main reference point of agricultural (rural) tourism, the author considers the short-term conduct of a rural lifestyle by visitors and familiarization with traditional rural culture through the manifestation of activity during agricultural labor.

According to A. Evplanov, agricultural tourism pursues socio-economic goals that can ensure self-employment of the rural population by creating a competitive tourist product that brings income to the receiving party.

The application of the economic approach to determining the essential characteristics of agricultural tourism can be traced in the works of scientists A. L. Kulikov and V. V. Pashentsev, A. I. Panyukov and Yu. G. Panyukova, A.P. Burda and M. S. Oborin.

For the sustainable development of the region's economy, permanent sources of financing are needed, which can be obtained, among other things, from the development of agritourism. In accordance with the Strategy of Tourism Development in the Russian Federation until 2035, the main goal is the integrated development of Russian and inbound tourism,

considering the provision of economic and socio-cultural progress in the regions of the country. Thus, the region needs to carry out activities aimed not only at creating an accessible and comfortable tourist environment, but also to develop priority areas of tourism activity in rural areas

The purpose of the study is to prepare a methodological approach to the development of rural tourism in the region. The Krasnoyarsk region is defined as the object for testing of the methodology. The implementation of a methodological approach to the development of agritourism in rural areas of the region contributes to the creation of favorable socio-economic conditions for the integrated and sustainable development of rural tourism in the Krasnoyarsk region, increasing employment and the quality of life for the rural population.

Within the framework of the ongoing research on the development of rural tourism in the regions of the Russian Federation and the definition of directions and tools to support the sustainable development of rural agritourism, it is necessary to use the following research methods and approaches:

- scientific and theoretical justification for the category of rural tourism, including in regulatory legal acts.
- analysis of successful Russian and international practices in organizing the provision of rural tourism services in agricultural settlements and rural areas;
- expert sessions on the organization of marketing research of rural tourism in the Krasnoyarsk region to identify consumer preferences.
- conducting marketing research of a set of tourist services in organizations in the field of agritourism on the territory of the Krasnoyarsk region.

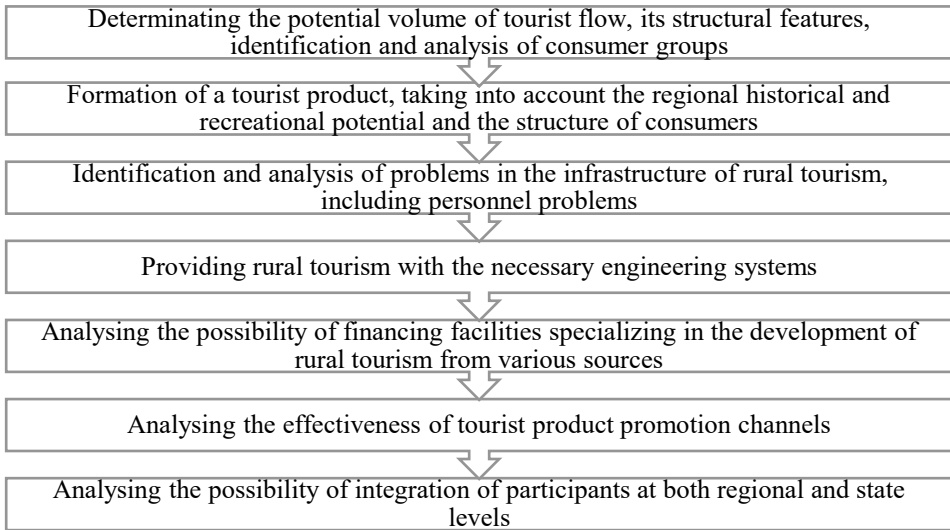
Russia has always had a peculiar approach, so it is primarily associated with fishing and eco-tourism in our country. In addition, a characteristic feature of ecological and agricultural tourism in Russia is the collection of wild herbs, mushrooms and berries. But, "classic" agritourism is excursions of urban residents to agricultural operating farms. At the same time, accommodation for urban tourists is organized so that they settle in a village house for this time. Tourists themselves try to participate in rural life and in agriculture. This is recreation and entertainment, and most importantly-an opportunity to change the situation, improve your health, breathe fresh air and be in nature.

The peculiarity of agritourism is that agriculture, which welcomes tourists, continues to live a normal, ordinary life.

### **3 Results**

The regions of the Russian Federation have a rich natural and recreational resource for the development of rural tourism. However, it is obvious that there are complex problems in the development of this type of tourism, which are acute and systemic in nature. The existing problems are much more than prerequisites for the progressive development of this direction of the tourist market of the Russian Federation. To solve them, a new approach and a program-targeted method are needed to increase the competitiveness of rural areas, meet the growing demand for high-quality tourist services and provide conditions for sustainable development of tourism in rural areas.

To determine the tools and methods to support the development of rural tourism, a methodology for choosing a model of rural tourism in the region of presence is proposed (Fig. 1.):



**Fig. 1.** Methodology for selecting a model for the development of rural tourism in the region.

The Krasnoyarsk region is a reference region of the Russian Federation, which occupies a leading position among the subjects of the country in terms of the most important macroeconomic indicators. The region has socio-cultural, cultural-historical, natural-climatic and other resources that have a direct impact on the development of the potential for rural areas, including the development of agritourism. The main goal of rural tourism development is to ensure economic and socio-cultural progress in the regions of the country.

The Ministry of Culture in the Russian Federation analyzes and publishes the rating of the subjects of the Russian Federation on the state and development of tourism. According to this rating, the Krasnoyarsk region is in 36th place. According to RAEX calculations, the Krasnoyarsk region is among the top ten regions of the country with high tourist potential. The Krasnoyarsk region belongs to the 9th place.

The Krasnoyarsk region has a unique geographical location, its territory is 2800 km long, so it has a unique variety of landscapes of all-natural zones. Unique natural and recreational facilities are concentrated on the territory of the Krasnoyarsk region, which are located near the existing agritourism facilities. The territorial availability of these zones will expand the range of tourist services [7,8].

Such objects include: the Stolby Nature Reserve; the Shushensky Bor National Park; the Ergaki Nature Park; the Talsko-Garevsky and Bolshemurtinsky state reserves of regional significance; mineral waters of various chemical composition, sulfide silt, sapropel and peat mud.

Nowadays, the Krasnoyarsk region is a place of concentration, to a greater extent – 95% of Russian tourism for residents of the region and other regions of the Russian Federation. The most successful experience in this field should be noted (table1).

**Table 1.** Agritourism facilities in the Krasnoyarsk region.

Name of the municipality of the Krasnoyarsk region		Object type	Brief description of the activity
Shushensky district	Subbotino village	rural farmstead	Accommodation on the territory of a rural farmstead with various forms of leisure; workshops from local residents on baking muffins in a Russian oven
		art residence	Educational programs for children and adults; lectures on plants, quizzes and master classes on vine weaving, various classes in traditional cooking, gardening workshops and a number of other educational events that help to gain knowledge about the traditional way of life in the Russian village, skills in the field of gardening culture and traditional agricultural labor
	Sizaya village	rural estate	Visit to the private family cheese factory "Manor Foothill"; participation in a master class in cheese making
		farm	Leisure on the farm "Clouds" for breeding tame raccoons-stripes; "communication" with raccoons
		rural estate	Leisure with the possibility of accommodation on the estate "Apple from the apple tree"; tasting of various gastronomic dishes; participation in apple picking and introduction to the culture of gardening
	Shushensko ye village	agro-estate	Visit to the agro-estate "Siberian viticulture"; master classes on the culture of planting and harvesting grapes; participation in the preparation of wine. The possibility of joining the interest club "Zest"
Minusinsky district	12 km from Minusinsk	farmstead (rural estate and farm)	Recreation at the eco-campsite "Fabulous Russia": the possibility of accommodation in a guest rural hut; involvement of "guests" in work on a household farm; lace weaving, beading, compilation of various medicinal fees, weaving on a loom, contact rural yard ("communication" with pets)
Yemelyanovsky district		Farming	Conducting non-standard leisure activities on the farm "Goat-Dereza"; "communication" with pets; participation in master classes in cheese making; is a platform for children's parties
	Yemelyanovsky village	Farming	The opportunity to spend leisure time on the territory of a horse breeding farm "communication" with horses, participation in master classes in horse riding
Sukhobuzimsky district	Sukhobuzimovo village	Rural estate	The opportunity to spend leisure time on the territory of the "Cossack estate"; acquaintance with the customs and life of the Cossack family in the village of Sukhobuzimskoye; immersion in Cossack culture; tasting of traditional Cossack dishes; participation in master classes on cooking; collecting herbs

Yeniseysky district	Yeniseisk	Farming	The opportunity to spend leisure time on the farm "Poultry yard"; observation and "communication" with various thoroughbred representatives of the home farm; tasting of environmentally friendly food and participation in the production (preparation) of traditional rural food.
Balakhtinsky district	Balakhta village	Stylized rural estate (hut)	Leisure in a rural estate, stylized as a rural life; the presence of horseback riding, fishing; hunting; Russian bath.
Nizhneingashsky district	Gorely Borok village	Farming	Leisure on the farm "Capercaillie's nest"; "communication" with cattle, the opportunity to participate in master classes on milking;
Turukhansky district	Sovetskaya Rechka settlement	Rural settlement	tasting of home-made dairy products
Sharypovsky district	The village of Bolshoe Ozero	Farming	Visit to an ostrich farm; the opportunity to "communicate" with ostriches; participation in master classes on caring for ostriches
	The village of Parnaya	Farming	Visiting and leisure time of a maral breeding farm; observation and the opportunity to talk with an expert on the effectiveness of pantotherapy
Kuraginsky district	Petropavlovsk village	Rural settlement	Leisure and accommodation in the "German House", master classes in vine weaving and pottery
	The village of Parnaya	Rural settlement on the island of Tiberkul	Leisure on the territory of the settlement; visiting the masters of the City of the Sun; participation in master classes in pottery / vine weaving
Mansky district	Rural test tour from the Head of the Mansky district	Farming	Visiting and leisure time at a cattle breeding farm; "communication" with animals; tasting homemade milk

Unfortunately, agritourism in the Krasnoyarsk region is not developing very actively, as in other regions of the Russian Federation. Agritourism in the Krasnoyarsk region in its "pure form" is absent. The analysis of the relevant objects and the range of proposed ones showed that at the moment agritourism is a synthesis of gastronomic, ethnic and event tourism. The potential of rural areas for the development of agritourism is practically not used.

Krasnoyarsk region is one of the few regions in the Russian Federation where such a request was formed at the level of regional authorities. Thus, at the Krasnoyarsk State Agrarian University, on the initiative of the Institute of Economics and Management of the Agro-Industrial Complex, together with the Ministry of Agriculture and Trade of the Krasnoyarsk region and the Committee for Rural Affairs and Agro-Industrial Policy of the Legislative Assembly in 2020-2021, the project "Development of economic and regulatory mechanisms to ensure sustainable development of rural areas aimed at improving the level and quality of life was implemented rural population", which can be considered a starting point in this direction [9,10].

Similar studies are being conducted in the Voronezh and Rostov regions. The Rostov Region was one of the first in the Russian Federation to launch a project to introduce a standard of human social well-being, which guarantees residents of the region equal access to quality services in the field of healthcare, education and culture. A public discussion of the project "Regional standards (standards) of quality of life for the population of rural areas of the Voronezh Region" has been launched in the Voronezh Region, which involves clarifying regional, municipal and village standards of quality of life of the population. No other similar projects were identified during the initial analysis in the Russian Federation.

From the neighboring countries, the Republic of Belarus has made the most noticeable progress, where since 2016 the national standard of social well-being of a resident of the republic has been in effect, which separately clarified the standards for the provision of social services in rural areas and agro-towns. Also, in Kazakhstan, the Law of May 19, 2015 No. 314-V "On minimum social standards and their guarantees" is in force, according to which social standards of security are set in the form of lower limits, that is, the situation is considered normal when the level of security achieved by one or another type of service is not lower than the standard.

Firstly, the developed methodology helps to identify favorable socio-economic conditions for the integrated and sustainable development of agritourism in the Krasnoyarsk region, to increase employment and quality of life of the rural population, and secondly, it helps to determine the directions of maximizing positive and minimizing negative consequences from the development of rural tourism, which are possible only as a result of a competent systematic approach to planning and support of this sphere on the part of the state [11-13].

The proposed methodology is complex and interdisciplinary in nature, combines economic, sociological, demographic and legal studies.

It is planned to conduct a sociological study in rural areas in order to collect the opinions of the population on the following positions:

- the degree of satisfaction of material, social and cultural needs related to the perception of the population of their position;
- assessment of a rural resident's request for social and economic benefits in the contours of a minimum guaranteed set of them.

The described part of the study will include the following methodological approaches:

1. Development and conduct of large-scale sociological research by the method of a formalized interview, in order to determine indicators, a list of material and social benefits that the population considers necessary for a "normal", full-fledged life in rural areas.

2. Conducting sociological research and measurements of these indicators, covering various types of respondents, conditionally divided into three massive groups: 1) residents of rural territories – persons living and working in rural areas; 2) expert community – heads of municipalities of the Krasnoyarsk region, heads of agricultural organizations; 3) potential residents of rural areas are young people aged 18-23 years who, after receiving higher and secondary vocational education, can potentially return to rural areas for further residence and work there. The sample size of the study will be 2,400 questionnaires.

3. Based on the results of a large-scale study, a detailed analysis of the mood of the population will be obtained, as well as the main objective parameters and necessary conditions for life in rural areas will be determined, which in the future will be the basis for the Draft standard of social well-being of a rural resident of the Krasnoyarsk region.

## 4 Conclusion

Currently, rural tourism is one of the most popular, economical and dynamic types of tourism. It is also one of the tourist destinations in the village, and it is completely focused on the protection of the natural environment or its individual components (animals, plants, natural



monuments, etc.). For the development of agricultural tourism, it is necessary to consider the trends associated with individual tourist packages, as well as the growth of tourist activity - family, individual and group tourism. The key factor in turning this direction into a tourist sector is the political support of the central and regional authorities.

The concept of rural tourism in European countries is based on the use of tourism resources of the local community. Despite the high tourism potential, the Russian Federation occupies an insignificant place in the world tourism market. The infrastructure of rural tourism has begun to develop in Russia. At the same time, the advantages of both sides are considered: farmers who provide funds to the local budget, and citizens who receive proper rest.

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