

Innovative processes in the development of modern world tourism

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Abstract. The article discusses the development of the tourism industry in the modern economy. It is noted that today the tourism industry is becoming one of the important components of the global economy, which has a great impact on the functioning of various spheres of social activity. Tourism was able to achieve its highest development after the lifting of the “Iron Curtain” in conditions of freer movement across different countries. The main directions of development of the global tourism industry such as ecotourism, the congress industry, medical tourism, etc. are considered. The importance of the development of the tourism industry for the Russian economy is determined, since tourism is a serious source of development of the national economy, increasing employment and, accordingly, income of the population. The possibilities and directions for the development of tourism in Russia, which is striving to become an increasingly active participant in the international market of tourism services, are explored. It is noted that domestic tourism, aimed at getting to know the traditions and culture of the peoples of one’s country, is becoming increasingly popular in the country, and in this regard, the Russian Federation has very great potential. Much attention is paid to the study of the development processes of the tourism industry on the territory of the Chechen Republic as one of the subjects of the country.

1 Introduction

One of the features of the era of post-industrial development can be considered the significant development of the service sector, i.e. when human service is increasingly important rather than production itself. In the US economy, for example, in 2003, every 4-5th worker in the country was involved in the material sphere, which was equal to 21.7% of all employees, while more than 70% of all employees worked in the non-production sector. [1, p. 88] Not only is the service sector actively developing in the post-industrial stage of the development of society, but information technologies (IT), the history of which dates back to the second half of the last twentieth century, are also widely distributed throughout the world.

In solving the problems of employment growth, the development of the service sector must be considered as an important direction. It should be noted here that the service sector is highly labor intensive. Thus, wages account for more than 60% of the cost of this

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production, and the cost of creating a job relative to other areas of the economy in this sector is less. [2, p. 24]

Among the trends in the development of the modern world economy in the field of services is the process of servitization, one of the manifestations of which is the development of international tourism. Thus, in the period from 1990 to 2006, there was a twofold increase in the number of international tourist arrivals - from 441 million to 834 million [3, p. 60] According to research, the tourism and hospitality industry can be considered as a large sector of the world economy, having an impact not only on various areas of social activity, but also capable of solving many key problems. [3, p. 60]

2 Research Methodology

Adamescu A.A. and Voskresensky V.Yu. in their work, justifying the importance of the development of the tourism industry for the modern economy, they note that among the most important factors contributing to the development of mass tourism in Russia, one can consider the full-fledged organization of a variety of tourist accommodation facilities.

Aliiev B.Kh. and Abubakarov M.I. indicate that in all economically developed countries of the world there is a process of increasing the number of jobs in the service sector against the background of their reduction in industrial sectors.

Aslakhanova S.A. believes that despite its many advantages, tourism also contains certain negative aspects. Thus, the uncontrolled development of this area can negatively affect the environment and change the lifestyle of the population living in the area where this industry is being developed.

Gishkaeva L.L. in his monograph, he notes the great potential of the Chechen Republic for the development of the tourism services market, citing the experience of the functioning of this industry during the Soviet period.

Groshev I. and Krasnoslobodtsev A. point to the great return on this type of modern tourism, which is medical tourism, with its inherent high growth rates, but also being an important factor in economic development for many countries.

Porokhovskiy A. believes that modern information technologies form not only a new structure of the economy, but also determine a new quality of economic growth.

Sheresheva M.Yu., Berezka S.M. and Oborin M.S., exploring possible ways to improve tourism products in Russian small towns, attach great importance to the development of such areas as event tourism and cultural and educational thematic route products.

Eldarkhanov Kh.Yu. notes that the development of tourism and recreational activities in the Chechen Republic will contribute to the most effective solution to the problems of socio-economic development of the region.

When conducting this scientific research, such scientific methods as the method of comparative analysis, statistical analysis, comparative analysis, functional analysis, positive and normative analysis were used. The scientific research was carried out in accordance with the problem-chronological principle, the principles of consistency and scientific objectivity.

3 Results and Discussions

Since ancient times, tourism has been an integral part of people's lives in one form or another. In ancient times, the territorial movements of people were determined to a greater extent by the need associated with the need to develop rich green pastures, fertile lands and hunting grounds. In modern times, when almost everything has already been generally

divided, three types of movement can be considered: migration to a permanent place of residence, business visits and tourist trips.

The development of tourism reached its peak after the rise of the Iron Curtain, when movement across different countries became more accessible and freer, and it was no longer persecuted by the authorities. For example, tourism has traditionally been of great importance for the economies of southern European countries; its direct contribution to GDP can reach from 4.2% in Italy to 15.1% in Malta, which is higher than in other European countries. [4, p. 75]

Tourism, which previously had a more regional character, is also spreading widely in Russia. Thus, referring to data from the World Travel & Tourism Council (WTTC), it can be argued that in 2017, the total contribution of tourism to the country's GDP amounted to 4.4 trillion. rub., or 4.8%, and direct - 1.1 trillion, or 1.2%; Based on world practice, 10% is considered a good indicator. [5, p. 150]

According to studies, international tourism can be considered among the important conditions for the socio-economic development of society, while tourism is of great importance as a factor of regional importance, promoting the development of:

- backward and depressed areas;
- rural areas in the form of agricultural tourism;
- areas of new development;
- border areas.

In modern times, ecotourism has become widespread throughout the world. This was facilitated by the fact that:

- firstly, the development of ecotourism was a response to the negative impact on nature from the actively developing tourism sector;
- secondly, in the 80–90s of the last century, in order to protect the environment and especially significant natural resources, processes began to develop new instruments, including financial ones;
- thirdly, the local population began to be more actively involved as partners in carrying out environmental protection activities;
- fourthly, active educational tours and individual trips have become increasingly of interest to tourists themselves.

The main objects for visiting within the framework of ecotourism can be natural complexes that have been relatively preserved in their original form or specially protected areas of wild and little-changed nature, including in cultivated space (most often rural), certain species of living organisms, plant communities and biocenoses in the form forests, steppes, tundra in general, paleontological finds, and in a broad sense they can be ethnographic, archaeological and cultural-historical attractions. [4, p. 75]

In developed countries of the world, rural tourism accounts for up to 33% of the total income from the tourism industry; in terms of the pace of development in the countries of the European Union, it ranks 2nd, behind beach holidays. [6, p. 24] Thus, in Spain, ecotourism began to develop in the mid-90s of the 20th century, gaining increasing popularity both among the local population and among foreign citizens interested in the picturesque wildlife of the country, its traditions and customs, and local cuisine. Every year, according to some estimates, the number of tourists attracted to Spain's protected areas is approximately 23 million, which is more than 30% of the total number of foreign tourists visiting this country. [4, p. 75]

It should be noted that the importance of gastronomy, which can be considered for many territorial entities as the most important element of the intangible cultural heritage, increases each time in the structure of the complex of cultural and cognitive components. If the territory is recognizable, all this can become part of the branding concept and be among the key associations and visualization plots. [7, p. 99]

Income from rural tourism, widespread in Russian regions, according to the Ministry of Agriculture, reaches only 2%, while each year the income could be up to 60 billion rubles. Rural tourism is most active in such regions of the country as the Altai Territory, the Moscow Region, the Vladimir Region, the Irkutsk Region, the Kaluga Region, and in the suburbs of St. Petersburg. [6, p. 24] Developing rural tourism leads to an increase in the number of jobs in the entire service complex, consisting of 12 different sub-sectors. [6, p. 24] More attention in the development of rural tourism should be paid to such components as policies aimed at increasing its attractiveness; high level of services offered to tourists; availability of variety in entertainment; safety; development of the infrastructure itself; openness of access; participation of representatives of the local population; activities of various information channels, which corresponds to world experience in creating a rural tourism system.

The next area of international tourism is the congress industry, which is of great interest to various representatives of the world community. Despite the fact that the congress industry has a recent history, it is a highly effective part of the modern tourism sector, which has specific institutions, organizational cycles and products, and has developed approaches to solving issues related to the provision of services in this area. Within the framework of the congress industry, trips are carried out in order to participate in large events, such as various forums, congresses, conventions, conferences, as well as smaller ones, such as seminars, trainings, meetings and other similar events. The development of the congress industry intensifies relations between different countries, thereby promoting information interaction in the field of business contacts, developing the intellectual market, and leading to the creation of new ideas and needs throughout the world.

Compared to other business trips of various kinds, the congress industry is more economically efficient. For example, the volume of the global market occupied by business tourism was more than \$1.1 trillion in 2013, and in 2014, total expenses for business travel amounted to \$1.17 trillion. By 2025, referring to forecasts, we can talk about an increase in the share of the business tourism market in the global economy to \$1.67 trillion, and its annual growth can reach 3.2%. For the economy of a country/city, holding an average congress of an international association – up to 700 people – provides about \$1 million in income. If an ordinary tourist spends from 100 to 200 dollars per day, then the average level of daily expenses of a delegate of an international congress can reach 346 dollars. In the total number of world congresses, the share of events whose number of participants exceeds 3 thousand people accounts for 15%, providing almost 50% of the total revenue of the international congress market to the host states. However, a 1% increase in the number of convention events increases GDP by 1.4%, tax revenue by 1.2%, and the number of jobs by approximately 1.7%. [5, p. 151]

The USA, Germany, Spain, France and the UK can host up to 300-900 international congress events per year, which gives them the right to be leaders in this area. Many countries in the developing world, not just economically developed ones, also have a desire to be active participants in the highly profitable activity that is the convention industry. Different cities are increasingly striving to become centers in the congress tourism industry. The share of business meetings in European countries accounts for 71.2%, for Asian countries it reaches 18.1% and 10.7% for North American countries. [5, p. 153]

In 2016-2017, Russia's attention to the development of the congress industry increased. As the Russian Business Tourism Association points out, in 2013 business tourism on the Russian market reached 471 billion rubles, 560 billion rubles in 2014, and already in 2020 it was planned to reach 1 trillion rubles. According to WTTC, by 2020, business travel to Russia could grow to \$18.4 billion, with an increase of 5.9% each year, and total costs will also increase by 13.6%. [5, p. 153]

It is worth noting that in recent years, such a direction of international tourism as medical tourism has also actively developed in the world, which in a broad sense represents not only the international migration of patients, but also of medical personnel, diagnostic and operating equipment. The prerequisites for this phenomenon were the development of information technology, an increase in the level of well-being of society, a reduction in transport costs and the development of trade in services. An integral part of globalization processes is the increase in cross-border mobility of patients. The growth of the gross volume of medical services provided to non-residents, according to experts, is 25% every year. [8, p. 87]

In the development of the economies of many countries by 2022, according to forecasts, tourism and the healthcare sector could have priority. [8, p. 87] In countries with developed medical technologies, loyal laws, flexible border and customs policies, and rapid adjustment to the needs of their patients, there are more opportunities and prospects for the development of the medical tourism sector.

The medical tourism market in 2004 had revenues of \$40 billion, which by 2012 had already amounted to \$500 billion, thereby reaching 14% in the structure of total revenues received from tourism activities - \$3.2 trillion, or 1.8% in global gross product. Today, such economically developed countries of the world as the USA, Austria, Germany, France and Japan occupy 63% of the structure of the world medical tourism market. [8, p. 90]

The Russian Federation, being in the process of transforming the healthcare system and the initial stage in creating a medical tourism market in the country, also strives to become an active participant in the medical services market in the global economy. The country, having certain shortcomings in domestic medicine in the form of a significant lag in some areas, a low level of availability of qualified care, and an insufficiently developed infrastructure, can provide treatment opportunities in almost all areas, and this is especially true for high-tech unique operations. Treatment methods and technologies created by Russian specialists are practiced in all countries; patients from both near and far abroad who do not want to use the services of leading clinics in other countries of the world receive treatment in well-known medical centers of the country.

Not only international tourism, which concerns the study of traditions, cultural characteristics and lifestyles of the population of other countries, is becoming increasingly popular in Russia, but also domestic tourism, based on the study of the traditions and culture of various peoples living in the country. The process of planning the development of territories, including the production of various types of tourist goods, cultural and educational opportunities, must be carried out based on preference both from the demand side, i.e. needs of tourists, and from the supply side to the interests of the local community due to the significant impact on the tourist experience of the lifestyle of the population. In order to determine demand, it may be necessary to conduct consumer research to identify their needs and, based on this data, segment the audience. When determining the tourism product of a given territory and identifying target segments, they proceed from an analysis of the ratio of available resources and resource potential. Segments that have needs that can best be satisfied in a given territory are considered as target segments.

It is worth noting that in the Chechen Republic, which is one of the constituent entities of the Russian Federation, there are great prospects for the development of a modern tourism and recreational industry, which, according to the results of studies of the republic's natural resources, can give the region at least 100 thousand new jobs. [9, p. 70] The revival of tourist centers and routes for the development of the recreational sector would be an important step towards reducing unemployment in the republic, increasing the income of its population and budget, not to mention increasing the opportunities for tourism and recreation, helping to improve the health of residents not only of the republic itself, but of the entire Russia, but also other countries.

But here it is important to note that, in accordance with the programs of socio-economic development of the republic, the restoration of the region's economy is not the automatic reproduction of the production structure and management system that existed in the pre-crisis period, but the implementation of systemic modernization, and, first of all, in the oil refining complex, the transition to agricultural sectors and the construction industry on new technologies, development of the tourism and recreational sector of the economy.

In one day in the old Soviet times, up to 500 people could arrive at tourist complexes located in the region every day, thereby occupying first place in the North Caucasus in the development of this industry. The region had such well-known tourist complexes throughout the country as the Benoy tourist center, the Casino-A tourist center, the Grozny tourist hotel and the Tourist motor depot. [10, p. 139]

Tourists began to come to the region again in 2009; at first they had some fear, then it gave way to keen interest. The restoration processes actively carried out in the Chechen Republic have already completely transformed it, and not only the history of the region, the culture and traditions of its people attracted visitors, but also large-scale objects built such as the "Heart of Chechnya" - the largest mosque in Europe, "Heart of the Mother", "Grozny City" is a complex of high-rise buildings, various cultural and historical monuments being restored. Thus, the region received more than 20 thousand tourists from outside in the first three months of 2016 alone. [11, p. 150] It should be noted that not only Russians from other regions, but also foreigners began to actively visit the republic during tourist trips.

According to the latest data, the region is visited by up to 70 thousand tourists every year. For visitors, such a natural monument as Kezenoy-Am is one of the most attractive. The "Veduchi" tourist zone in the Itum-Kalinsky district, which is also part of the regional tourism cluster, is the largest project within the framework of the implementation of such a republican state program as "Development of culture and tourism for 2014–2018." "Veduchi" is an all-season ski resort, with cable cars, serving at least 14,000 people per hour; 19 ski slopes of varying difficulty, up to 32 km with a total length; up to 10 km long cross-country ski trails; artificial snow making system; 35,000 sq.m. total area of the hotel complex; an equestrian arena with a size of at least 2600 sq.m and stables for 10 horses; a reservoir with a total service area of up to 10,000 sq.m; mountain nature park, which occupies up to 50,000 sq.m. [12]

The Chechen Republic is also rich in various natural state monuments, of which there are up to fifty. These include, for example, the existing ten reserves, which were created to protect certain species of flora and fauna of the region. There are corresponding hiking trails built in different nature reserves. On the territory of such a historical region as Melchista (translated as "Country of the Sun") in the upper reaches of the Argun River, there is one of the largest necropolises in the North Caucasus called "Dead City" in the form of the Tsoi-Pede crypt complex, meaning "settlement of the deity." The history of Tsoi-Pede begins approximately from the 5th to 17th centuries, but there is no exact evidence for this yet. Tsoi-Pede, as major world media talk about it, like the shamanic pyramids near Lake Baikal and the ancient capital of the Eskimos at Cape Dezhnev, is one of the seven attractions of the country that are the most difficult for tourists to visit. [12]

4 Conclusions

In conclusion, we note that in the Chechen Republic it is very important to restore the natural environment and ensure its protection, thereby helping to improve the quality of life of the population living in it and the development of various spheres of the regional economy, mostly using various natural resources in production, such as the oil industry, branches of the agricultural sector, forestry industry, tourism and recreational activities.

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