

# Tourism and recreation their role in ensuring sustainable development of territories

Zelimkhan Musostov<sup>1,\*</sup>, Kirill Kulakov<sup>2</sup>, and Zarina Tarkhanova<sup>3</sup>

<sup>1</sup>Chechen State University named after A. Kadyrov, Grozny Russia

<sup>2</sup>Moscow State University of Civil Engineering (National Research University), Moscow, Russia

<sup>3</sup>North-Ossetian State University named after K.L. Khetagurov, Vladikavkaz, Russia

**Abstract.** In modern conditions, tourism and recreation are becoming increasingly important in the life of society and have a profound impact on socio-economic processes and the state of the environment. They are not only a source of pleasure, but also a tool for promoting health, increasing motivation and harmonizing the internal state of people. Various forms of tourism and recreation contribute to the creation of a favorable socio-cultural environment, stimulate entrepreneurial activity, promote job creation and infrastructure development. At the same time, tourist activity can have an adverse impact on the environment, contribute to forest litter and deteriorate the quality of water resources.

## 1 Introduction

Tourism and recreation play a key role in the modern world and have a huge impact on various economic, social and cultural processes. In accordance with Article 1 of the Federal Law of November 24, 1996 No. 132-FZ “On the Fundamentals of Tourism Activities in the Russian Federation,” tourism is defined as temporary departures of citizens from their permanent place of residence to medical, recreational, educational, physical education and sports, professional, business and other purposes not related to generating income. Recreation is defined as a set of activities aimed at relaxation, restoration of health and working ability of a person in his free time from work. Thus, the concepts of “tourism” and “recreation” overlap to a large extent, but their volumes do not coincide.

The effectiveness of tourism and recreation development in a particular territory directly depends on its tourism potential, which is determined by the presence of a variety of tourist and recreational resources. There are different approaches to classifying such resources. According to the classification proposed by the French researcher M. Troissy, tourism resources are divided into three categories:

- natural tourism resources (potential tourism capital - relief, climate, presence of water bodies);
- resources created by human labor (cultural and artistic monuments);
- “additional” tourism resources (transport and tourism infrastructure created for the convenience of tourists) [1].

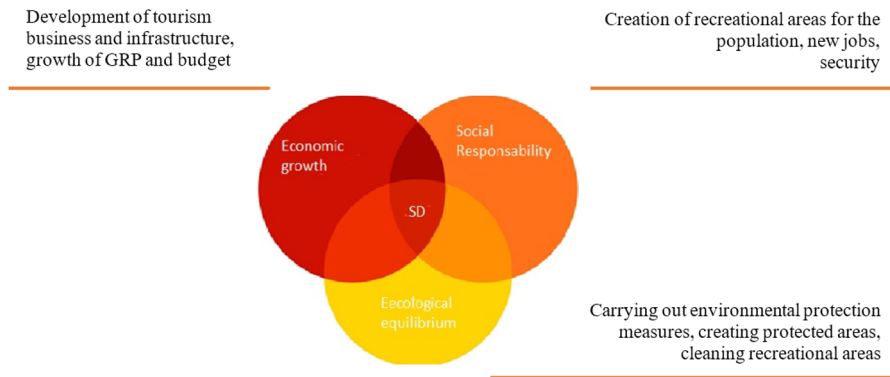
Russian researchers M.V. Astashkina, O.N. Kozyreva and others propose to classify tourism resources by nature (direct and indirect), by functionality (health, educational and sports) and by category (natural, cultural, historical and infrastructural) [2]. The use of

tourism and recreational resources of the territory is carried out in the form of visiting natural attractions, becoming familiar with cultural values, engaging in active recreation, amateur sports, hunting and fishing.

## 2 Materials and Methods

The development of tourism and recreation at the level of individual constituent entities of the Russian Federation and municipalities has a number of positive effects associated with the development of small and medium-sized businesses, increasing budget revenues, improving the quality of infrastructure, reducing social tension, and improving public health. At the same time, state authorities and local governments must implement environmental measures to reduce the anthropogenic load on the environment and ensure sustainable development of the territories.

Sustainable development of territories involves managing the economic, social and environmental aspects of tourism and recreation (Fig. 1).



**Fig. 1.** The role of tourism and recreation in ensuring sustainable development of territories

So, the tourism industry significantly contributes to economic growth at the level of individual municipalities, regions and the national economy as a whole. It provides increased income for the hotel, food service, transportation and retail industries, as well as various types of small businesses. Mass tourism also stimulates the process of modernizing infrastructure and developing urban amenities. Attracting tourists from abroad helps to increase foreign exchange earnings, which has a beneficial effect on the country's international competitiveness.

It should be noted that in regions with developed industrial production, tourism does not allow achieving a pronounced economic effect, however, in subsidized regions, the formation of a tourist and recreational complex is an effective tool for providing employment to the population, increasing income and tax deductions. In crisis regions, tourism may be a more effective activity compared to unproductive agriculture, inadequate industry and underdeveloped mining. Even in the absence of large-scale tourism resources, such current trends as agritourism and ecotourism are capable of accelerating the socio-economic development of the region in a short time. Thus,

Tourism development can have various impacts on the economy of a region. There is an increase in the gross product due to the receipt of funds spent by tourists on the services provided to them, the employment of the region's population in the provision of services is also growing and tax revenues from the implementation of new business projects are increasing. The development of the tourism sector causes the growth of such sectors of the

economy as trade, transport, hotel business, and production of consumer goods. Negative aspects of tourism development may be the need for redistribution of resources and the weakening of other sectors of the economy, depletion of natural resources and environmental problems caused by the emergence of a tourist flow. Thus,

The social factor of recreational tourism lies in changes in all aspects of the social life of the territory, while the main social goal of tourism is to improve the quality of life of the population. Positive aspects include an increase in the number of jobs due to the development of tourism infrastructure, satisfaction of the socio-cultural needs of the population, an increase in the educational level and the formation of a general cultural worldview. Tourism as a social phenomenon is simultaneously a form of consumption, a social practice and a cultural phenomenon. The development of tourism in the regions contributes to the preservation of the cultural and national characteristics of the territory, this is manifested in such aspects as the revival of folk crafts, folklore traditions, national clothing and traditional holidays.

The environmental factor is important in the development of recreational tourism. In recent decades, there has been an increase in the areas used for tourism and recreation; in some countries, these areas are second only to agricultural land and forests in area. Recreational use of land brings great economic benefits, and the tourism sector in certain cases creates competition with other forms of land use. At the same time, a serious problem is the vulnerability of natural landscapes and limited recreational resources. Their irrational use can lead to environmental problems and the destruction of unique natural monuments. The negative impact of tourism is especially pronounced in regions

When properly organized, tourism and recreation are a reliable source of self-financing for the activities of national parks, nature reserves and other reservations that are objects of environmental legislation. Tourism acts as a powerful incentive for the creation of natural areas equipped with water treatment facilities and fenced off from industrial influence, because recreational tourism can only develop successfully in areas that are not influenced by industrial enterprises, transport routes and other negative factors. Thanks to the development of tourism around the world, the number of natural protected areas is increasing, in which strict restrictions apply to any form of life activity.

### **3 Results and Discussion**

The tourism sector in Russia is characterized by uneven development: most trips are made to Moscow, St. Petersburg and the resorts of the Krasnodar Territory, where a developed infrastructure has existed for many years. Despite the lack of medium-category accommodation, Moscow and St. Petersburg lead in the number of tourists both from Russia and from other countries. Moscow is home to iconic places known far beyond the country's borders, while St. Petersburg is famous for its architecture and the suburban residences of Russian monarchs. Thus, for several years in a row, the Peterhof Museum-Reserve remains the most visited tourist site in Russia, which is visited by more than 6 million tourists in the summer alone.

The tourism potential of the Moscow region is at least 20% of Russia's tourism and recreational resources. The natural landscapes of the region have high aesthetic qualities and significant functionality. Mostly semi-open spaces with a soft, lyrical landscape are common. The rich flora and fauna of the Moscow region contribute to the development of such active forms of recreation as hunting, fishing, picking mushrooms and berries, and walking in the forest.

In the Moscow region, recreational resources are available almost everywhere. Along with this, there are entire territorial zones that, by their nature, are intended for tourism and recreational specialization. The Prioksko-Terrasny Biosphere Reserve is located in the

Serpukhov district. Among other specially protected natural areas (SPNA) of federal significance located in the region are the Zavidovo National Park (partially located within the Tver region), Ivanteevsky Dendrological Park named after A.S. Yablokov, the natural monument "Lake Kiyovo", the botanical garden of the All-Russian Institute of Medicinal Plants. In total, there are over two hundred protected areas in the Moscow region. These natural sites attract tourists not only from the Moscow region, but also from other regions.

In the Moscow region, 83 museums also operate, including exhibition halls, art galleries, museum and exhibition centers, which are objects of cultural and tourist interest. The greatest tourist significance among the cultural and historical sites of the Moscow region are estates - family estates of the most famous noble families or wealthy people. Thus, in the Moscow region there are the famous estates Abramtsevo, Arkhangelskoye, Valuevo, Voronovo, Gorenki, Konstantinovo, Melikhovo, Muranovo, Ostafyevo, Pokrovskoye-Rubtsovo, Porechye, Sukhanovo, Shakhmatovo, Yaropolets and many others. The region also features many historical temples and monasteries, which are objects of cultural and religious tourism.

In the Moscow region there are the oldest artistic and craft centers that are known far beyond the borders of our country, embodying the image of Russia for the whole world. More than 20 enterprises of folk art crafts preserve both the living tradition of production and collections of products representing the history of the development of the craft and the creativity of the craftsmen. Artistic processing of wood and metals, ceramics and glass, scarves with printed author's designs and miniature lacquer painting of the Moscow region are represented by world-famous brands, including Sergiev Posad and Bogorodsk toys, Zhostovo trays, Gzhel ceramics, Verbilok and Duleva porcelain, Pavlovo Posad scarves and shawls, Fedoskino lacquer miniature.

The Moscow region is located at the crossroads of the country's main transport flows. The most famous tourist routes pass through the region: "Golden Ring of Russia", Moscow-St. Petersburg and further to Scandinavia, Moscow-Smolensk-Brest-European countries, Moscow-Crimea, Moscow-Caucasus and others. Thanks to its rich tourist and recreational resources, the Moscow region is one of the top three leaders in domestic and inbound tourism, along with Moscow and St. Petersburg. The development of infrastructure will increase the flow of tourists, as well as develop new routes and weekend tours.

The Krasnodar Territory and Crimea attract tourists with their climate and Black Sea beaches. An incentive for the further development of tourism in the Krasnodar region was the holding of the 2014 Winter Olympic Games in Sochi. An important factor is the accessibility of the region for tourists from Central Russia, who can take advantage of relatively inexpensive air tickets. Rail transport and traveling to the sea by private car along the new Don highway are also popular.

It should be noted that in the Russian regions there is a huge unrealized tourism potential, which, if properly implemented, would significantly increase tax revenues to local budgets. First of all, we are talking about such regions as the Altai Republic, the North and South Caucasus, and Kamchatka. The main problems facing the development of tourism in these regions are low transport accessibility, lack of investment in tourism infrastructure and the lack of accessible information about the features of tourism and recreation.

The situation in the Republic of Dagestan can be cited as a positive example of the development of the region's tourism potential. In 2015, the Ministry of Tourism and Folk Arts of the Republic of Dagestan was formed, which over the course of several years managed to attract a lot of attention from tourists from all over the country to the sights of the republic. As a result, Dagestan became a record holder for the growth of domestic tourism and entered the top 15 most popular tourist regions of the Russian Federation. In the republic, on a relatively small territory, there are picturesque mountains, beaches of the Caspian Sea, ancient villages with preserved traditional crafts. The city of Derbent, whose age exceeds five thousand years, is of great interest.

The successful development of tourism in Dagestan is associated with several aspects. An important condition for increasing the tourist flow is security guarantees, especially when it comes to a region that is considered troubled. Thanks to a wide advertising campaign involving social networks, the Ministry of Tourism presented Dagestan as a region with a traditional culture of hospitality, where guests who respect national customs are always welcome. The transport problem was solved: today 60 planes landing at Makhachkala airport every day, arriving from various Russian cities. By building modern hotels on the shores of the Caspian Sea, the authorities of Dagestan have opened a new tourism segment that can compete with the resorts of Crimea and the Krasnodar Territory.

Currently, due to the growth of domestic tourism, the creation of entire tourist complexes has begun, including in remote regions that are practically not included in the tourism sector despite the presence of unique natural resources. We are talking about the development of ecotourism in Altai, Kamchatka, Central Russia, the Urals and the Far East. These territories contain unique natural monuments and state reserves, which are the custodians of the geofunds of the flora and fauna of the regions. It is ecotourism that is the most popular destination today, which is due to the global trend towards leading a healthy lifestyle [2].

The development of recreational tourism in Russia faces a number of problems that require solutions at both the regional and federal levels. First of all, this is the poor development of infrastructure, without which it is impossible to count on attracting a large tourist flow. In particular, this is an insufficient number of accommodation facilities and high costs of living, caused, among other things, by the lack of competition. The construction of new hotels is associated with high costs and a long payback period, especially when it comes to middle-class hotels. It is more profitable for investors to invest in residential complexes or luxury hotel complexes, which have a lower payback period. Inflated prices for accommodation facilities lead to the emergence of unofficial guest houses, the owners of which conduct illegal business. As a result, local budgets receive less income from tax payments, and the region loses its attractiveness for potential tourists. It should also be noted that in the regions there are still a large number of hotel facilities built in Soviet times and in unsatisfactory condition. These facilities do not meet modern requirements and, although they partially solve the problem of accommodating tourists, they also negatively affect the perception of the region.

Infrastructure facilities include public catering establishments, which do not always meet the expectations of tourists coming from cities with a population of over a million and who are accustomed to high-level service. There is a shortage of small affordable establishments in this area, which is directly related to the poor development of medium and small businesses that require support from local authorities.

The transport problem lies in high prices for air travel and an insufficient number of transport lines connecting regions and individual territories. The Russian aviation market is closed to foreign companies, which leads to a lack of competition and the process of natural regulation of ticket prices. Rail transport is not always an alternative due to a shortage of tickets in the summer and long journeys. So, by train, the journey from Moscow to Lake Baikal takes more than three days. Considering that a significant part of the population lives in the central part of the country, high prices for air tickets and the lack of high-speed railways prevent visiting recreational tourist sites located in the Ural, Siberian districts and the Far East.

In Russia, the number of personal vehicles is growing rapidly, which in many cases turns out to be a more profitable and convenient means of transportation for traveling within the country. However, the infrastructure for traveling by road is not developing at such a rapid pace and in many regions there is a poor quality of road surfaces, an insufficient number of gas stations, motels, roadside cafes, and parking lots. The construction of expressways, which would significantly reduce travel times, is progressing at a slow pace. These problems also

slow down the development of bus transportation, which is successfully used for travel over relatively short distances.

Another problem is the low level of service, which is directly related to the lack of qualified personnel. The reason is the lack of regional educational programs in the field of tourism, low wages in tourist sites, and the lack of skills among employees that meet modern requirements for the field of recreational tourism.

Also, in Russia, there is still no system for collecting comprehensive information about tourist sites, which would allow an analysis of the tourism sector based on data on the number of accommodation facilities, their categories and the number of accommodation places provided, as well as on the additional services offered. Detailed statistical information could be used to assess the effectiveness of the tourism sector.

The next problem is the low interest of investors in the field of recreational tourism due to the low return on investment. The construction of tourist complexes in remote areas is associated with high risks due to problems with transport accessibility, lack of qualified personnel, the high cost of land and building materials, and the need to conduct advertising campaigns to attract tourist flows. To attract investors, federal and regional authorities are developing public-private partnership programs and creating Special Economic Zones of tourist and recreational type.

## 4 Conclusion

To promote a tourism product, it is necessary to use modern technologies that make it possible to convey information about tourism and recreation opportunities in Russia to a large number of people living in different regions. In Russia, there is no single portal of tourism services that informs about travel planning options, accommodation facilities, infrastructure, new tourism destinations, and offers from travel companies. Domestic trips are often self-organized and information technology could be very helpful in planning such trips.

In Russia, a culture of recreation is just emerging - a qualitative state of the tourism sector, conditioned by mutual respect between tourists and the host party, understanding by all participants of the place of tourism in public life and its importance for the development of regions. Recreation culture includes the willingness of tourists to respect the customs and traditions that have developed in certain territories, and the willingness of local residents and tourism infrastructure employees to show kindness and hospitality towards visitors. Promoting the values of the peoples of Russia and respect for the culture of the regions will allow us to respect the culture of recreation and develop tourism and recreation in areas that until recently were not included in the areas of mass tourism.

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