



## **Cultural and Educational Tourism in the Russian Federation: Basic Problems and Development Resources**

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### **ABSTRACT**

The article is devoted to the urgent problem - the development of cultural and educational tourism. The empiric basis of the research is represented by data of the expert survey of the senior officers of local authorities of municipal formations of the Russian Federation, the results of the population survey, data of the Federal Service of State Statistics, the results of the researches of the All-Russian Center of Studying Social Opinion, "Social Opinion" Fund, etc. The article distinguishes the most essential factors that prevent the development of the cultural and educational tourism in the Russian Federation, and defines basic recommendations on forming the resourceful provision of management practices related to developing the tourism attractiveness of territories. Under the modern conditions, a special attention is paid to the formation of the financial basis, scientific and informational provision of the management activity, support for local creative initiatives, popularizing of the internal tourism, and actualization of the local tourism potential.

**Keywords:** Tourism Attractiveness of the Territory, Tourism Potential, Tourism, Tourism Tax, Local Initiatives, Territory Image

**JEL Classifications:** L83, R19

### **1. INTRODUCTION**

The area of tourism holds one of the central places not only in the economic complex of the country, regions, municipal formations, but in the whole world economic system. According to the data provided by the World Tourism Organization, the contribution of the tourism industry in the world economy is equivalent to 11-12% of the world general national product. Tourism accounts for 7% of total investments, every 16<sup>th</sup> work position in the world, 11% of the world consumer expenses, one third of services trading, 5% of all tax revenues, and about 7% of income from the world export. In absolute terms it is inferior to only incomes from exporting oil, oil products, and cars (Zhiba and Shat-ipa, 2012). The area of tourism has a high investment multiplier: 1 ruble of investments brings 4 rubles of the total income in the related areas of economy. The same multiplying coefficient is observed in the employment - one

work position in the area of tourism creates from 3 to 4 positions in other areas (Arslanova et al., 2013).

Under the current conditions of the economic crisis, the development of the tourism industry, and formation of the tourism attractiveness of territories are among the strategic areas of the economic activity of modern states (Frolova and Kabanova, 2014). The revealed tendencies define both scientific and practical importance of the researches in the area of the internal tourism development.

Historic cultural heritage of territories is the basis that, above all, forms the tourist services market of the territory. The maintenance of the historical image of the territory, protection and reconstruction of cultural monuments, architectural complexes, and attention to national peculiarities, traditions and customs

contribute to forming the tourism attractiveness of the territory. This is the most important area of the activity that contributes to the territorial development. The Russian Federation has got vast potential opportunities to use historic cultural heritage of the cities that smoothly combine architectural monuments, natural places of interest, and objects of the cultural historic heritage. However, according to the results of sociological researches, the level of the tourism attractiveness of Russian territories is rather low. Over the recent 5 years only every third Russian (35%) has traveled in the country. Vacations abroad according to all criteria are estimated by respondents as considerably higher than the internal Russian ones (VTsIOM, 2016). According to the survey of the "Social Opinion" Fund (SOF), 30% of respondents could not name the main place of interest of the Russian Federation. 8% of the respondents think that in Russia there are no places they would like to visit. Every fifth respondent (22%) could not give an answer (FSM, 2016).

The obtained results prove that at the present time the following issues must be studied: The factors that limit the development of the cultural and educational tourism in Russia, the specificity of forming competitive tourism products, management practices and resources to develop cultural and educational tourism.

## 2. ANALYSIS OF LATEST PUBLICATIONS ON THE THEME

A lot of works are devoted to the development of tourism and basic aspects of the tourism activity. Theoretical issues, analysis of the conceptual framework on problems related to functioning and development of the tourism area and tourism infrastructure were reflected in works of such researchers as Zhukov (2006), Guliaev (2003), Birzhakov (2014), Medlik (Medlik and Ingram, 2012), Godfree (2000), and MacCannel (1973). Modern researches pay special attention to mechanisms of the tourism development and provision of the quality of tourist services. They are specified in the works of Ottenbacher, Harrington (2013), Massidda and Mattana (2013), and Emsden (2013).

The works analyzing factors of the development of the tourism potential of Russian territories, areas of forming the territorial image, offering approaches to developing tools that manage the development of the tourism attractiveness are of great interest. Herewith, the issues related to mechanisms and ways of the management impact on the processes of the cultural and educational tourism development remained the most unstudied.

The goal and tasks of the research are to develop recommendations on forming the resourceful provision of management practices of the cultural and educational tourism development, and to define the top-priority mechanisms of forming material and financial, informational and social resourceful basis of the cultural and educational tourism development in Russia.

## 3. METHODOLOGY

The informational basis of the research includes federal and regional statutory and regulatory acts, statistical data,

informational and analytical materials of federal, regional and local authorities. During the research we used such methods as analysis and synthesis, deduction and induction, generalization, theoretical modeling, as well as empiric methods like documents analysis, surveys, and observation.

The obtained results of the research are proved by the data of the experts' survey carried out by the All-Russian Council of Local Government. The expert survey was carried out among managers of local authorities. Experts were selected by the method of multi-level stratified territorial random sample. The units of the first stage selection were subjects of the federation that preliminarily excluded cities of federal significance (Moscow and Saint-Petersburg) due to the reduced volume of powers imposed on their self-governing authorities. The basis of selection at the second stage included lists of municipal formations in the selected subjects of the federation. Based on them, the territorial quote was calculated according to the number of municipal formations in the region. Thus, the selection of municipal formations according to federal districts reproduces the structure of the general aggregate proportionally to the number of municipal formations in the district.

Besides, the results of the researches of the All-Russian Center of Studying Social Opinion (ARCSSO) and SOF acted as the empiric basis. The article uses the results of the population enquiry carried out by these organizations. The representationalism of the data is ensured by the use of the multi-level stratified territorial random sample.

Applying the above methods and techniques allowed to provide the reasonability of the conducted analysis, and theoretical and practical conclusions.

## 4. MAIN RESULTS OF THE RESEARCH

One of the most important elements of the tourism potential of the territory is its objects of the historic cultural heritage. The overwhelming majority of managers of local authorities think that their territories have sufficient or rather sufficient number of objects of historic cultural heritage. However, at the present time the state of objects of historic cultural heritage does not comply with the modern requirements specified by the consumer of tourist services. The need in reconstruction and repair, the old-fashioned and worn-out material and technical resources, insufficient financing, undeveloped informational and communicational infrastructure, and weak technical equipment are among the most considerable limitations of the tourist flow to the objects of the tourist attraction. As on January 1, 2013 54% of historic and cultural monuments were in a good and satisfactory condition, 37% were in unsatisfactory condition, and 9% of them were in the breakdown and ruining state. Managers of local authorities of municipal formations are also troubled by the wear and tear of objects of historic cultural heritage.

The most important element of the tourism infrastructure is the hotel industry. The hotel industry is one of the most rapidly developing industries that accounts for 6% of the world general national product and about 5% of all tax revenues. The availability

of modern accommodations that comply with the customers' demands contributes to the increase in the tourism attractiveness and tourist flow. The Russian hotel industry is characterized by the following problems: Insufficient number of hotels of the medium price category, moral and physical tear and wear of hotel service objects, low service level, and deficit of qualified staff and accommodations in hotel complexes. These tendencies were reflected in experts' answers. As a whole, more than half of the surveyed experts (51.8%) state the insufficient number of accommodation objects (hotels, guest houses, hostels). During the research we determined as important problem in the hotel industry. It is related to the low level of the quality of hotel services. Particularly, experts pitched a rather low estimate to the quality of accommodating in hotel complexes on the territory of the municipal formation.

As for the catering area, only 15.5% of managers of local authorities gave a rather high (excellent) estimate to the services rendered by bars, cafes and restaurants on the territory of municipal formations (Table 1).

According to the results of the report of the World Economic Forum (WEF) "rating of the World Countries according to the level of travels and Tourism Competitiveness in 2015," Russia held position 45 in the rating of the tourism attractiveness among 141 countries. The indicators that characterize the development of the tourism infrastructure in Russia, particularly transportation, display a considerable lag from the countries of the tourism market represented in the rating. According to the WEF research, according to the quality of roads, Russia occupied position 123, and position 92 according to the development of the water and surface transport infrastructure.

**Table 1: Estimation of level of provided catering services according to 5 points scale (5-very good, 4-good, 3-satisfactory, 2-bad, 1-very bad, No services)**

Estimation	% of responders
5	15.5
4	40.9
3	23.4
2	3.9
1	16.3

**Table 2: Estimation of Conditions of Vacations in Russia and Abroad**

Please give an average estimation of the following aspects of vacations in ... According to the five points scale. "Five" is "excellent," "one" is "very bad" (yes-no question, one answer, one answer, average points according to the answers of those who for the recent 5 years have rested in the relevant places)

Tourist preferences	Vacations in Russia	Vacations abroad
Nature and climate	4.47	4.63
Possibilities to learn something new, visit interesting places	4.33	4.61
Availability of accessible entertainments, possibility of cultural leisure	3.99	4.51
Service quality, customer services	3.61	4.39
High quality food at reasonable price	3.67	4.38
Comfortable accommodation at reasonable price	3.54	4.34
Tourists' safety	3.80	4.30
Contingent of tourists	3.70	4.18
Opportunities for improving health, treatment	3.91	4.10
Carfare from residence place to resort	3.21	3.96

The result of the revealed problems is an insufficient level of the tourism attractiveness of the Russian territories as seen by consumers. According to the survey of the ARCSSO (VTsIOM 2016), the estimates of the vacations conditions in Russia somehow yield to the foreign analogues (Table 2).

The vacations were the most highly estimated according to such indicators as the possibility to learn something new and visit interesting places (4.61 points), availability of accessible entertainments, possibility of cultural leisure (4.51 points) service quality, and service (4.39 points). (ARCSSO, 2016).

## 5. DISCUSSION

The key subject in the development of the tourism attractiveness is local authorities, because they are the closest to the economic entities, have great opportunities to develop innovation, unique ideas in the specific municipal formation, cooperate with the population, and support initiative groups. In order to exercise powers in the area of tourism, municipal formations must have all required resources. It means not only financing of municipal formations from the federal and regional budgets but also providing local authorities with real profitable powers, as well as stimulating the activity of the local self-government related to the development of the tourism area.

## 6. MATERIAL AND FINANCIAL RESOURCES

One of the problems that restrict the development of the tourism attractiveness of municipal formations of the Russian Federation is the insufficiency of financial resources (Kirillov et al., 2015; Kryukova and Makeeva, 2013; Kryukova et al., 2013; Kryukova et al., 2014). Transportation tax and tax on the profit of organizations are not charged in the budgets of the settlements. It considerably limits financial independence of self-governing authorities of settlements and deprive them from stimuli for social and economic development of territories. The overwhelming majority of managers of local authorities (83.6%) mention that the need in finances surpasses monetary funds that are available in local budgets (Bondaletov et al., 2014).

The insufficiency of material and financial resourceful base of the tourism development defines the necessity to form the system of motivation that allows to provide the efficiency of the management activity at the local level. One of the most efficient mechanisms is the transfer of real levers that form the material and financial resourceful base from the center to the local level. The experience of such foreign countries as Italy, France, the USA, Austria, Poland, the Netherlands, Spain, Switzerland, and Montenegro proves that the introduction of the tourism tax is a rather efficient practice. The chargeable funds enrich the local budget and are used for social and economic development of the territory. Thus, 60% of the funds allotted for the tourism development in Zurich are earned by the city through the tourism tax.

Another area related to increasing the efficiency of territories is the improvement of organizing the tourism service, search for an additional resource in the management by implementing new technologies of motivation and stimulating employees of the tourism business, for example, grading (Frolova et al., 2016), implementation of various social technologies for stable development of the Russian economy including tourism.

## 7. SOCIAL RESOURCES

One of the most important components of the tourism attractiveness of the territory is its national traditions and culture. Renaissance, maintenance, and development of the uniqueness of the territory, local culture, traditions, and customs are impossible without the population participation. Local on-stage performance groups in the tourism development can be involved by actualizing arts and crafts, supporting national holidays, organizing folklore, dramatizing and entertaining programs, and festivals.

The level of the tourism attractiveness of the territory is defined by both objective indicators, which characterize the importance and historic cultural value of the relevant objects of the tourism attractiveness, and the development of the tourism infrastructure, and subjective estimates of tourist services consumers as well. The image and reputation of the territory under the modern conditions are among the most urgent factors of its tourism attractiveness development. Conducting informational campaigns, popularization, and advertising of the internal tourism acquire special efficiency within this direction. Work for educational establishments, formation of stable interest of young people to the national culture and historical property acquire significant importance. Under the modern conditions social needs in implementing the models of educational tourism demanded by young people and focused on actualizing the internal tourism potential face insufficiently efficient practice of their actualizing, and lack of the differentiated approach to organizing tours. Human resources occupy a special place among social resources. They allow to turn the potential resource of territories into a real one. The services rendered by them become the basis to meet the guests' needs in recreation, treatment, receipt of the information of interest about the specific object, etc. (Kirillov et al., 2015).

## 8. INFORMATIONAL RESOURCES

First of all, the management of processes related to forming and developing the tourism attractiveness must be focused on the provision of the high quality tourist services. It is possible only under the availability of true and full information about the character and specificity of the development of the processes under research. Foreign experience shows the reasonability of conducting sociological researches for the purpose of revealing peculiarities of the tourism attractiveness of the municipal formation, its local culture, traditions and customs, and the estimation of perceiving various tourist services. The expert support for the management activity on developing the tourism attractiveness of the territory is of the same priority. The experts' activity must include researching problems of the tourism development, forming strategic marks of the tourism attractiveness, estimating and working out the management decisions that are taken. Besides, it is reasonable to regularly monitor the Social opinion about the state of facilities of the tourism potential, tourism infrastructure, and level of satisfaction from the rendered tourist services (Frolova et al., 2016).

## 9. CONCLUSIONS

At the present time the tourism industry is one of the most rapidly growing areas of the economic activity, a considerable resource of incomes, and population employment. Under contemporary conditions such areas of the activity as the creation of the motivation system that provides the efficiency of the management practices on the tourism development, research and informational provision of the management activity, support for local creative initiatives, popularization of tourism opportunities of the territory in mass media are of special importance.

## 10. ACKNOWLEDGMENTS

The publication was prepared within scientific project No. 16-33-01106 supported by the Russian Foundation for Humanities.

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