



REVISTA INCLUSIONES

HOMENAJE A ANDRÉS DI MASSO TARDITTI

Revista de Humanidades y Ciencias Sociales

Volumen 7 . Número Especial

Abril / Junio

2020

ISSN 0719-4706

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**ANALYSIS OF FACTORS OF REGIONAL TOURISM ON THE EXAMPLE
OF KHANTY-MANSI AUTONOMOUS OKRUG**

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Fecha de Recepción: 05 de febrero de 2020 – **Fecha Revisión:** 20 de febrero de 2020

Fecha de Aceptación: 22 de marzo de 2020 – **Fecha de Publicación:** 01 de abril de 2020

Abstract

The purpose of the article is to analyze the factors of development of regional tourism on the example of the Khanty-Mansyisk Autonomous District - Yugra (KhMAD-Yugra). The problem of tourism development in the regions of the Russian Federation is caused by the need to achieve the goals of economic development. Tourism industry allows to increase employment, replenish budgets and attract investors. At the same time, modern research tools are needed to take into account the factors of regional tourism development. As a research method, the article uses a survey of tourists who visited the KhMAD-Yugra in 2018.

Keywords

Regional tourism – Ethno-tourism – Accommodation facilities – Tourism development program

Para Citar este Artículo:

Kocheryan, Maxim A.; Davydova, Elena V.; Fagina S. Stanislava y Shuraleva, Natalia N. Analysis of factors of regional tourism on the example of Khanty-Mansi Autonomous Okrug. Revista Inclusiones Vol: 7 num Especial (2020): 257-264.

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Introduction

The transformation of tourism into one of the main directions of the world economy development attracts the attention of both government institutions and investors.

At the level of the regional economy, tourism is an important factor in enhancing economic activity. Successfully organized tourism activity contributes to the increase in workplaces, replenishes the regional budget, attracts investors and the corresponding inflow of investment funds¹, and develops related sectors of the national economy.

Thus, the development of tourism activities at the regional level is one of the regional development priorities. In general, tourism development activities at the regional level are related to the provision of tourist services and tourist products to domestic and international tourists².

The main problem of the tourism development in the Khanty-Mansyisk Autonomous District - Yugra is to maintain and increase the competitiveness of the tourist complex of the autonomous region in the context of increased inter-regional competition for the redistribution of tourist flows.

The solution of this problem requires the introduction of new approaches and methods to the state regulation of tourism activities, which more effectively consolidate the activities of state and local government bodies, small and medium-sized businesses in the field of tourism and service.

Research background

Analysis of the regional tourism development requires consideration of the significant factors contributing to the success of tourism development in a particular area³.

Summarizing the materials presented in the works⁴ it is possible to make a classification of factors that have a direct impact on the development of regional tourism, figure 1.

¹ Rachel Dodds; Alisha Ali and Kelly Galaski, "Mobilizing knowledge: Determining key elements for success and pitfalls in developing community-based tourism", *Current Issues in Tourism* Vol: 21 num 13 (2018): 1547-1568.

² Gianluca Goffi; Marco Cucculelli and Lorenzo Masiero, "Fostering tourism destination competitiveness in developing countries: The role of sustainability", *Journal of Cleaner Production* num 209 (2019): 101-115.

³ James Higham and Tom Hinch, "Tourism, sport and seasons: the challenges and potential of overcoming seasonality in the sport and tourism sectors", *Tourism Management* Vol: 23 num 2 (2002): 175-185.

⁴ Stefan Gössling; Scott A. Cohen and Julia F. Hibbert, "Tourism as connectedness", *Current Issues in Tourism* Vol: 21 num 14 (2018): 1586-1600; A. Plakhin; E. Ogorodnikova y M. Sidorenko, Industrial parks as an effective instrument of regional investment policy. In 2nd International Conference on Economics and Management, Education, Humanities and Social Sciences (EMEHSS 2018). Atlantis Press. 2018 y Edward Inskeep, *Tourism planning: an integrated and sustainable development approach*. Van Nostrand Reinhold. 1991.

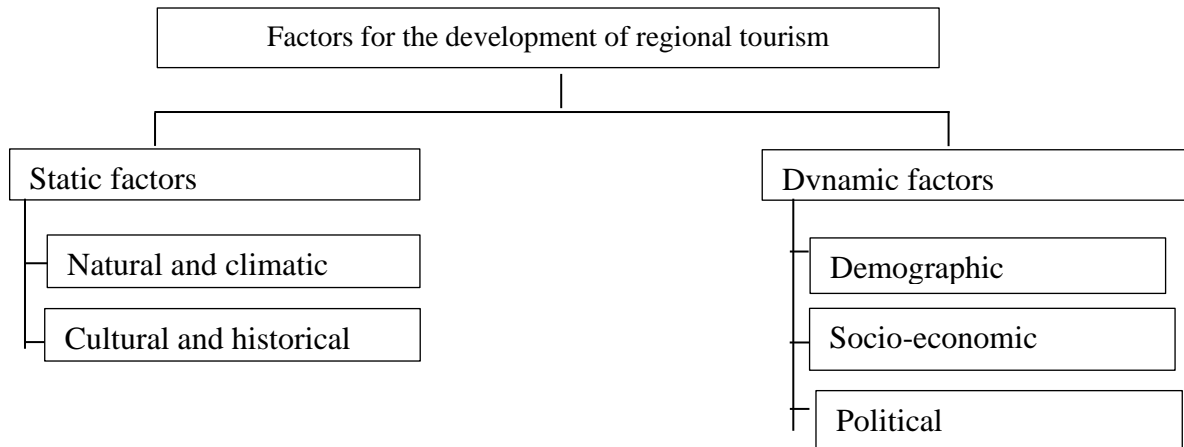


Figure 1
Factors affecting the development of tourism in the region
Compiled by the authors

According to the mode of development, all factors influencing regional tourism can be divided into two large groups: static and dynamic. Static factors include a combination of natural and climatic factors that are of eternal, permanent importance and are adapted by the local population to tourist needs. The climatic and geographical factors of the region include the beautiful and rich nature, climate, terrain, underground wealth (curative springs, caves, etc.). The cultural and historical factors of the region (historical, cultural, architectural monuments, etc.) can also be largely attributed to static factors. The group of dynamic factors includes demographic, socio-economic, logistical and political factors that may have a different assessment and change their value in time and space.

Currently, a range of significant problems of regional tourism development in the Russian Federation is highlighted. The main one is the lack of information on the prospects for the development of tourism in the regions of Russia, in particular in the Khanty-Mansyisk Autonomous District - Yugra, among the main participants of the tourism market (tour operators, travel agents, potential investors, tourists). For this reason, there is a lack of investment activity in the development of tourism, its infrastructure and the formation of a tourist product. Another problem is the insufficient development of transport infrastructure, which prevents the full-scale use of monuments of cultural and historical heritage and unique natural sites. Ensuring the quality and availability of services in the field of tourism is one of the priorities in the transition to an innovative, socially oriented type of economic development of the KhMAD-Yugra. Creation of conditions for the development of tourism is considered as an important contribution to the formation of a healthy lifestyle of the population and familiarization with the history of the region.

Methodology

A sociological survey of tourists who visited the Khanty-Mansyisk Autonomous District - Yugra in 2018 was used as a research method. The number of respondents amounted to 209 people, including 144 Russian citizens and 65 foreign citizens. In order to conduct the study, a questionnaire was developed that included more than 50 questions, including the purpose of the trip to the KhMAD-Yugra, the budget and the cost structure during the trip, problems that tourists encountered during the trip and a number of others.

Results

The annual tourist flow in the Khanty-Mansyisk Autonomous District - Yugra is more than 500 thousand tourists, whose needs are provided by 126 companies of the tourist industry. The main category of tourists belongs to business travelers. At the same time, there is ecological, ethnographic, cultural, educational, sports and health tourism in the region. New to the region is the direction of ethno-tourism and the involvement of the indigenous population in the creation of original tourist products and the implementation of recreational activities. It is obvious that the tourism sector can become a source of growth of the autonomous district economy, can create new jobs and develop infrastructure. Including great opportunities can be realized for representatives of the indigenous peoples of the North. Table 1 presents the indicators of the tourism development dynamics in the Khanty-Mansyisk Autonomous District - Yugra.

Indicators	Unit of measurement	2016	2017	2018	Growth 2017/2016	Growth 2018/2017
The total amount of tourist flow, including:	thousand people	522,5	532,0	540,0	102%	102%
- Russian citizens	thousand people	511,1	523,0	529,7	102%	101%
- Foreign citizens	thousand people	11,4	9,0	10,3	79%	114%
The number of tourists served by collective accommodation facilities, including:	thousand people	435,4	394,1	400,0	91%	101%
- Russian citizens	thousand people	397,2	387,4	392,4	98%	101%
- Foreign citizens	thousand people	9,2	6,7	7,6	73%	113%
The number of tourists served by non-collective accommodation facilities, including:	thousand people	87,1	137,9	140	158%	102%
- Russian citizens	thousand people	87,1	137,9	140	158%	102%
- Foreign citizens	thousand people	-	-	-	-	-
The number of travel companies	units	150	192	175	128%	91%
The average number of people employed in the field of tourism	thousand people	27	27,5	27,5	102%	100%

Table 1
Indicators of the tourism development
in the Khanty-Mansyisk Autonomous District – Yugra
Compiled by the authors

As can be seen from the table, over the past two years there has been an increase in tourist flow by 2% per year. The growth of the tourist flow of foreign tourists in 2018 was 14%, which indicates an increase of interest in the direction of the Khanty-Mansyisk Autonomous District - Yugra. Most guests of the autonomous district use collective

accommodation facilities. Along with the increase in tourist flow, a decrease in the market of professional participants in the tourism industry can be observed - by 9% in 2018.

We present the results of a sociological survey conducted in the district. The largest part of the trips in the Khanty-Mansyisk Autonomous District - Yugra is in the nature of domestic tourism, and the duration of one stay in the district was about 6 days. Next in Figure 2 we present the structure of tourists by purpose of stay.

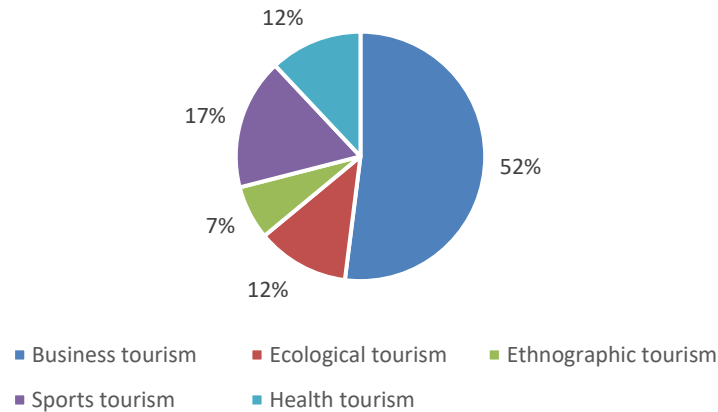


Figure 2
The structure of the tourist flow by the purpose of stay to the KhMAD-Yugra, 2018 %
Source: Compiled by the authors

As can be seen in the figure, the most popular type of tourism among the respondents is business tourism - 52%, the share of respondents who arrived in the district with the purposes of sports recreation is also large. Next, we consider the structure of the tourist flow by the average amount spent on a trip, Figure 3.

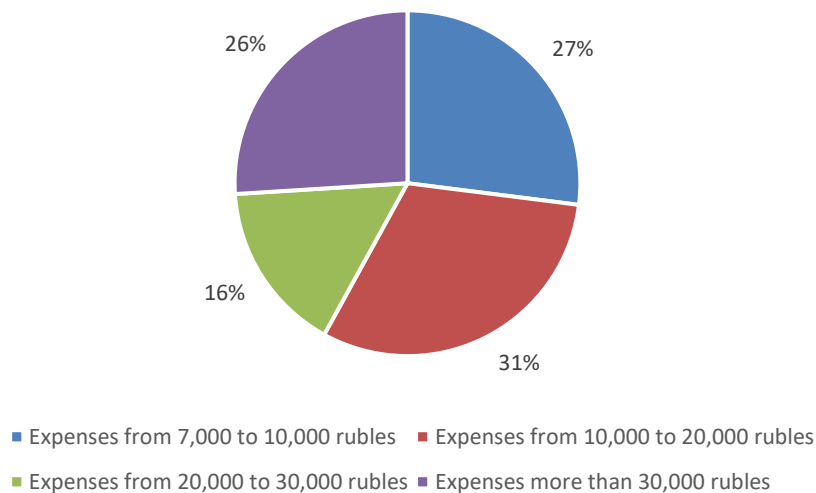


Figure 3
Structure of the tourist flow by the amount of expenses for a trip to the KhMAD-Yugra, 2018 %
Source: Compiled by the authors

As can be seen in the figure, the most common volumes of tourists expenses in 2018 are amounts in the range from 10,000 to 20,000 rubles - 31%.

The most promising on the territory of the district is the development and use of cultural, historical and natural objects in tourism activities. The most popular archaeological objects are: the natural-archaeological monument “Location Lugovskoye” (Khanty-Mansiysky district), the archaeological monument “Ancient Emder” (Oktyabrsky district), archaeological complexes “Barsova Gora” (Surgut district) and “Sorovskie Ozyory” (Nefteyugansky district), which attract a significant number of both Russian and foreign tourists. Next, we provide information on the assessment of problems in the tourism development of the KhMAD-Yugra, figure 4.

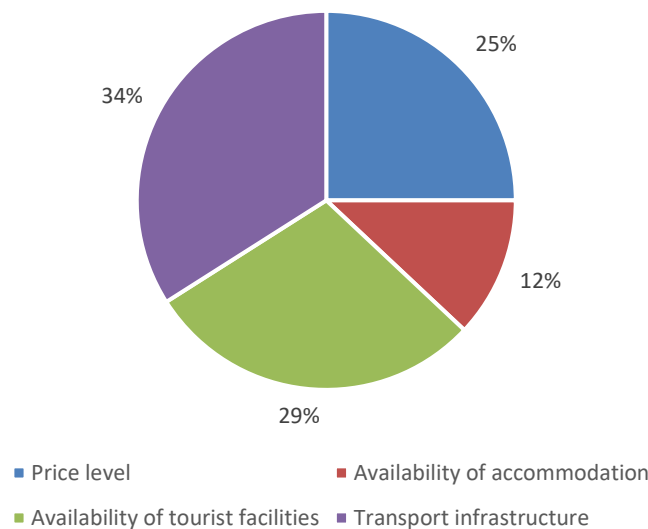


Figure 4
Identified problems of the tourism development in the KhMAD-Yugra, 2018, %

According to the respondents, the main problem of the development of tourism in the district is the poor state of transport infrastructure, which reduces the availability of tourist facilities.

Thus, the main factors hindering the tourism development are categorized as dynamic factors and are subject to change. However, the problem of the lack of developed transport communications is typical for the entire economy of the district. The natural conditions of the North - the cold climate and swampy territory lead to high costs for the construction of transport communications.

Conclusion

Thus, the tourist resources of the Khanty-Mansiysk Autonomous District - Yugra: nature monuments and cultural heritage of the region, the presence of ethnographic objects, traditions, beliefs, rituals and other components of the indigenous peoples' cultural space cause considerable interest and form an increasing tourist flow.

The region has a sufficient amount of tourist infrastructure, accommodation facilities, entertainment, sports and cultural complexes. In Yugra, the main oil-producing region of the country, people come not only to conduct business negotiations, to conclude commercial agreements, but also to attend concerts of outstanding world-famous performers, to visit the Picture Gallery, where works of great painters are collected, to participate in the "oil tours" on the fields of the famous Siberian oil, to experience the bliss of river cruises along the Ob and the Irtysh and to bring to memory of the amazing land of a photograph with a family of mammoths majestically walking from the ancient awes in modernity.

However, the study revealed a number of significant factors hindering the development of tourism in the district, among which the most significant problem of transport accessibility of tourist facilities, and therefore its solution by forming the necessary level of transport infrastructure is the key development of regional tourism.

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