

The priority development of rural (agrarian) tourism in the Krasnodar region

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Abstract. The features of modern development of the rural (agrarian) tourism are discussed in the article in terms of global trends and regional peculiarities of the Krasnodar region. The issues of the tourism development nature and content in rural areas are analyzed, factors stimulating demand for rural (agrarian) tourism are highlighted, and approaches to the definition of rural tourism by Russian scientists are considered. The normative and legal regulation study of the rural (agrarian) tourism development by the regional authorities was carried out. The priority development advantages of the rural (agrarian) tourism for the agricultural regions of the region flat part were identified and justified on the example of the Krasnodar region.

1 Introduction

Active tourism development in the countryside as a component of the international tourism industry has been observed since the end of the twentieth century. The process of the rural tourism infrastructure formation does not require significant investments unlike other tourism types. This process can be implemented at the expense of the peasants themselves without additional investments. Rural (agrarian) tourism is focused mainly on urban dwellers who have no experience of staying in the village and would like to use the services of accommodation in rural areas, the possibility of direct contact with the local population, take part in traditional rural production activities, try fresh home-made products, etc.

Foreign experience of receiving tourists shows that there is a fairly wide range of accommodation facilities located in rural areas. Based on the generally accepted concept of survival and nutrition “Bed & Breakfast” (“B & B”), can be distinguished:

- “B & B cottage” (“vacation in a cottage”) is a temporary residence in a completely rented cottage located in a resort and recreation zone in the territory covered by the status of a rural locality (however this is not a prerequisite, i.e. cottages can be located in the resort suburbs).
- “B & B farm vacation” (“vacation in the countryside”) are objects oriented to serve family holidays with children in a picturesque rural area with valuable recreational, cultural, historical, natural or other resources.

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- “B & B homestay” (“living in a rural family”) is a temporary residence in a farmer’s house together with his family in rooms specially designed for guests while staying at the agrarian tourism is accompanied by attracting a guest to a traditional family life activity life and culture.

- “B & B farmstay” (“living in a farm family”) is a temporary residence on a farm at a farmer’s house or at a campsite on the farm’s territory while the farmer’s guests have the opportunity to buy and consume the farmer’s food products and take part in separate agricultural works.

It should be noted that the short-term accommodation of tourists for no more than 5-7 days' period is implied. It also includes such forms as weekend tourism or event trips of up to 3 days.

In the last decade, new organizational and territorial trends in the rural tourism development have emerged; thematic centers of rural (agrarian) tourism - ethnographic parks and villages, Cossack farms, rural zoos, and model traditional agricultural farms have become widespread. The latter are both landmarks and visitor services. The introduction of innovative forms of rural (agrarian) tourism functioning as cooperatives and clusters of rural tourism, agrarian tourism networks, etc. is observed.

2 Methods

In the process of solving the set tasks, the methods of system, logical, structural-functional, comparative, documentary analysis, and direct observation were used.

The information base of the study was foreign and domestic data on the development of agrarian (rural) tourism, in particular the Krasnodar region, data of economic literature and periodicals, scientific conferences and materials were obtained by the author as a result of his own research.

3 Results

The growth in demand for rural (agrarian) tourism is shaped by the social tendencies of awareness of the recreation in the natural environment effectiveness and the disparity between the intensive urban life of a modern person and his physiological and psychological needs. Rural tourism as a form of recreation has its own characteristics determined by the form of recreation, living conditions, environment and cultural peculiarities. Being on vacation in an agrarian tourism farm, a tourist has the opportunity to change lifestyle for some time, having joined agricultural work with the owner, eat healthy safe food, contact with domestic animals and the natural environment. In the context of this, rural (agrarian) tourism has a positive influence on the revival, preservation and development of local folk customs, crafts, monuments of historical and cultural heritage. Showing interest in these values of folk culture it is often the residents of cities who rest in the countryside, revealing to the local residents the true value of cultural monuments and thus contribute to their preservation. At the same time, the tourist is expanding the range of personal development due to acquaintance with traditional culture, historical and ethnic objects.

Thus, as factors that stimulate demand for rural (agrarian) tourism, we can distinguish:

- the desire to explore the local life, traditions and monuments of the indigenous population or ethnic groups, folklore, rapprochement and familiarity with the nature of the region;

- the desire for solitude and rest from an intense life in the city both individually and as a family, including considering acquaintance with the countryside as an educational and educational process for children;
- formation of a life behavioral model in harmony with nature, nutrition using natural products or dishes of a certain region, participation in traditional folk holidays, studying domestic rural animals, gaining skills of agricultural work, etc.;
- consideration of rural tourism as the most accessible form of eco-tourism with visits to natural sites (reservoirs, forest and horseback riding, etc.).

The Krasnodar region is one of the leaders in the rural (agrarian) tourism development in Russia, while activity is observed both at the level of the subject as a whole and within the boundaries of individual district municipalities. It should be noted that the leadership positions are determined by objectively established prerequisites - the tourism and recreation sector and agriculture are the main branches of the regional economy specialization (Table 1).

Table 1. SWOT-analysis of the rural (agrarian) tourism development conditions in Krasnodar region/

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. A significant part of the rural population in the general structure of the Krasnodar region population. 2. A significant amount of recreational and natural healing resources. 3. Developed network of protected areas. 4. Favorable economic and geographical location, development of transboundary infrastructure. 5. A sufficient number of individual agricultural farms. 6. Popularization of the national cuisine of various ethnic groups living in Krasnodar region. 7. Development of hotel infrastructure in large settlements. 8. Development of event and event tourism. 9. Preparation of high-quality professional staff in the field of tourism, the functioning of the educational institutions system that train specialists in the tourism industry in different directions. 10. Availability of international relations due to the 2014 Winter Olympics. 11. Increase in the number of international tourist projects for the rural (agrarian) tourism development due to the implementation of decisions of the Krasnodar region government. 	<ol style="list-style-type: none"> 1. The lack of stable investment flows in financing the development of rural (agrarian) tourism. 2. The unsatisfactory condition of roads in rural areas. 3. The low level of tourist and recreational services quality at the "steady" emerging facilities of rural (agrarian) tourism. 4. The difficult environmental situation in certain areas of Krasnodar region due to the reduction of forest cover, soil degradation, water pollution. 5. Lack of experience in rural (agrarian) tourism in traditionally agricultural areas. 6. Insufficient competitiveness of agricultural enterprises and personal estates with objects of the tourist and recreational sphere of the Azov-Black Sea coast of the region.
Opportunities	Threats
<ol style="list-style-type: none"> 1. The use of Internet resources to advertise the activities of the estate, booking and informing about the rural tourism services. 2. Organization of trainings and seminars with the support of state and public structures that contribute to the development of rural (agrarian) tourism in the Krasnodar region. 3. Support for entrepreneurship in the field of rural (agrarian) tourism, primarily among the rural population from state and public structures. 4. Design, arrangement and certification of rural (agrarian) tourism routes in the region. 5. Development of a program to optimize traffic flows in order to increase the availability of certain regions of 	<ol style="list-style-type: none"> 1. Insufficient number of developed routes and existing objects of rural (agrarian) tourism in the region at the present time. 2. Insignificant product range of rural (agrarian) tourism (mainly winemaking and fishing). 3. The unsatisfactory level of information and advertising support. 4. Lack of professional experience of the estate owner, personnel of agricultural enterprises, the local population in the organization and development of rural (agrarian)

<p>the region.</p> <p>6. Increasing the level of investment attractiveness by creating a program for the formation of tourist reputation (brand) of rural (agrarian) tourism.</p> <p>Improving the quality of rural (agrarian) tourism services through certification and categorization.</p>	<p>tourism.</p> <p>5. The preservation of a significant part of unorganized tourism in the overall structure of tourist and recreational services in the region, the spread of shadow business in the countryside.</p> <p>6. Lack of a unified system of regulation and standardization in the field of rural (agrarian) tourism at both the regional and federal levels.</p>
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4 Discussion

In modern Russian conditions, rural (agrarian) tourism is recognized as one of the priority directions of development of both the tourism industry as some whole and individual regions. At the same time, it is the regional development of rural (agrarian) tourism that has received a significant spread, since it is a tool for stimulating the socio-economic activity of the rural population, creating new jobs in the agro-industrial complexes, restoring and preserving cultural, historical and cultural natural objects. According to a number of scientists, as well as government structures, active and successful development of rural (agrarian) tourism is observed in more than 20 regions of Russia.

The priority of the regional approach to the rural (agrarian) tourism development is also emphasized by the nature of the Russian authors scientific works, in particular, A.N. Borodina “Formation of the mechanism of a rural tourist destination management” (2013), G.M. Nasyrova “Rural tourism in the system of sustainable development of a destination (on the example of the Republic of Bashkortostan)” (2013), N.V. Kolesnikova “Formation of rural (agrarian) tourism in the border areas of the Republic of Karelia on the basis of cross-border network interaction” (2015), T.M. Belovaya “Organizational and economic features of the use of the rural (agrarian) tourism regional resources (on the example of the Novgorod region)” (2016).

Up to the present moment, the question of the “rural tourism” term interpretation in combination with such categories as “agrarian tourism”, “green tourism”, “ecotourism”, etc. remains controversial. The most profound research in this regard can be considered the work of A.V. Trukhachev “Conceptual foundations of state policy for the development of rural (agrarian) tourism in the Russian Federation” (2016), in which rural tourism is interpreted as a generalizing concept that combines various types of organized and amateur tourism implemented in rural areas [1].

At the same time, the opinion of T.A. Volkova and other authors is of interest. When considering the historical prerequisites for the development of rural (agrarian) tourism in Russia, it refers to this form of agro-creation in the years of Soviet power as a direction for agricultural work (without spending the night or living) for almost all strata of society at that time, as well as traditional holiday trips, characteristic of today. Nevertheless, these authors note that “in this way, many types of tourism (rural, educational, ethnic, wine, etc.) were combined, and agrarian tourism acquired a collective appearance, becoming combined” [2].

As it was noted earlier, the Krasnodar region is one of the leaders in the development of rural (agrarian) tourism in Russia. Using this basis, the government and management bodies form an effective organizational and economic mechanism for the development of rural (agrarian) tourism in the territory of the region, including the creation of a regulatory framework, the implementation of programs to support entrepreneurship in rural tourism,

and the promotion of public and non-profit development rural tourism organizations, regional and international events.

A key aspect of the recognition of the rural (agrarian) tourism development priority role in the Krasnodar region was the introduction in 2014 of the term “rural (agrarian) tourism” into the Law of the Russian Federation - rural (agrarian) tourism is a type of tourism focused on the use of natural, cultural, historical and agricultural resources of rural territories, carried out for the purpose of recreation, familiarization with agricultural production and participation in agricultural activities. It is important to note that the rural (agrarian) tourism definition in the the Law of the Russian Federation “On the basics of tourist activity” is still not present and the interpretation of the term in the Russian Standard “Services of small accommodation facilities. Rural guest houses. General Requirements” (the only normative document of the federal level where rural tourism is mentioned) appears less substantive in comparison with the law of the Krasnodar region.

Positive results and further directions of work were identified in another Russian Standard of the Krasnodar region. On tourist activity in the Krasnodar region ”regarding the rural (agrarian) tourism development”, on the basis of which the “Concept of rural (agrarian) tourism development in the Krasnodar region for 2017-2020” has been developed and is being implemented with the prospect of including this area in the socio-economic development region strategy until 2030.

A significant event should be considered to be the holding of the annual regional exhibition-fair of the Krasnodar region national crafts, crafts and rural (agrarian) tourism on the initiative of the state-shock organs. According to official data today there are more than 100 rural (agrarian) tourism facilities operating in the Krasnodar region, the number of which is increasing annually. The most popular in the region are the objects of rural (agrarian) tourism associated with fishing and hunting, wine tours of the Krasnodar region wineries and private wineries, tea tours on the plantation (municipality resort Sochi), objects related to horse breeding and providing services to tourists on the horse riding organization. The priority rural (agrarian) tourism development on the territory of the Krasnodar region, in our opinion, objectively contributes to solving a number of socio-economic problems in relation to the rural population of the lowland part of the region with the traditional agricultural economy.

Based on international experience, it can be argued that the nature and significance of rural (agrarian) tourism is much broader than the standard tourist services provision. The rural (agrarian) tourism development activates local labor markets, there is an increase in the employment of the local population, including due to self-employment. Trends in the development of rural (agrarian) tourism help in preserving the cultural heritage, contribute to raising the level of ecological and cultural awareness of people in the rural region areas, given the multi-national character of the Krasnodar region population.

An important socio-economic aspect is the possibility of moving tourist flows from traditional beach recreation and spa treatment on the Azov-Black Sea coast to inland, which contributes to reducing the anthropogenic load and diversification of the total tourist and recreational Krasnodar region product. In turn, the growth of tourist activity stimulates the development of peasant and private farms, the creation of appropriate infrastructure, provides opportunities for district municipalities to attract additional funds to local budgets.

In our opinion, in the conditions of concentration, specialization and corporatization of large-scale agricultural production in the traditional agrarian territories of the Krasnodar region, the development of small and medium-sized enterprises, both in the sphere of production and in the sphere of services, becomes important. This activity provides not only new market niches and opportunities for the agroformation itself, but also benefits the rural economy and the rural population as a whole. It is about raising the level of employment and expanding its types, reducing the seasonality of production, increasing incomes and the

well-being of rural residents, more complete and integrated use of all local resources and reserves. In addition, prerequisites are being created for the revival of folk crafts and crafts, the expansion of primary processing of agricultural raw materials, the stimulation of entrepreneurial activity of the population, i.e. in the cultural, historical, economic and personal aspects of life activity.

Currently, the share of the region rural population reaches 47%, while the level of urbanization is lower than the national average. Thus, the regulation of the dynamics of the number of rural population means solving the village problems, requires a long period and integrated efforts of different branches of government and rural communities. However, only agricultural production and agricultural employment are not able to provide an adequate level of income to create high-quality living conditions; therefore, there is a need to diversify the rural economy, which consists in choosing new and new agricultural areas for Krasnodar region in the field of rural (agrarian) tourism.

It should be noted that traditional tourist centers are characterized by the presence of professionally trained personnel, specialists in the field of hotel business, etc., whereas services related to rural (agrarian) tourism are mainly provided by persons who have a completely different specialty (agricultural workers, service workers, self-employed villagers, etc.), who provide these services directly at the place of main residence. However, from the point of view of the rural (agrarian) tourism organization, this should not be viewed as a negative aspect. Moreover, based on the nature of this tourism type, it is the manifestation of particular life in rural areas that is a key factor in attracting visitors. As a result, the individual potential of a local resident, together with the general skills of interpersonal communication and hospitality, will enable almost everyone to become a participant in the rural (agrarian) tourism development.

As already noted, seasonal employment in agriculture is typical for the flat part of the Krasnodar region, with the practical absence of alternative forms of demand for labor. In the resort areas of the Azov-Black Sea coast, there is also a pronounced seasonal employment for enterprises of the tourist and recreational sphere, due to natural climatic conditions only (the holiday season lasts 4-5 months per year). In this regard, the advantage of the rural (agrarian) tourism development in the Krasnodar region is its lesser dependence on climatic and seasonal factors as compared to beach holidays. In addition, the housing stock, which is predominantly in private ownership, can potentially be used for living and recreation of tourists in direct contact with the family of a rural resident (host).

As a result of the development of rural (agrarian) tourism, the unoccupied or partially employed population will be involved in the process of social production and the provision of tourist and recreational services through the self-employment expansion, additional demand will be generated and the problem of marketing the products of subsidiary farms and other agricultural enterprises directly on the spot will be solved. In addition, the rural (agrarian) tourism development will allow to solve the existing socio-economic problems of Krasnodar region villages - the development of local infrastructure, the improvement of rural estates, streets, clubs, shops, markets and other infrastructure elements, and the maintenance of local monuments - cultural heritage, etc. This will allow balancing the quality and standard of living of the local population in the agrarian regions of the Krasnodar region flat part the compared with the resort areas of the Azov-Black Sea coast.

5 Conclusions

The rural (agrarian) tourism development can provide a number of systemic effects, in particular :

- economic - development of non-agricultural production infrastructure; increase in incomes of peasant families; improving the budget of district municipal entities;

revitalization of local trade and services; activation of personal backyard and subsidiary farming;

- socio-demographic - raising the general level of the life culture and labor in rural settlements of the region; development of social infrastructure; increasing the jobs number and increasing the employment level; increasing gender equality; reduction of migration processes and the preservation of the rural population;
- environmental - improving the environmental situation with regard to soil and water resources, reducing pollution with chemical substances for agricultural purposes; increasing the share of environmentally friendly technologies in construction, energy, environmental management, etc.;
- conservation and restoration of natural objects.

Development and support of entrepreneurial activities in the rural (agrarian) tourism field is an effective means of diversifying the rural economy of the Krasnodar region, facilitates the introduction of a growing number of non-agricultural functions into the rural space, activates the movement of a mono-functional economy towards a multi-functional, and improves employment and quality of life. The rural population of the lowland part of the Krasnodar region is comparable with the areas of the Azov-Black Sea coast.

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