The impact of tourism at the end of the 20th and the beginning of the 21st century on sustainable development of the South of Russia

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Abstract: Tourism plays a key role in the economy of the Republic of Crimea, determines the dynamics of development of the region as a whole and affects the prosperity of other industries, such as the food industry and agriculture. Natural conditions, warm climate and picturesque coastline of two seas with kilometres of beaches, as well as unique historical monuments, landscape complexes and cultural objects create ideal conditions for providing a comfortable holiday in Crimea. Nevertheless, there are several challenges faced by those wishing to vacation in the resorts of the peninsula, which require a solution, first of all, the issues of transport logistics. In order to understand the main problems faced by the tourism business in the region at present and to assess the prospects open to the Crimean economy in this area, the development of the industry in the Soviet and post-Soviet periods was analysed. Based on historical and statistical data, the reasons for the attractiveness of the peninsula as an object of tourism development in Russia are shown and the prospects opening up in this area are determined.

1 Introduction

The tourism industry in Crimea is of strategic importance for the development of the region and largely determines the level of economic well-being of the peninsula's population as a whole. Natural conditions, warm climate and picturesque coastline of two seas with kilometres of beaches create ideal conditions for providing comfortable recreation and make Crimea attractive for investors. Back in the period of the Russian Empire, representatives of the high nobility and the royal family appreciated the uniqueness of the southern coast of Crimea, its recreational opportunities and improved the rocky shores: during the 19th and early 20th centuries, unique landscape complexes, parks with relic plants, majestic palaces and estates appeared here. Crimea also attracted representatives of creative community, giving inspiration to writers and artists.

Since the pre-revolutionary period, Crimean resorts have been famous as a centre of cure and prevention of tuberculosis, which was rampant in the early twentieth century. In order to get treatment or at least relief of suffering, members of the royal dynasty, and famous figures

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of culture and art, as well as ordinary people from all corners of the country came to the Crimea.

Due to the unique climate, a combination of mountain and sea air, rich in phytoncides from coniferous plants, on the peninsula opened many tuberculosis resorts, which were located mainly on the seashore. The first sanatorium-resort complex for the treatment of tuberculosis patients in the Soviet Crimea was built in Evpatoria in 1924.

Treatment and prevention of consumption (tuberculosis) became one of the priority areas for the region and it should be stated that significant successes were achieved in this area. Centres for the treatment of pulmonary diseases are being formed, for example, one can note the TB sanatorium in Simeiz. Although the main development of the complex was received only in the postwar period, already in 1924, the former house of I.S. Maltsov was converted into a tuberculosis sanatorium "Ai-Panda" and received the first guests for treatment.

2 Main Part

Some cities and districts of Crimea had their own pronounced specificity in the development of tourism, associated with historical events, natural and geographical features, the established specialisation of the region. The most obvious example of this is Sevastopol. As one of the Crimean resorts Sevastopol first began to develop in the late XIX century, and this became one of its features as a base of the Russian Black Sea Fleet. Sevastopol was founded in 1783 as a base of the fleet. The development of the resort sphere and tourism in Sevastopol was partly connected with the defeat of Russia in the Crimean (Eastern) War of 1853-1856: Sevastopol was almost completely destroyed and Russia was forbidden to rebuild it, as well as forbidden to rebuild the Black Sea Fleet. It was in those years, immediately after the Crimean War, that visitors not only from Russia, but also from Western Europe and even America streamed to Sevastopol to see the ruins of the once majestic city. Thus, in 1867, one of the visitors to Sevastopol and Yalta was the American writer Mark Twain.

At the beginning of the 20th century, numerous resort settlements were established around Sevastopol: New Chersonese near Streltsy Bay, Omega near Kruglaya Bay, Alexandrida, Aparin farms, Maloye Zhemsi near Cape Fiolent. By this time Balaklava had become a resort town, which was a part of the Sevastopol city administration. Other settlements in the suburban area of Sevastopol were small villages, numerous "farms" and "dachas" densely scattered around the city. Along the seashores to the south and partly to the north there were resort settlements.

However, Crimea became a major tourist cluster with extensive infrastructure during the Soviet era, when colossal resources were invested in the construction of roads on the peninsula, large sanatorium-resort complexes and children's health centres were built, where hundreds of thousands of Soviet citizens had a rest and recuperated every year. To understand the main problems faced by the tourism business in the region at present and to assess the prospects for the Crimean economy in this area, it is necessary to analyse the history of the industry in the Soviet and post-Soviet periods.

Although, as already mentioned, Crimean resorts gained popularity in the pre-revolutionary period, it was during the Soviet era that the peninsula gained the deserved fame of "All-Union health resort", securing this status both legally and in popular perception. One of the first documents that had a significant impact on the development of the Crimea as an "All-Union health resort" is the decree "On therapeutic areas of national importance", signed by Lenin on 4 April 1919.

In 1918, all resorts were declared state property, and in 1923 the resort department of the People's Commissariat of Health headed by N.A. Semashko began its existence. Already in October 1921 on the entire coast functioned 39 sanatoria, designed for 4 thousand beds, in
1921 the total in 1921 health resorts of the Crimea and Sevastopol visited 17 thousand people [1].

First of all, the opportunity to use the recreational resources of the Crimea and Sevastopol could get the workers of industries with the most harmful working conditions, as well as those who needed special medical examination or rehabilitation after severe infectious diseases [2, p.47].

The first sanatoriums for workers were located in the palaces and estates of the South Coast of Crimea, taken away from the owners. The reasons for such decisions of the Soviet authorities were both in practical expediency and political motives. Among the first sanatoriums that welcomed visitors were Utes (the former palace of Princess Gagarina), Dulber Palace (which became the Red Banner holiday home), and Dnieper (the Haraks estate, formerly owned by Grand Duke Grigory Romanov). However, if in the 1920s mainly the formation of the sanatorium-resort complex of Crimea and Sevastopol was due to the repair and re-equipment of existing buildings, which were often poorly adapted for these purposes, in the following years in Crimea there was a large-scale construction of new sanatorium complexes designed for year-round operation [3].

By the early 1940s in the Crimea there were 144 sanatoriums and holiday homes, which could take 23 thousand people. A total of 3 thousand employees of medical personnel, including more than a thousand doctors worked in sanatorium and resort complexes [4, p.32].

The progressive development of sanatorium-resort complex of Crimea was interrupted by the events of the Great Patriotic War. After the liberation of the peninsula from the Nazi invaders, the restoration of the system of recreational facilities started, but the destruction was enormous - the damage caused by the war to the resorts of the Crimea, was more than 14 billion rubles.

The main places for recreation of the population in the Soviet period became departmental recreational facilities: boarding houses and holiday homes, where employees of enterprises came on holiday with trade union vouchers.

The vast majority of sanatoriums and holiday resorts had departmental subordination. Each union and many republican ministries, major enterprises and individual regions of the country had their "own" sanatorium or boarding house in the Crimea, and even more than one, which was expressed in the name of the institutions.

A standard trade union voucher to a sanatorium was designed for 24 days, and stay there was focused not so much on rest as on treatment and recovery. From the time of the first five-year period, the daily routine for sanatoria included many practices that supported the collective spirit and interaction of those living in the institution: from the obligatory morning exercise in the open air to evening scientific and educational lectures.

However, there were also those holidaymakers who arrived on the peninsula without a voucher and rented accommodation in the private sector of seaside towns and villages. They faced the greatest number of problems related to the lack of infrastructure and domestic difficulties [5, p.7].

Many tourists visiting the Crimea, gave preference to hiking tourism, especially since the network of hiking routes "Krymtour" in the mountainous Crimea included 1047 km of trails, 24 equipped tourist camps, allowed to comfortably accommodate about 1,000 people [6, p.47].

In the 1960s on the South Coast carried out extensive work on the construction of breakwaters and the construction of artificial beaches, allowing the construction of new sanatoriums and resorts on previously undeveloped areas of the South Coast of Crimea, as well as in Sudak, Koktebel and other cities.

In accordance with the developments of Soviet resortologists, a plan of medical zoning of Crimean resorts was implemented: the coast from Eupatoria to Kerch was divided into eight districts. For example, on the shores of the Kerch Bay and the Sea of Azov were used
hydrogen sulfide springs with their therapeutic mud, Feodosia became famous as a climatobalneological resort, on the territory of Karadag and Alushta were located general therapeutic health resorts and holiday homes, Evpatoria became the largest centre of children's health improvement, although the most popular and extended resort area remained south coast - it included the territory of Big Yalta and Big Alushta [7].

However, the development of Crimean resorts was extremely uneven. The concentration of both sanatoriums and unorganised holidaymakers mainly in the central part of the Crimean South Coast, and only 2-3 summer months, created an excessive load on transport and social infrastructure, on natural recreational resources. On the city beaches the density of holidaymakers exceeded 600 people per hectare, while departmental beaches with the established load of 64 square metres per person were sometimes empty. The western and eastern coasts of Crimea, with the exception of the beaches of Yevpatoria and Feodosia, did not enjoy such popularity and developed much slower. To optimize the development of resort business, the Crimean Regional Executive Committee adopted a targeted programme "Resort" for 1985-1990, however, this project was not destined to be implemented [8, p.102].

The years of Brezhnev's administration and perestroika are characterised as a period of mass, extensive development of tourism in the USSR. In 1956, about 500 thousand citizens had holidays in Crimea, in 1960 - already 1.2 million, in 1970 - 5 million, in 1980 - 7 million. However, only 25% of them were planned tourists who came with vouchers to sanatoriums, boarding houses, holiday resorts and tourist bases.

The most prolonged and active growth of the flow of tourists and had holidays in the Crimea and Sevastopol falls on the 1960-1980s. The maximum indicator for the growth in the number of holidaymakers is 1989, when 10 million holidaymakers were registered. By 1989 there were 620 resort facilities in Crimea: 122 sanatoriums, 59 boarding houses, 24 rest houses, 245 holiday resorts, 9 preventive health centres and numerous hotels.

Since the 1960s a gradual increase began in the number of services provided, which were paid for by tourists additionally and were not included in the cost of the voucher. In particular, on the territory of almost tourist establishments there appeared post offices, points of long-distance telephone conversations, kiosks of "Soyuzpechat" and soda water vending machines, as well as souvenir stalls.

After the transition to self-financing in the years of perestroika in the Crimean hotels and tourist resorts begin to actively operate paid gyms, parlours of slot machines, massage and dental offices, discotheques, video libraries, saunas, hairdressing salons [5, p.9]. The collapse of the Soviet Union significantly changed the tourism industry of the peninsula. At the same time, this sector of the economy was not destroyed, remained one of the few sources of income of the region during the economic decline of the country. The infrastructure of health centres and sanatoriums was steadily getting outdated and destroyed, but holidays in Crimea remained in demand due to the unique natural and climatic conditions, beaches and cultural and historical sights.

New directions in tourism are also emerging. Fewer and fewer organised groups come to health resorts for recuperation. A significant number of people come to Crimea by private transport, had holidays in camping sites, settled in the private sector. Tourists provided income for numerous small and medium-sized entrepreneurs, while most of the income received by tour guides, landlords, carriers on the peninsula was in the shadows. Thus, despite the gradual growth in the number of holidaymakers, the regional budget revenues from the tourism industry practically did not grow until 2016. A significant part of the profit remained in the shadow angle of the economy, and large hotel and sanatorium complexes, as well as the infrastructure in general, were not updated and became obsolete.

Since 2014, Crimea has been tackling several key tasks to develop the region's tourism industry. First of all, steps are being taken to improve the transport infrastructure. Railway communication with the mainland was interrupted, and in 2013 alone, 66% of all tourists
chose this mode of travel. Thanks to the construction of the Crimean Bridge, the Tavrida motorway and a new airport, the situation has been reversed. By 2021, air travel accounted for 30% of all tourist flows, and 61% of tourists went on holiday by private car or bus via the Crimean Bridge. The potential of railway services was also restored. Trains transported up to 17% of holidaymakers.

Any disruption of transport logistics in Crimea poses a direct threat to the reduction of tourist flow, which was the case in 2014 and will be the case in 2022, when air traffic was interrupted. In 2022 more than 4.2 million tourists had holidays in Crimea and it is 19% lower than in 2021. The problem will be solved, but it takes some time.

For the leadership of the peninsula, tourism is one of the key areas of economic policy, as evidenced by the special attention to projects in this industry. Thus, for the period from 2014 to 2021, the Ministry of Resorts and Tourism of the Republic of Crimea considered 562 investment projects. From 2015 to 2022, 59 investment agreements were signed, under which projects worth 175.6 billion rubles are being implemented. At the same time, the South Coast of Crimea and the city of Sevastopol remain among the most popular destinations for tourism.

In general, the dynamics of the development of the tourism industry in Crimea over the past 10 years shows that this direction has very good prospects. According to the Ministry of Resorts and Tourism of the Republic of Crimea for 2022 in the region there are 1102 objects of sanatorium-resort complex (including 970 hotels, 91 sanatorium-resort organisations and 41 organisations of children's rest). The holidaymakers are offered a wide range of services: excursions, recovery and treatment, sports, extreme recreation and others.

There are 446 beaches in Crimea alone, and in addition to the opportunity to sunbathe and swim in the sea, those who wish can master numerous hiking excursions, visit numerous historical and cultural sites, climb mountain peaks, etc.

From 2014 to 2021, the flow of tourists in Crimea has been continuously growing. In 2015, 4 million 598 tourists visited the resorts of Crimea, and already in 2021 their number reached 9,389.4 thousand people [9]. These figures clearly demonstrate the success in the development of the industry. New modern hotel complexes are appearing, parks, squares, beaches, embankments are being restored, new types of tourism, which were mentioned earlier, are developing. Numerous festivals and forums are held to attract more people to the resorts of Crimea, for example, the annual youth forum "Tavrida" since 2015 on the western coast of Crimea gathers active young people from different regions of Russia.

At the same time, special attention is paid to the development of resort infrastructure on the western and eastern coasts of the peninsula. Traditionally, as clearly evidenced by the history of the industry, most holidaymakers chose the South Coast of Crimea for their holidays. The unique warm climate, beautiful beaches and mountain scenery attracted the noble aristocracy and intellectuals of the Russian Empire, and then remained in demand during the Soviet period.

The resort potential of other regions of Crimea began to be realised in the second half of the 20th century, but the crisis years of perestroika and the upheavals of the 1990s particularly affected the infrastructure of the peninsula's eastern and western coasts. In 2015, 59% of tourists arriving in Crimea preferred southern coastal resorts for their holidays. However, this dynamic has also managed to change. With the growing number of tourists and the development of budget and comfortable offers in the areas of Yevpatoria, Sudak, Kerch, by 2021, 41.8% of all holidaymakers preferred the South Coast.

Sevastopol continues to occupy a special place in the development of tourism in Crimea. In addition to the traditional opportunities of the Crimea (beach holidays, recreational tourism, festivals), the hero-city remains an important centre of military-historical and patriotic tourism of southern Russia. Sevastopol as a tourist destination is particularly notable for its cultural and historical significance. The memory of the two heroic defences, numerous monuments and memorial complexes, the unique complex of the Chersonese Tauride - all
this attracts visitors to the city who want to get acquainted with the history of the city and through the pages of its history to know better the history of Russia (fig.1.).

![Number of tourists visiting the Republic of Crimea in 2014-2022 (in million people)](image)

**Fig. 1.** Number of tourists visiting the Republic of Crimea in 2014-2022 (in million people)

Sevastopol and the Crimea, has a number of advantages for the development of the tourism industry, moreover, tourism has traditionally been declared as one of the priority areas for investment and development. As such advantages are usually noted: an exceptionally successful geographical location; favourable natural and climatic conditions; the existing historical brand widely known in the CIS and beyond, associated primarily with centuries-old history and its significant events; high cultural, educational and intellectual level of the population, the possibility of training qualified personnel; the presence of natural resources and a base for the development of agriculture and winemaking, and, consequently, wine and green tourism. For example, in Crimea there are more than a hundred mineral springs, and the climate of the peninsula allows growing essential oilseed crops, which have a beneficial effect on the emotional background and nervous system, effectively strengthen the immune system of the human body.

All this implies the development of differentiated types of tourism. For example, there are opportunities for the development of such areas as wine tourism (including tours "from vine to glass"), rural and green tourism: horseback riding, collecting forest gifts, fishing, boat trips, cultural and educational tours, scientific tourism, including archaeological tours; congress tourism, business conference forums, religious tourism - pilgrimage trips to holy sites. The diversity and exoticism of resources, as well as their concentration in a relatively small area, combined with recreation at sea, swimming, sea climate, rich historical and cultural heritage, opportunities to create infrastructure and other factors allow us to talk about the prospects for the development of the industry and the possibility of turning the cities of Crimea in the year-round tourist centres.

However, the problems hindering the development of the tourism industry are also relevant for Crimea, namely: the state of infrastructure, its underdevelopment, as well as obsolescence and deterioration of Soviet facilities, low level of service at a relatively high price level, lack of qualified personnel, problems with transport and logistics.
3 Conclusion

Summarising the results of this study, it should be noted that the development of the tourism industry in Crimea is mainly due to its unique geographical location and climatic conditions. Even in difficult periods of economic crises and turmoil, the peninsula continued to attract holidaymakers. Historical epochs replaced each other, leaving a memory of themselves in the form of beautiful palaces, parks or bloody traces of former battles and memorial complexes, testifying to the heroism of our ancestors, making Crimea still the most important object of cultural and historical tourism.

Therefore, today, tourism is undoubtedly one of the key economic sectors of the peninsula with ample opportunities for further development. Despite periodic difficulties associated with logistical problems or time challenges such as sanctions, Crimea remains one of the most attractive sites for tourism development in Russia.

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