Development tools of rural tourism in the Rostov region

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Abstract. The purpose of the study is to determine the vector of rural tourism development in the Rostov region. The leading research methods are the method of analysis of regulatory legal documents, analytical, scientific and other materials, analysis and generalisation of the obtained research results. In the research process, the authors define the role of rural tourism in the tourism development process in the Rostov region, determine the problems and prospects of rural tourism development, and offer recommendations for its development in the interests of the local community of the territory. The obtained results show the presence of tourism potential for the development of species diversity, including unique subspecies of rural tourism in the Rostov region. The materials of the article have scientific and practical significance, as they can be used by all stakeholders, both in further research in the field of rural tourism, and in tourism master-planning, as well as in the formation of tourist offer and attractiveness of rural areas of the region.

1 Introduction

This article hypothesises that the development of rural tourism in the Rostov region should be carried out by joint efforts within the framework of strengthening the cooperation of all stakeholders. Such an approach will contribute to the creation of territories with truly sustainable tourism development and, accordingly, to the satisfaction of all stakeholders:

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• tourists, who will have the opportunity to see rare natural objects and places in the
Rostov region;
• ecologists, who will be able to constantly monitor the state of objects of
interest and make necessary changes;
• local residents who, as a result of rural tourism development, will get additional jobs,
business opportunities, and a quality place to organise recreation in weekend tours;
• to the regional or national government, which will receive additional budget revenues
from the development of rural areas and solve social problems to ensure the quality of
life of the local population.

2 Discussion

Many authors have studied the problems of functioning and development of tourism and
service sector. In our study we consider the works of the following scholars as the
theoretical basis: Mei Ling Dai, Daisy X.F. Fan, Rong Wang, Yang Hong Ou, Xiao Long
Ma [1]. The authors argue that government-led tourism development has transformed the
focal village from a traditional kinship-based rural society to a commercialised rural
tourism community based on economic interests. The interaction of space, value, power and
capital constitute the mechanism of spatial reconstruction.

Sijie Chen, Marios Sotiriadis, Shiwei Shen [2] argue that service experience positively
affects consumer intentions in rural tourism. These results show that the service industry
has a significant impact on behavioural intentions and actual consumer behaviour.

Helena de Lima Krauss Leite, Erlaine Binotto, Ana Cláudia Machado Padilha, Paulo
Henrique de Oliveira Hoeckel [3] identified the key components (factors, elements and
tools) necessary to develop cooperation in rural tourism routes and emphasise their
importance in providing synergies for the benefit of destinations, promoting sustainable
development and improving the quality of tourist services.

work outlined the synergy for the benefit of destinations, promoting sustainable
development and improving the quality of tourist services. [4] in their work outlined the
environmental priorities for the development of services and tourism in the post-
industrial economy of Russia. The authors substantiate the need for state support for the development
ecoservice and ecotourism and offer relevant recommendations.

Josephat Belsoy, Jacqueline Korir [5] conducted an analysis of the peculiarities of the organisation of tourism activities in protected areas, the state and
opportunities for the development of this type of tourism.

Igor Trišić, Donatella Privitera, Vladica Ristić, Snežana Štetić, Danka Milojković and
Marija Maksin [6] analysed the existing potential factors of sustainable tourism
development on the example of the Deliblato Sands Nature Reserve.

Rui Alexandre Castanier, Carlos Santos, Igualter [7] found that some typologies
tourism (natural, rural, cultural and creative tourism) play a crucial role in achieving
sustainable regional development, regional leaders can consider promoting
entrepreneurship related to small and medium-sized firms; promoting the diversity of
tourism offerings.

Cecilia Arnaiz-Schmitz, Cristina Herrero-Jáuregui, María Schmitz [8] developed a
methodology to quantify the impact of landscape structure and the presence of protected
areas on the degree of contiguity between the supply of recreational ecosystem services and
the demand for outdoor recreation and nature tourism.
proposed a research model that conceptualises residents’ participation in tourism as antecedents, residents’ interpersonal trust in tourists as a result of their participation in tourism and their subsequent perceived benefits/costs of tourism.

Ana Brochado, Cristina Pereira [11], investigating glamping as a relevant accommodation facility note that the quality of services in this sector is multidimensional and includes five aspects: material values, staff, nature-related experiences, food and activities.

3 Materials and Methods

To determine the problems and prospects of rural tourism development in Rostov region, the authors use the SWOT-analysis method. To determine the prospects of rural tourism development in the Rostov region, this paper uses the method of deterministic factor analysis, the method of analysis of regulatory legal documents, analytical, scientific and other materials, analysis and generalisation of the obtained research results.

The objects of ecotourism, which are the focus of tourism activities, can be not only unique local natural resources, but also a set of objects created as a result of anthropogenic activity, which create the attractiveness of the tourist territory. For example, rural tourism, its development is based not only on the natural resources of the territory, but also on the infrastructure, whether it is a farm or the house of a local resident.

B1 Group of Companies with the Agency for Strategic Initiatives (ASI) conducted a survey of consumer and tourism business representatives’ opinions. The survey involved 2,802 tourists and 232 representatives of the tourism business from all regions of Russia. The results of the survey show that 14% of the total number of Russian citizens surveyed are interested in eco-tourism. In our opinion, the survey data do not reflect the real demand for eco-tourism, it all depends on the model of eco-tourism development, which was taken as a basis by the researchers. If we take the “Western European” model as a basis, the volume of potential demand is much higher. Since according to the specialists adhering to the “Western European” model active rest, hiking, rafting, extreme tourism, ethnographic and enogastrotourism—these are subspecies of ecological tourism. Moreover, when assessing the reasons for the tourist attractiveness of their region, representatives of business (35%) and ordinary citizens (16%) mention ecological tourism; in our opinion, this is due to the greater awareness of entrepreneurs about the tourist potential of territories.

An important component of tourism development is the availability of accommodation facilities. The hospitality market in Rostov region, according to the data on accommodation facilities that have undergone the classification procedure, is represented by 384 objects, where 179 have the category “without stars”. Next are 3-star hotels—79 hotels, and 2-star hotels—66 hotels. Only 12 hotels in Rostov region received the category “1 star”. 38 hotels in Rostov region have the category “4 stars”. The highest category “5 stars” was assigned to 10 hotels in Rostov region.

Figure 1 shows the distribution of hotels by category.
In order to ensure the growth of tourist flow of domestic tourism, the domestic tourism industry is developing infrastructure extensively, two directions of state support are being implemented: construction of large and modular hotels. The conducted research demonstrates the relevance of the construction of modular hotels within the boundaries of rural areas.

For example, through participation in the Land for Tourism Project, which started in the pilot regions in 2022 and has already shown good results during its implementation. The register of territories to be put into circulation in the interests of tourism includes 393 objects of tourist interest, including national parks, museums and other attractions, as well as 506 land plots with a total area of more than 5030 hectares located in their immediate vicinity. 24 territories with an area of 52 hectares were provided for use. The "Land for Tourism" service is a large-scale and universal approach to the development of tourist infrastructure and increasing the investment attractiveness of regions. The analysed service allows assessing transport accessibility, identifying the availability of engineering infrastructure and allows to reasonably determine the return on investment in rural tourism.

Today such a variety of rural tourism as enotourism is in trend, the essence of the concept of which has already been legislated. In the context of our research, it is important that the majority of Russian wineries are located in the Krasnodar and Stavropol Territories, Rostov and Volgograd Regions and Crimea. The Don Valley has unique terrains that allow successful development of winemaking, which here is strong in autochthonous grape varieties; the total area of vineyards in the Don is just over 5 thousand hectares.

On the website popularising industrial tourism in Russia (https://promtourism.ru/), the Rostov region is represented by 11 enterprises, including 5 enterprises developing enotourism: "Winery Verednikov", farm Vedernikov, Konstantinovsky district, Rostov region, "Estate Sarkel", village Sarkel, Tsimlyansky district, Rostov region, "Villa Zvezda", farm Malaya Martynovka, Martynovsky district, Rostov region, "Winery VINABANI", farm Malaya Martynovka, Rostov region, "Tsimlyanskiye Vina", Tsimlyansk, Rostov region) are wineries.

The main services of these enterprises are sightseeing tours of the territory with a visit to production workshops and tasting of premium segment wines, tasting of sparkling and still wines (a certain amount) and individual excursion programmes. As it was said earlier, the infrastructure of enotourism is still at the stage of development, which is due to the territorial peculiarities of the objects of tourist interest.

Another important factor predetermining the trend of rural tourism development in the Rostov region is the statistics of tourist flow.

According to the EIS statistics, according to the results of the first quarter of 2023, the tourist flow to Rostov region increased by 60%, despite the closed airport.

![Fig. 1. Hotel distribution in Rostov region by category](image-url)

The diagram illustrates the distribution of hotel categories in the Rostov region. The largest share (46.61%) corresponds to 3-star hotels, followed by no-star hotels (20.57%).
mobile operators and banks, the dynamics was 50%. But if the number of tourists in the first quarter, according to statistics, is close to 350-400 thousand tourists, then according to Big Data this figure is twice as high-up to 900 thousand people.

Now an important task for the stakeholders of rural tourism in the Rostov region is to reorient the transit tourist flow to a longer holiday in the region.

4 Results

Rostov region is one of the largest agricultural regions of the Russian Federation, in the total structure of land resources black soils account for almost 65%, which predetermines the structure of agriculture in the territory. Currently, the region ranks second in Russia in terms of agricultural production, which accounts for 4.6% of all Russian volumes. Thus, the Rostov region is not only a transit region for beach tourism, but also has the potential for the development of rural tourism.

Based on the study, the authors systematised weaknesses and strengths, as well as identified opportunities and threats to the development of rural tourism in the Rostov region (Table 1).

Table 1: SWOT-analysis of rural tourism development in Rostov region

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<td>- Favourable geographical location, favourable climate, unique multinational culture, Cossacks, developed agriculture, unique terroirs, autochthonous grape varieties, 84 specially protected areas, ongoing projects to develop tourism in the Rostov region</td>
<td>- Insufficiency and unpreparedness of rural tourism infrastructure to work in new formats, low motivation of the local population in rural areas, lack of a master plan for tourism development in the Rostov region in general and rural tourism in particular, insufficiently developed brands and marketing strategies, lack of comprehensive services</td>
<td>- Raising awareness and loyalty of transit tourists, development of rural masterplans, development of rural tourism infrastructure through construction of modular hotels, creation of comfortable environment for rural tourism, creation of new jobs, development of species diversity of rural tourism</td>
<td>- Perceived benefits to residents have a negligible impact on their confidence in tourists, a decrease in demand for tourism and services, and a decrease in employment and income of tourism workers</td>
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As can be seen from Table 1, the authors note that the Rostov region has competitive advantages in the sphere of rural tourism, associated with the uniqueness of multinational culture and Cossacks, developed agriculture, unique terroirs, autochthonous grape varieties, 84 specially protected areas, implemented projects to develop tourism in the Rostov region. Thus, almost all types of rural tourism can be developed in Rostov region, based on the authenticity of territories and resources of locations.

As a weakness the authors see the insufficiency and unpreparedness of rural tourism infrastructure to work in new formats, low motivation of the local population of rural areas, the lack of a master plan for tourism development in the Rostov region, not enough developed brands and marketing strategies, the lack of comprehensive services. In this context, the relevant tasks are: neutralisation of weaknesses through harmonisation of interaction of all stakeholders, introduction of innovations and digital achievements, creation of favourable conditions for investment. Table 2 presents the stages and actual tools of rural tourism development in Rostov region.
Table 2. Instruments of rural tourism development in Rostov region

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<td>Stage 1</td>
<td>Planning innovative tool for assessing the potential of rural tourism development is master planning, because unlike the rating of tourist attractiveness and assessment of recreational potential, including the carrying capacity of the tourist area, the master plan summarises all studies and takes into account the opinion of all stakeholders. Competently developed master plan on the one hand is consistent with the strategy of socio-economic development of the territory, and due to its structure and visualisation techniques is understandable to all stakeholders, even those who do not have special knowledge, which is especially important in the development of rural tourism.</td>
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<td>Stage 2</td>
<td>Development of the Rostov region's tourism potential, which allows for the development of unique subspecies of rural tourism, implies the involvement in tourism turnover not only of rural land, but also of local residents, and this requires business accelerators - institutions to support startups of the local community, including people with disabilities, through mentoring, training, financial and expert support.</td>
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<td>Stage 3</td>
<td>Financial support for rural initiatives participation in projects of state support for the development of domestic tourism, such as &quot;National Tourist Route&quot;, &quot;Land for Tourism&quot;, &quot;Presidential Grants Fund&quot;, Acceleration Programme for the development of ecological tourism in terms of creating tourist and recreational clusters, etc.</td>
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<td>Stage 4</td>
<td>Formation and promotion of rural tourism products formation of tourist product implies the choice of accommodation facilities for tourists conceptually corresponding to the idea of rural tourism. The study of the geography of accommodation facilities in the Rostov region, as well as unique tourist resources actualises the creation of a network of glamping in rural areas. The key advantage of non-capital modular hotels is their low cost compared to capital buildings. The possibility of easy erection of this type of accommodation facilities allows to realise even the most unusual projects and in a short period of time. It is advisable to form a range of tour products of rural tourism in the concepts of &quot;value chain&quot; and &quot;niche tourism&quot;, because rural tourism cannot be mass.</td>
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5 Conclusions

Each territory of the Russian Federation has unique tourism potential, that is, it is important to choose the path of modern domestic tourism development as a value chain, in which the cooperation and interaction of stakeholders are the key factors to reboot the industry.
The potential of rural tourism in the Rostov region indicates the possibility of bringing it to a new level of development based on the concept of sustainable development of rural areas. Rural tourism is a niche tourism and has many synergies with the experience economy. In recent years, major leisure providers have identified niche tourism as an area of potential growth.

The developed programme of measures can be used in the process of rural tourism development in the Rostov region, which predetermines its practical significance. The generalised nature of the proposed recommendations determines the directions of practical application. The detailed development of these recommendations will be reflected in the course of further research.

References