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**СЕЛЬСКИЙ ТУРИЗМ
В РОССИИ И ЗА РУБЕЖОМ
ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ**

Коллективная монография

**RURAL TOURISM
IN RUSSIA AND ABROAD
PROBLEMS AND PROSPECTS**

Collective monograph



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The monograph is devoted to the theoretical and practical basis of rural tourism as a new sector of the tourism in Russia, aimed at the use of natural, cultural, historical and other resources of the countryside and its peculiarities in order to create a complex touristic product. Rural tourism is considered as a factor of socio-economic growth in some regions of Russia and whole country. Experience of creating a touristic product in a number of European countries (Germany, France, and Cyprus) in the field of agrotourism is offered. In the present monograph the technology to design "selling" text in rural tourism is suggested, effective methods of creating the advertising text are considered as well as opportunities to strengthen its impact.

For a wide range of professionals who are interested in development of rural tourism in Russia and abroad.

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FOREWORD

It has been observed that nowadays people prefer to spend their holidays in picturesque and untouched places notable for their cultural or natural authenticity rather than at the seaside. This is due to the fact that on the one hand the man-caused pressure on the nervous system of a person is increasing and on the other hand when travelling to such places tourists get broader emotional and cognitive experiences than when consuming traditional tourism and recreation services offered at the well-developed tourist destinations. Another equally important factor is that the international community has entered the period of post-industrial development. The post-industrial society is a new stage of development the mankind is entering at the moment. Nearly 30 years ago Alvin Toffler, an American futurist, called this stage the third wave in the formation of the modern economy. Meanwhile the driver of the transition to the post-industrial society is the third technological revolution the main achievement of which – electronics – provides entry into the information age. Thus, the post-industrial society is a new principle of social and technological organization and a new way of life displacing the industrial system. It is a society based on services. Each country is choosing its own strategy of entering the post-industrial society. One thing is clear: it's possible to enter this society in a civilized way only if national competitiveness is increased through the structural reorganization of the economy with a glance to current trends in the global market. One of such trends is rural tourism development. Rural tourism, as it was then known, appeared in Europe in the early 70-ies of the last century. In those days many big cities faced ecological problems and people felt the need to communicate with the nature, the need for clean air, natural silence and natural foods. Today this type of tourism is growing rapidly and in some

countries it draws a part of the foreign tourist flow. Italy, France and Ireland can be mentioned as good examples. Italy is the European leader in the sphere of rural tourism. Today the demand for this tourism product has changed the very concept of rural tourism which is turning into the main activity for many villagers. Rural tourism in Russia is becoming more and more developed. This book covers the problems of current approaches to the development of rural tourism.

M.A. Bokov, professor

INTEGRATION OF ACTIVITIES OF RURAL TOURISM PARTICIPANTS IN RUSSIAN REGIONS

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Synopsis. This article considers the particular role of integration strategies for rural tourism organizations in provincial Russia; goals and advantages of integration for rural tourism enterprises; defines the stages involved in the forming of associations to integrate stakeholders in this sphere of business; denotes the particular role and functions of regional associations in the development of rural tourism in provincial Russia; describes the consequent need for clusters of rural tourism as the most effective form of integration, with a view to achieving maximum efficiency; emphasizes the particular role for rural tourism in provincial Russia of regulatory NGOs during the initial stages of the integration process.

Key words: integration strategies; integration associations; regional associations; rural tourism cluster; synergetic effect

As the process of integration between participants in rural tourism occurs, relationships are established that can ensure a long-term congruence of goals, resulting in integrated enterprises. In other words, purely competitive relations during integration are replaced by more cooperative business models; opportunities to cooperate range anywhere from rather weak interaction to actual direct management, in which intercompany relations are replaced by outsourcing policies. The application of an integration strategy for rural tourism organizations becomes particularly important because companies like these should be oriented towards addressing rapidly changing market needs. In this case, integration will help to eliminate any lack of clarity, to improve the quality of rural tourism facilities and services and to let participants reorient themselves towards progressive, ecologically sound technologies, decreasing net costs and marketing expenses and creating a wider range of rural tourism facilities.

At present, the movement of more than half of the world's gross product within the value-added chain and sales of such products are administered not within the structure of market connections, but within integration connections. The share of integration connections is especially significant in Russia, where the processes of organizational disintegration still dominate. Unfortunately, destructive processes, when contrasted with those that are constructive, have a natural tendency towards distribution in time and space.

Companies belonging to developed industrial and post-industrial countries in terms of their functioning practice have been characterized by dynamic processes, with their more organic structure and natural hierarchies. These processes were dictated by a need for the most effective achievement of profitable results. It is therefore reasonable to analyze the main features of these processes in order to give an idea of the possible direction such efforts will take.

An enterprise is the smallest organizational unit of a national economy. Relations between single subdivisions of an enterprise exhibit a non-market character (there is no freedom of choice for purchasers and sellers, no free market pricing, no placement of optional product assignment clauses, etc.). At the same time, modern conditions of economic management provide an opportunity for entrepreneurs to organize their production by placing orders for the production of individual tourism product segments within various already available enterprises (the so-called "market" method of production). However, at the expense of an increase in the number of taxable sales, the final product cost will increase dramatically in comparison with a concentrated production of the same products. Furthermore, the so-called "synergetic" effect available through concerted action, which helps to reduce costs for the production of tourism services in the future, will be lost.

The organization's search for an optimal development route when faced with a difficult competitive struggle for marketing outlets has resulted in the concept of "integration", a generalizing process for the establishment of the most effective management structure. In various countries, the extent and character of integration vary from one rural tourism organization to the next. Enterprises everywhere that specialize in rural tourism, when choosing the best paths, are guided

by national tradition and psychology, by the local level of economic development and agriculture, and by the most vital economic problems there.

Goals and advantages of the integration of rural tourism include:

- Increasing the strength of the supply and marketing chains;
- Restricting competition;
- Facilitating the adoption of various technological innovations;
- Supplying a broader spectrum of tourism products targeted at various consumer groups;
- Lobbying for the interests of rural tourism stakeholders at national, regional and local levels;
- Saving money.

An integration strategy presupposes that rural tourism entrepreneurs have the opportunity to establish connections with the companies/entrepreneurs that interest them, and will also oppose any competitive threat posed by other organizations. This rural tourism strategy is primarily oriented towards the neutralization of prospective competitors (i.e., those enterprises that are not yet competitors but prospective ones – enterprises that under certain conditions could become competitors).

During the formation of an integrated union of organizations that specialize in rural tourism, the issue of choice between different enterprises is an important one. The consolidation of their efforts will help to achieve the maximum effect when creating a tourist product in a rural area (Fig. 1).

From the Russian point of view, the creation of regional rural tourism development unions here, which will become members of the Association for Agritourism Advancement (created in 2000), seems very sensible, and will serve to consolidate the efforts of various entities that are interested in developing this type of tourism.

Currently, the Association has set itself the following goals:

- To create an information portal for rural tourism, integrating all functional farms within the borders of Russia into a single database;
- To create an information base for rural tourism farms abroad;

- To provide assistance with legal and financial issues, together with the issues of management, marketing, public relations, and tourist accommodation facilities for farmers;
- To create project databases, including those for proposals for investment, for use by prospective investors;
- To create tour reservation systems for those who wish to visit rural tourism farms in Russia and abroad;
- To provide a news service covering all issues of rural tourism development.

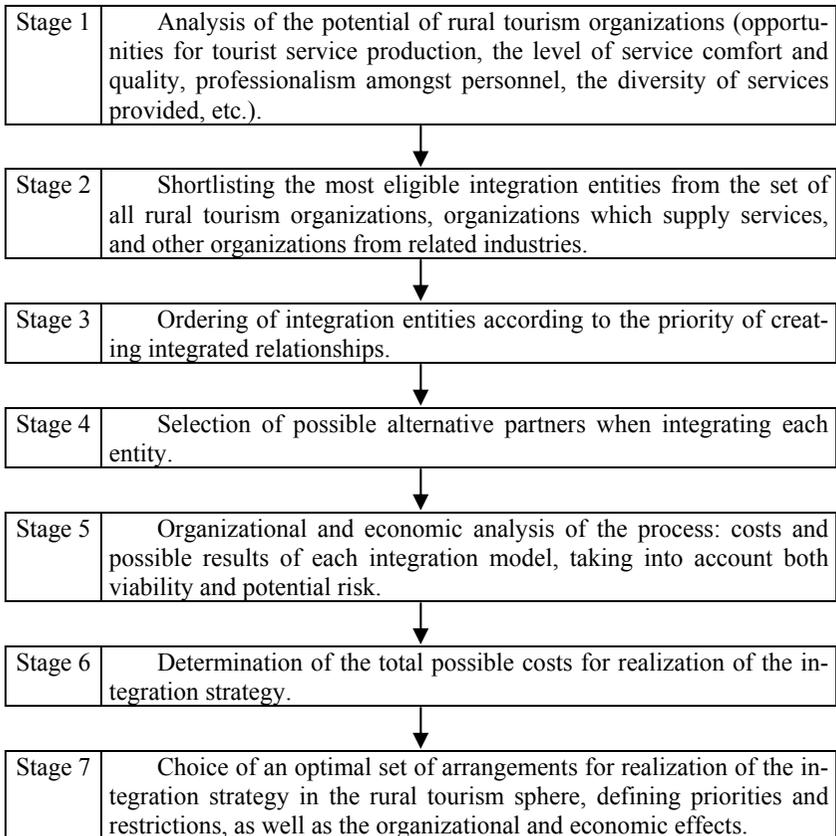


Figure 1. *Stages of Integration Association/Union Formation for Rural Tourism Organizations*

The creation of a such a network will help expand the Association's activities by switching from working with individual rural tourism companies to cooperating with large regional unions that coordinate single rural tourism farmsteads and companies connected with rural tourism. This will entail elevating the work of the Association to the level of Russian industrial management, and concentrating on promotional issues in rural tourism internationally. The Association will also undertake the following (Fig.2):

- The preparation and release of basic packages of publicity material describing the potential of Russian rural tourism;
- Sending organizations to take part in international tourist exhibitions about the rural tourism sphere;
- Running advertising campaigns in the press in order to present an updated image of Russia;
- The creation of databanks to provide information about companies here and abroad, and about associations and other organizations that specialize in selling rural tourism products;
- The creation of a single tourist information network for the entirety of Russia, and integrating this into analogous international organizations and networks.

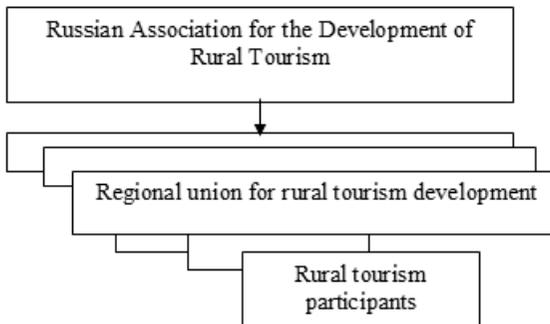


Figure 2. *Management Structure for a Network Form of Integration Cooperation Between Rural Tourism Participants*

The activities of regional associations wishing to develop rural tourism should be supported by local authorities with an interest in the stable buildup of a taxable base as a result of the tourism industry.

Extensive networks of tourism associations that work in accordance with generally accepted standards are in worldwide operation as an effective means of collecting data and analyzing their observations on the state of the tourism industry at both local and national levels. Regional associations provide tourists with information about local sightseeing, accommodation facilities, excursions, local souvenir artisans, and entertainment programs etc., right across the rural tourism sector. The marketing activities of regional associations and special studies made by them should be the analytical basis for tourist activity assessments in rural areas, and be seen as a means of forecasting further developments in rural tourism. Such reports are discussed by tourists and stakeholders together in rural areas in the presence of officials from all levels of government, all working together to make their region more viable as they compete with other areas.

One of the main tasks of regional associations for rural tourism development is promoting the areas within their spheres of activity in the home and foreign tourist markets. This is easier if complete information as to these rural tourism stakeholders (as well as the services they provide) is available. Such a database should be founded on a precise concept as to what kind of information is to be collected and what methods are to be employed for its being regularly updated.

The functions of regional associations, and of their individual members, include welcoming rural tourists themselves and providing them with information, promoting rural tourism services, and coordinating touristic activities within the area under their jurisdiction (Fig.3).

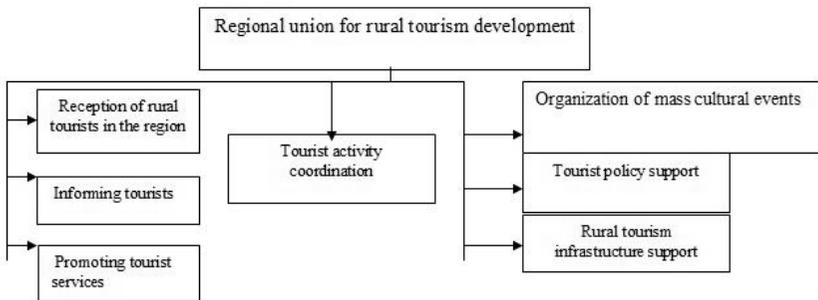


Figure 3. *Main Types of Regional Association Activities for Rural Tourism Development*

The reception of rural tourists, providing them with information, and general promotion of rural tourism services are basic once-only services. This function forms the basis for regional association activities that facilitate the development of rural tourism, and as this progresses, it extends to coordinating all the tourism activities of various rural tourism stakeholders within the area under their jurisdiction.

Local government can completely or partially hand over to a rural tourism development association the mandate of implementing tourism policy within their region, along with the creation of various programs for rural tourism development; to be specific, such a mandate would encompass the creation of rural tourism products, the provision of requisite tourist facilities within the territory under their jurisdiction, and organizing events for local festivals and public holidays.

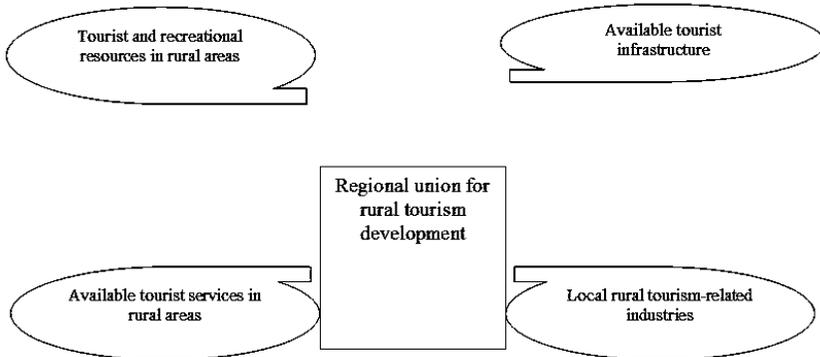


Figure 4. *Research Directions of Prospective Rural Territory possibilities for the Regional Association for Rural Tourism Development*

Studying the future possibilities of a territory, its natural beauty and cultural potential, all help to determine tourism policy trends and arrange further regional association activity for rural tourism development in the area in question (Fig. 4):

Tourist and recreational resources: mountains, forests, fields, rivers, lakes, etc.

Available tourist infrastructure: transport (air, sea, river, rail, etc.), accomodation (cottages, mini hotels, guest houses, farmsteads,

camping areas, etc.), catering (restaurants, taverns, cafés, bars, etc.), entertainment (sporting and cultural events, hunting, fishing, public holidays, etc.) and so forth.

Available tourist services within the territory: activities (mountain skiing, sledding, hunting and fishing, golf, etc.), cultural recreation (museums, exhibitions, festivals, events, etc.), recreational tourism (thermal springs, thalassotherapy spas, etc.), school trips, etc.

Availability and application of local related industries for tourism: winemaking, honey production, souvenir manufacture, livestock breeding, etc.

Such information concerning the prospective possibilities of the territory can serve as the basis for an informative list that can be used by the regional union for rural tourism development when working with rural tourists:

1) Reception information:

– Common information concerning the territory under jurisdiction, including its history, as well as information concerning the region and the entire country (translated into several languages);

- Various maps and plans of the area;

– Various practical data concerning the area as desirable for tourists: weather forecasts, the state of snow cover, communications, roads, etc.

2) Various practical and reference information:

– A list of the tourist infrastructure available (accommodation, restaurants, presentation sites, entertainment venues, etc.) with phone numbers and addresses included;

– Information concerning the tourist services available;

– An entertainment program over a certain time period, etc.

This information can be presented in various ways, in promotional leaflets, flyers, catalogs, reference books, brochures, and on postcards and in illustrated books.

Apart from advertising products used for the purpose of organizing the promotion of tourist services, the following events should be held by regional associations:

– Themed excursions (hosted in foreign languages);

– Participation in various trade fairs here and abroad;

– Conferences with press representatives and tourism business professionals;

– Cooperation with regional, national and international agritourism stakeholders when organizing any future events such as forums and seminars on the subject.

The range of rural tourism products offered by the regions should be competitively priced for the modern rural tourism market. This, in turn, presupposes the management and fixture of events with historical themes put on within the area in question, the training of local people by professionals competent at organizing them. Moreover, as best practice has demonstrated abroad, the work should be meticulous and responsible with respect to preserving local ecosystems.

Under current conditions, the formation of a competitive rural tourism product range is possible only upon the basis of an integrated tourist service package, with medical tourism, sport, entertainment and other tourism types included. Naturally, such projects require private sector involvement, and the labors of a great number of private and public organizations that will attract, receive and serve rural tourists. The creation of regional associations for rural tourism development will help to coordinate activities, with all participants' interests taken into account. Thus, these associations are a form of cooperation between the state and the private sector with a view to promoting most prospective Russian territories for rural tourism development in the national and international tourist markets.

In order to present their interests at the national level, it is reasonable for regional regional tourism development associations to join the nationwide Russian Association for Agritourism Advancement. The formation of a single informational field in the Russian rural tourism market will facilitate interaction between the various regions that specialize in rural tourism, and the transfer from one region to another of experience of running a rural tourism organization, as well as the promotion of Russian rural tourism products and services on the international tourism market.

This rather daunting task can be tackled effectively both in organizations (centers) for rural tourism development which are already functioning, and in those currently being founded in the regions. This

will help form a balanced and systematic approach towards the extensive networking of regional associations for rural tourism development, and create a relevant methodological base for their functions that can be useful as a model in the future.

Rural tourism clusters created as a result of integration processes in this sphere are described below.

Formation of Rural Tourism Clusters

The development of a rural tourism development cluster strategy is already a reality in some Russian regions, and is oriented towards the creation of regional and local agricultural networks that unite various models of agritourist farmsteads and enterprises. The American scientist Michael Porter, who specializes in the cluster area, provides the following definition: "Clusters are a concentration of interrelated enterprises and institutions within a geographical region".

Thus, the phenomenon of area-wide concentrations within the framework of a production system (including tourism) is called a "cluster". A rural tourism cluster is a group of geographically adjacent rural tourism entities, enterprises, public organizations and state administration bodies that form and serve tourist streams that make use of the recreational potential of the area. Administrative officials, educational institutions, professional associations, cooperative societies, members of the public and other organizations interested in the development of the region can be involved in these clusters.

A cluster model of rural tourism development is based upon sustainable development principles, and is oriented towards diversification of agricultural production and employment structure in a rural area, and the attraction and consolidation of tourism resources in various regions of Russia. All the rural tourism businesses concerned are to be united into a cluster. As a result, the cluster promotes the market development of regional tourism infrastructure, and *agritourism* is considered a "growth factor" in the local economy. A tourism cluster facilitates the realization of a number of social and economic goals: the creation of a rural tourism infrastructure as a result of developing small and medium businesses; the creation of new jobs in rural areas; the inclusion in the rural tourism development system all areas of major tourist activity stakeholders; support for the interaction between NGOs and local government in the tourism sphere; and the creation of

an information database for investment projects in the rural tourism sphere.

This approach is aimed at the creation of a modern, high-performance, competitive and beneficial rural ecotourist sector based on a rural ecotourism development cluster model, which forms a partnership between rural ecotourism producers in Russian regions through utilization of all rural resources, provided they are preserved and used economically and sustainably. The practical involvement of each rural tourism cluster participant in the creation of a single tourist product and its components is connected with the application of information technology, of training and consulting, for marketing, coordination, communications, etc.

Success on the open market is ensured modern enterprises that possess the best of these intangible assets. The main competitive advantage involves not only the features of the products themselves(service level), but also, to a great extent, the professional competence of the tourism business stakeholders. In the near future, the market will face competition between clusters instead of between individual rural tourism enterprises.

Foreign and domestic experience in the organization of clusters in rural tourism has been actively studied in recent years, and this model is expected to take its proper place in the Russian regions in the coming years. A cluster is an association of interrelated enterprises and organizations in a geographic region within an individual industry. As an organization forms, a cluster has the following advantages: consolidation of the efforts of many participants in a cluster creates conditions for complex tourism product formation, the specialization of participants in certain services, mutual support, and a trend towards innovation. Clusters can possess various scales and geography: district, inter-district or regional, and trans-boundary (international). Most developed countries in the world have accepted such an approach, and it is applied as an instrument of competitive growth between regions there. The development of clusters facilitates the specialization and cooperation processes of various businesses, and favors the consolidation of the efforts of adjacent and related industries to achieve more effective interaction, which can provide for a higher level of competitiveness in national and foreign markets.

Given a competitive market and an increase in the role of global corporations, most enterprises must search for means of integration to reach business goals. One of the most popular forms of this is represented by tourist clusters.

Currently, clusterization is the form of internal integration and cooperation that can provide both stability and a synergetic effect for opposing the pressures of global competition caused by monopolistic transnational corporations. The most significant indicator for the activity of clusters is the highly competitive support for their products in the market, since cluster development in a country is one of the differential characteristics of a modern, innovative economy. Furthermore, clusters combine competition and cooperation in such a way that cooperation in certain spheres facilitates competitiveness in others.

The effective functioning mechanisms of a cluster include conditions that favor information transfer and coordination of the interests of horizontally and vertically coupled business systems. This is conditional on geographic proximity, as well as on the connections created within scientific communities, professional associations, codes of practice, and a belief in long-term, stable relations.

The technique of clustering provides an opportunity to conduct a constructive and efficient dialogue between related organizations, their suppliers and authorities. State investments directed at the improvement of functioning cluster conditions are beneficial for many business structures. The authorities perform the following tasks: identification of the primary clusters belonging to the area in question, the formation of an institutional mechanism upon a legislative basis, the amalgamation of the available intellectual, educational material and research potential with technical and other resources, and the definition of a strategic development basis.

A conceptual approach towards the formation of a tourism cluster structure based on recreational potential and territorial mutuality among the projects may also be of interest.

In addition there exists a categorical approach towards the formation of clusters, based on a region's combined competitive resources: tourism and agriculture = rural or farm tourism; tourism and nature reserves = green tourism; tourism and developed industrial and business activity = industrial tourism, business tourism, congress tour-

ism, event tourism and other combinations (following I. Pilipenko), that are grouped according to industrial features (a group of related industries that successfully complement one another) or special features (a group of geographically concentrated companies concentrated in a certain region and representing related industries, which produce similar or mutually complementary goods. This group is characterized by information exchange between companies and their respective staff).

With its multifaceted basis, a tourism cluster forms supplementary synergies and complementary assets as a result of the coordination of compatible actions, an increase in information exchanges, experience, innovative technologies, and the compatible use of infrastructure serviceable destinations; the advancement in training and qualification of tourism service staff; a real comparison between the work of rival companies, the efficiency of their respective activities, the availability of workers who possess the relevant qualifications; and the application of special modes of taxation, investment and legal regulation.

As an aspect of the formation of an administrative mechanism for rural tourism development, it is worth noting that the creation of a legal framework for business activities in the rural tourism market and a "soft" mechanism of state regulation will favor constant growth in its popularity and guarantee additional income for entrepreneurs in rural areas, since all management and marketing functions can be performed by clusters.

The criteria applied in cluster formation (not to mention the potential of the resources made available) should include capacity for innovation. A model for an innovative tourist cluster involves increasing its value (in certain cases, goodwill is a positive asset) as an attractive destination, which will thrive in accordance with an intensive model of innovative development through the use of new informational and communicational, scientific-technical and target program infrastructures, and implies the development of venture business with favorable conditions for continued prosperity.

The creation of special, economical, tourist-recreational zones (clusters) aims at the attraction of investment, the activation of businesses, an increase in the efficient application of resources and the

competitiveness of a region's prestige for tourists, as well as balanced development of the entire tourist-recreational system. Taking into account certain trends in rural tourism development in the Russian regions that work in a "bottom-up" direction, nonprofit organizations have a definite role to play in rural tourism clusters, which, apart from popularizing this tourism type, promote its intensive development.

Non-State Regulation in the Rural Tourism Sphere

Non-state regulation functions in tourism are performed by tourist organizations (associations, public organizations and alliances, federations, professional clubs), whose activities aim to create favorable conditions for the development of tourist business, rural tourism and tourism as a social direction.

The main directions of non-commercial tourist organizations are as follows:

- Support of a professional tourism environment and public tourism assets;
- Development of corporate tourism business formulas, corporate strategies and the realization of partnership projects;
- Study and implementation of progressive experience, as well as innovations;
- Development of tourist education and scientific research;
- Extension of the scale of tourism and its positive impact upon the economy and social sphere;
- Enhancing the structure of the tourist industry;
- Study of the state of the market and an elaboration of recommendations;
- Support for an improvement in service quality and tourism product diversification, and promoting it;
- Support of healthy competition in the local market;
- Support for partnership development between tourism enterprises and transport, traders and public catering facilities, exhibition business, credit and financial sphere enterprises, etc.

The non-state management sector in the rural tourism sphere can lay the foundations for internal self-organization in the tourism sphere in general (including rural tourism) and the enhancement of public incentives that are necessary conditions for the development of the tourist industry as a whole.

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METHODS OF SELECTING MODELS OF RURAL TOURISM DEVELOPMENT IN RUSSIAN REGIONS

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Synopsis. This article considers existing concepts and models of rural tourism development in regions of Russia when compared to experience of development overseas; defines a consistent methodology of choices for various models; denotes the prominent role of rural tourism (when applied to Russia) in activating the agricultural sector; and expands some basic regulations for Russian state policy in the tourism segment (particularly in rural tourism), regulations crucial to successful implementation of various specific models of rural tourism development in the Russian regions.

Key words: rural tourism; concepts and models of rural tourism development; aggregate estimate; state policy.

In European countries where the development of rural tourism is in its first and second waves, rural accommodation facilities have reached a high level of comfort, the rural tourism concept being based primarily on making use of farmsteads as dwelling resources and hence adding to the tourism resources of surrounding local communities and their neighboring towns. The dominant concept for European rural tourism development is therefore oriented toward small scale family businesses in rural areas. Implementation of this rural tourism development concept is possible only if the following conditions are met:

- a) Free or inexpensive housing is available in the rural area (including small towns);
- b) A satisfactory level of comfort and the good condition of housing for tourist accommodation is present (as a rule, this includes self-sufficient private homes);
- c) Tourism businesses receive state subsidies;

d) Special systems are created that support and facilitate the booking of rural tourism and use information technology to advertise rural tourism sites effectively online;

e) Regulatory organizations (societies, associations and the like) are established to focus on the fields of categorization and standardization, quality control, advertising and informational support, etc.;

f) Statutory and regulatory support is provided (through adoption of relevant laws and state programs), along with advertising and informational support for the implementation and promotion of national and regional rural tourism products and services;

g) Financial support for rural tourism sites is given (including the formation of concessional lending systems, direct allocation of investment support, preferential tax treatment, etc.). Also, construction of road, sewage, water, gas and power supply systems and connections, etc., is undertaken in the meantime.

The model of rural tourism development outlined here is useful as an example for “third wave” countries¹. As a rule, these countries are lacking in accommodation facilities of a similar level of comfort to those that exist in the rural areas of Western Europe, although they have programs of rural tourism development that are based on the model of the European Union. In these instances, relevant rural tourism support programs have been introduced and accepted at state level; a preferential accrediting system for rural tourist accommodation facilities has been created in order to increase their comfort level and hence their intake of tourists. The national associations of rural tourism entities have been organized, information technologies implemented, and informational and advertising portals maintained.

In less developed (usually tropical) countries where private houses are not allowed to be used as tourist accommodation facilities, but which nevertheless have considerable tourism potential (for reasons of climate, natural beauty, landscape, history and culture, etc.), a different approach is used: large, private, rural tourism centers have been set up oriented toward the use of the tourism resources of the

¹ These countries include Eastern European countries and some former USSR countries within the EU (or oriented towards joining the EU), and therefore, the concepts and approaches towards rural tourism development practiced in such locations.

rural area. In some tropical countries, the rural tourism concept is primarily oriented towards the setting up of agricultural parks that appear basically to be state establishments promoting national agriculture and generating extra revenue from tourism. As a rule, this model is supervised by the department responsible for agricultural development.

It is apparent that, for the implementation of any model of rural tourism development, the most important requirement, apart from the availability of tourist recreational resources in the region, is the development of accommodation facilities in rural areas. This entails:

a) The availability of real estate properties in rural areas in whole or in part (country seats, mansions, houses, cottages, etc.) that may not originally have been created to serve as hotels, but which are nonetheless suitable for refurbishment as tourist accommodation facilities;

b) The construction of special tourist sites with tourist accommodation facilities (ethnic villages, hunter's/fishermen's houses, cultural centers, agricultural parks, campsites, etc.) that perform the function of rural hotels.

Based on research about experience gained in rural tourism development abroad, it can be affirmed that at present there is practical experience of implementing several rural tourism development models in agricultural regions. They can be classified as follows:

a) Development of rural tourism based on the cottage industry of family hospitality alongside existing tourism resources, with no significant changes to the social or cultural environment. Implementation of this model provides for the application of a state policy aimed at the transfer of rural people from the rural production sector into the service sector – or, put another way, the nationwide adoption of a complex socio-economic strategy geared towards rural area support. This strategy stipulates support for the development of an accommodation facilities network (small private hotels) based on housing and agricultural resources (farms, apiaries, fishermen's households, etc.) and specialized entertainment sites (sports centers, boat marinas, stables, etc.) that already exist in the rural area.

b) Construction of large and medium-sized private tourist sites in the rural area such as specialized private hotels in the form of stylized "historical and ethnic" villages, cultural and ethnological centers, farmsteads, etc. The employment of this model is exclusive to countries

marked by a low comfort level in rural housing facilities, but which exhibit great tourist potential. For successful implementation, the model requires considerable investment, special project development, significant scientific and research work, and effective marketing.

c) Creation of state-owned (or sometimes private) agricultural parks. Apart from tourist sector development, a concept based on this model focuses on the popularization and promotion of the rural economic achievements of a particular country, as well as the preservation and demonstration of practically all the skills of ethnic (traditional) agricultural production methods, as being of paramount importance. In widespread practice, such a model of an implementation program is usually supervised by the state department responsible for agricultural development (but not for the tourist sector as such). Being multifunctional centers, state-owned agricultural parks can simultaneously conduct scientific, research and selection work, while at the same time remain entertaining tourism sites and continually operating exhibition centers. This model stipulates significant state or private investments, the development of extensive large-scale rural tourism development projects, and the availability of technological, scientific and research infrastructure and specialists to use them.

Usually, rural tourism concepts that can be implemented across the board, quite apart from their commercial aspects, have a particular ideological meaning. As a rule, rural tourism development is connected with the solving of social and cultural problems (the preservation of a national or ethno-cultural heritage; preservation of natural habitats and historical or cultural domains; preservation of architectural or historical spaces; the revival and survival of traditional values and lifestyles, etc.). A great deal of attention has been paid recently to the influence tourism development can have on the lives of local people in certain European countries engaged in forming concepts of rural tourism.

Given the specific character of our country (particularly its great diversity of regional and local conditions), it is more than reasonable to consider several possible directions for rural tourism development when developing regional rural tourism concepts.

Concepts for the Formation of Rural Tourism Models in Russia

“There are two main concepts for the formation of rural tourism models. The first specifies that small agricultural enterprises, repre-

sented by private households, farming households, and rural consumer co-operatives, undertake business operations at their own risk with a bias in favour of the tourist. In this case, rural tourism thrives with the help of the means available to these enterprises, without the necessity of external investments. Under these financing conditions, however, a considerable flow of tourists into the rural area is not to be expected.

The second concept involves complex tourism development in the rural area. Rural tourism is not considered a sideline or an auxiliary goal, but deemed the main business that provides the full package of recreational services, oriented at maximum enjoyment of the attractive aspects of rural life. Such aspects include, for example, the presence of favorable environmental and aesthetic conditions, the opportunity to enjoy taking part in rural life (horse riding, berry and mushroom picking, fishing, etc.), affordable locally produced foodstuffs being on sale, local familiarity with customs and traditions, etc. In this model, accommodation facilities include tourist villages, farmstead complexes and rural tourism centers.

Generally, these two concepts are not wholly contradictory when we consider them successive steps of one and the same process. Rural tourism in Western European countries certainly benefited from developing in precisely this manner. The policy as to rural tourism support in Europe still focuses upon economically backward areas for good reason. As a rule, the basis of such policy has been characterized by decline in the competitiveness of local agricultural production and the necessity of restructuring in order to improve the effectiveness of agriculture. This has led to an inevitable reduction in the number of people working in primary production and created the problem of a jobs deficit in rural areas. Consequently, rural tourism has become an alternative type of economic activity able to provide alternative sources of income.

Experience across the board shows that in Russia, rural tourism development could be very beneficial from both social and economic viewpoints. Also, it should be noted that maximum effect can be achieved if rural tourism develops not spontaneously, but rather as part of concerted programs of Federal, interregional or regional scale. If this is not the case, local projects are condemned to slow and laborious independent development, given their present lack of financial resources.

Similarly, it is necessary to take into consideration the specific character of rural tourism development in Russia. In Western Europe, rural tourism support is mostly covered by the overproduction of agricultural produce, whereas in Russia this hardly ever happens. A concept whose framework can bind the development of both rural production and rural tourism together would be more logical and of more strategic importance for the country. If the provision of rural area services and the selling of foodstuffs at producers' prices are combined, this will help create a less expensive and more competitive market product. As a result, the aggregate production of foodstuffs and tourism services may be quite profitable, even if certain of these business activities are in themselves unprofitable.

However, not all regions that possess the right climate for rural tourism are suitable for agriculture, and the reverse is also true. This is borne out by the ranking scores of Russian macroregions developed by specialists from the World Tourism Organization (Table 1).

Table 1

Suitability of European Russia's Regions for Cooperative Agricultural and Rural Tourism Activity (Ranking Score on a Ten-Point Scale)

<i>Sector</i>	<i>Northern</i>	<i>Central</i>	<i>Central Chernozem</i>	<i>Southern</i>
	Agriculture	2	5	7
Rural tourism	8	9	3	7
Aggregate estimate of both sectors	5	7	5	8

These rating scores show that the possibilities for agriculture in the Northern and Central regions are restricted, whereas conditions for rural tourism there are close to optimum. Conversely, agricultural conditions in the central Chernozem areas seem very advantageous, but tourist possibilities rate low.

Yet in all cases where conditions for both agriculture and rural tourism were assessed, the aggregate scores came out higher. It can thus be concluded that the complementary development of rural tourism alongside agriculture might become an effective means for the general promotion of the social and economic development of certain

territories in many Russian regions, especially areas that are remote and economically depressed.

Given experience gained abroad, it can be assumed that Russian rural tourism will also pass through two main stages in its development – one stage involving the organization via small scale family enterprises, and a second stage involving the construction and renovation of medium-sized rural business sites. Following this, and taking into account the specific character of the Russian situation (low levels of agricultural production, and the negative migration), a third stage of nationwide rural tourism development should also be planned – the creation of a unified rural tourism concern”. (Zdorov, A.B., 2009).

Application of the aggregate score results for both sectors (agriculture and rural tourism) also favors the selection of an effective model of rural tourism development in Russia.

Considering the immense and composite nature of the process described when selecting a rural tourism development model, it is reasonable to be directed by the algorithm below presented in Fig. 1

We believe the following modeling guidelines may be deduced:

1) **The creation of regional rural tourism networks** by means of the development of small, family, and individual rural tourist business based upon existing rural area tourism resources: accommodation facilities (small family hotels) and rural tourism infrastructure (including various rural tourist sites and businesses closely related to tourism).

In this rural tourism development model, the following issues are expected to be resolved during the initial stage:

- Organizational support – the creation of associations of rural tourist business entities (functions: consulting those who wish to engage in rural tourism on all issues; registration; arrangement of rural tourism site loans; organization of initial informational support – mapping, etc.; organization of advertising and marketing activity for rural tourism; certification);

- Informational support – within these associations, the formation of large-scale interactive databases to create a wide market for local tourism products on offer;

- Statutory liability – the addition of a legal and regulatory basis in the form of necessary laws and statutes (taking into account the specific character of a region);

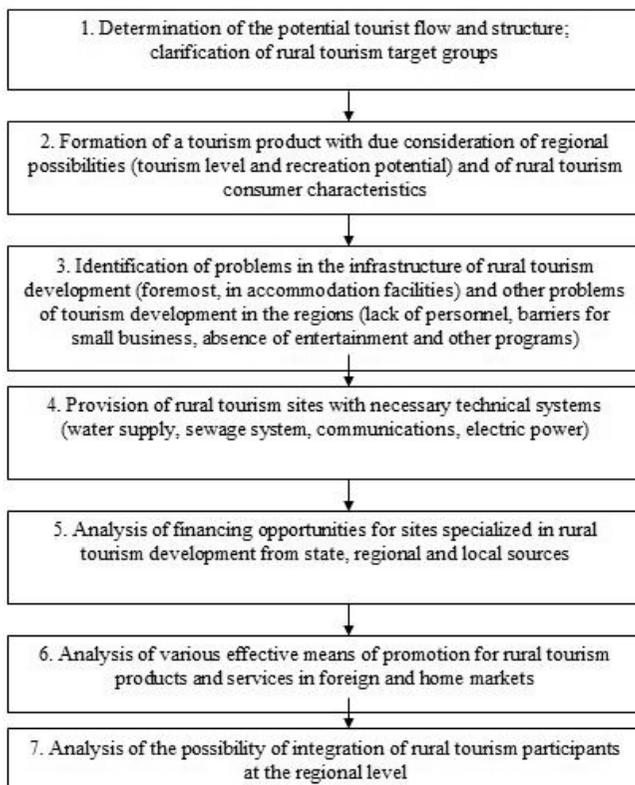


Figure 1. Procedure for the Selection of an Effective Model of Rural Tourism Development in the Russian Regions

- Funding – an arrangement for a concessional lending system for rural entrepreneurs, the financing of necessary vocational training programs (retraining), strategic tasks – the financing of a rural area infrastructure (primarily roads, power and water supplies, installation of telephone lines);
- Political support – Solving the above-named problems requires authoritative political support – at regional level at least. However, all of these problems can be solved in a more competent and efficient manner by means of an appropriate government program (the development of a rural tourism program as a “growth factor” for provincial Russia), which presupposes appropriate legislative and financial support.

Indispensable conditions for the implementation of the rural tourism development model include:

- To offer modern, elaborate and special-purpose tourism products of high quality in rural tourism areas;
- To found channels for customer information support (data retrieval systems, Internet portals, maps, advertising of tourism regions);
- The presence of a state rural tourism development concept and a corresponding support program (at least on the regional level);
- The presence of a governmental or regional system for concessional lending or the allocation of investment support to rural tourist sites during the first stage;
- The development and implementation of government programs concerning tourism macro-infrastructure improvements – road construction, etc.;
- The creation of a single rural tourism association/alliance, a center uniting regulatory bodies;
- Market promotion of rural tourism products, promotional campaigns.

The establishment of an effective private rural tourism network in a region requires the creation of a support system at regional level.

Currently, regional administrations undertake an organizational function in rural tourism development in Russia. The same situation occurred in “first wave” countries, where proper laws and programs were established at regional level during initial decision making. Only following that did rural tourism receive support at national and EU levels, within the framework of the EU Common Agricultural Policy.

Nevertheless, the role of regional authorities in rural tourism development remains a significant one, especially on issues like the formation of an attractive image for tourism in a region and the external market promotion of rural tourism products and services.

The role of municipal organizations in rural tourism development is also rather important, because they perform specific and unique functions: the transfer of local tourism and recreational potential into active rural tourism resources (environmental, cultural and historical, etc.); the preservation of an environmentally clean area (where this is the case, remoteness from large cities may be counted as an advantage); location availability (good approach roads are the key

factor); the presence of modern communication facilities; the safety of local people and tourists alike; good standards of housekeeping; an appropriate level of comfort.

2) Reconstruction of the social and cultural environment of historical settlements – “historical village, ethnic village” or similar, such as manor estates, convents, etc.; the construction of stylized villages (fishing villages, hunting camps and lodges, etc.).

If this model is to form the foundation of the rural tourism development concept, tasks connected with its implementation will have to be performed by powers at all three levels (state, regional and local). This method requires appropriate statutory and regulatory provisions at the national, regional and local levels, as well as considerable investment both internally and externally, in addition to the development of special, elaborate projects involving a great deal of science and research work.

At the national level, state support involves the development of a state policy of support for this model of rural tourism and an appropriate program for its implementation including, at least:

- Statutory and regulatory provisions for rural tourism as part of national legislation;
- Financial support: the conducting of a governmental concessional lending system for rural tourism sectors (concessional lending involves making conditions attractive for the owners of accommodation facilities in order to encourage them to move from a “shadow” economy to a legal one (in other words, giving them the opportunity to register and pay tax);
- The creation of associations of rural tourism regulatory bodies, with branches in the various Russian regions;
- An arrangement of information technology support (the creation and support of a national portal with a powerful informational database), advertising funds and informational rural tourism support from the state.

3) Creation of large and medium-sized specialized agricultural tourism sites.

These can be represented by specialized centers (sporting, cultural, culinary, etc.) and stylized rural tourism centers such as fishing/hunting villages ready for the reception of tourists, arranging a suitably hospitable welcome and comfortable sleeping arrangements for them.

If this model becomes the foundation of the rural tourism development concept, issues connected with its implementation are solved at the regional level. This method presupposes support from municipal and regional authorities, private (local, external or cooperative) initiatives, and the presence of intensive private investments and resources for the development of appropriate large and medium-sized integrated projects.

4) Creation of state-owned and private agricultural parks.

The creation of such agricultural parks in the form of large multi-form tourism organizations, responsible for exhibitions, advertising, cultural and policy affairs, scientific research, and the like, that are equipped with accommodation facilities and an appropriate infrastructure, is generally the mandate, in overseas operations, of the state department responsible for agriculture (as a rule, a ministry), and it can correspondingly rely on intensive public and private investment and on the development of suitably integrated projects.

All the rural tourism models listed above are in operation to a greater or lesser degree around the world. It is our belief that the concept we present of rural tourism development in the Russian regions should also be integrated in nature. Considering the great diversity of conditions in our country, various directions in model development can be given emphasis, provided that practical implementation of them and the selection of a model is managed at regional level. Each of the models considered requires various degrees of participation from the authorities at all three levels. This aspect should be taken into account during the development of complex regional concepts and the selection of the right models.

Under Russian conditions, large-scale rural tourism projects like this require interdepartmental coordination (between the Ministry of Economic Development and Trade, the Ministry of Agriculture, the Ministry of Labor and other government structures – relevant committees of the State Duma and the Federal Council of the Russian Federation, with the participation of the Chamber of Commerce and Industry and other organizations) and the establishment of a coordinative body (for example, an interdepartmental committee or special agency authorized to address the issues of rural tourism development, as is practiced in various countries).

A state decision regarding the support of rural tourism development must be made during the initial stage of implementation of any rural tourism development project. Thus, special state programs overseeing rural tourism development must be established, and public and entrepreneurial organizations – associations made up of rural tourism businesses and agencies responsible for databases (interactive portals) – necessary for the functioning of this sector must be created under the auspices of the authorities.

State Support and the Availability of State Programs

In January 2008, a five-year state program of agricultural development and regulation for the markets of agricultural produce, raw materials and supplies of provisions for 2008-2012 approved by a regulation of the government of the Russian Federation (Decree No. 446 dated 14.07.2007) was launched.

Within the framework of the state implementation program, certain measures of state support for non-agricultural activities in rural areas are stipulated. In our country, the first step toward stimulating alternative employment for rural areas was undertaken by this very state program.

Federal and regional budgets stipulated partial or entire reimbursement for the interest paid for credit that was received by agricultural or other organizations, as well as by farming enterprises for rural tourism development, folk arts and handicrafts, trade, consumer and social and cultural services, and the harvesting and processing of fruits and berries, medicinal plants and other non-wooden raw materials. Private subsidiary plots of land, farming enterprises and agricultural consumer co-operatives are the receivers of such credit.

Considering the fact that tourism is one of the priority sectors of the national economy, the state undertakes various other specific measures aimed at tourism activity support.

One of the most effective forms of such support is the development and implementation of the Federal target program, "Development of Domestic and Incoming Tourism in the Russian Federation (2011–2016)", its theoretical basis ratified by the government of the Russian Federation (Decree No.1230- p dated 19.07.2010).

The main aim of the program is a significant increase in the competitiveness of the Russian tourist market, which is to provide Russian and foreign tourists with qualitatively good tourist services.

Within the framework of the program, the budgetary funds are to be spent on:

– Capital construction and modernization of engineering infrastructure facilities for tourism sites under construction, and which have a long payback period (electrical networks, water supply and sewerage systems, pollution control facilities, etc.);

– Scientific research connected with the development of a legal and regulatory framework, the adoption of innovative technologies, and market research in the domestic and incoming tourism spheres;

– Implementation of measures for the promotion and popularization of domestic tourism products in the national and world markets;

– Qualification improvements and training for line-management personnel and service staff for the tourism industry, and the adoption of "teacher training programs", etc.

The construction of tourism-related infrastructures (hotels, exhibition and entertainment halls, etc.) will be conducted at the expense of extra-budgetary funds upon the basis of a state-private partnership.

The program provides for the use of a cluster approach, which will help to establish the primary growth factors in the most promising centers for the most popular types of tourism, including rural tourism.

A supplementary package of measures concerning rural economy diversification and the expansion of the rural tourism market is indicated in the Federal target program, "Social Development of Rural Areas up to 2012". This is required by the Concept of Sustainable Development of Rural Territories up to 2020. These packages stipulate the following measures:

- An extension of the list of subsidized credit receivers for the development of non-agricultural activities in rural areas;

- The adoption of tax concessions and customs privileges for business entities involved in non-agricultural activities;

- Legal regulations aimed at the creation of jobs in the non-agricultural sphere for the employment of discharged employees;

- The indication of preferences in state support for regions having a very difficult situation in terms of the rural tourism market.

Nationwide events held within the framework of the all-Russian exhibition fairs are also significant support events.

Conferences on Best Practice

The sharing of best practice is an important direction in rural tourism development. The following aspects can be singled out:

- Holding events, workshops;
- Publishing and distributing guideline material;
- Consulting with agricultural producers in agricultural consulting centers at the local level.

A total of 60 regional and 549 district centers for agricultural consulting are in operation today.

Guidelines concerning rural tourism development have been worked out to provide guidance for consulting services, as well as for small businesses. Presentation sites have been created in farming spaces in order to engage in the exchange of the experience of rural tourism organizations, and to present the real practical advantages rural tourism creates and enjoys.

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SPECIAL CHARACTERISTICS OF RURAL TOURISM DEVELOPMENT IN RUSSIA AND THE KRASNODAR TERRITORY

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Synopsis. This article focuses on the issues involved in the development of rural tourism in Russia and the Krasnodar Territory. It presents extensive statistics on this type of tourism in Russia, the Krasnodar Territory, and abroad. The normative basis for rural tourism is considered. Basic trends in informative and regulatory support, as well as for economic and organizational support, for rural tourism in Russia and the Krasnodar Territory are defined. It is demonstrated that it is currently appropriate to develop rural tourism in the Krasnodar Territory, considering the unique character and natural resources of the region.

Key words: rural tourism, the Krasnodar Territory, informational and regulatory support, economic and organizational support.

Introduction. Many modern tourists have already had their fill of comfortable vacations and ordinary trips to foreign countries in their search for extraordinary experiences. Today, they are more interested in simpler, moderate vacations in rural settings, far from the hustle and bustle of city life.

Every year, approximately 700 million people go traveling throughout the world, and 10-30 % of them prefer rural tourism. The number of so-called "green" vacations within the home market of any country is considerably higher. For example, in France only 7 % of (business) tourists stay in hotels; the remaining 93 % prefer rural hotels and camps [2; p. 28].

According to data provided by the World Tourism Organization, rural tourism is one of five key strategic directions for tourism industry development from now until 2020 [12].

It should be noted that rural tourism came to Russia from France in the early nineteenth century. Today, it is the most popular form of tourism in Hungary, the Czech Republic, and Great Britain, as well as in Spain, Italy and Germany. These countries and various other European states have been united to form the Central and Eastern Europe Federation for the Promotion of Green Tourism, under the aegis of the European Council.

The extinction of villages, the exodus of families to cities, and the trend toward urbanization, are reasons for the deteriorating demographic situation, with most families that live in cities having only one or two children. Historians and demographers suggest that only rural tourism can help improve the demographic situation in depressed rural regions. It can provide an opportunity for business differentiation, the development of trade, and the revival of traditions [12].

European countries realized long ago that a vacation in a rural area can be provided even without a very high (though rather with a stable) income. In more developed European countries, rural tourism occupies second place after beach tourism in terms of popularity. Some estimates suggest that rural tourism in E.U. countries can account for 10-20 % of the total income of the tourism industry. Furthermore, 35 % of the population would prefer such a vacation in Europe [7].

Methods. Tourism in Russia is an important sector that makes a significant contribution to the GDP. The share of tourism in the GDP in 2011 was 2.5 %, and if one takes into account the multiplier effect, it comprised 6.3 %. Only 20 % of Russian tourist capacity is actually used [2; p. 84]. It should be noted that rural tourism is not as popular in Russia as it is abroad, in spite of the fact that one of the major advantages of this type of vacation is its absence of considerable financial expense. According to data provided by the Ministry of Agriculture, Russia participates in rural tourism development in only 11 regions out of 83. The share of this tourist industry segment comprises only 2 % [8].

There are a great number of undeveloped places in our vast country that are eminently suitable for this type of holiday. This niche still remains largely unoccupied. Tourism business experts predict an unprecedented level of success for this branch of tourism in the future, and it should be noted that Russia possesses huge resources. Accord-

ing to the concept of the federal target programme, "Development of Domestic and Foreign Tourism in the Russian Federation (2011-2016)", the development of rural tourism can cause an increase in additional sources of revenue, and a rise, in certain regions of Russia, in the principal sources of the rural population's revenue. The program estimates that the prospective demand for rural tourism services extends to 600,000 people [5].

Rural tourism in the Krasnodar Territory was initially established quite recently, while all favorable possibilities and natural resources are available. The warm, pleasant climate there, the presence of many villages and communities where plenty of fruit and vegetables grow, the long duration of the warm season – all of these are immensely attractive features to rural tourists.

According to comments made by the press service of the Krasnodar Territory Resort and Tourism Complex Development Department, "... rural tourism is becoming increasingly popular year by year. There exists a certain exotic charm for the inhabitants of large cities in milking cows, plowing the land, and picking apples. The Krasnodar Territory, which is a focal point for both tourism and agriculture in Russia, is perfectly suited for development in this direction." [10]

Results. Undoubtedly, certain relevant statutes have been created in Russia – common laws and regulations that are in force today:

– Laws of the Russian Federation: No.74-ФЗ, *On Farming Agriculture*; No. 78-ФЗ, *On Land Management*; No.101-ФЗ, *On the Turnover of Agricultural Lands*; No. 112-ФЗ, *On Private Farm Holdings*; No.129-ФЗ, *On State Registration of Legal Entities and Private Entrepreneurs*; No.132-ФЗ, *On the Basics of Tourist Activities in the Russian Federation*; No. 123-ФЗ dated 28.06.2009, *On Making Amendments in Art. 17.2 of the Federal Law; On the Basics of Tourist Activities in the Russian Federation*; No. 209-ФЗ, *On the Development of Small and Medium-Sized Businesses in the Russian Federation*; No. 264-ФЗ, *On Agricultural Development*; No. 148-ФЗ, *On the Single Imputed Income Tax for Certain Types of Activity*; No. 123-ФЗ dated 23.07.2008, *Technical Regulations for Fire Safety Requirements*; No. 101-ФЗ dated 16.07.1998, *On State Regulation of Agricultural Land Fertility Protection*; No. 184-ФЗ dated 27.12.2002, *On Technical Regulations*; etc.;

– Government Regulation of the Russian Federation No. 644 dated 02.08.2011, *On the Federal Target Programme, "Domestic and Incoming Tourism Development in the Russian Federation (2011-2018)"*.

A legal framework has been formed that ensures rural tourism development in the Krasnodar Territory. Special laws and regulations have been created and enforced:

– Krasnodar Territory Laws: No. 888-K3 dated 15.07.2005, *On State Support of the Health Resort and Tourist Complex in the Krasnodar Territory*; No. 41-K3 dated 07.08.1996, *On the Krasnodar Territory's Natural Curative Resources, Health and Recreation Areas and Resorts*; No. 938-K3 dated 25.10.2005, *On Tourist Activities in the Krasnodar Territory*; and No. 1690-K3 dated 28.01.2009, *On Agricultural Development in the Krasnodar Territory*;

– *The Social and Economic Development Strategy of the Krasnodar Territory until 2020* (adopted by the Legislative Assembly of the Krasnodar Territory on 16.04.2008);

– *The Health Resort and Tourist Complex Development Strategy until 2020* (ratified by Decree of the Resort and Tourism Complex Development Department of the Krasnodar Territory No.63 dated 13.04.2012);

– The long-term territorial target programme, *The Development of Organic Farming, Organic Food Production and Rural Tourism in the Krasnodar Territory for 2013-2016*, ratified by Legislative Assembly Resolution No. 3110-II dated February 22, 2012; etc.

Despite the agricultural orientation for the regional development of the above mentioned territorial target program, and the number of arrangements that deal with the creation of organizational, technical, informational, and financial conditions for agricultural development in the region, the following figures are particularly worthy of note [1]:

– A total of 2 M rubles have been planned for the partial subsidization of costs (although this is no more than 50 % of the actual expenditure) for the creation of an agricultural tourism development center in the Krasnodar Territory in 2013;

– A total of 13.5 M rubles have been planned for the partial subsidization of costs (30 %) for the provision within the territory of

necessary facilities and engineering infrastructure of rural settlements and for that of natural sites, prospective tourism presentation sites, and the organization of tour itineraries with seasonal and social considerations taken into account, for the entire realization period of the program (2013-2016);

- A total of 2 M rubles have been planned for training small business entities in organic farming and ecological food production, including the organization of tourism business in rural areas (rural tourism) in 2013–2016;

- A total of 6 M rubles have been planned for the creation of presentation centers for the training of small business entities in the rural tourism development sphere in 2013–2016;

- A total of 3.5 M rubles have been planned for promotion of and participation in exhibitions, trade fairs, competitions, informational and publishing support aimed at the development of organic farming, organic food production and preparation, and rural tourism in the Krasnodar Territory in 2013–2016.

Arrangements for this target program are financed from the Krasnodar Territory's budgeted resources, as well as from extra-budgetary financing resources (funds from agro-industrial complex entities, public organizations and associations), totaling 130.5 M rubles for 2013–2016 including the territorial budget resources (82.5 M rubles; extra-budgetary resources, 48 M rubles). [1]

One of the principal targets of this program is the creation of conditions for rural tourism development based on the potential profit for private entrepreneurs and smallholders (farm households) in the Krasnodar Territory. Highly skilled personnel training in the rural area in order to meet the needs of the rural tourism sphere is also of great importance.

All of the proposals for realization in the near future will help to create incentives for the creation of rural tourism sites in the rural settlements of the Krasnodar Territory, and will raise the level of employment among the rural population. As was indicated above, there are certain arrangements that have been planned for this area in particular:

- The creation of a single rural tourism development center in the Krasnodar Territory;

- The enlistment of twenty small businesses to create rural tourism sites;
- The creation of fifty prospective tourism presentation sites;
- The establishment of fifteen "green" tourist itineraries.

Realization of these planned arrangements will help to organize organic food production upon the basis of small business models in the Krasnodar Territory, and establish an effective system for further developments in rural tourism there.

Among the number of rural tourism bodies that have been created in the Krasnodar Territory, the following should be mentioned particularly:

- ✓ The Krasnodar Territory public organization, Rural Revival Support – a developer of municipal target programs for rural tourism development in the Krasnodar Territory (established in 2002);
- ✓ The autonomous non-commercial organization, Mountain Resorts – Itinerary 2014 – a rural tourism tour operator (established in 2009);
- ✓ The advertising agency Kuban Reklamny Dom (RDK), involved in promoting rural tourism sites in the region (established in 1997).

At present, there is a state budgetary organization, the Kuban Agricultural Informational Consulting Center (ICC), established in the Krasnodar Territory. It is enjoying great success in working towards providing informational support for rural (agrarian) tourism development within the Krasnodar Territory.

Furthermore, under the auspices of Krasnodar Territory Law No. 938-K3 dated October 25, 2005, *"On Tourist Activities in the Krasnodar Territory"* (and based upon the work of the Krasnodar Territory state budgetary organization, Kuban Agricultural Informational Consulting Center), a catalog and database of local agritourist sites has been set up and further promotion carried out in the services market within the Krasnodar Territory and beyond, in order to promote sustainable development of agricultural territories, to improve the financial state of agricultural producers (as well as their material and technical infrastructure), and to increase employment and so raise the rural

population's standard of living. Realization of this project will facilitate the development of non-agricultural activities in rural areas (rural tourism, rural trade, folk crafts and trades, household and social and cultural services provided for the rural population, and the harvesting and processing of wild fruits, berries and medicinal herbs), as well as the formation of an image of the Krasnodar Territory as a region that is extremely favorable for rural tourism and for meeting the needs of tourists by means of a wide range of high-quality rural tourism services.

Every month, the established web presence of rural tourism sites in the Krasnodar Territory is updated at <http://www.kaicc.ru/content/selskii-turizm>. This website provides much evidence for appraisal of the developments towards this form of tourism in the region. As of December 19, 2012, a total of 107 rural tourism sites had been registered in the Krasnodar Territory, and this figure is increasing steadily [9].

In addition, similar informational consulting centers for rural tourism development have been created in villages, settlements, regions and Krasnodar Territory towns, each with its own website. Informational support for rural tourism development in the Krasnodar Territory is carried out not only by municipal institutions but also by private and non-profit organizations [9]. The work of informational consulting centers of Krasnodar Territory municipal institutions facilitates the active promotion of rural tourism sites; the delivery of analytical information about agricultural markets; cooperation between farmers, guest house owners and other suppliers of rural tourism services; the education of entrepreneurs within this field of business, and so forth.

Discussion. Currently, the intelligent development of rural tourism, taking into account special local characteristics and the region's natural resources, is to be carried out in the Krasnodar Territory along the following lines:

- The Krymsky, Abinsky and Seversky districts, and the Goryachy Klyuch, Mostovsky and Otradnensky districts are oriented towards the development of mountain tourism itineraries;
- The Temryuisky, Slavyansky, Primorsko-Akhtarsky and Yeysky districts, which are located by the Sea of Azov, favoring the development of natural and climatic, cultural and informative forms of tourism.

In order to attain the ambitious goals of sustainable rural tourism development and the goals of the region itself, an innovative and unconventional approach to the organization of agritourism is needed. Within the rural tourism framework, a range of excursions are on offer within the Krasnodar Territory: excursions can be connected with local history, geography and culture, the Cossacks, and with immersion in the culture of the various nationalities of the Caucasus and Black Sea Coast.

While tourists spend time in villages, hamlets or country seats, farmers can offer guest rooms, chalets, and farm camps, put on supper parties, engage in selling farm products, and invite their guests to cultural and recreational events (giving insiders' tips for preparing certain produce, and gardening lessons, etc.).

Registers of local guest houses are to be created where tourists can find some information about farm households or houses that offer accommodation to rural tourists – all for the convenience of tourists and in order to provide a structured order. Additionally, huge tracts of agricultural land are favorable for agricultural development within the largest portion of the region. Wine tourism, farming tourism, cultural tourism (the customs and traditions of the Cossacks and the peoples of the Caucasus region) should be mentioned here. Opportunities for hunting and fishing, essential aspects of a rural vacation, are also available.

In order to solve problems like the high unemployment level, the decline in the prevalence of farming, the lack of cultural amenities, and the poor transportation infrastructure, it is clear that rural areas need sustainable regional development that can regard the various ecological resources of the Krasnodar Territory as a developmental potential, rather than as barriers. Nature reserves, the beauty of the countryside, peace and quiet, the cultural and historical characteristics of the Territory – all of these are resources that can be utilized in order to achieve positive results, in attracting new sources of income for this rural region [3; p. 39]. The factors which hamper rural tourism development in the Krasnodar Territory include the imperfect legislation in force, which is in need of a number of amendments. Foremost among these are the Land Code, the Federal laws *"On the Basics of Tourist Activities in the Russian Federation"* and *"On the Turnover of Agri-*

cultural Lands", and the regional law "On Tourist Activities in the Krasnodar Territory" [13]. This would provide an opportunity to establish services of high quality for the many tourists who prefer to spend their holidays in the countryside.

Furthermore, the Krasnodar Territory, just like Russia as a whole, has a poorly developed infrastructure. The region's participation in the 2014 Winter Olympics is helping to some extent to improve the situation.

Currently, there are a number of problems, however, in the mechanism for the creation, promotion and organization of rural tourism institutions, and for general support of this line of business. The local authorities of the Krasnodar Territory must proceed with work for shaping a regional image that is "green": it is necessary to publish and distribute presentation materials concerning rural tourism sites, as well as issuing other printed publications that cover specialized exhibitions; authorities should participate in conferences at different levels, including international ones, and arrange target festivals and conferences as part of the mandate of local governing bodies. Also, it is important to pay proper attention to personnel training issues for the implementation of the programs being developed and the projects being realized by the municipal institutions of the Territory.

Conclusions. The rural tourism infrastructure should include regular transportation connections between villages and settlements as well as touristic and informational services in addition to their being merely locations for a holiday. [11]. Rural tourism will be an effective development from both social and economic points of view. Rural tourism development in Russia and the Krasnodar Territory will provide support to the local populace, increasing their prosperity and standard of living. It will also favor development of the infrastructure in rural areas, for example through the improvement of roads, thus solving transport, water supply, and commerce problems.

The development of tourism facilitates the preservation of cultural traditions, as well as historical study of them, breathing new life into traditional crafts, and modernizing the economy in the remote agricultural districts of the Krasnodar Territory, as this industry provides jobs for the population working in the service industry and in organic food production.

Tourism in the Krasnodar Territory has been chosen as one of the major Russian development objectives [4]. An appropriate program of marketing activities should be organized, and rural tourism development is certain to give impetus to other industries belonging to the regional economy, such as trade, agriculture and the gastronomy industry, which will all undoubtedly favor greater economic growth throughout the Krasnodar Territory.

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RURAL TOURISM AND SLOW TRAVEL: KEYS OF TOURIST DEVELOPMENT

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Summary. Hiking, trekking and most forms of slow tourism were invented in the late nineteenth century in response to the acceleration, quite relative, of travel time. These activities facilitate the penetration of tourists in rural areas from the network of waterways and rural roads. Themed itineraries are developed and involve more and more varied activities. The tourist demand for such activities is increasing, is diversifying and it becomes necessary to broaden concepts to understand the evolution of the sector. Focusing on four types of tourist hiking in rural areas (river cruising, walking, cycling and horse riding) the study shows that the tourist development must be planned at a regional or national scale, and be jointly managed by stakeholders.

Key words: rural tourism, slow travel, hiking, tourism planning.

INTRODUCTION

Walking and horse riding are the oldest and most convenient ways of travelling for leisure from the sixteenth century. These forms of touring, which are now raising a growing interest in rural areas, face many difficulties to develop because of the need for suitable accommodation close to trails and paths that must be maintained, marked, equipped and maintained. The rural area is more particularly concerned with travel basins (rivers and canals), hiking, horse riding and cycling. Some forms of mobility can be combined. In this study, we will try to answer to the following question: how do the particular forms of slow mobility within the wider tourism mobility adapt to new, specific uses and practices? In fact, we can observe that the tourist mobility in rural areas is becoming more sophisticated and varied in its forms. Our research is based upon different sources of informa-

tion and data collection: content analysis of travel guidebooks or journals, surveys conducted by the professionals and the regional or national tourist boards, case studies. Our aim is to give a global statement of a complex phenomenon to underline the evolution factors of the integration of the slow travelling into the rural landscape. We will first recall the historic background of the tourist motivation for slow travelling and then focus on specific tourist activities: river practices, walking and cycling tours, horse riding in France and European tourist destinations.

1. SLOW TRAVEL: THE END OF THE MYSTERY OF PLACES

The choice of slow travel from the late nineteenth century is the first reaction to the erase of distances, due to the development of railways and shipping, deepened with increase average speeds and the development of air transport. Decreased travel time and standardization of means of transport, the creation of travel agencies have almost eliminated the risk and the unexpected. Such a motivation is also accompanied by the regret of the past and the feeling that all regions of the world are now known. As noted by S. Venayre (2002), "it is the end of the mystery of places." Meanwhile the idea develops that the adventure is not only to seek in distant lands, but can be found everywhere, in places where life is expressed in a simple way. The adventure is not any more made of exotic trips, but of the self-reflection and of the daily activities of the population. Therefore, we refuse modern transportation and are willing to praise of slowness that allows us to discover the local people in depth, to share their lives. F. Michel (2004) reminds us that "walking paths lead to the unexpected and to the modesty, and bring back a little humility and tranquility in our universe ... side roads can make us enjoy the beauty of the world without artifice." This assessment is also shared by David Le Breton (2000) mentioning that "walking is a crossing of silence and the delight of ambient sounds as we can hardly conceive the mindset or the dreaded distraction of whom would walk along motorway security barriers "... Such comments were also developed by R.L. Stevenson who travels, "not to go anywhere, but to go ... for the pleasure of traveling. The important thing is to move, to feel closer to the needs and

difficulties of life, leaving the soft bed of civilization, feeling under one's feet the sharp thick of the granite and flint ground" (Stevenson, 1991). The hike is a gentle form of travel. Pacific and epicurean walking is against the root of the dominant model, it teaches patience, listening and respect for nature and hosts, it is this trigger to learn to live differently, to walk in remaining silent and listening to the sounds of the world. Walking is also roam, wander, wander and get lost ... Although, as noted Dibia Pascal: "Strolling is not be carried away by one's legs, but one's senses. It means following a color impression, tripping over an odor and being drawn back by sounds, it is taking time to taste the air "(Dibia, 1998). The direction of travel can always move in the direction of a good trip, one that builds rather than deconstructs, who takes the time to live rather than living in one's time. (Franck Michel, 2000).

Forms of hiking fall within a general context of a motivation for slowness in travel, as a reaction against the speed and living fast, but very ancient attitude developed throughout the industrial revolution as opposed to clock time and as a taste for meditation. For tourists, choosing walking as the mode of transport is inseparable from a reflection on time. Those who choose the plane or the car to get around do not have the same "ability to adapt to the local time" (F. Michel, 2000). The walker is a tourist-loafer who strives "to enter the local time ... to discover and identify the rhythms of the day, the hour in which social life starts and stops, the break times, the meal times" (J. Chesneaux, 1999).

The traveler walking is at the origin of a particular type of tourist, the "backpacker" that F. Michel (2004) describes as the "figurehead" of "the user of the road ..., travelling without luggage." The backpacker had its heyday in the years 1950–1970 when such a traveler personified the rejection of consumer society, the chosen or imposed will to discover the real world, to eat and sleep wherever possible, even to cut the journey with pauses spent working as travelling across the United States, combining walking, hitchhiking, bus transportation ... interspersed with short periods of work (picking cotton ...) and long periods of bohemian life and wanderings, mentioned by Jack Kerouac considered as the leader of the "beat generation" in "On The Road" (Jack Kerouac, 1960). Today, the walker moves along trails,

pays for her or his expenses with a credit card, moves using a GPS, is equipped with a mobile phone that she or he uses frequently walking, and she or he lodges in the evening in a bed and breakfast or a "Logis de France", eats in local hostels, and sometimes has her or his luggage carried by porters and if she or he still carries a backpack, the choice of the bag brand name is an important issue. Like their predecessors that were on the road in the year 1968, backpackers also consumes monuments, landscapes, travel, but the images and the myths are no longer the same, except for the illusion of freedom. Nicolas Bouvier, who was in 1950–1960, a traveler through the world, gives us in his writings clues that can help understand the motivations of this nomad of modern times.

Comparisons can be drawn between modern forms of hiking and ancient forms of “nomadism” which have now largely disappeared. Similarities exist in modes of travel, in the almost constant mobility of the tourist, in the mobile home that is transported everywhere, and in this "desire of elsewhere", the perpetual search for one's origins of which everybody is somehow nostalgic of. If these issues are sometimes taken in terms of marketing by the specialized agencies, the comparison cannot be carried further, because if the tourist travels for pleasure, the nomad travels by necessity in order to survive.

2. RIVER TOURISM: A HOLISTIC CONCEPT

River tourism has its origins in France at the initiative of England in the early twentieth century with the Touring Club of France, prepared by the development of water sports in the nineteenth century. The concept of river tourism includes varied tourist practices. It means boating, cruising aboard boats, private or rental, but also the local boating (canoeing, fishing boat, canoe, rowing), and all possible activities from when the boat stops (hiking, cycling, visiting sites near rivers and canals, industrial and cultural tourism ...) and also the water practices. It also includes the stays on cruise liners and floating hotels. We limited our study to the tourist stays on rented or private boats for leisure. This practice involves two tourist environments: waterways and countryside via the towpaths.

"The concept of river tourism must be seen in a holistic approach according to the Anglo-Saxon definition. River tourism has

two components: water and water practices (the blue component) and land practices (the green and gray component): Hiking, ecotourism, cultural discovery ... completed on the river estate or along the river and in synergy with the tourist areas crossed by the river tourists. River tourism highlights and coordinates three geographical areas clearly identified: the river or canal, the waterway edge and the adjacent countries or "hinterland" or "inside." River tourism, of which the waterway is the vector, is the continuum of the water and shapes the tourist territories. This new appropriation of rivers and canals generated by the strong attraction of water leads to a forgotten city-river and river-countryside osmosis city.

Why this choice? It is guided by the observation that the development of the navigation component in some areas is slow, overcrowded in others, and by the importance of the land component that is revealed in the light of German studies and those carried out in France on a plurality of sites, source of three times more economic benefits than the first, almost beyond seasonality. About the synergy with neighboring territories, it is necessary because it determines the success of any tourism development of a river area. It provides a better return on investment and a better diffusion of tourist activity, thus ensuring the continuity of employment.

It promotes sustainable development as long as it is accompanied by a planning policy at the regional or national scale more relevant than any plan that would focus at some sections of the waterway. Therefore, any methodology for the development of equipment (port, stop, accommodation ...) must emphasize the importance of a comprehensive diagnosis of the territory, as complete as possible around the site to be developed and that, within a radius of at least 15 km, if possible at the level of a country. On such a strategy will depend the permanent revitalization of the tourist area.

This broadening of the concept is of triple importance, it allows (Damien, 2001):

- Generate tourism and recreation around the waterway, and this has an impact on local development (job creation);
- Promote the diversification of water-related activities at a time when boating is slowing down and attracting new clients for whom boating was, is and will remain inaccessible;

– Consider a planning, development and animation policy promoting a better integration of the territories or the geographical areas involved, taking into account their identity. '

River tourism gives rise to very different practices. What are the expectations and the reasons why our contemporary practice river tourism, rent boats and navigate on the rivers? They are numerous and go beyond the mere pleasure of driving a boat and go through the locks. Selling points that are exposed in the specialized catalogs such as the "Boat" gives us some clues. The first reason is aesthetic. R. Woessner (2006) has highlighted the attractiveness of the landscape seen along a waterway, "the villages crossed appear as bias points thanks to their urban quality and architectural delight ... The landscape appears as a pause, as a getaway to a pre-industrial illusory paradise that we discover and appreciate in a form of slow paced and gentle river navigation."

Additionally the pleasure of driving the boat and playing the sailor role, and enjoying such attractions as crossing other boats, passing through the locks or boat lifts such as Falkick Wheel (Scotland) or Fontinettes at Arques (France). The latter located on the canal Neuf-fossé from Aire to Saint-Omer which make the Lys river join the river Aa, was built from 1881 to 1887 to overcome the drawbacks of an elevation of more than thirteen feet between the basin of the Aa and of the Lys. This unique boat lift in France has ceased to function in 1967 and was saved from demolition by an association created in 1979. Today, it is a famous tourist place where a museum of inland water transport has been installed, from which a trail of 9.4 KM has been developed (2 h 30).

Specific activities may be conducted from the boat, such as fishing, often put forward for the rivers of Ireland or Scotland. However, land activities are offered to boaters and dependent areas through: hiking, cycling, heritage tour, culinary tourism, shopping (kilts shops in Inverness ...), sports (golf, equestrian ...). Various surveys have shown that boaters do not travel more than five kilometers in average from the stop or port, unless there is a special attraction. 51 % to 71 % of boaters are on land for two to three stops per day (two seas canal survey, 2008). In 56 % of cases, these cases are related to constraints such as refueling. Canals were mostly constructed or

built before the era of railways to better serve mines and factories, they can cross old industrial areas or stone or cast architecture as the site of Iron Bridge on the Severn, world Heritage of Unesco in 1986 with the world's oldest cast bridge (1781). River tourism is then a vector of industrial tourism. The development of river tourism resulted in the birth of small resorts built around a river port with marinas, restaurants, shops, services for boaters.

River tourism clientele were poorly studied before ODIT investigations in France, conducted by the National Observation Network of river tourism since 2001 (ODIT, 2007). We had only fragmentary and regional surveys, although the direction of Seaports and waterways had conducted in 1974 a study aiming to provide a quantitative and qualitative analysis of inland waterways in France, study based upon surveys conducted at the locks and questionnaires among boaters. Atout France conducted a more qualitative analysis in 2009, to better understand the structure of the sector in terms of equipment, stakeholders, policy development and promotion, but also customers (Maison de la France, 2010). However, the calculation of an average attendance of the river equipment is not representative because of the very contrasting number of passages in different locations. In addition, attendance is very uneven over time, but the summer season is the most popular.

These surveys show that the links Le Havre France-Paris-Mediterranean and Mediterranean-Bordeaux-Ocean were the most popular, the average length of cruises was sixteen days and ships traveled an average of 31 KM per day. An operator like "Locaboat Plaisance" offers rental periods ranging from weekend to mini-week, ten days, eleven days, two weeks, seventeen and eighteen days. According to a study completed by the Centre region, the average activity for hire narrow boats is thirty-one weeks, from March to October. ODIT more recent surveys show that since 1980, the clientele become internationalized: the French are only 31.6 % (as against 17.4 % for the Germans, 12.3 % for British and 11.5 % for the Swiss). Apart from these majors, geographic origins are varied (eleven nationalities represent each more than 1 % of customers).

Clientele coming from Eastern Europe are growing. A new phenomenon appears: the sales increasing of boats to private boaters,

mostly French, who can self-organize their trips and will represent a major trend of river tourism. This market include mainly retirees (mean age 56 years), sailing on average 56 days per year, and stopping over on the route for an average of five nights, visiting sites, culinary attractions or enjoying relaxation. Professionals and executives dominate in the rental of pleasure craft (46 %) and are little boat owners (14 %). The practice of private boat on the waterways by retirees is of the same nature as that of the caravan on the road. Outputs during the holidays are dethroned by the outputs of weekends that appear most frequently. Even cheaper, the yacht also plays the same role as secondary residence. Development and enhancement of river tourism that can penetrate deeply rural areas, based on the ability of the industry to develop a comprehensive strategy covering both products and territories involving the development of activities around the waterway: the "Festival de Loire" for instance, a five-day event takes place every two years in September. The strong development of outdoor activities on waterways creates also conflicts between the various users of the river.

3. WALKING: A PRACTICE STILL DIFFICULT TO INTERPRET

Walking is associated with the journey on foot and is therefore an ancient practice of using displacement but also leisure. Lionel Lapompe-Paironne (2008) defines tourism as a walking "practice of hiking off the daily time and off places of everyday life", this implying a motivation for mobility. We will simply define such a practice as using walking as a means of travel and make this mode of transport, associated with attraction visits throughout the journey, the heart of the main recreational activity. Walking tours must be distinguished from other forms of short distances hiking with no accommodation (short hike) that are similar to leisure activities. Forms taken today by hiking tourism show that sports tourism is largely mitigated in nature (to find one's luggage at the hotel in the evening is a main concern), and that a form of mass tourism along certain routes (trails of Saint Jacques de Compostela) exists and the comfort of the accommodation in the evening is more than ever sought by older practitioners.

It remains that this type of tourism is difficult to interpret. In a series of interviews with journalist Irene Lichtenstein Fall in 1992, when Nicolas Bouvier was asked if the walker drugs was either the idea of the distance to be covered up, or the journey itself, he replied that it was "both. I have a premonitory dream and then I feel the thrill of being away, on a very slow pace, with the means at hand, undergoing the drift of the road, the weather, for days and days and days. This is a feeling I've always felt like a happiness ... Walking is a process of knowledge and enlightenment. On the one hand because of the slow pace, partly because, as we really need to focus on how to put one's foot, on the place where one's put them, how to spare one's breath, it occupies the whole of the mind. Sometimes, after a very long walk, not exactly at destination, but before, when you know that you can reach it, you feel a sort of broke of the world in your thin frame, and it is so fantastic, that we cannot describe with words "(Bouvier, 2004).

Tourism hiking activities are more and more successful, especially those practiced in protected natural areas and oriented to increase one's knowledge of the fauna, flora and natural environments. Because practices are very diverse, it is particularly difficult to determine the actual attendance of rural areas. The French Agency for tourism engineering, through the study on "Monitoring of tourism demand", studied, from December 1999 to November 2000, customs and attitudes of hikers and their satisfaction with their living conditions (AFIT, 2003). 12.7 % of French people aged 15 and over living in tourist areas in France have said to have gone hiking in 1998, which means 5.59 million. This activity is mainly conducted in summer, often associated with sociability, to discover local products, sites, and the inhabitants of the regions crossed. This is also an opportunity in rural areas to acquire knowledge, which some dissatisfaction towards guides often deemed as being too general in their explanations. It is practiced mainly from a rented accommodation as backpackers constitute only a small part of practitioners. The commercial accommodation is a major part of the accommodation and the share of rentals, bed & breakfast, camping, hotels progresses, but from the secondary residence is mainly the starting point in rural areas. For those who have had recourse to a mode of commercial accommodation, the reasons that are the most frequently put forward are: looking for comfort,

quality of place, contact with the owner, the recommendation of friends. Walking holidays has nothing to do with the taste of loneliness and discomfort. The average length of stay with hiking (7.9 nights) is slightly higher than the average length of stay in leisure destinations. Hiking is also rarely the only activity practiced for tourist stays.

4. CYCLING: A WIDE RANGE OF PRACTITIONERS

Cycling tourism was born in the late nineteenth century and has truly known a golden age, before the competition with the automobile. It is an individual way of contemplating the countryside off the routes marked out by the railways. Meeting the desire of the citizens to flee the city (C. Bertho-Lavenir, 1999), the bicycle in the late twentieth century "is popular at all levels of society. In fact, admitting that bourgeois, women, workers and children, sportsmen and peasants are all of them mounting their machines with similar motivations is putting into play a whole set of values and representations concerning essential elements of culture as the collective feeling of freedom, speed and equality, workers life or femininity. "

Today, cycling gives rise to dedicated facilities to insure safe and relaxed biking and generated the specialization of professional stakeholders like bike rentals, lodging and adequate services. The popularity of cycling is part of eco-tourism and sustainable tourism. It is through the practice of leisure that cycling was again developed as a means of discovering territories along privileged axes (such as large rivers) or regions with strong identities (Périgord, Burgundy ...), in combination with other means of transportation (rail, ship, bus ...). It is not uncommon to see "caravans" carrying bikes for the whole family, a sign that tourists want to combine sightseeing with some mobility for discovering their holiday destination.

A remarkable example is given by the "Loire by bike" route laid out in both directions and signposted, consisting of little roads and bike paths. The "Loire by Bike" is a section of the future "Euroveloroute" between Nantes and Budapest (2400 km). This is a project born in 1995 at the initiative of the Centre and Pays de la Loire, following departmental and local initiatives to develop tourism bicycle

(blue bike, green bike). In both regions it is planned 800 km of routes, trails from Cuffy to the Cher in St Brévin les Pins in Loire-Atlantique.

The Loire by bike is a structural element of the planning and the regional tourism offer. The Loire by bike has developed a network of tourism stakeholders like bike rentals companies, which allow tourists rent a bike at one location and drop it at their hotel when it is labeled "home bike" and offers appropriate equipment and baggage handling service. Specialized agencies, such as "Loire Valley Travel" located in Blois, develop cycling for over 20 years and offers packages in France and abroad. A study of the tourist flow and of the economic impact of the "Loire by bike" made in 2010, identifies the biker profiles. It is important to note the wide range of walkers including hikers, cyclist athletes, tourists and that these behaviors correspond to different situations (tourists traveling by bike and changing accommodation on the route, tourists staying in the area for camping, or in a secondary residence, in rented apartments and visiting the area by bike).

The study points out that for the "Loire by Bike" the annual number of tourists (48 %) is much higher than that can be found in other regions such as Burgundy and Franche-Comté. More than 70 % of cyclists are traveling one way and return via another means of transport, including railways. The Loire Valley has the advantage of being traversed by lines of railway (TGV and TER) served by small size train stations (Nantes, Angers, Saumur, Tours, Blois, Orleans ...) allowing easy connections to other directions. A very important part of the bikers hike for several days from a fixed place of residence. Distances traveled each day range from 30 to 50 km (average 43 km). 90 % of tourists are traveling in couple, with family, friends or in a group. Few people go through a tour operator (less than 3 %). 82 % of tourists engage in another activity during their touring bike. The heritage tours are by far the most important from gastronomy to local products. The average length of stay along the Loire by bike is high with an average of 8 days (9, 6 days for foreigners). Camping is the most used type of accommodation (39 % of trips), after the hotel (24 %) and B & Bs (12 %). More foreign tourists use the hotel (36 %) than French tourists (15 %). In total, 736,000 cyclists have used "Loire by Bike" between October 2009 and September 2010. Over 80 % of cycling tourists chose their destination in the Centre Region Pays de la

Loire in order to make cycling and 90 % have prepared their hike before coming. Bicycle tourism is concentrated in the summer period (May to September) and more pronounced in the central part of the route from Tours to Saumur.

5. HORSE RIDING: MORE AND MORE POPULAR

Motivations, in addition to the contact with the horse, escape and relaxation, focus on the quality of the home infrastructure, attractiveness of the site and the region. Four major families of tourist products can be distinguished: the trips on horseback, horse trekking, travel trailers or hitches, participation in equestrian events.

The horse riding package are organized by institutions which own accommodation facilities or are partnering with resorts, hostels ... Their duration varies from weekend to longer stays (one to two weeks). These trips are booked by rental clubs or sport associations or youth hostels.

Horseback riding concern more or less experienced riders who complete a tour with a guide for several days and follow fixed routes and trails, stopping at night in a relay, lodges, or camping.

Hitch hiking (wagon, trailers, carriages ...) inspired by the Irish example, have the particularity to provide both the means of transport and accommodation. These holiday packages initially regarded as "unusual" were born in Britain, in the Lot, in Limousin.

Horse riding allows tourists to discover by unfrequented paths rural areas as "Aveyron", the "Drome on a horse", " Ariège on a horse," "the Jura coaster", the "Maquenterre and the Bay of Authie ", "green Isère on a horse." The community of communes of Haute-Saintonge has implemented a program of development of "equestrian tourism" in its territory. At first, efforts were focused on the identification and recognition of over 1000 km of circuits dedicated to horseback riding (mounted and coupled). They were then marked and maintained by municipalities. The community also started in 2008, the construction of 22 "stops riding." Each stop includes a cabin of 20 m² closed on both sides, two tie bars, two picnic tables, a panel of general information about horseback riding. The latter is suggested by the "space Equestrian Henson" born from the initiative of farmers who have created a new breed equine recognized in 2003, horse leisure

(outdoor riding, driving, equestrian games) born from the crossing between standards Fjord, of Scandinavian origin and a local mares from the Bay of the Somme. The three areas offer equestrian Henson discovery walks for beginners and more experienced riders controlling the three gaits (walk, too, gallop), or hiking groups. Equestrian farms serve as a starting point for traveling by horse.

"The caravans of Pradal" in a farm labeled "Welcome to the Farm" offer rental trailers pulled by a horse or Far West carriages for a holiday on the Lévezou, trips of 10 to 15 km day (www.roulottesdupradal.com).

The equestrian center of the Val de Seugne in Charente-Maritime offers 1 to 7 days packages or "Gastronomy Hitch Hiking" (a day of exploring the marsh of Seugne with a tour guide including a gourmet experience in a local restaurant) (www.charente-maritime-roulotte.fr). "Green Isère on a horse" (horse-www.iserevert.com) is a general recreational riding area (walking, hiking, holidays, school trips and groups welcome ...) offering mixed routes (bike and horse). One of its original plans since 1997 is to open such activities around the horse to people with disabilities.

The oldest example of equestrian event is "Equirando" (contraction of riding and hiking) which is a joint event every two years organized by the National Committee for Equestrian Tourism and the French Equestrian Federation. The first Equirando took place in 1961, Pognac (Haute Loire) and the last in 2010 in Vizille from 23 to 25 July, when 704 horses gathered. In 2012, Equirando was held in Normandy, at the Haras du Pin.

A survey conducted in 2009 (Atout France, 2011) following a first study launched in 2004 on the socio-economic analysis of equestrian tourism helped create a tourist profile. Such tourists are most often riders under 30 years with a high technical level, marked by a level of education above bachelor, whose financial resources are slightly higher than the French average. Four customer segments have been identified:

- the "young sportsmen" (20 %) seek primarily the technical progress and expect guidance and quality cavalry;
- the "leisure riders" (30 %) focused more on hiking, looking for a playful approach;

– the "hard practitioners" (30 %), mostly over 50 years, are generally practicing on their own, often own their cavalry and seek information on the trails, accommodation ... to compose their own product;

– the "pessimistic dissatisfied" (20 %) are riders who refuse any institutionalization of the practice, hike often off track, are very demanding, looking for new services.

Equestrian tourism has not developed in all territories, the most suitable being those where there is a tradition of horse breeding, and a riding culture in which we find horse clubs, equestrian centers ... structured activities. It thrives especially in rural areas where landscapes are attractive enough to foster the organization of excursions and guided tours. It is still poorly structured due to the plurality of stakeholders and the necessary cooperation between private and public actors.

CONCLUSION

Hiking and slow tourism are born in the late nineteenth century in response to the acceleration, quite relative, of travel time. These activities facilitate the penetration of tourists in the country from the network of waterways and rural roads. They also allow the development of heritage tourism and require the creation or maintenance of infrastructure (roads, views, waterways ...) going against the current trends in agriculture and rural areas, which sometimes involves many difficulties. To overcome, governments, local authorities, sports federations have developed actions centered on the opening of spaces for tourism, aid to equipment on dedicated routes. Today the demand is diversified and also is booming up.

Thematic itineraries have been developed and involve more varied activities. The hike can be done alone but more often in group as a source of sociability and self-discovery. Equestrian tourism based upon a high quality infrastructure is the activity more difficult to implement. Certain areas such as Buëch, located in the Hautes-Alpes in Provence, established in 1999, a hiking area involving five municipalities, in order to develop non-motorized hiking. Actions concern today the development, facilitation and promotion of hiking, cycling, moun-

tain biking and horseback riding along trails and shared paths (www.buech-rando.com).

As a conclusion, in order to satisfy the increasing and diversifying demand, in order to also increase the tourist revenue, the development of all forms of hiking has to be planned at the regional or national territory scale and has to be jointly managed.

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UPDRÖGT BOHNEN / DRIED BEANS AS AN EXAMPLE HOW TO SUPPORT REGIONAL AGRO- OR RURAL TOURISM DEVELOPMENT

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Abstract

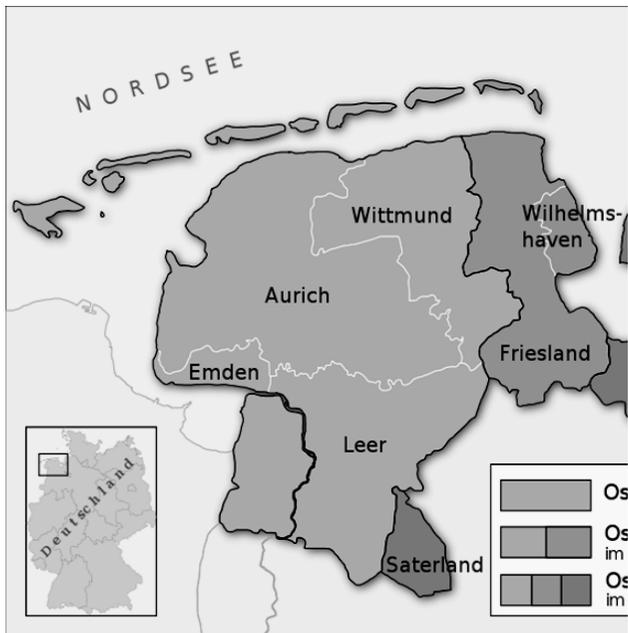
Rural areas play an increasing role in tourism development, the more people live in big cities. For their holidays, many of them look for destinations where they are close to nature, to animals and simple life. In this respect rural areas have a high potential to offer like an intact environment, high biodiversity, silence and darkness, culture and traditions, regional cuisine and hospitality.

On the other hand agricultural areas suffer from environmental problems, like devastation, land consumption and sealing of natural land, impairment of water quality, loss of rural biodiversity.

At the same time those areas face economic problems, as there are insufficient jobs available and therefore only low income. The processing and marketing of agricultural products is often insufficient and so it is especially in the tourism sector, concerning management and marketing.

The local population often wants tourism but does neither know the preconditions nor the negative and positive effects of tourism and activities concerned.

Therefore such projects as described below follow various goals. Apart from looking for additional income, it is also about usage of knowledge for solutions and innovation in technology, infrastruc-



landkartenindex.blogspot.com

The story of the bean

In the 17th century the vegetable was imported from South America to Eastfrisia and became an important part of the regional kitchen until the beginning of the 20th century. There were different reasons why the beans became such an essential food factor: the soil conditions and the climate provided a profitable harvest, the reproduction of seeds was easy and several sowings a year allowed a long harvesting period from July to October.

The beans were the main food supply especially for big families and their employees on the farms. As stew they could easily be prepared in big amounts and reheated for several times. The vegetable was grown for self-supply, the procession was done usually by family members and relatives so that labor costs did not matter.

These beans were albuminous and prepared hearty and rich in calories, the right vegetable stew for hard working people on cold days. They were usually eaten between November and February. To

keep these beans all over wintertime, they were beaded on a thread and dried. Mostly they were hung under the roof where it was cold and always a smooth breeze available. During the drying process this special sort of beans lost fivefold of their weight and were stored in cotton pillow cases. To prepare them for lunch or dinner they were put into water for one night and got back their weight. They were mixed with potatoes and cooked with fat, lard and sometimes with meat, depending on the financial possibilities. Meat was expensive and only affordable for wealthy farmers and citizens.

In fall when the beans had been harvested and the evenings became longer, the whole family got together. Especially for young girls it was the chance to meet, chat, drink tea and sing, so that around these beading activities lots of stories, poems and songs were created. Even the youngest ones learnt how to bead and were motivated to do it by a small amount of money to buy sweets. Before they received the money, it was controlled whether the beans were tightly beaded and the gaps were not too big.

Nowadays the Updrögt Bohnen have become a special delicacy due to the intensive processing. To prepare 1,5 kg beans (which means about four portions) 30 minutes of work are necessary – seeds, cultivation and harvesting excluded.

Additional to that, family structures and the situation in agriculture and farming changed, as well as the price structure and food habits. Due to modified work procedures, supported by machines, the food pattern changed in direction of less calories, convenient and fast food. So the beans sank into oblivion.

There is life in the old bean yet ...

Within the competition for costumers of different rural destinations along the coast of Germany, each region looks out for unique selling points to attract them to tourists. There are many indicators making a region interesting, like landscape, culture and traditions, infrastructure, price-performance ratio and a variety of different regional gastronomic specialities. In this context, the idea to revitalize the dried bean within this project was only one brick in an overall construction, but led to further fruitful approaches.

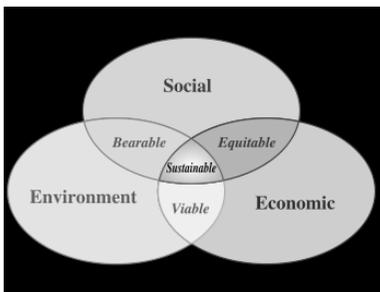
For instance in the follow up of this project, another initiative started to collect and save the seed of old sorts of vegetable and fruits. It turned out that in former times the multiplication of seeds and the knowledge about it was inherited from generation to generation. This tradition, especially in Eastfrisia, generated a huge local variety of vegetables with special flavors und very good qualities.

They exist until today but run the risk to die out, because there was no database available yet. During this project, ancient sorts were retrieved, locals interviewed and the results documented.

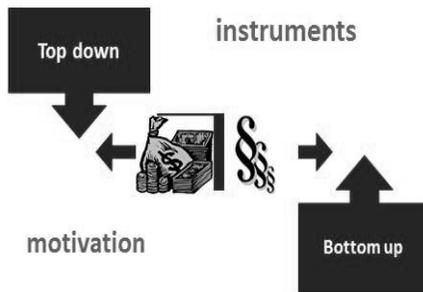
Taking into account all these general ideas, the purpose was to start up a regional partnership between different stakeholders, mainly farmers and restaurant owners, but also traders and service providers to create a unique selling point and competitive advantage. At the same time different social groups were involved in order to save the regional heritage and traditional knowledge of Updrögt Bohnen.

Top-down: The general approach from the federal level

At that time the Ministry of Agriculture started a project, called „Active Regions Create their Futures“, aimed at structurally weak rural areas and support them in a sustainable regional development. A special sub item “Agriculture and Nature“ was aimed at supporting farmers and assisting them to find additional income within nature conservation and to create new income for them by ecotourism, direct marketing and quality systems.



Grafic by: Johann Dréo



Design by Gila Altmann

The general approach of the Ministry followed the idea of the three factors of sustainable regional development and to balance economic, ecological and social concerns.

As one essential indicator you have to evaluate the regional economic impact, concerning direct, indirect and induced effects and to determine, whether those activities really strengthen regional structures. You have to evaluate, how the regional and local stakeholders profit from the activities and investments, where and how much are the benefits and the leakages of the region.

Due to previous activities and endeavors in Eastfrisia to improve the economic situation, this region was very successful with its application and became one of 16 model regions of Germany. Finally 2.7 Mio € were funded within a term of 3 years, which were distributed to 28 projects altogether.

In order to manage the funds, a regional association was founded, headed by a regional manager and a board, representing the regional associations and institutions. They were responsible for acceptance or rejection of local applications following the strict guidelines of the federal level.

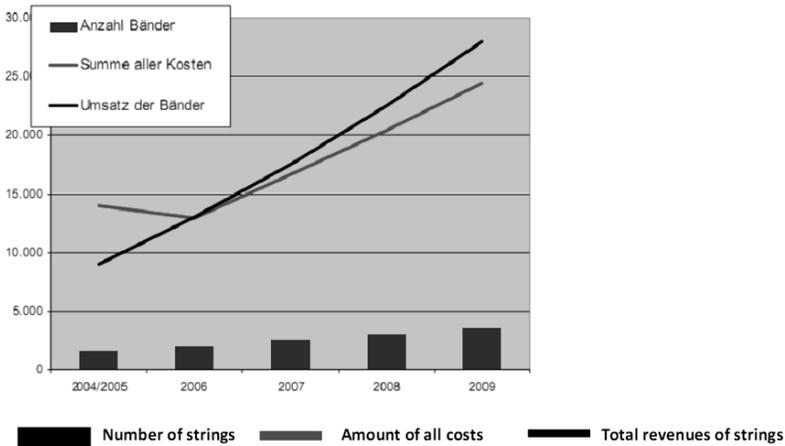
The region of Eastfrisia was defined as the districts of Emden, Aurich and Leer with about 450.000 inhabitants, including the chambers of commerce, of arts + crafts and of agriculture, professional organizations of tourism, farming, culture, nature conservation, gastronomy and regional products.

Bottom-up: The Updrögt Bohnen application

In 2003, the initiators submitted an application for one growing season, and applied for 30.000 Euros for one year. The project focused on four target groups: farmers, gastronomy as producers and suppliers, tourists and local people as consumers and costumers.

The application had to contain a project description, aims, activities and success criteria, timetable and determination of estimated expenses, risks and assumptions, a business development plan for the next five years.

Grafic evaluation of the business plan



Grafik by Brigitte Nolopp

The assumption was to increase the acreage tenfold within five years (from 1 ha to 10 ha) and thus to enhance the revenue as well. Due to the sum of all costs, including labor and material costs in the beginning the break-even was expected after three years.

The allocation was dependent on the evaluation of the board e.g. about regional partnerships and networks to be already available or planned, the innovative approach and beneficial contribution within regional activities and transferability to similar projects, contribution to nature protection, quality assurance and marketing. The business plan was requested to prove that the initiative would work beyond project time. Finally 27 450.00 Euro were allocated.

The structure

In **November 2004** the project started with the finding of seven experienced farmers, who were willing to participate in this project and having 1 ha of cultivable acreage available altogether. Some of them were organized in a small regional network, so-called producer group, who already



collaborated to market their regional vegetable, cereal products like bread, eggs and marmalade.

At the same time the first gastronomes to be interested were contacted.

The first discussions were about the current situation, the positive and negative potential from the producers' perspective. Discussed were aspects of seeds, cultivation, processing, trade and gastronomy. According to seeds the growing of dried beans was negatively assessed as an „extinctive business“, because the number of private growers steadily was decreasing.

Very often the beans were grown in private subsistence-production, so that there was no transparency of quantity and quality. The costs for cleaning and beading were estimated to be too expensive as to be attractive for buyers. The current annual amount was too small and unsteady to attract it to restaurants as a seasonal speciality. The chances of enlargement were considered to be very limited also due to loss of attics as drying space. Last but not least the appearance of the stew was assessed as not being very attractive and really 'hard stuff' to costumers' stomach.

As positive aspects were mentioned that there still was a great variety in private gardens and enough space available to grow them in a perfect climate. Especially in the processing phase, the aspect of tradition and hobby could play an important role to revive the Eastfrisian identity and trigger a charming image to the region, if one could manage to adapt it to modern times. According to trade the easy conservation and transport due to the light weight was positively assessed. The beaded chains were supposed to be interesting for tourists as decorative souvenirs, especially if it was linked to a positive sensation of taste in a pleasant gastronomic environment.

Therefore in **January 2005** one of the participating restaurants organized a tasting under the slogan 'old recipes – new invented'. Different new varied, low- calorie variations of Updrögt Bohnen were served e.g. a vegetarian alternative, another one with fish or as gratin. Invited were gastronomes, producers, traders, journalists and media, politicians and all those who could contribute to the project.

November 2004:

7 farmers started with 1 ha altogether
Agreed same standards of quality, sorts and prices:
One string:
= 1,20 m
= 1,5 kg fresh > 300g dried
= 30 minutes to bead
= 4 portions
= 6,00 Euro (2,70/ farmer, 50/beading, 0,80/trade)

February/March 2005:

discussions with producers, gastronomy,
marketing

April/Mai 2005 :

setting of beans
sorts of beans: Hinrich's Riesen, Ostfriesischer
Speck

Juli /August 2005

Harvesting, processing,
Drying period: one month

Time Line

In **February and March 2005**, the discussion among producers, gastronomy and marketing occurred to calculate supply and demand, mutual needs of information. Initially there were 3 restaurant owners who expressed their willingness to actively offer and advertise this vegetable and create special Updrögt Bohnen menus during the season. These restaurants were already sensitized and experienced concerning this approach. They used already regional products and participated successfully in a international gastronomy competition along the coast one year ago.

As overall aim therefore was agreed on three focal points: Increase of request and securing of supply, increase of acreage and improve of processing, in order to achieve a long-term economic base, oriented at appropriate producer prices and labor costs.

Thus the next decisions were about comparability, transparency and quality assurance. The farmers agreed on same standards of quality, sorts and prices. Due to sorts security two sorts of beans were agreed, Hinrich's Riesen (Henry's Giants) and Ostfriesischer Speck (Eastfrisian Bacon).

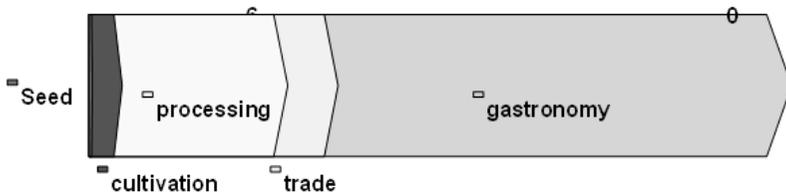
Price calculation

Assumption was to cultivate 1 ha (2500 m²) which would gain an expected amount of 2500 kg of harvested beans. Based on strings of 1,20 m each (the usual size) and 1,5 kg beaded fresh beans (means 300 g dried beans per string), this would make 1666 strings altogether. One string would be sufficient for four portions. The time to bead one string was estimated with 30 minutes. At least the farmers ended up with a final price of about 6,00 Euro for 1 string , which was calculated as follows:

- 1,5 kg fresh beans (1 string) => 2,70 € for the producer (4 500 €)
- processing of 1 string => 2,50 € for the service provider (4 165 €)
- 0,80 € for trade (1335 €)

That means that the overall estimated revenue for 1 ha was approximately 10.000 Euro.

Specification on Sales price



Grafic by Brigitte Nolopp

Innovation

The idea came up to test new kinds of drying processes for big amounts of beans and to achieve a combined costing due to the costly manual work. This was especially foreseen for the share being sold to restaurants. Though every bean had to be cleaned yet, the time-consuming beading became obsolete. The drying process itself was tested in the waste heat of a biogas plant, in a modified grain dryer or the traditional usage of wind and sun. It turned out, that the natural ones were still the fastest and most economical procedures. In order to reduce the dependency on weather conditions, the beans were put on mobile timber floor boards and moved according to wind direction and position of the sun. Elsewhere the farmers stapled pallets stringed with netting wires in attics with a slight wind-up lift.

The hanging of the strings was streamlined as well. Traditionally the strings were fixed on two nails of two opposite wooden beams. By using two opposite rows of barbwire, now a huge, simple and flexible suspension arrangement was invented. At the same time it turned out, that that traditional storage of dried beans in cotton pillows still was the best method. In jute or plastic bags they either were damaged or started sweating and molding.



Photo by Gila Altmann

Another big point was the marketing aspect and decrease of delivery costs. In former times you only could get the beans by personal contacts and luck of the diligent, because any distribution channels were missing. Therefore the establishment of a marketing agency was planned to make the bean accessible to everybody in a transparent and easy way and to regulate offer and demand and to guarantee a sufficient supply all over the beans season.

In **April and May 2005** the setting of beans took place. The first setting was celebrated by the governor of the region to express the political support to the public by involving the regional media. In **July and August 2005**, harvesting and processing took place. As the drying period was calculated with one month, in October the first beans were ready to sell and the opening of Updrögt Bohnen season solemnly was celebrated.

Stakeholders

Such an idea is only convincing, if local people can gain profit from it and therefore support this idea. In this case not only the product but also cultural aspect should be in the center of interest. If you want to market such an idea to others, you have to believe in and to identify with it. At the same time you have to impart the knowledge and raise public awareness within the inhabitants of the region.

Involved into this project were farmers, gastronomes, traders, marketing experts, regional business people, heritage associations, sheltered workshops, homes for elderly people, youth clubs.

End of August during a holiday program for school kids in an agricultural museum, strings were already produced by old and young people, which they proudly took home together with some general information and a recipe.

During a summer festival, the local historical society (Heimatverein) produced strings, observed and commented by an interested audience of locals and guests.

Especially the homes for elderly people played an essential role. There were experts in processing, knowing lots of individual stories and recipes from their childhood. For them it was a nice souvenir of the past and they with pleasure appreciated to have the beans on their menu again.

The initiators used the high season to demonstrate the traditional processing to local people and tourists.

The young people of a social enterprise (WfBM) liked to bead the beans in big amounts very fast. They also produced small wooden boxes, in which the beans were sold, decorated with recipes and typical ingredients like meat or sausages.

In fall the beans were sold on farmers' markets and farm shops in the region, but were also sent on request to restaurants in adjacent areas by post.

During the entire project time, the work with the media and with the regional political level was an important part of the project. Every step, activity, event, was documented by press releases, press conferences and interviews. Brochures and leaflets were printed and distributed to restaurants, shops and markets.

Advertisement

For gastronomy it was a real challenge to attract the beans to guests, because due to a wholesale price of 4,50 Euro for 300 g dried beans, the meals were relatively high-priced in comparison with other frequent offers. That was the reason why gastronomes in the beginning were pretty pessimistic, because some of them could report only about weak request, when they offered the beans on their menus. It turned out, that they made lots of mistakes: The restaurants did not advertise the beans. The service personnel did not recommend them. Questions about these dishes could not be answered stimulatory.



Photo by Gila Altmann

So a marketing strategy was developed. The beginning of the Updrögt Bohnen season was officially announced in the media. The participating restaurants decorated the entrance area with strings and additional ingredients, which could be purchased as well. They designed special menus with additional information about the tradition of the beans. On the tables tent cards could be found with one real dried bean (which was often taken as a souvenir). There were leaflets available with a basic recipe to take home. The waiters were trained to recommend the bean dishes and to give some basic information about the history of Updrögt Bohnen.

Evaluation

Highs ...

2500 kg of beans were harvested, that means the calculated amount was totally achieved. 50% was dried on strings, the other 50% dried loose. They were directly given to the gastronomy. Surprisingly there was request also from outside of Eastfrisia, which were delivered by post. The success on farming markets and farm shops was surprising as well. The strings were sold out very early. For single persons strings of 60 cm length were produced. New relationships and networks were established, which last until today. The group of producers has moderately increased, mainly by part-time farmers with small acreage. The request has steadily increased as well, mostly by private people, locals and tourists, taking the strings as souvenirs.

The project was linked to a university and students started to evaluate the traditional food habits of the region and to write a cookbook about it. They linked this project to general approaches of environmentally friendly decentralized methods of growing and cultivation, healthy nutrition and 'slow food.'

Through the beans network the farmers also started to market other vegetables and fruits and to process them to jam and juice.

... and lows

After six years the project is still running with moderate increasing rates, but the demand of the gastronomy decreased and is stagnating. One reason might have been unsteady quality standards, which sometimes did not meet the expectations of gastronomes after the first year. During the project phase the project management regularly visited the farmers, discussed and checked the quality of beans, especially while testing new drying methods. After the project had finished, the coordination was handed to the newly established network of the farmers and had to be managed in personal responsibility.

The gastronomy very sensitive reacts on variation in quality. If only a tiny minority of the products is not ok, it infects the majority as well and can damage the reputation of the whole business. Therefore the farmers have to learn to act as a group and to guarantee a serious quality control for the benefit of all.

Lesson learnt

Though the sales channels are not optimal yet, the former participants never gave up and are just working on a new attempt to establish an improved regional marketing association, to organize the process of marketing more effectively and to develop a sustainable corporate identity with assured quality standards. In the past several attempts and endeavors failed, due to impatience, incompetence or insufficient profit.

They have learnt to overcome frustration and demotivation. There is a lot of competition among regional stakeholders due to egoism and ignorance. Sometimes they run into opposition and refusal instead of collaboration. There are still producers who reject to join any network, because they are afraid to lose their economic advantage and unique selling point, if the amounts of beans would be enhanced furthermore.

They have learnt to deal with universities, traders, gastronomes and politicians of different levels according to the triangle of politics, science and business.



Etzkowitz, H. & Leydesdorff, L. 1995: The Triple Helix: University – Industry – Government Relations

Innovation II

And they developed new ideas to combine this initiative with other activities in the agricultural area. There are farms which offer 'farm holidays', with bed and breakfast or so-called hay hotels, targeted to families and nature-friends. They are invited to assist the farmer on the field or to look after the animals. Especially families from the big cities like it, because many children have not seen a cow or horse originally before.

These kinds of services provide new jobs and income but require comprehensive competences in different areas, which have to be newly established at university and vocational schools about hosting standards, food quality and security, hygiene, health and safety measures. Language skills, marketing, pricing and accounting have to be available as well.

The farmers, who started about six years ago, have learnt, that a profound change needs stamina and patience. And this is what characterizes the Eastfrisians, traditionally.

A "HOW TO" FOR RURAL TOURISM

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Synopsis. This article focuses on the mechanisms of sales text modeling in rural tourism (the Omsk Region is used as an example). Effective methods of advertising creation and opportunities for its persuasive force are considered.

Key words: rural tourism; advertising; text; persuasion.

Introduction. The creation of a "selling" text is one of the key tasks in the field of advertising business [1–3 and others]. Consumer behavior is formed to a considerable extent in a discursive manner by means of linguistic and cognitive strategies that fulfill the main function – to "close the sale" and so motivate a prospective customer that they make a purchase. Jack Trout, the founder of positioning theory, affirmed that "Marketing battlefields are the customer's awareness" [4, p. 7]. As marketing and advertising specialists have noted, when the market abounds in nearly identical goods, the sources of competitive advantage move towards "intangible products". The Russian writer Victor Pelevin, interpreting this phenomenon artistically in his novel *Generation P* noted:

"Advertising primarily aims to present to people others who are able to deceive themselves and find happiness in the possession of material objects. Indeed, such people exist only in videos. Because it is simple human happiness, and not the subject itself, that is actually being advertised, the advertisers always show comparably happy people, and it is the various purchases they make that cause them this happiness. So people go shopping not for purchases, but for happiness, something that shops do not stock." [5, p. 198].

Thus, people purchase not an item or a service: rather they purchase models of an "ideal world" and the emotions connected with it. The content and structure of discourse reflect the life of a society and

create a new, symbolic reality – with its own social relations, rules, and behavioral models. As marketing and advertising specialists have noted, since the market is replete with a great number of nearly identical goods, the sources of competitive advantage have shifted towards "intangible products". A customer will not necessarily buy X if X is an essential purchase, but he will buy X if X is his dream come true [6].

In one of his most popular works, *The System of Objects*, Jean Baudrillard defines a consumer society as being "not only ... an affluent society that has many different objects: it is a society in which consumption has been transformed into the main content of social life and has pushed production and accumulation into second place. Consumption has no limits. If it were that which it is naively considered to be – the absorption and devouring of goods – sooner or later oversaturation would have arrived. <...> Consumption is so ineradicable because it is a totally idealistic practice, which now has nothing in common with the satisfaction of needs or with an approach to reality" [7, p. 112].

The merits of advertising in the confirmation and regulation of such models are rather significant. It is oriented not only at selling, but also at implanting an alternative reality in a person's mind. Baudrillard pointed out that there is within this reality no limit to abundance, because consumption correlates not with particular objects, but with cultural signs that are continuously exchanged. "We purchase auras, myths and promises, and the dreams which surround them" [7, p.4]. Therefore, the consumption process becomes a systematic manipulation marked by signs: the function of symbolic consumption is intensified, and it becomes part of a "global symbolic exchange" in which all members of society participate. This new social reality and its consumption practices are formed and maintained in discourse practices – primarily, advertising ones.

Methods and materials. The approaches for the creation of the sales texts described above are applied directly to the selling of tourist services, particularly in the rural tourism sphere. A customer is more motivated to purchase a new emotional experience in this sphere of sales. Any inability to package a unique and valuable offer leads to a reduction in business results. The following stories of tourists may serve as an example:

We stopped in a sidewalk cafe stylized as a fishing hut. After placing our order we looked around the interior with pleasure. The charm disappeared when the waitress returned.

"We don't have that! Or that either... We have none of those," she snapped out, answering 'No!' to our every new order.

"What do you have then?"

"Only trout. You must catch a trout, pay for it, and only then eat it."

"Don't you have a trout that's already been caught, or any ready-to-eat meals?"

"No. You must catch it for yourselves."

We exchanged dazed glances with each other. We had only come here to have a meal, not to catch fish.

(Example by copywriter Z. Sudorgina)

In this case, the speech behavior of the waitress completely ignores the needs of the tourists – both in terms of meals and in their emotional impressions. Her negative replies are made from the position of a person who is not interested in selling. The semantics of the strict limitation (“*only trout*”, “*only then eat it*”) are also perceived by the customers as non-cooperative tactics. The formulation of a sentence with an imperative modality (*you must*) is absolute anathema to effective communication strategy in any sphere, but particularly so in the business sphere.

Sudorgina offers the following dialogue as an example of an effective sales text for a waiter, who serves as a guide between the service and the customer.

We have a special offer for you! How long has it been since you went fishing? We can offer you something unique: You catch a fish for yourselves and our cook prepares it for you right before your eyes! Try it. This explains why we never have spoiled fish. You know how dangerous that is, and how many cases of poisoning have been reported during recent years. Do you find my offer interesting?

"But we have no fishing rods."

"We will provide you with both rods and bait, and the fish will nibble within one to three minutes! Do you see those pools? They are filled with fresh, well-fed, brightly colored, trout. You can't even imag-

ine what pleasure you will receive during this process. A good mood is guaranteed! [7, p. 5].

The patterns offered above illustrate the main psychological and speech strategies of a sales text:

- ✓ Exposition of the customer's need and a guarantee that this need will be satisfied (*the fish nibbles within one to three minutes!*);
- ✓ Pointing out the possible negative consequences (which include dangers to health) in the event of a refusal of the offer; competitors are tuned out (*no spoiled fish*);
- ✓ Positioning the service as a unique one in terms of its business and value aspect (a unique selling proposition and supply chain management), and an identification of advantages (*we can offer you something unique, a good mood is guaranteed*);
- ✓ The selection of linguistic units should provide an explicit and implicit influence upon the purchase decision of a customer, primarily by means of their influence upon their emotional sphere.

By way of commentary on the above item, we will consider a text that motivates tourists to pay not only for a hotel room, but also for the experience. In this way, the Arina R. Literature Hotel (Pushkinskie Mountains, the Pskov Region) provides its prospective guests with information not only about rooms and facilities, but also about the emotional state a guest might experience.

The main building of the Arina R. Hotel has 26 double rooms and 14 mezzanine-floor rooms. Light and spacious first-floor rooms with separate wooden balconies meet the requirements of small families. Mezzanine-floor rooms with windows located under the roof create an inimitably romantic atmosphere – at night the ceiling turns into a starry sky, while at dawn, caressing rays will provide you with unforgettable minutes of vitality and enjoyment. <...> The decoration of each room will touch the very soul of those who appreciate comfort: the clean air of the Pushkinskie Mountains, combined with the soft pillows and pure white bedclothes – everything here contributes to the relaxation of body and soul. Also, the room is equipped with a small fridge, Wi-Fi access, a television set, a telephone, a hairdryer, and soft flannel towels.

In the light of the marketing tasks described above, we will consider the tourist offers of Omsk Region companies that offer rural area tours (Extreme Travel, Eurasia Tour, etc.). They have developed texts for a series of booklets that was published by the Ministry of Youth Affairs, Physical Culture and Sports of the Omsk Region (the project coordinator is Minsport Media [9]).

Discourse analysis is used as the main method aimed towards establishing a correlation between text structures and the social context [10].

Problem discussion. The macrostructure of the advertising copy is formed at the verbal level by means of advertising article headlines that perform the function of a booklet title: "Tara at the Great Tea Road", "Regional Expedition", "Moscow-Siberian Route", "German Omsk", "Cossack Border", "Krutinka's White Sun", "The Mystery of Five Lakes. Okunevsky Ark". As we can see, the main nominative headline models are motivated by historical, ethnographical and regional details, while only one route is based upon the formed myth influencing the reader's imagination – "The Mystery of Five Lakes. Okunevsky Ark".

With the help of the booklet texts, we can trace what needs will be satisfied in the event of purchasing a service, what emotions it will arouse, and how unique it is.

During the course of the tour, guests have an opportunity to visit the local history museum; see the mansion of a merchant named Wolf; ride snowmobiles, go skiing, visit local people; and take part in an enduring carneval tradition known as Maslenitsa. Fishing admirers will find lakes full of fish, and can participate in fishing alongside local fishermen who will accept guests into their trainee team, teaching them fishing basics and feeding them on tasty fish soup made from fish that the guests catch themselves. Ornithologists, art photographers and admirers of literature can observe rare breeding sites ("Krutinka's White Sun").

In the brochure for the Bolsheukovsky District, located in the northern portion of the Omsk Region, guests, *besides visiting traditional museums and historical sites, or hunting and fishing, are offered the opportunity to participate in a theatrical performance – to reconstruct the experience of exiles and convicts by walking a dis-*

tance carrying all of their equipment, and wearing fetters, in order to experience the feelings of travelers of that age ("Moscow-Siberian Route").

For tourists who come to the southern Odessky District (founded by settlers from the Ukraine in the early 20th century), greyhound racing is offered.

In the village of Generalovka, unparalleled techniques of Russian greyhound hunting are preserved, and traditional hunting methods, such as the "pheasant" method and the "complete" method, which are exclusive to this part Russia, are presented. Its specific character lies in the fact that hunting is carried out without guns – a hunter has a greyhound, a horse, and relies on his wits and and intuition as an armory ("Cossack Border").

In the Azovsky National District, where a large proportion of the local population is of German origin, travelers are offered the opportunity to visit a traditional German wedding: *This ceremony provides guests with unique emotions – single boys and girls come into a circle, and a blindfolded bride brings a tray with her bouquet of flowers on it. The one who receives it from her will be the next to marry. The ostrich farm of Alexander Mayer, which specializes in breeding this bird exotic to Siberia, has come to play a vital role at the heart of this district ("German Omsk").*

As the text analysis shows, the emotional constituent of a tour (see the underlining above – O.I.) is rarely emphasized in advertising copy. Drawing a customer's attention to activities, the authors of the texts underestimate the influence of their descriptions on emotional states that are attractive to customers in the prospective tourist's consciousness.

The presentation text of the tour, "The Mystery of Five Lakes. Okunevsky Ark", which uses the strategy of creating a myth around a tourist site, seems to be an effective one.

Sacred, mysterious, picturesque – only the most impressive epithets may be chosen for places in the northern portion of the Omsk Region. The Murometsevsky District is the most attractive for tourists. It is a local Siberian fairytale sea inlet. Clean sandy beaches, fish-filled lakes, and mushroom and berry forests, as well as unique architectural and archeological monuments, are interspersed along undis-

covered roadways. Here, from the bottom of a lake from which flow springs full of mysterious and life-giving water, the lake water and the sediment possess healing powers. Ancient Siberians have lived here since the Stone Age. This place is full of miracles!

Special attention is paid in this text to positive feelings created by selecting lexical units that carry meanings of perception and perceptiveness.

How great it is to ski across a forest in a slight frost, breathing crystal-pure air saturated with pine fragrance! And how many secrets does the deep forest keep? Do you know that a real Siberian snow is not simply white, but bluish and somewhat transparent? And the fresh air cleans your lungs for many weeks...

Might this bluish, transparent snow be a unique selling point? As our observations show, it may quite well be one, if it promises a unique emotion for the customer.

Being related to a mystery is also an attractive and alluring experience. It is exactly what Okunevo village guarantees.

Here, to the energy center of the Earth, UFOs and pilgrims – from Slavonic pagans to Indian yogi – arrive in droves. According to research, thousands of years ago an ancient civilization existed here with its center located at the place we now know as the village of Okunevo in the Muromtsevsky District.

Having defined surefire methods for positioning Omsk Region tourist sites, we turn to the aspects of sales texts that require greater attention.

In positioning rural tourism sites, one of the basic cognitive pragmatic advertising strategies – modeling of a problematic situation – is barely presented. This strategy is applied regularly in order to form an appreciation of shortages or being deprived of something, and as a consequence, a solution for the prospective consumer: **Stomach ache? *Tired of dandruff? *Do you want some meat?*

The most typical implementation of this method is in the form of questions and answers: *Are you freezing? Buy a heater. *Problems with your computer? Turn to company "..."* **Having problems with your business? Call: ... *Have a stomach ache? – Take a ...*

This method is productive because it reveals the problems of a target audience, forcing them to purchase something. A copywriting

mechanism is to "create a problem", and most importantly, to make the customer perceive that problem as their own. For example, doctors' recommendations concerning a wonderful climate, nutrition for children and adults, the difficulties of long flights or train travel, a need to stay close to town or the limited nature of holiday time, along with many others, may also be regarded as real and modeled problems connected to the rest.

Among the poorly developed strategies in the texts considered, we should mention "negative stimulation", the highlighting of the possible consequences of refusing the service on offer. Considering that the primitive scenery of the region's territory has been preserved, the possibility of not seeing these natural sites may be considered to be a chance wasted. For example, the Krytinskiye Lakes have nests of rare birds, including pelicans that are included on the endangered species list, with a colony considered to be the most arctic in the world.

The tuning out of competitors is not presented very well in texts, a fact which can be explained by the insignificance of competition in the rural tourism area. However, taking into account the competition of the intraregional tours offered which travel routes in Russia and adjacent countries, we believe that the texts should mention such advantages as low price, guaranteed service quality, a temperate climate ideal for a holiday with children, healthy lifestyle and ecologically sound food.

Results. The patterns described above demonstrate that the currently developing area of rural tourism exhibits certain methods for creating sales texts that require improvement in terms of their marketing and semantic strategies. In this article, we have considered advertising booklets only, but spoken forms of communication are also of great interest. Studying the most effective methods of influence upon the consumers of tourist services is of great significance, both for a deepening of scientific knowledge in the advertising communication sphere, and in light of business tasks for positioning and promoting rural tourism sites.

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IMAGE OF SIBERIA IN THE ASPECT OF TOURIST DESTINATION BRANDING

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Abstract: Article examines the concept "Siberia" in consciousness of native speakers of English. The author by means of the concept reconstruction considers specificity of perception of Siberian region by representatives of English-speaking linguacultural communities, defines the concept's image potential in formation of tourist destination.

Key words: political image, branding, media discourse, tourist discourse, tourist destination, concept, conceptsphere.

Nowadays the issue of territory competitiveness becomes even more important in the terms of investment, tourist and customers attractiveness. Regional branding aimed at positive territory image formation, tourist and investment attractiveness plays a key role in deciding the said issue.

The point of departure concerning formation of both internal and external image of the territory is the political image of the state, defined as an imaginary eidolon of the state from the point of view of the state citizens and foreigners. It is obvious that modern political image of Russia is very controversial, thus it is necessary to intently create a positive image of the state in the consciousness of members of different national and ligvocultural communities.

The problem of Russia's brand renewal has been intensively discussed recently, because the state can't be powerful, influential and esteemed without well-formed image. It is also important to notice that the importance of this issue is well reflected in the Conception of the Foreign Policy of the Russian Federation: "Now the issue of formation of positive perception of Russia abroad and friendly attitude of foreigners to Russia becomes crucial".

So the image of the country and its particular regions plays an important role in foreign relations system, the territory image becomes one of the main tools for deciding competitive issues.

We think that the importance of regional image building in the context of Russia's image formation is obvious. The main goal of territory branding is to create, develop and promulgate a positive region/territory image as well as to provide attractiveness of the said territory. It is also important to understand close connection of image of the particular regions with the image of Russia itself. Thus in the eyes of members of different national and ligvocultural communities Russia is presented like a patchwork composed of a number of compact models of definite geographical space which form the image of the country.

Consequently it is clear that work with regional images will contribute to strengthening of image of Russia on the political scene.

There's little doubt that Siberian region being one of the largest regions of Russia is in great need for rebranding because the real image of Siberia leaves much to be desired. During several last years V.I. Suprun published some papers aimed at investigation of image of Siberia and defining the problems connected with positioning of this region [Супрун 2006, Супрун 2007, Супрун, Шейникова, Самсонов 2006]. The author thinks the modern image of Siberia to be vague, ambiguous and rather negative than positive. Absence of positive image of the region slows dramatically its economic development. It becomes rather difficult to persuade the investors to tie up money into the economy region with reputation of deserted and in all senses cold region.

In the frameworks of the present investigation we would like to concentrate on one aspect of territory image that is tourist image of the territory. It is by all means connected with political, natural-geographic, historical and cultural, social and economic components of external image of the region. All the above mentioned components are characterized by mutual interaction in the frameworks of micro-structural pattern of territory image. Moreover tourism can be considered as one of the means of regional image building and stereotypes combating.

The aim of the present paper is to reconstruct concept Siberia as a fragment of English-speaking people's conceptosphere to find out their perception of Siberian region, including tourist destination. Following A.F. Gorokhov we define *tourist destination* as "intensively produced and consumed complex of tourist products developed on the basis of tourist resources and infrastructure of a particular territory, concentrated in time and designed for particular categories of consumers" [Горохов 2007: 4].

Formation of tourist destination branding should be started with determining apprehension of positioned object by a mass of people. The most convenient tool for the purpose of the present investigation is cognitive linguistics methodology, more particularly reconstruction of a concept as a field structure and frame modelling. This approach will allow us to determine the character of stereotype image of the territory (destination image), to detect expectations of groups of people connected with tourist destination, to compare the territory image with real characteristics of tourist destination, to detect recreational potential of the region.

The current analysis will be based on the aspect of the region's attractiveness for tourists *from abroad*, thus it is necessary to consider the definition of image of the country given by the World Tourism Organization. The image of the country *is a complex of emotional and rational perceptions based upon correlation of all characteristics of the country, experience and rumours influencing formation of an image*. This definition can be easily extrapolated to the image of particular region thus it will help to reconstruct the image of Siberia by concept-analysis methods, including questionnaire survey, association experiment, content-analysis, etc.

Siberia is percept by Russian and foreign investors as unpromising and unprofitable region despite its manifold possibilities for attracting investments and developing tourism sphere. It is obvious that problems of Siberian region positioning both in Russia and abroad are connected with a bunch of reasons, particularly with the lack of information, poorly expressed competitive advantages of the region, inability to clearly position and promote the region's potential, etc. That's why transforming of incorrect perception of Siberia by the foreigners is so crucial.

While being abroad citizens of different Siberian cities have to dispel myths about their Siberia Country. They have to explain that winter in Siberia doesn't last the whole year round, that the water pipes do not freeze, that not all Siberians are constantly drinking vodka and that it is impossible to meet a bear in the streets. Moreover there exists a "zero" stereotype connected with absence of any information about the object.

To get a general idea concerning image of Siberia abroad it is enough to look through some publications connected with Siberia in western media. The titles of books and articles speak for themselves: a book by F. Hill and C. Gaddy was called "Siberian Curse: how communist planners left Russia out in cold", 2003, one of articles of the Time is called "The rape of Siberia" (The Time, September 4, 1995), there is an article in the Newsweek magazine which is called "Siberia: the tortured land". We could have given even more examples but the tendency is clear.

The above mentioned situation shows the necessity of repositioning of Siberian region. The above said positioning and repositioning of the territory is a long and time-consuming process and this work should be conducted in several directions: promotion of Siberian image among the citizens of Russia (including residents of Siberia) as well as among foreigners.

The nature of image connects it tightly with cognitive processes. So a concept being a cognitive category reflects to our mind the image of Siberia enclosed in mass consciousness. Reconstruction of a concept and composing its frame model is a very efficient tool for analysis of an image. D. Zamyatin [Замятин 2000] considers the image of a territory as a structure composed of elements successively enclosed in each other. The stem image is "hidden" inside of several encasements. This type of structure corresponds to the cognitive approach used in the present paper that helps to represent the encasements of image of Siberia as a field model. Concept analysis will help with the use of linguistics methods determine structural components of image of the definite region.

Here are some notes concerning structure of the general image of a country/region. According to D. Zamyatin [Замятин 2000] the structure of the general image of the region includes several layers on

the stem *geopolitical* image, which is defined as goal-oriented and well-structured perceptions of geography of the region, including the brightest symbols, signs, images and characteristics of definite territories, countries and regions, marked from a political point of view.

The *geo-economics* image of the territory is also very important as it projects a "financial image" of the region.

Nature and natural resources image forms a bright perception of the landscape of the territory, its natural wealth, schematic image of its flora and fauna formed by the knowledge of the most distinct animals and plants. Furthermore the nature and natural resource image is defined by perception of the territory's climate and natural resources. Mass consciousness usually associates a region with some definite symbol connected with nature (e.g. Russia is usually associated with a bear or a birch tree; Japan is associated with sakura in blossom, etc.).

The next layer of general region image is *a civilization and cultural* image which is formed by knowledge of national cultural symbols of the territory (e.g. Great Pyramids of Egypt, the Great Chinese wall, etc.).

Sociomental image also plays an important role in formation of the general image. It is concerned with key characteristics of definite cultural groups' representatives: Germans are punctual, British are conservative, and Italians are talkative.

Productive-economic image is a symbol of wealth, prosperity and power of the region. It is connected with the perception of the economy development level, of key products of the region.

Formation of general image of the region is finished with *national values* image connected with a national idea, association of a region with historical values, presented to the world and advanced on a political scene.

It is important to notice that particular traits of said components of the general image of the region can be key ones thus elimination all the other components. Thus Siberia for foreigners means snow, cold, bears and tigers, without concerning a complex of natural resources and historic heritage.

From our point of view the main components of the image of the region can be reconstructed with the help of cognitive analysis methods.

Investigation of the concept of "Siberia" is very important for branding of Siberian region, though the linguists didn't pay attention to this theme. In the year 2008 M. Litovkina defended a thesis "Concept "Siberia" and its evolution in the Russian language picture: from "Siberian chronicles" up to essays of V.G. Rasputin [Литовкина. 2008].

The object of the investigation in A. Litovkina's work is concept "Siberia" as a part of the Russian language picture.

Within the frameworks of the present paper we consider the Siberia concept as a mental formation in consciousness of English speaking foreign people.

Dictionary entries analysis of the word Siberia («Longman dictionary of English language and culture», «Webster's International Dictionary», «Britannica» etc.) shows that the basic conceptual sign of this concept is geographic position of the region: Siberia is defined as a part of Russian territory. All entries contain "approximate" geographic coordinates of Siberia it is quite logical because Siberia is a geographic object which is traditionally defined by its geographic position. Moreover as D. Zamyatin says it is geopolitical component which serves as a stem in the process of territory's image formation.

In Webster's International Dictionary the word "Siberia" has a brief definition reflecting the major meaning: «**region in Asia, in Russia extending from the Urals to the Pacific**». English encyclopaedia Britannica defines Siberia as "an enormous **Region of Russia which** occupies Eurasia's north-eastern quadrant and makes more than three quarters of Russia's area. Siberia is **bigger than Canada** which is the second biggest country in the world". The entry gives an obvious comparison of **the size of Siberia**: "this region is **so large** that citizens of the State of Maine are close to Moscow than natives of the eastern coast of Siberia. This **vast territory is** still empty **because** Siberia occupies 23 per cent of Eurasian territory».

According to basic definitions of Siberia we can make a draft variant of the structure of the concept "Siberia" in the consciousness of English speaking individuals and present it as a field structure. Thus basic layers of the concept are formed by the following characteristics: geographical position – "region of Russia", size – "Vast territories", description of "rich natural resources" and "abundant nature".

The interpretation field contains the following signs: «territory from the Ural Mountains to Pacific Ocean", "northern part of Asia", "23% of Eurasian territory", "Western Siberia", "bigger than Canada", "cold", "Russian jails", "The Irtysh river", "Lake Baikal", "Siberian husky", etc.

**Field structure of the Siberia concept
according to dictionaries' entries**

<i>Nucleus of the concept</i>	<i>Basic layers</i>	<i>Interpretation field</i>	<i>Far periphery</i>
Siberia	Region of Russia	territory from the Urals to the Pacific, northern part of Asia, 23 % of the Eurasian territory, Eurasia's north-eastern quadrant, Western Siberia, East Siberian Plateau, North-Eastern Siberia, Transbaikalia, Kamchatka	very cold, not many people, Siberian Husky
	Abundant nature	rivers (Ob, Irtysh, Lena, Yenisei, etc.), mountain chains, volcanoes, Baikal	anthrax soviet
	Natural resources	coal, oil, gas	prisons
	Huge territory	some % of the territory of Russia, bigger than Canada	

Further we carried out an associative experiment in the form of Internet questionnaire. 100 of questionnaires were studied including citizens of the following countries:

1. **Asian countries:** India, Iran, Pa, Pakistan, Afghanistan, Philippines, Singapore, Syria, Saudi Arabia – 11 %;
2. **Northern America countries:** the USA, Canada, Mexico – 52 %;
3. **Southern America countries:** Brazil, Peru – 2 %;
4. **African countries:** Ghana, Nigeria, Morocco – 6 %;
5. **European countries:** the UK, Germany, Spain, Bosnia and Herzegovina, Latvia, Macedonia, Malta, the Netherlands, Romania, Switzerland, Slovakia, Estonia, Austria – 26 %;
6. **Countries of Oceania:** Australia, New Zealand – 3 %.

The age of the respondents varies from 18 to 62 years. Male respondents count twice than female – 66 %.

The respondents were asked to name 5 associations with the word Siberia». The most frequent associations are the following: cold (14.8 %), snow, snowy (9.2 %), vast (3.8 %), barren, deserted (3.8 %), far away (3.6 %), wild (3 %). Associations of the respondents from the USA show a stable connection of Siberian region with Russia (4.4 %) compared with respondents from other countries. Moreover they more often grant Siberia with the adjectives isolated (3.6 %) and unpopulated (3.2 %). On the whole Siberia is still associated with GULAG (2.2 %) and exile (1.8 %). The image of winter (1.2 %) and north (1.2%) is supplemented with association "ice" (1.8 %). Among positive associations there are: beauty (2.2 %), abundant nature (1.4 %). Siberian nature consists mainly from tundra (1.8 %) with rich oil reserves (1.4%); Siberian fauna is represented by tigers (2.2 %).

The results of the associative experiment show that Siberia is percept by English speaking respondents as something more diverse compared with definitions in the dictionaries, focused at its geographical position, richness in natural resources and abundance of nature.

Thus the structure of the concept "Siberia" should be corrected. The characteristic of cold plays the main role. The following field structure of the concept Siberia was composed as the result of the analysis.

<i>Nucleus of the concept</i>		<i>Siberia</i>
Basic layers		Cold – (14,8 %); Snow – (9,2 %); Big – (3,8 %); Desolate – (3,8 %); Remote – (3,6 %); Russia – (3,2 %); Wild – (3 %)
I N T E R P R	Close periphery	Isolated – (2,6 %); Gulag – (2,2 %); Tiger – (2,2 %); Beautiful – (2,2 %); Exile – (1,8 %); Tundra – (1,8 %); Ice – (1,8 %); Nature – (1,4 %); Mountains – (1,4 %); Oil – (1,4 %); North – (1,2 %); Winter – (1,2 %); Frozen tundra, frozen desert; Trees; Forests; Bears; Siberian husky; Beautiful nature – (1 %)
	Far periphery	Rivers; Prison camps; Wild life; Dismal – (0,8 %); Lake; Green; Animals; Beautiful women; Friendly

E T A T I O N	people; Adventure, adventurous – (0,6 %); White; Permafrost; Long winters; Jungle; Prisoners; Labour – camp, work camps; Russian; Russians; Rein- deer, caribou; Boring; Calm, silent; Novosibirsk; Fun; Trans-Siberian railroad; Meteorite; Communism; Stalin; Vodka – (0,4 %); Extremes of temperature; Windy; Hot; Polar deserts; Seas; Taiga; Pine trees; Plains ; Lake Baikal; Bearing Sea; Ancient volcanoes; Lava flows; Katorga; Punishment; Torture; Death; Eastern; Can be dangerous; Lions; Wolves; Land of sleep; Lost region; Gold; Salt mines; Vladivostok; Multicultural; Mongols; Eskimos; Nasty; Poor; War; Ekaterina; Tunguska; Poets; Organ music; Nuclear; Fur; Heavy coats; Vampire-Academy; Hunting; Sibirskaya Korona – (0,2 %)
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On the basis of the analysis of dictionary entries for the word Siberia and analysis of the data of the associative experiment basic signs of the concept "Siberia", formed in the consciousness of the target-group was detected.

Moreover the questionnaires included questions aimed at detecting their knowledge about the region and their attitude towards it, for example: "Where is Siberia situated?", "Define the borders of Siberia", "Who lives in Siberia?", "What is the average year temperature there? » variants of the answers were also included.

The most frequent answers to the question about geographical position and borders of Siberia are the following: Part of Russia – 61 % and Land beyond the Urals Mountains – 26 %. 6 % of the respondents do not know where Siberia is situated, 6 % gave their own answers (territory of China, part of the USSA, etc.)

Here are the answers to the question "Who lives in Siberia?" : Siberians – 30 %, different nationalities- 30 %, Russians – 29 %, prisoners – 4 %, bears – 3 %. The own answers of the respondents include Buryats, Yakuts, Siberian Tatars.

During the analysis of the given associations we managed to find a big number of negative attitudes. Despite of that 91 % of respondents think that it is possible to live in Siberia, 74 % of respondents would like to visit Siberia someday. 9 % think that it is impossi-

ble to live in Siberia, 26 % would never want to visit Siberia. It is important to highlight that among the respondents who would never visit Siberia there are 40 % of Americans (compare with 8 % of other English speaking respondents).

Despite that there are more negatives associations with Siberia than positive ones the most of the respondents do want to come to Siberia one day. Siberia attracts people maybe because it is a wild, mysterious and primordial. On the other hand some historical events, such as exiles to Siberia, prisons, labour camps, can also work as a kind of tourist attractor. Some people can be attracted by abundant and untouched nature.

We found the answers to the question "Where do you get information about Siberia?" to be also very important. Most respondents prefer to search the Internet (62 %). This fact emphasizes the necessity of creating a special resource about Siberia to act as a source of the information about the region and promote its image abroad. The second most frequent answer is "friends" (17 %). 9 % prefer different media (newspapers, magazines, radio), only 8 % have their personal experience and 4 % use the library.

Also very important data were received by analysing the answers to the question "What would you like to know about Siberia?" One of the most popular topics of interest for the foreigners is people living in Siberia: population, history and culture of the natives, cuisine. Europeans and people from other countries (excluding Americans) are more interested in the economy, technology, business in the region, etc. The respondents are also interested in geography of the region, climate and how to bear it, languages.

There were also some questions concerning tourism: how to get to Siberia, what are the sightseeing, is it worth coming, what can be seen there? The questions asked can be seen in the table.

<i>Topics</i>	<i>Frequency of answers</i>		
	<i>the USA</i>	<i>Others</i>	<i>Total</i>
People	6	6	12
- Women	0	3	3
- Natives, Siberians	0	3	3
- Nationalities who live there	1	0	1
- The history and culture of the local people	1	0	1

- People and culture	1	1	2
- The population number and cultures	1	0	1
- Are people happy living there?	1	0	1
Culture	6	5	11
- The cuisin	1	1	2
- Museums	0	1	1
- Language			
- How many languages are spoken there?	1	0	1
- How to speak the Russian language?	1	1	2
Tourism	2	1	3
- Trans Siberian Railway	1	1	2
- What is there to see?	1	0	1
- Places to visit?	0	1	1
- Historical landmarks	0	1	1
- Why would one want to go there?	1	0	1
- Is it worth visiting?	1	0	1
- How do you get there?	1	1	2
- The cheapest way to get there	0	1	1
- Skiing	0	1	1
Nature	0	2	2
- Geography	2	0	2
- Enviroment	1	0	1
- Natural resources	0	1	1
- Wild life	1	0	1
- About mountains	0	1	1
- Lake Baikal	1	1	2
- Animal life	1	0	1
– Tiger	0	1	1
- True climate	1	0	1
- An extreme cold weather	0	1	1
- What it was like to live in Siberia and to withstand such cold temperatures and desolation	1	0	1
- Summer	0	1	1
Towns			
- The major city	1	1	2
- What the big towns are like there?	1	0	1
The history of the region	0	3	3
- History which is connected with World War II	0	1	1
- The Siberian Jails	0	1	1

- Tunguska event	1	0	1
Life in Siberia	0	1	1
- What it is really like to live there?	1	0	1
- How much civilization is there vs "mountain man" type of living?	1	0	1
Technological advancement in Siberia	0	1	1
Business	0	2	2
Everything	5	0	5
- The country in general	1	0	1
- Nothing	1	1	2
- Anything	0	1	1
How much is a bear hunting license?	1	0	1
Kremlin	0	1	1

On the whole we talk about the lacunae in the structure of image of Siberian region which should be filled with correspondent information. It is necessary to pay attention to Siberian region as a tourist destination. The respondents are interested in the nature of the region, possibilities for fishing and hunting tourism.

For the following analysis of the concept it is necessary to find out the way it is actualized in the contexts of foreign mass media to determine built image of Siberia. For this purpose the content analysis method will be very useful.

31 texts were analysed. All these texts have been published during the period from January, 2010 till April, 2011. That's why we can say that they reflect the newest data. The chosen texts are publications from online media resources and Internet portals, such as: The New York Times, BBC, CNN, Los Angeles Times, San Francisco Chronicle, Daily Telegraph, etc.

As the result of the qualitative and quantitative analysis of the source texts specificity of actualization of the concept "Siberia" was determined, collocations were revealed and basic topics and contexts of the concept functioning were defined. In the result the frame model of the concept "Siberia" was composed.

<i>Subframe</i>	<i>Slot</i>	<i>Linguistic means of expression in the texts</i>
Location	Region of Russia	Part of Russia; European part of Russia.
	Geographic position	West Siberia; eastern Siberia; southern Siberia; north-eastern Siberia; Russia's Siberian Federal District covers 12 of Russia's 83 regions; Ural Mountains.
	Siberian cities and regions	Oymyakon, which is the coldest inhabited place on Earth; Tyumen; located in the Tyumen region; Vladivostok and Zabaikalsk, near Lake Baikal; a reindeer farm in Anyuisk; Ulan-Ude, the capital city of the Republic of Buryatia – Oymyakon district; regional capital of Sakha province; we flew to Ust-Nera, a town north of Yakutsk; coal-mining region of Kemerovo; southern part of Kemerovo; Yekaterinburg; office opened in Krasnoyarsk; Visiting Transbaikalye; the Irkutsk region.
	Sightseeing	Lake Baikal – the world's deepest lake, one of Russia's Seven Natural Wonders of the World; Himalayas, the Tien Shan and the Altai; Mount Everest; Trans-Siberian line.
Characteristics of the territory	Far-away territory	remoteness of the border region; remote areas of Siberia; area only accessible by helicopter; disappearing into the distance.
	Vast territory	vast swaths of agricultural land vast, largely empty; vast resource-rich area; very long; vast nation; covers 12.76 million square kilometers
	The empty territory	Empty; sparsely populated Far East; desolate tundra.
	A wild area	Wilderness; independent ecologists such as Rikhvanova are voices in the wilderness.

Nature	Objects of nature	birch and cedar forests; region's dense forest; taiga; tundra; mountains; larch trees; steppes; Amur River; thousands of miles of taiga; Buryatia's taiga landscape.
	Wildlife	Siberian population of Russian brown bears –Amur tiger and the Far Eastern leopard; wild Amur tigers; nerpa – the world's only freshwater seal; wild boar.
	Natural resources	Natural resources; oil, oil field, oil and gas industry; oil discovery; enough iron ore to build hundreds of millions of cars; underground riches; billion tons of iron ore; coal and timber; natural gas; vast reserves; gold mine; gasolin; Russia's largest coal mines; methane gas; coal-rich area; gas hydrates – a potential alternative fuel source.
	Climate	snow-covered land; temperatures of minus 30C; frozen river; north; permafrost; frozen turf; frozen areas; white snow; cold air next to the mountains; the snow cover across Siberia in the fall has steadily increased; long, dry, frigid winter; the coldest places; harsh conditions; barren cold environment; most severe; record-breaking coldest ever; frozen Amur River in the winter; freezing; heavy piles of snow on the roofs; too cold to be contemplated; global warming; climate change; warm spring temperatures; warm, dry weather; the summers are hot; annual Russian fire season.
Exile/GULAG		Gulag ordeal; political prisoners, gulag workers; gulag archipelago; be sent to work in Siberia.

Development of the region	Science	Objects of the investigation	Mammoths are considered a national treasure of Russia; Woolly mammoths; frozen mammoth; mammoths in the permafrost; bone hunters; giant woolly mammoth tusks to sell abroad; exporting some 60 tons of mammoth ivory annually to China; yetis; fossilized remains; searching for new life – forms.
		Scientists	Researchers; geologists discovered gold and other minerals; archaeologists discovered a fossilized fragment of a pinkie finger; scientists; biologists; ecologists; meteorological official.
		Research institutions	The Permafrost Institute; Oil Scientific Centre; Institute of Oceanology; Baikal Limnological Institute; Russian Academy of Sciences; international conference; Baikal Ecological Wave organization.
	Production	Gas producer; Russian oil venture; the gas will have to be exported; oil producer; oil companies; increase production; steel making giant; electricity producer; producing zinc, lead and gold.	
	Investments and cooperation	for investors from Asia as well; overseas investment; to invest; EBRD investments; Contracts with China; Chinese companies.	
	Well-known companies	TNK-BP, Lukoil, Gazprom – big international oil services companies, are all here; Rosneftegaz; Rospadskaya company –; Eurosibenergo; Exillon Energy ; Siberian Coal Energy Co; EBRD.	

According to the analysis of the received data and content analysis of the media materials we can define the following schematic image of Siberia in the consciousness of English speaking respondents:

1. Siberia is defined in the consciousness of the respondents as a remote and wild territory in Russia isolated from the other world.

2. It is a vast and cold territory, covered with snow.

3. The population of Siberia is not large, mostly Siberian and Russians.

3. GULAG is still functioning in Siberia, that's why the region is still used as a place for exile.

4. Despite all these Siberia is famous for its reach nature, fauna and large oil and gas stock.

Let's consider the results from the point of view of tourist potential of Siberian region concerning the importance of mental attitude towards the object of positioning. It is obvious that two components are the most attractive for English speaking people: rich nature and exoticism of the region. All the other components which are important for tourist brand formation should be specified and corrected. Therefore most problems are connected with real disadvantages of the constituent entity not with negative mental attitude of potential tourists.

Speaking about tourist resources of the territory A. Gorokhov divides two separate notions – infrastructure and superstructure [Горухов 2007: 4-5]. *Infrastructure* is a complex of basic means necessary for life support of the local residents and tourists: water pipes, sewage, electricity, road system, connections, etc. *Superstructure* is defined as complex of secondary resources for tourist sector: hotels, beaches, service facilities, etc. Thus infrastructure is a complex of vitally important resources necessary for survival of the tourist destination. Otherwise the constituent entity can't act as a tourist destination object though having all necessary recreation resources.

As we can see the results of the investigation are quite unpromising: Siberia is percept not only as a territory with rich natural resources (beautiful flora and fauna) but also as a territory unfit for tourism and even living (cold, wildness, etc.). It is impossible to talk of superstructural advantages of the Siberian region without the proper image of Siberian infrastructure formed in the consciousness of the target group. Consequently we are facing a challenge: a very high recreational potential of Siberia together with absence of key elements of tourist destination (locals do not know the languages, the service staff and locals lack politeness and are not always friendly, the streets are

not always clean, etc.) This kind of a product can hardly be popular on a tourist market because popularity of a territory as a tourist destination depends on recommendation of the people who have already visited this territory.

Consequently on the one hand Siberia is a territory with unique characteristics, such as: fishing, hunting, opportunities for extreme, informative, recreational, sport tourism. All these provide attractiveness of the region as a tourist destination. On the other hand the infrastructure of the region makes it impossible to provide stable consumption of this tourist product.

However it is obvious that image of Siberia is based on stereotype perceptions of the region which are not true. Therefore it is necessary to correct the negative stereotypes and reinforce positive ones with the aim of formation of the positive image of Siberia which will boost positions of the region as well as positions of Russia.

It is clear that image of Siberia is closely connected with image of the country. Creation of the positive image of Siberia is vital for development of the region, for improvement of its infrastructure, which is impossible without investments attraction. Moreover positive perception of Siberia can improve the image of the whole country.

Historically Siberia occupies vast area and consists of the regions of resource types. From the times of the USSA Siberia has still been percept as a raw-material appendage. Thus at the present time the Russian culture is becoming more and more popular with the western society because of Siberian exoticism. Siberia has long been a brand containing a set of associations some of which do not contribute into development of the region thus being in need of correction.

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RURAL TOURISM SITES IN THE OMSK REGION: AN IMAGE RESOURCE

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Overview: This article presents a study of the characteristics of a rather new product for the Russian market: rural tourism sites. The main tools for the positioning and promotion of rural tourism sites are examined, using the example of one of the hunting camps located in the Omsk Region. Also, guidelines for the promotion of rural tourism sites that should be used when communicating with the public are provided.

It is evident that these days rural tourism (also called farm tourism or agrarian tourism) is flourishing in the western world. A number of factors have contributed to the development of this sphere. Firstly, the development of rural tourism is beneficial for the state in the sense that it brings in taxation revenue, the welfare and health of citizens is improved, and the cultures of indigenous peoples are revived. Secondly, due to its democratic character, rural tourism attracts a wide range of different people.

In such countries as Austria, France, Italy and England, this has already become a successful sphere (the annual turnover of rural tourism in Italy, for example, comprises approximately 390 million euro). However, in Russia rural tourism is quite a new form of business, and currently this kind of tourism is not as widespread in this country as it is abroad. According, moreover, to a survey conducted by the World Tourism Organization, 59 % of the population is completely unaware of the existence of this kind of tourism. Presently, this issue is being addressed in the Krasnodar Territory, in Pskov, in Moscow, in the Leningrad Region and in the Altai Territory. This process has also become important for the Omsk Region.

The Omsk Region possesses great potential for rural tourism development, with approximately 1,700 cultural sites and a diversity of landscape which lends itself easily to almost all types of agrarian tourism (health-spas, informative, sporting, skiing, equestrian, aquatic, camping, etc.). Yet these spheres remain currently unrealized, because the question of how to promote this service is still a challenging one both for entrepreneurs and for the state.

This is connected to the fact that the management and economics of rural tourism has not at present been sufficiently examined and the subject has been reflected only partially in the studies of scientists here and in the work of stakeholders in our tourism and hotel industry, and, as a consequence there are as yet no practical means to resolve this issue.

Today, tourist camps (and particularly hunting camps) are faced with problems of viability, such as insufficient financing, not being able to maintain a large enough client base, and difficulty finding investors to help them develop. In order to address these challenges, it is imperative that effective promotion be provided that will make it possible to attract more tourists, both from the regions and from abroad, and so increase our competitiveness.

We might highlight a problem of a terminological character here, namely that there is no well-established tradition in modern scientific literature for the differentiation of tourism sites located in rural areas rather than in other locations. Analysis of travel literature demonstrates that many authors consider such terms as "ecotourism", "agritourism", "rural tourism", and "green tourism" to be synonymous, and employ them in their work arbitrarily (e.g., M.B. Birjakov, V.G. Gulyaev, V.A. Kvartalnov, D.S. Ushakov, A.V. Babkin). Primarily, this misdirection is related to the fact that rural tourism is a new type of business not yet significantly widespread in Russia.

K.A. Abdulganiev considers such a range of notions to be connected with differing "linguistic traditions in different countries". In his book, *Rural Tourism in the Crimea: Future Development*, the author indicates that in Hungary the term "rural tourism" has been in widespread use, and that it also denotes low cost accommodation and the involvement of tourists in agriculture or in other local forms of activity. In Germany, the term is "agritourism"; in Slovenia and Bel-

gium, it is termed "farm tourism", while in Russia the preferred term is "rural tourism". On the whole, they are all attributed one and the same meaning [Volkova 1996: 31–33].

The development of rural tourism in Russia has really only begun very recently. Prevailing experience in the Kaliningrad Region and the Altai Territory may serve as evidence of this fact, since guest homes are indeed located there but the infrastructure requisite for rural tourism is absent. Therefore, the most appropriate and, one might say, modest term for rural tourism in Russia is "rural hospitality".

In this article, we will attempt to outline the primary difficulties there are in forming a positive image of rural tourism and in promoting this type of tourism effectively, and will propose recommendations concerning the selection of advertising and PR tools, using the example of one rural tourism site in particular: the Bobrovskaya Dacha hunting camp, which is in the Omsk Region.

First of all, let us focus upon the specific character of the hunting camp as a prime site for positioning, and on the difficulties connected with the promotion of tourist services offered by Bobrovskaya Dacha.

The Bobrovskaya Dacha hunting camp, like other projects of its type, was never designed for tourist activities. Its main tasks still include gamekeeping, supplying animals with supplementary food, and conducting scientific research (investigations into bird migration and territorial behavior, animal census-taking for wild boar, Caspian red deer, elk, etc.) as well as educating the public about the environment. These are the tasks for which the infrastructure of this nature reserve was originally developed to fulfill.

After 1992, financing for any nature reserve activity practically ceased in connection with the deterioration of the business sector (money was allocated only to pay salaries, and even then, not in full). Hunting sector management then analyzed various opportunities for extra financing by means of the implementation of business activities, equipment hire, etc.

As it turned out, there did exist a certain demand for hunting camp use by foreign visitors for the purposes of tourism, which might serve as a self-financing source of income. Furthermore, hunters and fishermen prepared to pay to go hunting began to arrive here. It soon

became apparent that the nature reserve was poorly prepared for any such kind of activity, since the necessary infrastructure was absent (e.g., modern accommodation, gas heaters, toilets). In order to improve the situation, two new hunting lodges were built, and the existing buildings were remodeled into comfortable dwellings to receive guests. Attention was paid to tourist visitors from abroad in that the traditional Russian style of architecture was utilized (making use of wood for walls and furniture, icon lamps, Russian stoves, outside toilets). Journalists from the regional newspaper Tarskoye Priirtyshiye, interested in Bobrovskaya Dacha, began to visit, in addition to tourists from overseas. Several articles concerning the camp, animals and huntsmen were published.

At the same time, the Bobrovskaya Dacha hunting camp began to work in cooperation with the tour companies Extreme Travel and Sedmoye Nebo, making it possible to attract a tourist or two. As it later turned out, however, these tourism agencies had made too many unfulfillable promises: underwater fishing, the chance to feed and photograph rare animals, etc. – activities that hunting specialists were not prepared to allow at the camp. For this reason, cooperation with these tourist agencies was ceased. We would like to provide some clarification at this juncture: although tourists were not allowed to receive the services they had been promised, they were well satisfied with the huntsmen's work, with the excursions, the natural surroundings, and with the accommodation.

It became obvious that the primary targeted travelers to this sort of rural tourism site are hunters and fishermen, foreign tourists, scientists, biology students, and lone tourists seeking solitude. In other words, the following types of tourism can be organized at this camp: hunting tourism, scientific tourism, rural tourism (for individual tourists and foreign visitors).

First, it is necessary to conduct research aimed at identifying the weak and strong points of the Bobrovskaya Dacha enterprise, and to undertake an estimate of its possibilities and potential threats. The SWOT analysis method is relevant for these aims because it allows the systematic appraisal of data about the company in relation to four aspects:

1. **Strong points.** What are the advantages? What is the reputation of the company? What position does it occupy in the market?

2. **Weak points.** What are the disadvantages of the company?
3. **Opportunities.** Are there any innovations that mean the company could occupy a more advantageous position?
4. **Threats.** What activities or plans of competing companies might influence the plans of the company? [Durovich 2008: 179].

We would like to point out that answers to these questions should be found both by means of an internal audit (complete, "absolute" knowledge about an organization) and by an external one (objective knowledge about the organization with respect to its main competitors, and a situational awareness of the market as a whole). During the course of these analyses, the following results were obtained:

- Strong points:

1. *Unique services availability.*

While at present competitors offer tourists only hunting and fishing, Bobrovskaya Dacha also offers excursions (a walk along the old bridge, an excursion to the Demidovsky factory, etc.).

2. *Positive image.*

Many tourists who visited Bobrovskaya Dacha were satisfied with the service and the personnel. This can be demonstrated by the positive comments they left on the booking page. Furthermore, according to statistics, those who visited Bobrovskaya Dacha became enthusiastic about it and recommended it to their friends and acquaintances.

3. *Experienced personnel.*

The personnel include huntsmen each with over twenty years of experience. They have lived at the dacha for a long time and know every pathway here, which is why they also work as guides.

4. *Experience of cooperation with the media on a free basis.*

Tarskoye Priirtyshiyeye is one of the newspapers that publishes information about Bobrovskaya Dacha on a regular basis. This is primarily connected with interesting events that are held at the dacha (e.g., visits by foreign dignitaries, students and poets).

5. *The Tarsky District population's understanding of the importance of the hunting region and their willingness to render assistance.*

One of the most significant strong points is that the locals are ready to assist in the development of Bobrovskaya Dacha.

6. *Prior working experience with foreign visitors.*

- Weak points:

1. *Absence of a well-developed infrastructure.*

Although local people render assistance in the development of Bobrovskaya Dacha, the infrastructure remains underdeveloped. Sanitary conveniences are located outside, folding beds are used instead of extra beds, and mobile communications, lighting and showers/baths are absent from the houses. Furthermore, the road leading to the dacha has remained in poor condition for many years, which rather deters tourists from coming here. This is unsatisfactory to hunters arriving here with their families. It should however also be noted that this disadvantage is only a relative one, because many foreign tourists see this as a kind of "Russian exoticism".

2. *Absence of advertising.*

As we have already mentioned, the camp has the experience of free publicity through the media, but it still lacks sufficient money for paid advertising.

3. *Absence of a company website.*

There are no specialists working at Bobrovskaya Dacha competent at working in the PR sphere and developing and maintaining a website. The camp has only a small page on the website devoted to the hunting and fishing associations of the Omsk Region.

4. *No cooperation with tourist agencies.*

At the moment, the camp is not working in cooperation with any tourist agencies. As has been expressed by Omsktour company managers, this is due to the specific character of the camp. Tourist agencies have no desire to work with hunting camps, because they associate such work with risk accompanied by additional responsibility.

5. *Isolated character of the camp.*

Bobrovskaya Dacha has asserted in the media that it is unwilling to see a large number of people at its site, and included school children, university students or large company groups (except hunters).

6. *Unwillingness to work for the company.*

In our opinion, one of the disadvantages is that many graduating students from Omsk State Agrarian University (and the Tarsky Branch of Omsk State Agrarian University) have no desire to work at the

camp. The hunting specialist profession is not popular these days among students or graduates, and this will require a lot of work to develop.

- Opportunities:

1. *Extension of the target clientele to include families with children.*

In our opinion, one of the possibilities is that Bobrovskaya Dacha might extend its target client base. Senior citizens, who prefer peace and quiet, and also families with children, have the potential to be clients. The absence of excursions and a well-developed infrastructure remain the primary difficulties, but if some work is undertaken in these directions, the camp could attract tourists like these.

2. *Cooperation with the media on both district and regional levels.*

Since many district and regional media agencies are currently experiencing a certain "hunger for information", the dacha can provide newsworthy topics.

3. *Promotion of newsworthy events.*

While examining the activities of the hunting camp, we discovered that many interesting events remained "off the radar" because hunting specialists have no time to publicize such information, and there is a complete lack of specialists to follow such events. We consider that the following activities might become newsworthy topics:

- a) Studies conducted at Bobrovskaya Dacha (e.g., research concerning bird migrations, increases in the numbers of animals);
- b) Visits to the camp by historians, writers, poets and artists;
- c) Visits to the camp by foreign nationals.

4. *Cooperation with tourist agencies.*

In order to disseminate information among tourists, it is necessary not only to create a dedicated website, but also to make contact with travel agents who can spread information among target groups in a professional manner.

- Threats:

1. *Redefinition of the hunting camp as a closed reserve.*

If the camp were recognized as a closed reserve (at present the camp is an open nature reserve), it would mean the prohibition of any tourist activity.

2. *A price increase stipulated by the regional hunting and fishing association.*

As experience has demonstrated, the camp attracts foreigners due to the fact that services cost the same for them as they do for Russian visitors (e.g., 100 rubles for an excursion), whereas in other regions, the prices are much higher for foreigners.

3. *Accidents (animal attacks).*

4. *Competitors will offer similar services.*

As indicated above, only Bobrovskaya Dacha currently offers excursions. In the event that competitors offer excursions to historical sites, the camp may lose clients.

We have now examined the primary weak and strong points, threats and possibilities of the Bobrovskaya Dacha hunting camp. Unfortunately, certain of these weak points can only be resolved by the governing board of the dacha itself and by regional leaders – for example, infrastructural improvements, protection of the camp from wild animals (currently, protection is provided by only a fence around the camp), and road construction on the Omsk-Tara highway. Some problems however can be solved by PR specialists, namely the setting up of a dedicated website, raising media awareness of newsworthy topics, and the attraction of new experts to the camp.

In addition to the SWOT analysis, an accurate content analysis of materials in the media was conducted for the purpose of identifying the basic image components established during the course of the years that the hunting camp has been operating.

As a result, the following tools for positioning and promotion of this rural tourism site have been proposed:

1. Promotion of the services at the Bobrovskaya Dacha hunting camp among the local people of the Tarski District.

Target groups: People of the Tarski District.

Objective: Popularization of the Bobrovskaya Dacha camp, generation of a positive attitude towards the hunting camp. Distribution of information concerning environmental protection.

Ideas concerning promotion.

We believe that the organization of various events, for the benefit of both school children and the general public of the Tarski District,

is one of the most efficient and inexpensive methods of raising awareness of the camp.

Such events might include informational classes concerning issues of environmental protection (in particular, a class project, "Preserved Forests are Key Factors in Environmental Protection", which was proposed and held among ninth-graders of the Martyushev Secondary School), competitions, and events concerning environmental protection. Alongside these events, the creation of publicity material is also very important.

We pointed out above that one of the problems of the Bobrovskaya Dacha hunting camp is the unwillingness of people to work there. With this in mind, an article entitled "A Profession for Real Men: Hunting Specialist", for the Omsk newspaper, *I Want to Work*, and a further article, "A Man Who Lives in the Forest", for the newspaper Tarskoe Priirtyshye, were written.

2. Promotion of services at the Bobrovskaya Dacha hunting camp among hunters and fishermen.

Target groups: Professional and amateur hunters and anglers.

Promotion:

1) Promotion on the Internet:

- a) Social networks: Odnoklassniki, Vkontakte, Moy Mir, etc.;
- b) Hunting and fishing blogs and forums;
- c) Links placed on websites devoted to hunting and fishing;
- d) Dedicated website.

As we have already indicated, the Bobrovskaya Dacha hunting camp has no website of its own, and having one might well attract the primary target groups of hunters and fishermen, as well as foreign tourists. This is the reason why we have proposed a website project for the Bobrovskaya Dacha hunting camp. As the basis for such a site, we used such popular Russian hunting camp websites as Lesnaya Gat (лесная-гать.рф), Korolevskaya Okhota (<http://www.o-ohota.ru>), and Losiny Ostrov (<http://www.belagrotur.by/losiny-ostrov/>)

2) Work with the media:

- a) Periodicals about hunting and fishing;
- b) Television;
- c) Men's magazines;

3) Okhota I Rybalka stores (Sibirskaya Okhota, Rybolovny Expert, Sniper, Klevy, Mir Rybolova, etc.);

4) Stands at hunting and fishing exhibitions;

5) Mailing actions to various organizations (Titan LLC, Vodokanal LLC, etc.);

6) Hunting fan club distribution (Safari, Medved);

7) Work with informal groups of hunters and fishermen at such large companies as Gazprom, SIVIK, Titan, etc.

In the long term, we would like to extend the list of places for the distribution of information about this hunting camp to attract such additional target groups as foreign tourists. These could be airports, hotels, large taxicab enterprises that offer services to foreigners, restaurants, and large enterprises that have foreign partners, as well as various foreign language schools that invite foreign teachers (J&S, Dialogue, etc.). As a result, we expect to make Bobrovskaya Dacha a widely known and celebrated brandname which will meet the specified criteria and so become famous in the Omsk Region and beyond.

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REGIONAL DEVELOPMENT OF RURAL TOURISM IN RUSSIA AND THE EU

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According to UN data, income from rural tourism (RT) exceeded 150 billion USD globally in 2006, accounting for one third of the entire world's tourism income that year [4]. Expert estimates from the tourism sector say that the Russian share of this market now amounts to 1.5–2 %. As a supporting statistic, it should be noted that rural tourism is attractive for 35 % of tourists within the EU [4]. Moreover, the EU can boast capacity for nearly 200,000 guests and so receive a quarter of those travelling within the region. This indicates that a sustainable (planned, controlled) development of rural tourism makes addressing contemporary issues, such as the degradation of rural territories, entirely manageable, even in these times of global socio-economic recession. Analysis of European trends in rural tourism development indicates that it has occupied second place after beach tourism in terms of popularity in recent years and is responsible for 30% of returns for the tourism industry there.

Analysis shows that growth in the regional popularity of rural tourism is promoted by special government attention, as they have started programmes nationally for integrated socio-economic village development. All EU countries, particularly France, Great Britain, the Netherlands, Ireland, Germany, Italy and Spain, are making an effort to create models for rural tourism. Although there are a number of practicable varieties of rural tourism as a segment of socially and economically oriented projects in Europe, this segment of the tourism industry can, according to K. Andreeva (Angers, France), however, be seen as a village-organizing factor and a new village function, in keeping with the preservation of traditional culture and production [3]. According to Andreeva, in those countries that have pioneered rural tourism in Europe (France, England and Germany), the demand for rural

tourism was already present: it was only decades later that governments deliberately engaged in such business. As a result, Europe already has quite a robust rural tourism market [3].

Denmark, southern Sweden and Norway stand out in the rural tourism market of Northern Europe; this geographically arranged constellation is no doubt a result of the harsh climatic conditions in Scandinavia [11, 13]. As for Denmark, whose agriculture is one of the most effective in the European market, and whose farms are considered to be setting an example, the level of rural tourism is already high and is experiencing growth without any subsidy from the government [3, 4]. In Southern Europe (Spain, Italy, Greece and Cyprus), rural tourism has become an independent sector in mountainous regions (in addition to skiing) and at the seaside (in addition to beaches). In Northern Italy, a spontaneously thriving vacation trade in rural areas complements intellectual tourism in big cities. Yet Eastern European countries are in the very early stages as to making use of the advantages of rural tourism. It has been developed mostly in the Czech Republic, Slovakia, Hungary and Slovenia. Romania has a number of advantages in this tourism segment. In Poland, more than 500,000 people prefer rural tourism services. Yugoslavia has great potential in this field. Croatia is a different story, as it offers programmes that include both rural and beach tourism. All of these countries promote rural tourism through active cultivation, but the level of efficiency is still not high [3, 4, 8].

The participation of this author in international conferences such as "Tourism and Recreation: Fundamental and Applied Research", "Tourism and Culture in the Modern World", and "Tourism as a Sustainable Development Element", as well as in seven meetings of the Tempus Project, makes it possible for him to agree with the opinion of experts from the Pskov and Leningrad regions [1, 2, 5, 6]. They demonstrated that the efficient organization of a sole proprietorship for rural tourism requires the gathering and integration of practical information on a number of fronts [4]. In particular, this includes advice concerning marketing techniques, legal practice, managerial elements, requirements for arranging guesthouse facilities, and pricing and promotion basics, as well as specific examples of guesthouse arrangements in Europe and Russia that are similar to those already in

place [5, 6, 8, 13, 14]. These issues are partly addressed by authors of tourist literature [2], but these aspects deserve special attention.

Favorable conditions for organizing regional village guesthouse facilities had been developed in Russia by the late twentieth to early twenty-first centuries. Thus, according to colleagues from Omsk working on the Tempus Project, there are efficient rural facilities and infrastructure operating in the area (the Silver Forest Hotel Center) [1]. The area offers bed and board, as well as football, volleyball, horseriding, a children's playground, barbecue facilities for rent, and additional services such as a Russian banya, sauna, pool and gym. The only state rural zoo in Russia is also situated there, occupying 19 hectares, and housing over 180 animal species; it receives more than 150,000 human visitors annually. The zoo is especially proud of its 800 mammals, amphibians, reptiles and fish. Old Siberian Times, a museum situated in the Omsk Region, is another rural tourism development. Occupying more than 200 square meters, it describes the history of the Bolsherechensky District and exhibits the remains of mammoths, buffalos and rhinoceroses. The museum aims to educate tourists about rural life. At the same time, entertainment facilities for children and families are also developing all the year round.

These regional examples are evidence that, theoretically, Russia could potentially reach the top ten of world tourism powers. It is clear that meeting this challenge requires the registration and formalization of procedures for arranging individual hospitality. In theory, it is quite achievable. Practically, however, according to exit polls, there is a need for information concerning the time period when proprietors can receive visitors, how many rooms are available and their capacity, whether such facilities as a bath, a shower, or a toilet are available (whether indoors or outdoors), etc. There is a need for a special section on an inquiry form, where the prices for accommodation and catering arrangements, as well as any discounts, are stated. According to practitioners from several regions of Russia, the premises around the house must be deemed to be well designed, and this can only be efficiently implemented through the use of additional equipment. This refers to driveways (sand, unsurfaced, gravel, or asphalt road), location (river, pond, lake, beach, or pool, etc.), the houses' exterior decor, a landscaped yard (pathways, flowerbeds, and such), and the sanitary

arrangements. Comfortable bathing or shower facilities, carparking space, carport or garage, are all of special importance. The house must have a kitchen and a washing machine, as well as animals nearby (birdlife, and farm animals such as cows, pigs, sheep, etc.), a working vegetable garden (with edible vegetables), a fruit garden (the fruit likewise edible), and greenhouses. There should be suitable facilities for horseriding, hunting, and fishing (within a few kilometers). Access for gathering berries and mushrooms is also significant. As to cultural and historical resources, information concerning museums, monuments, and sites of interest has to be reasonably formalized. In order to meet therapeutic treatment needs, spa and medical facilities are developed. The present somewhat spartan state of rural tourism facilities would indicate the necessity of a separate dining room, a bakery, hot and cold running water, and electricity. During the survey, potential tourists highlighted the importance of being able to bring their pets with them. People who enjoy sport were interested in the opportunity to do their workout in the backyard or in nearby fields, etc.

Such an approach complies with the aspirations of regional administrations and the Russian Federal authorities. According to Federal government planning, tourist centers are to be established in Plyos, as well as the Altai, Ryazan, Rostov and Pskov regions, by 2018 [14]. A total of 230 billion rubles from regional budgets and private investment is to be allocated for these five touristic regions, to include rural tourism, and othertourism development projects in several regions of Russia. Plyos, a small city in the Ivanovo Region, receives 300,000 visitors each year, which is the same number of Russians as travel to the Czech Republic or to the Emirates. Plyos plans to receive up to twice that number, 600,000 people in 2016, which is equivalent to the tourist flow from Russia to Spain or Italy. The village of Konstantinovo (the country estate of S. Yesenin) has been made the key center for tourism facilities in the Ryazan Region, to which tourists are brought by bus and aboard cruise ships. The aim is to encourage tourists to stay there for a few days. A shopping and entertainment mall, The Oka Pearl, is to be established there by 2016, and will include the Seven Feet yacht club park hotel, a water park, an ethno-village and camping facilities.

Downtown Pskov, namely the city's embankments and parks, are to be reconstructed, and new hotels, entertainment facilities and sports centers will be built. A 200-room hotel, an indoor ski slope and a water park (for 3,000 people) will be built in the south of the Rostov Region in accordance with a federally targeted program. The Rostov Cluster has been designated a camping area. There are two clusters in the Altai Region: the Belokurikha health resort and the Golden Gate (Biysk) camping cluster, at the entrance to the Small Golden Ring of Altai. Next to the Belokurikha, a pond and a beach, an apiary, and a Siberian village, Fisherman's Village, and Stable Yard hotel complexes are to be established. All in all, this will develop a new infrastructure for rural tourism.

Comparisons of the distribution of rural tourism arrangements in France, Germany, and Russia reveal both similarities and differences. Rural tourism near large cities like Kaliningrad and St. Petersburg, Pskov and Syktyvkar resembles that of Central Europe, while rural tourism in the remoter Sochi area is similar to that in Cyprus. Rural tourism of the northwestern regions of Russia is also similar to that found in Finland. Generalization and systematization of the main features of European and Russian rural tourism make it possible to identify certain characteristics common to each individual option: the practice, for example, of clustering rural tourism regions on the basis of a formulaic feature (i.e., the distance between a core zone and an urban center) is common, even where a region's characteristics are unique.

"Original Rus", a project that took part in a 2007 competition and was designated one of the best rural tours, can be considered an example of a unique model of rural tourism. This is an instance where the whole idea of uniting a range of unique cultural programs, connecting them holistically with interactive arts and crafts, residence in ethnic villages, and visits to ancient settlements (e.g., Tiverskoe), was brought into being. The tour includes visiting farms and natural features (the Sablinskies caves and other similar locations). The budget plan for the project took into account the possibility of issuing discount cards during the tour, as well as loyalty cards, rebates on exclusive excursions, and an SRR book for regular customers. Coordination between international associations, think tanks, and the organizers of

the companies "Scandinavia" and "Golden Ring of Russia" was tested in an experimental way.

An historical and cultural tourist center by the name of Silver Ring came into operation in 2009 based on this concept. Using the rural tourism code of practice developed by "Original Rus", the concern acquired a portion of the northwest Russian and eastern and southern Finnish market. With tourist accommodation in rural guest-houses, and by training tour guides in how to link the touring process with the "Original Rus" cultural image, they have been able to draw tourists to these regions by promoting entirely new and different aspects of the "true Russian soul". These are factors that have become a hallmark of the Polar Ring company. Thanks to detailed research on Russian cultural history, this tour operation managed to put on display the quietly conscientious, nomadic lifestyle of the ancient Russian Varangians in an entirely new light, as "small, bright, wholesale dealers".

According to stakeholders, the success of these regional rural tourism programs is attributable to the thoughtful arrangement of facilities centered around a rural landowner's house where guests can stay, and enjoy the surroundings. It became clear in a significant number of cases that it is the country house itself and its environs that are the object of traveling to the village in the first place. Moreover, it became clear in the course of the study that, in fact, there is no rural tourism without this sort of object being available. A journey to a cabin in the woods, "into the wild", or to some kind of holiday resort (the shore of a forest lake or river) does not in itself constitute rural tourism as such.

The analysis performed also demonstrated that rural tourism in Europe and in Russia have vital differences the one from the other. In Europe, where large cities are relatively evenly distributed, rural tourism tends to turn into a trip around the available space. In Russia, by contrast, urban cultural centers are more concentrated and separated from one another by more impressive distances. In this regard, according to statistics, the majority of visits to Russian villages (60%) are paid at a distance of no more than 200 km from where vacationers actually live. This style of vacationer provides the greater part of rural tourism revenue here. It is not possible to determine the percentages of tours made all over Russia as compared to interregional tours of a dis-

tance greater than 200 km. Travelers hardly ever put down "village" as their purpose of travel; village tours are usually organized by individual vacationers themselves. Clarification of the statistical parameters of rural tourism requires additional effort and targeted research activities, issues that have been acute ever since the Soviet era ended [11].

Our experience here in St. Petersburg in the late nineteenth and early twentieth centuries necessitated the development of a special kind of rural tourism in Russia. During this period, so-called "country-house tourism", whose main interest was historical, caused rural tourism to be considered some kind of bond or connection between town and country. The smaller radii around rural or suburban homes provide an area-wide wave of rapid development by means of rural tourism. Thus, for example, the Ryazan Tourism Authority noted that country-house tourism market slumps in the winter [7]. However, this is assuming an urban resident must provide financial support for a country house. According to rural tourism managers and practitioners in the Ryazan Region, Cherepovets, and the Moscow and Altai regions of Russia, cottage rentals offset this drawback [4].

At the same time, the researchers established that in the late nineteenth to early twentieth centuries in Europe, modernization caused a decrease in the importance of country life and a drift of rural practices towards a more urban lifestyle. On the one hand, it dramatically increased the standard of living, and the degree of organization and management in rural spaces. On the other hand, country folk with truly rural lifestyles, and "living off the land" began to disappear. As urban infrastructure improved and the overall density of rural populations in Western Europe changed, the need arose for the restoration of natural spaces and an exodus of residents from the countryside and into urban communities took place [3]. The villages themselves transformed into small towns possessing some degree of urbanized industry. Decades later, in Europe, the reconstruction of new zones occurred with the stated purpose of promoting rural tourism and these have been developed into artificial entertainment complexes, such as Disneyland Paris [3].

There are also comparable theme park projects in the Pskov region. For example, the Belarusian Pushkin Path has been in operation for some time. As was demonstrated to participants at the Tempus

Project conference in June 2011, an impressive instance of rural tourism can be built up from scratch over a two-year period and still present all the ideal features of an artificial village, as is to be seen in the immediate vicinity of the Pushkin Hills Museum Reserve [1]. In the Pushkin Hills, the international Tempus delegation members were shown a hotel, a mill and meeting space that had been built especially to house contemporary forms of rural tourism. It should be mentioned that this cultural and historic rural tourism visitors' center was created as a viable competitor to the museum estate of Alexander Pushkin and his contemporaries. A guesthouse in the village of Bugrovo, near the entrance to the Mikhailovskoe State Pushkin Museum, can sleep up to 48 people in 12 rooms two floors, and there are Russian-style baths and televisions in every room. A rural tourism guest complex in the village of Sharobyki near the Trigorsky Park is situated close to a lake and has an exquisite beach, a sauna, a swimming pool, billiard tables, a fireplace and banqueting halls. All of this provides tourists with an opportunity to combine a cultural programme with entertainment and group activities. The complex is equipped with parking, gazebos, guest chalets for two to four people, and family guesthouses with a kitchen, a bedroom, and a sitting room. The Sharobyki Village Hotel has a full capacity of 40.

However, all of the above-mentioned facilities are filled with a tourist flow to a large degree because of their proximity to the Pushkin Hills Museum Reserve. This means that the creation of an efficient rural tourism facility away from state-owned facilities that are attractive to tourists requires clever marketing and organization. Such an example of a successful rural tourism project for overnight guests can be found in the Pechersk area of the Pskov Region. This was presented at a seminar in 2010 in St. Petersburg, at a celebrated international tourism fair, the "INWETEX-CIS Travel Market". The project in question is Olga's Farm, where a former urbanite set up her house as a guesthouse for family vacations on her privately-owned and built estate. Together with similar types of residences in the villages of Kapanov and Voronich (b. Sorot), Olga's Farm demonstrates that it is well and truly possible to organize village tourism in Russia. Sure knowledge of this fact has spread in towards northern Russia over the past few years.

The creation of a new ethnographic center in the village of Yb (hillock) in the Republic of Komi has provided "the peak of the northern stream" of rural tourism in Russia [15]. This widely advertised event has generated great interest. As many as 25 million people from the Urals to the Danube consider themselves to be of Finno-Ugric origin. The Finno-Ugric ethnic and cultural park created with them in mind in the Syktyvdinsky Komi Region, in the more than 400 year old village of Yb is something of a breakthrough project, since it has taken Russian rural tourism to the level of an international tourist forum [15]. The key events of this forum were the Ybitsa Festival of Ethnic Music and "Beef Day" with its Finno-Ugric cuisine. In addition, the program included displays of combat using medieval weaponry, hot-air balloon flights, archery, horse- and deer riding, bodypainting and aqua make-up, and music from different regions of Russia and Finland.

An analysis of the result revealed that the event earned wonderful reviews in the media, and that it had been created virtually from scratch under the auspices of the Republic of Komi regional center for rural tourism, to celebrate their 90th anniversary with the participation of the whole village. Joulupukki, Finland's Santa Claus, came to the Ybitsa Winter Festival. On the fourth day, figure skating champions like A. Yagudin, M. Petrova and A. Tikhonov, as well as T. Totmyanina and M. Marinin performed there, giving shows and master classes for the young skaters at Komi. A field kitchen served free tea at the National Stadium. After the second Ybitsa Festival, it had become apparent that a regional development program for rural tourism in Russia involves major government subsidy which must be spent responsibly by a select few fully accountable organizers [15, 16].

A similar but more ambitious international tourism project that includes a rural tourism segment is being implemented in Russia by the Sochi 2014 Olympic Games organizers. A planning session on the project entitled "Rural Tourism" which was held in March 2011 in Sochi confirmed that the nearby regional tourist center established in the mountains of Krasnaya Polyana is proof that it is entirely possible to host rural tours here all year round. It was discovered that, as in other resorts (in Cyprus, for example), the implementation of rural tourism projects can only be carried out as an auxiliary industry run-

ning on a private basis. Any attempts to make rural tourism a priority and a mass-market product would lead to program overload and low profitability for the stakeholders. Statistics prove, though, that localized rural tourism can still be profitable here. As for the rest, rural tourism is better suited for areas where village life is the predominant social model, e.g. the Republics of Karelia and Komi [15] and in Finland [16].

Thus, to summarize the presentation given here, a reasonable conclusion would be that regional developments in rural tourism in Russia and European Union member states have certain things in common but also show important differences which are imposed by the local geographical, historical and socio-economic characteristics in each region. In the long term, this too has a contribution to make in preserving a wide range of activities in international and domestic travel.

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COMPETITION AND COMPETITIVENESS THEORY DEVELOPMENT IN THE RURAL TOURISM SPHERE

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Synopsis. This article is devoted to the problem of competition and competitiveness theory development in the rural tourism sphere. It provides an overview of approaches which ensure a country certain business advantages internationally. It has been proven that the Heckscher–Ohlin theory is broadly speaking functional in the agricultural sphere; its application in the rural tourism sphere is completely justified since it is assumed hypothetically.

Key words. Competition theory, competitiveness, rural tourism, theory of international advantage in the tourism sphere.

Introduction. The theory of comparative advantage was initially developed in the work of the Swedish economists E. Heckscher and B. Ohlin in the 1920-30s. According to the Heckscher–Ohlin theory, countries are singled out based on the intensity of their production factors. It is the "... differences in the ratio of the factors of production scarcity in different countries", Heckscher states, "which are the necessary condition for international trade" [1]. This point of view is shared by Ohlin: "... inequalities in production factor distribution can result in the necessity of international trade ..." [1].

Methods. As Heckscher and Ohlin state, a comparative evaluation of factors presupposes three essential circumstances:

1. States participating in international trade tend to export those goods and services whose production factors are locally abundant, and they tend, vice versa, to import products whose factors are lacking in their country.

2. International trade development leads to "factor" price equalization; i.e., the income received by the owner of this factor will rise (the Heckscher-Ohlin-Samuelson theorem).

3. Provided that production factors are sufficiently mobile between countries, there exists the possibility of obviating the exportation of goods and services by means of the dislocation of factors from one country to another. The abundance of some production factors makes them less costly in comparison with those that are scarce.

As the production of any agricultural goods requires a combination of factors, those goods produced by using less expensive, abundant factors are relatively cheap, not only within the home market, but also abroad. As a result, they will possess comparative advantages. Thus, a country exports products in which production is based upon abundant production factors and imports products whose production factors are less prevalent. Countries specialize in the production and sale of those agricultural products in which they have an advantage and that are less expensive for them. Turkey, for example, specializes in the production of citrus plants and other subtropical crops.

The Heckscher–Ohlin theory is closely interconnected with the concept of the product lifecycle. According to this concept, the prestige of the product varies at different stages in its lifecycle, and production of it will move from one country to another depending on which stage it is in. In their doctrine, C. Kindelberger and L. Wales posited a scheme according to which:

1) an innovation is worked out at the introduction stage, after a demand for the product has been determined;

2) next, production is organized and sales are arranged within the country, after which exportation is initiated.

Sales are quite slow during the introduction stage, since information concerning the advantages of a product is not yet widespread enough for consumers to become less passive. With this in mind, manufacturers launch an active product marketing campaign using advertising, "public relations", and the creation of an effective sales network. At this stage, product supplies are concentrated in a few organizations that serve as market monopolists. During this period, the product price remains high. The growth stage is accompanied by market expansion and a relative increase in sales due to the fact that clients have become familiar with the product and acknowledge its value to them as consumers. Profits are higher at this stage in comparison with subsequent stages due to the higher level of production stan-

standardization and a corresponding decrease in costs. Product manufacturers face competition, both domestically and abroad. During the maturation stage, introduction of the product in potential markets results in subsidy growth, standardization at a higher level, an increased value through price competition, and stabilization or decline in terms of profit. This stage is characterized by a higher level of repeat purchase and a stable sales level. Internationally, product exported from the country decreases and production in other countries marked by low production costs is developed. At the final stage of product life, circular production declines. Consumers in the country where the product was initially manufactured lose interest in the product. The volume of sales decreases and fewer consumers repurchase. Production of the product is concentrated in another country, and the country that introduces an innovation becomes the product-importing country.

The theory of competitive advantage proposed by American economist M. Porter is devoted to the issue of the effective use of production factors. Having studied the experience of companies in ten leading industrial countries that produce nearly half of the world's exports, he outlined a concept for the international competitiveness of nations. The international exchange competitiveness of a country is determined by the influence and interdependence of four major components:

- Factoral terms, which include production factors, as well as labor productivity development factors where labor sources are scarce, and the introduction of resource-saving technology factors where land and natural resources are limited;

- Demand terms; i.e., the state of demand in the home market in correlation to the potential opportunities of the foreign market. Political, economic, cultural, educational and other peculiarities that influence the work of the organization outside the country are essential in this respect;

- The state of services and associated industries; availability of necessary equipment; the presence of close contact with suppliers, mediators and other organizations; and a company's strategy in a certain competitive situation, which presupposes a certain degree of flexibility within the organization's activity in the market.

Results. Most recent research demonstrates further refinement of the Heckscher–Ohlin theory. A. Marshall, a celebrated researcher and international economist, emphasizes the importance of supply in the identification of a country's place in the international division of labor. He states that rich countries have an advantage in the international trade of goods and services due to their extensive and well-established connections, through which they can better adjust the launching of a new product or service to match the capacity of various markets. In accordance with this position, Marshall introduced the reciprocal demand and supply curve as an indicator of optimal international exchange conditions into international trade theory.

The theory of American economist P. Krugman explains why tourist streams exist in all countries which own a supply of production factors at approximately equal levels. This can be explained as follows: As scale of production increases, production costs for each item decrease. As a result, it becomes more profitable to specialize, even in technologically homogeneous but otherwise distinct products, and then to engage in trading them. Advances in international trade theory in recent years have emphasized the necessity of a microeconomic analysis as well as analyses at administrative and entrepreneurial levels, such analyses being necessitated by significant volume growth and any increase in the importance of international intercompany exchange. According to the data provided in some publications, intercompany international deliveries account for nearly 70 % of the entire volume of international trade in goods and services, 80–90 % of licence and patents sales, and as much as 40 % of capital exports. In spite of the fact that belief in the Heckscher–Ohlin theory is shared by most modern experts, it does not work in all cases.

In the mid-1950s, W. Leontief, a famous American economist of Russian extraction, attempted to undertake empirical testing of the main statements of the Heckscher–Ohlin theory and arrived at paradoxical conclusions. Using the balance of the "input-output" model as based on data concerning U.S. economic development for 1947, he demonstrated that American exports had been dominated by more labor-intensive goods, and that imports had been dominated by capital-intensive goods. Taking into account the fact that capital in the U.S.A. in the early post-war years was a relatively abundant production factor

in comparison to its trade partners (while the salary level was considerably higher), the U.S.A., according to the Heckscher–Ohlin theory, should have exported capital-intensive goods, while labor-intensive goods should have been imported. Thus, the results that were obtained in an empirical manner obviously contradicted the postulates of the Heckscher–Ohlin theory. Hence, the conclusion became known as "Leontief's Paradox". Further research proved the existence of this paradox in the post-war period not only in the U.S.A., but also in other countries (e.g., in Japan, India, etc.). Numerous attempts at explaining this paradox made the development and enrichment of the Heckscher–Ohlin theory possible, by taking into consideration the various circumstances that influence the international specialization of countries. Such circumstances include:

1. The heterogeneity of production factors (primarily of labor), which may essentially differ in their level of qualification. As a result, the exports of industrially developed countries reflect the relative abundance of labor, not in terms of numbers, but meaning highly skilled labor, whereas developing countries export products that require the significant labor costs of non-skilled workers. It is possible to say that when we consider Leontief's Paradox, very specific "labor-intensive" goods, the production of which absorbed significant "human capital asset" investments, were exported from the U.S.A. The significant role of the natural as well as recreational resources which can be involved in production processes can occur only in association with a great deal of capital;

2. The influence on international specialization of policies undertaken by the state, which can impose restrictions upon imports and create incentives for production within a country and the exportation of products or services in related industries, where relatively scarce production factors are employed intensively.

When analyzing the Heckscher–Ohlin theory, economist V.I. Fomichev also points out its shortcomings, indicating that the Swedish research says nothing concerning the character of the relations between the manufacturers of goods and services [2]. He writes the following: "In theory, international trade can develop as long as any kind of difference in the relative price of production factors remains".

Discussion. The absence of any difference in the prices of production factors presupposes that manufacturers are equal to one another. On the basis of this factually equal relationship, merchandise exchanges will never emerge. From our point of view, this opinion is too categorical. In fact, practical experience has demonstrated that the Heckscher–Ohlin theory applies in most cases in the agricultural sphere, and that we can hypothetically assume that its application in the rural tourism sphere is completely justified.

Conclusions. By way of a conclusion to all the statements made above, we can single out three groups of factors that ensure the comparative advantage of a country in its international activities: 1) natural resources; 2) capital; 3) labor resources. Within such an approach, agriculture on the whole is characterized by a very restricted developmental potential, whilst rural tourism possesses a much greater competitive potential. The types of competition (i.e., those involving a competitive struggle) are quite diverse. Competitive intensity is determined by market characteristics, as well as those of the market players. Given a fair competitive environment, enterprises strive to decrease production costs, improve the value of goods to consumers, and apply marketing tools in order to obtain a competitive advantage. These circumstances favor an increase in effectiveness, either in that of rural tourism or in that of the Russian economy taken as a whole. To choose a suitable competitive strategy, rural tourism stakeholders need to undertake a thorough market examination and monitor the state of competition in the tourism market. The Heckscher–Ohlin theory is the most accurate description there is of the sources of competitive advantage emerging in the rural tourism sector.

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DEVELOPMENT OF RURAL TOURISM IN CYPRUS

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The Cyprus Agrotourism Program was launched in 1991 by Cyprus Tourism Organization (CTO).

The program included the renovation of traditional houses in rural villages and converting them into tourist accommodation, catering units, restaurants, exhibition areas as well as craft shops.

To start the programme, CTO co-operated with several government departments as well as Architects, village authorities, house owners and entrepreneurs.

Financial assistance together with technical advice was provided to the house owners to achieve the required restoration level. The hotel laws were amended to facilitate the registration of restored houses as licensed accommodation.

Special tourist guides as well as traditional house owners were professionally trained in order to offer the correct information of the cultural heritage to the visitors.

In 1995 with the initiative of CTO the Cyprus Agrotourism Company has been created. The main objective of the creation of the company was to achieve the cooperation between all the Agrotourism establishments and to provide a common marketing and distribution network including promotional material, a central reservation system and a web site.

The Cyprus Agrotourism Programme has succeeded in its mission for the following reasons.

1. It has helped to preserve the natural heritage environment in the rural villages.

2. It has helped to generate income for farmers thus reversing the urbanisation trend.

3. It opened up rural Cyprus to tourism by capitalising on the hospitality of the Cypriot people the culture and the unspoiled nature.

4. It has created employment opportunities in the villages especially for women.
5. It has attracted special interests clientele.
6. It has achieved repeat tourism.
7. It alleviated the seasonality problem as agrotourism in Cyprus is non-seasonal.

The presentation that follows has been prepared by Mr. George Michaelides, President of the Association for Cultural and Special Interest Tourism and a visiting Professor of the College of Tourism and Hotel Management.

A presentation is to take from the internet:

<https://www.dropbox.com/sh/vb5fl4pd8kmqsc3/OiEPMTvTGC>



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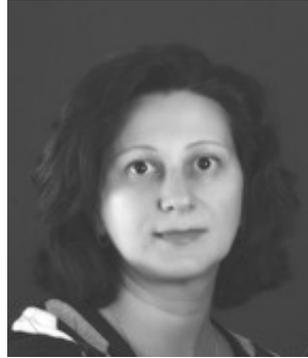


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