Main trends in the development of regional tourism and determining the prospects for its development

Huseyn Chaplaev1, Lalita Idigova2,3, and Varvara Markaryan4

1 Chechen State Pedagogical University, 62 Kh. Isaev Ave., 364068, Grozny, Russian Federation
2 Chechen State University named after A.A. Kadyrov, 32 Aslanbek Sheripov Str., 364024 Grozny, Chechen Republic, Russian Federation
3 Complex Research Institute named after Kh. I. Ibragimov of the Russian Academy of Sciences, 21a Staropromyslovskoe Shosse St., 364051, Grozny, Russia, Russian Federation
4 Financial University under the Government of the Russian Federation, Krasnodar branch, 32 Shosse Neftyanikov Str., 350051, Krasnodar Territory, Krasnodar, Russian Federation

Abstract. The paper studies the importance of regional tourism for the country’s socio-economic development. The development of tourist organizations of the Chechen Republic was analyzed, statistical data and the results of marketing research of recent years were studied, thus providing insight into the development trends of regional tourism in the Russian Federation. Special attention is paid to the analysis of key figures for several reporting periods. In the realities of the present this issue remains relevant and gains new significance due to the modification of the external and internal conditions of the republic’s performance. The new conditions for the development of the republic affecting the change in the requirements to tourism include the transformation of the scale and directions of external economic relations, the increase in the utility estimate of the population mobility factor, the formation of new strategic guidelines for the socio-economic system of the republic. The paper noted that the inhibiting factors for the development of tourism are, first of all, the poor technical equipment of the tourism industry and the low level of professionalism of tourist personnel. In conclusion, the paper presents a list of measures that will contribute to the development of the tourism industry in the Chechen Republic.

1 Introduction

Tourism has always played a very important role in the formation and development of the national economy of our country and at present the issue of tourism seems quite relevant. In fact, tourism in the global economy is one of the leading job creators, and it is no secret that for a large number of countries tourism is the main source of income.

Historically, social tourism in Russia was at the heart of mass tourism [1]. It was not considered an economically significant industry in the USSR, but was perceived as a branch of social policy. The “sociality” of tourism was achieved due to the fact that all travels were financed from social insurance funds and budgetary sources. Trade unions, namely the Central Council for Tourism and Excursions of the All-Union Central Trade Union Council, were the main tour operator [2]. The scale of the latter was quite large. Its annual turnover was up to $5 billion. In the current equivalent, 50 million people in the USA used such annual services [3].

Currently, this topic is practically relevant, and, studying the possibilities for the development of tourism in the regions of Russia, we can state with assurance that many regions are trying to put all their efforts on the development, support and regulation of domestic and inbound tourism. Besides, new types of tourism are offered to attract tourists, such as, for example, water tourism, extreme tourism, hiking, ecotourism, agroecotourism. Regional tourism development programs are already created in more than 20 regions of the country – in St. Petersburg, Leningrad, Novosibirsk, Nizhny Novgorod, Kostroma, Kursk, Astrakhan regions, the republics of Sakha, Yakutia, Adygea, Tuva and the republics of the North Caucasian Federal District (NCFD), including the Chechen Republic.

This direction remains relevant at present due to a change in the conditions and tasks of the development of the republic. The purpose of the study is to analyze the development of tourist organizations of the Chechen Republic over 2011–2021 [4].

The purpose of the study is to analyze methodological approaches to assessing individual tourist resources and the tourist and recreational potential of the territory at the regional level.

In accordance with the purpose of the study it is necessary to study the development of the methodology for assessing the tourist and recreational potential of the territory, identify problem areas in the use of existing methodological approaches assessing the tourist and recreational to potential of the region.

© The Authors, published by EDP Sciences. This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (https://creativecommons.org/licenses/by/4.0/).
The territorial tourist and recreational system of the region is considered as the object of the study. It has functional and territorial integrity and is characterized by the presence of a certain resource potential. The subject of the study is the tourist and recreational potential of the region and approaches to its assessment [5].

The methodological basis of this work was the modern concepts and scientific developments of Russian and foreign researchers revealing the development of organizational and economic aspects of managing the development of regional tourism markets based on the use of special-purpose programs.

The development of tourism in the Chechen Republic is in line with the trends of globalization of economic and cultural life, environmental protection, and the dynamic expansion of the service sector. Tourism as a source of income generation of the regional budget and creation of new jobs is critical for the republic.

The natural potential of the Chechen Republic allows developing tourism in a wide range of directions, since a small territory of the republic has five climatic zones, steppe and mountain landscapes. There are many lakes and rivers, including mountain ones. The variety of natural resources allows successfully developing such types of tourism as excursion and educational tourism, sports and recreation, historical, cultural and mixed tourism. The security of the improvement of the population by improving its standard of living, ensuring comfortable living conditions and mobility, including an increase in the availability of high-quality and safe tourist services, is the basic parameter of long-term plans for the republic [6].

2 Materials and Methods

The changing in the institutional and economic conditions for the economy of the Chechen Republic requires the development of new approaches to analyzing the development of the tourism industry, which, on the one hand, is an element of regional, national and subglobal economies, and on the other – an independent industrial complex of the socio-economic system. Tourism as an element of the economy of the republic should ensure the interaction of economic entities within the intraregional production and social turnover, interregional and external economic relations. As an element of the supersystem, the tourist complex of the republic performs the tasks of the national level determined by the interests of the state in a particular period. As an element of the subglobal system, tourism of the republic has the potential to participate in international interactions taking into account its own capabilities and the parameters of the existing competitive environment [7].

The functioning of the tourist complex of the Chechen Republic from each of the outlined perspectives has its own characteristics, which should be taken into account to form the infrastructure framework and potential configuration to fulfill the main goal – tourist support of the socio-economic system of the republic, i.e., creating conditions for the access of manufacturers to factor and final markets, and of the population – to economically affordable and comfortable mobility.

In the first decade of the 2000s, the tourism business in the economy of the Chechen Republic occupied an extremely insignificant place. Tourism was mainly outbound: leisure travels to Turkey, Egypt, Thailand, European countries. Travel companies were private organizations. There were no measures of state support for this type of activity. The situation began to change significantly after the adoption and launch of such strategic documents as The Strategy for the Socio-Economic Development of the North Caucasus Federal District until 2025 (Decree of the Government of the Russian Federation No. 833 of October 14, 2010) and The Strategies for the Socio-Economic Development of the Chechen Republic until 2025. The tourism industry is indicated in these documents among the priorities for the development of the economy of the district and the republic [8].

The targeted program Development of Domestic and Inbound Tourism in the Chechen Republic for 2013–2018 was important for promoting the development of tourism in the Chechen Republic. Its implementation implied the active construction of recreation and entertainment facilities and the creation of various tourist routes throughout the republic. The amount of funding amounted to 9.5 billion rubles. The task of creating up to 7 thousand jobs in the field of recreation and tourism was also highlighted.

At present, the republic is implementing the republican target program Development of Culture and Tourism in the Chechen Republic for 2014–2020. Subsequently, the program was extended until 2024. The amount of funding is 18.9 billion rubles [8]. The program consists of 6 subprograms. The Ministry of Tourism is the authorized executive body responsible for the implementation of the program. The ministry controls the activities of the state unitary enterprise for tourism and excursions “Tour-Ex” State Unitary Enterprise and the State Public Institution “Department for Ensuring the Activities of the Ministry of Tourism of the Chechen Republic” (created in 2017). The largest private travel companies include Itum-Kali Rafting, Chechen-Tour, Tur-Kavkaz, Benoy-Travel, Elgas. [9].

The tourism development program is aimed at solving such problems as a significant increase in the volume of domestic tourism, inbound tourism, as well as the development of international tourism. In this regard, it is relevant to create a tourist complex of the Chechen Republic providing a variety of high-quality services affordable to different segments of the society. [10].

It is critical to solve the problem of forming an extensive tourism infrastructure offering a tourist product that is competitive in terms of price and quality with similar products of tourist complexes in other regions of the country and the world [11].

The Ministry of Tourism of the Chechen Republic and its subordinate enterprises did a lot of fruitful work during 2018–2022. In 2018, representative offices of the Visit Chechnya tourist and information center were opened in St. Petersburg, Leipzig (Germany), Otepää (Estonia); in 2019 – in Murmansk, China and the UAE.
Every year, the Ministry of Tourism of the Chechen Republic actively participates in various exhibitions: in 2018 it took part in 10 international and Russian exhibitions, forums, conferences, in 2019 – 13 exhibitions, in 2020 – 13 exhibitions. Cooperation agreements were concluded with leading tour operators in Russia and Europe, for example, with TUI Russia, which is part of the largest international travel holding TUI Group with more than forty years of experience. A memorandum of cooperation was concluded with the AgroEcoTourism NGO for the development of national tourism. A cooperation agreement was signed with the Moscow Tourism Committee. Cooperation is carried out through the Moscow Digital Tourism Platform “RUSSPASS”: the regions exchange content, including advertising materials in order to provide tourists with tourism services. A cooperation agreement was signed with the largest tour operator in the world “ANEX Tour” known in the world for more than 20 years in order to develop cooperation, create and promote interregional tourist routes in the region [12].

The successful solution of the tasks of tourism development programs made it possible to implement investment projects in the field of tourism on the basis of co-financing from the federal and republican state budgets and on the basis of public-private partnership. The goals of the Republican Tourism Development Program for 2014–2024 are presented in Table 1.

Table 1. Dynamics of the development of domestic and inbound tourism in the republic in accordance with the targets of the subprogram

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of beds in collective accommodation facilities, beds</td>
<td>2478</td>
<td>2561</td>
<td>2625</td>
<td>2684</td>
<td>3640</td>
<td>5694</td>
<td>5399</td>
<td>5530</td>
<td>5665</td>
<td>5804</td>
<td>5948</td>
</tr>
<tr>
<td>Number of persons placed in collective accommodation facilities, thousand people</td>
<td>20.0</td>
<td>33.0</td>
<td>42.7</td>
<td>45.9</td>
<td>57.3</td>
<td>94.6</td>
<td>75.1</td>
<td>104</td>
<td>109</td>
<td>114</td>
<td>120</td>
</tr>
<tr>
<td>Income from services provided by collective accommodation facilities, thousand rubles</td>
<td>210.2</td>
<td>249.4</td>
<td>365</td>
<td>452</td>
<td>508</td>
<td>544</td>
<td>655</td>
<td>776</td>
<td>810</td>
<td>845</td>
<td>983</td>
</tr>
</tbody>
</table>


According to statistics and reports of the Ministry of Economic and Territorial Development of the Chechen Republic, such program indicators as “number of beds in collective accommodation facilities” and “number of collective accommodation facilities” were fulfilled in advance [14]. Since 2017, the number of hotels and similar accommodation facilities has exceeded the program goals: in 2017 their number was 29, in 2018 – 42, in 2020 – 56, in 2021 – 60 objects. The number of beds for 2015–2021 tripled and amounted to 6,277 beds in 2020 and 5,677 beds in 2021. The number of tourists is also growing ahead of the parameters set by the program: in 2015 their number was 32.7 thousand people, in 2018 – 71.4, in 2021 – 137.5 thousand people.

3 Results and Discussion

In 2022, to create the tourist infrastructure the order No. 1290-r of May 25, 2022 of the federal government stated to allocate subsidies to the Chechen Republic “for the support of the public initiatives aimed at the development of tourist infrastructure” in the amount of 20.0 million rubles, for camping and autocamping sites – 40.0 million rubles, for the state support of tourism infrastructure – 40.0 million rubles [15].

To preserve the historical monuments of architecture – so-called objects of cultural heritage – program measures provide the conservation agreements, control of a condition of objects and their preservation, restoration, and repair (Table 2). The Committee of the government of the Chechen Republic on the protection and use of cultural heritage created in 2015 will be responsible for this work.

According to official figures, the share of the objects of cultural heritage which are in satisfactory condition in 2019 made 39.8 %, in 2021 – 61 %. In total, 61 conservation agreements were concluded in 2019 with the owners/users of objects of cultural heritage. The work is being performed ahead of the program schedule. The committee prepared more than 38 drafts of regulations in 2019–2021 for legal regulation.

Information support for the promotion of the objects of cultural heritage is regularly ensured via Internet-resources and television through promotional materials and cultural events, including exhibitions and festivals.

According to Tur-Ex, the register of official tour guides in 2016 includes of 20 people. Over 2017–2022 this figure considerably increased, including at the expense of unofficial tour guides (non-accredited), but there is no official statistics [14]. In 2013 there were 13 tourist routes. By 2021 this indicator grew to 151 routes.
that corresponded to a program indicator. The number of virtual tours by 2019 was at least 31. There are no systematized data on this indicator. A large number of cultural actions, including international ones, positively affects the inflow of tourists to the Chechen Republic.

The number of tourists in 2011 increased by 15 % compared to 2010, in 2012 in relation to 2011 – by 26.3%, which demonstrated an explosive growth.

In 2019 the population of the republic utilized 2,147 trip vouchers (package tours), in 2018 – 1,613, from which 70.0 % of all package tours were to foreign countries (outbound tourism) and 30.0 % across the territory of Russia (domestic tourism).

The number of the tourists in 2019 made 5,880 people. In comparison with the previous year their number increased by 20.3 %. The number of tourists within Russia increased three times and the number of tourists to foreign countries – by 2.2 %. The average cost of the package tour per one person was 24.3 thousand rubles, which is 12.7 % lower than in the previous year. At the same time the cost of the package tour across Russia decreased by 20.3 % and made 14.5 thousand rubles, and to foreign countries – by 5.6 % and made 27.2 thousand rubles [8].

According to Chechenstat, there was a steady growth of travel companies in the republic in 2015–2019, but in 2020 because of Covid pandemic the number of travel agencies decreased almost by 4 times in comparison with 2019 [3].

The analysis of economic activity of the specialized state enterprise for tourism and excursions “TUR-EX” shows the forward growth of net assets, including fixed assets, in the period of 2014–2017, there is no data for 2018, in 2020 the fixed assets decreased to the level of 2014. The profit from the specified tourist service agencies decreased almost by 4 times in comparison with previous year. At the same time the profit of the company by 2020 decreased by 20.3 % and made 14.5 thousand rubles, and to foreign countries – by 5.6 % and made 27.2 thousand rubles [8].

According to Chechenstat, there was a steady growth of travel companies in the republic in 2015–2019, but in 2020 because of Covid pandemic the number of travel agencies decreased almost by 4 times in comparison with 2019 [3].

It is difficult to estimate precisely the contribution of tourism industry of the Chechen Republic to the development of economy since Chechenstat does not provide information on each industry sector separately. In general the contribution of the institutions of culture, sport, and tourism to a gross regional product is still insignificant – slightly more than 1 % GDP. There were 252 institutions of culture, sport, and tourism in 2021, which is less compared to 2018 by 11 organizations.

4 Conclusion
The above makes it possible to conclude that a set of state support measures for the tourism industry created favorable conditions for the development of tourism, developed tourism infrastructure, and ensured sufficient personnel potential for high-quality tourism services. The Chechen Republic has become a popular destination for cultural and business tourism. Yet the tourism industry is youthful and not devoid of many growth challenges. Therefore, further efforts are required to develop the tourism sector. It is necessary to strengthen information support for all state support measures for tourism. The Ministry of Tourism of the Chechen Republic needs to analytically systematize information on the development of tourism activities, since tourism stimulates the development of other neighboring sectors of the economy: trade, transport, communications, agriculture, production of consumer goods, etc. Along with high economic potential, tourism in the republic plays an important social role. It has a significant impact on employment. The republic has a great potential for the development of tourism, but this requires huge support from the state and real support in the form of benefits and investments.

References
5. Tourism in Chechnya: problems and prospects of development (IA “Grozny informant”, 2013)
7. L.M. Idigova, B.K. Rakhimova, Current issues of digital transformation of the oil and gas industry Problems of the economy and management of the oil and gas complex (2021)
12. Socio-economic development of mountainous territories (Vedensky, Itum-Kalinsky, Nozhai-Yurtovsky, Shatoysky, Sharoysky municipal districts) of the Chechen Republic (for 2017–2020 and
subsequent years). Republican program, approved by the Decree of the Government of the Chechen Republic No. 77 dated 04.04.2017 (2017)
