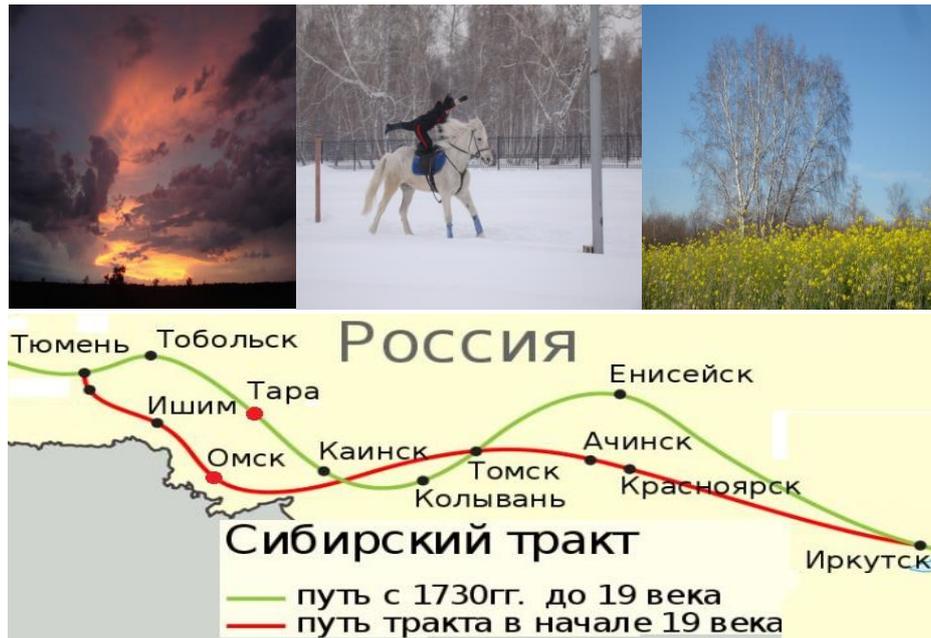


The Development of Tourism: The Case of Siberia and the Omsk Region



Sergej Metelev / Svetlana Efimova (Eds.)



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Preface

Siberia has a strong attraction. Those, who have ever visited these places, will surely want to return.

In their articles, the scientists from Omsk Institute (branch) of the Russian Economic University named after G. V. Plekhanov talk about the past and future of a place which is opening itself to tourism only now. Out of the many parts of the world, where there are a lot to see, we offer to surf in the nature which is harsh, but beautiful in its own way.

So that our compatriots and foreign guests get the opportunity to see on the spot how difficult once the route from the capital to Siberia was, the idea to implement the project of the restoration of the Moscow-Siberia tract is presented to the residents and the governments as quite a promising one.

The interest in the history will bring to the region guests from Germany, as it is the very route that the expeditions were sent by the Russian tsars. Among those expeditors were natives from the lands of modern Germany - Johann Gamelan, Simon Pallas, Peter Falk, etc. Siberia encompasses settlement names, coined at those times - Forposts (der Vorposten).

The surnames of the current Siberians indicate Polish, German as well as Finnish roots. It turns out that Siberia accepted everyone, and everything went through the Moscow-Siberia tract.

However, not only the historical features of this site can attract tourists: there are also rare species of plants and birds, extreme climate conditions, and, most importantly, the people of this region. Siberia is indeed highly interesting and attractive despite its remoteness and the complexity of its natural conditions.

The researchers, academics as well as museum workers have already done a lot to show all the best places of the region.

Omsk Region has a natural potential which is compatible with the world known classical directions of tourism with its attractions, health promoting character and cultural qualities.

The convenient location of the Omsk region in the south of the West Siberian Plain, its rich natural-recreational, cultural and historical potential, developed industrial and agricultural facilities and complexes, proximity to transport routes, hosting international and national events are the factors, contributing to the development of inter-regional and international connections, among them also being tourism.

The variety of landscapes and climatic conditions provides the possibility to develop different types of tourisms, depending on the purpose of the travel. Perspectives can have rural (agro-tourism), business, event, cultural, educational, religious, recreational, active, medical-health and ecological tourisms.

The region has 26 territories, with the status of specially protected natural areas of federal, regional and local importance.

In addition, the adjacent regions, along which passed the tract, are also included in the project which enables the travelers to plan a trip to Russia and Siberia, as a whole. In our opinion, such an integrated approach will meet the expectations of all those who decide to go along that route.

We invite scientists, investors, tour operators as well as travelers to see a new world - Siberia.

Sergej Metelev

Director of Omsk Institute (branch) of the Russian State Economic University named after G. V. Plekhanov

*Chapter 1: The Historical, Natural, and Ecological
Heritage of the Omsk Region: The Bases of Tourism
Development*

Opening Siberia Anew

Sergej Efimovich Metelev¹

The city of Omsk was founded in 1716 and today we are going to meet its tercentenary. The rapid development of the town was caused by the construction of the Trans-Siberian Railway.

However, for a long time the only way connecting Siberia to the European part of Russia was the Moscow-Siberian Highway. In the past it played a critical part in the economic, social and political history of Russia.

The settlement and development of Siberia became possible due to the existence of this tract.

Nowadays, in terms of Russia's accession to the WTO, one of the issues is to find out what we can offer the world community so as to trigger its interest towards Russia. It is not an idle point for us, but an impetus for actions.

Working in this direction, we came to the impression that Siberia is still a terra incognita for many Europeans and Americans.

Today, our Institute, alongside trade experts, trains tourism managers, which creates the opportunity to develop innovative projects that may interest foreign investors and expand tourism and recreational areas of the Russian Federation. The staff of our institute has developed and intends to contribute to an integrated innovation project, the "Moscow-Siberian Highway - the unique history of road construction of the eighteenth century".

Understanding the distance between Siberia and Europe as well as other parts of the world, we have decided to combine all of the interesting routes into one.

In the present day in Omsk region, the length of the Moscow-Siberian Highway constitutes more than four hundred kilometers.

Merchants used the Siberian Highway to transport thereof metallic articles, furs, honey, pine nuts, gold, silver, Chinese tea and silk from Siberia and the Urals to central Russia.

The Siberian Highway became a route of state importance by the fetters' clang. In 1860, 20,000 passengers, 18,000 prisoners, and more than 50,000 tons of cargo were transported via the Siberian highway.

It was the only way to the east of the country for civil servants, merchants, settlers, scholars, pilgrims and travelers.

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Alongside the entire highway there emerged settlements, with its populations being engaged with farming, herding as well as providing carriage services.

There were hundreds of inns, fodder warehouses, carts, and sled and harnessry workshops all along the tract.

In 1790, the author of “The Journey from Petersburg to Moscow”, A. N. Radishchev, traveled through the Siberian route to the Ilmen jail in Yakutia via Rybino (now the village of Bolshie Uki in Omsk region).

In 1835, Russian Democrat A. I. Herzen traveled to Perm, and in 1850, the tract saw Great Russian writer F. I. Dostoevsky (in chains).

Then there were the members of Petrashevsky Circle, Plescheev, the author of the poem “Forward, without fear and doubt”.

From 1826 to 1828 there were 52 Decembrists (or: Decabrists) here.

Shortly after their departure, the Decembrists’ wives moved to Siberia. Trubetskaya, Volkonskaya and others were among them.

However, the only existant and functional road section of the old “Vladimirka” is located in Bolshie Uki district. The old road between Stanovka and the Outpost was functioning already a century ago. One can find 65 corners along the 18 kilometer long highway. The ruins of the old walls, memorials and striped milestones help reconstruct the image of the distant past. In the other districts of the Omsk region, the highway is either plowed or covered with asphalt, but there are some unused and overgrown sections (with reconstruction possibilities). There is a plan to clean and repair the other existant sections of the Moscow-Siberian highway which have remained in the Omsk region, and to create a unique tourism product: the “Golden Ring of Irtysh district” (Ring, a starting and ending point, is a part of the city in Omsk):

The first starting point

The city of Omsk - travelers get acquainted with the modern administrative center.

The second point

Tyukalinsk - a town, located 150 km from Omsk.

A settlement on the place of modern Tyukalinsk was formed in the middle of the XVIII century as a post station (Tyukalinsk stanets). Engineer-Lieutenant Butenev is considered to be the founder of Tyukalinsk. In 1758, upgrading the road, he founded a village for 30 households along the river Tyukalka. Within a year, the first peasant houses appeared here. The town status was granted to the settlement at the beginning of the XIX century. And today in the center of the city one can see a stela with the Emblem of Tyukalinsk and the inscription: “I, Alexander I, ordain to approve the government decree of April 30, 1823,

proclaiming Tyukalinsk village as a town and opening government offices from December 12, 1823 ...”

Tyukalinsk town, situated on the Moscow-Siberian Highway, has become a major junction for the roads, coming from the east, west and north. One can still see some old merchants' houses and some buildings of the stage prison. There is an art gallery and historical monuments in Tyukalinsk town.

After seeing the sights, travelers continue their trip. They have two hours to travel ahead - it is about 130 km along the road with a magnificent scene.

The third point

Bolshie Uki settlement (the Moscow-Siberian Highway: Firstova, Outpost, Stanovka, Aevsky volok). On the territory of Bolshie Uki district there are more than 50 historical, cultural and archeological monuments. The most famous of them are the section of the Moscow-Siberian Highway, Aevsky volok, military fortifications “Zudilovsky outpost”, Firstovsky pine forest and others.

After spending a night in the village, in the morning travelers can continue the journey along the Moscow-Siberian road. They may go there through “the chains” route or ride a quad bike across the local swamps and marshes. Besides, flax is grown and processed in this area. Hence, visitors can get acquainted with the raw production. Next stop along the route is Tara, the oldest town in Omsk region, about 150 km away from Bolshiy Uky.

The fourth point

Tara was founded in 1594 as a fortress on the southern boundary of the Russian territories in Siberia. Prince Alexander Eletsikh' royal decree says: “Going up the Irtysh, one can find a town on the river Tara, where it will be beneficial for the Emperor to continue to plow and hamper the advance of Kuchum King.” But the town was built not on the Tara itself, but on its tributary. Hence, there was a fur trade with Dzungaria and Central Asia. After several fires (1629, 1658, and 1669) Tara had to be rebuilt again, and after the last one, the town was brought to its present location. The royal family visited Tara. As such on June 19, 1868, Grand Duke Vladimir Alexandrovich arrived from Omsk on the ship “Ermak”. In merchant Shcherbakov's house the Grand Duke met the Tarskiy clergy, then visited the girls' school. The same day, he continued his way to Tobolsk. On July 13, 1891, merchant Gadalov's ship “Nikolay” from Krasnoyarsk, stopped in Tara. The future Emperor Nikolay II was on board there.

Modern Tara is a major cultural center for the region. The town's main attractions are Saviour Cathedral, Innokenty temple, a mosque as well as old merchant houses. The Tarskaya Central Regional Library is the oldest in Siberia (more than 120 years old). For the 400th anniversary of the town a part of the wooden fortress wall, with its three towers, was rebuilt on the very place where the fort used to be - on the Arkarki River. It was reconstructed according to the drawings of S. W. Remezov, as well as the 15 meter high octagonal pillar, topped with a gilded dome. The excavation of the old town is the main tourists' attraction.

According to the experts, it is actually of the same importance and historical value as the items found as a result of excavations in Novgorod.

The route from Tara to Bolsherechie is about 200 km.

The fifth point

Bolsherechie, a district village, was founded in 1627 on the steep bank of the Irtysh, 180 km north from Omsk. The village got its name from the river Bolshaya which flows alongside to the east. On the highest point of the tower once stood the guard outpost Bolsheretsky. It was first mentioned in 1741. There were no sedentary people there for a long time. There was only the guard of the Cossacks' tsar.

The settlement is located in the steppe, with low hills and occasional woods at the mouth of the river Sargatka. The river got its name from the name of the Tatar khan Saragatchik who owned the place. The word "saragat" is of Turk origin, meaning "as fast as a warrior." The year of the foundation of the village of Sargatskoe is 1764. It became the settlement place for the exiled at the intersection of the Moscow-Siberian highway and the Bukhara – Tobolsk road. The village on the bank of the Sargatki River was originally built as a postal settlement. The exiled came to Siberia from all parts of the European Russia.

The uniqueness of this area is in the fact that about 2000 years ago there was an ancient civilization in this territory. There are still numerous archaeological objects under the ground which can be seen by tourists. Today, in Western Siberia there are 400 historical sights, belonging to the Sargatskoe culture (settlements, villages, tombs). 80 of them are located in the area of Sargatskoe. Besides, there is a national park in the area.

The sixth point

Guests will have to undergo about 115 km from Sargatki to Omsk. In Omsk they can see the Omsk fortress, the Dostoevsky museum, as well as the early twentieth-century Omsk. In total, tourists will cover about 800 km, and they can experience the country life of the XIII-XIX centuries and see archaeological monuments.

We would like to assure everyone that we have every intention to build a strong relationship. We need competent personnel for the development of the tourism business. Hence, we are very interested in student exchanges for internships and vocational trainings. We invite all interested organisations to participate in our projects, and we hope for future cooperation.

Some Peculiarities of Colonization of Siberia

Nikolaj Sergejevich Mikelbantov & Svetlana Sergejevna Litvinenko²

Abstract

The economic condition of modern Siberia, its economic specialization, number of its population as well as the national composition are closely connected with the peculiarities of the resettlement nature of the locals - its past and future colonization. In this article an attempt is made to examine the characteristics of resettlement of people at a very early stage of colonization in the territory of Siberia. The study also seeks to show its importance in the regional policy of the state.

Keywords: *colonization of internal and external, artifacts, dinlins, denisovc, upright man (Homo erectus), the man of Altai (Homo altaiensis), Neanderthals (Homo sapiens neanderthalensis). Otladnikovskay cave, Denisova cave.*

The economic state of modern Siberia, its economic specialization, size and ethnic composition of the population are closely related to the characteristic features of the resettlement of peoples on its territory - its past and future colonization. The difficulty in determining these relationships is that many problems in its history colonization history have long dealt with the very dynamic position of ideological, political, legal, social, ethnic and other motives.

Whilst working on this article, such general methodological principles and approaches were used: subjective positivist, systemic, institutional - sociological, dialectical, and others. The theoretical basis were as follows: firstly, the adoption of the largest medieval thinker Ibn Khaldun on the cyclic development of the society and its progress is not a straight line, sloping upward, and a sine wave from the stage of consolidation through the stage of getting up the stage of decay and death. Secondly, the very understanding of this process as the “immanent, objective content of stories as a way of existence in the time of man and mankind, is comprehended in the comparison or contrast with the natural processes ... or comprehend as compared to pre-history and post-history”. [2] - Thirdly, the assurances of V.O. Kliuchevskiy, that “Russia’s history is the history of a country that is being colonized. Colonization in the region has expanded along with its state territory. Then falling, then rising, there is a secular movement that continues up to the present day”. [1]

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Based on these general methodological principles and theoretical foundations, the current article attempts to address the peculiarities of human settlement in Siberia and show its importance in the regional policy of the state. The article points out that the process of colonization was very long, difficult and complicated, that its origin cannot be identified and the end is undetermined. Additionally the article gives a clear assessment and makes a final assessment. The authors do not claim on the provision of the complete and original coverage of issues related to this problem. They only work on the basis of studies conducted by the greatest scientists, archaeologists, anthropologists, historians and geographers. Hence, based on the knowledge of the latest archaeological discoveries, the current article draws the reader's attention to the importance of the disclosure and understanding of the subject at the present stage of the economic development of Siberia. Since it is a question of colonization, it is necessary to clarify what is meant by this term.

Colonizations - (Fr. colonisation, from Lat. Colonia settlement) - are actions and/or processes associated with the mass human settlements in the territory of their own country or massive penetration of the representatives of one country, a metropolis, to another country and then to the economic development and the involvement of the territory in a single economic, military, political, social, legal and cultural revolution.

Russia is characterized by internal colonization as a process of development of vacant land and the establishment of settlements in the sparsely populated precarious areas -

This internal colonization is important for present day Siberia, where large areas have large quantities of land with very low population density, and land, which a few centuries ago, became part of the country, but has not yet been mastered, ennobled, well maintained, or domesticated.

External colonization intended to include the turnover of the land outside the country's borders – “settlements, settlements of citizens on foreign soil.” These actions can be considered as a simple settlement and economic development of the area as the “mass check-in uncultured country natives of a civilized state.” Often these processes include: “settlements in the dependent country of colonists, the base of the colonies,” “forcible subjugation (sometimes destruction) of the local population.” In this case a special vocabulary introduced concepts such as “winning”, “enslavement”, “colonial policy”, “and expansion”. With reference to our time, with established strong legal, military, economic, political, international organizations such as the United Nations, it is hardly possible to explain these processes, using the above concepts, although these particular cases the local plan cannot be excluded.

The size, the ethnic composition of the population of Siberia, its dynamics, the nature of settlement in the territory are the result of the historical processes, not only in terms of the original features of its settlement and development, the conquest and colonization, but also with the tectonic, landscape, climate, water and other aspects of the nature. In this regard the productive forces are weak, and the productivity level on which human development depends is low, The huge territory (about 10 million square kilometers), which occupies the whole of

northern Asia with a diverse taiga and forest-tree vegetation, rich in fur-bearing animals, has created excellent conditions for forest harvesting throughout the history: gathering “grazing”, apiculture, hunting.

The presence of the vast steppe areas, stretching from the Urals until Transbaikalia, with sandy, loamy, humus and often saline soils, are favorable not only for agriculture (farming areas of risk) but also for the cattle. Deep rivers, such as the Irtysh, the Ob, the Yenisey, the Lena, are the finest natural means of communication - people were allowed to freely migrate relatively far north and back to fish, and if there was water meadows in the river valleys they could as well be engaged in dairy farming.

The Mines and carriers in Altai and Eastern Siberia, containing rich ore, contributed to the development of metallurgy and various crafts. These circumstances are beneficial for the people with different economic, social, cultural and political development stages and levels. Severe, sharp continental climate, large amplitude oscillations of the seasonal weather are the periods of relatively wet years, alternated with years of severe drought, creating difficulties for human survival in separate territories. Hunger and disease forced people to leave their homes, seek and conquer new ones, which happened to be poorly developed lands, inhabited by people with relatively low production standards. In addition, this process has made a contribution and remoteness from the world trade routes and many other centers of the then practicing civilizations. These circumstances have left their imprint on the natural selection of the population. In these conditions, only the stronger, healthier, more mobile people survived and adapted to such extreme life conditions. Apparently, among the survivors were those who developed faster and had better thinking, speech and work abilities. Perhaps these conditions explain wave-like nature of the dynamics of processes of colonization, colorful tribal and ethnic groups, especially, the initial colonization and subsequent dispersal and nature of economic activity.

In the general scheme of settlement of Siberia the following stages are clearly observed: an initial period of settlement- the period of the so-called Asian colonization period of Russian colonization, during the Soviet period and modern colonization. The dimensions of this paper enables to a certain extent analyze one of them, namely, the history of the settlement at an early stage of colonization.

With regards to the initial period of the colonization of Siberia, at the present time it is hardly possible to determine who the first settler in Siberia was. Often in the academic and scientific literature there is only the common name of the ancient people, influxed into Siberia in the Paleolithic and Neolithic times - ancient Asians, who were later called the Paleo. The latest archaeological discoveries and the developments in genetic engineering allow more specific description the ancient people who lived in the area.

If we start from the theoretical assumption that the resettlement of people came from one center of the earth - Africa, the first man (*Homo erectus*) migrated from Africa to Eurasia about 1.9 million years ago. Then the Neanderthals (*Homo sapiens neanderthalensis*) left Africa between 300-500 thousand years ago, afterwards, the closest ancestor of the modern

man (*Homo sapiens*) 50-60 thousand years ago. All three of migrant waves are clearly seen in Siberia.

Archaeological evidence suggests that some parts of the territory have been inhabited since the Middle and Upper Paleolithic periods. Some of the discovered artifacts (unique items, belonging to particular cultures created by the hands of the ancient people) indicate that people lived on the territory more than one million years ago. The archeologists A.P. Okladnikov and L.A. Ragozhin discover artifacts in the Altai layers (Utalinka), aged 1.5 million years. And Yuri Molchanov discovered 1.8-million-year old stone tools belonging to the *Homo erectus*, in the layers of the Lena's shores in the village of Urlak. [3, 4]

Wider dispersal of the ancient people in Siberia took place later. Academician A.P. Derevyanko determined the age of the ancient colonization and the flow of migrants, which took place about 300 thousand years ago somewhere in the west (he points such a wide area as the Middle East). [11]

In Siberia the entire southern steppe zone of the Yenisei was settled by the people who were "close to the race of Cro-Magnon", i.e. physiologically completely identical to a modern man.

In the works of G.E.Grumm - Grzhimailo, L.N. Gumiliev and G.F. Debets one of the branches of the wave was called *dinlinami* and identified "a special South - Siberian protoevropeoidno" group of people "with a strong sense of individuality," which prevented them to create their own state. [5, 6, 7]. Their physical characteristics and mental characteristics was described as a "blond race which some anthropologists believe primitive in Europe", but, at the same time, it was indicated that the identity of it with European nations is not confirmed [7].

G.F.Debets comes to the conclusion that "this is the type of an undifferentiated general prototype of European racial trunk" with dolichocephalic (elongated) skull shape. The question is: how did this type of people come to Siberia? If it is proved that this kind of people by their origin go back to antiquity, then they are the natives of Siberia, and did not come from the south of "di".

"In their development, they are still at the stage of the social order in which wealth and nobility of man did not play a decisive role. In man his height and strength are valued, resulting in their becoming leaders. As such, it is proven that in most cases the descendants of Cro-Magnon were the leaders as in comparison with the *pratyurkami*, they had more intellect, height (up to 180 cm) and strength. "From the work of the above scholars, we learn that "Turkic-speaking nomadic people are tall, strong and with white skin. They wandered from place to place in search of water and pasture for their horses, wore leather clothing and bred cattle and sheep. Their convoys consisted of high-carts and wheels which had a large number of spokes". [8]

Also, the area was inhabited by the Paleolithic Asian group - *Homo sapiens, neanderthalensis* (Okladnikovskaya Cave). Based on archaeological evidences, academician Derevyanko,

believes that a short attempt of colonization of the Altai Neanderthals occurred about “45 to 40 thousand years ago,”[11].

Sensational archaeological discoveries in the Denisova cave were made by the archaeologists from Novosibirsk - scientists A.P. Derevyanko, M.V. Shunkov and M.B. Mednikov in the XXI century (2008). The discoveries allow to say that at about the same time southern Siberia, – Altai, was settled by another group of people with the residual genome called Denisov (Denisovans) [9, 10, 11]. It was found that this group of people stood aside from the sequence of the general human development for about one million years, were unique and were almost twice as different from the modern human as the Neanderthals. [11] They had their own development process and eventually had a dead-end path [12].

The artifacts discovered in the cave illustrate various industries: very ancient, intermediate and relatively high level of relevant innovations of the Upper Paleolithic. These circumstances make it possible trace, as here, in Siberia, the stone industry was gradually being altered, because, in the end, these people turned from the rough pebble tools aged 1 - 1.5 million years to the production of processed primitive Mousterian type of tools and reached an “Upper level of innovation” in the manufacture of various ornaments made of bone and stone.

In the same cultural layer bone needles as well as beads made from ostrich egg shells, brought from Mongolia and Transbaikalia, were discovered. Hence, we can assume that the “denisovtsev” practiced serious external economic relations. Among the most unique things two pieces of bracelets can be mentioned. They were made of flint, “the stone, which was brought from Ore Altai which was two hundred and fifty miles away.” Currently, they are considered to be the oldest known samples of women’s jewelry items. According to the archaeologists, the bracelet was difficult to manufacture and the holes “made in it, can be compared to the modern technology, the drilling machine” [12].

But who were these people, where did they come to Siberia, to what species did they belong? Whether they created the technology in Siberia or brought it from a distance is completely unknown. Regarding these people’s appearance in Siberia, M.B. Mednikov states that “Altai is a melting pot of” for “almost all kinds of ancient humanities” [10]. Consequently, anyway, from immemorial times in Siberia, in its southern part existed the Neanderthals and Denisovans as well as the people from Altai (*Homo altaiensis*) or Denisovans (Denisovans). They all lived together and were able to contact each other. Each of the members of these ancient species contributed to the common culture. As a result of the mutual relations quite an extensive independent prehistoric Paleosiberian race, parallel with the Mongoloids and Caucasians was formed. Later it got in touch with them, as well. These circumstances suggest Siberia during the Paleolithic period not only the primitive early humans, the grazing gatherers, fishermen and hunters, lived in Siberia but also the people who had a relatively higher material, spiritual, aesthetic, and technological level of development.

As mentioned above, the unique artifacts indicate that the man appeared here more than one million years ago. 300-400 thousand years ago broader processes of settlement of various

peoples were registered and about 50,000 years ago, as the discovered the artifacts of the area suggest, there was a fairly advanced level of civilization. Under such, a number of questions rise: What are the reasons for the appearance and disappearance? Where did it come from into Siberia and where did it go? What processes occurred in the nature in between these periods? How did they impact on the settlement patterns?

Deciphering the gene of a Denisovskoye man, scientists have concluded that from the modern people, the Australian Aborigines and the inhabitants of Melanesia close to him. This raises the question: Why aren't there close ties with the African nations' gene? Herbinger believed that "the cosmos, the Earth and its inhabitants are one interconnected organism, which is controlled with the long struggle between the ice and fire, and the repulsive force of attraction". [13] It is a fact that the development of mankind has an impact on the nature, yet the settlement in the territory of Siberia reflects no differing smoothness, softness and continuity. It is possible that in the distant past, there existed a highly technical civilization that disappeared as a result of endogenous forces – forces, hidden in the depths of the Earth as well as of possible violations, involving the movement of the celestial bodies. During this period entire continents (hypothetical Arctida) disappeared and new territories with subtropical climate, as well as cold continental climate. Sometimes it is hard for the modern science, geology and paleontology to explain many biological anomalies but, of course, these phenomena had an impact on changing the map of settlement and resettlement of the peoples of Siberia and on their numbers. Michael Baigent in the book "Forbidden Archeology" included one of the results of Li Hongzhi (Eastern school qigong) - the fact that "before our present civilization there existed periods of civilizations, which are not limited to a single cycle. And archaeological discoveries suggest that a lot from the discovered belong to different civilization periods" [14].

Each of them is noted for its productivity, life quality, infrastructure and attitude to the environment, i.e. the same factors that characterize the modern civilization. Therefore, "it is considered that every time mankind was subjected to devastating disaster strikes, it lost the obtained labor achievements," and a small portion of people who were still alive went back to a primitive life. "Gradually there emerged a new humanity, and became a part of a new civilization. Then, mankind again went to the death, and again there was a new humanity. And underwent periodic changes." [1] one after the other. The new archaeological discoveries in Altai, Omsk region (Okunevo) and in other regions of Siberia draw more attention to the representatives of the above mentioned schools. Apparently, it is impossible to shift from their positions. You cannot ignore the concept of polycentricism, i.e. the formation of mankind in several centers, as well as the close relationship of the ancient people to space. The present level of development of space does not deny the possibility to suggest that people, their culture and civilization were created by space aliens, as was interpreted by many science fiction writers, psychics and a number of serious scientists, geologists, physicists, archaeologists, philosophers, astronomers, paleontologists, anthropologists, ethnographers and others. [14].

This assures the statements of Veda, the Avesta, Veles book, some religious people, the Indian, Chinese, Sumerian, Egyptian myths and legends, Mayan Pyramids, Egyptian

pyramids, ancient Tibetan and Turkish maps, as well as the presence of stone statues of Easter Island and Peru, the ancient rock paintings in different parts of the world, etc.

Some part of the “primary sources”, considered unreliable, incompetent and fictional, should be excluded from the analysis. A further study of the rest, its investigation, understanding and comprehension cause thought diversion regarding the restructuring of existence, and in the final stage a departure from the stereotypes and clichés in the study of history, imposed by the same ideologies. This approach can to some extent shed light on the nature of human settlement in ancient Siberia and the emergence of the ancient advanced civilizations, their dynamics as well as their death and rebirth.

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Ecological Tourism in “Golden Ring” of Middle Irtysh Area

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Abstract

The article presents the characteristics of the protected areas, located along the “Golden Ring” of Middle Irtysh.

Keywords: *eco-tourism, eco-tourism sites, protected areas, wildlife sanctuaries, Golden Ring of Middle Irtysh, the Moscow-Siberian highway.*

Golden Ring of Middle Irtysh is the name of the ecological tourist route which will pass through the settlements of the Omsk region along the Moscow-Siberian tract (Fig. 1).

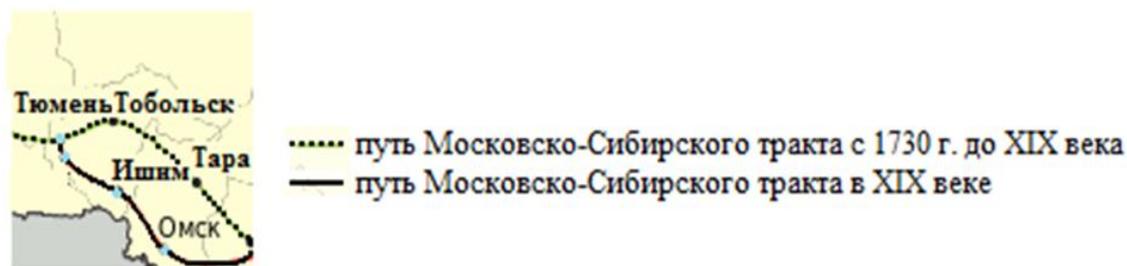


Fig. 1. Golden Ring of Middle Irtysh

Trips to the Golden Ring Middle of Irtysh can become popular export of travel products. Ecological tourist route is a promising form of tourism activities with an environmental and educational value. At the world level ecotourism is one of the five key strategic directions of tourism development accounting now for 2.4% of the total tourism industry. The official status and the name of “ecological tourism” have been assigned to this type of tourism since 1990. At present, there are many definitions of ecotourism. The definition, adopted by the World Tourism Organization, says: “Eco-tourism includes all forms of nature-based tourism in which the tourists’ main motivation is the observation of and communion with the nature” (WTO, the Terms of Reference, 2001).

Ecological tourism has an important educational, recreational, aesthetic and recreation value. In the world practice, this type of tourism is realized mainly in protected areas (PAs), often, in national parks. The bases for the development of ecological tourism are usually national

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parks and biosphere reserves. Global eco-tourism in protected areas generates an income amounted to hundreds of millions of dollars.

The international environmental community highly appreciates the protected areas in Russia as a planetary resource and is now actively involved with them in the framework of their foundations and international organizations. Various problems regarding development of the protected areas in Russia are addressed by the Program SEPS-3 organized by the British Council, e.g. projects: SEPS 332 (Improvement of the regional legal framework for the protected areas and conservation of rare species); SEPS 350 (Partnership of Russian organizations to strengthen the international environmental cooperation: a common position at the World conservation Congress), etc. Charitable Foundation “Wildlife Conservation Center” publishes newsletter “Nature Reserves and National Parks” and provides grants, thus helping Russia with equipment, maintenance and environmental projects as well as promoting the development of eco-tourism in the protected areas of this country.

The current state of protected areas in Russia is characterized by poor financial support. During the last decades the decline of budget financing resulted in an outflow of highly qualified specialists, economic use of protected areas, their inability to provide proper protection, increased poaching, etc. The Pas’ gain their own financial revenues in most cases from the lease of land, penalties for illegal activities in the protected areas and other types of economic activities.

Therefore, ecotourism is necessary so as to improve the financial situation of the protected areas. Involving the natural heritage should:

- be based upon the observance of the natural state of the environment in the region;
- be treated as a way of ecological education;
- be environmentally and economically efficient and be able to ensure the sustainable development of the regions. [4]

Moscow-Siberian highway is an old land route from European Russia to China through Siberia (photo 1).



Photo 1. Memorial sign and milestones in the area up to Forpost after Stanovka

According to one estimate the total length of the route from Moscow to Beijing was 8,332 versts and according to others 8,839 versts (1 versta equals 1066.8 m) (photo 2)

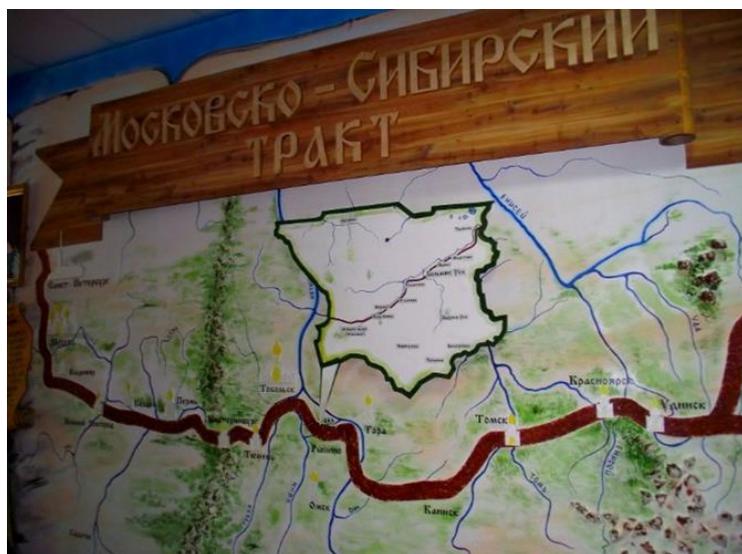


Photo 2. Map of Moscow-Siberian tract in the Museum of the Moscow-Siberian tract (Bolsheuki, Omsk region)

The legal basis for the construction of the Great Siberian tract was the tsar's order in 1689 to build a road connecting Moscow with Siberia. The construction of the tract was launched in 1730 and lasted last centuries. Trailbreakers, servicemen and merchants took part in it. In the first half of the XVIII century factory owners and merchants began to lay the Siberian highway from Kazan to Yekaterinburg, and further to Tyumen: Forpost - Stanovka - Reshetino - Ribino (Bolshie Uki) - Tara - Tomsk (photo 3).



Photo 3. Map of the "Museum Preserve" Moscow-Siberia tract, in Bolshie Uki

Moscow-Siberia tract gave a powerful impetus to the development of the northern regions of the Omsk region. Annually tens of thousands of coachmen, about one hundred thousand carts, carrying furs, leather, fish, Chinese goods (furs, tea, tobacco, silk and satin fabrics) etc.,

cross through the tract. There were buildings on both sides of the tract road and a long distance in between the streets (1-2 km from the center to the suburbs). The central transfer point was Forpost, with the main occupation of its population being horse-cab driving; the number of horses exceeded the population number.

After the construction of the Trans-Siberian Railway, the importance of Moscow-Siberia tract significantly decreased. Decades later, the road was winding in the wetlands, with destroyed milestones and abandoned villages: the area has become deserted. And the road, which was once thriving with busy working life, began to be ruined and was forgotten...

In the Golden Ring of Middle Irtysh there are preserved and maintained facilities which are valuable landmarks for the history of our region and are of high interest both for the Russian citizens and foreign guests. Several sections of Moscow-Siberia tract (Sekmenevo, Novologinovo, Zudilovo, Orlovo, Radishchevo, Kushayly, Bolshie Uki – Stanovka part, etc.) survived in their original form.

They are now historical landmarks of local importance. In Bolsheukovskij district there is the Museum of the Moscow-Siberia tract. It is the only museum in the east of the Urals and the second in the Russian Federation which aimed at reconstructing and showing the history of the great trade, postal and the chained prisoner's road [3].

The nature of the Middle Irtysh is quite rich [5]. Since old times the locals have preserved certain parts of the landscape with a particular ecological role intact [2, p. 480].

The objects for ecological tourism along the Golden Ring of Irtysh territories could become:

- ecosystems: lakes, rivers, woods, etc.;
- the flora and fauna objects and their ecological niches.

The former Moscow-Siberia tract are comprises the State Natural game (zoological) reserve of federal status "Bairovsky", the state natural hunting (zoological) reserves of regional status "Zaozerniy", "Kileyny", the natural landmarks of local status "Zelenaya Rosha", "Frunze", "Mezhdurechensky", "Krasnoozersky", "Irgutsky" (Table 1), and the Bolsherechensky National Zoo.

The State Natural Game (Zoological) Reserve "Bairovsky" was the first to be founded in Omsk Irtysh region in 1959. It represents the northern steppe with lakes, wetlands and isolated forest patches. With its cleavages, the terrain is advantageous for sheltering wildlife. The extensive natural meadows, birch and aspen groves, shrubs, rich marsh vegetation and crop fields attract boars, deer, and grouse. The reserve is the migration route from north to south for the elk and red-breasted goose.

Table 1. The list of the protected areas of Omsk region as of 01.06.2012 (according to the Ministry of Natural Resources and Environment of the Omsk region) [1, p. 101-102]

Name of protected area	Municipal district	Area, hectares
Of federal status		
State Natural Hunting (Zoological) Reserves		
"Bairovsky"	Kolosovskiy, Sargatskiy, Tyukalinskiy	57000
Of regional status		
State Natural Hunting (Zoological) Reserves		
"Zaozerniy »	Bolsheukovskiy, Krutinskiy	233400
«Kileini»	Bolsheukovskii	99465
Of local status		
Natural botanical monuments		
« Zelenaya Roshа”	Bolsheukovskiy	1466
Natural hydrological monuments		
«Frunzenskiy water Botanical, cultural and recreational sanctuary»	Tarskiy	400
«Mezhdurechenskiy water natural monument»	Tarskiy	40
«Krasnoozerskiy water natural monument»	Tarskiy	40,1
«Irgutskiy botanical-zoological monument»	Tarskiy	114

The most popular tourist destination in the area is the “Cheromykhoviy Island”. It is a vast hill where curly birch, bird cherry and peony grow.

The only river is the Osha which flows along the northern border of the reserve.

The territory is rich (about 80) in lakes of various sizes, the majority of them being concentrated in the south-eastern part. Some of them dry up in some years, while others are subject to the water-logging development. The largest lakes are the Chistogai, the Severnoe and the Poldnevoe.

The main protection objects include the elk, deer, wild boar, fox, marten, muskrat, rabbit, weasel, polecat, stoat as well as upland, waterfowl and marsh fowl. But the most are the river ducks and diving ducks. The white-tailed eagle, which is registered in the Red Book of Russia, also nests here.

The state natural hunting (zoological) reserves of regional status “Zaozerniy” and “Kileiniy” exist from 2005. The objectives of the reserves are: 1) the preservation of the natural systems

in their natural state, 2) the preservation, restoration and reproduction of economically valuable species and enriching the adjacent land for economic use, 3) the protection of rare or threatened animal species, 4) the protection of the Siberian roe deer, winter camps and the annual migration routes of the wild hoofed animals, 5) the maintenance of the necessary environmental balance and stability of the ecosystems, and 6) monitoring of the natural systems and the changes, taking place in them.

The natural monument of local status “Zelenaya Rosha” was established in 1989. It is located on the territory of Bolsheukovskij district, near the village of Firstovjo. Spruce, pine, larch, Siberian pine, birch, aspen, ash, etc. grow here. The purpose of this natural monument is the preservation of the unique flora and fauna for the present and future generations as well as the improvement of the ecological awareness of the population.

The State Bolsherechensky Zoo is the only Russian village zoo and has the most northern position in the world. Zoos usually first appear in the cities but in the Omsk region the only zoo is located 200 km from the regional center; in the picturesque valley of the river and occupies a large area of 9 hectares. Despite the remoteness from the regional center, more than 100 thousand people visit it annually.

It was established in 1984 as a school zoo located in the courtyard of the secondary school № 2. The collection grew gradually and consisted mostly of local animals, brought by the villagers, among them were wounded deer, ducks, a little fox, a bear cub and, even, a tiger. In a small pond were splashing swans from the poultry farm. The neighboring farms gave donkeys, ponies and camels. Children eagerly took care of zoo pets, conducted tours for smaller children, and rode a pony. Initially, the school zoo was awarded a regional status and in 1987 a state one.

This is a very interesting wildlife area to be visited in the Omsk region at any time of the year. In summer, one can enjoy the view of the animals (more than 2,000 specimen of about 200 species, including 15 species listed in the Red Book of the Russian Federation and 41 species in the IUCN Red List). In winter, theatrical tours with the participation of Santa Claus, Snow Maiden, as well as the tale heroes are arranged in the zoo. Bolshereche also has a number of tourist attractions, such as old wooden houses, folk festivals, etc.

Ecological tourism on the territory of the former tract allows all kinds of pedestrian, equestrian, cycling tourism as well as zoological, ornithological, entomological, botanical, paleontological, and other “tours with a naturalist”, complex ecological and ethnographic tours, etc.

Eco-tourism can be presented in different forms:

- passive - when tourists get information and education on the ecology and environment;
- passive charitable, - when tourists get information and education on ecology and environment and provide some financial support to address the challenges that the object (s) of the trip face(s);

- active - when the tourists take part in the environmental activities ;
- active-scientific-when tourists take part in an environmental research as members to the scientific staff.

Ecological tourism in Tarskij, Ust-Ishimskij, Znamenskij, Sargatskij, Bolsherechenskiy, Tyukalinskiy, Bolsheukovskiy districts, located on the territory of the former Moscow-Siberia tract, will play an important role, leading to:

- the intensification of tourism activities;
- the economic development of the regions;
- the improvement of the protected areas;□the improvement of the protected natural complexes;
- the harmonization of the environmental ideology in the country;
- the education of patriotism and national pride;
- the rating growth of our region in Russia and abroad.

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Historical and Cultural Potential of Recreational Resources of the Tourist Business in Omsk Region

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Abstract

The article focuses on the historical and cultural elements of the recreational potential of tourism in Omsk region. The urban legends of Omsk, topics and links in prison, as well as ethnic and religious identity of the region can be used as such an element. Some special attention is paid to the historical episode of the early twentieth century, when Omsk functioned as the capital.

Keywords: *tourism, tourist resources, recreational resources, historic recreational resources, cultural recreational resources, the Civil War, the capital functions.*

Travel industry gave impetus to the development of many regions, both in Russia and abroad. Moreover, many countries of the world have built and are building their entire economy around tourism (Cyprus, Malaysia, Thailand, etc.). Tourism is an important component for the economy of many countries. It provides local employment, loading of hotels, restaurants, visiting entertainment places, foreign exchange earnings, etc. Domestic economic nature of tourism ensures that a tourist leaves his/her money in the visited country or locality. This business is based on the exploitation of local tourism resources. In return, the area or the state should get the revenue. Tourism industry is a multi-industrial complex, which involves a reproduction of travel and leisure conditions, i.e. Tourist services' production. Like any of such complexes, it depends on the availability of production resources. The implementation of the business in a market can be made with four main input components: the investment of money capital, technology, human resources and recreational resources.

In this regard, it must be concluded that one of the keys (if not decisive) for the successful development of tourism in the region, a complex of recreational resources will be needed. This can be defined as a combination of natural and artificial man-made objects that are suitable for the production of a tourist product. Support, maintenance and successful operation of recreational resources are the most significant components of the tourist business. The importance of availability of investment capital, specific technologies and human resources is urgent. The situation is more complicated with regard to the recreational resource situation.

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The analysis of the successful examples of the use of recreational resources allows to identify the most effective types. First of all, recreational resources belong to this category. This encompasses, e.g. the ability to provide quality health care to residents of other regions and countries. These opportunities are based on the presence of stable high quality medical services with moderate prices in the region. Similarly, a health resource is also connected with the natural and climatic conditions suitable for recreational activities. As such, spa and mud spas have been known for a long time, and recently SPA, wellness, fitness have become widespread options. In addition to health resources, geographic resources are important, since they allow to provide services in the field of sports tourism, which is based on competitions on the route, including the overcoming of obstacles in the environment (the passes, tops, rapids, canyons, caves, etc.). A related resource is the natural environment for adventure tourism, which is a form of leisure tourism, more or less related to the risk, due to the refusal of the latest technological devices of livelihoods.

It should be known that our region lacks major health or geographical recreational resources. We cannot define their position competitive for the traditional medical practices, climatic conditions or unique landscape for sports tourism. Accordingly, we must find a competitive advantage in the third block of the recreational potential - city. Its formation is extremely difficult, if throughout its development the region has been in the periphery of the world with its national, historical, cultural and socio-economic processes. Naturally enough, our region does not fit this description. Omsk region has witnessed many important events in the political, economic, social and cultural history. Some events have left visible materia traces, which enable the creation of tourism infrastructures, after which these resources can be exploited.

Among the historical events that one can take as a basis for an appropriate recreational resource, the earliest ones can be considered the first steps in the development of Russian Siberia, with this, of course, Yermak is implied. Here is what is written on one of the historic sites: "There is a hill, called Yermak's mane or Yermak's mountain at the Omsk land near the river Irtysh. According to the scientists, this is a natural formation. However, the popular belief gives another explanation for its occurrence. According to an old legend, long before the establishment of the city, on the bank of the Irtysh was the Yerman scouting party led by Ivan Ring. At dawn, the patrol noticed that Siberian Khan Kuchum's cavalry was approaching. Tatar Cossacks could not occupy the unaware people - those managed to repel the attack. The battle began. The Tatar soldiers realized that they cannot defeat the enemy, and retreated. The Yermak's followers, after burying the fallen friends, got into barges and went down the river. Then they returned to the battle field, and buried their dead friends near the Tatars and Cossacks graves. In this way a long mound, called Yermak's mane, was formed and it hashes survived to the present day". [4] And it is not that important that the reality may not comply with the legend. What is important is that the region was the stage for significant historical events, such as integrating Siberia into the Russian state. This may serve as a source for the historical recreation.

If we continue the theme of the historical legends, the region incorporates many other options, as well, which, while do not have a very solid historical background, can still act as a

recreational resource. Among such stories is the one about M.A. Shanin's lost gold. Another legend is about the fugitive prisoner's ghost in the Omsk fortress named. Other stories are connected with the "Omsk mummy", preserved in the Medical University from the 30's, and the romance in Lyubinsky Avenue. [4]

It should be noted that the historical accuracy of these legends is a secondary aspect of the problem. Much more important is the ability of such information to make an emotional impact on a consumer. We should not forget that it was the city of mysteries and legends. Another powerful recreational resource is provided by the Omsk forest - F.M. Dostoevsky's stay in Omsk as a prisoner and convict. In general, the fact that many famous people stayed in Omsk as a result of exile (NA Chizhov, NV Basargin) can be an important part of the program. To this end, element is a recreational resource the Moscow-Siberian highway also has a recreational potential.

Another competitive advantage of the region in terms of the cultural and historical recreation resources, is its multi-ethnic and multi-religious composition. On this basis, an ethnographic complex could be built, following the example of the Swedish open-air museum "Skansen". In such a complex traditional dwellings, typical of the region's ethnic, religious as well as farm buildings could be represented. If this idea is submitted to the historical development programme, a park, with the miniature of the region's entire ethnic and religious diversity, can also be opened

And, finally, we can come down with the main historical element of the regional recreational resource. This, of course, goes to the period when it functioned as the capital of Russia. In the midst of a civil war in late 1918, Omsk, actually, acquired a capital status.

Clearly, as before, Omsk remained a provincial city in Russia, but never before had it held such a high position. At the time, for the first time in its history, Omsk the center for the patriotic anti-Bolshevik forces of the Siberian region.

Moreover, with A.V. Kolchak's advent, Omsk became the main battle field for the restoration of historical Russia. Even at the scientific level, the socio-cultural phenomenon of Omsk as the capital of White Russia has not yet received a decent review and analysis. Therefore, the scientific, historical and tourist aspects of this phenomenon might get impetus in the future.

The basis of this recreational resource could be the historical sites, associated with the activities of the management structures and military agencies as well as the administrations of the Siberian Directorate and the Supreme Ruler. For example, the present-day building of the Medical Academy was then the Ministry of Finance, and the museum building was the residence of the City Vruble commercial buildings. The building of the present regional chief of the Bank of Russia was a place to store the "golden reserve" of Russia. And, of course, the Palace of the Governor-General (there the Council of Ministers met) and the house of Batyushkin (residence of Kolchak) can be the central objects of the programme. The plan (other than the restoration of historical justice) is the installation of A.V. Kolchak's monument. This could become the starting point of the tourism program. Such a program needs to be done for the memorable places. It is urgent to create a museum complex,

dedicated to the period when Omsk had the status of the capital and to the period of the Civil War, in general. Its centerpieces would be the documents of the White Army and the civil administration, as well as photos. [1]

An essential element will be the samples of arms and symbols. Two episodes of the urban legends can be referred. This concerns the mystery of the disappearance of the gold reserves of the Russian government and the history of the famous Banner Yermak.

The description Omsk's historical aspect is already in place. The local researchers present it as follows: "In 1994, a museum on the history after A. Kolchak with a travelling exhibition was created in Omsk State". Portrait on the background of the epoch, "which was exhibited in several regional museums of the region. In 2004, 12 journalists of a TV channel, together with historians, created a 30-minute TV show with the elements of artistic reconstruction. In 2005, the Municipality of Omsk started issuing weekly political newspapers, the "third capital", in an official publication that publishes information on the regulations, governing the administration of the city of Omsk and the Omsk City Council. On November 4, 2004 by miracle was saved from the plaque the house which was the official residence of the Supreme Governor (now it is the seat of the city registry office). Additionally, with the initiative of Omsk Governor, L.K. Polezhayev, a memorial e in honor of the 130th anniversary of A. Kolchak birth was installed. In 2008 the fast-food restaurant "Kolchak" was opened. With the order of the owner AV Remizovich, it presents the photographs and other biographical material (from the gallery "Przewalski's Horse" and the Omsk branch of the Russian Cultural Foundation)". [3]

In addition to the purely organizational issues, also the political will and objective approach is also necessary for upgrading the prominence of the historical events. It is a fact that the representatives from the Communists and others left the wing organizations, being strongly against to A.V. Kolchak's commemoration. In this sense, it is hoped that the power structures will not give in to their pressure, as these organizations cannot talk on behalf of the whole society... At least the population poll showed that the majority of the population thinks completely different. But the appeal to brutal repression by the white looks is very strange, given on the one hand the conditions of the civil war and the proverbial story of violent crime on the other hand (after all, none of the representatives of the Communist and the left wing organizations is obliged to demolish the monuments presenting the Bolsheviks). It cannot be overlooked that the white movement was fought for those ideals which the modern Russian society had initially sought: a spiritual and cultural diversity, a democratic political system and market economy. A. Kolchak's memory is to be perpetuated as it promotes the objective assessment of the historical events. Indeed, to date all the monuments and place names related to the era, are devoted to only one of the sides, which in the long-term historical perspective is a loser.

In this respect, not only the authorities' objective approach is expected but also that of the patriotically oriented institutions, such as the Cossacks and the Church. The Cossacks can serve as a recreational resource with a huge ethno cultural potential. In addition, the Cossacks were actively involved in the resistance to Bolshevism. Additionally, there have been many

legendary characters among them e.g., Ataman Annenkov. The history of Church is closely intertwined with the events of the Civil War. It is sufficient to recall Archbishop of Omsk Sylvester's life, activities and martyrdom. The activities of this hierarch of the Orthodox Church have left a deep mark in the history of the region, especially, in the period interesting to us. It is also a part of the recreational potential. In November 1918, Sylvester was elected as the head of the Provisional Supreme Church Authority of Siberia. He actively participated in church, left his land and property, began teaching God's law at schools in Siberia, and was engaged in five seminaries and five religious schools. On January 29, 1919, Archbishop swore to Admiral Kolchak as the Supreme Ruler of Russia. He initiated the restoration of the institution of military priests.

With the initiative of the Church came up with an outstanding work, explaining the anti-Christian nature of Bolshevism. The news magazines "For Holy Russia" and "Siberian evangelist" were issued in Omsk. After the retreat of the White Army, Archbishop Sylvester remained in his diocese, wishing to share the people's fate. He was captured by the Bolsheviks in Omsk at the end of 1919. According to the data, made by him, he was subjected to severe tortures and he died with a martyr's death. In 2000, the Holy Synod of the Russian Orthodox Church has ranked Archbishop Sylvester among the New Martyrs [2].

Thus, the region has a great historical and cultural recreational potential, among which the events of the civil war, when our city fulfilled the capital's functions, should be highlighted. This recreational potential can be actively used to enhance tourism in the region. Both the locals and the foreigners can become consumers. A special segment of the market could be the representatives of the first wave of the Russian emigration, and their descendants, who have a great interest in the events of that era. The development of tourism in the region on the basis of the historical recreation resources can bring long term economic benefits. In addition, it must meet the spiritual and cultural functions. The intensification of the historical and cultural recreational potential can contribute to a sense of civic responsibility, ethnic and religious tolerance, patriotism, love for the Homeland, as well as respect for the legacy towards our ancestors.

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Tyukalinsk: A Town at the Siberian Highway (XVIII - XIX Centuries)

Viktor Vladimirovich Akhtyamov⁵

Abstract

The article describes the Tyukalinsk city, built on the site of the Siberian tract. The author examined the life of the “small town” of Western Siberia from the middle of the XVIII to the middle of the XIX centuries.

Keywords: *Siberian road, caste and class structure of the population*

Initially, in the area of the future Tyukalinsk line passed military fortifications (outposts), where the Cossacks were on duty. But soon it became clear that it is not necessary to defend this part of the Russian border, as the main military clashes took place in Omsk and in the south-eastern section of the boundary, with the southern borders of Western Siberia becoming a battleground for the Russians, Jungars and Kazakhs. The territory of the Great Moscow-Siberian road with its center Tyukalinsk fulfilled military functions for a notable period and was developed into an important administrative and commercial center of Omsk district.

Several generations of the Cossacks, merchants and explorers have shaped the service of the Siberian land. Starting point was launched by the engineering department of the Omsk fortress after expedition engineer lieutenant Buteneva. In 1758 a reconnaissance was conducted to identify the areas under the settlement and indicated 12 seats, suitable for residence, among them one on the river Tyukalinke. In 1757-1763 the Siberian governor general. F. Soimonov, a well-known Russian scientist hydrographer and cartographer, in 1759 issued a decree on the establishment of a new “post road” and invited the interested to settle along the new section of the Siberian tract.

In a fairly short period of time (to 1763) Tyukalinsk received the status of a “settlement”, because the neighboring Tarski, and Ishim Yalutorovsk counties welcomed the governor’s call for a large inflow. Tyukalinsk settlement became the center of the newly populated region, which is characterized by favorable conditions for farming – black earth to plow farming, grasslands for cattle in the meadows, huge forest tracts, as well as hunting and fishing opportunities. In the present emblem -Tyukalinsk “on a yellow background, shows

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two crossed green pines and two black fox skins” [5], which represents the main economic features of the city at the Siberian tract. Naturally enough, its trading position in the main shopping artery, linking China to Moscow and Siberia, predetermined its further expansion and improvement.



Fig. 1 Tyukalinsk's Coat

A number of present-day villages of the Tyukalinsk area were inhabited in the period of exiles from European Russia, in particular. Among such villages are Nagibin and Bekisheva which are still among the largest in the area.

In 1782, when realizing administrative reforms, Catherine II created the Omsk district, which was to be in charge of the Tyukalinsk settlement, which, in its turn, was divided into four sections: Tyukalinsk, Kabyrdakskaya, Krutinskaya Bazhenov and [7].

Until the beginning of the XIX century, the Tyukalinsk lived as a parish center with a large tract: buildings were constructed, streets widened, numerous crafts were in place. With the decree of Emperor Alexander I in 1822 Tyukalinsk District was founded in the province of Tobolsk. It included the territory, stretched along the Siberian road from the river Ishim to Lake Chany.

Tyukalinsk was declared as a city, and its new status was of a pre-tract territory. Of course, for a long time it remained as it used to be and agriculture and animal husbandry dominated. But the main source of income for the local residents was private carting. Along the road there were a number of warehouses, inns and various workshops, specializing in tinning tracts.

Table 1. The population of Tyukalinsk in the XIX century

	1825	1833	1840	1847	1856	1869	1879
Tukalinsk	842	1457	958	1201	1457	1423	3157

In the 30s and 40s of the XIX century a decrease in the population of “city” (see Table 1.) was observed [8], and soon, in 1838, Tukalinsk was disconnected from the state and was annexed to the Omsk district. In fact, until the middle of the XIX century Bale was rather a large village, yet it is not mentioned in the reference books and travel descriptions of the contemporaries.

The formation of the administrative center naturally enough, led to the detriment of the trade and economy of the area, which resulted in a significant number of people movements and in the status change. Tatar Cossack detachment, the police department, the administration of the local government, hospitals, prisons and schools are typical to the town. And only with the bourgeois reforms, conducted in the country by Alexander II, prompted the city to a new stage of development - as a center of trade and crafts.

In 1870 city regulations were rapidly introduced in Siberia, hence, by the end of the 70s In the XIX century the first elections of the municipal councils, town councils and the mayor were held in Western Siberia. In 1878 the town was granted the status of a district, and later on - the county town of County Tyukalinsk Tobolsk Province. “During this social and class structures the population of Tyukalinsk was as follows: hereditary nobles - 5 (0.4%), the clergy - 14 (1.2%), the merchants and honorary citizens - 107 (9.1%), the middle class - 652 (55.7%), 155 farmers (13.2%), lower military ranks in the service - 101 (8.6%), the retired and selling 15 (1.3%), the deportees - 121 (10, 3%)”.

Thus, urban estates were predominant among the population during this period. The caste and class structure of the population of Tyukalinsk by this time was quite urban, which allows researchers to rank Tukalinsk among the “small towns” of Siberia in the late XIX - early XX centuries.

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Travelogue: The Methodological Shaping of the Modern Tourism Product

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Abstract

The article considers the methodological importance of discourse-travelogue in the development of tourist routes' concepts for the formation of innovative products and attractions for target groups.

Keywords: *travelogue, chronotope, travel, existential desolation, values.*

Human nature is directed not only to the knowledge itself, but also, and probably even more, to the issues of understanding and defining the world as a journey. Modern people are more and more emphasizing various types of travelling: only on Russian television channels, we can find dozens of programs and form a viewpoint on where and how to travel as well as estimate consumers' interest in the region, country and type of tourism. In addition, they can add publications and actively growing network of travel companies, Internet sites, etc. It proves to be a new reality, affecting the interests of not only the elite, but also other sectors of society. It leads to the need of understanding the theoretical basis of existence. It can probably be assumed that we are at the beginning of a new direction of philosophical discourse: the travelogue. [2]

As it was noted by ideology, strictly categorical values were introduced, however, along its development, a significant categorical basis had already been observed. In particular, “time-space is a category that enables to present the travelogue in its space-time dimension” [3, p.99]. In our context, it is interesting to refer to Georg Simmel and Vladimir Yankelevich,

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who clarify the phenomenon as a discourse of travelogue adventures, with adventure meaning as something surprising and leading to new experiences. Adventure is what interrupts the normal sequence of daily events and routine, breaking into life and bringing new colors, sounds and emotions. Thus, each trip is a means of discovery, and the traveler is the one who is involved in the travelogue.

Transition to another cultural space and time creates a new and different reality (connotation). For this study, the interest is primarily philosophical and the epistemological metaphor is chronotope (“search”, “path of knowledge”, “meeting”) and cultural studies metaphor – “Journey” [3, p.100].

The development of human space is not only in the study of their world, which is marked by certain boundaries (birth, location, social groups, etc.), but also in what is beyond these searches which seems to be more interesting, and sometimes more important. A typical hero, pushing the limits, is Hercules: he performs his feats not in a familiar and well-known space, but in territories within which he connects the known and the unknown. In a geographical sense it is a concept of horizon - the limit, beyond which there is something, that drives a man in search of the unknown.

Since the origins of this ideology goes past, let's investigate them in the Greco-Roman culture. The interesting thing is that destination and type of travel has changed little. Historically, movements and searches for new exodus from daily life practice and territorial unity of society in the state have led to the need to make contacts with the remote regions and support them over the centuries, a fact proven by archaeological findings. Thus, the researchers note that in ancient Greece there was a need to travel for trade relations, religious traditions, political affairs, military expeditions, family problems and, of course, curiosity and a passion for adventure [1, p.60-74].

The Greeks and Romans, developing new space, pursued not only pragmatic goals (social, economic, political), but also found new things that enabled the development of deep semantic context of travel. It is known that already in the era of the Roman Empire, the Romans enjoyed visiting the places, associated with the names of famous people of the past. It became commonplace to buy travel packages with the amenities and without problems. This practice gave the way to the development of the private hospitality (different from the system that prevailed in Greece), and, later, to the appearance of inns and hotels [1, p.94-99].

Travelling requires developing a highly developed infrastructure, availability of maps, which is the case in the Roman Empire.

Continuing the discussion of the necessity to understand travelogue of a new reality in relation to the increasing flows of travel to different needs, it is worth noting another feature of travelogue - a new system of temporal relations: the past - the knowledge of the place and the events before the new, now - the actual creation of new, adventure, the future - a conditional new skyline.

It is the formation of a new culture, philosophical meaning, the political space of the other that is always associated with claims to space and time. Specifically, time can overlap and change within space. To the past, due to its importance for the present, visiting places is connected with the characters or personalities, and events have influenced the present, or have attempted to improve their status. Snobbery and vanity were also incentives for making long-distance trips; Pliny the Younger can be cited in this regard: “We used to go on a journey and cross the sea, willing to learn something, and do not pay attention to what’s in front of our eyes. Is it so arranged by nature that we are not interested friends and looking for the remote, it weakens all desire, if it is easy to meet, we put off visiting the fact that you can always see in the hope that we can see it often - but we do not know much in our city and the surrounding area, not only their own impressions, but from the stories. Whether it’s in Achaia, in Egypt, in Asia or in any other country, rich in wonders, we would have heard about it” [1, p.77].

In the development of philosophical, epistemological and culturological metaphor, chronotope offers another dimension that reflects a certain connotations - existential abandonment, shown at a time when an adventure develops an unexpected scenario. The current situation here may be related to the methods of performing a travel - transport: a flight delay due to bad weather conditions, acts of God, related to the economic condition of tour operators, etc. For example, two stories can be recalled. The first occurred in 2010 due to volcanic activity, during this period, the author of this article was to fly to a city in Europe. The aircraft flew to Moscow, but there was no opportunity to continue the flight. People experienced the doom situation in different ways: someone tried to connect, someone stormed trains, and however, in this case fatality shot collectivity: near the airport and railway stations people were in the same situation. You were not alone, and it relieved some of the tension.

Another case involving another experience. Of course, it was a minor adventure that ended very well, and gave some experience. Sheremetyevo, Terminal F, the plane was delayed long enough. The night added nervousness, it came to the front of transit flights, abandonment felt more than ever - you were the only one facing the problem. Dim lights in an empty room of transit passengers, carelessly discarded paper, black computer screens, tablets lack the time and the names of the staff - all spoke about the futility of waiting and at least some help and explanations for the flight being late. All attempts to contact the staff or services were unsuccessful. The situation was the same everywhere: in the terminal, security officers, vendors of boutiques and cafes.

About forty minutes later a sleepy employee appeared at the bar, calling the representative of the airline company, operating the flight, but ... the representative of the company was literally outside the terminal, aboard. In such cases the experience of travelogue becomes useful: it was necessary to act because but it was not easy, we had to look for new options, contact the airline. The state of helplessness and bewilderment was compounded by the fact that the Chinese had come up to the counter and the Irish were treated with attention, worthy of royalty. The sense of abandonment disappeared only when the abandoned passengers of the flight began to gather in the same room, and were informed that the plane on which we

were to continue the flight would be late. Upon the arrival to the destination the group linked circumstances, disintegrated, but it was not the cause of the depression, the author felt in the hall for transit passengers.

Anyone traveling through territories, involving different time parameters is associated with guides who, who should have not only knowledge, but also communication skills and should be able to provide not only reliable information but also add some legendary stories: “A wonderful charm of fiction, which admixed poets to his works, it is necessary for their students, as the Athenians and Thebans, and residents of other cities such stories tend to give great importance to his country. If someone had taken these similar stories from Greece, the commentators could easily die of hunger, because foreigners and the gift did not want to hear the truth,” - writes Lucian [1, p.78].

How often do you remember these words when Russian guides in Russian cities are giving faded dates to groups with colorless voices that are not woven into the fabric of intrigue and mystery? And how are the guides in Europe or Israel, flavored with his narrative intimate details of the life of the royals, the sentimental tale of love and loyalty, and, even, enthusiastically painted courage and resilience of soldiers in battle. Thus, building the tourist routes and creating projects along with the motive to conduct a travel should be clear:

- The pragmatic motive (search for a new residence, search for a better life, search for economic, cultural and other ties, etc.);
- The completion of some past projections and their connection with the present (Gestalt) that can be implemented, for example, by building a family tree, search for traces of the ancestors, etc.;
- The desire to break the daily routine, have new experiences and; even; get involved in adventure and the like;
- The search for new information, new knowledge to further a picture of the world,
- as well as others.

Omsk together with Omsk region, founded in 1716, is well placed to satisfy the motives of local travelers as well as the adventurers from abroad. The Third Capital of Russia, with the surviving residence of its ruler AV Kolchak, is rich in cultural heritage and attractive the halls of art and local history museums, e.g. Old Omsk fortress preserves the memory of the Dostoevsky's stay.

In terms of Russia's accession to the WTO, we are facing tough search for original Russian products that can be claimed fairly selective and choosy for foreign consumers. Severity, mystery and remoteness of the Siberian centers from civilization have always attracted foreigners. But not all the regions are equally well known and visited by foreign guests. According to the Federal Tourism Agency, the world's most well-known travel brands are Moscow, St. Petersburg, Golden Ring of Russia, Lake Baikal, and Kamchatka. Many regions should heed the words of Pliny the Younger and not be accustomed to being far away, but rather present these regions as dainty interesting places. This said, we are to direct our thoughts on this idea and later on try to implement this plan. Omsk region, observed from the

height of its historical value for the Russian and the international community, can be another brand in the Russian list. A favorable condition in this process may become the change in the concept and the Federal Tourism Agency, which began offering activities aimed at the promotion of the tourist product of the Russian Federation for the international and domestic tourism markets in the implementation in 2013 of the Federal Target Program “Development of domestic tourism in the Russian Federation (2011 - 2018)”. This concept gives us confidence in the promise of a new product launch on the market of tourist services.

It is known that the rapid development of the town was the beginning of the construction of the Trans-Siberian railway, but for a long time the only way, connecting Siberia to the European part of Russia, was the Moscow-Siberian highway. In the historical past, it played an important role in the economic, social and political history of Russia. The settlement and development of Siberia is inextricably linked to the history channel. Of course, nowadays, many milestones have new interpretations. However, it is treated as an exile and the chains' distance remains an attractive thing for tourists. In 1790, the author of “The Journey from Petersburg to Moscow” Radishchev followed Siberian highway to Yakutia to Ilmen jail after Rybin (now the village of Uki Large Omsk region) in 1850, great and highly-esteemed Russian writer F.M.Dostoevsky arrived in Siberia, in 1826 – 1828. Soon 52 Decembrists, followed by their wives, Trubetskaya, Volkonskaya and others, also went to Siberia. Hence, because the period of their stay in East Siberia is known, Western Siberia can be widely explored.

At a distance from the center, moving to the south in the early XIX century, the infrastructures have rendered a good service path: the only preserved section in its original old form is “Vladimirka”, located in Bolsheuky. There are still 65 turns on the 18-km section along the old road between permutations and outposts. The picture of the past helps to restore the remains of old trees, memorials and striped milestones. In other districts of the Omsk region the tracts are covered with asphalt, but there are areas overgrown with bushes, which can be restored. All the settlements, united into the “Golden Ring Irtysh”, have their face and their unique features. Some of them are already visited by tourists (Bolsherechye, Tara), but the full potential of this region has not been exhausted yet. To develop the region and identify the the above mentioned reasons for attracting attract tourists, we should pay attention to the promising possibilities:

- the emergence of innovative tourist route involves new jobs. Perhaps it is a prospect for active participation of the region and the “Nationals” - the pragmatic motive;
- the remoteness of the area, along with its insufficiency to stimulate and structure, allows to position the region as an alternative route and adventure tourism, eco-tourism, etc. such as testing, discovery, adventure, escape from everyday life;
- the involvement of historical data to reconstruct the history of families, completion of previous projections and their connection to the present (in this direction online people resources can be formed: the names, fate, etc. This direction today is claimed as a resource, attracting the attention of those whose ancestors came from Poland, Finland, Germany and other European regions to Siberia to form an active tourist interest);

- the search for the new such as the archaeological potential of Tara, the Sargatka settlement for archeologists, anthropologists and other scholars of antiquities.

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Recreational Migration and Recreation Potential of Russia and Regions of Siberia

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Abstract

The paper discusses the concept and scope of the external recreational migration to Russia, the state of recreational resources and recreational zoning of Russia in terms of recreational potential. The detailed treatment of recreational potential of the Siberian Federal District and the prospects for its development is presented.

Keywords: *Migration, recreation migration, recreational resources, recreation potential, zoning.*

Perhaps, there is no other socio - economic term with more definitions than “migration of population”. According to one determination, given by an eminent geographer V.V. Pokshishevskij (1978), migration of people “should be understood as any of its motions for change of residence place (the change of the state, region or locality in which a person, family or other more extensive community of people live)” [3].

Recreational migration, i.e. migration related to tourism, is a type of migration, classified by function. Currently, tourism in Russia is an important industry that makes a significant contribution to the GDP. The share of tourism in GDP in 2010 was no less than 2.5% and with the multiplier effect - 6.3%. According to the operative data of the executive authorities of the Russian Federation in the field of tourism and expert estimates, in 2010 the domestic tourist flow was approximately 34.5 million, which is 9.8% more than in 2009 (31.5 million people) [5, pp. 395-397]. External flow of tourists to Russia in 2010 was estimated to 2.134 million, which is 1.6% more than in 2009 [7]. Proportion of recreational migration in the total number of international migration in recent years varies from 9.6 to 9.8%, giving a notable weight to migration on private and business grounds. In terms of foreign tourist (recreational) flows, citizens from non-CIS countries dominate: more than 95% in 2009-2010.

Russia attracts visitors from more than 50 countries. Today there is a fast growing differentiation of tourism by segments and niches. Not all of them apply to our country. However, there are a number of international directions that are rapidly developing and that can make Russia attractive:

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- Business - travel (travel for contracts and negotiations, travel to attend trade shows and other major events, sending employees on vacation as a form of an incentive or to any training activities). This type of tourism is characterized by extremely low elasticity as it can hardly be replaced by any other type of tourism and implies high requirements for the infrastructure component.
- Sightseeing and educational tourism, focused on the maximum coverage of the audience, by attracting tourists from other tourist niches: beach, relax, active and even business ones. A characteristic feature of this type of tourism and its possible branches is the mobility of tourists who are eager to see the maximum in a short span of time.
- Active holidays; this type includes both the ones common in Russia (hunting, fishing), and also “close to extreme” kinds of travel and extreme sports: rafting, scuba diving, trekking, bike tours, mountain climbing, skiing and other. According to experts, these types of tourism in Russia are poorly developed (except for tours for hunting and fishing, constituting an extremely small percentage of the total number of travel);
- Entertaining tours - travel to visit recreational places (night clubs, casinos, restaurants, concerts and so on.)
- Eco-tourism is one of the fastest growing areas of the global travel industry. According to various estimates, from 5 to 10% of all visitors (i.e. from 45 to 90 million.) prefer this kind of tours. For Russia this direction can be very attractive, given the natural potential of the country. But it is important to consider that the status and social position of people who prefer this type of holiday suggest a very high level of service being provided to them in the area. In addition, due to the high development of their own natural resources in most countries, it is extremely difficult today “to lure” tourists with only natural component. This explains the fact that today the share of such tourists coming to Russia is extremely small. According to the most optimistic estimates, Russia has about 0.05% of this service market, with the potential of 20%. [1]
- Event tourism is a tourism type with the aim to attend some event. Today this segment has about 10% (about 90 million people.) in the global tourism market. Certainly, here Russia has a positive potential. However, the poor infrastructure inhibits the country to become a leader in this segment in the coming years. But in terms of event-driven business tourism, prospects are very good, considering the changing geopolitical landscape and abundance of political and business activities in the coming years.
- Other types of tourism (health tourism, educational tourism, beach tourism, transit tourism, cross-border tourism, cruise tourism).

According to the author, for Russia sightseeing and educational tourism is the only realistic and somehow functioning direction, attracting mass tourists from abroad. So far the main centers of this type of tourism have been Moscow and St. Petersburg; the cities of the “Golden Ring.” However, the features of this type of tourism - focus of customers on unique natural and cultural objects, a wide range of target groups, high elasticity and, therefore, a high degree of substitution of the choice of the country for travel and the relatively low level of tourists’ pretentiousness regarding the living conditions (in comparison with other types of

tourism) - provide real prospects for its development in any of Russia's regions with recreational opportunities.

Table 1 shows the Top 20 countries in the world in the number of tourists coming to Russia nowadays (in 2010) [7]. Taking into account the hidden business tourism and the combination with other forms of tourism (see data above – I.M.), it can be said that Russia has about 2.1-2.2 million people who consider visiting historic, natural and cultural attractions as one of the main purposes of the visit.

Table 1 - Top 20 countries in the number of tourists who came to Russia in 2010

Country	People	% (of the total number of tourists)	Country	People	% (of the total number of tourists)
1. Germany	347 214	16,27	11. Japan	42 176	1,98
2. USA	162 383	7,61	12. the Netherlands	34 907	1,64
3. China	158 061	7,41	13. Estonia	34 589	1,62
4. Finland	139 216	6,52	14. Latvia	33 796	1,58
5. Italy	126 454	5,93	15. Austria	28 290	1,33
6. France	94 282	4,42	16. Ukraine	26 092	1,22
7. Space	86 732	4,06	17. Poland	25 616	1,20
8. Israel	58 694	2,75	18. Switzerland	23 918	1,12
9. Turkey	56 376	2,64	19. Lithuania	22 761	1,07
10. Korean Republic	42 573	2,00	20. Norway	22 527	1,06

It should be added that today in Russia this type of tourism is more focused on work with “organized” tourists - groups suggesting appropriate requirements for tourism infrastructure, than others.

There are several notions closely connected with the concept of recreational migration i.e. recreational activities (human activities including spa treatments, wellness and vacation tourism, travel to the dacha and garden areas), recreational resources (natural and technological processes and phenomena that can be used to meet the recreational needs of the population and the organization of recreational facilities) and recreational zoning.

Traditionally, recreational resources are seen, primarily, as the components of natural and cultural landscapes. There are climate, water, hydro mineral, forest, mountain, socio-cultural (historical and cultural monuments) and other resources. In the recreational nature management a resource can be beauty of the landscape, landscape variety of the countryside, material and spiritual culture of the country, exotic nature and unique architecture. In Russia all types of recreational resources are spotted

Recreational zoning is the division of the territory according to homogeneous characteristics and nature of recreational use. There are several approaches to recreational zoning. Zoning can be made according to the ease for a particular activity, the degree of development of the resources, the degree of development of recreational infrastructure. [2] The last zoning of CIS was conducted in 1994 when the whole territory was divided into four major areas. They included 20 recreational areas, in Russia - 15. The main factor in the zoning process is the function of the territory, depending on the predominant use of the recreational resource. These functions include medical, health, tourist, and excursion ones.

The following groups are distinguished among the Russian regions in terms of recreational resources:

Group 1 (unfavorable natural conditions) – these are the most northern regions of Russia (Magadan Oblast, Nenets Autonomous District, the Republic of Sakha (Yakutia), Taimyr (Dolgan-Nenets) Autonomous District, Chukotka, Yamal-Nenets Autonomous District).

Group 2 (not very favourable natural conditions) - here belong Aginsky Buryat Autonomous District and Tomsk region in the Siberian Federal District.

Group 3 (favorable natural conditions) is the largest group. In Siberia it includes the Republic of Altai, Altai, Buryatia, Irkutsk Oblast, Novosibirsk Oblast, Omsk Oblast, Republic of Tuva, and Khakassia Republic.

Group 4 (the most favorable natural conditions) - no federal subject of the Siberian Federal District is in this group.

According to the zoning of the recreational resources, specialized recreational activities have traditionally been developing. For example, in the Northern region (Arkhangelsk Region, Karelia) educational and ecological tourism, cruises, hunting, fishing, skiing, amateur tourism, pilgrimage have developed. In the North-West area (Leningrad and Kaliningrad regions) there are educational, business (congress) types of rest, health tourism, cruises, automobile tourism. The Central region is famous for such types of tourism as educational, business, medical, automobile tourism etc. As for Siberia, given its inherent zone of taiga and forests, here predominantly amateur, environmental and sports tourisms are developed. Baikal zone stands apart as a multifunctional area, with medical and health tourism.

The Siberian Federal District experts identify the following recreational areas (areas) [4]:

- Baikal recreational area (Republic of Buryatia, Irkutsk and Chita regions),

- Yenisei recreational area (Krasnoyarsk Territory, the Republics of Khakassia and Tuva)
- Ob-Altai recreational area (Republic of Altai, Kemerovo, Kurgan, Novosibirsk, Omsk, Tyumen, Tomsk oblasts).
- The northern regions of the Okrug, primarily the Krasnoyarsk Territory (Taimyr and Evenki Autonomous Area) which are located in the recreational area of the “Russian North”.

The focus of the current study is the Ob-Altai recreational area which includes the Omsk region. A unique feature of the region is the sharp difference in the nature and recreation of its western and eastern parts. These are steppe and forest steppe areas in the south of the West Siberian Plain and the flat part of the Altai region.

The flora of the region includes 1840 species. In the north spruce, cedar and fir forests are spread and on the shores of large rivers - birch and pine-oak forests are noted.

The eastern part of the Ob-Altai area is very popular with hikers, rafters, skiers and climbers. Rafters enjoy the tough Altai Rivers – the Katun, the Bashkaus, the Chuya, and the Chulymshan. The waters of the major rivers, the Ob and Irtysh, as well as reservoirs are used for motor-ship tours and sailing. Mountain climbers travel in the Katun, North-Chu, and Terektinsky mountains. There are a lot of hiking, skiing, horseback riding, boat routes here. It is considered to be prestigious to climb up the highest peak of Altai - Belukha Mountain (4056 m). In Mountain Shoria, near the town of Mezhdurechensk, there are equipped ski slopes of European level with lifts.

There are many cultural and historical sites in the area, mainly concentrated in large cities: ancient Tobolsk, the largest industrial and scientific center of Siberia Novosibirsk, the capital of the oil region - Tyumen, virgin land Barnaul, Omsk - the residence of Kolchak. There are interesting archaeological sites, rock paintings and ethnographic objects in Gorny Altai.

In Siberia there are now 3674 cottages, recreation and accommodation facilities, including boarding houses, a sanatorium, rest homes, facilities for recreation for children, rural homes, ski resorts. Siberian regions have always been areas of cultural traditions. Culture and art are represented by professional theaters and museums. According to the tourist offices of the Siberian regions, there are here 10,339 registered historical and cultural monuments with 159 of them being of national significance.

Thus, the Siberian regions possess rich recreation potential for the development of inbound and domestic tourism. The diversity of landscapes allows all types of eco-tourism: health, educational and sporting.

In Siberian regions there are 734 protected areas (PAs), including 21 national parks, 17 nature reserves, 130 parks, 508 natural monuments, 52 nature reserves (Parks), 459 other tourist natural objects, 133 state-protected objects, including 32 reserves, 13 botanical parks, 99 natural monuments located in the Omsk Region.

Among the factors that determine the attractiveness of the Siberian regions as tourism objects are:

- a. historical and cultural heritage of Siberia which is closely connected with the history and culture of Russia;
- b. advantageous geographical location of the regions as the starting points of tourist routes to Siberia, the Far East cities, countries in the Asia-Pacific region;
- c. Siberia is a venue for international conferences, symposia, seminars, exhibitions, fairs, festivals and international competitions in various sports, promoting the development of business and event tourism.
- d. availability of unique natural resources;
- e. possibility in the short term within a single tourist product to introduce tourists to the rich cultural traditions of Siberia, whose peoples have preserved a unique national identity, way of life, customs and religious practices of pre-Christian culture.

In particular, in the Omsk region tourists today are attracted by motor-ship routes from Omsk down the Irtysh and Ob to Salekhard. The northern parts of the region, as well as the valley of the Irtysh are the main areas of amateur tourism. Fans of kayaking can view the beauty of the Taiga Rivers, the Tara and the Sheesh.

Of great interest is Muromtsevsky natural area: the lakes of meteoritic origin, anomalous energy zones near the village Okunevo.

The cultural and historical potential of the Omsk region makes a sound foundation for the development of ethnographic and educational tourism. The contemporary cultural space of the Omsk region was formed for almost three centuries, with Omsk being from the XVIII century one of the outposts of Russia in exploitation of Siberia. Today, 24 national cultural centers work under the auspices of the cultural and sport association "Siberia".

The region has about 1,700 archaeological sites, historic and cultural monuments, ranging from ancient settlements and mounds to modern complexes. The most famous historical sites of the area are Chudskaya Mountain, Yermak landing place, Bogatyrskie burial mounds, the tract Bitie Mountains, Pokrovskaya fortress, Old Tyukalinsk tract, etc. Among the unique monuments the most famous are Saviour Cathedral of Tara, Nicholas Cossack Cathedral, the Palace of the Governor General of Western Siberia, the architectural ensemble of the beginning of XX century, Lubinsky Avenue in Omsk.

The Historical and Cultural Museum Complex "Old time Siberia", which also includes Gladkov brothers' houses, is located on a steep bank of the Irtysh, in Bolsherechenskij district, in the north of the city of Omsk.

Since the 1990s the festivals "Soul of Russia" and "Theater seasons in Siberia" are held in Omsk. Two of the biggest regular events are the Siberian International Marathon and the Exhibitions of Military Technology and Weapons - the basis for the development of event tourism.

Tara, the first settlement in the region, one of the oldest towns in Siberia, the center of Russian traditional culture, is also of high interest. The hunting bases in Znamensky district, the only village zoo in the country (in Bolsherechye), relict forest in Krasnoyarsk-Chernoluchenskoy recreation zone are very popular.

Almost all tourist facilities are located in places, convenient for transport, so coach tours in the Omsk region are particularly common. Of particular interest for the Guests of Omsk is its history, the construction of fortresses as well as the development of the architectural ensemble of the period of XVIII-XIX centuries.

The tourists can learn about the features of the historical and architectural monuments of the past centuries, combining elements of various architectural styles which has formed a distinctive style of modern Omsk during the excursions “Omsk architectural”, “Stone chronicles of Omsk”, “Lubinsky prospect”.

In view of the above mentioned, we can conclude that the Omsk region has considerable potential for the development of domestic tourism. The diversity of landscapes allows developing health, educational and sports tourisms. Skiing, horse riding, water, walking and other forms of eco-tourisms are promising directions.

The types of tourism, being currently developed in the Omsk region, are:

- summer, health and beauty rest in sanatoria and recreation centers;
- cultural and educational (excursion) tourism;
- adventure tourism;
- hunting and fishing.

The main problems of the development of recreational activities in Siberia are the following:

- the prolonged information vacuum caused by historically evolved factors;
- the stable stereotypes, associated with exile and severity, as well as unsuitable climatic conditions for tourism;
- the lack of a clear positioning of the Siberian region in the domestic and international information space;
- infrastructure problems:
 - a. the poor competitiveness of the old accommodation fund, the lack of investment resources for its updating;
 - b. the insufficient number of vehicles of different sizes for the tourists, the lack of parking lots, the poor state of the transport component in the infrastructure;
 - c. the lack of small aviation;
 - d. the lack of a sufficient number of sea vessels, including the international level ones.
- problems in sales and marketing:
 - a. the ineffectiveness of efforts to strengthen the positive image of the Siberian regions, including tourism, in Russia and abroad;
 - b. the poor solution level of tourists’ safety issues;

- c. the relatively low level of medical insurance care in case of illness during tours;
- d. The non-competitiveness of service compared with that in tourist developed countries.

Factors causing a negative impact on tourism:

- a. the destruction of the management system in the industry. This led to a loss of activity coordination in sector subjects, to the fragmentation of efforts to develop domestic tourism, to reluctance in implementing mechanisms for economic cooperation and governance;
- b. the extremely slow rate of growth of the organization of joint and joint ventures with foreign investors;
- c. the redistribution of income in favor of the shadow economy;
- d. the remoteness from major Western capitals. Trips to the Siberian regions are related to the air transport which dramatically increases the costs;
- e. the lack of qualified executives and middle managers who can work in the new economy;
- f. the accepted public opinion about tourism as a narrow sphere of recreation. Tourism is not perceived as a sector of economy, open for private investment and having a great range of opportunities for projects in the service sector.

To this day, the industry is seen as subsidized, settling only social problems. But, taking into account the Russian and international standards of classification of economic activities, it becomes more than rational to consider the functioning of the tourism industry as a complex one, combining the effects of various economic activities.

The current state of the social sphere of the Siberian regions is characterized by high-cost industries, low efficiency in the social infrastructures, reduced service quality. The development of the tourism industry is a tool to improve the state of the social sphere. It offers great opportunities for income generation in areas such as culture, sport, health, etc. Siberian regions possess a unique set of resources that can provide the dynamic development of the tourism industry, therefore, to get in the near future a large socio-economic effect.

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Chapter 2: The Peculiarities of Agro-Tourism Development in Siberia

Rural Tourism: The Specific Character of Services and their Prospects in Omsk Region

Tatjana Mikhajlovna Bezborodova⁸

Abstract

The article presents the features of rural (agricultural) tourism as one of the new areas of tourism. The concept of rural tourism services is described and its quality and competitiveness of the services are under the discourse. The classification of types as well as the experience and prospects of rural tourism in Omsk region are presented.

Keywords: *Rural tourism, service, quality, competitiveness, consumers, historical and ethnographic complexes.*

Rural tourism is a fairly young tourist trend in Russia. Currently, this type of holiday hasn't yet become as widespread in this country as abroad, where rural tourism is very popular. The interest in it is caused by low costs and its nature related characteristics in comparison with other types of recreation. According to the World Tourism Organization, rural tourism (agro-tourism), being one of the areas of eco-tourism, brings together a wide range of different types of rest and is growing rapidly in other countries, and is one of the five key strategic directions of tourism development in the world until 2020.

In the developed European countries, rural tourism ranks the second (!) after the beach one in popularity. Currently, rural tourism in Europe accounts for around 20-30% of the total income of tourist industry. The share of rural tourism in Russia at present is low, i.e. According to the expert estimates, today it comprises 1.5 - 2%. Only a few regions of Russia actively develop this tourist direction, among them Vladimir, Vologda, Ivanovo, Novgorod, Arkhangelsk, Leningrad, Pskov, Samara, Tver, Tula, Yaroslavl, Penza regions, the Republic of Karelia and Chuvashia, Moscow and St. Petersburg localities.

Rural tourism is a form of tourism that involves a temporary stay of tourists in rural areas in order to rest and/or participate in farm work. The prerequisites for such a tourism is the accommodation facilities for tourists, which can be individual or specialized in rural areas or small towns without industrial and high-rise buildings. The concept of rural (agricultural) tourism can be interpreted in two ways. In a narrow sense, rural (agricultural) tourism is understood as a holiday of urban residents in rural areas with a more or less long-term lease of suburban housing. [3] In a broad sense, agricultural tourism includes all kinds of pastime

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of urban residents in rural areas, i.e. elements of leisure and recreational activities. In particular, in this case it could be a combination of relaxation with work in the garden, ethnographic tours with an emphasis on the rural component, voluntary temporary participation in agro-production in the framework of recreational activities.

Territorial organization of rural tourism is a system of spatial relationships of rural settlements, providing agricultural and recreational facilities to each other as well as by towns – centers, generating consumers of agro tourist services, transport infrastructures and natural and ethno-cultural heritage of the region [1]. Consumers expect from rural tourism tranquility and regularity of rural life, clean air, natural products, comfortable living conditions, home atmosphere, reasonable prices, a sense of closeness with the nature, new experiences, and entertainment for children and recreation for adults. On the one hand, rural tourism (agricultural tourism), is a kind of ancillary to rural industries, on the other hand, it is a sector of the tourism industry, based on the use of resources of rural communities: economic, environmental, cultural, historical and other.

Tourism practice has evolved different types of rural tourism which are present in our region in varying degrees:

1. Ethnographic rural tourism. Its products (tourism service) are folk and ethnographic materials and samples of traditional folk culture. With the request of vacationers local folk groups make performances, showing the ancient folk rituals as well as national holiday's celebrations. The museums of agricultural goods, tools, with reconstructed interior inside and outside serve as elements of the infrastructure. Examples of ethnographic tourism in Omsk region are the tours to historical and ethnographic complex "Old time Siberia" in Bolsherechenskij area [2].
2. Agricultural tourism. Tourists can participate in agricultural work: fruit and vegetable harvesting, animal care as well as bee breeding. Haymaking or working in the barnyard can become an interesting pastime. The change of activity for the city dweller is already kind of recreation.
3. Rural eco-tourism. It implies specially organized health activities for the body during rest, for example, bath, sauna, hydrotherapy, herbal medicine, etc. Customers of ecotourism are generally elderly people. They require comfortable accommodation, availability of medical care and ability to monitor health stance. Thus, this type of tourism is well developed in the Muromtsevsky area on the lakes Linevo and Danilovo.
4. Rural tourism for children. It is organized for families with children up to 14 years old and for organized groups of children. This type of tourism requires playgrounds, rooms for games, children's play equipment.
5. Rural educational tourism. Tourists learn wickerwork, wood painting as well as pokerwork. They can be taught gardening and vegetable growing techniques, cooking rustic food from ancient recipes. This type of tourism has a development potential practically in all areas of the region, and an examples of an existing educational technology is the historical and ethnographic complex "Old time Siberia."
6. Rural culinary (gastronomic) tourism. This type includes cooking of various jams and compotes according to special recipes (floral, lime honey).

7. Rural commercial tourism involves picking up mushrooms and berries, hunting and fishing. This type of tourism requires fishing and hunting equipment, guiding service, facilities to make jams, pickles, and dried mushrooms. The guests of Omsk region associate the concept of “Siberia” with taiga, snow, hunting, fishing, ecology, nature. Thus, in the Omsk region there appeared brand name “The weekend in taiga” which allowed to show the Siberian nature and forms of active recreation (hunting, fishing).
8. Rural Sports Tourism specializes in active forms of recreation: horseback riding, traveling by canoe, swimming, cycling, tennis, skiing and skating. The guest houses, engaged with this type of tourism should provide tourist and sports equipment, horses and experienced instructors. In Omsk region with the support of the Federation of Sport Tourism (section water professionals) and the club “Drakar” tourist brand “Rafting on the quiet Siberian Rivers” has been developed and is in operation.
9. Rural Adventure Tourism. In the frame of this kind of tourism, sightseeing routes, with stopovers in the village houses, are organized. The creation of myths, connected with the tourist object is a form of promotion. Thus, in Muromtsevsky district of Omsk region there have appeared excursion programs called “The Mystery of five lakes”, aimed at attracting visitors to the mysterious place near the village of Okunevo.
10. to get acquainted with the local attractions, related to the history, architecture and natural objects, excursions are organized as a part of the rural tourism.
11. Rural exotic tourism specializes in growing wild and rare animals such as mink, ostriches, deer, horses, and unusual flowers and plants.
12. Rural combined tourism includes several kinds of holidays such as excursions, horse ridings, domestic animals’ caring, farm products’ (milk, cheese) tastings.
13. Rural health tourism.

Rural tourism can be conveniently divided into two types: the “proper” and “mixed” one. The first is based on peasant agriculture and family farms and provides about 25% of the family income. The second is tourists’ servicing-hotel services in buildings converted into mini-hotels.

Possible models of rural tourism in Omsk region can be:

- rural guest houses, based on the existing housing stock of rural areas;
- stylized “tourist villages” or specialized centers with the organization of a full-fledged tourist vacation: the centers of craftsmanship and culture, “fishing villages”, “hunting villages”; Culinary Center (home of honey, traditional Russian cuisine), sport events (such as horseback riding, rowing training) and others;
- “historical” or “national” guest houses (“House of the old-timer peasant”, “Merchant’s mansion”, “House of Kumandy”, “Cossack farmstead”);
- agricultural parks on the basis of farmers’ associations (“Holidays on the farm”). You can use the agricultural specialization of the area while developing tourist programs (crop farming, animal husbandry, and horticulture), etc.

The main content of the tourist activity is the provision (sale) of various kinds of services: accommodation, meals, transportation, entertainment, etc. Tourist services make the

complex, known as a tourist product. Service is any activity or benefit that one party can offer to another. Services are mostly intangible and do not result in taking possession of anything.

The components of rural tourist products are:

1. Accommodation services. The organization of the accommodation in rural estates is the first and most important step in the development of rural tourism. Here, the main figure, providing services, is the host family.

The services for the organization of accommodation and catering are the main in rural guesthouse. The all-Union State Standard R 51185 of 2008 “Touristic services: Accommodation facilities” considers the accommodation to be the premise, used by organizations, with varying legal forms and entrepreneurs, for providing accommodation services. There are collective and individual means of accommodation. While developing rural tourism, it is advisable to use individual means of accommodation. According to the standard they include: guest rooms, chalets, bungalows as well as houses (stationary vans).

2. Catering services. These services can be provided by nearby cafes that get into contract with the rural tourism parties. Another option is when meals are provided by the hostess of a “green house” or the client cooks for him/herself. The guest is notified by the manager of the firm in which he/she buys a voucher, or this issue can be settled on arrival (in the absence of an intermediary).

3. Transfer service. Transportation services can be provided by rural residents who own vehicles with the appropriate license. It is important to reach an agreement on reasonable prices, so that they do not make tourist products or services inaccessible. The experience has evidenced that the most ideal and profitable option for the members of rural tourism is having their own vans. Own transportation means makes this business truly competitive.

4. Excursion services. These services can be purchased under a contract with a third party (mainly on technically complex services, such as rafting, climbing, rock climbing). Excursion services in a village can include horseback riding, berry and mushroom gathering, fishing, participation in the haymaking, classes in Russian chamber, Altai culture classes, a visit to the Altai ail, the botanical garden, etc. The duration of an excursion is up to 24 hours and it doesn’t require any special licensing. The hosts of the “green homes” are trying to convey to the townspeople the charm of the village and the folk culture.

However, the promotion of the excursion services is fraught with the following problems: poor training of tour guides among the villagers, lack of attractive sites, lack of craft workshops, lack of interest among tourists towards the folk culture and the stereotype that villages are underdeveloped in all respects. To solve these problems, joint efforts of the organizers of rural tourism and local authorities are required. Solving these problems will increase the attractiveness of rural tourism and create jobs.

5. Insurance services are under contract with the insurance company.

An important issue of integrated tourism development in rural areas is the formation of the basic unit of business planning. The practice suggests that such a basic unit can become an administrative district of the Federal subject. In view of this, there should be a specialization of tourist services micro zones, including the environmental objects, children and youth, health and fitness, sports and other types of rural tourism. To link these micro zones of an administrative district, routes of water, horse, walking, etc. Are to be constructed critical issue which cannot be solved immediately is the quality of tourism services. To improve it, the professional level of the people, engaged with rural tourism, is to be raised. Furthermore, the newly organized tourist enterprises must be licensed and certified. The formation and improvement of the legal framework for the development of a new type of entrepreneurship in rural areas will in its turn contribute to the better quality of tourism services. Yet, rural tourism cannot undergo a large-scale material and technical development without the state's support.

Considering the above mentioned, it becomes evident that Russia needs to develop state (national and regional) programs for tourism development. As a result, agro-tourist facilities may be eligible for financial assistance from two or three sources. This kind of examples are already noted in other tourist areas. In particular, the cities on the south of Moscow region (Serpukhov, Kashira, Kolomna) get support in the framework of the programme "Provincial ring of the Moscow region" and the program "Development of tourism in Priokskye territories." The effective functioning of rural tourism objects is impossible without efficient solutions to the service quality problems. Providing high quality services raises the volume of services and prestige. The consumption of services with improved quality and greater customer value reduces customers' operating costs and meets their expectations to a higher extent.

The quality of the tourist product is determined by its ability to meet the specific needs of prospective customers. Quality implies the comfort and convenience of accommodation, food, efficient motor transportation, and a high level of service, availability of a wide range of additional and specialized services to meet the diverse needs of customers. Quality meets the requirements including functional requirements, safety, security, environmental protection, and economic and aesthetic requirements. The essence of the process of quality management is to develop and implement management solutions, and administrative actions, concerning the processes that affect the quality of services. The wider is its social base, the greater is its impact on the economic stability, and the higher is the knowledge on the life, culture and behavior. The end product of the consumption of tourist services is a new quality - health and lifestyle, the degree of knowledge and awareness and the higher level of people's culture.

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Statistical Inference on the Economic State of the Northern Irtysh River Areas as Objects for Agro Tourism Development

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Abstract

The conducted statistical analysis resulted in a number of essential conclusions over the dynamics of the main economic statistic indicators regarding the agrarian sector in the Omsk region, in general, and, in particular, in Tarsky and Bolsheukovsky areas, which are important structural units in Northern Priirtyshje. The article discusses the possibility and efficiency of investments in agro tourism and provides recommendations for the development of some directions of rural tourism.

Keywords: *rural tourism, statistical indicator, dynamics, structure, investments, infrastructure, agricultural production.*

The relevance and practical significance of the research topic is caused by a number of factors and reasons, namely:

1. Nowadays, agriculture in Russia, hence, also, in the West Siberian region, does not have such a fundamental state foundation as in the old “Soviet” times. In the post-Soviet period new forms of economic activities appeared, the former structure of the agricultural enterprises greatly changed with a significantly reduced financial support from the state, which has led to a considerable decrease in food production. Russia’s WTO membership also involves uncertainty in regards with the future positive results for farmers.
2. In such circumstances it is necessary to support agriculture, ensuring its competitiveness in the global agricultural market. Support measures should be aimed at the development of the rural areas, conservation and enhancement of the rural population, ensuring decent living standards for the peasants. One of these measures is to support alternative employment in rural areas. The most promising solution to our farmers could be rural tourism (agro-tourism), which is a fairly new area of tourism industry in Russia [1].
3. There is a unique tourist and recreational potential in the Omsk region for the rural tourism development in the areas of Irtysh, and, especially, in the North Irtysh region, with its rich history and natural resources. Tourists are shown the most remote hamlets

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and villages, rich in history and hunting grounds (hunting, fishing, picking berries and mushrooms, etc.). Tarski and Bolsheukovsky districts of Omsk region attract the attention of both fellow countrymen and foreign tourists. This is due to the desire to spend some time in a far away place, not affected by the civilization. Tourists learn everyday life, traditions and culture of the village.

4. Currently, the development of rural tourism in the Omsk region has received a considerable attention. For example, in spring 2012 a workshop on the development of agro-tourism was organized by Omsk State University in Omsk. To train the university educators, the EU experts in the field were invited to discuss the problems of the tourism business development in rural areas. [2]

To identify the activity trends of the agricultural enterprises, a statistical analysis of the dynamics and the structure of the main indicators of the Omsk region in general, and in two areas of the North Irtysh (Tara and Bolsheukovskom) was made. The statistical analysis was conducted on the basis of the official statistics of 2000 to 2011 [3]. One of the determining factors in the development of agriculture is the availability of labor, the source of which is the population of the area. The considered dynamics of the population of Omsk and the studied area of the Omsk region (Tarski and Bolsheukovskij) suggest the following conclusions:

1. The number of both urban and rural population has been steadily declining as clearly shown in Figure 1 - the continued population growth rate, on average, is only negative.
2. The rate of the population decrease in Tara area is much less than in Bolsheukovskij area which is probably due to a more developed social infrastructure and higher employment rate in the Tara area. Consequently, the development of agro-tourism in these areas will promote new private enterprises for tourist services in rural areas and new jobs.

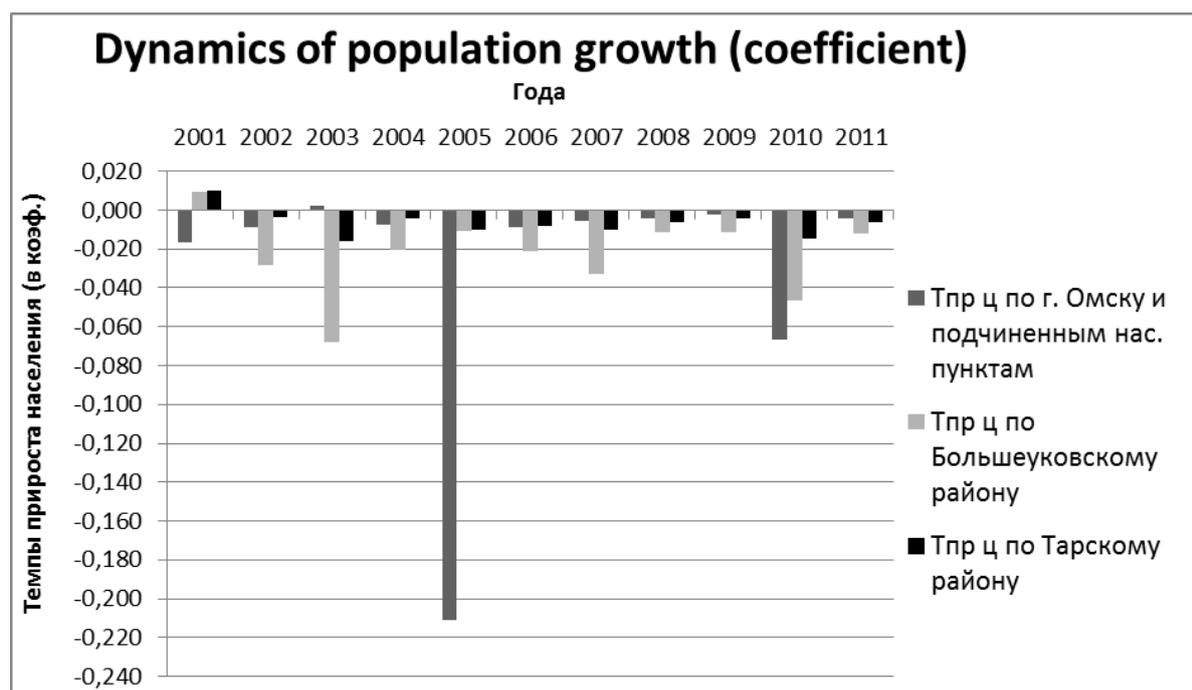


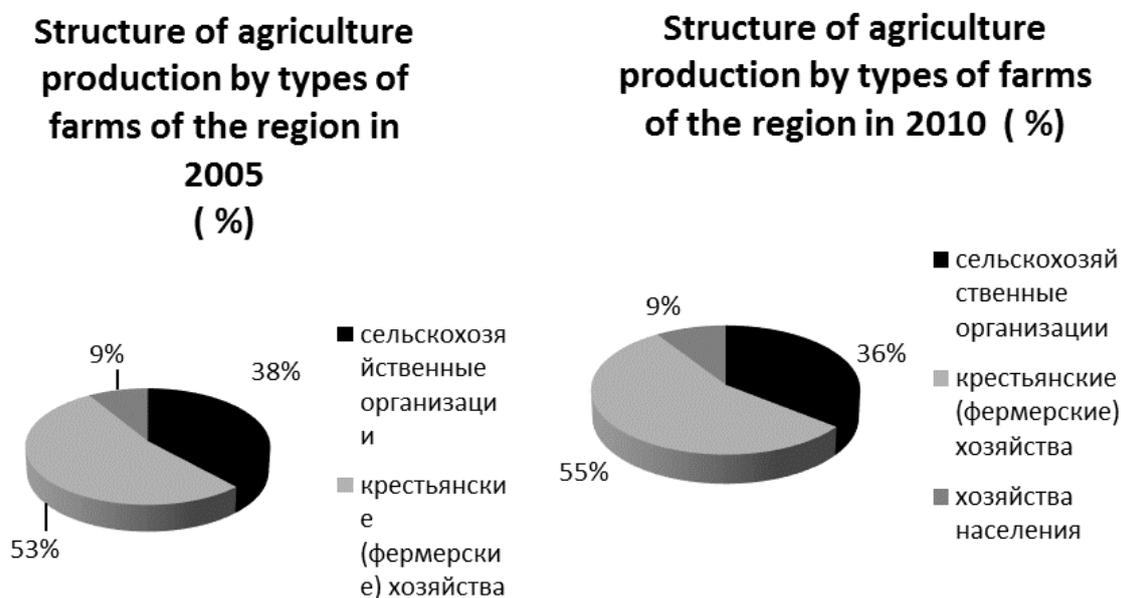
Fig. 1: Diagram of the dynamics of the population growth (loss) in Omsk, Northern Irtysh

For the development of rural tourism, more attention should be given to the family farming households which is a more flexible and mobile form of economic management.

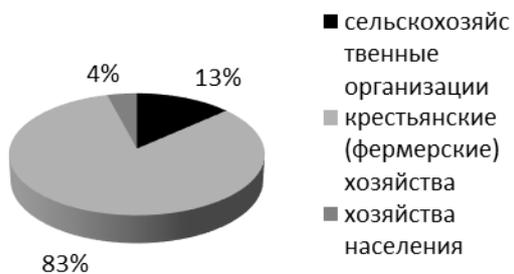
Figure 2 shows a diagram of the structure of agricultural output in major organizational and legal forms of economic management in the Omsk region and districts. In general, in the Omsk region farms account for about 50% of the total agricultural output. In the considered areas, the share of the households' farm in total production is expressed particularly clearly. In Bolsheukovskij district this share was 83% and 82% in 2005 and 2010, respectively, and in Tarskij district - 82% in 2005 and 77% in 2010.

Consequently, it can be stated that farms produce agricultural products in a greater volume. The results of the fundamental statistical analysis of the agricultural production indicators for a variety of legal forms of farms in Omsk region are given in Chapter 4 of the monograph "The farms of the West Siberian region: status and prospects for the development" [4, p.171-216].

Thus, the development of agro-tourism in North Priirtyshe will lead, to a large extent, to the development of the old farms and the formation of new ones in different fields (processing of agricultural raw materials, gifts production, fishing, collecting and selling mushrooms and berries).



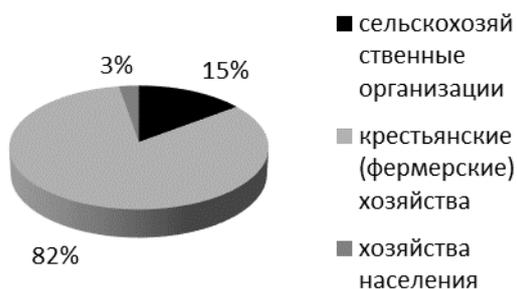
Structure of agriculture products by types of farms in Bolsheukovskij district in 2005 (%)



Structure of agricultural products by types of farms in Bolsheukovskij district in 2010 (%)



Structure of agricultural products by types of farms in Tarskij district in 2005 (%)



Structure of agricultural products by types of farms in Tarskij district in 2010 (%)

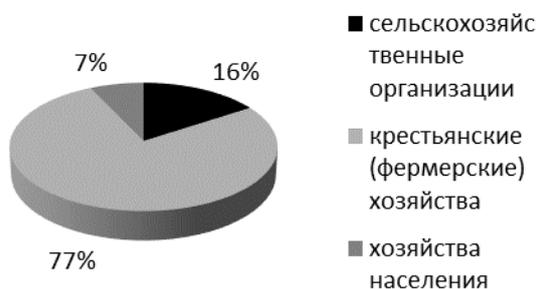


Fig. 2: Diagrams of the structure of agricultural production for different types of farms

The dynamics of growth rates of crop production in the Omsk region and, separately, in Bolsheukovskij district is shown in Figures 3 and 4.

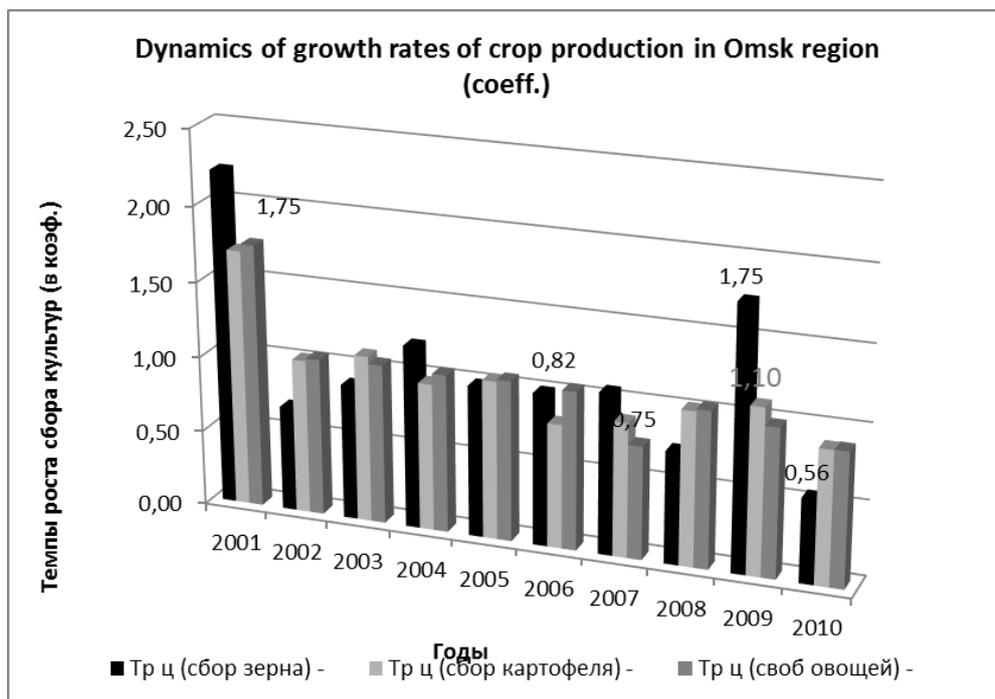


Fig. 3 - The dynamics of growth rates of crop production in Omsk region

The analysis of the continued levels of relative growth in the crop production in the Omsk region (Fig. 3) gives an indication of the significant decline in output in 2010 both in relation to 2009 and to 2001. In absolute terms, the initial volume of the crop production growth rate in 2010 (2,231.9 tons) against 2001 (3813.8 tons) was 58.2%, a decrease in production for 41%. It should be noted that within the period the average growth rate is fixed. With regard to the dynamics of growth of agricultural crops in Bolsheukovskij area (Fig. 4), the dynamics is quite different.



Fig. 4 - The dynamics of the growth rates of the crop production in Bolsheukovskij district.

There is no clear downward trend, and the periodicity of the process (especially grain harvest) with the oscillation period of 3 years is distinct.

The dynamics of the crop production in Tarski district has even more pronounced periodic character with the same oscillation period - 3 years.

The constructed sixth order of the polynomial model for the dynamics of the grain harvest index, shown in Fig. 4, has a high degree of adequacy (the co-efficiency of determination is 73.5%).

Consequently, the main crops production in the North Irtysh area is cyclical which may be due to natural and climatic conditions of the Omsk North.

The statistical research, conducted by the authors, confirms the presence of a number of objective factors and problems in the present day rural area of Omsk region, namely:

1. Both the urban and rural population in the studied areas of Omsk North have been steadily declining, the continued population growth rates, on average, are only negative. Consequently, the development of agro-tourism in these areas will promote the formation of new private travel services' enterprises and the creation of new jobs.
2. In general, in the Omsk region farms account for about 50% of the total agricultural output. In the considered areas, the proportion of the agricultural production of the farms exceeds for 80% in the total production. Thus, the development of agro-tourism in North Priirtshe will lead, to a large extent, to the development of the old farms and the formation of new ones in different fields (processing of agricultural raw materials, gifts production, fishing, collecting and selling mushrooms and berries).
3. The analysis of the crop production in the Omsk region shows a significant decline in production in 2010 as compared to 2009 and 2001. With regard to the dynamics of the growth of the agricultural crops, it is to be noted that the crop production dynamics is essentially different in Bolsheukovskij and Tarsky Districts. A clear downward trend in the volume of production is not clearly displayed and the periodicity of the process (especially, grain harvest) is marked with the oscillation period of 3 years. Consequently, different parts of the North Irtysh are characterized by the cyclic production of the main crops, which may be caused due to the natural and climatic conditions of the Omsk North. In such conditions, it is necessary to cultivate in the land crops which are less sensitive and more adapted to the natural environment.

In the view of the existing and statistically validated problems, the rural tourism in the Omsk region will not only help avoid the outflow of the population to the cities as well as other negative social phenomena, but will also provide more jobs in the countryside and promote the development of the region, as a whole.

The rural tourism infrastructures should include good transport links between the settlements, which suggest good roads with roadside services, leisure facilities, the availability of information and catering and other types of services.

In addition, the “Report on the achieved indicators over the extent of the effectiveness of the local government in Bolsheukovskij Municipal District of the Omsk region in 2011” [5] suggests an increase in the future acreage of flax, which opens opportunities for the development of small enterprises for processing flax and weaving. It will lead to the development of the garment production and the manufacture of handmade goods (tablecloths, costumes and other items with Russian ornament embroideries), which are usually very popular with foreign tourists and will supplement the budget of households, and, therefore, budgets of the districts.

Taking into account the above identified recommendations and developing agro-tourism will in the long run promote the economic efficiency of the rural business in North Irtysh, taking into account its unique potential for such activities.

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The Role of Management Automation in Tourism Enterprises

Ksenia Pogoreltseva & Larisa Nikolajevna Goncharenko¹⁰

Abstract

In this article the features of automation of management processes for the enterprises in the sphere of tourism are considered. The main advantages and shortcomings of domestic and foreign information software products are given.

Keywords: *automation, tourism, advantages, shortcomings, competition, tendency.*

In the recent years, tourism enterprises have to pay special attention to the automation of their businesses. The modern information system that allows centralized management of all the resources of the company is the straw that will help not only to survive, but also promote business development.

Professional automation system is a reliable tool that is necessary for the continuous monitoring and tracking of the company. The main advantage of the automation system is the ability to receive almost any information needed for decision-makings.

The automation features are the following:

1. Difficulties in selecting automation systems. Currently, the market of software for automation industry is quite wide. The main place is occupied by Russian developers, which along the time have been able to offer thoughtful, adapted for the Russian business and cheaper solutions compared to the West.

The main competition among the Russian developers is regarding the decisions based on “1C” and “original” product. Typically, solutions based on “1C” are more focused and offer not only the usual routine accounting but also financial accounting (bookkeeping, tax), in which the de facto standard is the use of products of 1C. This important factor is often overlooked when selecting automation systems. Besides the Russian developers, there are also software products of foreign companies in the market. The shares of Western brands in Russia is low, despite the popularity of abroad. Typically, such systems are not specialized and require additional configurations for a specific company.

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As a result, you may find that the software is not oriented to the business, and on the contrary, - the business must adjust to a specific software product. [1]

2. Common Errors in selecting automation systems.

For an owner who has decided to automate the company it is difficult to make the right choice in the mature market of software products. The main mistake is a misconception of the user that he wants to get after automation. The automation system is not only to reduce the amount of manual labor, but also is designed to analyze the results of the work itself. In addition to the automation of current business processes, the company must be aware of how the chosen system may limit the business opportunities in the future. When choosing a system, it is important to prevent the escalation of business opportunities to choose the system needed to be upgraded or replaced. The main rule is – “automating today, do not forget that tomorrow.”

3. Functioning advantages and disadvantages for the companies in the automation market.

One of the main problems faced by the company in selecting automation systems is a large number of proposed solutions, which are mostly similar to each other. Understanding the existing solutions and selecting the best option is rather difficult. A closer analysis of the final cost will show that this amount is not only for the software but also the for the teaching materials of trainings for various categories of personnel, for commissioning, technology, rapid implementation of the product line, advice and support to users, etc. Using advanced options is a big step for the successful implementation of the automation system in the enterprise.

4. The main trends in the market of automatic control and accounting.

Distinguishing the main trends for the market of automatic control and accounting for business is difficult. The basic set of required accounting functions in the proposed Russian developers systems has long been structured. Enterprise activity is always associated with accounting, control, planning, analysis and management. In connection with this, plant performance continuously grows, regulates and compares actual performance, describes the direction of production and business activities and management solutions are developed for reasons of deviations and changes in the financial results.

The Importance, viability and effectiveness of information technology are due to the relative simplicity, reliability and efficiency in the use of automation. Ensuring a high level of service to the tourism enterprises in the present conditions cannot be achieved without the use of new technologies. New technology provides the automation of many processes, electronic backup, and the introduction of technologies that improve the quality of service at the same time reducing staff. Automated systems are aimed at improving productivity, raising the level of knowledge of the higher managers. Common combination of professions is becoming more popular, which entails increasing need for more basic trainings for various professions.

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The Role of Route Development and Cultural Landscape in Social and Cultural Life and in the Promotion of Tourism

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Abstract

The article presents the routes and values of the development of Siberia; the important role of “a cultural landscape” as a system of communicative and valuable phenomenon in sociocultural life and tourism development is noted.

Keywords: *territorial development, socio-cultural life, cultural landscape, communicative structure, institutions, inter-subject communications, spiritual life, traditional culture, radical reform, civil society, the development of tourism.*

At present, the most important task for the Russian regions is the study the causes of the diversity of the cultural environment areas, and identification of the conditions under which some regions are formed with a high cultural and spiritual potential, while others become centers of social tensions and cultural regressions. The question is how to use the socio-cultural heterogeneity of the territory objectively so as to ensure harmonious development. To this end, a solution can become the development, for example, a theoretical and applied research of the cultural heritage and contemporary social and cultural life describing the different development levels of the territories of the Russian Urals and Western Siberia [1-4].

This research methodology unit introduces the concept of “cultural landscape” of the territory, the structure of which is formed into a certain system of values and communicative phenomena [5]. The communicative structure of the cultural landscape is associated with two main forms of communication. The first one involves the development of surface transport: waterways, land and railways. The second is the social and cultural intersubjective communication: information, communications, connecting sociocultural communities, cultural heritage, historical archetypes, social and cultural memory, etc.

Each of these communications is related to certain institutions (from Lat. institutio - a custom instruction) and systems of values, inherent to some form of development. From the historical development perspective, institutions are the primary elements of the driving forces of society (material, moral, ethical and legal factors). In case of design solutions in intercultural

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communication, a certain mentality, a certain “common language” is formed. In addition to the forms of overcoming linguistic difficulties, it includes logical rules, plans, procedures, etc. as cultural (cognitive) funds for general organization of the parties (that is socially organized) thought process [6-8].

In the most general terms, given the periodization of the development of society, as proposed by Bell and D. A. Toffler, we can talk about the values of pre-industrial, industrial and post-industrial development [9-10].

Fedorov R.Y. highlighted the dominance of specific value systems inherent in some historical periods.

These examples include the development of a radical transformation of values that has occurred as a result of the reforms of Peter I, after the Revolution of 1917, during the twentieth century industrialization process. [11] In a localized scope, e in these positions “low value” of local communities, defining sociocultural characteristics of a given area, can be considered.

Each type of society has its specific forms of communication development. Thus, the main communication development of pre-industrial society is a natural means of communication of natural origin (sea, rivers, and prairies). For industrial-type companies at the forefront are the development of man-made routes (land, rail, linear utilities). In the post-industrial society with the emergence and development of communication systems the network has become dominant (network information broadcast, the network of social institutions, networks of trade, production and services, etc.). Post-industrial development form is, in fact, “internal colonization,” because this is not the development of the territory “from scratch”, and the form that develops on the basis of the previous one. But by the “virtualization” of the development process they can seriously change the specificity of the cultural landscape site, bypassing the traditional backbone of the development. The illustrations are examples of the most remote, peri-urban communities which preserved elements of traditional forms of culture and way of life, through the media or a network of trade and services as such available means of mass culture and consumption patterns significantly alter the values and way of life of the locals.

When exploring the history of the development of the Urals and Western Siberia and the cases of when routes and appropriate forms of development disappeared, yet, retained the value of the development in the form of “implicit” forms of communication, it becomes evident that they continue to have a significant impact on the features of the culture that have been formed in the place of the routes.

Thus, the first stage of the development of the Siberian lands from the end of the XVI to the middle of the XVIII century was associated with the formation of the complex routes, known as the “Siberian route.” The launch was in Zavolochye – a historical and cultural district in the north of Russia, located near the confluence of the Northern Dvina Sukhona and research site. The big cities of the area were Ustyug, Totma Solvychegodsk and Kargopol which

played an important role in furthering trade and commercial ties, leaving most of the pioneers in the eastern parts of Russia.

This route passes through the North Urals, built via Babinov road [12], connecting Solikamsk and Verkhoturys. It was subsequently prolonged to Tyumen and Tobolsk. The older route, which was shorter for two thousand miles, was opened in 1597 by “industrial man” Artemije Babinovym. In 1598, after the construction of this road, Verkhoturysk fort was declared as a government tract. In Siberia the routes coincide with the direction of major rivers, on which a number of city forts were built such as Obdorsk, Tara, Eniseisk etc. For nearly 150 years they served as the main source for the development of the Siberian lands, which comprise a part of the Russian state and spiritual culture. They were constructed with symbolic cultural and spiritual life forms, comprised samples of outstanding church and civil architecture, well-founded monasteries and educational institutions. [13]

In the second half of XVIII century, in the course of the development of the Urals and Siberia, a new system of land, trans-Siberian routes, associated with the implementation of the reforms of Peter I came to replace the “Siberian Way”. The construction of St. Petersburg and the subsequent withdrawal of the Black Sea coast, undermined the exclusive commercial importance of the Russian North, and determined its decline which played an important role in the development of the Siberian cities, such as Great Ustyug, Kargopol, and Solvychevodsk etc. Another decisive factor in the behavior of the TSR development was the creation of major industrial centers in the Urals in this period.

In accordance with the results of the Tyumen Scientific Center of the Russian Academy of Sciences, the early cultural outposts, Cherdyn, Solikamsk, Verkhoturys and Tobolsk, possess dominant system of values characteristic to pre-industrial forms of development. The historic centers of the cities were formally incorporated into the environment, with the importance of spiritual institutions always having prevalence over the secular ones. In construction, since the beginning of the XVIII century the Ural`s city of Yekaterinburg-mills, Nizhny Tagil, Nefyansk and others can clearly trace the embodiment of the society`s values in industry: rationalization and secularization of the cultural landscape, the desire to subdue the forces of nature and the organization itself to the practical tasks of settlement patterns of production.

In the second half of the XVIII century, the growing influence of the new, mainly industrialized centers of economic and socio-cultural development- Perm, Yekaterinburg, Omsk, Krasnoyarsk, etc., contributed to the shift of many sections of the “Siberian way” to the south for hundreds of kilometers This process was marked by the official opening of the Great Siberian road in 1783, which became the forerunner of the Trans-Siberian Railway.

The cities, which played a key role at the early stage of the development of Siberia, lacked major transit routes, and as a unique element of the transmission of social and cultural innovations, they became centers of traditional culture that continues to reproduce the values, characteristic to the era of its heyday. Despite the fact that today these cities combine transport lines, they form a kind of historical-geographical network that contains layers of different forms as well as values of the material and spiritual culture. They preserve the

values of the traditional culture, defining the spiritual, historical and cultural identity of the regions in which they are located. Many of them have remained outstanding historic city-forming architectural and landscape complexes (e.g. Great Ustyug, Solikamsk, and Tobolsk). Other cities encompass organically preserved elements of the traditional way of life, folklore, spiritual life (Tot'ma, Cherdyn, and Verkhoturye). Many of these cities are particularly known for Orthodox relics, unique historical and architectural monuments, and major museums-reserves. [14]

Since 2004 the project “a unique historical settlement of the Russian North” has been operating at the Institute of Ecological Problems of the North, Ural Branch of Russian Academy of Sciences, s, as for the Russian North, is regarded as the cultural landscape of the real (physical and financial) embodiment of the cultural space; as the joint creation of man and nature: It is a complex system of material and spiritual values that have a high degree of environmental, historical and cultural urological background [15]. It is a resource for social and economic development of the region, including the revival of the rural areas, popular culture, and tourism as well as construction of tourist infrastructures. The legal protection of the resource as the heritage and its development allows to create more jobs, increase the value and significance of the territory. The inclusion of the concept of “heritage” in the activities of the government, legal, and social structures and the historical continuity, enables to develop and sustain the traditional lifestyles and cultural values.

A comprehensive study of the route development and cultural landscape not only promotes understanding of historical processes and contemporary socio-cultural situation, but also serves as a basis for an effective social control. It is of primary importance to study the role of traditional cultural values in the modern society, which are becoming more dominant features in the post-industrial development process.

According to Russian President Dmitry Medvedev, now it is “moral compass loss in the Russian society.” As a result of the revolutions, radical reform and economic crisis, Russia is suffering the largest national disaster in the history of the world, which is truly catastrophic, taken into account – the accompanied threat of depopulation, decline in population of regions and loss of value of traditional culture. The analysis of the Russian social disasters shows that they play a significant role in the crisis of relations between the society, government, business community [16], as well as the loss of moral values and semantic content of the activities.

It is therefore particularly important in today’s globalized information society and, especially, for the effective socio-economic development, to read, understand and preserve the traditional cultural phenomena, values and communications that have shaped a particular cultural landscape. The basis of life is not only the development of the economic and administrative elements, but also the factors that are responsible for the value of the intellectual and cultural life, historical traditions and the development of civil society. [17]

Identification, description and reference to the history, culture and nature become urgent elements also in the tourist-excursion purposes, as they are essential for the development of the tourist industry. Such a unique place in the Omsk region is the site of the Moscow-

Siberian road length which is of about 400 kilometers and passes through the following villages: Outpost - substitution - batten - Zudilovo - Large Uki - Firstova - Chaunin - Avyak - Zavialovo - Sloboda - Znamenskoye - Tara - Takmyk - crossing Irtysh - Artynov - Kartasheva - lances - Rubber. The tract was the world's longest running road, but its entire length was the shortest route, linking the eastern outskirts of the Russian state and the center, hence providing the whole flow of trade traffic from Russia to Siberia, China and back. In addition to the commercial purposes, the route was also abused by the pedestrians

The exact date of the start of the construction of the Siberian tract cannot be noted, since some of its parts were built and repaired at different times. Creating a path is also associated with the development of the Russian Empire postal [18-19].

At various times different expeditions on the Siberian routes were conducted by members of the Omsk Division of the Russian Geographical Society (RGS) - AP Palashenkova, DN Fialkow, and FI Novikov. As a result of the expeditions, it was suggested to include the path in the list of the sightseeing objects. Worthwhile is that besides the path, there are numerous sites to visit along the route such as reserves, hydrological objects, archaeological sites (among "Wonderful mountain"), natural history museums (Outpost, substitutions, Big Uki, Firstova, Sloboda Znamenskoye, Tara). Human settlements have their own distinctive traits of the forest in the north of the area. Along the path there are all conditions for hunting, sport fishing, video and photo shoots, mushrooms, berries (cranberry, cherry, raspberry, currant, etc.) and cedar. There are museums of residences with preserved elements of traditional craft (wood carving, weaving, weaving, etc.) in the villages, the North is a rich source of folklore.

Major population centers are located along the highway, have a certain, although insufficient, infrastructure that can be used for tourism purposes. The natural and climatic conditions allow to organize excursions on the highways and conduct sports tourism (hiking, skiing, cycling, car, horse). The most favorable time of the year for them is from August to September and winter. In this regard, currently the Omsk branch of the Russian Geographical Society (I. A. Vyatkin, F. Novikov) offers cooperation to all the interested organizations and professionals. In the first phase of the tourism development primary importance is allotted to the intraregional tourism flows. As the land develops it becomes a more exotic place for the foreign tourists to visit. For that purpose, a wide recreational and economic evaluation of the area for the future tourism development is needed.

The creation of a tourist route Moscow-Siberia within the Omsk region can contribute to the socio-economic development of Bolsheukovskogo, the Sign, Tarski Bolsherechenskogo, Muromtsevsky areas. Obviously, apart from the regional programs, the Omsk regional section should be included in the next stage of the Federal Target Program "Development of tourism in the Russian Federation."

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European Experience in Rural Tourism Organization

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Abstract

The paper presents the basic national models and strategies of the rural tourism development in Europe, emphasizes the importance of this sector for the tourism industry as a factor for the sustainable development of rural areas and projects its prospects on Russia in terms of its joining WTO.

Keywords: *rural tourism, eco-agro-tourism, rural areas, sustainable development, national models, tourism market.*

A powerful influence of environmental imperatives the concepts of sustainable development and biodiversity conservation have resulted today in the extensive development of such business activities and forms of recreation as environmental or eco-tourism, soft tourism, green, adventure, rural or agro-tourism. The large variety of undifferentiated terms in this area testifies to both the popularity of these types of tourism, and to the underdevelopment of terminology related to all forms of nature-oriented tourism which in itself can become an important incentive for the development of the science of tourism.

Agro tourism is usually considered an activity organized in rural areas when the guests are provided with integrated services on accommodation, recreation, meals, excursions, leisure and sporting activities, active forms of tourism, organization of fishing, hunting, and on learning new skills. It is focused on the use of agricultural, natural, cultural, historical and other rural areas resources and their specificity to create an integrated tourism product [1].

Immediate connection with the countryside is a common feature, uniting rural tourism (or agro tourism - we will use these terms as synonyms), eco-tourism, ethnographic tourism, partly naturalistic and educational tourism, kinds of medical and sports tourism. Yet, the relationship between the different types of tourisms is so close that one may speak about their merger. In some cases different types of tourism have initiated the development of the rural tourism in the narrow sense. For example, this was the case with the rural tourism development in Yorkshire, the home of the world famous Bronte sisters, and in Wiltshire which is located on the territory of the largest megalithic cult construction Stonehenge, going back to the III-II centuries B.C. In Ireland the development of rural tourism was more expressed in the areas with the ancient monuments - dolmens, cromlechs, and tombs. The rise

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of rural tourism in the coastal areas of Norway was caused by high interest of tourists to visit the fjords (object of naturalistic tourism). That is why in current international tourism practice ecotourism and agro tourism have become complementary and interrelated concepts. On the whole, all kinds of tourisms with a “gentle” effect on the environment and the local community as well as close for motivation (rural, farm, sport, cooking, adventure, extreme, etc.) are often combined into a single sphere- eco-agro tourism. This is evident from the European experience: some organizations have included the term in their name (e.g. European Centre for Eco Agro Tourism - ECEAT) [2].

The concept of “rural area” is the delineating factor between the two types of tourism - rural and urban. The interpretation of the term “rural area” by the Organization for Economic Cooperation and Development (OECD) is based on the population density parameter – a rural area is the one in which the population density is less than 150 people per square kilometer. The very definition reads as follows: “rural area or rural district covers people, territory and resources of public landscape and small towns outside the immediate scope of the economic activity of large urban centers” [3]. In terms of physical geography, a rural area is characterized by the predominance of agricultural (agro) landscapes [1]. Naturally, there are large differences in the numerical parameters referring to the rural communities or urban type in various countries which makes it almost impossible to develop statistical compilation on rural tourism development at the international level.

Today, rural tourism, understood as all kinds of tourism in rural areas, is a complex and rapidly developing field of tourism in Europe. The very idea of rural tourism appeared in Europe in the beginning of the XIX century and by the middle of the last century has become a matter of national importance. At that time many European countries faced the problem of mass outflow of people to the cities as a result of industrialization in rural areas and the release of labor to industry. The need to develop alternative forms of employment in rural areas has led to the establishment of national government programs to support service delivery in rural areas. Currently, agro-tourism in Europe is estimated to generate up to 30% of the total tourism industry revenue and is the second most popular after the beach holiday. In many countries the development of this type of holiday has become main direction on the protection and restoration of national rural landscapes - the very means the beautiful alpine meadows in Switzerland, Dutch windmills and canals, old parks and villas in Italy have been saved.

Rural tourism is represented in almost all European countries, and each country has developed its own national model of its development. The geography of the European agrotourism is traditionally represented by four regions: Northern Europe, Central Europe, Southern Europe and Eastern Europe. The cradle of the European rural tourism is by far Central Europe, with France, Britain and Germany being the first countries to promote this area of tourism. The British model of the rural tourism organization is interesting by a special system of tourist accommodation. Later this classification of accommodation facilities has been adopted by other European countries. The most popular among tourists are three types of accommodation:

1. in a farmer house with breakfast included (farm B & B);
2. in a separate building (usually a small converted barn) on self-catering terms (self-catering unit);
3. in an isolated building for 8-15 travelers (bunkhouse). This may be a large barn divided into a sleeping area, kitchen and bathroom. The last option is the most economical (average cost of overnight stay per person is about 10 Euro) and is therefore very popular among young people.

Today, however, in addition to the low-cost accommodation many regions started to develop also rural VIP-tourism, designed for the rich. The two main types of class “luxury” accommodation are either staying in a completely renovated ancient manors, or in specially constructed mini-hotels or traditional style houses. The British model is also interesting by peculiar combination of tourism types, reflecting the British commitment to sport and active recreation: hiking, cycling, horseback riding and pony rides (for children), playing football, cricket, golf and much more.

Another feature of the British model of the rural tourism organization is the environmental education of children. Special pens for young animals (calves, goats, lambs and foals) give children the opportunity to take part in the care of small animals, which raises a sense of responsibility towards the “younger friends”, teaches self-reliance as well as develops empathy. The rural tourism in Great Britain is more developed in the south of the country due to the proximity of the capital and other major cities as well as a high concentration of monuments of primitive cultures. So now an important element of regional policy is to encourage the influx of tourists in rural Scotland and Northern Ireland.

The French model of rural tourism organization offers more options than the British one. The countryside in France occupies about 80% of the territory and 29% of overnight stays of French and foreign tourists are in the rural areas. The rural tourism in France became a part of the state policy which sought to stop the outflow of rural population to urban areas already in the 1950s. In addition, a sharp reduction in the production of wine and cheese (the pride of the French) caused much anxiety. Public funds were allocated to restore 50 abandoned farmsteads with farms, dairies and wineries which later became the objects of rural tourism. It was supposed to become a secondary source of income for the villagers, but by the 1970s the income of the farmers from rural tourism in some cases began to exceed income from agricultural activities. Now in France about 45,000 rural households offer services for the tourists.

Traditionally, the eastern part of France with its mountainous terrain (the French Alps) is in particular favour of tourists. Here one of the main motivations of rural recreation is sport tourism (walking on mountain trails, rock climbing, and skiing tourism). The neighborhood of a few countries (Switzerland, Italy, Germany, Belgium and Luxembourg) provides the inflow of foreign tourists. The South of the country is the area of beach tourism and major wine regions. As the world capital of haute cuisine - wine, cheese and seafood, shows, France ranks high in terms of gastronomy and wine tourism. Gastronomic tourism involves trips to explore the cuisine of a particular region. In this case, tourists stay on the farms, offering full

board. But stay in the homes of farmers is much less popular than, for example, in Germany, and the main means of tourist accommodation are small cottage- apartments. The French prefer to cook themselves, using eco-friendly rural products. Therefore, in the villages, located in the coastal zone, all the cottage blocks are built for tourists.

Wine tourism, no doubt, is the “face” of the French rural tourism and involves a lot of tourist activities. These include wines and champagnes degustation, visiting the wineries, producing wines with the same name, the study of the winemaking process at the amateur and professional levels; learning the rules of serving wines, collecting vintage wines. Another feature is the combination of rural and educational tourism, especially in Loire Valley where tourists can combine a holiday in rural areas with a tour to the famous castles.

The rural tourism in Germany is represented in the most developed and richest areas and is typical mainly for the western and southern lands (North Rhine-Westphalia, Baden-Württemberg, Bavaria, etc.). Faced with the need to recover the economy of depressed agricultural areas, the federal lands, formerly being a part of East Germany, are gradually beginning to get engaged in the process of the rural tourism development. In Germany, farm tourism is widespread which includes such common forms of leisure activities as helping the farmers, care for animals, picnics and fishing. The preservation of the traditional landscapes, the components of which are rural communities, is considered to be the priority task. A large number of folk celebrations and folk festivals and village fairs contribute to the popularity of the event tourism in rural areas, e.g. the world-famous beer festival “Oktoberfest” attracts tourists to Bavaria from all over the world. Although the main events of the festival traditionally take place in Munich, many villages are trying to attract tourists with original holiday programs, especially, since the true connoisseurs of beer are happy to taste new beer brands brewed by hundreds-year-old recipes.

A high level of farm tourism is typical also to the Benelux countries. Structurally and organizationally the rural tourism market in Belgium is similar to the French one and partially overlaps with it. In Belgium, several families often unite to promote environmentally friendly products, made by one of the families on the farm. Some types of cheese, butter, jam, soft and alcoholic drinks are usually produced, according to traditional recipes. These products have a quality label “Nature” and “Progress”, recognized throughout Europe. The development and promotion of rural tourism in the country is based on the association, the first of which appeared in 1973. The Belgian Ministry of Tourism provides loans and grants to rural residents who want to rebuild their homes or build new ones to accommodate tourists.

In the North European countries - Denmark, southern Sweden and Norway, especially notable are rural tourism markets. This is explained by severe climatic conditions in Scandinavia. As for Denmark, its agriculture is one of the most efficient in the European market, and the Danish farm is considered the standard for others to follow. Hence, there is a growing interest from the side of agro-tourists to spend a holiday in this country.

The “strongest” region of rural tourism on the market is traditionally Southern Europe - almost the whole Italy, the south of Spain, Greece and the Greek Islands, Cyprus. Italy in

Europe holds the first place in rural tourism, its profits in this sector make on average 287 million Euros a year. The birthday of the Italian rural tourism is considered to be December 5, 1985 when the country adopted a federal law on the development of this sector in the national economy. Among the provinces of Italy, Campania region, Puglia, Trentino-Alto Adige, Marche and Calabria were the first to appreciate the innovation. Today, the EU considers the Italy's experience in rural tourism as a way to save agriculture in Western Europe. All the Italian tourist programs can be divided into three thematic groups: "Nature and Health", "Traditional gastronomy" and "Sport".

The farms of the first type are specialized in the combination of rural and ecological tourism (provinces of Chianti, Umbria and Sicily). The geography of farms belonging to the second group is wider - Liguria, Tuscany, Veneto, Umbria, Marche, Puglia and Calabria, as well as the wine-growing regions of the country. Typically, each farmhouse is specialized and manufactures products that are typical of a given area. On the south and coastal islands these are fish and seafood, in the metropolitan region of Lazio - wines "Castelli Romani", in Abruzzo - olive oil. In almost all the Italian provinces there are farms who focus on sport, especially such popular as swimming, cycling, tennis and horseback riding. As in the UK, tourists are offered a choice of accommodation - in rooms, private homes or apartments. The most widely used is accommodation in apartments. A typical ratio is as follows: the households offering accommodation in apartments - 44%, in the rooms and apartments - 22%, only in the rooms - 30%. The remaining 4% specialize in providing services to the guests who prefer to live in tents in the open air.

The Rural tourism in Spain today is being developed to a very high level – it is a journey through the famous wine region, and a rest on the beach, as well as acquaintance with the culture and life of the country. The most common form of accommodation in rural areas is a country inn "finca" - it is usually a country house or the whole farm, providing services to tourists. "Casa Rurales" is another type of accommodation in Spain. From "finca" "casa Rurales" differs in that most of the time it is just a farmhouse with its typical village economic life. A part of this house is rented for summer. "Casa Rurales" is a perfect way to see the Spanish way of life from the inside. Ecotourism is an important component of the rural tourism in Spain. The Europe's biggest reserve Los Picos de Europa, Lake Sanabria, reserves in the Pyrenees, Sierra Nevada attracts thousands of tourists. Accommodation in Spain on the territory of reserve is represented not only by agro touristic estates, but also such types of housing as "Refugio" and "Fonda". This budget types of accommodation offer tourists minimum comfort for modest money.

Eastern European countries are in the early stages of the practical application of the concept of rural tourism. It is currently best developed in the Czech Republic, Poland, Slovakia, Hungary and Slovenia. At present, most of the agro tourists in the Czech Republic are visitors from the Netherlands, Germany, Belgium and Sweden. Agro tourism in the country is still a new area. Its development has been slow, as the majority of the Czech agriculture households consider participation in the programs of rural tourism as an extra or too minor source of income. The most common type of rural tourism in the Czech Republic is horse farms (more than 150 farms in the country.) More exotic options are goat farm, where you can get

acquainted with the process of making goat cheese, as well as learn the basics of caring for goats. Educational tourism is the second popular. The guests are offered guided tours often combined with, for example, bike tours. Agro tourism in South Moravia is living on the rural estates of the most famous wine producing region of the Czech Republic. And the opportunity to visit the famous Czech brewery will be provided by the Plzen region estates in West Bohemia.

Poland is now one of the leaders among the countries in Eastern Europe in the field of agro-tourism. This is not surprising: Poland is an agricultural country with the number of farms in line with the U.S. Active development of agro-tourism in the country began in the late 90's and today in Poland, there are over 50 agro tourist associations and 8000 agro tourist estates. According to incomplete statistics, every year in this country agro tour business serves more than 500 thousand people and the quality level of provided services meets the EU standards. Many farms in Poland offer visitors several accommodation options; from a room in a traditional Polish farmhouse to comfortable rooms in a hotel or a mini-hotel, built on the farm territory. Among the regions of Poland where you can find the most extensive selection of farm cottages, farms and residences are Masuria, Pomerania and Velikolskoe Lubusz Lakes. And the Beskidy Mountains, in the south of Krakow, a neighborhood of Zielona Gora and Poznan, belong to the brightest spots, famous for its scenery and original way of life. The Polish state encourages the development of rural tourism, supporting the local people, involved in tourism development, by providing various loans. In addition, residents of tourist villages are exempt from certain taxes on income from tourism. An effective way to develop rural tourism in Poland is very low prices and tariffs in comparison with the prices of accommodation and food services offered by classical forms of tourism. [4]

If we look at the EU tourism market as a whole, rural tourism provides today $\frac{3}{4}$ of all the revenues from tourism. Statistics show that 68% of the Western Europeans spend their holidays in their own country, and 20% - in other European Member States. In total, about 90% of the Western Europeans do not leave Europe during their holidays, with one in four spending it in the countryside, guided by the economic and service quality considerations [5]

Alongside with a large number of national organizations and associations that support the development of agro-tourism in the European countries, there are pan-European institutional structures to promote the services of rural tourism. The best known of such a structure is the European Federation of Rural Green Tourism (the European Federation of Farm and Village Tourism) – “EUROGITES”. It brings together 35 professional and trade organizations from 28 countries in geographical Europe and represents rural tourism in general (more than 400,000 farms and about 3.6 ml of accommodation units of various levels and classes) [6]. Pan-European programme LEADER (Liaisons Entre Actions pour le Development des Economies Rurales) is targeted by the EU for the integrated development of rural areas, including through rural tourism and was first presented in 1990. The third out of more than 200 regions participating in the program focuses on the development of tourist activity. A new version of LEADER covers wider rural areas of Europe. Currently, there are reasons to expect continued growth in the demand for rural tours.

One of the most important principles of modern tourism is its sustainable development. Article 1 of the World Charter “On sustainable tourism” considers sustainable tourism a type of tourism development that must be environmentally acceptable in the long term, economically viable, socially and ethically balanced for the local communities. Sustainable development is a controlled process, involving global resources management in order to ensure their viability, thus, creating the possibility of preservation of our natural and cultural resources, including protected areas. [7]

Rural tourism is included in the general concept of tourism and is complex, because comprises activities such as accommodation, food, tourist traffic, the provision of basic and additional services. On the other hand, rural tourism includes economic activities in agriculture (the processing of agricultural products on farms and selling them through retail chains) and also the way to enjoy your leisure time. Being a major factor for the sustainable development of rural areas (as the international experience testifies), tourism in rural areas has a number of obvious advantages which include:

- reduction in unemployment, stimulation of the creation of new jobs,
- revenue growth and rise in the living standards of rural residents with relatively low financial costs;
- improvement of farms and villages, and the development of engineering and social infrastructure;
- small business development in rural areas, as well as increase in the environmental attractiveness of rural areas.
- promotion of local attractions, the preservation of local customs, folklore, crafts;
- raise in the cultural and educational level of the rural population;
- a potential source of local budgets’ additional income;
- unload of the most popular tourist centers, reducing negative environmental consequences of too intense activity in the “prestigious” regions [8].

Russia’s joining the WTO is a serious challenge for the agricultural sector. In this new environment it is imperative to support our weak agriculture so that it does not fall under the pressure of more competitive foreign rivals. And “green box” measures which focus on the social development of rural areas, preservation of the rural population, provision of a decent standard of life to the farmers, support for alternative employment in rural areas are extremely important. In this light, the most promising solution to our farmers could be rural tourism. It was the way the developed countries in Europe once chose- and it has paid off.

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Tourism Development as a Source for the Improvement of the Financial Condition of the Rural Municipality

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Abstract

The following article analyzes the current state of tourism in the Russian Federation, its forms and functions. The main characteristics and problems of the development of tourism in the Omsk region are submitted. The results of research are supported with some statistical data. The authors offer some ways of more effective development of intraregional tourism.

Keywords: *internal tourism, investments, forms and tourism functions, dependence on subsidies, development problems.*

The analysis of the current state of tourism in Russia shows that, as a whole, in the recent years, this sector has been developing steadily and dynamically. The annual growth in domestic tourist traffic has been stated. The rapidly growing demand for tourist services in the country has caused a construction boom of small hotels, mainly in the resort areas, and an increasing number of international hotel chains hotels in Moscow, St. Petersburg and other major cities as well as the establishment of national hotel chains. The amount of investment proposals for hotel construction from both foreign and domestic investors has dramatically increased. However, the main proposals are aimed at the development of hotel business in the regions of Russia.

When observing the shape and function of tourism, the following functions are to be underlined:

- Improving;
- Cognitive;
- Educational;
- Communication skills;
- Environment change;
- Residence place change

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- Provision of economic goods and services in accordance with the requirements of tourists, etc.

Depending on the components of the services and client number, tourism is divided into domestic and international.

Domestic tourism is a temporary departure of the citizens of a country with a permanent place of residence within the national borders of the same country to relax, meet cognitive interests, sports and other tourism purposes.

International tourism is a systematic and purposeful activity of enterprises in the tourism associated with the provision of tourism services and tourist products to foreign tourists in the Russian Federation (inbound tourism) and tourism services and tourist products abroad (outbound tourism). International tourism is carried out on the basis of international agreements.

The set of activities in the field of domestic and outbound tourism (i.e. tourist service from among the residents of the state) is the national tourism.

Depending on the way, tourism can be planned and organized as well as on the amateur basis. Planned tourism is any kind of tourism, developed and implemented by the organizers of tourism (tour operators). Tourism planning is regulated by the state through the legislation and regulations. It forms the basis of the mass tourism industry. This kind of tourism is the main component of the various tourist business organizations and entrepreneurs. Amateur tourism is based on the action of voluntary tourism associations, unions and tourist clubs that publish their own regulations, regarding the tourist activities, tours and tourist rallies. [1]

At present, with regard to the development of domestic tourism, there are many problems and unresolved issues. The implementation of such tourism, especially in Siberia (except for the Irkutsk region and the Altai region, where the situation is somehow) is very weak. The foreign experience, especially from the European countries, shows that the income from tourism is a major source of income for the local municipalities, including rural areas. In the Omsk region, the dependence on subsidies to the rural budgets is very high, especially, in the northern regions. As such, in 2010 Bolsheukovskom area covered only 19.7% of budget expenditures from its own revenues and 80.3% of the costs had to be covered with those from the federal and regional budgets.

The development of intraregional tourism and recreation as well as the formation of private enterprise in this sector could significantly improve recreation in Omsk, especially, for children. In the field, especially, in the summer, there is an acute shortage of recreational facilities. Yet, according to the statistics, only 52% of the population in Omsk spends holidays abroad or at Russian resorts. However, the choice of places one can comfortably get healthier and gain strength in the Irtysh are very many. The customers are tired of the identical recreation and health centers located in the resort area Chernoluchenskoy. Besides, there is a growing interest for a proper rest not only on holidays but also at the weekend. But,

as a rule, field trips are limited to cottages. People just do not know where to spend their time usefully and inexpensively.

The level of wages in Omsk in the first half of 2012 was only 20,772 rubles. While the average for Russia is 25 476 rubles. In the Novosibirsk region it is 22084rub. And in the Kemerovo region 22 919 rubles.

A significant development in the Omsk region might get a short-term tourism and recreation (2-3days). Among the possible excursions can be Krutinskie lake with a colony of pelicans, Tatar ridge near the village Okunevo Muromtsevsky area (huge archaeological site, a place where people have lived continuously with the New Stone Age (7-6 millennium BC), a Cossack village Generalovka; ancient city Tara, standing on the Great Tea Road, the country's only zoo in the country Bolshereche and even more.

However, the main problems in the development of the intraregional tourism are poor infrastructures, poor roads and low level of services. A questionnaire survey, conducted by one of the travel agencies in Omsk, has shown that the reasons for not relaxing in the Omsk region were as follows: a) disinteresting - 36%, b) the population is more interested in visiting other regions - 28%, c) the low level of service - 24%, d) the high prices of the tour - 8% and e) other reasons - 4% [2].

The initiative for the development of rural tourism should stem from the local authorities and cultural institutions. For example, in the Bolsheukovskom area with the initiative of the local museum a Moscow-Siberian route tour was organized. This is the very route along which the exiled convicts and the Decembrists were driven as well as Radishchev and Chekhov stayed. Due to the tours to the highway, a hotel and a chapel have been renovated hotel. A year later the museum has more than seven thousand visitors, including foreigners.

However, the municipalities can't cope alone with the issues related to the development of rural tourism and infrastructure for intra-tourism. There is an urgent need for a regional program in tourism for the organization of short-term (2-3 days) and medium-term (up to two to three weeks) rest in Omsk. To solve this problem it is necessary to use, public-private partnerships in the near future.

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Omsk Region Resources as Objects for Ecological Tourism

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Abstract

The article addresses the issue of the development of ecological tourism in the Omsk region, in particular, ecotourism within protected areas. The author discusses the concept of ecotourism and considers that the natural resources of the Omsk region are potential objects for ecological tourism.

Keywords: *ecotourism, Omsk region resources, protected natural areas.*

One of the most promising types of tourism, emerged in recent years, is eco-tourism. Eco-tourism is a growing sector in the tourism industry. In some developing countries (Kenya, Ecuador, Costa Rica, Nepal), it is the main source of foreign exchange earnings. We shall first consider the concept of “eco-tourism” which is still a source of heated discussions and disputes. This is due to the fact that the name of this type of tourism is made up of two different words - ecology and tourism. These concepts are inseparable, because modern tourism is harmful to the environment.

In different regions of the world eco-tourism is treated differently. For example, in the European concept of ecotourism, emphasis is on the sustainability of tourism and preservation of the remaining natural resources. In Australia, the activity is more directed to the nature awareness and outdoor recreation, the purposes being emotional and aesthetic. The U.S Ecotourism Society definition emphasizes the soft, sustainable tourism and preservation and conservation of the natural environment. It states: “ecotourism includes all kinds of tourists and recreations in the nature, which do not affect the natural complexes, promote conservation and improve the welfare of local people” [1].

There are other definitions, but all of them contain some common features. Firstly, ecotourism is a journey in order to rest and enjoy the nature in the places, relatively mildly affected by the human. These are, as a rule, natural parks, reserves and other protected areas. Secondly, ecotourism implies certain fairly strict rules of conduct, ones which are more stringent than on usual tourist routes. Thirdly, it has a relatively weak influence on the environment. This type of tourism is often called “soft tourism” [2].

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The main goals of ecotourism are the environmental education, nature experience, the development of ethical behavior in the environment and the sense of responsibility, restoration of spiritual and physical strength as well as a proper rest in a natural environment. Ecotourism covers a fairly wide range of tourist activities: research and educational tours (ornithological, botanical, landscape, geographical, archaeological, ethnographic, and others), adventure tours (walking, water, horse, and mountain), summer student practices, summer camps and programs for school children as well as weekend trips. Ecological tourism belongs to the group of nature-based tourism, which, in its turn is divided into two main types: ecotourism within specially protected natural territories and ecotourism beyond the boundaries of the protected areas [3].

Let us discuss the first type of ecotourism. At the first glance, tourism and reserves seem to be two contradictory concepts; however, reserves have great potential for ecotourism. The protection of the nature and environment is now considered to be among the most important issues in many regions of Russia and in this regards Omsk region is not an exception. Let us try to determine what resources of Omsk Irtysh region can be used as objects for ecological tourism. There are 133 state-protected objects, including 32 reserves, 13 botanical parks, 99 natural monuments in Omsk region. Evaluating the role of the protected areas in the multiplication and conservation of the fauna of the Omsk region, it is important to note the exceptional role of Bairovsky Republican State Reserve, found on January 17, 1959 in Tyukalinsk, Kolosovsky and Sargatskoe areas. This is a unique nature reserve of Irtysh area, covering 64,831 ha. The main direction of the reserve is the reproduction and protection of swans, geese, ducks, cranes, marsh and field game, as well as elk, deer and hare. It includes major nesting sites of whooper swan, gray goose and gray crane. Molting waterfowl flies here from other water areas. The final destination for most of the transit games is on the lakes' reserve (white-fronted goose, bean goose). The reserve is also home to muskrat, fox, ermine, elk, deer and partridge.

Another important object to attract Eco tourists is Steppe Republican state complex - nature reserve, which was established in Okoneshnikovskij and Cherlaksy areas (area 61 ha) in 1971. Its creation was related with the need to improve the regeneration and protection of mute swans, geese, ducks, cranes, field game and hare. It is a unique transit place for migratory birds and waterfowl habitat. State Kalachinsky complex reserve was established in 1971 (27 ha) to preserve and reproduce roe deer, hares, grouse, partridges and other rare and game animals.

Ecological tourism in these sanctuaries can be combined with educational tours and opportunities for photographers. To attract ecotourists the following opportunities can be suggested: The tourists will be enabled to observe the wildlife, professional gamekeepers can tell them stories, there will be a chance to shoot photos and make films on the animals. As it has been noted, is not present in our region in its pure form. It is a constituting unit of a long route. But there are exceptions. An example of eco-tourism is travel to the suburban forest cottage, located 20 km north-east from Omsk, on the territory of dendrological park. Now, here, on the territory of the park, grow 40 kinds of trees: Siberian spruce, European Spruce, fir barbed (blue), Scotch pine, Siberian pine, ash, birch, maple, and various others. In

dendrological park (15 hectares) tourists are introduced to the natural conditions of the taiga, forest-steppe and steppe zones of the Omsk region.

Another object of eco-tourism is Urmannyi forest nursery, located at 29-31 km from Syropyatskij tract. It is a unique natural complex which combines the natural steppe and forest steppe landscapes, flood plain complexes of the river Omi, planted conifers and rare plants from the northern zones. Numerous forest nursery plants of Omsk region are in the list of the protected plants. Total number of flora species in the area is more than 200, including such rare species as adonis (Adonis) spring, wood anemone, lily Kudrevatykh, and wintergreen average. At present, Urmanskoye forest nursery is also declared as a nature monument [4].

A remarkable area of Omsk region is Muromtsevsky district which can become a place of ecological tourism. Modern Muromtsevo retains original features of the north. The village is located on a particularly scenic spot: the River Tara, with its sandy beaches, washes the right bank of the pine forest, which offers tourists the opportunity to ski in winter and gather mushrooms and berries in summer. Muromtsevsky area is an interesting mix of landscapes of northern steppe, taiga, the valleys of the Irtysh and Tara [5]

An example of a recreational use of protected areas is the system of lakes “Bird harbor” (a natural park with a regional status). The park is located in the center of the city of Omsk, on the left bank of the Irtysh River, in Kirov district, close to a major recreational and excursion place – Park of the Victory. Its territory was formed in 1956-1959. It is an original natural and anthropogenic landscape, including three cut-off lakes and a surrounding land with grassland and woody vegetation. The uniqueness and eco-excursions importance of the “Bird harbor” is that it is a water habitat for about 80 species of birds, including 45 nesting species. Of these, the most spectacular are such species as the black-headed gull, mallard, coot, Pochard, Tufted Duck, etc. In addition, 19 species of mammals are spotted in the park, among them being ordinary hamster, muskrat, hare, weasel, polecat, etc. The protection of the park is carried out by the city administration.

Unfortunately, the protected areas of the Omsk region have many problems which mainly stem from the lack of an adequate funding. But there are also positive tendencies. For example, Omsk Natural Park “Bird harbor” recently became the Omsk region property. The established budget organization “Nature Park” Bird harbor started to solve the problem of water bodies which had started becoming shallowish as a result of transport and road infrastructure developments in the city. The first stage of the reconstruction of the water bodies’ systems was performed: the collector was repaired, the water pipes were installed, and the necessary technical changes were carried out. More than 500 cubic meters of water was pumped into the shoaling lakes of “Omsk harbor”. The next step is the development of a comprehensive project for the natural park development, taking into account its location and the prospects for the Left Bank development. Scientists, environmentalists, ornithologists as well as organizations dealing with project implementations are participating in this project. The regional budget will allocate funds for the project. This means that the natural environment and landscape will be preserved and the conservation and reproduction of the

flora and fauna of the park will be maintained. Hence, we can hope for a sustainable use of natural resources of our land as potential sites for ecological tourism.

One more positive and important fact should be mentioned: Omsk ecotourism in 2014 will be included into the general register of tourist facilities of smaller settlements. The document should record the full tourism potential of the Irtysh river area. The regional officials will meet the administration representatives of Tevrizskogo, Znamenskoye, and Tarski and Bolsherechensky districts and incorporate the description of these districts in the general register of tourist facilities of smaller communities. This type of holiday is a special sector in the tourism industry, focused on the use of natural, cultural and historical resources of agricultural areas. Drafting of the document is carried out under the programme “Tourism development of small settlements in areas of Omsk region” planned for 2011-2013. It focuses on creating conditions for the sustainable development of tourism in the region. At the moment it faces the lack of information to promote tourism in the region in the coming years. The adopted program aims at encouraging inbound and domestic tourism. I hope it will lead to an active involvement of tourists and sightseers in the environmental protection, comprehension of the environmental issues and an active participation in their settlement. [6]

Of course, nobody is going to argue that the Omsk Irtysh area has the same biodiversity as, for instance, the Caucasus, Altai and Primorye, but it's safe to say that the Omsk region is a favorable area in terms of implementation of the environmental aspects of ecotourism. Thus, we came to the conclusion that Omsk region has a great potential of resources to be used as sites for ecological tourism. This list of the resources can be extended, but it is already clear that their rational use can become the basis for the development of ecological tourism in the Omsk region.

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Tourism Peculiarities and Development Prospects in Omsk Region

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Abstract

This article outlines the role and place of tourism in the regional economy. Some features of the development of tourism in the Omsk region are revealed, which have been caused by historical, geographical and socio-economic factors. The author analyzes the investment component of the tourism market and points out the need for its development within the developed concept of socio-economic development of Omsk region.

Keywords: *Tourism, regional economy, travel agents, the strategy of socio-economic development of Omsk region.*

The development of tourism in the regions of the RF, as well as throughout the world, depends on a combination of factors that determine the historical, climatic, political and socio-economic situation of the territory that is attractive to tourists. It is known that in the international labor division there are some states whose budget is largely formed up from the revenues of this industry. For example, during the recent decades, flourishing tourism industry has been stated in Turkey, Thailand, Egypt and China, due to the huge influx of tourists, including those from Russia.

For effective functioning of this sector an extensive infrastructure, associated with hotel, restaurant, transportation, insurance and entertainment business, is being established. It becomes clear that the development of this area requires significant investments, competent marketing approach to promote tourism products and support of the regional authorities. Let's analyze the status and characteristics of the sector of the regional economy in Omsk region.

First, the tourism industry in our region is different. It is connected with the fact that the Omsk region, due to its geopolitical location, makes up a small percentage of the tourist market in Russia. The reason is the absence of historical tourist destinations, as well as the fact that the city of Omsk has been "closed" for a long time. However, according to the adviser to the Minister of Youth, Sports and Physical Education, Irina Ranninen, Omsk region has untapped natural potential, comparable to its attractive, health, cultural qualities of a well-known classical areas of tourism (1).

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For a variety of purposes our region has more than 16 thousand foreign guests annually. This does not include citizens from the CIS countries, among which there are a lot of visitors from neighboring Kazakhstan, with an annual flow constituting up to 99 thousand people according to the foreign statistics migration service, even those who come to Omsk on a business trip, still use its infrastructures, go on trips, visit museums. The organizers of the business programs always add a visit to the Omsk entertainment part and attractions. Attracting business events in Omsk area is one of the possibilities for the development of tourism in the Omsk region. Secondly, in terms of the tourism business, which is associated with the promotion of tourism products, it also has its own specifics.

Thus, in Omsk there are over 200 tourism enterprises, the vast majority of which are travel agencies - with three companies being tour operators for outbound tourism and five for inland. To date, four major tour operators, who have their own brands, stable market, opened their offices here, in Omsk. (1)

That brand symbolizes stable characteristics and properties of the tourist services and the level of customer service. By actively promoting their fundamentals and brands data, tour operators have a stable customer base. The analysis of tourist flows in the Omsk region in recent years has shown that local residents can be the most promising segment of consumers in regional tourism. On the annual basis out of 400 thousand people, placed in the field of hotel facilities, only about 100 thousand are foreigners. This is why the region is implementing a program of tourism development, associated not with the entry flows but with the internal one – holidays for the people from Omsk in their native land. According to the statistics, most of the Omsk population (52%) spends their holidays in the Omsk region.

Also, polls show that regarding weekend rests, especially, among families and youth, preference is given to the nature over cities. In this regard, the main task of the development of tourism in the Omsk region is the creation of rest conditions for its inhabitants within the region. Given the difficult economic and social situation of the Omsk region, as stated in the Letter of the Governor of the Omsk Region VI, Nazarov Legislative, to the Assembly of Omsk Region in 27.09.2012, the significance of this trend for Omsk is an important factor for raising the quality of life in the region.

According to V. I. Nazarova, the statistics suggests that there exists a shadow market. Overall, however, the key estimates on a national level show that the position of the area has recently declined. Thus, the gross regional product of the region from 17 seats in 2004, moved up to 25 in 2010. In between this period in the field of the investment volume we lost 5 positions. Today we are on the 37th place in the rankings of this indicator. The indicators for living standards are not better. According to the last census, there is not even two million population in the Omsk region. Moreover, there is a pronounced migration from rural areas. Life expectancy is one of the highest in Siberia, but lower than the Russian average. In terms of wage levels, we rank on the thirties. The gap with the average wage level is 20 percent. (3)

Thus, given the modest income residents of the region, on the one hand, and the possibility of natural and recreational potential of the region, on the other hand, for the socio-economic

development of the Omsk region to 2020, the strategy should be the creation of a type of tourism based on natural, ecological and recreational resources. Omsk Region can have a modern tourism industry, which provides ample opportunities for recreation, study of unique natural features, cultural and historical attractions. (5)

The priorities of the Government of the Omsk region in this field are:

- Development of existing and new tourism, recreation and resort areas;
- Involving investors in tourism;
- Development of tourism infrastructures;
- Preservation of the nature and historical and cultural heritage of the Omsk region,
- The development of the museum and exhibition activities and crafts;
- Creating a positive image of the Omsk region as a place attractive to tourists;
- Promotion of staffing tourism.
- Advanced projects for the development of the tourism industry is the creation of the following tourism and recreational areas:
 - Muromtsevsky zone ("five mysterious lakes");
 - Krasnoyarsk-Chernoluchinskaya zone;
 - Resort area on Lake Ebeyty.

As part of the strategy of the social and economic development of Omsk region till 2020 a departmental program "Development of Tourism in the Omsk region in 2011-2013" Was adopted. Its main goal is to create conditions for the development of tourism in the region. The funding of the program is 15 million over three years. These funds are for the development of tourism brand in Omsk region and for the promotion of its tourism resources in other regions, participation in exhibitions, preparation of promotional materials, conducting informational tours for the representatives of the tourist industry and the media. Part of the funds will go to support small businesses in the tourism industry, by organizing competitions and tenders, as well as on the development of active tourism in the region. For already three years a regional tourist exhibition "Industry of rest, treatment and tourism" has been held in Omsk. Now the region is preparing for the celebration of the 300th anniversary of Omsk in 2016. There is a draft of "Park of the 300th anniversary of the city".

Today, one of the most interesting objects in the Omsk region is a historical-cultural complex "Old Siberian" in the settlement Bolsherechye which is among the tourist attractions for the citizens of Omsk as well as for the neighboring regions. Omsk region is also included in the international tourist project "Great Tea Road". The historic town of Tara, located 300 miles away from Omsk, is on this ancient caravan route. The city owns well-preserved wooden architectural objects. However, to increase the tourists' interest, necessary infrastructures for tourist services are to be improved. So the idea of a tourism cluster in the Omsk region can become the very means of offering a competitive in Omsk.

Finally, an important condition for the development of the regional economy, in general, and tourism, in particular, attracting investors is a precondition. Omsk region, despite its development problems, is considered to be attractive in terms of business and investment.

The regional government is interested in attracting domestic and foreign investment for the regional economic development in the priority sectors.

To ensure a positive investment image for the Omsk region the following components are to be considered: the significant resource potential (human, natural, investment), the presence of developed manufacturing industries (chemical and petrochemical, oil refining, food processing, construction materials, machinery, wood processing), the favorable geographical position, the cross-border position (the border with the Republic of Kazakhstan), the transportation system, the commercial development of the natural resources in the North region, the development of research and education center, the high-tech production technology, the modern business and industrial infrastructures, the potential for the development of small businesses and effective foreign economic cooperation as well as the existence of the legislation, supporting investment activities.

In this regards, the productive forces of the Omsk region has its own peculiarities, i.e. the territorial division of labor. Thus, every economic region has its own specialized production. The main production forces are concentrated in the administrative center - the city of Omsk.

There are five specialized economic regions in the Omsk region:

1. Central economic region (Omsk and the Omsk region):

- a. Industrial-production zone;
- b. Zone of the development of new technologies;
- c. Mechanical engineering;
- d. Biotechnology industry;
- e. Agriculture;
- f. The transport complex (in Omsk is most of the logistics nodes);
- g. Tourism zone.

2. Northern Economic Region (Tara, Ust-Ishim, Bolsheukovsky, Sedelnikovskiy, the Sign and Tevrizskiy areas):

- a. Oil, natural gas, ore sand zircon-ilmenite deposits;
- b. Extraction and processing of sapropel;
- c. Manufacturing of peat briquettes, flax;
- d. Forest products, wood pellets;
- e. A transport corridor (road way Tobolsk - Tara - Tomsk).

3. West Economic Region (Azov, Isilkulsky, Krutinsky, Lubinsky, Maryanovsky, Moskalensky, Nazyvaevskaya, Tyukalinsk areas):

- a. An agricultural area (agriculture, dairy and beef cattle, the processing of products);
- b. Extraction and processing of sapropel;
- c. Manufacturing of bricks;
- d. A transport unit (Trans-Siberian railway, Kazakhstan's path);
- e. Tourist and recreation area.

4. East Economic Region (Bolsherechensky, Gorky, Kalachinsk Kolosovsky Kormilovsky, Muromtsevsky, Nizhneomsky, Sargatskoe areas):

- a. The development of large-scale livestock systems;
- b. Processing of agricultural products;
- c. Manufacturing of bricks;
- d. A transport unit (Trans-);
- e. Tourist and recreation area.

5. Southern Economic Region (Novovarshavsky, Odessa, Okoneshnikovsky, Pavlograd, Poltava, Russian-Polyansky, Taurian, Cherlaksy, Scherbakulsky areas):

- a. Grain production, grain processing;
- b. Construction of livestock farms;
- c. Vagonokolesnye workshops (station “Irtys”);
- d. Transport Corridor (transit of goods to Central Asia);
- e. Cross-border trade cooperation.

Thus, the economy of Omsk region, combining various spheres of economic activities, is diversified not only in terms of economy but also territorial location. This separation allows investors to carry out the most accurate analysis of the socio-economic development of the regions and determine which areas have the prerequisite for an accelerated economic growth, and which areas are problematic from the economic development point of view.

The Omsk Regional Government actively encourages investors, engaged with tourism to create a modern tourism industry in the region, based on the region’s natural ecological and recreational resources as it provides ample opportunities for recreation as well as for learning the unique natural, cultural and historical sites of the Omsk region and Russia, as a whole. In three of the five areas, tourism sector is highlighted.

The investments in Omsk region are to be increased as it can facilitate the implementation of national projects, federal and regional target programs. The Regional government has established a regulatory framework in the investment areas:

- Resolution of the Government of Omsk region № 94-p: approved members of the Board of Investment under the government of the region;
- Resolution of the Government of Omsk region № 55-P: The Regulations for the Board of Investment of the Government of the Omsk region;
- Resolution of the Government of Omsk region № 32-p “On monitoring the implementation of the investment project and the execution of the investment agreement”;
- Law of the Omsk region № 1249-OZ “On public-private partnership in the Omsk region.” (6)

In order to establish favorable investment prospects in the region, there is the Law “On stimulation of investment activity on the territory of the Omsk region.”

The law defines the legal basis for the state support of the investment activity in the region, the form and procedure of the presentation, the fixed procedures for ensuring the rights and interests of investors as well as the system guaranteeing the investment activity in the region.

The basic conditions for the use of various forms of state support are as follows: the corresponding investment project priorities of the socio-economic development of the Omsk region, multiple returns from the investment, budget provision of employment growth, higher wages. By the beginning of 2013 the concept of socio-economic development of the Omsk region will also have been introduced and developed on behalf of the Regional Government of the consulting firm Strategy Partner's Group. (4) One may hope, there will be detailed mechanisms for the implementation of not only the basic sectors of the economy, such as: petrochemicals, engineering and agro-industry, but also the development of the services sector, which includes tourism.

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Human Resource Problems of Regional Small Enterprises in Tourism

Tatjana Nikolajevna Tarasova¹⁶

Abstract

The article is devoted to some questions of staffing in small travel companies working in the regions. It reveals cause and effect of the problems, which are the reasons of a pent-up demand of tourist microenterprises on the qualified employees, capable to work effectively in the tourism.

Keywords: *tourism, staff recruitment, microenterprises.*

Tourism market in regions in crisis and post-crisis period is developing quite sluggishly. A significant proportion of it continues to make up micro - enterprise structures up to 15 people. Typically, these enterprises make up a travel agent activity in a given region. Today, the market agency services remain one of the most attractive for entrepreneurs who have decided to set up a business. The reasons are as follows:

1. Demand for services - despite the crisis, the number of people who have used the services of travel agencies, in general, is the stable;
2. Absence of barriers to entry into the industry - agency activities are not subject to any mandatory licensing or certification, and the financial cost to start a business is relatively small.

The problem, which we would like to deal with in this article is the issue of staffing travel agencies in the region. The paradox is that, as you know, today, the job market is saturated with managers, though there is a shortage of professional staff who can work with the specific tourism products.

This can be explained by two facts:

1. Increasing annual number of newly opened travel agencies. Despite the development of this business segment, qualitative changes in the environment (the average wage in the industry, career opportunities and so on.) Is not observed, respectively the professional level remains unchanged.

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2. The low level of attractiveness for tourism manager profession. The youth are rather reluctant to work in tourism sphere, due to the following factors:
 - a. the low level of wages in the industry;
 - b. limited opportunities for professional growth.

Thus, at present the actual problem for the leaders of tourism micro-enterprises in the regions is the availability of professional staff. Usually, it is conducted through the recruitment and selection of staff (recruitment of staff is work to create a pool of candidates for all positions, from which an organization will later on choose its employees).

The internal way of recruitment has some obvious advantages. However, due to the specifics of micro-enterprises (in particular, the limitations of the state), an organization cannot use it very rarely.

The external way of recruitment has become highly popular by travel agencies in recent years. It is implemented by putting advertisements in the press and on specialized sites. This method has an important advantage - the low cost for the employee search. The drawback is that mainly – react for the vacancy those who have no experience in tourism. Hence, learning and adaptation take some time. In such cases managers' experience is a valuable quality as (experience in tourism, or at least, the experience of sales) and is often a determining factor in the decision-makings.

Today, effective sales manager is a valuable employee for any enterprise. Typically, an expert who knows how to sell, has a wide range of offers from employers, and it is natural that he will choose the industry in which the average wage will be the maximum. Unfortunately, tourism in this list is not included.

The way out is the recruitment of somebody who is highly motivated, yet, lacks experience in tourism. However, experience shows that not all young people who decided to work as a tourism manager have succeeded: not always do they adequately assess their positive and negative sides. The reality is that the job of a tourism manager involves much more stress than romance, so the adaptation to a new sphere of activity often occurs quite hard. There is a problem of staff turnover, which not only creates additional costs for the employer, but also significantly reduces its desire to employ someone who is new to tourism. In this regard, a common practice is luring professionals from other agencies. Not only does it solve the task of selecting an experienced employee, but also has the advantages of expanding the client base.

However, one must remember that an employee poaching from a competitor is possible only by offering him/her a more interesting work environment, which is also a challenge. Usually, in micro organizational structures due to the limited professional level of the employees, the remuneration for a specific labor is determined to a greater extent remuneration of his higher than in the offices. It turns out that a skilled manager with a genuine need for a career growth is possible only by two ways: to start your own business or go to work in a large company-operator, which is difficult, which is not totally formed.

At present, almost in all the major cities there is an opportunity to get knowledge for any type of business education and qualification - manager tourist enterprise, tourism manager, etc. However, even knowing the specifics of the industry, not every graduate with a qualification can in reality and want to work in a travel agency. First, often they lack experience in sales. Secondly, tourism adaptation period lasts a little longer than in trade, because you need to learn the work not only in the range, which in itself is a significant amount of information, but also the participants of the tourism market (tourism operators), .

At present, there is a significant tourism micro shortage of professional staff. In this regard, when recruiting the staff the following priorities are taken into account:

1. knowledge of the work area;
2. communication skills;
3. ability to resolve conflicts with minimal losses.

Today the demand for such employees is steadily increasing.

Thus, from the above mentioned we can conclude the following: there is an objective problem of staffing micro-tourism, which is a result of imperfections in the management of the industry and a systematic approach to the solution. It becomes more than apparent that the recruitment procedure and its subsequent adaptation are stressful conditions.

Economic Opportunities for the Region in Siberia in Sustainable Tourism - From the Point of View of European Travelers

Hans-Jürgen Zahorka¹⁷

In the middle of the 1990s two of my colleagues and I were in Sinaia/Romania to hold the first seminars for private banks. Every evening we were proposed to see the American TV series “Dallas”. But from the 2nd evening we went out to see the garbage dump of the hotel there – to see the bears coming from the forest.

We had fascinating nights, watching cubs and mother bears, young and old bears from a distance of only 15-20 m, from the safe fence over a garbage dump. Still, today this sends a thrill, as to see wild bears from such a small distance is unusual. It shows that very often, the Europeans prefer a nature experience to the mere consumerism way of holidaymaking.

While people from the “classical” holiday countries like the Western European EU Member States around 30-40 years ago went to holiday once, and then this for 3-4 weeks, today the trend in Europe goes more and more in the direction of a “spare time society”. People have more and more time off. A working week of under 40 hrs is the standard, and for more and more self-employed people, who regularly work more, there is more and more possible to have several short holiday breaks per year. More and more people have one week to two-week holidays per year, or several days – but this several times per year.

At the same time, people prefer more and more holidays that fulfill the profile of post-material holidays. Of course, the number of the people who only consume during their holidays, remains high, but more and more people want to make ecological holidays, and are ready to live in clean but relatively simple conditions, want to make sports, go trekking, watch the nature, and see rare plants and, above all, the fauna.

There are plenty of market studies that people are also ready to pay for these holidays more than for mass holidays e.g. on the Balearic Islands (Mallorca/Spain), etc. - but there are also changes in those destinations themselves, like on Mallorca, where this change was and is a highly political issue.

Consequences for Siberia:

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Siberia as a travel destination:

- many people prefer summer where the nature is most visible
- but there are also some who prefer winter, including some long distance skiing etc. ...

The question is if Siberia would be ready to receive a certain number of tourists, which should lie higher than the present number-

For this purpose, significant investments are needed. One cannot, in this context, cry after the state alone. These investments would have to be started by privates, but maybe the state or the regions can contribute to this.

A developed tourism sector is in the interest of the state, and above all the regions, . This is a job machine, easily providing 5-10% of all workplaces.

In this context, a region has to be open to foreign direct investment (FDI). FDI is not only investment by big groups, but also by Small and Medium Enterprises (SME), for the development of the local Small and Medium Enterprises. This can also turn down the dependency from the raw materials like oil and gas, helping to diversify the economy.

The cooperation between the hard-working people in Siberian and the European SMEs can bring a more positive effect for both than working alone. This is an open secret of cooperation.

As mentioned, investments should be diversified and go not exclusively into the raw materials and their proceeding. Often people in ministries or administration equal Foreign Direct Investment with the investments into oil, gas, mining etc., and this only for big investors. This is not quite wrong, but this is not always a sustainable job machine. Tourism is the job machine no 1, and this mainly for SMEs. By the way, Foreign Direct Investment is optimal for shaping an economy if it comprises around 30% of the equity of the companies.

This preserves also the nature, as tourism is only feasible in an intact nature. I want to recall the effects of Foreign Direct Investment: new capital, new jobs, new business approaches, new technologies, and the intention to keep the capital for a long time and safely. In this last respect, European investors are in general totally different to American ones, who put their accent often into “a quick buck” that is earning fast as much as possible money.

Finally, one of the results of Foreign Direct Investments are privileged clients – even with a crossed participation, and, therefore, privileged economic relations. In practice this means that e.g. a German company who invests in a small guesthouse here in a small town or village and who is participating with a majority or minority in the results, will always take care of this participation and therefore sustainably send people for holidays here.

There is also no “sale of the fatherland” or similar, if there are foreign participations in tourism; tourism as such is not considered as a strategic investment which is subject to government approval or which is even excluded.

So, investment, also from abroad, into tourism should be welcome and should be attracted. However, I do not know any case of attraction of foreign capital in this sector - there are lots of things yet to be done!

Conference and congress tourism in the EU alone are a business of hundreds of billions Euro per year in the EU. Many people need today to go on training, seminars, workshops (Life-Long Learning principle!), and this not at home, out of the reach of mobile phones, of local distractions, of their offices, etc.

On the other hand, to fly to Siberia is a matter of several hours, and it is feasible, for many professional people from Europe, or from Russia, etc. The so-called cheap airlines are opening up in more and more parts of Europe, and they function where there is an interest in the markets.

Some days with a full work programme, and then some days holidays and tourism - this is the way of the present and future. In Germany alone there are 45 billion of Euro spent annually in this business - and then, why not a little part for Siberia? Omsk has a very big geo-strategic advantage, as it has been a fortified region under the Tsar, as “Vorposten” in the first half of the 18th century, and here every village can tell an interesting story to its visitors.

Tourism in Russia is not yet developed, except some traditional focus points like city tourism (Moscow, St Petersburg), the Olympic games in Sochi, or river cruises between Moscow and St Petersburg, and on the Volga.

But one cannot see any advertisements for the Russian regions in the Western media, although this kind of advertisement is often very efficient. Give the oblasts and regions the right to have a proper office for tourism attraction, and then let the people decide what they want to offer:

- e.g. river boat cruises, kajak or canoe paddling tours, trekking, horseriding, bathing, round flights in the vast landscape, forest animals watching, bird watching, meet people with an extraordinary history and culture, what stories do they tell, what clothings do they produce, how do they live, how do they hunt (not for killing animals just to hang a trophy to the wall, but for feeding their families ...) – or all together.
- I can also imagine that bicycling tours are a great hit here in Siberia, as most of the land is very flat and without mountains. The baggage can be forwarded by a forwarder night for night to another guesthouse. The landscape here creates a success experience for every biker.

Last Christmas I got a very interesting book from Mr Meletev on “Pushnye zveri Srednego priirtyschya (Teriofauna Omskoya oblasti)”. This book describes an important part of the fauna of this oblast - and exactly this is what is of interest for any European, who prefers intervening into the nature but by binoculars, not by guns. In the EU we know these animals mainly from the zoo, from fairy tales, television or books. Here they - or most of them as some of them keep an invisible life - can be met in person. This is a great thought as we are in a world where species after species vanish from the globe.

People in large countries often “suffer” of being gigantomaniacs - everything must be the biggest, the largest, the most expensive, etc.

I suggest, however, the most appropriate, the optimal, the coziest, the one being closest to the people, the one preserving the nature instead of destroying it. “Small is beautiful” is the title of a very interesting book written in the “hippie era”, written by industrial sociologist Schumacher in Great Britain. This book is today not always appropriate, but, in this context, remains very relevant.

Distance is no more problem now and in the future. In the past, it was a problem. But Siberia can and should inhale many tourists from Europe. In the past, Siberia was often equaled to centrifugal powers – the interest of people has often been perceived as thrown to the side by these people themselves, maybe also from the famous phrase “if you are not good you go to Siberia”, implying a common procedure from the former times. What is needed is a centripetal power, a movement which magically attracts people.

If the locals do not try to rip off tourists, but to offer value for money, which would for sure be the case in Siberia, the real job machine can be launched.

Siberia will never be a mass tourism destination – it is not warm enough to get a skin tan and for only bathing purposes, people would not come here. It is an individual or small group tourism destination, which can as well bring more revenues as well as connect to the nature.

