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Comparative Analysis of the Infrastructure of the Regional Markets of Tourist Services on the Russian Far East

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Abstract. The article presents the results of a comparative analysis of the state of the infrastructure of regional markets for tourism services in the Far Eastern region. The thesis is substantiated that a paradoxical situation has emerged in the tourism services market: the growing infrastructure and the number of operators, the profitability of the maintenance of infrastructure falls. The criterion for evaluating efficiency should not be the natural-quantitative indicators, as it has developed now, but value (monetary) meters. The overbending of collective accommodation facilities, distributed on the territory of the region, is achieved not because of the demand, but because of their low capacity and small quantity. Moreover, the typical situation for the region was the situation where instead of one old, physically and morally worn out, but a large hotel in the same territory, two or more hotels are being built, which technically can surpass it by the number of rooms, but significantly concede in class. For example, capsule hotels. In general, the existing infrastructure is built outside the logic of tourism, without linking with points of attraction. Qualitatively, according to expert estimates, the infrastructure has developed its resource by more than 95%.

1. Introduction

1.1. Background and studies

Any researcher on the functioning of regional markets for tourism services and their infrastructure faces two key problems: (a) there is no generally accepted methodology for calculating the cost of services and (b) there is no uniform approach to determining what is included in the infrastructure [4;9;14].

The third problem is also known - the variability of methods of counting tourists [16;5].

1.2. Problem Statement

Separately, each of the above problems is known for a long time. But together and applied to the same object of research, they act synergistically, forming a problem of a new level [1;3].

1.3. Research Questions

Therefore, the research question can be formulated as follows. To move forward, to develop tourism in the Far East of Russia, it is necessary to understand the state of the infrastructure of the regional markets for tourism services in the Russian Far East.



2. Purpose of the Study

The typical situation for the Russian Far East was where instead of one old, physically and morally worn out, but a large hotel in the same territory, two or more hotels are being built, which technically can surpass it by the number of rooms, but significantly concede in class. For example, capsule hotels. In general, the existing infrastructure is built outside the logic of tourism, without linking with points of attraction. That has led to a paradoxical situation has emerged in the tourism services market: the growing infrastructure and the number of operators, the profitability of the maintenance of infrastructure falls. The purpose of the study is to conduct a comparative analysis of the current state to show that the criterion for evaluating efficiency should not be the natural-quantitative indicators, as it has developed now, but value (monetary) meters. The overbending of collective accommodation facilities, distributed on the territory of the region, is achieved not because of the demand, but because of their low capacity and small quantity.

3. Research Methods

This study is based on generally accepted statistical methods, such as grouping, generalization, systematization, revealing trends and so on. However, often the sources of information on which these methods were applied are antagonistic. As such, there were: (a) official state statistics and (b) unofficial confidential commercial information from industry.

4. Infrastructure of the regional markets of tourist services on the Russian Far East

Consider the official statistics on key parameters of the tourism services market.

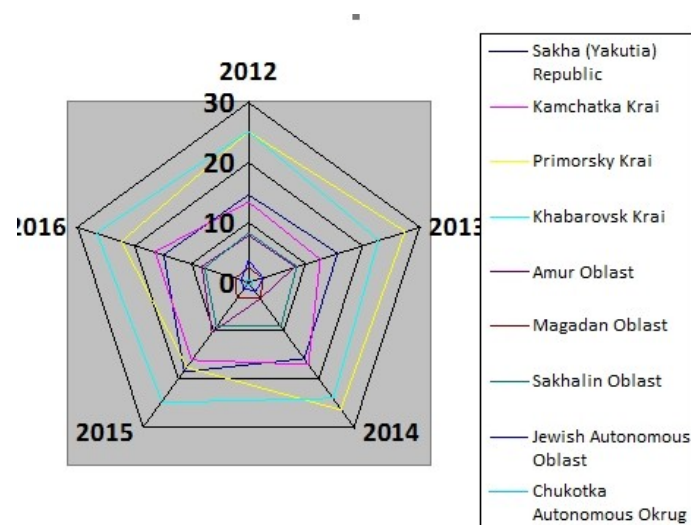


Figure 1. A figure shows the structure of the share of travel agencies in an area of the total in the region as a percentage of the last five years.

Several findings can be drawn from this diagram.

1. Travel agencies on the territory are distributed very unevenly. Most prefer to do business in the Primorsky and Khabarovsk territories, which is almost half of all agencies in the region.

2. Comparing the results of the analysis of the diagram one with the data given in diagram two, we could arrive at erroneous conclusions about the almost twofold prevalence of the number of hotels in Primorsky Krai over other territories. However, state statistics bodies do not provide information on the qualitative composition of collective accommodation facilities. This leads to a situation where a few small hotels according to the reporting become a priority for one large hotel. Theoretically, we could turn to the reporting data on the number of people who used the services of hotels, but here there are problems of a different kind. Often the services of small hotels are used by migrants, including

illegal ones, to which the hotel, at dumping prices, sells a "bed-place" service, which only includes a bed and nothing more. This allows you to increase turnover, get profit, at the expense of quantity, but leads to the incompatibility of information on hotels. It is for this reason that the author considers it necessary to make comparisons not by natural indicators, such as the number of serviced visitors and others, but by the total cost of the services rendered.

3. In the current conditions of tourist business in the Russian Far East, with extremely developed business fragmentation, only the value indicators that form the financial result can give an adequate answer about the state in which the industry is located.

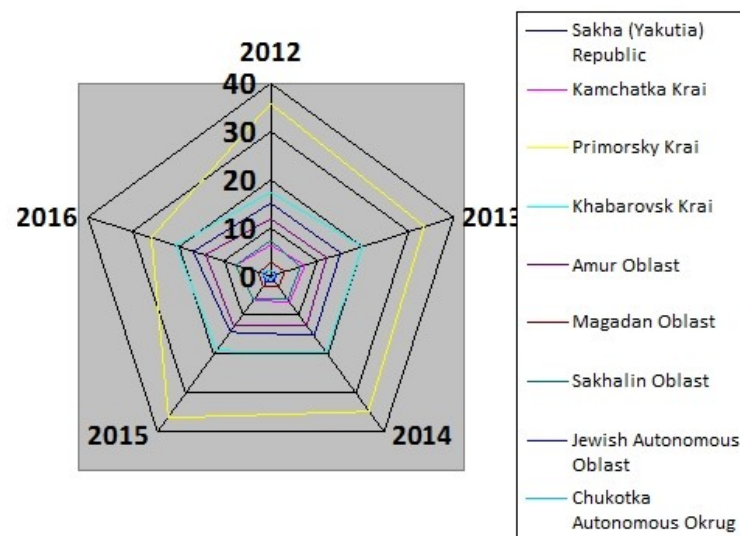


Figure 2. A figure shows the structure of the share of collective accommodation facilities in the region from the total number in the region in percentages over the past five years.

4. However, it is these (financial) data that are most difficult to obtain. It is here that a significant part will be unofficial statistics on income from the provision of tourist services (figure 3). And here we see that, according to the cost parameters, the gap between the territories is much more modest than in terms of natural indicators. Moreover, general trends are shifting.

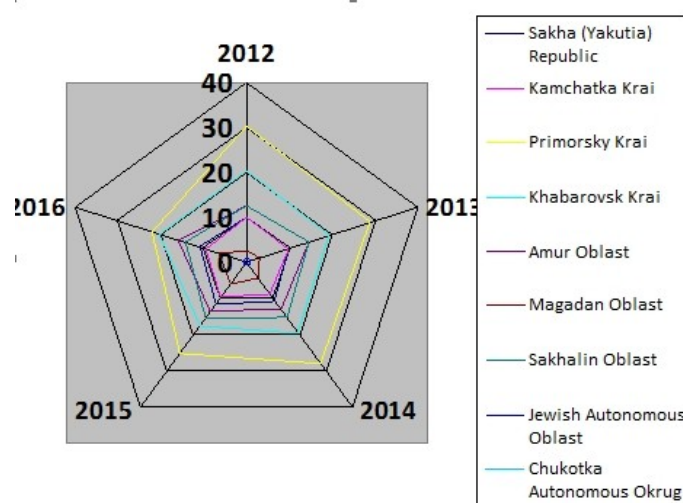


Figure 3. A figure shows the structure of the share of income of travel companies in the territory of the total number in the region in percentages over the past five years.

5. According to expert estimates, the depreciation of the tourism infrastructure is 95 percent [20].

5. Conclusion

1. Now there is no single-valued or well-established definition of the concept of infrastructure and its content. Often the content of the concept is filled through regional specifics

2. Typically, the tourism infrastructure includes a material part (hotels, roads, social and cultural facilities and consumer services) and not the material part.

3. Most of the tourism's material infrastructure is worn out.

4. Official statistics, although it has a general orientation with real commercial data, but with the closest approximation with them diverges.

5. Quantitative indicators do not provide an adequate assessment in the current market conditions. The transition to cost indicators is required.

6. Comparative analysis of the infrastructure of the regional markets of tourist services on the Russian Far East showed that the market is not full, competition is weakly expressed, regional specificity is very strong.

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