

TERRITORIAL IDENTITY AS A FACTOR OF DEVELOPMENT OF TOURISM IN THE REGION (ON THE EXAMPLE OF IRKUTSK REGION SETTLEMENTS)

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Abstract. In the article territorial identity of young group of population has been analyzed, as one of the factors of regional touristic development. The profiles of youth's attitude to different types of territories of permanent habitation has been built. Preferences and territorial mobility of youth from different types of settlements in terms "center-periphery" have been educed.

Key words: territorial identity, tourism, youth, center-periphery.

When exploring regional particular qualities of tourism, one of the factors of its development is population preferences. In the basis of such preferences are, at first, material abilities and value facilities of people. The goal of the given research is to reveal particular features of youth perception of territory of habitation as a base of territorial identity.

The object of investigation is a group of young people at the age from 14 to 30 years old, as the most mobile part of population, reflecting contemporary demanded directions of regional tourism. In the socio-geographical research more than five hundred people took part.

The subject of investigation is socio-geographical links between territorial identity and youth mobility in terms "center-periphery".

As model settlements for questionnaire design of youth two municipal districts and four settlements were taken: Shelekhov Region (Shelekhov and Vvedenshina village) and relatively provincial Cheremkhovo Region (Cheremkhovo and Malinovka village). One of the towns (Shelekhov) is situated much closely to the regional center (Irkutsk) – at the distance of 19 km. It goes into the largest agglomeration of the Eastern Siberia, being its overspill town. The second town (Cheremkhovo) is situated on the periphery of the main area of region's population settlement – at the distance of 153 km. The villages chosen for the research are situated in half-an-hour transport accessibility from the regional centers at the distance of 12–15 km, and they have different status according to people concentration and the history of their origin.

Both towns in the past were company towns, and now they have standard ensemble of territorial systems of population services, reflecting socio-economic status of many towns of the region. The comparison was also drawn in terms "town-village".

The first indicators of territorial identity are the features of population perception of the territory of their habitation. The evaluation was according to several emotionally coloured categories-dichotomies; in the base of the variants of answers were five-membered ordinal scales "very, enough, average" (the technique of semantic differential) [2], the positive and negative criteria "beautiful-ugly" and others were reflected. In the sum the criteria from negative to positive evaluation formed the index of 100 % for each settlement.

According to the built profile the rural young people's answers are quite differential. It is worthy to note that the youth of a big village of Vvedenchina evaluated more negatively beauty, cleanliness and leisure activity ("boring/cheerful") of their village, that we could explain by comparison with exterior view and opportunities of closely situated town Shelekhov and the regional center Irkutsk (see table 1).

Table 1. The profile of territory perception by the rural youth
(M. – Malinovka village, V. – Vvrdenchina village)

Criteria (-)	Very		Enough		Average		Enough		Very		Criteria (+)
	M.	V.	M	V.	M.	V.	M.	V.	M.	V.	
Ugly	0	0	12	37	53	45	30	16	5	2	Beautiful
Dirty	0	0	8	16	52	44	40	39	0	1	Clean
Poor	10	2	54	5	32	59	4	34	0	0	Rich
Boring	22	35	29	34	36	23	11	7	2	1	Cheerful



Small	21	3	56	8	15	57	8	21	0	11	Big
Alien	0	0	3	3	43	35	39	31	15	31	Familiar

Between town settlements for youth evaluation the differentiation of evaluations also exists. The highest index of differentiation is peculiar for the criteria “dirty/clean” and “poor/rich” (see table 2).

Table 2. The profile of territory perception by the town youth
(Sh. – Shelekhov, Ch. – Cheremkhovo)

Criteria (-)	Very		Enough		Average		Enough		Very		Criteria (+)
	Sh.	Ch.	Sh.	Ch.	Sh.	Ch.	Sh.	Ch.	Sh.	Ch.	
Ugly	0	5	7	32	45	29	35	27	13	7	Beautiful
Dirty	2	7	6	14	26	43	58	32	8	4	Clean
Poor	3	12	8	18	32	58	47	9	10	3	Rich
Boring	3	12	15	11	38	49	36	24	8	4	Cheerful
Small	6	2	34	11	48	65	11	22	0	0	Big
Alien	0	0	9	13	43	26	32	48	16	13	Familiar

In this regard as a result of the examination of economic indexes in Shelekhov the youth incomes are much higher, but the evaluation of “poorness/richness” in the town is lower, than in Cheremkhovo. It is also connected with comparison of incomes level of Irkutsk. Between urban and rural youth the index of “alien/familiar” criterion of rural youth is higher, that is connected with their affection to land and private houses. That leads to the higher indexes of territorial identity among rural youth.

The level of territorial identity and financial opportunities of young people influence on the specialities of their leisure activities, preferences for relax on the territory of a settlement and region, and maybe even a country. Therefore the further investigation is connected with spending annual vacation by youth during the last five years. It was detected that young people prefer the areas in territorial distance of 1–2 hours, that is connected with having rest and medical healing in local settlements and regions (see table 3).

Table 3. Territorial mobility of youth from different types of settlements
(by the results of questionnaire design) % [1]

Territories of departure	Borders of mobility			
	Municipal region	Region	Country	Foreign country
Shelekhov (town)	72	17	7	4
Vvedenshina (village)	77	15	2	6
Cheremkhovo (town)	85	11	3	1
Malinovka (village)	95	4	1	0

The analysis of the data has shown that: youth of Shelekhov – 72 % spent their vacation in areas near the rivers Irkut and Angara, quarries near Shelekhov; 17 % were inside the region – lake Baikal, Olkhon Island, villages Zhemchug and Arshan; 7 % had trips to other regions – Tomsk, Omsk, Novosibirsk, Krasnoyarsk; 4 % travelled abroad – Thailand, Turkey, Egypt, China. The youth of Cheremkhovo – 85 % spent vacation in the municipal region, in the town, in villages and settlements of the region (at relatives’ and friends’ places); 11 % spent vacation in the borders of the region – lake Baikal, cities Angarsk, Irkutsk, Belsk, Zhemchug village; 3 % within Russia – Moscow, Krasnoyarsk; 1 % travelled abroad – China, Thailand. The youth of Vvedenshina village – 77 % spent vacation inside the municipal region, inside the region – 15 %, also lake Baikal and villages Zhemchug and Arshan are popular, as well as rivers Irkut and Angara, quarries near Shelekhov; only 2 % spent vacation outside the region: the cities Vladivostok, Moscow, Krasnoyarsk, Tomsk; 6 % travelled abroad – Turkey, Vietnam, China. The youth from Malinovka village – 95 % spent vacation in their village and municipal region, 4 % inside the region – Baikal, Olkhon, Arshan; the White river, “Golden sands” on the Bratsk water reservoir; 1 % outside the region – Kemerovo, St. Petersburg.

The research of territorial activity has revealed that economical incomes of young people from the central region give the youth an opportunity to have rest and recover in regions of Russia and other countries. The youth of periphery areas prefer the territories of municipal region and the region for spending vacation. Therefore, socio-geographical links between territorial identity and mobility of youth in terms “center- periphery” are formed, primarily, due to the accessibility (territorial and financial) of places of resort for the youth of villages and towns. For the settlements situated in the area of agglomeration centers influence, both urban and rural, the

meaningful feature is competition and wide choice of places of resort. Higher incomes of youth from areas under big cities influence are also positive factors.

So we can make a conclusion that territorial factor of situation of settlements (in the given research they are towns and villages) becomes the basic in peculiar features of tourism development in the region, that is necessary to consider in formation of socio-economic policy.

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