

INFLUENCE OF SOCIAL AND ECONOMIC FACTORS ON THE DEVELOPMENT OF RECREATIONAL POTENTIAL OF THE SIBERIAN REGION, THE RUSSIAN FEDERATION

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Abstract. The demand for a tourist product directly depends on the finance of the population, the availability of a place for the rest, the demographic structure of the region, and the availability of free time of the population. The demographic factor is the most significant factor in the socio-economic aspect, which affects on the tourism and the development of the recreational potential of the studying region.

Key words: tourism, socio-economic factors, recreational demand.

Now, tourism has become an integral part of everyone's life. This is the most common form of recreation and the need of every person in the modern world. Tourism has classification according to certain homogeneous characteristics, depending on certain practical purposes.

The most common classification of tourism is the division into types, categories and forms. Most often, the types of tourism are determined by the needs of each individual and society as a whole, such as habits, status, nationality, tastes and wishes of a traveling person. The main criteria in accordance with the Rules of the World Trade Organization for each country are the following types of tourism: the inbound and outbound tourism, including domestic tourism. Travel of non-residents within the state borders of any country is the tourism by entry. The outbound tourism is associated with the travel of a person from one country to another. If the travel of citizens is within the state borders of home country, tourism will be considered as internal.

The development of tourism in Siberian region depends not only on the socio-economic factors of the development of the region, but also on the cultural and historical potential of the population, as well as on the natural and climatic conditions, recreation areas and recreational zones. First of all, demand for a tourist product depends of the socio-economic factors. The demand of a tourist product directly depends on the purchasing power of the population, the price of a tourist trip, the availability of a resting place, the demographic structure, the availability of free time of the population and many other factors, including psychological and psychophysical factors.

Demographic factors influence on the changes of the recreational demand in the socio-economic aspect, such us number, sex, age, and nationality, sphere of activity and occupation, education, family size. All of the above factors are directly related to the level of income per capita and, as a consequence, the motivation of the population for requirement of the active recreation in the form of travel to realize the possibility of both internal and external tourism. According to the target, tourism has the following types, such us sanitary, cultural, informative, business, rural, event, sport, science, as well as nostalgic and gastronomic tourism etc. Tourism is important not only for economic growth, foreign exchange earnings, but also in strengthening peace and development of international cooperation.

The following economic indicators play the most important role in determining of quality of human life: the per capita value of the domestic regional product, wages, average per capita monetary income, the average cost of living, the cost of living index. The cost of living is the cost of consumer goods corresponding to a certain level of satisfaction of the population needs.

The average resident of Siberian region of the Russian Federation according to the sociological survey can spend 0.25% of the family budget for sanatorium and health services, and spends much more (about 5% of salary) for organizing recreation and cultural and entertainment activities. The population of Omsk region (Siberian Federal District) in 2012 was about 2014.1 thousand people and occupied the sixth place in terms of population, and by 2017 was no more than 1200.3 thousand people, which is significantly lower than the previous figure. In recent years, the total population in Siberian Federal District has significantly growth (14.8 thousand people) in compare to 2012. However, there is a significant migration pattern in the studying region.



According to statistics of 2017 almost 12.5 thousand people left Siberian region, choosing Central and Southern regions of our country as the most priority and the most optimal for work and living. This group of people is developing inbound tourism, acts as a producer of a recreational product. The reduction of the economically active population will adversely affect the development of the recreational sector. This will stimulate the entry tourism and reduction in personnel and producers of goods and services.

Tourist and recreational demand within the boundaries of individual age groups differs due to different motivations and goals of tourists [2]. Therefore, the age structure of the population should be taken into account when planning the development of the following types of tourism: youth (young people under 30 years), middle-aged (people aged 30 to 50 years), "third age" (people over 50). The population of the old age pension has 20.7% of the total population of the region. The population of working age – 63.5%. In the international structure of the tourist market, consumers of recreational services are people of retirement age and students. The potential of tourism for the elderly is huge, but there are a number of restrictions, among which the main are financial opportunities, health and a regional mentality. Therefore, one of the priority areas of tourism policy should be social tourism, which satisfies in recreation the poorest part of the population such as pensioners, disabled, youth, etc.).

The program "Development of culture and tourism for 2014–2020" is adopted in Omsk region and associated with the implementation of works of the formation of sufficient tourist infrastructure for the development of domestic tourism [3]. The important social and economic indicator in assessing recreational potential is investment attractiveness. Omsk Region has the first place among the subjects of Siberian Federal District of the Russian Federation in terms of its investment attractiveness. The investment attractiveness of Omsk region is determined by the geographical location, developed scientific, industrial base and a number of other competitive advantages in Siberia.

Omsk Region has 32 administrative districts, 5 cities, 17 urban-type settlements and 1.185 rural settlements with different recreational potential. The most populated cities are Omsk, Isilkulsky, Kalachinsky, Kormilovsky, Tavrichesky, Tarsky, Cherlaksy and Omsk district of Omsk region. Therefore, large population of the northern and southern parts of the region predetermine a greater absolute value of recreational needs than in the rest of the territory, which must be taken into account when designing the location of institutions and places of recreation and tourism. The share of urban population (69%) prevails over rural (31%), which is reflected in the recreational activities. Urban residents are more likely, than rural, to consume recreational resources, due to their living in an urban environment alienated from nature.

The growth of cities, pollution, and noise, excessive concentration of the population and other negative factors of urbanization affect on the health of citizen and contribute to its further separation from nature, but they also exacerbate the need for recreation. Demand for a tourist product, despite a number of aggravating factors, is steadily growing and directly depends, first of all, on the purchasing power of the population, the availability of a resting place, the demographic structure of the region, the availability of free time of the population, that is, from its employment, since the demographic factor. This is the most significant factor in the socio-economic aspect of tourism development in the region.

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