

OPPORTUNITIES FOR FORMING THE TOURIST TRAFIC IN THE SIBERIAN FEDERAL DISTRICT

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Abstract. Stable growth of the domestic tourist traffic is an indicator of the development of the regions. Tourism is not a priority sector of the economy, but it can become a factor of investment attractiveness and an instrument for forming a positive balance of non-resource regions and tour zone.

Key words: tourist zones, indicators of territorial development

It is necessary to identify data have the greatest impact on the formation of the tourist traffic among all the factors of the external environment. For this, it is necessary to identify data analyzes and use the data of official statistic out those that can more or less accurately [4].

We chose hotels and collective accommodation facilities, as research objects and real indicators of the number of tourists arriving in the region. The increase in revenues and the average price of the room in each region both did not show mutual influence and within the correlation link. This fact points to the need to study the recreational core and the importance of its formation for tourist destinations.

Similar relationships were tested with respect to the income indicators of hotels and the receipt of investment in the industry within the regions Siberian Federal District. Investments in fixed assets were considered in the constructed model in the regional aspect. According to the calculations, the correlation coefficient is 0.99, which demonstrates a strong relationship between the variables; this is also confirmed by the correlation field, Fig. 1.

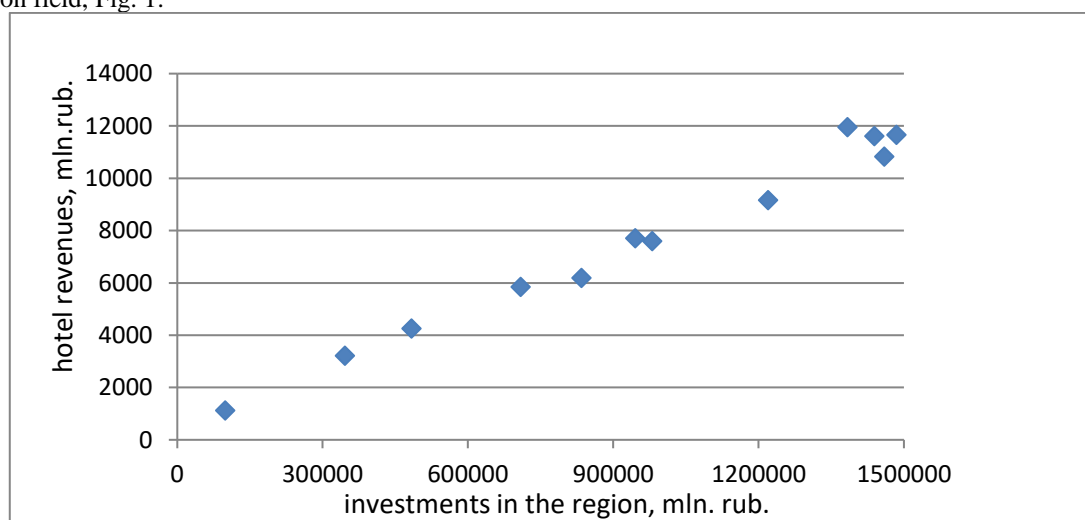


Fig.1. Incomes of hotels depending on investments in the region, million rubles.

We see positive dynamics clearly expressed in Fig. 1. We also see a positive linear relationship between the incomes of hotels in the Siberian Federal and investments in the region. It is necessary to find the value by the formula of the pairwise linear regression:

$$\hat{y}_i = a + bx_i \quad (1)$$

y - income of hotels in the region, million rubles; x - investments into the region, mln. rub.

We can find the parameters of the equations a and b using the method of least squares. We get the following equation:

$$y_i = 806,35 + 0,01x_i. \quad (2)$$

The value of parameters shows that, on average, with an increase in investment in the region by 100 thousand rubles, the incomes of hotels will grow by 10 thousand rubles.

The coefficient of determination of model (2) was 98%, this indicates that the model can explain 98% of changes of income.

The results of the study showed the influence of the investment climate in the region on the overall social-economic situation of the territory and the hotel industry, and it also confirmed the need to improve the infrastructure components of the territory as a factor in the formation of a tourist product. A similar model was constructed when comparing data on income hotels in Siberian Federal District and investments in the HoReCa-industry, its related to the overall socio-economic development of the territory [1].

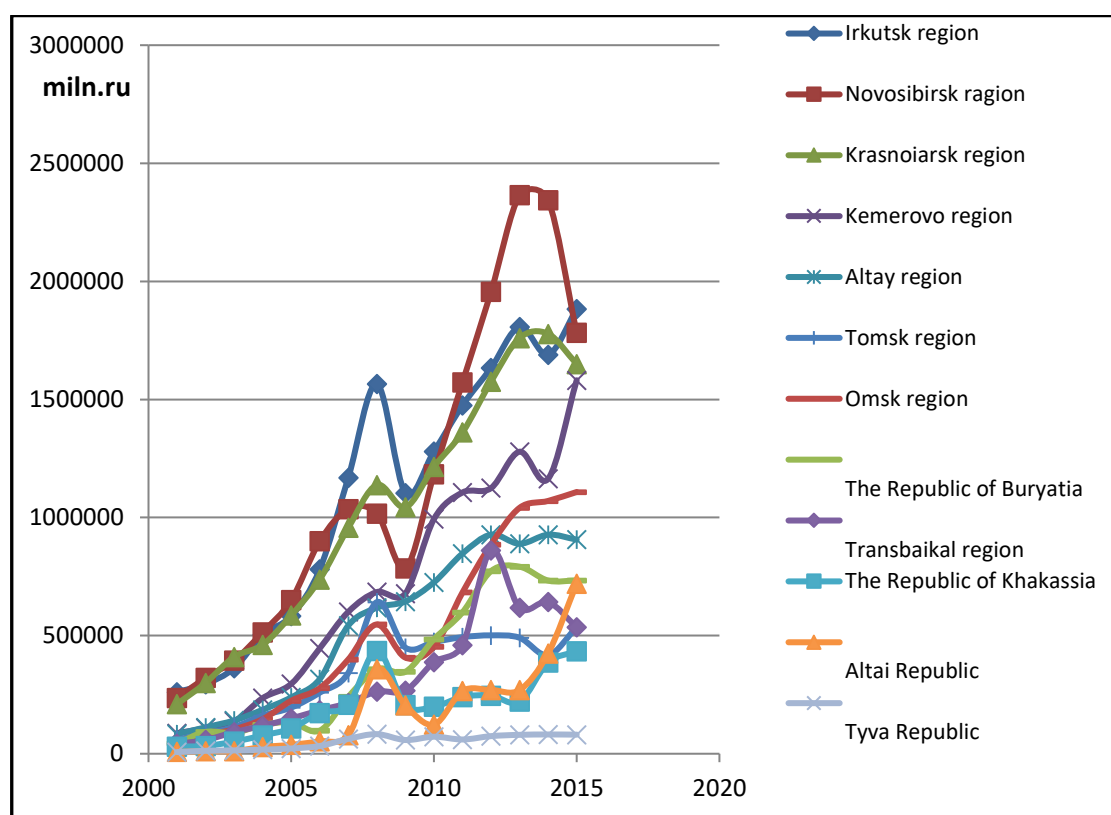


Fig.2 Income of hotels and similar accommodation facilities in the period 2000-2016, million rubles [4].

An analysis of the incomes of hotel companies in the region are showed a projected decline incomes in 2015 as a result of the crisis, but regions of recreational profile that did not depend on business tourism activity had a more stable income in this situation.

We are talking about Irkutsk, Kemerovo, Tomsk, Omsk regions, the Republic of Khakassia, the Republic of Altai, where the dynamics of income hotel growth (2015 to 2014) against the general background of a decline of -1-15% is 11, 36, 28, 4, 12 and 69% [4]. The indicators of profitability and indices of use of the hotel rooms in these regions is testify to the rather high efficiency of realizing the tourist potential of these territories and the possible growth of incomes in a stable economic environment.

The level of income and occupancy of hotel funds, falling in the regions of Novosibirsk region, Krasnoyarsk Territory, demonstrate the current activity in the transit tourism sector in a crisis situation, while the natural and recreational potential of these territories is not yet included in the tourist turnover. The segments of ecological, sport, active tourism in Siberian Federal District has traditionally remained behind Altai Territory, the republics of Tyva, Khakassia, Buryatia (Fig.2).

Such data confirm the importance of the presence of an attractive core, centering and directing the potential of the tourist territory, regardless of general political and economic factors.

In the strategic planning of industrial development in the regions, it is necessary to take into account the world trends in the formation of the tourist market: multidimensionality and seasonal features of the functioning of tourist centers within the region. These conditions mean the need for several types of tourist activity in the territory, and therefore - the development of destinations of various orientations that stabilize income in times of crisis. Diverse tourist destinations must be combined with a common tourist brand for the convenience of positioning and promotion.

The conclusion. On the example of the regions of Siberian Federal District one can see that the tourist potential of the territories and the effectiveness of its implementation are very different. The five leading regions have solid long-term programs for the development of tourism in occupancy and income from the number of funds for the past five years. These are Tomsk, Irkutsk, Kemerovo regions, the Republic of Altai and Krasnoyarsk Territory. In the top five leaders are detailed programs with a number of subprograms have been created the indicators of mechanisms, expected effectiveness of implemented activities and programs.

In these regions, the details of the events have been done on all budget items, the programs for promoting the region as a tourist destination have been developed participation in Russian and international exhibitions the holding of tourist forums, festivals, competitions, placement of information on the tourist potential in Russian and foreign Mass-media and tour-operators of advertising and information tours.

In the promotion of the tourist potential of these regions funds are allocated for Internet-technologies, hosting of sites, creating and supporting Internet-portals for tourism, creating an interactive map of route planning, a geographic information system and a virtual model of display sites, as well as creating and maintaining a tourist information systems.

The formation of the investment environment and the projected growth in fixed capital through private investment in 2018-2019, as well as the need to increase investment attractiveness, confirm the extremely necessary policy of forming attractive recreational clusters of the territory, as a stabilizer and an indicator of the functioning of the regional tourist traffic [4].

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