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SOCIAL TOURISM AS A TOURISM DEVELOPMENT TREND IN THE RUSSIAN FEDERATION AND REGIONS

Abstract. *The implementation of the tourism social function is strategic goal in the Russian tourism market development. The authors analyze the state of social tourism based on statistical government materials, as well as their own research using the example of the Russian Federation and Krasnoyarsk Krai. Health tourism currently is most developed in the Russian Federation, and due to the deteriorating health of the population, it becomes especially relevant and popular among supporters of a healthy lifestyle. The study presents the main indicators of health tourism in the Russian Federation and Krasnoyarsk Territory. The children's health camps of country, sanatorium and resort types, labor and recreation camps are the most popular form of organizing child summer recreation. The study presents the main indicators of organizations for child recreation and recovery in the Russian Federation and the Krasnoyarsk Krai.*

Keywords: *social tourism, Krasnoyarsk Krai, health tourism, children's tourism*

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СОЦИАЛЬНЫЙ ТУРИЗМ – ТРЕНД РАЗВИТИЯ ТУРИЗМА РОССИИ И РЕГИОНОВ

Реализация социальной функции туризма является стратегической в развитии туристического рынка РФ. Анализ состояния социального туризма проведен на основе статистических государственных материалов, а также авторского исследования на примере РФ и Красноярского края. Наиболее развит в РФ в настоящее время лечебно-оздоровительный туризм, из-за ухудшения здоровья населения лечебно-оздоровительный туризм становится особенно актуальным и популярным среди сторонников здорового образа жизни. В исследовании представлены основные показатели лечебно-оздоровительного туризма в РФ и Красноярском крае. Самой популярной формой организации летнего отдыха детей являются детские оздоровительные лагеря загородного, санаторно-курортного типов, лагеря труда и отдыха. В исследовании представлены основные показатели организаций отдыха детей и их оздоровления в РФ и Красноярском крае.

Ключевые слова: *социальный туризм, Красноярский край, лечебно-оздоровительный туризм, детский туризм*

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The social tourism development is the main direction of the tourist activity state regulation in the Russian Federation, which is especially important in the current unfavorable socio-economic situation in Russia. The Concept of long-term socio-economic development of the Russian Federation determines the conditions for improving the life quality of Russian citizens as one of the main directions of the transition to an innovative socially oriented type of country's economic development. Improving and development of recreation and tourism infrastructure, and ensuring the quality, accessibility and competitiveness of tourist services in Russia play an important role in this^{1,2}. Tourism is important for solving social problems, is an investment source in key economy areas, services of collective accommodation facilities, and is a driver of socio-economic development.

Methods. The article is aimed at determining the role of social tourism in the tourist market development of the Russian Federation and Krasnoyarsk Krai. The work is based on the authors' own research, state statistics data, using statistical methods and general scientific methods of analysis.

Discussion. Currently, positive changes are taking place in society in relation to social tourism. The Law "About bases of tourist activities in the Russian Federation" defines social tourism as tourism, financed from budgetary funds, state extra-budgetary funds (including state social assistance), as well as employers' funds³. The definition of social tourism does not include the concept of "social tourist". The constituent entities of the Russian Federation independently determine the categories of persons who can apply for partial payment for travel. These are mainly orphans and boarding school children; children without

parental care; children from large and single-parent families; disabled and retired people; victims of the Chernobyl disaster. Other categories can also be defined at the regional level [1–5].

The social tourism includes children and youth tourism, health and wellness tourism, ecological and cultural tourism, family travel, tourism for youth and veterans, tourism for the disabled persons, travel across the Russia of foreign compatriots, international exchanges through social tourism². Health tourism currently is most developed in the Russian Federation, and due to the deteriorating health of the population, it becomes especially relevant and popular among supporters of a healthy lifestyle.

In Russia, the resorts of Crimea, Greater Sochi and the Caucasian mineral waters are the most famous [1–5].

Figure 1 shows the number of health resort organizations in the Russian Federation for 2015–2019. Figure 2 shows the number of health resort organizations and recreation organizations in Krasnoyarsk Krai.

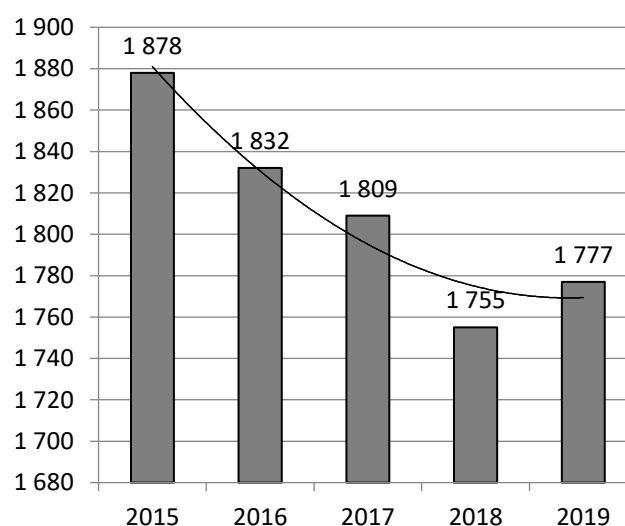


Fig. 1 – The number of health resort organizations in the Russian Federation, units⁴

¹ The Concept of long-term socio-economic development of the Russian Federation for the period up to 2020. URL: government.ru.

² Order of the Government of the Russian Federation of September 20, 2019 No. 2129-r "On the Strategy for the Tourism Development in the Russian Federation for the period until 2035", Rossiyskaya Gazeta 15.03.2019.

³ Federal Law About bases of tourist activities in the Russian Federation" of November 24, 1996 N 132-FZ (with amendments and additions), Rossiyskaya Gazeta on Nov. 24, 1996.

⁴ Office of the Federal State Statistics Service for Krasnoyarsk Krai, the Republic of Khakassia and the Republic of Tyva (Krasnoyarskstat). Krasnoyarsk, 2021. URL: <http://krasstat.gks.ru/>.

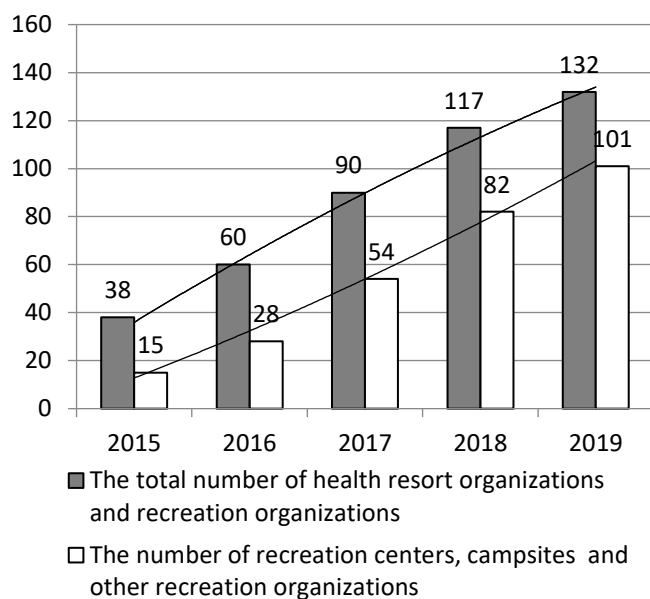


Fig. 2 – The number of health resort organizations and recreation in Krasnoyarsk Krai, units⁸

The number of sanatorium-resort organizations in the Russian Federation has decreased in recent years, but in 2019 there has been an increase. The number of sanatoriums, resorts and other recreation organizations in Krasnoyarsk Krai has increased by 360% compared to 2015, the number of places in them increased by 320%, which indicates the health tourism development at a rapid pace due to the growth of recreation centers, campsites and other recreation organizations.

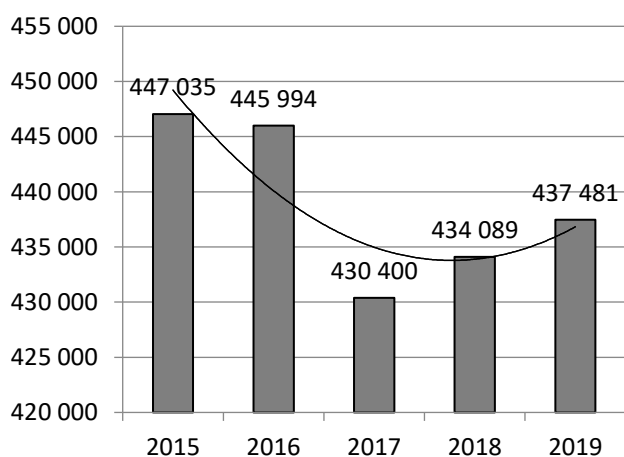


Fig. 3 – Dynamics of the number of places in the sanatorium-resort organizations of the Russian Federation, units⁴

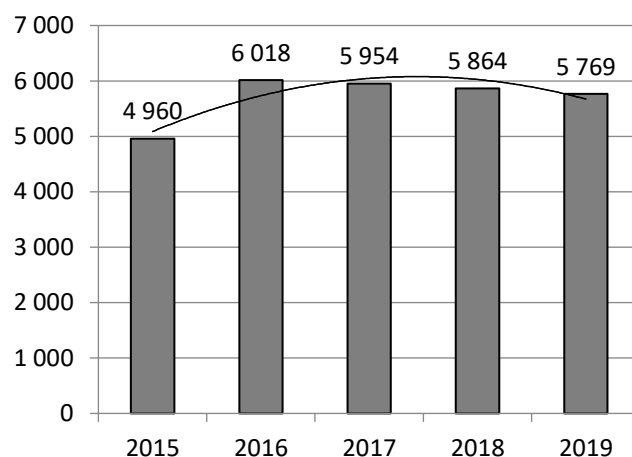


Fig. 4 – Dynamics of the number of places in the sanatorium-resort organizations of Krasnoyarsk Krai, units⁴

Figures 3 and 4 show the change in places in the sanatorium-resort organizations of the Russian Federation and Krasnoyarsk Krai for 2015–2019. Figures 5 and 6 show the number of persons accommodated in sanatorium-resort organizations of the Russian Federation and Krasnoyarsk Krai for 2015–2019.

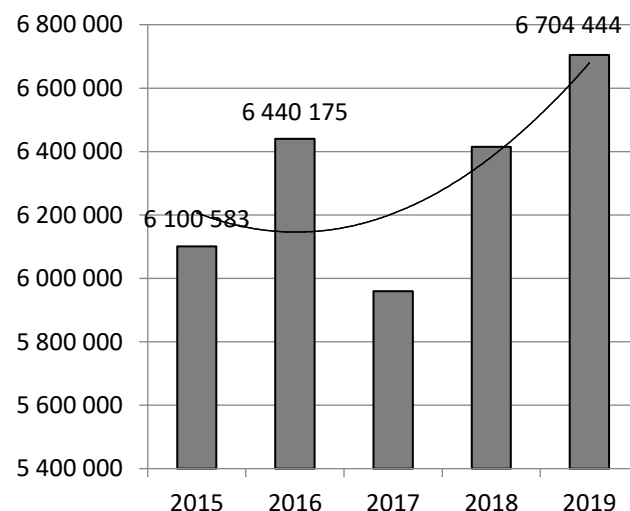


Fig. 5 – The number of persons accommodated in sanatoriums and resorts of the Russian Federation⁴

The dynamics of the number of persons accommodated in sanatorium-resort organizations of the Russian Federation correlates well with the dynamics of the number of sanatorium-resort organizations in the Russian Federation and places in them. Stagnation is observed in Krasnoyarsk

Krai, the number of places and persons accommodated in sanatorium-resort organizations remains approximately the same. At the same time, the amount of income of sanatorium and resort organizations in Russian Federation and Krasnoyarsk Krai, excluding Value Added Tax (VAT), excise taxes and similar payments, have significantly increased by 84% and 85%, respectively (Fig. 7 and 8).

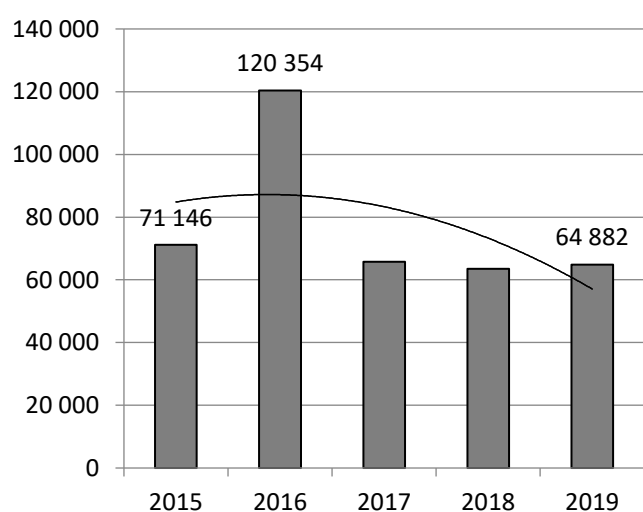


Fig. 6 – Number of persons accommodated in sanatoriums and resorts of Krasnoyarsk Krai⁴

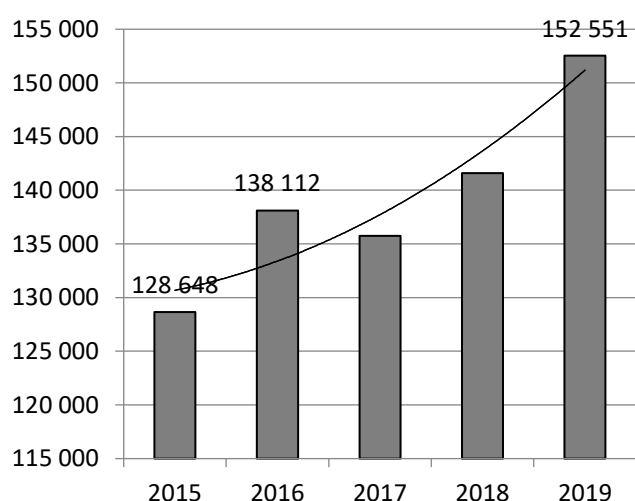


Fig. 7 – Income of sanatorium and resorts of the Russian Federation, millions of rubles⁴

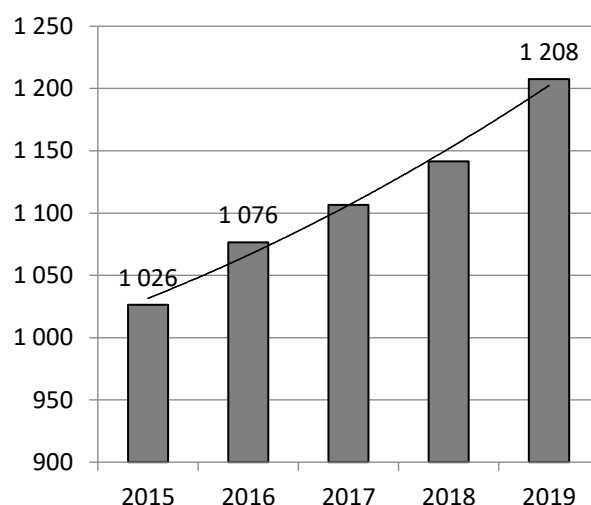


Fig. 8 – Income of sanatorium and resorts Krasnoyarsk Krai, millions of rubles⁴

The most common way of organizing children's recreation during the summer holidays in Russia is a children's camp. The most popular form of organizing summer recreation for children is children's health camps of country, sanatorium and resort types, labor and recreation camps. Children's health camps can be located outside the city, using stationary buildings or hiking tourist camps. Day camps are usually located in schools, sanatorium-type camps - in health centers [6-8]. Figure 9 shows the distribution of the number of children's recreation organizations by type in the Russian Federation in 2019. The most of children's recreation organizations in the Russian Federation are seasonal stationary, their share is 96.3%. The part of year-round and tent-type camps is insignificant.

Figure 10 and 11 shows the number of children's health camps in the Russian Federation and Krasnoyarsk Krai, as well as the number of children who rested in children's health camps (Fig. 12 and 13). The figures show that the number of children's health camps in the Russian Federation and Krasnoyarsk Krai, as well as the number of children who rested in them have been decreasing during 2014-19.

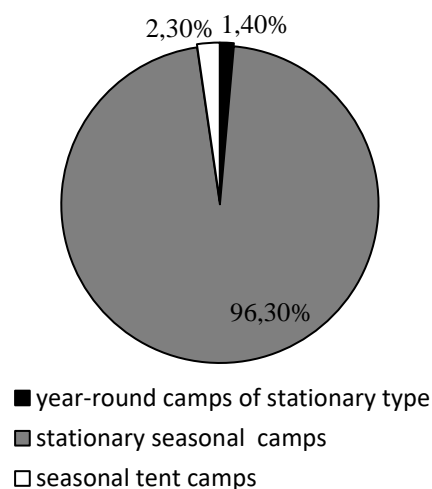


Fig. 9 – Distribution of the number of children's recreation organizations by type in the Russian Federation in 2019 (%)⁴

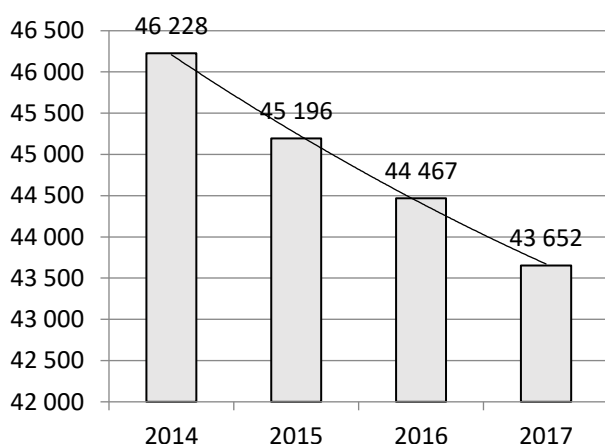


Fig. 10 – Number of children's health camps in the Russian Federation, units⁴

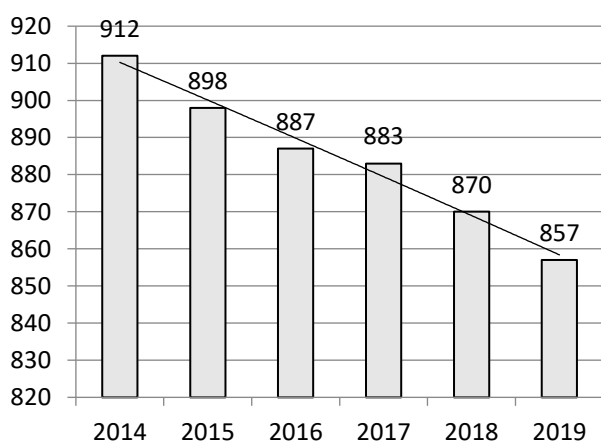


Fig. 11 – Number of children's health camps in Krasnoyarsk Krai, units⁴

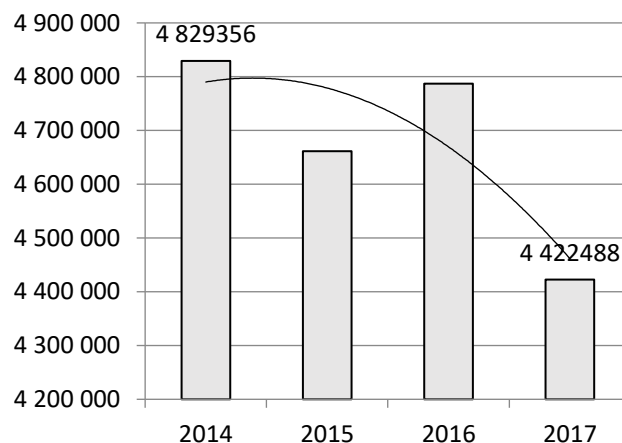


Fig. 12 – Number of children rested in children's health camps in the Russian Federation⁴

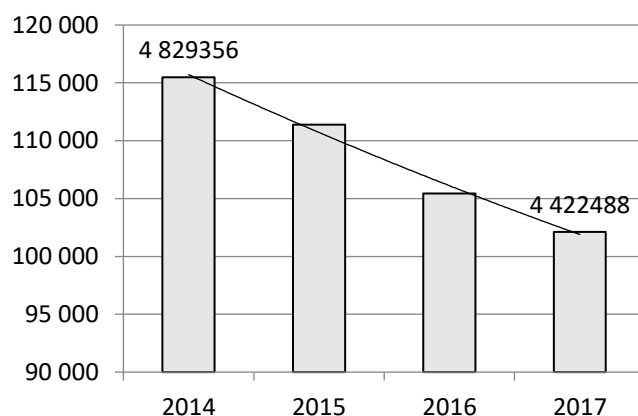


Fig. 13 – Number of children rested in children's health camps in Krasnoyarsk Krai⁴

In the summer of 2019, in Krasnoyarsk Krai 857 organizations provided services for the recreation and health improvement for children, 843 of them were seasonal and 14 - year-round operation; 833 of total number were stationary, 24 - tent camps. The summer health-improving campaign of Krasnoyarsk Krai covered 105,299 children by all forms of recreation, 11,951 of them were children from the Far North and equivalent areas, 3518 were with health limitations, 1012 were disabled children.

Conclusion

Analyzing the development trends in social tourism in Krasnoyarsk Krai, we can observe the growth of sanatorium tourism.

The Strategy for the Tourism Development in the Russian Federation for the period up to

2035 indicates implementing the social function of tourism as an important task of stimulating demand for tourist services. This is an increase in the tourism availability for people who are not able to travel on their own, as well for persons experiencing the greatest needs for recreation and health improvement. The social tourist flow and, above all, children are key group for stimulating demand.

The system of subsidizing Russian tourist products sold by tour operators to citizens of the Russian Federation and foreign citizens can be the basis for stimulating demand and ensuring the availability of a tourist product in accordance with the Strategy.

The main elements of this system are:

- subsidizing the charter transportation of tourists to priority tourist areas;
- subsidizing the special tours for certain groups of population, including as part of the developing children's tourism, health tourism, organized tours for disabled people, pensioners, etc.;
- partly cost recovery for tour operators who create new tourist routes on the territory of the Russian Federation;
- providing conditions for the further development of the dynamic pricing system for a tourist product.

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