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**Prospects of development of internal tourism**

**in the residential suburb of Khabarovsk**

*Value of internal tourism for the development of economy in a case of present economic and social situation is shown in this article. Perspective vacation spots, and also the directions for further development of internal tourism in the residential suburb of the Khabarovsk territory are considered. Several variants of development of internal tourism by creation of a complex tourist's product or a tourist route are offered, and also the proposals of respondents on the further prospects of development of internal tourism in the territory of the Khabarovsk territory are formulated. Tables, formula, figures, according to the sociological poll are given in the article.*

**Перспективы развития внутреннего туризма**

**в пригородной зоне города Хабаровска**

*В статье показано значение внутреннего туризма для развития экономики при нынешнем социально-экономическом положении. Рассмотрены перспективные места отдыха, а также направления для дальнейшего развития внутреннего туризма в пригородной зоне Хабаровского края. Предложено несколько вариантов развития внутреннего туризма путем создания комплексного турпродукта или туристского маршрута, а также сформулированы предложения респондентов о дальнейших перспективах развития внутреннего туризма на территории Хабаровского края. В статье приведены таблицы, формула, цифры, согласно социологическому опросу.*

***Keywords:*** *tourism, internal tourism, residential suburb, tourist route, prospects of development, the Khabarovsk municipal district, city agglomeration.*

***Ключевые слова*:** *туризм, внутренний туризм, пригородная зона, туристский маршрут, перспективы развития, Хабаровский муниципальный район, городская агломерация.*

Development of internal travel and tourism puts a number of problems which true value can be understood under a condition if they are considered in the context of a new view on the tourist activities which are understood as covering the all set of people movements of temporary character which aren't connected with the benefit extraction.

Today's the crisis situation in economy and the adverse conjuncture in the market of tourist services connected with the deficit of demand for tours abroad forced people to look differently at the rest opportunities within the country.

At the same time, modern financial and economic crisis left "the mark" on development of the industry of rest and entertainments in the Khabarovsk territory. Tourists choose closer, inexpensive directions allowing reduce duration of the trips, their frequency, expenses during the travel. At the moment for the main part of citizens a rest only near the permanent addresses is possible. As a result, reorientation of the inbound tourism flows to the internal was planned: sharply demand for the budget travel in a residential suburb increased.

The residential suburb of the Far-Eastern capital is allocated in a special tourist zone which is characterized by a representative range natural, and also by the availability of welfare tourist resources.

It is necessary to recognize that in the case of all variety of components of the tourist and recreational potential, its wealth and availability, its popularity and demand the tourist and recreational industry in the residential suburb of Khabarovsk is far from perfect. Therefore the important task to program the joint activities of all concerned parties for the development of this direction of economy, ensuring the complexity and agreement of all the components of tourism and a recreation which are present and functioning in its territory for achievement of the main goal – ensuring the high-quality, attractive and civilized rest of people.

For evaluation of the tourist potential of the residential suburb of Khabarovsk (we take the Khabarovsk municipal district in attention, further – the district) the social research was conducted. The results of research confirmed that the market of recreational services is possible and is necessary to consider as the direction, priority for the district. First, a large number of citizens and residents of the district leave to have a rest on its territory in the form of picnic and beach tourism. Secondly, the need in services for physical culture and mass sport, different types of improvement, in services of culture and the objects of traditionally amateur and folk arts is observed.

Now such leisure is initiated by the vacationers, not organized and performed in a "wild" way, not answering to the relevant standards and not provided with the sufficient infrastructure and safety. Organization and lobbying of this process certainly will lead to the fact that the having a rest citizens will receive a set of recreational services for carrying out the leisure.

The survey results also showed that tourists are a little informed on the objects of tourism existing in the residential suburb of Khabarovsk. The most known and most popular vacation spots, on the survey results, are the recreation facilities: "Zaimka" (94%), "Voronezh" (68%), "Dubrovka" (36%), "Cafe 13 km" (31%).

According to the data provided by the administration of the Khabarovsk municipal district, every year the subjects to tourist display of the district visit about 260 thousand persons. It is confirmed by the results of polling research which showed that within the residential suburb of the Khabarovsk city agglomeration about 90% of people in all groups of respondents have a rest. However on the poll of respondents becomes clear that the motives of visit of this or that object depend on many factors. They are: preferences of children, the next distance from the house, the price and quality of provision of services.

In the description of tourist objects on the websites and in the advertizing booklets the beautiful picture in it is painted always, of course, and there is all sense of the advertizing campaign, but it is always necessary to consider "Foo's factor" (a youth slang) which extends to the all service sphere. What modern and magnificent weren't the vacation spots and tourist complexes, always will be such who weren't pleased. It isn't omission of any point in management of the object though such points become more and more recently, and more likely the matter is in psychological behavior of the person consumer who has the right to show his opinion [1].

As it was already told above, for provision of the high-quality services the quality tourist's product which could interconnect several subjects to the tourist observation with different services (food, accommodation, entertainment etc.) for reasonable price is necessary.

The author offers to consider the routes of "day off" which pass in the main directions of the transport and logistic network of Khabarovsk and its residential suburb. Proceeding from the survey results of population and a personal research, the most perspective and investment and attractive directions of internal tourism to further development are Krasnorechensk, Voronezh and Komsomolsk. For example, we will consider one of such routes (tab. 1).

*Table 1*

**Route “Krasnorechenskiy”**

|  |  |
| --- | --- |
| **Time** | **Direction of a route** |
| 9:00 | departure to the village of Bychikha, the Big Khekhtsir national natural park |
| 10:00 | excursion along the ecological route "The taiga fairy tale" in the Big Khekhtsir national natural park |
| 11:30 | visit of the museum of the Nature (it is placed in the administrative case of the reserve) |
| 12:00 | departure to the cultural and tourist complex "Russian Village" |
| 12:20 | excursion on the cultural tourist Russian Village complex |
| 12:40 | holding master class |
| 13:40 | departure to the recreation facility "Gold Pheasant" |
| 14:00 | lunch in the recreation facility "Gold Pheasant" |
| 15:30 | transfer in the village of Kazakevichevo |
| 16:00 | visit of the local history museum at the school of the village of Kazakevichevo "Here is the Russia’s boundary" |
| 16:20 | visit of the observation deck (observation of the orthodox chapel of Vladimir Damasskiy on the island Big Ussuriyskiy) |
| 16:40 | passing of the ecological track of the village of Kazakevichevo |
| 17:10 | transfer to the village of Roshchino, the rest complex "Fairy tale" |
| 17:30 | dinner in the rest complex "Fairy tale" |
| 19:00 | departure to Khabarovsk |

During the route the group is accompanied by the head who also carries out the role of a guide, telling on the way about the subjects to tourist observation which are included in the route. The route – Khabarovsk – the village of Kazakevichevo – passes on the road with the asphalted covering.

The excursion program includes the visit of the Big Khekhtsir national natural reserve. The Big Khekhtsir nature reserve offers fascinating walk on the ecological track in the reserved forest. Extent of the route is 1,5 km lasting about one and a half houres. Throughout the all route the forest repeatedly changes: secondary mixed, inundated, fir grove, coniferous and broad-leaved. The route – flat, foothill, mountain. The track is located in the picturesque place, along the purest around the stream Sosninskiy which originates from the top of the Big Khekhtsir ridge. The route is followed by the story of the guide. Visit of the museum of nature is planned. Visitors of the museum accompanied by the guide get acquainted with the collections of insects, bird's nests, animal traces. Besides, the 10-minute video about the Big Khekhtsir nature reserve is offered to the visitors.

Further the walk through the cultural tourist Russian Village complex, visit of the museum of the Russian crafts and creativity of indigenous ethnic groups of the North, master class in the making the souvenir are offered [2].

Visit of the museum "Here is the Russia’s boundary" includes the excursion programs in the village of Kazakevichevo, such as: archaeological "The most ancient pages in the history of the village of Kazakevichevo"; military history "Nobody is forgotten, nothing is forgotten", "Traditions and life of the Ussuriysk Cossacks". Visit of the observation deck – the memorable place connected with the Russian pathfinders: V.D. Poyarkov and E.P. Khabarov; establishment in the 19th century of the first military Cossack post "Ust’-Ussuriyskiy", disembarkation of the first residents of the Cossack village; construction of the orthodox Ust-Ussuriyskiy chapels. Observation of the orthodox chapel of Vladimir Damasskiy on the Big Ussuriysk island. Pass on the ecological track: observation of natural objects.

The program of the route “Krasnorechenskiy” provides the active cultural and informative recreation for the student's youth, school students of educational institutions of the Khabarovsk territory, and also for the families with children.

In view of the target segment chosen by us (with the low income level) the cost of this route shall be extremely available. In the route cost “Krasnorechenskiy” are included: transfer, transport servicing along the route of excursions, food, tickets of admission in the museums, master classes.

To calculate the cost value of a route without the overhead accounting counting on one tourist, it is necessary to plus the all costs carried to one tourist on a formula:

Sm. =*Rfr.* + *Rf.* + *Rex* [3],

where: Sm – cost value of the tour on one tourist; *Rfr* – freight charge of one tourist; *Rf* – cost of food of one tourist; *Rex* – cost of excursion servicing of one tourist.

At the rate of the food cost (lunch, dinner) in the country cafes (600 rub/people), excursions and master classes (1850 rub/people), transportations (619 rub/people) it is possible to calculate approximate cost value of this route: *Rr* = 600+619+1850=3069 rub/ people.

This sum is approximate and can also change taking into account actions, special offers and changes in the price for transit fares and food.

Despite the quite large sum of a tour for the whole day, most of the interviewed respondents among which there were the reference groups "youth" and "a complete family with children", considered such amount quite acceptable.

The route in this direction was tested in 2012 and offered for consideration as the internal tourist product to the representatives of travel companies of Khabarovsk. Also the author offers to consider the other routes in the perspective tourist directions in the territory of the Khabarovsk municipal district (tab. 2).

*Table 2*

**Types of tourism and subjects to the tourist observation on the perspective directions of development of internal tourism in the Khabarovsk district**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Direction** | **Voronezh** | **Komsomolsk** | **Krasnorechensk** | **Vladivostok** |
| **Type of tourism** | **Family, entertaining, improving tourism** | | | |
| 1. | Recreation facility "Dubrovka" | Recreation facility "Dal’ ZhASO" | Recreation facility "Gold Pheasant" |  |
| 2. | Ecological park "Voronezh" | Medical center of unloading and dietary therapy "Forest glade" | JSC Rodnik "Zdorovya" |  |
| 3. | Hotel complex "Antalya" |  | Rest complex "Fairy tale" | Rest complex "13 km" |
| 4. | | Hotel complex "Elita" | Center of rest "Matveevsk Settlement" | Recreation area "Village fence" |  |
| Sanatorium dispensary "Railroader" | Leisure entertainment complex "Red beacon" | Hotel "Karat" |  |
| 5. | |  |  | Tourist complex "Zaimka" |  |
| 6. | |  |  | Sanatorium of Ussuri |  |
| **Type of tourism** | | **Sports and extreme tourism** | | | |
| 1. | | "Northern Canyon" skiing lodge | Horse-racing club "Chistopolye" |  | Sports club of labor unions "Spartak" |
| 2. | |  | Horse-racing club "Kobylkino schastye" |  | Paintball club "Plastun" |
| 3. | |  | Sports and shooting complex "Volkonskiy" |  |  |
| 4. | |  | Autorace circuit of "KhabAvtoRing" |  |  |
| **Type of tourism** | | **Cultural and informative, historical** | | | |
| 1. | | Zoo "Priamurye" of V. Sysoyev |  | Creative center "Lad’" |  |
| 2. | |  |  | Cultural and tourist complex "Russian Village" |  |
| 3. | |  |  | Museum "Here is the Russia’s Boundary" |  |
| **Type of tourism** | | **Ecological, rural, ethnographic tourism** | | | |
| 1. | |  | Farmstead of Shchepkovoskiy | Farmstead of Aysin |  |
| 2. | |  | The welfare center – the museum of Sikachi Alyan | Big Khekhtsir national natural reserve |  |
| 3. | |  | Museum room "the 88th international shooting crew of the Far-Eastern front 1942 – 1945" |  |  |
| 4. | |  | Community "Relatives", ethnic center "Nanaian Settlement" |  |  |
| 5. | |  | Ecological-tourist complex "Village" |  |  |

It should be noted such fact: to organize one tour to one settlement, it is necessary to carry out huge work with the locals who won't manage two "round tables" for discussion of the problems. Here the built policy of involvement of the local population in the society by visual demonstration of the tourist capacity of the district, holding the large-scale actions with the organization of products fairs of the local production, distribution of booklets and the other printed material is necessary.

Undoubtedly, "push" is necessary for ensuring the high-quality provision of tourist services in any district (in the megalopolis or the rural settlement), at best from the state. The concept, the sustainability programme of the district shall reflect the preferences of inhabitants, (for them everything is made), to establish the important principles of creation of work with the local population, interaction with the entrepreneurs. Planning of tourism has extremely important value because the overwhelming amount of tourism development is connected with the sights and types of activity relating to the environment and historical heritage of the region [4]. If these resources will worsen or collapse, then the tourist areas won't be able to attract the tourists, and the tourist industry won't be successful and effective.

During the research it was offered to the respondents to express the opinion on effective directions and methods of sustainable development of the tourist area in any form. The received opinions were a little corrected (from the point of view of formulations correctness) and as a result represent the following conclusions. It is necessary:

1. Preserving and reproduction of the tourist resources. Maintenance and subsidizing of tourist resources of the area for the purpose of their further reproduction. Preserving of the structure of a natural subsystem, satisfaction of vital, material and spiritual needs of the locals.

2. Ecological planning of tourism. Careful observation, analysis and accounting of all elements of the environment by determination of the most reasonable type and placement of the objects in the course of building.

3. Interaction and accounting of interests of the local population. Involvement of the local society in the planning process and development. Development of those types of tourism which bring benefit to the local society.

4. High-quality tourism. Providing a rational price relation and a quality. Orientation of the region to the tourists belonging to the "average" class with provision of the high-quality services.

Having analysed a condition of internal tourism in the residential suburb of Khabarovsk taking into account opinion of the population, the author drew the following conclusions:

- the residential suburb of Khabarovsk is in demand for the local population and the visitors of tourists due to the availability of natural landscape and a large number of objects providing the tourist services;

- at the population the objects reckon with the provision of services of public catering, sports equipment and hire, availability of the playground and the well-groomed territory are the popular vacation spots;

- in the residential suburb of Khabarovsk the complex tourist product is necessary taking into account preferences of the consumers for sustainable development of internal tourism, and also interaction of the population with the authorities of all structures and the representatives of tourist business;

- the local population is ready to keep development of internal tourism in the region by involvement them in new projects.

There is a wish to note that development of internal tourism will be able to exert the considerable impact on forming of the steady social groups which will approach consciously to the choice of preferences, being based on the opportunities and desires. Present difficult situation in the national economy shall influence exclusively positively the internal tourism, an involvement of the local population into the life of the city, district, village [5]. Commercialization of the tourist services let until waits for the best hour, the tendency to personalisation of the rendered services, promotion of the healthy lifestyle values, social equality and respect, social-and-ecological responsibility amplifies today.

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