

FUNDAMENTAL DIRECTIONS OF SARATOV REGION TOURIST COMPLEX DEVELOPMENT

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In the article the fundamental directions of the Saratov region touristic complex development: cruise business, sanatoria and rehabilitation tourism are considered. Special attention is given to the typical traits of employment in the touristic complex.

By the beginning of the XXI century tourism has become a global social and economic phenomenon. Foreign experts say that now tourism sphere accounts for 11.8 % of the world GNP, 9.8 % of global workplaces, 12 % of world investments all over the world.

Tourism is one of the most labour-consuming sectors of the economy with high direct employment in the sphere of rest and travel that has a number of features. According to some experts, the main feature of working in tourism is the absence of qualification, as mechanization and automation are poorly presented in the given sector of services. The process is based mainly on manual skills and direct contact with the client. A number of research confirm that 80 % of tourism industry work is common labour. The next features of tourism labour market are low wages, rather long working week with specific work schedule.

The Saratov region possesses considerable tourist potential, but the main attraction of the region is the Volga river that focuses the development of the tourist complex on the use of water resources. Water resources occupy a special place in the frames of tourist resources structure. In Russia in 1991 about 60 % of tourist centers and more than 90 % of establishments of suburban rest, 55 % of sanatoria, 80 % of boarding houses and rest houses were located on the river banks.

The basic directions of tourist complex development in the Saratov region, being based on water resources, are the development of cruise business and tourism direction plus sanatorium-and-spa tourism.

Today the Saratov region is the passing point for about twenty river routes with a cruise fleet of five large shipping companies serving tens of thousands of tourist that run along the

Volga. The region also possesses rich traditions of river travel organization.

Camp site holidays have the same great value at the river tourism. This kind of tourist establishment appeared as a result of the Soviet resort and recreation system. As a rule, various enterprises, whose activity is far from tourism, own camp sites, which have been intended basically for family rest.

After 1988 the reduction of the total number of places and the capacity of the recreational establishments was obvious, especially in 1991-1992 connected with the deterioration in the economic situation of the country and with the crisis in recreational sphere development. In 1991 there were 12270 recreational establishments with total capacity of 2.1 million persons [5, with. 19]. And in 2000 the sanatorium complex of the Russian Federation totaled 4468 sanatoria and rest establishments with 810 thousand places. The reduction of sanatorium-and-spa complex has considerably affected personnel employment. The employment in this sphere was reduced in geometrical progression.

Thereupon, we have got very interesting results of studying the population demand for tourist services in the Saratov region in 2000-2004. According to the questionnaire by the ministry of youth policy, sports and tourism of the Saratov region together with the chair of management of tourist business of the Saratov state technical university 50 % of tourists named Europe as their holiday destination; 32 % - southern territories of Russia; 6 % - Australia, Africa; 6 % - the Far East; 6 % - Volga region. The most popular tourist routes were: rest at the sea - 25 %; rest on the Volga - 20 %; rest abroad - 16 %; cruises along the Volga - 12 %; shop tours - 8 %. The promising directions

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of internal tourism in the Saratov region (with five-point scale) have been named: rest on the Volga - 5; cultural tourism - 3; sports tourism - 3; museum tourism - 3; business tourism - 2,76; ecological tourism - 2,6; extreme tourism - 2,6. This shows how popular the rest on the Volga in our region is (6, p.158). Economic-sociological research shows that 81 % of potential holiday-makers in the Saratov region would prefer the rest on the Volga. If they could choose how to spend the holiday on the Volga, 41 % would select a comfortable camp site, 33 % - an economy class camp site, 16 % - a yacht, 10 % - a camping or a tent site.

Thus, while working out the plans of tourist complex strategic development on the Volga coast within the Saratov region it is necessary to pay attention to cruise of business and sanatorium-and-spa tourism development, the improvement

of material resources in this sphere of tourism, that in certain degree will promote employment growth in these segments of regional tourism.

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