



ASSOCIAÇÃO DE POLITÉCNICOS DO NORTE (APNOR)
INSTITUTO POLITÉCNICO DE BRAGANÇA

**Improving the competitiveness of rural areas in the aspect of rural
tourism development**

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Final Dissertation submitted to *Instituto Politécnico de Bragança*

To obtain the Master Degree in Management, Specialisation in Business
Management

Supervisors:

Paula Odete Fernandes

Olga Kosenchuk

Bragança, July, 2017.



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Abstract

Global urbanization of the population has reduced the level of economic employment of the rural population, but at the same time has provided new opportunities for the development of rural areas. A promising direction of development is the organization of tourist activities in rural areas. Rural tourism contributes to increasing the incomes of the rural population, reducing the outflow of the rural population, preserving cultural traditions.

This is a fairly young line of tourism for Russia. In the thesis the prerequisites for the development of agrotourism in the Siberian region on the example of the Omsk region are considered, the agro-tourism potential of each district of the region was assessed.

To conduct the study, statistical information was collected on the presence in the Omsk region of existing agro-tourism projects, natural, geological and architectural objects suitable for agrotourism, the existence of centers of folk crafts and national cultures. The received statistical information was grouped into four zones.

Based on the data obtained, a SWOT analysis of rural tourism in the Omsk region was carried out. To assess the agro-tourism potential, the integral and rating indicators were calculated. The analysis allowed to make a rating of areas of the Omsk region in terms of agrotourism potential.

Based on the results of the analysis, the region of the Southern forest-steppe zone has the highest potential for the development of agro-tourism. Based on the results of the rating assessment, the leader is the Kalachinsky district. However, based on the results of the conducted evaluations, it is possible to judge the existence of conditions for the development of agro-tourism in all areas of the Omsk region. The obtained results allowed giving recommendations on increasing the level of development of agro-tourism in the Omsk region.

Keywords: rural tourism, development of rural areas, competitiveness of rural areas, Omsk region, evaluation of agro-tourist potential.

Resumo

A urbanização global da população reduziu o nível económico de emprego da população rural, mas ao mesmo tempo proporcionou novas oportunidades para o desenvolvimento das áreas rurais. Uma direção promissora de desenvolvimento é a organização de atividades turísticas nas áreas rurais. O turismo rural contribui para aumentar os rendimentos da população rural, diminuindo a saída da população rural e preservando as tradições culturais.

Esta é uma linha de turismo bastante jovem para a Rússia. Na presente dissertação, foram considerados os pré-requisitos para o desenvolvimento do agroturismo na região da Sibéria com o exemplo da região de Omsk, avaliando-se o potencial agroturístico de cada distrito da região.

Para realizar o estudo, foram recolhidos dados estatísticos sobre a presença na região de Omsk de projetos de agroturismo existentes, objetos naturais, geológicos e arquitetónicos adequados ao agroturismo, a existência de centros de artesanato e culturas nacionais.

Com base nos dados obtidos, foi realizada uma análise SWOT do turismo rural na região de Omsk. Para avaliar o potencial de agro-turismo, os indicadores integrais e de classificação foram calculados. A análise permitiu fazer uma avaliação das áreas da região de Omsk em termos de potencial de agro-turismo.

De acordo com os resultados obtidos verificou-se que a região Sul possui o maior potencial para o desenvolvimento do agro-turismo. Os resultados permitem ainda concluir que o distrito de Kalachinsky é o que apresenta valores mais elevados. Porém, com base nos resultados das avaliações realizadas é possível avaliar a existência de condições que levam ao desenvolvimento do agro-turismo em todas as áreas da região de Omsk. Os resultados obtidos permitiram ajudar a apresentar recomendações sobre o aumento do nível de desenvolvimento do agro-turismo na região de Omsk.

Palavras-chave: Turismo rural, desenvolvimento das zonas rurais, competitividade das zonas rurais, região de Omsk, avaliação do potencial agroturístico.

Резюме

Глобальная урбанизация населения снизила уровень экономической занятости сельского населения, в тоже время предоставила новые возможности для развития сельских территорий. Перспективным направлением развития выступает организация туристической деятельности в сельских регионах. Сельский туризм способствует увеличению доходов сельского населения, сокращению оттока сельского населения, сохранению культурных традиций.

Это достаточно молодое направление туризма для России. В диссертации рассмотрены предпосылки развития агротуристической деятельности в Сибирском регионе на примере Омской области, был оценен агротуристический потенциал каждого района области.

Для проведения исследования была собрана статистическая информация о наличии на территории Омской области действующих агротуристических проектов, природных, геологических и архитектурных объектов, пригодных для ведения агротуристической деятельности, о наличии центров народных промыслов и национальных культур. Полученная статистическая информация была сгруппирована по четырем зонам.

На основе полученных данных был проведен SWOT анализ сельского туризма в Омской области. Для оценки агротуристического потенциала были рассчитаны интегральный и рейтинговый показатели. Проведенный анализ позволил составить рейтинг районов Омской области по уровню агротуристического потенциала.

По результатам полученного анализа наивысшим потенциалом для развития агротуризма обладает район Южной лесостепной зоны. По результатам рейтинговой оценки лидером является Калачинский район. Однако по результатам проведенных оценок можно судить о наличии условий для развития агротуризма во всех районах Омской области. Полученные результаты позволили дать рекомендации по повышению уровня развития агротуризма в Омской области.

Ключевые слова: сельский туризм, развитие сельских территорий, конкурентноспособность сельских территории, Омская область, оценка агротуристического потенциала.

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Acronyms

NM - Natural Monument

SNR - State Natural Reserve

UGO - Unique Geological Object

GDP - Gross Domestic Product

OTU - Operating Territorial Units

DMO - Destination Marketing and/or Management organizations

TRP - Tourist Recreational Potential

km - kilometre

sq. km - square kilometre

g/l - gram per litre

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Introduction

Agrotourism is the sector of the tourist industry oriented to use of natural, cultural and historical and other resources of rural areas and its features for creation of a complex tourist product. The positive social component of rural tourism consists in employment of country people in the field of services in the village. Therefore, development of this direction can be considered as a way of social development of depressive rural areas, which allows to stop degradation of the rural areas suffering from permanent outflow of the population, in particular, on a work absence reason.

An important problem for the region today is the lack of an organizational and economic mechanism for creating and integrating the agro-tourism potential of the Omsk region. This problem arose in connection with the need to improve the level of development of rural areas in the region, which are currently in crisis. One of the main directions for the withdrawal of these territories from the crisis is the diversification of the rural economy. The specificity of the Omsk region, its territorial and historical and cultural features will allow us to define new directions for diversification through the development of agro-tourist potential.

The urgency of the research is to improve the organizational and economic mechanism of involving the population in agro-tourist activities on the basis of identifying and using the territorial and historical-cultural characteristics of the countryside.

The main objective of the study is to analyse the rural tourism potential in the Omsk region. The main specific objectives of the study are:

- Research of the basic scientific positions of scientists in the field of regional tourism economics and approaches to the objective vision of the tourism potential of the territories by scientists;
- Carrying out an analysis of the actual used and potential opportunities for the development of agro-tourism in the Omsk region;
- Development of the organizational and economic mechanism for the formation and development of agro-tourism in the Omsk region.

In the first place, information was collected about the presence on the territory of the Omsk region objects that are suitable for the conduct of rural tourism activities. SWOT analysis of rural tourism of the Omsk region is carried out. The integral and rating methods for assessing the tourism potential of rural areas were used for the study. The identification and assessment of potential opportunities for the development of agrotourism in the Omsk region are carried out both at the level of individual rural areas and the region as a whole.

Successful implementation of the proposed mechanism will help increase the employment of the rural population, promote the preservation of small settlements, rational use of natural resources through the use of unused land in rural areas, consolidate young people in rural areas, develop the engineering and social infrastructure of rural settlements, and replenish local budgets.

The first section of the thesis was devoted to the study of literature on the concept of agrotourism, its role in the development and enhancement of the competitiveness of the territories. And also approaches to the evaluation of agrotourism potential were considered. In the second section, the current level of agrotourism development in Russia and the Omsk region was highlighted. In the third part, the methodology for conducting the study was thoroughly examined: goals were set, data collection and analysis was described. In the fourth part, the results were presented. In conclusion, recommendations were given for the development and enhancement of the competitiveness of rural areas.

1. Literature Review

1.1. Definition of rural tourism in concept of development

At present, the urban population is increasingly growing need for recreation in nature. Urbanization, bad ecology and other negative factors of modern life form the desire of residents of megacities to relax away from the city vanity in the open air. In 2016, 1.7 billion people -23 per cent of the world's population- lived in a city with at least 1 million inhabitants. According to projections by 2030, 27 per cent of people worldwide will be concentrated in cities with at least 1 million inhabitants. Moreover, between 2016 and 2030, the population in all city size classes is projected to increase, while the rural population is projected to decline slightly. And by 2030 the population of rural areas will slowly decrease from 45 per cent to 40 (United Nations, 2016). The contribution of tourism to employment is also expected to rise from 8.1%, or 235,758,000 jobs across the world in 2010, to 9.2%, or 303,019,000 jobs, by 2020 (Daniloska & Naumova-Mihajlovska, 2015). This renewed the debate on the relative merits of different approaches to regional development (McFarlane, Blackwell, Mounter, & Grant, 2016). This opportunity is provided by agrotourism, with all its possible varieties and forms.

It is important to recognize crucial factors for development of territories. According to Trukhachev (2015), in most developed countries the rural community does not have a decisive influence on the gross domestic product (GDP), but at the same time they are absent in other sectors. This is where the annual choice arises: the resources for economic growth in a short or sustainable environment and the preservation of rural communities for future generations in the long term. In any case, rural communities in all respects suffer from industrialization and urbanization. In such a transition from "pure rural" to "industrially rural" society, rural development is necessary. Sustainability in rural areas is not just sustainable economic growth. The concept of sustainability in rural areas should integrate environmental, economical, cultural and social factors. Every component is of importance. However, the last factor is the critical one. The specification of agricultural production determines the main bottleneck: the possibility of replacing labor and land with capital in the region is limited. Moreover, people who are attracted to

higher standards of living in urban areas tend to leave traditional rural areas (Erokhin et al., 2014). That is why the vital issue is how to retain rural inhabitants in their traditional environment by means of provision of sustainable employment and income.

World practice shows that primarily agrotourism was designed to stimulate domestic tourist flows and was intended for compatriots, and in the course of its development it became attractive to foreigners. Agrarian tourism in many countries of the world has turned into a big sector of the tourism industry, focused on the use of various resources of rural areas, natural, cultural, historical and other resources for the creation of a comprehensive tourism product (Ostapenko, 2013).

The importance of rural tourism has been widely recognized as an important factor in the development of rural areas (Sasu & Epuran, 2016). It is difficult to find the concept of a common understanding of this type of tourism, because it is a single term that covers more types of tourism, such as (Sasu & Epuran, 2016):

- agrotourism – this form of tourism uses the farm as the main place for activities. The word “agrotourism” may include several ideas, which can be defined as individual – related to particular regions, or more general – related to society as a whole, for example creating and improving technical and social infrastructure of the countryside. Indeed, agrotourism can improve the lives of village dwellers. agrotourism on local development includes local job creation, provision of additional incomes, labour gap filling, local cooperative development, plus empowerment and control, especially for women through the distribution of new skills, sources of income and qualifications (Karampela, Kizos, & Spilanis, 2016). In this context, agrotourism is increasingly seen as a “desirable diversifier” for local and regional economies, not least because it is one of the positive external factors that influence its role in increasing the supply of local services, as well as the less obvious social contribution to Expansion of places of rest, especially in marginal peripheral regions (Butler & Rogerson, 2016). What is typical for agrotourism, is that tourists spend the night in peasant houses, and not in specially arranged places, such as boarding houses or hotels. Tourists actively participate in daily chores, hence the authentic nature of the tourist experience (Sasu & Epuran, 2016).

- ethnic tourism – it is highly based on involving the locals, especially the minority population of a rural settlement, by displaying their way of life in front of tourists. It is characterized by clearly defined ethnic, linguistic and cultural components (Sasu & Epuran, 2016). Most studies define ethnotourism as a visit to exotic and peripheral areas inhabited by small, isolated ethnic groups. It can be traveling to friends or relatives, revealing their ethnic experience in other locations (Yang & Wall, 2014). This kind of tourism can be both internal and external. Internal ethnotourism is characterized by visits to remote villages by urban residents with a view to acquaintance with people's lives, culture, folklore and linguistic specialties. External ethnotourism is usually associated with a visit to the places where the person was born or his relatives were born. This type of tourism is sometimes called nostalgic tourism, which was distributed in our country in the second half of the last century (Bondarenko & Rimskay, 2015). Ethnic tourism tends

to commoditize minority cultures, while the economic benefits produced through such commoditizing can accelerate the development of minority areas (Yun & Zhang, 2017). Ethnic tourism has emerged as a means that is employed by many countries to facilitate economic and cultural development and to assist in the preservation of ethnic heritage. However, while ethnic tourism has the potential to bring economic and social benefits it can also significantly impact traditional cultures, ways of life and the sense of identity of ethnic groups.

- ecotourism – according to The International Ecotourism Society, ecotourism is about uniting conservation, communities, and sustainable travel into one form of tourism that is not harmful to the environment or to the people who practice it. In order for tourism to be environmentally friendly, it must fulfill certain conditions, such as: protect and preserve nature, use local resources (both human and material), have an educational purpose, the activity should have a less negative impact on the environment (Sasu & Epuran, 2016). Ecotourism operations employ practices that have minimal negative impacts on the environment and local cultures. Tours focus on natural destinations and rotate the routes they travel and the sites they visit. Participants gain an understanding of their surroundings and how human activity -including their own- affects the ecosystem. Local communities and indigenous populations are involved in managing ecotourism and reap economic benefits from it. The revenues produced by ecotourism are used to help preserve the natural environment.

- creative and culture tourism are similar in the sense that both use culture as their basis, around which a series of activities are produced. The main difference between cultural tourism and creative tourism is that in the first one there are often tourist groups traveling with a guide who interprets the culture for them, while the latter involves tourists who actively learn about the surroundings, and always look for more engaging experiences for their personal development (Tan, Tan, Luh, & Kung, 2016). In rural areas, activities such as courses, seminars and presentations of food or traditional items are organized. Creative tourism must be a means of involving tourists in the creative life of the destination, a creative means of using existing resources, a means of strengthening identity and distinctiveness, a source for recreating and reviving places (Sasu & Epuran, 2016).

- culinary tourism – food and wine routes – culinary tourism is part of cultural tourism, but because of the nature of its activities and principles, it can be perceived from a rural perspective, as well. In general, tourists tend to find and taste traditional dishes typical of a certain place (Sasu & Epuran, 2016). The experience of local cuisine can be a catalyst for learning a new culture, by getting to know the manufacturer, as food is a pleasant culinary experience. Culinary tourism can be defined as a tourist trip, during which the consumption or experience of local food and beverages is expressed in various food-related activities, regardless of whether local food is not the main purpose of the trip (Wijaya, Morrison, Nguyen, & King, 2016). This type involves the preparation of various dishes according to recipes, common in a certain area. Important here is that the original food products must be prepared from those resources that are in a given rural area. The tourist gets acquainted with the basic original recipes of the

village cuisine. He was also invited to participate in cooking, liked various dishes. Rural residents - organizers of culinary tourism should provide control, both the quality of cooked food and its basic components. They help to choose the necessary recipe and correctly handle the desired component of the dish.

According to the results of the studies, five indicators can be distinguished, which should correspond to agrotourism. Agrotourism should be:

- 1) addressed to nature and based on the use of predominantly natural resources;
- 2) not causing damage or minimizing damage to our habitat, i.e. environmentally sustainable;
- 3) aimed at environmental education and education, on the formation of relations of equal partnership with nature;
- 4) caring for the preservation of the local socio-cultural sphere;
- 5) economically effective and ensuring sustainable development of those areas where it is implemented.

1.2. The role of tourism in development of rural territories

Rural tourism is one of the most fast growing economic segments that deals with challenges and opportunities of global competitive market (Snieška, Barkauskienė, & Barkauskas, 2014). Sustainable development is mostly understood as a holistic concept with complex interrelation between social, economic, and environmental aspects of development (Daniloska & Naumova-Mihajlovska, 2015).

1. Economic aspect:

- use of not costly resources (natural, sociocultural and historical heritage) is preferential;
- in a situation of degradation of rural regions and crisis of the agrarian sector agrotourism acts as an income source for rural population;
- attachments in improvement of own house or estate that leads to increase in their market value and attractiveness for tourists.

2. Sociocultural aspect:

- interaction of villagers with citizens (effect of psychological and cultural mutual enrichment at communication);
- the self-assessment of residents of the village owing to a demand of the offer of local community raises.

3. Ethnocultural aspect:

- an opportunity to activate cultural and historical resources;
- distribution and promotion of cultural national traditions.

4. Personal aspect:

- development of the personality, first of all, accepting: need to acquire new knowledge, skills, to improve skills for the organization of reception of guests, etc.;
- increase in a self-assessment of the personality: awareness of independence, a support on own forces and resources of own economy.

Planning for sustainable tourism development should help plan for environmental conservation and includes many research and analysis before deciding on the direction of development (Angelevska-Najdeska & Rakicevik, 2012). The sustainable development of tourism ensures the integrity of the place, because travelers are aware of the importance of preserving sites that emphasize local character, architecture, traditional cuisine, heritage, aesthetic values and ecology. In exchange, tourism revenues increase local experience and bring great benefits to local residents and tourist institutions (hotels, motels, restaurants, travel agencies, etc.). Employers tend to hire and train more local residents. Tourists tend to buy local products and use local services. Sustainable tourism saves resources, teaches to respect local culture and traditions, does not abuse food, weighs quality, not quantity, means exceptional trips and satisfied customers. Satisfied, excited visitors bring with them new knowledge and direct their friends to try the same thing, visit these places and experience the same beauty as they themselves, thus ensuring the continuity of operations and destination (Angelkova, Koteski, Jakovlev, & Mitrevska, 2012). In addition, rural tourism can act as a development tool for the revitalization of already-declining traditional industries. Rural tourism stimulates local economic by establishes foreign sources of revenue. Tourism provides people in rural areas with a means of securing economic advantages; thus, rural tourism is increasingly viewed as a tool for improving economic and social conditions by providing the farming, craft, and service sectors with a supplementary source of income; an opportunity to realize the economic value of specific high quality locally produced food products; and the opportunity to reevaluate their heritage symbols and identity. These benefits result in economic growth with new sources of income and employment created through tourism (Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017).

The development of rural tourism at the community level means that the community plays a decisive role in the development of tourism. Village residents can specialize in certain cases, such as growing cattle, planting vegetables, producing local crafts and organizing cultural events and entertainment. The localization of the supply chain encourages the use of local labor and local materials to maximize the benefits to the community (Giannakis, 2014; Streimikiene, & Bilan, 2015).

Rural development is a deliberate process of sustained and sustainable economic, social, political, cultural and environmental change, designed to improve the quality of the life of local population of a rural region. Although tourism in general is not mentioned into the original definition, it is not hard to conclude that it can be incorporated into sustainable development concept if it respects its three main principles (Figure 1) (Daniloska, & Naumova-Mihajlovska, 2015).

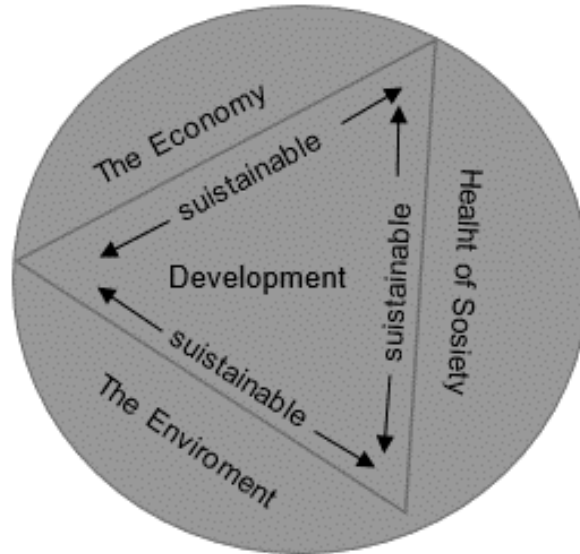


Figure 1. Sustainable development triangle.

Source: Daniloska and Naumova-Mihajlovska (2015, p.2).

Economic development leads to more productive use of resources and provides more opportunities for producers and consumers and increased human well-being. Rural society with its resources - natural, financial, human and managerial - is the object of rural development, subordinated to the relations of regional development. Regional development theory provides the following definition of rural development: a change that includes not only certain economic indicators but also the welfare of the rural population in order to solve their basic problems and seize opportunities for economic growth. Residents of the region participate in its development and bear the consequences (Surchev, 2010). Tourism can influence host communities economically, socially, and environmentally. The positive economic impacts of tourism include increased household incomes, improved standards of living, the creation of more jobs and employment opportunities, and improved streams of tax revenue (Kreag, 2001). The concept of sustainable tourism development involves balanced economic, social and cultural development without endangering the environment, which enables the development of the same or higher level. Sustainable development is a process that allows development to be achieved without degradation or depletion of those resources on which it is based (Angelevska-Najdeska & Rakicevik, 2012).

One of the fundamental guidelines of the modern economy is developing and diversifying services. Within these, agrotourism should be regarded as an economic activity, generating additional income for rural households, meaning the capitalization of their economic potential by hosting activities and exploitation of local products. An argument for practicing rural tourism, including its extension, is that rural areas narrows increasingly as a result of the development of non-agricultural activities and the

citizens increasingly desire to spend time in a clean environment (Ciornei, Gîndu, Jitâreanu, & Chiran, 2016).

The key factor leading to success in the development of agro-tourism is the support of the local population and access to natural attractions (Melo & Alencar de Farias, 2014). The local community should participate in the planning and development of tourism, especially when it comes to developing those segments of the tourism community that will benefit the community. This approach to planning should be applied at the local level (Angelevska-Najdeskaa & Rakicevik, 2012).

However, excessive exploitation and excessive development of tourism activities often reduce the natural resources and quality of life of communities. In addition, the development process often ignores the point of view of communities, which leads to dissatisfaction among local residents. Therefore, it is possible to improve the concept of rural tourism development. While the benefits of tourism activities for industry players and local communities, the vast growth of tourism without proper plans and controls tend to destroy the main tourist attractions. In fact, rural areas attract tourists based on their distinct culture, history, natural environment, beautiful landscape (Erokhin, Ivolga, & Heijman, 2014; Trukhachev, 2015) and community (unique ethnicity) atmosphere. Consequently, in the absence of careful management, tourists can destroy environmental attractions (Chin, Lo, Nair, & Songan, 2016).

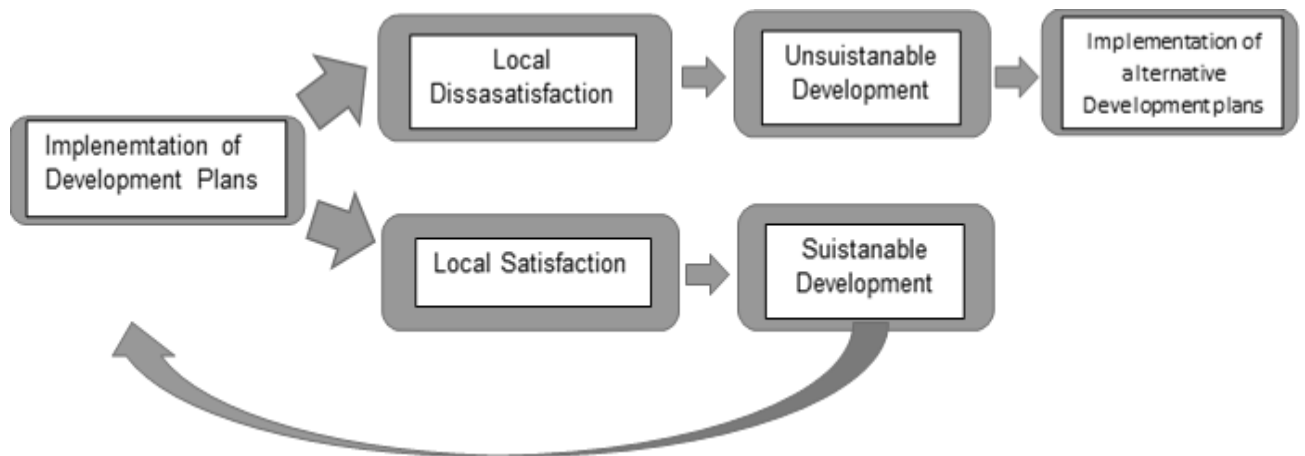


Figure 2. Process of Implementation of development plans.

Source: Hashemi and Ghaffary (2017, p.3).

Countries usually require that the tourism industry be locally developed and developed. However, the development of infrastructure for tourism tends to be special: spatially concentrated, conditioned by complex social processes and aimed at tourism markets that do not correspond to the types of objectives set by national governments in the framework of tourism policy (Guo & Sun, 2016).

According to Azimi (2015) governments are responsible for many functions that are important for the sustainable development of tourism, such as land-use planning, environmental standards and

infrastructure provision. Government participation in the development of tourism and rural tourism can be achieved in many areas, such as: the preparation and maintenance of infrastructure, education, financial support, tourism promotion, tourism monitoring and the establishment of protected areas. Governments should establish human development programs as one of the top priorities of their rural development plans, such as rural tourism programs. In this regard, the first step is the planning and implementation of projects with training, capacity building and training for all tourists, local residents, government agents and non-governmental organizations.

According to Almstedt, Lundmark and Pettersson (2016) for tourism to benefit rural regions as a whole, tourism planning needs to be integrated into regional and local development goals. Some researchers point to the difficulties of developing tourism in certain places such as rural depopulation, the decline of rural services and declining interest in rural areas. Tourism development may not be suitable for all rural areas. Tourism is best suited as a complement in areas with a diverse and thriving rural economy as income and employment inequalities may be the result in areas with a weak economy. Nevertheless, governments continue to support tourism as a growth strategy, especially in areas where seemingly few other business alternatives exist. In order for tourism to succeed, a number of components are required. This includes attractions, the promotion of tourist attractions and communities, the tourist infrastructure (roads, airports, trains, buses, water and energy services, parking, signage, and recreation centers), services (restaurants, lodging, other tourism-related businesses) and hospitality. It is necessary to develop tourist packages containing high-quality attractions and businesses that make tourists spend more money, stay longer and return. Tourism should be seen as a system of dynamic relationships between different functional parts, balancing demand and supply.

In today's world it is impossible to imagine life without the Internet. According to Pažėraitė and Repovienė (2016) the Internet offers huge opportunities for progress and benefit, and new prospects exist for economic growth, better service delivery, social and cultural advances. Internet provides various advantages and benefits by offering a rich, dynamic environment for the exchange of information and resources. In order to achieve potential benefits, such as reducing costs, improving the quality of services and access to technological expertise, information technology is an advantageous option for many enterprises, including rural tourism (Keramati, Samadi, & Shirkouhi, 2013).

Jarábková, Majstříková, and Kozolka (2016) pointed out that self-governing region is responsible for tourism policy at regional level. It formulates objectives of this policy in strategic documents, usually in regional strategy of tourism development in particular period. It can use the whole complex of tools to fulfil these objectives. In terms of the nature, objectives can be divided into two groups: financial and non-financial (Table 1).

Table 1: Financial and non-financial tools for the development of agrotourism.

Financial tools	Non-investment and investment instruments (Subsidies, grants, loans and bank guarantees)
	Capital co-partnership
	Tax allowance (tax holiday or tax rate reduction)
	Budget allowance
Non-financial tools	Administrative tools (legislation and drafting of generally building regulation)
	Institutional tools (regional and local strategic documents and development plans of higher territorial units and municipalities)
	Guidance
	Promotion (marketing)

Source: Jarábková, Majstríková and Kozolka (2016, p. 2).

1.3. Theoretical basis for improving the competitiveness of rural areas in tourism

The competitiveness of tourist destinations is one of the most pressing problems in the tourism industry, not least in the rural tourism sector, as increasingly domestic competition intensifies the pressure on rural tourism to ensure their survival. One of the reasons why the competitiveness of the appointment attracts attention from the government, industry and the scientific community is that in order for the rural tourism industry to be profitable and sustainable in the long term, it is extremely important that the rural tourism sector maintain its competitiveness. The competitiveness of a tourist destination can gain competitive advantages, such as tourist loyalty, satisfaction and re-patronage, revising a specific destination (Law, & Lo, 2016).

The competitiveness of tourist destinations clearly demonstrates the level of socio-economic development of the tourist destination with a special overview of the quality of life. The competitiveness of tourism is based on the belief that the experience, the images that a tourist acquires in a tourist place, is the main product in tourism. Therefore, it is necessary to increase the competitiveness of tourist destinations. The competitiveness between products at enterprises in the sphere of tourism (organizers of travel, hotels, transport and other tourist services) is determined by the choice that the tourist makes between directions (Angelkova et al., 2012)

Destination competitiveness is the most important component, which is related to the ability of the destination in the delivery of goods and services higher than in other destinations and the goods and services were evaluated as important tourism experiences by tourists (Wilde & Cox, 2008).

Competitiveness of destination is also the ability of the destination to maintain its market position relative to competitors, creating value-added products and integrating all performance levels of various components of the tourism industry to maintain its resources. It is proved that the competitive level of destination factors affects the attractiveness of the destination (Hassan, 2000; Law & Lo, 2016).

A competitive advantage can only be created by better responding to demand-side challenges that, in their view, require a significant role in managing appointments (Law & Lo, 2016). The tourism policy is defined as the responsibility of the public sector entities, whose goal is to create conditions that maximize the benefits for the stakeholders of the region while minimizing the negative consequences (Komppula, 2014).

According to Lo, Chin, Abang Azlan and Ramayah (2016) the influencing factors of tourism competitiveness are:

- availability of transportation services. It is important to have a quality air, train, bus, or sea transportation services to reach a tourism destination, particularly rural tourism destination as its highly influences visitors' choice of destinations (Aguila & Ragot, 2014).
- good quality of accommodation. It provides destination satisfaction (Hosseini, Bostani, & Anvari, 2015), and subsequently influences visitors' word-of-mouth recommendation to attract new customers.
- cultural heritage as comprised of products of culture, such as antiquities, artworks, ethnographic materials, monuments, sites, heritage buildings and historical urban areas which have intrinsic values (Maneenetr & Tran, 2014).
- entertainment as activities include live performance of music, dance, shows, and plays. It is believed that entertainment acts as a core resources or attractors that highly determine a tourism destination attractiveness, and allow part of the visitors to fully utilize their times to avoid boringness.

According to Komppula (2014) individual entrepreneurs play a pivotal role in rural destination competitiveness. First, the competitive environment of firms and organizations may refer to such success factors and conditions presented as good community leadership, support and participation of local government, sufficient funds for tourism development, good convention and visitor bureaus and widespread community support for tourism. Second, the strategies of firms and organizations at destinations, including cooperation may refer to the strategic planning of a complete tourism package, coordination and cooperation between business people and local leadership, coordination and cooperation between rural tourism entrepreneurs. Third, capabilities seem to be more or less implicit in most of the success factors who emphasize the role of entrepreneurs in destination development, and state that the role of DMOs (destination marketing and/or management organizations) and local authorities would be in providing information and technical assistance for tourism development and promotion.

1.4. Approaches to assessment of agrotourism capacity of territories

Tourism as dynamically developing and highly profitable industry of economy has huge value in development of regions, is a source of the income at the local and regional levels, promotes creation of additional jobs and preserving of natural and cultural values of regions (Smirennikova, 2009).

Assessment of tourist capacity of the territory defines features and structure of a regional tourist product, new tourist routes, forming of the priority directions of investment policy.

The existing techniques of assessment of tourist potential can be divided into two big groups is techniques of complex assessment of tourist potential and a technique of separate groups of the potentialities combined by an origin or functional purpose. Specialists pay attention to need of an integrated approach to a research of tourist capacity of rural territories.

Now most of researchers understand set of natural, cultural and historical and social and economic resources for the organization of tourist activity in a certain territory as tourist potential.

Kuskov and Dzhalyan (2008) consider that tourist potential includes tourist resources and tourist infrastructure. Tourist resources are subdivided into three primary groups: natural, cultural and historical and social and economic. It should be noted dual character of social and economic resources. Elements of tourist infrastructure, management and also labour, information, material, financial resources concern to them.

In a generalized view, according to Sarancha (2011), assessment of the tourist and recreational potential of the territory consists of several interconnected stages.

1. Allocation of "assessment object" – what will be estimated. In geographical researches of the regional level most often geosystems act as objects of assessment. As one of key problems of a stage reasonable differentiation of the territory on the separate operating territorial units (OTU) – units allocated proceeding from the purpose of researches and specifics of the studied geosystem acts. OTU act as elementary units of geographical researches on the basis of which heterogeneity of geographical systems is studied.
2. Allocation of "the subject of assessment" from which positions assessment of "object" will be carried out. Certain categories of tourists, organizers of tourist and recreational activity, types or types of tourist and recreational occupations as "the subject of assessment" usually act.
3. Determination of criteria for evaluation of an object (factors and conditions) which are essential to determination of its value proceeding from the formulated assessment purpose. Actually the list of criteria is in most cases established on the basis of the analysis of the solved problem and informal reasons of the researcher.
4. Collection of information, necessary for assessment.

5. Reduction of evaluation criteria to a single system of measurement. For this purpose, usually use rating scales, regulation, ranging, etc.
6. Determination of the methods "turnings" of estimated criteria in private and/or integral indicators of TRP of the territory with the subsequent obtaining results of assessment on them.
7. Check and, if necessary, correction of results of assessment.
8. Interpretation of the received results of assessment of TRP of the territory.

Key parameters for assessment of tourist capacity of the territory, according to Kotlyarova and Bay (2015), are:

- 1) assessment of an environment for development of different types of tourism (includes allocation of objects of assessment – natural complexes, their components and properties; allocation of subjects with which position assessment is conducted; formulation of evaluation criteria; development of parameters of rating scales of gradation);
- 2) assessment of historical and cultural tourist potential (allocation of components of historical and cultural potential: museums of the different status; objects of pilgrim tourism; objects of historical heritage; the natural objects and objects connected with a landscape; choice of evaluation criteria: importance of an object; recognition of an object; stability degree; safety degree, coefficient of a functional variety etc.);
- 3) assessment of tourist infrastructure (allocation of key infrastructure facilities: enterprises of placement and food; transport; enterprises of leisure and entertainment; the enterprises which are engaged in sale of a complex tourist product; the enterprises which are engaged in sale of souvenirs; choice of evaluation criteria: number of places, service class, cost of services; transport availability).

During the studying and the analysis of the tourist resources Smirennikova (2009) taking into account features of natural, cultural and historical, and social and economic tourist resources allocated 23 factors influencing forming of tourist capacity of the region which are possible for combining in 6 groups: hydro meteorological, geological and geomorphological, biological, cultural and historical, infrastructure and limiting. At the choice of factors, regional features of the territory and availability of information are considered.

In order that these factors were possible to be compared with each other, the system of indicators most of which characterizes features of these factors was developed for obtaining their quantity characteristics and factors and meet the requirements for identification of the most perspective territories for tourism development.

Having revealed the factors influencing forming of tourist potential and having defined their indicators, the space database on the basis of which on each indicator of the influencing factor the private kartoskhema was constructed that allowed to reveal territorial distinctions of tourist resources, and in the subsequent and the tourist capacity of the territory was created further.

Smirennikova (2009) suggests to estimate the potential of development of agrotourism six hydro meteorological (the thermal mode, an atmospheric precipitation, snow cover, the wind mode, density of river network, density of lakes), two geological and geomorphological (a relief, geological and geomorphological sights), four biological (the woods, fauna, Red Book species of plants and animals) four cultural and historical (objects of cultural heritage, national crafts, cultural events, cultural institutions), four infrastructure (means of placement, the enterprise of a food, social services, a transportation network) and three limiting (natural focal diseases, marsh, dangerous natural and man-made processes and phenomena) indicators (Smirennikova, 2009).

Smirennikova singled out 20 factors, grouped into five groups: hydro meteorological, geological, geomorphological, biological, cultural, historical and infrastructural. Their set represents a material basis for tourism development in the region and in according with Smirennikova (2009) are:

1. In the group of hydro meteorological factors, the main climatic and hydrological parameters are considered, such as air temperature, the amount of precipitation, the height of the snow cover, the number of days of snow on the surface of the earth, the wind regime, the length of the river network and the presence of lakes.
2. In the group of geological-geomorphological factors, the dismemberment of the relief and the presence of unique geological-geomorphological objects are of particular importance.
3. The biological group of factors is one of the leading in the development of tourism. This group of factors is represented by the presence of forests and their species composition, the number of hunting animals, the Red Book species of plants and animals, and specially protected natural areas.
4. As part of a group of cultural and historical factors are allocated objects of cultural heritage, folk crafts, cultural events and events, cultural institutions.
5. The group of infrastructure factors includes places for accommodation and accommodation, catering enterprises, social and transportation services (Smirennikova, 2009).

As part of the definition of sustainable development of rural areas, it is necessary to assess and identify the attractiveness of the territories for the development of agro-tourism. To determine the level of the agro-tourist potential of the territory, it is necessary to form the evaluation stages and determine the main indicators characterizing the development potential.

1st stage. Assessment of attractiveness of territories from the point of view of tourism development. Certainly, the statement that tourism can be developed anywhere, in any corner of the world, mistakenly.

It is necessary to carry out territory assessment from the point of view of tourism development. For this purpose, carrying out the analysis of the territory on a number of signs, such as availability of unique historical places, level of aggression of climatic conditions, availability of transportation networks, positive image of the territory is required.

2nd stage. Assessment of the general tourist infrastructure of the territory. This stage means evaluating development of tourist infrastructure. For this purpose, it is necessary to carry out the analysis of the existing infrastructure. During assessment we offer to analyse as the level of the offered service, development of transport connection, so level of a criminal situation, a possibility of creation of a tourist cluster in the region, etc.

3rd stage. Assessment of agrotourism infrastructure of the territory. Assessment of tourist infrastructure of the area assumes to carry out the analysis in such parameters as:

- the number of guest houses, the houses surrendering for agrotourism;
- quality and extent of roads with a covering in the area;
- availability of traditional crafts in the area;
- welfare of the population;
- level of proficiency of the population in international languages;
- level of crimes in the region.

4th stage. Selection of the most attractive territories from the point of view of agrotourism. At this stage it is necessary to carry out assessment of attractiveness of the territory from the point of view of agrotourism development. For assessment of attractiveness use of the following indicators is offered:

- level of impurity of the environment;
- number of villagers (density of population);
- the number of the enterprises occupied in the agricultural industry;
- remoteness from the regional centre;
- number of tourist arrivals.

5th stage. Selection of the unique (exclusive) agrotourism resources inherent to a certain territory. It is known that uniqueness gives rise to competitive advantage. Development in the territory of agrotourism is possible if there are enough tourist resources which integration will allow to create a competitive agrotourism product.

6th stage. Forming and promotion of agrotourism tours (products) means availability of the agrotourism, offer in the market of tourist's products. The main objectives which need to be solved is development of programs for support and development of agrotourism in the region, creation of a brand and forming of image as agrotourism region and as a result promotion of an agrotourism brand of the region in the tourist market of services.

Use of this algorithm will allow to reveal the most attractive to agrotourism development areas where it is possible to keep and use rural culture for ensuring sustainable development of the rural territory.

2. Current status and development trends of rural tourism in the regions of Russia

2.1. Factors and conditions of development of rural tourism in Russia

The organization of country rest for the urban population is one of those directions of agrotourism that has been successfully cultivated in Russia since the end of the 19th century. Therefore, combining the accumulated experience with the experience of other countries and the realities of the current market situation, one can achieve good results.

Previously various aspects of tourism activities were considered. Since rural areas in Russia are diverse in cultural, geographic, natural-climatic and other conditions, there are many opportunities for organizers of agrotourism. In this case, it is expedient to choose not one specific direction, but a set of directions (Kundius & Chernyanina, 2011).

In Russia, there is great potential for the development of various types of tourism. However, development is slow and not systemic. According to Wegren (2016) the potential of rural tourism remains largely untapped. But there is a lot of work to do. Regulatory oversight and established standards are lacking. There is no coordination among state and private sectors in rural tourism. In fact, there is not even agreement about what rural tourism is and it is referred to in varying ways: green tourism, farmer tourism, eco-tourism, agro-tourism, and village tourism, among others. The entire genre has an ad hoc quality, encompassing a number of different activities: homestays in villages, excursions to food production and processing enterprises, and cultural-ethnographic excursions and events. As tourism standards are established and regulatory oversight improves, thereby providing the tourist with more transparency about what can be expected, this business-service segment may see robust growth that could help villages survive.

Russia has a program for the development of domestic tourism that runs 2011-2018, there is no formal program for the development of rural tourism. Currently, the legal basis for conducting agrotourism in the Russian Federation are nine legislative documents:

- Order of the Government of the Russian Federation of February 2, 2015 No. 151-r on the approval of the Strategy for Sustainable Development of Rural Territories of the Russian Federation for the period until 2030;
- Decree of the Government of the Russian Federation of 26.02.1996 No. 177 on the federal special program "Tourism Development in the Russian Federation";
- Decree of the Government of the Russian Federation No. 644 of 02.08.2011 on the federal special-purpose program "Development of domestic and incoming tourism in the Russian Federation" (2011-2018)";
- Order of the Government of the Russian Federation of 31.05.2014 No. 941-r on the approval of the Strategy for the development of tourism in the Russian Federation for the period until 2020;
- Decree of the Government of the Russian Federation of April 15, 2014 No. 317 on the approval of the state program of the Russian Federation "Development of Culture and Tourism" for 2013-2020;
- Decree of the Government of the Russian Federation of 14.07.2012 No. 717 on the State Program for the Development of Agriculture and Regulation of Agricultural Products, Raw Materials and Foodstuffs for 2013-2020;
- Federal Law of 22.07.2005 No. 116-FZ "On Special Economic Zones in the Russian Federation";
- Law of the Russian Federation No. 2300-1 of 07.02.1992 "On Protection of Consumer Rights";
- Federal Law of 24.11.1996 No. 132-FZ "On the Basics of Tourism in the Russian Federation" (as amended on 03/05/2012);

In Russia, tourism in rural areas is still at the stage of formation. Such problems of the village as the lack of good roads, the destruction of the existing infrastructure, the economic crisis in the majority of enterprises of the agro-industrial complex, the lack of sufficient sources of financing make it necessary to look for new ways and mechanisms for the self-organization of rural areas. One of such directions may be the development of agro-tourism in the regions. According to Novikov and Zhubarkin (2013) Rural tourism accounted for only about 2% of all domestic tourists within Russia in 2013. There is thus clear potential for growth in this market, especially since demand for rural tourism is growing in areas of heavy urbanization. In addition, more Russians are traveling domestically due to the decline of the ruble and travel bans to Ukraine, Egypt and Turkey, which had been popular foreign destinations.

General tourism is already developed in most exciting regions. Some popular tourist areas are Lake Baikal, the mountain areas of Altai and Sayan, Kamchatka, the Amur River valley and some locations in

Yakutia. Natural landscapes have great potential for environmental tourism (eco-tourism), adventure tourism or sports tourism. In other regions, agrotourism could help to improve the farm economy.

According to Novikov and Zhubarkin (2013) leaders in the development of agro-tourism in the country are the following regions: Kaliningrad, Leningrad and Pskov regions, Krasnodar Territory, the Republic of Bashkortostan, Karelia and Altai. Rural tourism is actively developing in some regions of the Russian Federation: Vladimir, Ivanovo, Moscow, Tver, Tula and Yaroslavl regions. Recently, domestic tourists show interest in ancient rural settlements, which have been preserved in remote corners untouched by civilization. In the Moscow region there are many abandoned and destroyed villages, which are attractive for the development of ethnographic villages - guest complexes. In the Yaroslavl region, rural settlements have been developed, in which ancient folk crafts have been preserved. In the Pskov region is very popular with foreign tourist's village, with a huge rural bath. In Uglich, various museums are being created in the village. Any settlement in Russia can identify and develop the features of its rural area, which will be interesting and demanded by lovers of rural tourism.

2.2. Omsk region

Rural tourism in Omsk region has low level of development. According to Batskal (2013) Omsk region provides excellent opportunities for active and relaxing family holiday in the nature, treatment and recovery. The map of Omsk region is presented on Figure 3.



Figure 3. Map of Omsk region.

Source: Author's own elaboration.

The region is rich in hydro-chloride mineral waters and sulfide silt therapeutic mud of the salt lakes. Mineral water and curative mud lakes in Omsk region is effective in various diseases. Vegetation of the Northern part of the region is taiga character – the cedar, spruce and fir, cloudberry, cranberry and lingonberry. In forests there are squirrels, Sables, wolverines, foxes, lynxes, elks, reindeers and bears. In the South, in the steppe part, the flora is not abundant, but the fauna is not skimpy: gerbils, ground squirrels, foxes, wolves, badgers and ermines, steppe eagle and marsh owls. In the rivers and lakes of the region live: grayling, whitefish, bream, carp, gold and silver carp, perch, perch, pike, roach, ruff, gudgeon. In Omsk region hunting elk, deer, roe deer, wild boar, brown bear, grouse, woodcock, ducks, geese, grouse, partridges, foxes, muskrats, beavers, marten, weasels, hares, wolves.

According to Kosenchuk and Shumakova (2015) expediency of development of agrotourism in Omsk region is defined by the following circumstances:

- need of increase in level of the income and employment of country people;
- the need for modernization of engineering and transport infrastructure a mudflow - sky territories;
- need of overcoming social pessimism and indifference in the village;
- growth of popularity of alternative types of tourism;
- relative low cost of agrotourism (rural, natural);
- considerable natural and recreational resources of rural areas;
- considerable housing stock in the village.

For Kosenchuk and Kuznetsova (2015) the development of tourism for the region has both advantages and disadvantages. The advantages are that velocity cash flow to the region, including the inflow of foreign currency; increasing gross national product; create new jobs; reformed structure which can be used by both tourists and the local population and more. The drawbacks of tourism development are that tourism affects the growth of prices for local goods and services, land and other natural resources on the property; promotes outflow of money abroad in the event of tourist import; may cause environmental and social problems.

Regarding to Krasnikova (2015) Omsk region possesses the developed railway system that for certain municipal districts allows to create logistic flows with the minimum use of the motor transport. Density of railway tracks of general purpose in the region exceeds an average value across Siberian Federal District almost twice (53 and 28 km on 1000 sq.km, respectively). Highways demand improvement. Today, 589 settlements have no transport communication with the district centers of Omsk region on roads with a hard surface. Besides, as of 2014, 67% of the operating roads of the area with a hard surface were estimated as not meeting the normative requirements. Quality of roads of federal, regional, intermunicipal and local importance significantly differs: quality of roads of federal importance is rather high, quality of roads of regional value – is preferential, to the corresponding standards.

Kirichenko (2014) refers that today in the tourism industry of the Omsk region it is possible to allocate the following factors negatively influencing its development: the low competitiveness of accommodation facilities, poor infrastructure, the presence of improper information about Siberia in the conditions prevailing stereotypes, the differences between the proposed services to the level of actual incomes, weak intersectoral collaboration, a small selection of offers in the tourism sector, the low level of service.

3. Research Methodology

3.1. Objective of the study

The level of development of rural tourism in the Omsk region is at a low level. However, as it was told in section 1, the region has necessary quantity of resources for development of rural tourism. The first problem for implementation of agrotourism capacity of the area is weak ideas of the level of competitiveness of the region in general. Lack of quantitative information on the level of competitiveness and capacity of separately taken areas of the Omsk region acts as the second problem.

In this sense the main objective of this research is carrying out the analysis of actually used and potential opportunities for development of agrotourism in the Omsk region.

The importance of the research problem of the study is how to improve the competitiveness of rural tourism by identifying and using territorial and historical-cultural features of the countryside. In this respect, the aim of this study is to explore the influence of several environmental components to the development of competitiveness of tourist destinations in rural areas. The object of study will be focus on rural areas of the Omsk region. The subject of the research are the conditions and factors affecting the competitiveness of rural areas in terms of the development of the tourism industry. Identification and assessment of potential opportunities of development of agrotourism in the Omsk region are performed as at the level of certain rural territories, and the region in general.

The scientific novelty of the research consists in the author's substantiation of directions for the development of competitive rural tourism in the Omsk region.

3.2. Description of Data Collection

For accomplishment of the tasks set in the previous chapter it is necessary to collect statistical information necessary for assessment of competitiveness of the region. Collection of information is

complicated by the low level of development of agrotourism and absence in Russia of the centralized statistical base about results of agrotourism activity in regions.

Firstly, for carrying out a research it is necessary to analyse the available resources for development of rural tourism, such as amount of unique natural and geological objects, cultural and historical sights, set of manifestations of unique ethnoses and crafts, number of agrotourism projects. Necessary data for 2015-2016 year were obtained directly from administrations of thirty-two municipal districts of Omsk region. Secondly, statistical data about number of agricultural producers, caught and neutralized pollutants from stationary sources, provision of highways by local roads, share of local roads with hard surface in the total length of local roads were obtained from Official site of territorial body of state statistics of the Omsk region for 2015-2016 year.

3.3. Description of Data Analysis

3.3.1. Analysis of the status of agro-tourism in the region

For complex idea of agrotourism provision in the Omsk region data from thirty-two administrations were analysed, results were grouped in tables (with the absolute frequencies and the name Areas were divided into 4 subgroups: northern zone, northern forest-steppe zone, southern forest-steppe zone and steppe zone.

For each of areas data on availability of natural and geological objects, national crafts and the centers of national culture, and also availability of culturally historical and archaeological monuments were collected.

3.3.2. SWOT analysis

As the instrument of quality standard of a possibility of conducting agrotourism activity in the territory of the Omsk region SWOT analysis was used.

SWOT analysis consists in determination of the strongest (the characteristic of the industry which are profitable distinguishing it from competitors) and the weakest (weakness or backwardness in comparison with competitors who it is possible to eliminate or improve) the parties of the industry, the analysis of opportunities for expansion of spheres and segments of activity, and the threats proceeding from the external environment as that, activity of competitors, the administrative conflicts, etc. "Opportunities" are meant as conditions which give to all participants of this market an opportunity for expansion of the business, and by "threats" – not only activity of competitors in the same segment of the market, but also a condition which reduce the general attractiveness of this segment for all participants of the market (Helms & Nixon, 2010; Hill & Westbrook, 1997).

3.3.3. Integral indicator of agrotourism potential of rural areas

At the heart of assessment of tourist, attractiveness of rural territories there is a number of factors. Such as level of development of the agricultural industry, availability of unique natural and geological objects, cultural sights, unique ethnos and national crafts. Also it is worth including set of organizational and economical and legal conditions of the organization and conducting agrotourism activity. Cumulative assessment of the described factors allows to judge the level of agrotourism potential and the main directions it implementations.

The purpose of the technique proposed by Shumakova et al., (2015), is a comparative assessment of the potential for agrotourism development in various rural areas. The territory of the Omsk region was divided into four zones depending on the climatic zone: the northern forest-steppe zone, the southern forest-steppe zone, the northern zone and the steppe zone.

The technique includes set of five indicators characterizing potential opportunities for agrotourism development. Measure description is provided in Table 2.

Table 2: Description of indicators for integral assessment of agrotourism potential of rural areas.

Indicator	Description
P ₁	characterizes the level of development of the agricultural industry in a certain territory. Represents the specific weight of quantity of agricultural producers in a certain territory;
P ₂	characterizes natural features of the rural territory and is defined as set of the unique natural and geological objects located in the considered territory;
P ₃	characterizes cultural features of the estimated territory and represents set of the most significant cultural and historical sights (monuments, the museums, etc.) and (or) their groups (archaeological complexes, ancient settlements, barrows, etc.);
P ₄	characterizes uniqueness and identity of the people living in the rural territory and represents set of manifestations of unique ethnos (interesting traditions, customs, a way of life, etc.) and national crafts.
P ₅	characterizes organizational and economical and legal conditions of the organization and development of agrotourism in the rural territory. The presence or absence of such conditions is indicated by the number of agrotourism projects operating on the territory: the more of them, the more favourable are the conditions for the development of agrotourism.

The technique allows:

- 1) to quantitatively estimate different aspects of agrotourism capacity of the territory;
- 2) to execute complex assessment of agrotourism capacity of rural territories on the basis of calculation of an integral indicator;

3) to carry out comparative assessment and to classify rural territories by set of potential opportunities for agrotourism development;

4) to define the priority directions of development of agrotourism for certain rural territories.

For calculation of a total indicator the following formula was used:

$$In = P_1 * \sum_{i=2}^5 Pi \quad [1]$$

The first indicator (P₁) is chosen as defining as the level of development of the agricultural industry of the territory will define capability of diversification of business activity.

Results are grouped in the table. On the basis of results, the schedule is constructed.

3.3.4. Rating assessment of the potential of rural areas

Agrotourism capacity of rural territories is the difficult social and economic category representing set of the interacting factors promoting effective development of agrotourism (Table 3).

Table 3: Set of indicators of a technique and scale of their assessment.

Ecological wellbeing of the rural territory	It is caught and neutralized pollutants from stationary sources, %	Rating scale	Designation of mark assessment of an indicator
Availability of unique natural and geological objects	Number of the objects located within the rural territory, piece.	0 units – 0 points;	B ₁
Availability of cultural and historical sights		1 unit – 1 point;	
Availability of unique ethnoses and national crafts	Number of manifestations within the rural territory, piece.	2 units – 2 points;	B ₂
		3 units – 3 points;	
Availability of the existing agrotourism projects	Number of the existing projects in the territory of the area	4 units – 4 points;	B ₃
		5 and more than a unit – 5 points.	
Ecological wellbeing of the rural territory	It is caught and neutralized pollutants from stationary sources, %	0 units – 0 points;	B ₄
		1-2 units – 1 point;	
Development of transport infrastructure 1	Provision of highways by local roads, km on 1 sq.km.	3-4 units – 2 points;	B ₅
		5-9 units – 3 points; 10-20 units – 4 points; 21 and more than a unit – 5 points	
Ecological wellbeing of the rural territory	It is caught and neutralized pollutants from stationary sources, %	To 10% – 0 points; 10,1–20% – 1 point;	B ₆
		20,1–40% – 2 points; 40,1–60% – 3 points; 60,1–80% – 4 points; more than 80% – 5 points.	
Development of transport infrastructure 1	Provision of highways by local roads, km on 1 sq.km.	To 0,04 km – 0 points; 0,041-0,07 km – 1 point;	B ₆
		0,071-0,1 km – 2 points; 0,11-0,14 km – 3 points; 0,141-0,2 km – 4 points; more than 0,2 km – 5 points.	

Table 3: Set of indicators of a technique and scale of their assessment (continuation).

Development of transport infrastructure 2	Share of local roads with hard surface in the total length of local roads, %	To 10% - 0 points; 10,1-20% - 1 point; 20,1-40% - 2 points; 40,1-60% - 3 points; 60,1-80% - 4 points; more than 80% - 5 points.	B ₇
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Depending on the conditions characterizing rural territories and the factors influencing their development they can be estimated and classified by the level of attractiveness of development of agrotourism.

The factors influencing development of agrotourism capacity of the rural territory can conditionally be divided into two groups.

The first group – the factors which are a basis for emergence of desire at potential tourists to purchase the offered agrotourism product. Treat these factors: 1) availability of the unique natural and geological objects located in borders of the rural territory; 2) availability in the rural territory of unique ethnoses and national crafts; 3) availability of cultural and historical attractions; 4) ecological wellbeing of the rural territory; 5) availability of the developed agricultural production.

The second group – the factors promoting successful economic implementation of agrotourism projects in the rural territory, or showing a possibility of their successful implementation: 1) development of transport infrastructure, including the general security with highways, including with a hard surface; 2) availability of the existing agrotourism projects – this factor shows a further possibility of successful implementation of agrotourism potential; 3) availability of the developed agricultural production, as economic basis for implementation of agrotourism projects.

The technique of assessment of agrotourism capacity of the region or rural territory has to consider factors of both groups, otherwise assessment will be unreasonably overestimated or underestimated that equally negatively can affect development of the tourist industry.

The technique includes set of eight indicators (Table 3) characterizing the agrotourism capacity of rural territories. Mark assessment from 0 to 5 points is appropriated to the first seven indicators depending on their value, behind that calculation of an integral indicator is performed. Indicators are provided in the Table 3.

For calculation of final value, the formula was used:

$$I = B_8 * \sum_{i=1}^7 B_i \quad [2]$$

where B₈ – the indicator characterizing availability of the developed agricultural industry in the rural territory. Is determined as the specific weight of the agricultural producers located in this rural territory in

their total quantity by all rural territories for which rating assessment of agrotourism potential is carried out.

For the scoring, an expert group of 40 people was involved. Representatives of regions, the acting participants of agrotourism projects, and also the staff of the institutes which are engaged in development of rural tourism in the region entered into expert group.

4. Analysis and Presentation of Results

4.1. Analysis of the actual state of agrotourism in the region

Omsk region is located in the south of Western Siberia, has a common border with the Republic of Kazakhstan. The main waterway is the Irtysh and its tributaries Ishim, Om, Osh, Tara. The climate is sharply continental: the winter is cold, sunny and snowy, the summer is hot and dry. The average January temperature is -19°C , July $+19^{\circ}\text{C}$, with typical deviations up to -35°C and $+35^{\circ}\text{C}$, respectively. Precipitation is 300-400 mm per year.

The geographic feature of the region is its extent from north to south for 600 km, which determined the presence of four distinct natural climatic zones on the territory.

The northern zone is a taiga forest with a fairly severe climate, which contributes little to the development of agriculture. The low availability of these places made it possible to preserve the nature almost intact.

The northern forest-steppe zone is characterized by a softer climate, compared with the northern zone. A distinctive feature of this natural and climatic zone is a significant number of small lakes and rivers suitable for breeding fish. The lakes of the northern forest-steppe zone are the only habitat of pelicans in Siberia. The presence of extensive pastures and watering points is beneficial for the development of livestock.

The southern forest-steppe zone of the region represents vast areas, free of continuous forests, which here are represented by separate pins. The climate is favorable for the cultivation of grain crops, in the same zone is concentrated practically all production of vegetables of open and closed ground.

Steppe zone is a territory completely free from forests. The low amount of precipitation and the arid climate necessitate the use of ameliorative measures in agriculture. The plant and animal life of this natural and climatic zone is relatively poor, which compensates for developed agriculture.

On the territory of the region there are developed branches of plant growing and livestock breeding, including unique for the natural and climatic conditions of Western Siberia: ostrich farms and a reindeer farm.

As a basis for the development of rural tourism in the region are 305 large and medium-sized agricultural organizations, as well as 1,309 peasant (farm) farms. The region has over 153 active agrotourism projects, including recreation bases, guest rooms and houses located in the countryside, various tourist routes.

Districts of the area are extremely heterogeneous both on the level of development of agriculture, and on climatic and cultural historically to potential. From the existing agrotourism projects which are distributed on municipal districts and climatic zones unevenly the main part is concentrated on the North of the region (Figure 3).

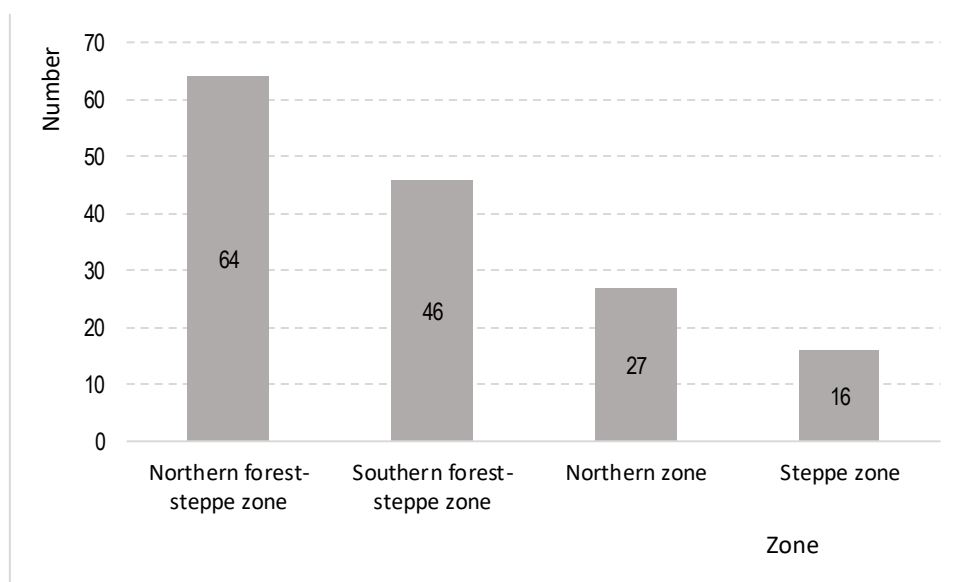


Figure 4. Distribution of the existing agrotourism projects on climatic zones of the Omsk region.

Source: Author's own elaboration.

The greatest number of agrotourism objects is concentrated in regions of the Northern forest-steppe zone of the Omsk region – 64. The operating historical tourist routes "V 18 verst ot Irtyshs", "Starinnaya derevnya Serebryakov", "Gorod Tyukalinsk" concern to them; natural and recreational routes "Misticheskoe ozero Terenkul", "Krutinsky ozera", "Ostrov Pelikanyi", "Taiga legend", "Omskay Sveicariya – priroda krasoty", "Pyat ozer" (Table 4).

35 hunting grounds and more than 19 recreation facilities and the guest yards are also among agrotourism objects. The real pearl of the Northern forest-steppe zone of the Omsk Region is the Bolsherechensky State Zoo, the only one in Russia located in the countryside.

Table 4: Availability of Unique Natural and Geological Objects in a northern forest-steppe zone of Omsk region.

Disctrict	Unique natural and geological objects	Quantity
Bolsherechensky	SNT «Nadezhdinsky» National archaeological Batakovo natural park	2
Gorkovsky	UGO «Bereg Draverta» UGO «Proval zemli», rock «Chertov palec» Archeology monument barrow «Bogdanovo-III»	3
Kolossovsky	SNT «Bairovsky»	1
Krutinsky	SNT «Zaozyorny» SNT «Pelikani ostrova» SNT «Krutinsky» Three largest lakes of Omsk region: Ik, Tenis and Saltaim	4
Muromtsevsky	SNT «Allapa» SNT «Lake Lenevo» SNT «Bergamaksky» SNT «Bergamaksky» (beaver) UGO «Kartashovskyyar» NM «Artyunny bor» Natural and cultural object «Pyat ozer» Village of Okunevo	8
Nazyvayevsky	SNT «Prizranichniy» SNT «Mangutski»	2
Nizhneomsky	UGO «Obnazheniye Beshchaul»	1
Sargatsky	SNT «Bairovsky» SNT «Vysokiy Uval»	2
Tyukalinsky	SNT «Bairovsky» SNT «Lubinsky»	2
Total of Zone		25

Source: Author's own elaboration.

In regions of the Northern zone 27 agrotourism subjects, including 12 hunting grounds and 8 operating tourist routes (Table 5) are concentrated. In this zone the only area in the region – Tarsky in whom the greatest number of historical tourist routes – 7 is concentrated is located.

Table 5: Availability of Unique Natural and Geological Objects in a northern zone of Omsk region.

Disctrict	Unique natural and geological objects	Quantity
Ust-Ishimsky	NM «Bakshheevskylipnyak»	1
Tevrizky	SNT «Ermilovsky» SNT «Tevrizsky» SNT «Tuysky»	3
Tarsky	NM «Frunze water and botanical cultural and improving nature sanctuary» NM «Mezhdurechensk water nature sanctuary» NM «Krasnoozerskywater nature sanctuary» NM «Irgutsky botanical and zoological monument» SNT «Ust-Kurenginsky»	5
Bolsheukovsky	NM «Green grove» SNT «Bolsheukovsky» SNT «Zaozyorny» SNT «Kileynyy» SNT «Tevrizsky»	5
Znamensky	SNT «Tuysky» SNT «Ust-Kurenginsky» UGO «Chudskymountain»	3
Sedelnikovsky	SNT «Ust-Kainsassky» SNT «Ust-Kurenginsky»	2
Total of Zone		19

Source: Author's own elaboration.

Agrotourism activity of regions of the Southern forest-steppe zone of Omsk region is presented by different tourist routes (including horse – in Maryanovsky district): "The Azov settlement", "Source", "Imperial days in Lyubino", "Walks in Maryanovsky raion", "The arboretum of P. S. Komissarov", "Bolshekulachye – Chernoluchye", "Podgorodka – Country", "A unique geological object "Bereg Cherskiy"; recreation facilities and guest houses (not less than 28) (Table 6). 10 hunting grounds work in the southern areas. The ostrich's farm in the Azov district is a unique source of development of agrotourism in Omsk region.

Table 6: Availability of Unique Natural and Geological Objects in the southern forest-steppe zone of Omsk region.

Disctrict	Unique natural and geological objects	Quantity
Azov	Wildlife area «Azov»	1
Isilkulsky	SNT «Lake Ebeyty» Natural object«KamyshlovskyLog»	2
Kalachinsky	SNT «Lesostepnoy» SNT «Kalachinsky» Natural territory«Kalachinsk, lake Kalatch»	3
Kormilovsky	SNT «Poima Lubinskay» SNT «Luzinskaya dacha» SNT «Lubinsky» Field of mineral waters	4
Lubinsky	SNT «Poima Lubinskay» SNT «Luzinskaya dacha» SNT «Lubinsky» Field of mineral waters	4
Moskalensky	SNT «Lake Ebeyty» NM «Urochishche «Tanina roshcha»	2
Omsky	NM "Arboretum of P. S. Komissarov" «Chernoluchinsko-Krasnoyarskyimproving zone» Field of mineral waters The dendrologypark in of Podgorodk	4
Total of Zone		20

Source: Author's own elaboration.

The smallest quantity of tourist objects is in regions of the Steppe zone – 16, including 11 hunting grounds, two tourist routes (Table 7). Distinctive feature of regions of this climatic zone is almost total absence of unique natural and geological objects (except for the lake Ebeyta). It caused also small quantity of the operating tourist routes.

Table 7: Availability of Unique Natural and Geological Objects in a steppe zone of Omsk region.

Disctrict	Unique natural and geological objects	Quantity
Okoneshnikovsky	SNT «Stepnoy» Field of thermal waters	2
Cherlasky	SNT «Stepnoy» «Natural complex «Verkhneilyinsky» Lake Ulzhay Kurumbelskysteppe	4
NovovarsHAVsky	Bobrinskys school forest wildlife area Pobedovskys school forest wildlife area Novorossiysk forest wildlife area Natural territory«Drobyshevo», lake «Akcha»	4
Tavrichesky	Field of mineral waters	1
Poltavsky	Platovsky lake Lake Ebeyty	2
Total of Zone		13

Source: Author's own elaboration.

Nevertheless, in the southern areas there are unique agrotourism objects which can become the center of gravity of tourist flow. One of such objects is the reindeer-breeding farm in Cherlasky district.

Distribution of unique natural and geological objects in climatic zones of Omsk region is presented in the Figure 4.

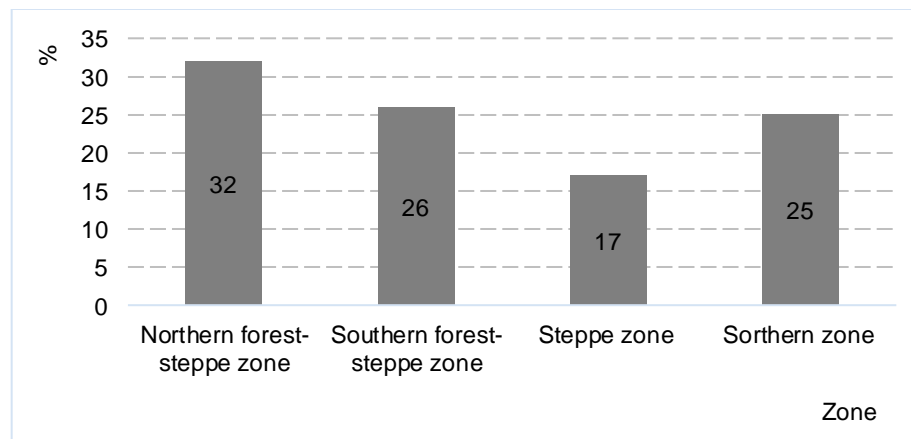


Figure 5. Distribution of unique natural and geological objects in climatic zones of the Omsk region, %.

Source: Author's own elaboration.

The Omsk region is rich with lakes, part of them have unique features. Lakes of area are capable to satisfy the most various requests of tourists.

Lake tourism for the purpose of rest and entertainments. The special place is taken by lakes of Muromtsevsky group. Here their more than 600, area of their surface of the water more than 1 hectare. Lakes are small, are located in valleys of the rivers of the Container and Irtys. In the woods around lakes there are a lot of mushrooms and berries in the summer. Tourists therefore here organized rest is developed like to visit lakes.

The part of lakes is used for development of improving tourism. Carry lakes with the high content of salts in water to this group (to 300 g/l) and therapeutic muds. The region is rich in hydrocarbonate-chloride mineral waters and sulphide-silt curative mud of saline lakes effective for various diseases. Such lakes are located in the southern districts of the area. Among them the most unique are Ebeyta and Uldzhay.

Some lakes can be used for development of exotic tourism. Exotic consider what is unusual exotic for this area. It is possible to carry to such lakes Swan, Tennis, Mysore. On the lake Tennis in Krutinsky district their live pelicans.

Lakes for development of extreme tourism. It is possible to carry kiting, diving, alloy to this type of tourism. Until recently in our area did not hear about these types of tourism.

Lake fishing and hunting tourism. In the region there are a lot of lakes for fans of fishing and hunting. Among them select the lake Bitiya (Sargatsky district), Deaf (Znamensky), Ik, Tennis, Saltay (Crewe-tinsky), Utichye (Bolsheukovsky), Platovsky (Poltava), etc.

Mineral waters and curative dirt of lakes of the Omsk region are effective at different diseases. Vegetation of a northern part of the region has taiga character – cedars, fir-trees and firs, cloudberry, a cranberry and cowberry.

In the woods chipmunks, a sable, gluttons, foxes, lynxes, elks, reindeers and bears meet. In the south, in a steppe part, flora does not differ in abundance, but the fauna is not poor: jerboas, gophers, foxes, wolves, badgers and ermines, steppe eagles and marsh owls.

In the rivers and lakes of area live: grayling, whitefish, bream, common carp, gold and silver crucian, perch, pike perch, ide, pike, small fry, ruff. In the Omsk region hunt elks, deer, a roe, boars, a brown bear, a black grouse, a wood-grouse, a woodcock, ducks, geese, hazel grouses, partridges, foxes, a muskrat, beavers, a marten, ermines, hares, wolves.

From 77 unique natural and geological objects which are in the territory of the region no more than 15 are involved in tourist activity. In the territory of the area are implemented 31 tourist routes from which only 6 routes assume acquaintance to local sociocultural ethnoscapes and national crafts (Table 8).

At the same time more than 120 nationalities live in the region. The most numerous of them are: Russians, Ukrainians, Belarusians, Germans, Kazakhs, Tatars and Latvians. The majority lives compactly in national villages, and save the cultural and historical features which can act as objects when developing new tourist routes. Many vacationers aim to rural areas for the purpose of familiarizing

with rural culture and life that allows them to forget for a while about city bustle and to find composure. The majority lives compactly in national villages, and save the cultural and historical features which can act as objects when developing new tourist routes. Many vacationers aim to rural areas for the purpose of familiarizing with rural culture and life that allows them to forget for a while about city bustle and to find composure.

Table 8: National crafts and the centers of national culture in areas of Omsk region.

Disctrict	Availability of national crafts and centers of national culture	Quantity	The operating route
Northern zone			
Ust-Ishimsky	Collecting and processing of wild plants	1	+
Tevrizsky	Collecting and processing of wild plants, including pine nuts	1	
Tarsky	Traditions of the Russian merchants of the 18th century: suits, tea drinking	1	+
Bolsheukovsky	Collecting and processing of wild plants	1	
Znamensky	Collecting and processing of wild plants Znamensk folk theater	2	+
Sedelnikovsky	Collecting and processing of wild plants	1	
Total on a zone		5	
Northern forest-steppe zone			
Bolsherechensky	National crafts within a historical and cultural complex	1	
Kolossovsky	Center of art and national crafts and crafts	1	+
Total of Zone	x	2	
Southern forest-steppe zone			
Azovsky	German national culture, traditions Center of the German culture Estonian national culture	3	
Isilkulsky	Cossack culture, traditions, kitchen	1	+
Total on a zone	x	4	
Steppe zone			
Odessa	Cossack customs	1	+
Total of Zone	x	1	
Total of Area	x	12	

Source: Author's own elaboration.

The Omsk region possesses huge cultural and historical heritage which includes hundreds of archaeological monuments dated in the range from several thousand years till times of the beginning of development of Siberia (Table 9).

Besides, in the territory of the region in each municipal district there are tens of historical monuments which are of considerable interest not only to city tourists, but also to locals.

Table 9: Cultural sights of Omsk region.

Cultural sights of Omsk region	
Northern zone	Archaeological, historical and architectural monuments
	Ancient barrows, kurganny groups, settlements
	Museums (Znamensky Local History; The Moscow-Siberian tract)
	The longest wooden bridge of area through the lake Aptechnoe
	Temples (St. Nicholas, 1906; Church of the Nativity)
	Churches of the 19th century (Trinity Old Belief Orthodox Church)
Northern forest-steppe zone	Archaeological monuments: kurganny groups, barrows, kurganny burial ground, ancient settlements, ancient settlements
	Historical and cultural complex « Starina Sibirskaia »
	Historical monuments (Monument history « Sibirskiy trakt »)
	Mosque of 1832, of Chertala
	Church in the name of St. Nicholas the Wonderworker 1860 -1866
	Philip and Jacob's church
Southern forest-steppe zone	Archaeological objects: monuments to antiquity, ancient barrows, kurganny groups, settlements
	A chair Monastery; Church of the Holy Protection, 1867 r
	Historical monuments « Nikolayevskaya krepost' », « Pokrovskaya krepost' », « Stepnoy redut », « Volchiy redut », « Losev redut – sentry strengthening ».
Steppe zone	Archaeological monuments
	Historical monuments
	Russko-Polyanskymuseum of a virgin soil

Source: Author's own elaboration.

Thus, the Omsk region locates all necessary for successful development of agrotourism activity in the region, including existence of unique natural and geological objects, the developed agriculture, original ethnic structure of the region, preserving of national crafts and national culture, a large number of different cultural sights.

4.2. SWOT Analysis

Historical specialization in agriculture and the geographical location of Omsk region determines a significant number of specific features of both strong and weak sides of investigated of areas of the region. Opportunities and threats due to the General macroeconomic trends in the Russian Federation (Table 10).

Table 10: SWOT analysis of rural tourism of Omsk region.

Strengths	Weaknesses
1. High agricultural capacity of the territory	1. The low level of development of tourist infrastructure in the rural zone
2. High natural and recreational capacity of the territory	2. Weak system of promotion of tourist's products in the internal and international tourist markets
3. Availability of cultural and historical monuments	3. Lack of recognition and attractiveness of an image of the region (lack of a recognizable brand)
4. Availability of the public and commercial organizations which can promote tourism development in the rural zone	4. Lack of the sector statistics providing information and managerial support of development of the industry of tourism
5. Diversified orientation of country and personal subsidiary farms	5. The imperfection of the legislation connected with questions of allocation of the land plots for tourist and recreational needs
	6. Lack of special programs of support for inhabitants of the rural zone, persons interested to begin business activity in the field of tourism
Opportunities	Threats
1. Growth of the income of local population and region in general	1. Imperfection of the regulatory framework regulating the tourist industry
2. Creation of additional jobs	2. Decrease in demand of the solvent population owing to reduction of profitability of primary branches of economy
3. Development of small entrepreneurship in the village	3. Downside risk of a tourist flow at deterioration in a criminogenic situation in the region
4. Revival of objects of a social infrastructure of the village	4. Social and economic and political destabilization in the country
5. Involvement of foreign tourists	5. Deterioration in an ecological situation

Source: Author's own elaboration.

Based on the SWOT analysis of rural tourism in the Omsk region, the following conclusions were drawn:

The main competitive advantages of the Omsk region, which should be strengthened and developed, are the availability of public and commercial organizations on the territory of the region, as well as the provision of territories with natural and cultural objects.

To implement the opportunities in the shortest possible time, it is necessary to attract public and private investments. For this, the territory of the Omsk region has public and commercial organizations.

To reduce the impact of weaknesses, it is necessary to attract investment funds to upgrade the infrastructure in rural areas.

Agrotourism organizations should allocate funds for the promotion of tourism products (advertising on the Internet, social networks, television).

There is a need for support at the state level by establishing a specialized agency for agro-tourist activities in the region. Adoption of bills providing economic benefits for participants of agro-tourism.

To promote the idea of agrotourism development, it is possible to foresee forums highlighting the main aspects and benefits of agrotourism.

4.3. Analysis of the potential of rural tourism

4.3.1. Results for integral indicator of agrotourism potential of rural areas

The carried-out assessment of agrotourism capacity of rural territories of the Omsk region allowed to reveal uneven distribution of opportunities for development of agrotourism in different climatic zones of the region. Results of a research are reported in the Table 11.

Regions of the Southern forest-steppe zone (28,04) have the largest potential for development of agrotourism. It is caused by existence of enough unique natural and cultural objects, and also the developed agriculture (in the territory of these areas 34% of all agricultural producers of the region are concentrated).

In spite of the fact that in the territory of regions of the Steppe zone 47% of all producers of the Omsk region are concentrated, potentialities for development to agrotourism concede in them to opportunities of regions of the Southern forest-steppe zone (20,14). It is connected with insignificant concentration of the natural and cultural objects interesting to tourists.

Areas Northern and Northern forest-steppe zones of the Omsk region have approximately identical set of natural and cultural sights, and also unique ethnos and national crafts, but potentialities for development of an agrotourism in the north of the region are significantly lower, than in the Northern forest-steppe zone. It is explained by extremely low level of development of agricultural production in

Northern areas of which only 4% of agricultural producers of their total number across the Omsk region are the share.

Optimum organizational and economical and legal conditions for development of agrotourism projects were created in the territory of the Northern forest-steppe zone what the number of the agrotourism projects realized there confirms.

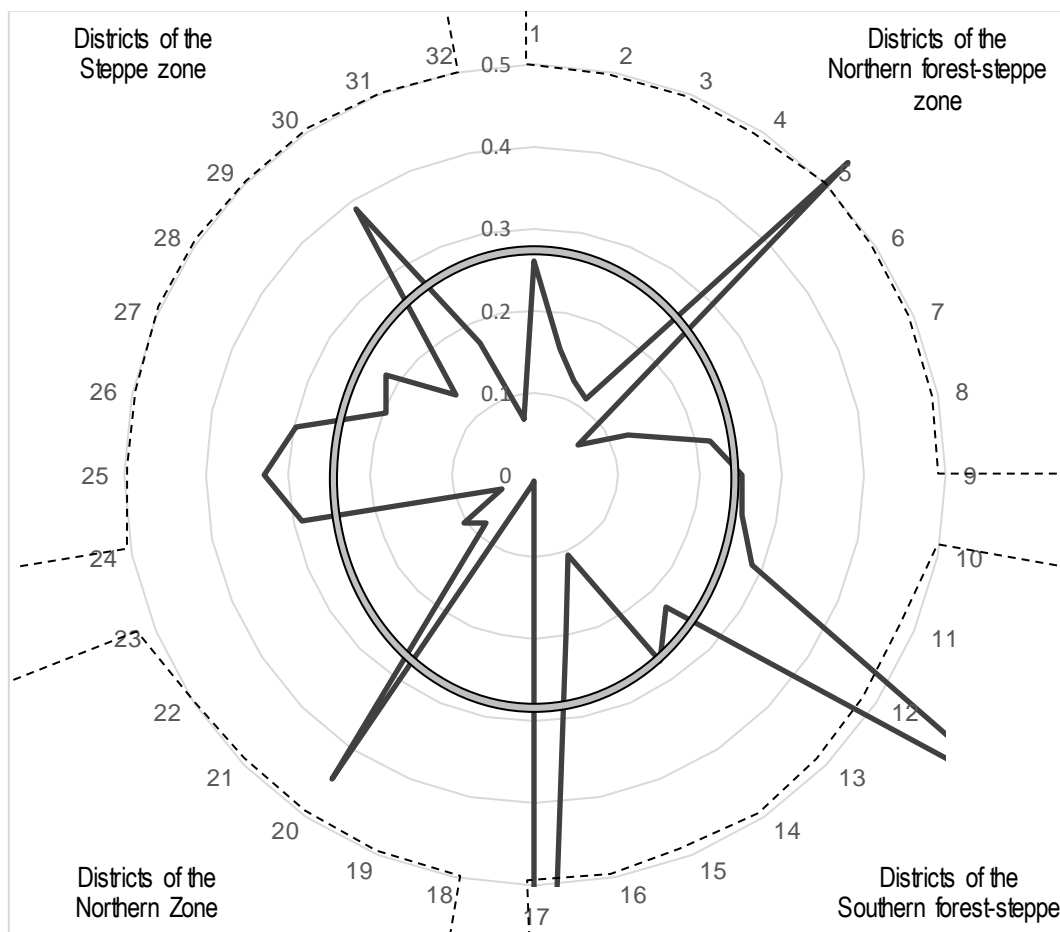
Table 11: Results of integral indicator for each area.

№	Area	P1	P2	P3	P4	P5	Integral indicator (In)
Northern forest-steppe zone							
1	Bolsherechensky	0,02	2	3	1	8	0,26
2	Gorkovsky	0,02	3	0	0	6	0,16
3	Kolossovsky	0,01	1	2	1	6	0,12
4	Krutinsky	0,01	4	2	0	6	0,11
5	Muromtsevsky	0,02	8	3	2	15	0,54
6	Nazyvayevsky	0,01	2	2	0	4	0,06
7	Nizhneomsky	0,02	1	3	0	1	0,12
8	Sargatsky	0,02	2	2	0	10	0,22
9	Tyukalinsky	0,02	2	1	0	8	0,25
Total		0,15	25	18	4	64	16,44
Southern forest-steppe zone							
10	Azov	0,03	1	1	3	4	0,26
11	Isilkulsky	0,04	2	2	1	2	0,29
12	Kalachinsky	0,10	3	3	0	1	0,71
13	Kormilovsky	0,04	0	2	0	4	0,23
14	Lubin	0,03	4	1	0	4	0,27
15	Maryanovsky	0,03	0	2	0	2	0,11
16	Moskalensky	0,04	2	2	0	1	0,20
17	Omsky	0,04	4	3	0	28	1,30
Total		0,34	16	16	4	46	28,04
Northern zone							
18	Ust-Ishimsky	0,00	1	3	1	1	0,01
19	Tevrizsky	0,00	3	5	1	1	0,01
20	Tarsky	0,02	5	2	1	16	0,45
21	Bolsheukovsky	0,01	5	4	1	5	0,08
22	Znamensky	0,01	3	4	2	3	0,10
23	Sedelnikovsky	0,01	2	3	1	1	0,04
Total		0,04	19	21	7	27	3,07
Steppe zone							
24	Okoneshnikovsky	0,07	2	1	0	1	0,29
25	Cherlaksy	0,05	4	2	0	1	0,33
26	Novovarshavsky	0,03	4	2	0	3	0,30
27	Taurian	0,05	1	2	0	1	0,20
28	Poltava district	0,04	2	1	0	2	0,22
29	Russko-Polyansky	0,05	0	2	0	1	0,14
30	Odessa	0,06	0	1	1	5	0,39
31	Sherbakulsky	0,09	0	1	0	1	0,17
32	Pavlohradsky	0,03	0	1	0	1	0,07
Total		0,47	13	13	1	16	20,14

Source: Author's own elaboration.

Visual idea of the level of agrotourism capacity of certain areas of the Omsk region allow to obtain the data submitted in the Figure 5 according to which it is visible that practically in each climatic zone there are areas which are leaders in existence of potential conditions for agrotourism development. In the

Northern forest-steppe zone Muromtsevsky and Bolsherechensky districts are obviously selected: the first – at the expense of a significant amount of the unique natural and historical objects known it is far outside the Omsk region, the second – at the expense of the unique only thing in Russia of a rural zoo and the historical and cultural complex "Starie vremena Sibirskie".



- | | | | |
|-------------------|-----------------|---------------------|----------------------|
| 1 Bolsherechensky | 9 Tyukalinsky | 17 Omsky | 25 Cherlasky |
| 2 Gorkovskiy | 10 Azovskiy | 18 Ust-Ishimskiy | 26 Novovarshavskiy |
| 3 Kolossovskiy | 11 Isilkulskiy | 19 Tavrizskiy | 27 Tavricheskiy |
| 4 Krutinskiy | 12 Kalachinskiy | 20 Tarskiy | 28 Poltavskiy |
| 5 Muromtsevskiy | 13 Kormilovskiy | 21 Bolsheukovskiy | 29 Russko-Polyanskoy |
| 6 Nazvayevskiy | 14 Lubinskoy | 22 Znamenskoy | 30 Odesskiy |
| 7 Nizhneomskoy | 15 Maryanovskoy | 23 Sedelnikovskoy | 31 Sherbakulskoy |
| 8 Sargatskiy | 16 Moskalenskoy | 24 Okoneshnikovskoy | 32 Pavlohradskoy |

Figure 6. Integral assessment of agrotourism capacity of areas of Omsk region.

Source: Author's own elaboration.

In the southern forest-steppe zone the leader is Kalachinsky district in which along with unique natural and cultural objects 10% of all agricultural producers of the Omsk region are concentrated that provides

ample opportunities for agrotourism activity with a support on the developed agriculture. In the Northern zone the leader is Tarsky district in which administrative center a significant amount of the cultural sights representing a unique interlacing of different historical eras including the beginning of development of Siberia, history of the Siberian path on which Decembrists were sent into exile is concentrated and finishing with modern cultural objects. Such as Northern drama theatre which performances are put on stages of the largest Russian cities.

Leaders in the level of potentialities for development of agrotourism in the Steppe zone are Odessky and Cherkassky districts in which the developed agriculture is combined with natural and cultural sights.

4.3.2. Results for rating assessment of the potential of rural areas

With use of a technique for each of 32 areas of the Omsk region a mark assessment of the indicators characterizing their agrotourism potential was given. On the basis of the carried-out mark assessment and the calculated share of the agricultural producers distributed across the territory of areas of the region the integral indicator of attractiveness was calculated. Value of an integral indicator indicated existence of potentialities for development of agrotourism in the area and allowed to compare different areas among themselves, having constructed their rating.

Results of mark assessment of agrotourism potential and the rating of municipal districts of Omsk region on the level of attractiveness of development of agrotourism are presented in Table 12.

High rating assessment of the first two areas is generally caused by the considerable level of concentration in them agricultural producers and the high level of development of transport infrastructure. The priority direction of development of agrotourism for these areas is the organization of tours for the agricultural enterprises for the purpose of acquaintance of city tourists with features of agrarian production. Besides, for Kalachinsky district the organization of tourist routes with inclusion in them of unique natural and geological objects, and also cultural and historical sights can become one of the directions of development of agrotourism.

For the Ust-Ishimsky area taking the last place in rating, the priority directions of development of agrotourism have to be connected with development of tourist routes on the basis of visit by tourists of cultural and historical sights. At the same time one of the main problems which initiators of agrotourism projects should solve is low transport availability owing to lack of the developed transport infrastructure.

The offered technique allowed to carry out classification of rural territories depending on the potential directions of development of agrotourism which should be considered as priority. Mark assessment of the factors creating the potential of development of agrotourism in rural areas was the basis for an algorithm of classification.

All rural territories which received one and more maximum mark assessment of "five" one of factors were carried to the first classification group, received the maximum mark assessment "four" – to the second,

received the maximum mark assessment "three" – to the third group. The fourth group included the rural territories which received mark estimates "two" and "one".

Table 12: Rating of Areas of Omsk region on attractiveness level for agrotourism development.

№	District	Mark assessment of the indicators characterizing agrotourism potential							Share of producers B ₈	Integral indicator of attractiveness I
		B ₁	B ₂	B ₃	B ₄	B ₅	B ₆	B ₇		
1	Kalachinsky	3	3	0	0	3	4	3	0,101	1,616
2	Sherbakulsky	0	1	0	0	2	4	3	0,087	0,874
3	Omskiy	4	3	0	5	2	5	4	0,037	0,855
4	Okoneshnikovskiy	2	1	0	0	4	3	0	0,072	0,725
5	Tavricheskiy	1	2	0	0	4	3	4	0,049	0,685
6	Isilkulsky	2	2	1	0	2	4	4	0,041	0,613
7	Odesskiy	0	1	1	3	0	2	4	0,056	0,613
8	Cherlaksky	4	2	0	0	2	2	3	0,047	0,612
9	Kormilovskiy	0	2	0	2	5	3	4	0,038	0,605
10	Novovarshevskiy	4	2	0	2	1	3	3	0,033	0,493
11	Lubinskiy	4	1	0	2	2	4	3	0,030	0,486
12	Poltavskiy	2	1	0	0	2	3	3	0,043	0,477
13	Azovskiy	1	1	3	2	1	5	3	0,029	0,456
14	Moskalenskiy	2	2	0	0	0	4	3	0,040	0,436
15	Russkopolyanskiy	0	2	0	0	3	1	3	0,046	0,413
16	Muromcevskiy	5	3	2	4	0	1	2	0,019	0,327
17	Tyukalinskiy	2	1	0	3	4	1	3	0,023	0,321
18	Bolsherechenskiy	2	3	1	3	0	2	4	0,019	0,279
19	Tarskiy	5	2	1	4	1	1	1	0,019	0,279
20	Pavlohradskiy	0	1	0	0	2	2	3	0,035	0,278
21	Nizhneomskiy	1	3	0	0	2	2	3	0,025	0,273
22	Maryanovskiy	0	2	0	0	0	5	3	0,027	0,266
23	Sargatskiy	2	2	0	4	3	2	3	0,015	0,248
24	Gorkovskiy	3	0	0	3	0	3	2	0,017	0,191
25	Znamenskiy	3	4	2	2	3	2	4	0,009	0,173
26	Kolosovskiy	1	2	1	3	0	1	2	0,012	0,124
27	Krutinskiy	4	2	0	3	0	1	1	0,009	0,102
28	Bolsheukovskiy	5	4	1	3	2	0	3	0,006	0,100
29	Nazvayevskiy	2	2	0	2	1	0	2	0,008	0,072
30	Sedelnikovskiy	2	3	1	0	0	0	4	0,006	0,062
31	Tevrizskiy	3	5	1	0	0	1	1	0,001	0,014
32	Ust-Ishimskiy	1	3	1	0	0	0	0	0,001	0,006

Source: Author's own elaboration.

The main characteristics of the selected classification groups of rural territories are presented in table 13.

The first classification group included six municipal districts. Feature of this group is the low level of development of transport infrastructure and the biggest variety of unique natural, and geological objects, and also cultural and historical sight in total with unique ethnos and national crafts. This group is characterized by also the most developed sector of the existing tourist projects. The share of the agricultural producers concentrated in regions of this group is the smallest and makes 12%. The priority direction of development of agrotourism is the organization of tourist routes with orientation to the unique nature and history.

The second classification group includes 9 municipal districts in which 28,8% of agricultural producers of the region are concentrated. This group is characterized by more developed level of transport infrastructure, the best ecological situation and existence of a significant amount of unique natural and geological objects.

The third classification group is the most numerous and includes 10 areas in which the greatest number of agricultural producers (31,2%) is concentrated. This group is characterized by the high level of development of transport infrastructure and existence of a significant amount of cultural and historical sights, national crafts and unique ethnos.

The fourth classification group includes seven municipal districts in the territory of which 28% of agricultural producers of the region are concentrated. This group is characterized by the low level of concentration of unique natural objects and cultural and historical sights, and also almost total absence of the operating agrotourism routes.

At the same time, regions of this group have the most developed transport infrastructure. The priority direction of development of agrotourism for this group is cognitive agricultural tourism with inclusion in tourist routes of visit of agricultural production.

The offered technique of rating assessment of agrotourism capacity of rural territories allowed to carry out their classification depending on the potential directions of development of agrotourism which should be considered as priority (Figure 6). The provided classification in the long term can become a basis for development of model of development of agrotourism on the basis of specialization of certain rural territories on certain directions of development of agrotourism.

Table 13: The main characteristics of classification groups of rural territories depending on the potential directions of development of agrotourism.

Share of agricultural producers	Indicator share in score on group, %							Share of agricultural producers	The number of areas in groupse
	Unique natural and geological objects	Cultural and historical sights	Unique ethnos and national crafts	The operating agrotourism projects	Ecological wellbeing	General extent of highways	Extent of highways with a hard surface		
1 group	22,0	19,0	5,0	18,0	10,0	11,0	15,0	12,0	6
2 group	20,2	13,2	1,6	12,4	17,8	16,3	18,6	28,8	9
3 group	12,3	18,4	7,0	12,3	7,9	17,5	24,6	31,2	10
4 group	10,8	14,9	1,4	2,7	12,2	29,7	28,4	28,1	7

Source: Author's own elaboration.

The perspective direction of further development of the offered approach to assessment of agrotourism capacity of rural territories is transition from determination of the potential directions of development of agrotourism in the estimated rural territories to performance indicators of development of tourist activity. At the same time efficiency should be considered from the following positions: efficiency for initiators of tourist projects, efficiency for budgets of all levels, efficiency for inhabitants of rural territories and efficiency for tourists. Availability of agrotourism potential and conditions for its implementation for each rural territory should be estimated from the economic point of view. In this case it is possible to implement system approach to sustainable development of rural territories.

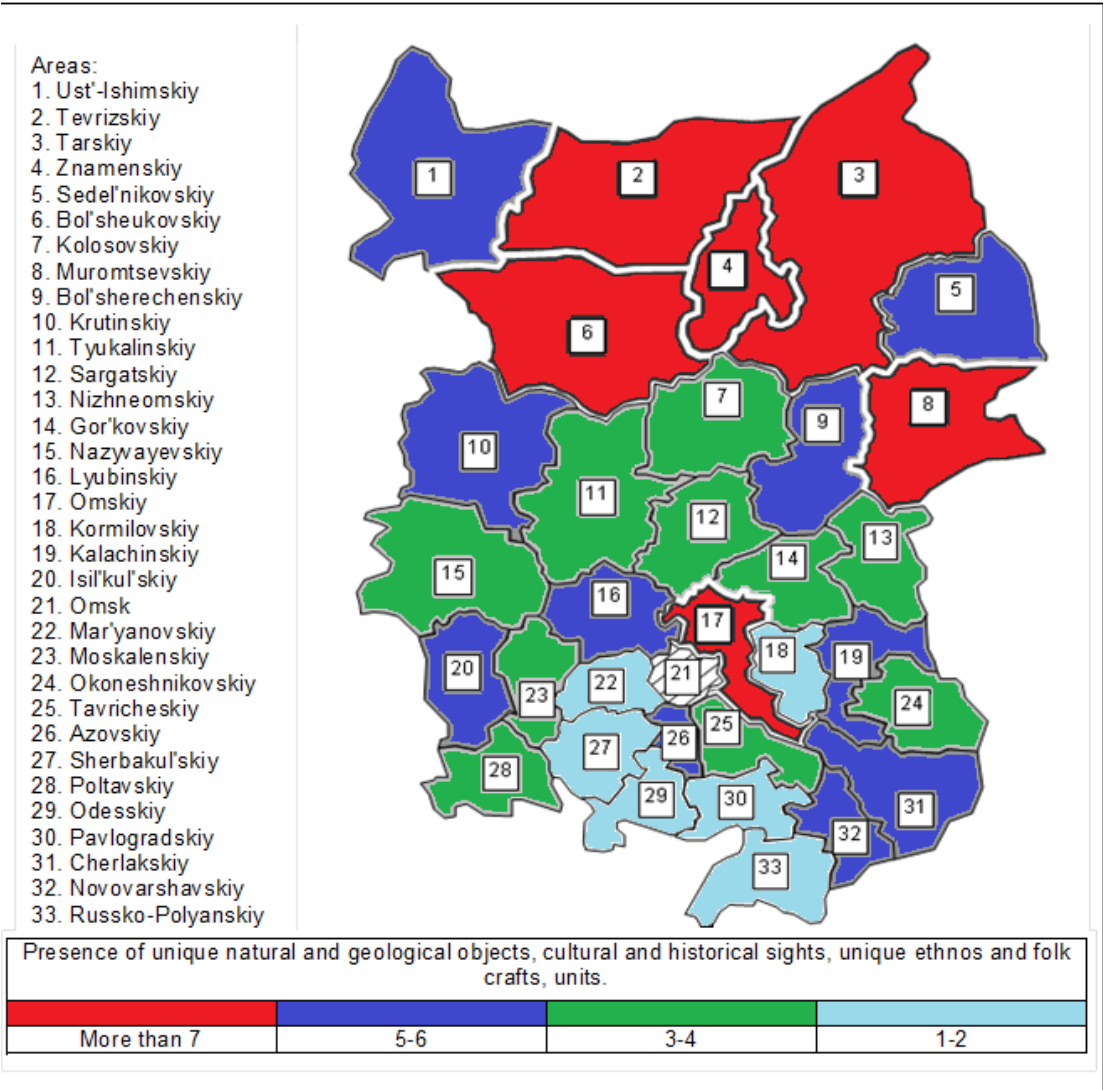


Figure 7. Classification of areas of Omsk region by availability of the objects which are of interest to development of agrotourism activity.

Source: Author's own elaboration.

Conclusions, Limitations and Future Research Lines

On the basis of a research it is possible to draw a conclusion that there is close connection between agrotourism, agriculture and sustainable development of rural territories.

Rural tourism as rest in rural areas, not only a craze, but, one may say, both need - a dynamic and intense rhythm of life in the cities, pollution of the urban environment, causes in the city dweller desire of rest and a privacy among the net environment. Such rest gives to the person the chance to approach the nature, to relax to have a rest, gain strength, and besides, allows to satisfy such specific hobbies as studying of historical, cultural, ethnographic, and also architectural heritage, the customs and crafts characteristic of this region, acquaintance with local national clothes, kitchen, collecting of folklore, studying of local language or a dialect, the amateur photo, collecting of herbs and minerals.

Despite the available positive examples of development of agrotourism in the Russian Federation, it is necessary to state practical lack of the normative legal documents which are specially regulating agrotourism activity. In them it is not specified, and often at all there is no concept "agrotourism" or other similar terms: "rural tourism", "ecotourism", "green tourism". It should be noted that it is not possible to transfer the standards and standards applied in the field of recreational and hotel business mechanically to small family hotel economy in the village because of specifics of the last.

Practice shows that in those rural territories where there is agricultural production, there are premises of their sustainable development. Implementations of these premises can prevent backwardness of social and engineering infrastructure, low economic activity of country people and the low level of its self-organization. In such situation agrotourism activity with the corresponding support of state bodies can be a source of additional financial resources and an incentive for development of entrepreneurial activity of country people.

Also the research of a concept of agrotourism allowed to define its main characteristics:

- agrotourism a concept multipurpose and many-sided with various forms and types;
- agrotourism in Russia represents dynamically developing sphere of tourism on a wave of ecologization and sustainable development of rural territories;
- development of agrotourism depends on availability and specifics of natural, social, cultural and economic resources of the specific rural territory;
- joint development of agriculture and agrotourism is the driving mechanism of increase in level of social and economic development of rural territories.

Thus, systematization of a concept and content of agrotourism activity, and also understanding of its strategic objectives and tasks will allow to reveal those rural territories in which it is reasonable to develop specific types and the directions of agrotourism. Finally, it will promote systematization of approaches to development of the state policy aimed at sustainable development of rural territories.

The Omsk region has all necessary for successful development of agrotourism activity. Development of agrotourism should not come down to one option (or models) and could include several directions, perspective for conditions of the Omsk region. For example, the following directions (models) could be perspective:

- 1) Creation of regional agrotourism networks through development of small, family and individual agro travel business based on the existing tourist's resources of rural areas: means of placement (small family hotel economy) and agrotourism infrastructure (including the different agrotourism objects and types of business connected with ensuring agrotourism).
- 2) Reconstruction of the sociocultural environment of the historical settlement - "the historical village", "the national village" or other type of the settlement (a settlement, etc.), a reconstruction of the sociocultural environment of other historical objects (noble and merchant estates, monasteries etc.).
- 3) Creation of the large and average specialized agrotourism objects oriented to acceptance of tourists and the organization of their good rest. It can be the specialized centres (sports, cultural, culinary, etc.), the stylized "agrotourism villages", and also "fishing", "hunting villages", etc.
- 4) Creation of the state and private agricultural parks as the complexes large multipurpose tourist, exhibition, advertising and exposition, cultural and propaganda, research and production etc. having means of placement and the corresponding infrastructure.

For sustainable development of tourist activity in rural territories of the Omsk region will provide:

- high level of life of country people and increase in profit of the organizations of agro-industrial complex, enterprises of an infrastructure complex and organizations of culture and rest;
- preserving of natural, architectural, historical and cultural objects of the region;
- creation and ensuring needs of the population to life in rural areas and acquaintance to it.

Development of agrotourism in the region should have complex character and be divided into two blocks: organizational and economic (Organizational block and Economic block).

The organizational block includes the following elements:

- 1) agrotourism development normative legal regulation – an initiator and the main driving force of development are regional public authorities which create a regulatory framework, cluster policy of

the region, perform coordination of creation and development of agrotourism within social and economic development of the region;

2) personnel and scientific providing project participants on agrotourism development – ensuring scientific support at the level of forming of business plans;

3) monitoring and information support of development of agrotourism – assessment of agrotourism capacity of the region, identification of the factors constraining development of rural tourism, assessment of the priority directions of development of tourist activity, informing and involvement of the interested subjects of the tourist industry and the infrastructure organizations about creation and conditions of participation in activity of a cluster;

4) creation of the working group and governing bodies of development of an agrotourism (coordination council) – will organize work at the initial stage of development in development of the priority directions of development and determination of set of effective investment projects.

The economic block of the development mechanism of an agrotourism includes the following elements:

1) assessment of economic potential – the analysis of the available material and economic resources, requirements analysis for creation of new tourist products;

2) measures of the state support, including the preferential taxation – a possibility of participation of participants of development of agrotourism in grant supports; providing subsidies for development of tourist objects and infrastructure facilities; reduction of tax rates of regional taxes and the single tax paid at application of a simplified tax system, to entrepreneurs and the organizations occupied with providing agrotourism services;

3) credit policy – development of credit products for new tourist objects with attraction of the state support;

4) the investment attraction – development of an agrotourism creates favourable conditions for the investment attraction to the operating and new tourist objects at the expense of advantageous conditions of transactions between its participants, cost reduction and other economic benefits.

5) market regulation – satisfaction of demand of consumers in tourist products, establishment of discounts on the consumed resources;

6) development of the external economic relations – not only entrepreneurs and the organizations of one region can be participants of regional development of agrotourism, for example, the auxiliary and servicing enterprises can territorially be in other regions, but to be participants.

Effective interaction of organizational and economic blocks allows development of agrotourism to resist to influence of negative factors.

The organizational and economic mechanism can be added with process of self-organization of rural territories which is one of ways of possible development and considers practical experience. Automatically process of self-organization does not happen, administrative and managerial impact or a personal initiative of participants of self-organization for this purpose is necessary. Self-organization is resulted by new, steadier forms of development due to interrelation of different types of activity.

Agrotourism development as sectors of the regional tourism industry will demand partnership of the power – business – local communities – a wide range of the interested non-governmental organizations of all levels.

As the initiator of development of an agrotourism in the region the Ministry of Culture of the Omsk region within implementation of the state program of the Omsk region "Cultural development and tourism" for 2014-2020 can act, one of problems of which is forming and development of a tourist cluster of the Omsk region. Creation and modernization of tourist objects of the region belongs to the main function of the initiator; it is for this purpose planned:

- providing a subsidy to the persons providing services in temporary accommodation of tourists, a food, and also the accompanying services to tourists;
- providing a subsidy for joint financing of objects of the providing infrastructure of the created tourist complexes provided by municipal programs (subprograms);
- implementation of repair of the highways of regional or intermunicipal value relating to property of the Omsk region, conducting to the created tourist complexes;
- creation of an initiative group and search of participants and investors for development of an agrotourism complex of the region.

Implementation of data of an action will allow to develop agrotourism in the Omsk region. Development financing is provided the state program of the Omsk region "Cultural development and tourism" for 2014-2020.

Management of development should be assigned to Coordination council which is advisory body, executive authorities of the territorial subject of the Russian Federation and local governments. Treat functions of Coordination council:

- approval of priorities, strategy and programs of development of agrotourism;
- selection and coordination of agrotourism projects;
- determination of measures of the state support of participants of the program of development;
- creation and support of effective information exchange;

- interaction with educational and scientific institutions for the purpose of ensuring preparation and advanced training of personnel according to needs of participants of the program of development of agrotourism;
- development of joint marketing strategy on promotion of tourist products;
- preparation of suggestions for improvement of the regulatory framework concerning questions of creation, development and support of tourist projects, the agrotourism activity and infrastructure necessary for its development.

Activity of Coordination council is financed by admission and current fees of participants of a cluster.

Participants of development of agrotourism are:

- the basic enterprises – the enterprises specializing in profile types of activity (the organizations and persons rendering services in accommodation, the organization of rest and tourism, recreation facility and other similar enterprises);
- the organizations of resource infrastructure – the organizations servicing the public industries including transport, power, engineering, nature protection and information and telecommunication infrastructure;
- the organizations of market infrastructure – the organizations rendering financial, legal and consulting services, shopping facilities (auditor, consultancy, credit and financial, insurance and leasing services, logistics, trade, real estate transactions);
- research and educational organizations;
- organizations of investment and innovative infrastructure.

The main function of the basic enterprises is the satisfaction of needs of the population for tourist services. For participation in the program of development the basic enterprises do not incur finance costs, however can take all its advantages: providing subsidies, discounts at purchase of goods (works, services) at the organizations included in an infrastructure complex and which are participants of a cluster.

The organizations of the infrastructure complex sell goods (perform work, render services) to basic enterprises under certain conditions, these organizations make introductory and current contributions for the development of agrotourism.

Effective work of all elements of the program of development of agrotourism will help the basic enterprises to increase access to the provided tourist products, will increase their profitability, to establish long-term mutually advantageous economic relations between the basic enterprises and the enterprises of an infrastructure complex. Functioning of the program of development will allow to raise the income of country people, to increase tax revenues in local and the regional budget, to attract additional

investments into this sector of economy, and also to keep natural objects, cultural and historical monuments, national crafts and rural tenor of life.

The used technique of assessment allows classifying rural territories by the level of agrotourism potential and to define the main benefits of the territory based on which it is necessary to create the perspective directions of development of agrotourism.

The technique allowed to reveal in each climatic zone leading areas on the level of potential opportunities for development of agrotourism and to define set of the conditions, which provided their leadership.

The technique of rating assessment of agrotourism capacity of rural territories allowed carrying out their classification depending on the potential directions of development of agrotourism, which should be considered as priority. The provided classification in the long term can become a basis for development of model of the organization of a regional agrotourism cluster based on specialization of certain rural territories on certain directions of development of agrotourism.

The absence of official statistical data on the results of agrotourism activity imposes a major restriction on the work done. In the concept of agrotourism development, it is necessary to include the creation of a single information base on the results of agrotourism activities in the regions of the region. What in turn will allow applying other existing techniques of assessment of agrotourism capacity of agricultural territories.

Further researches in the field can include creation of models of functioning of an agrotourism, development of agrotourism routes in territories of the Omsk region, the miscalculation of an economic component of development of agrotourism activity.

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