

Method Development to Assess the Regional Tourism Potential



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Abstract: *The article is devoted to the development of research methods of tourist and recreational potential of the region. The article indicates the types and methods of assessing tourist resources, approaches to assessing the tourist and recreational potential of the territory at the regional and local level. The study was based on the study of the scientific works of domestic and foreign researchers in the field of recreational geography, tourist resource studies, tourism economics. When conducting the study, the authors used the methods of economic-statistical, structural and system analysis. The directions of improving methodological approaches to a comprehensive assessment of the tourist and recreational potential of the region are identified in the work, the author's approach to assessing the tourist and recreational potential of the region at the level of municipalities is formed. This approach allows you to take into account the uneven distribution of natural, climatic, historical, cultural and socio-economic and other resources in the regions, to identify the most promising areas for the development of tourism. Further development of methodological approaches to a comprehensive assessment of tourism and recreational potential should be guided by the strategic priorities of the regional economy.*

Keywords : *tourism, tourist and recreational potential, types and methods of research, integrated assessment.*

I. INTRODUCTION

The development of national and regional tourism development programs in the Russian Federation requires a systematic and integrated assessment of the resource potential of the country. To make managerial decisions on the territorial planning of tourism development, the justification of investment projects and programs for the construction of tourist infrastructure facilities, as well as other organizational,

economic and managerial tasks, objective information on available resources and the size of the tourist and recreational potential is required. Expanding the range of economic tasks in the field of tourism management requires a review of the methodological approaches used to assess the potential of the territory.

The purpose of this study is to analyze methodological approaches to assessing individual tourism resources and the tourist and recreational potential of the territory at the regional and local levels. In accordance with the purpose of the study, it is necessary to conduct a study on the development of a methodology for assessing the tourist and recreational potential of the territory, identifying problem areas in using existing methodological approaches to assessing the tourist and recreational potential of the region.

As an object of study, we consider the territorial tourist-recreational system of the region, which has functional and territorial integrity and is characterized by the presence of a certain resource potential. The subject of the study is the tourist and recreational potential of the region and approaches to its assessment.

The development of tourism in most regions of the Russian Federation is becoming an important task of socio-economic development, which requires the identification of the most attractive areas and their consideration as possible "growth points". The economic assessment of the resource potential of the country's territory is becoming in demand.

At different periods of tourism development in the country, the assessment of tourism resources and tourism and recreational potential by most researchers was carried out within the boundaries of natural-recreational systems or economic regions, constituent entities of the Federation. In this regard, an insufficiently detailed assessment of the tourist and recreational potential at the local level can be noted.

Given that tourism resources in a given territory are usually unevenly located, a detailed assessment of tourism resources allows us to identify the asymmetry of development, to identify the most investment-attractive municipal areas. Thus, this area of research is not only relevant, but also extremely important for the formation of a competitive tourist and recreational complex in the Russian Federation.

At this stage in the development of the regional economy, existing approaches to assessing tourism resources do not fully cover the whole range of factors and conditions conducive to the development of tourism, they require improvement.

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The development of the tourist services market leads to the emergence of new types of tourism, the creation of specialized tourism products. The emphasis in using the tourist and recreational potential of the territory can vary both in space and in time. Potential can be considered as a combination of all opportunities, means, stocks, as well as sources that can be used to solve specific problems or achieve specific goals. The potential is able to include a fairly wide range of elements, since it represents the combined ability to implement the socio-economic tasks of a certain territory. Tourist and recreational potential consists of a combination of elements of climatic, historical, cultural and socio-economic resources located in a certain territory. It is important to note that the set of potential elements is capable of changing, since various types of resources may be required to organize tourist activities.

Tourist resources of a region are a specific type of elements of the resource potential of a territory. Therefore, with respect to them, the use of special approaches to classification and evaluation is required. The following elements should be distinguished as part of the tourist and recreational potential of the region:

- a group of natural and climatic resources (climate and geographical landscape resources, balneological resources, natural monuments and specially protected natural territories (SPNA);
- a group of historical and cultural resources (tangible and intangible);
- a group of socio-economic resources (infrastructural and organizational and managerial - educational and personnel, managerial, material, financial, informational and institutional, etc.).

Infrastructure facilities are not always classified as tourist resources; they are considered as conditions for servicing tourists or as a separate category. In our opinion, tourism infrastructure is a special type of socio-economic tourism resources, an element of the tourist and recreational potential of the territory, the most important category necessary for creating a tourism product.

The effectiveness of the use of tourist resources of a certain territory is determined by their integrated use. At different time periods of territorial development, various elements of the resource potential are in demand. This is due to the growing needs of tourists and the interests of entrepreneurs, changes in the priorities of state policy and the general strategic directions for the development of territories. Ultimately, tourism brings benefits not only to individual enterprises in the industry, but also contributes to the socio-economic development of the region and the country as a whole.

To solve organizational, economic and managerial tasks for the development of tourism, it is necessary to take into account not only the initial resources, but also the possibilities of using new potential elements for the prospective development of territories.

II. MATERIAL AND METHODS

The methodology for assessing tourism resources, tourism and recreational potential is closely related to recreational

geography. The term "recreational resources" first began to be used in the late 60s. last century. A sufficient number of scientific works of domestic and foreign authors, covering various aspects of this problem, including assessing the quality of resources, calculating the allowable load on natural complexes, and others, were devoted to questions of assessing recreational and tourist resources.

In 1973, the forces of the scientific school of Professor V.S. Preobrazhensky (Institute of Geography of the USSR Academy of Sciences) performed recreational zoning of the country, during which four zones and twenty districts were identified. I.V. Zorin detailed the recreational areas of the USSR, breaking the country's territory into 5 zones and 31 regions.

The methodological foundations of the assessment of tourism resources developed within the framework of tourism resource studies, regional studies, tourism economics. Until recently, issues of a comprehensive assessment of the tourist and recreational potential of the territories from the standpoint of solving the problems of the regional economy have not been given due attention.

Only in the last two decades has tourism been seen as a full-fledged sector of the Russian economy, which has certain economic priorities and benefits.

In connection with the formation of the national tourism industry, studies began to appear in the field of economic assessment of tourist resources and assessment of the tourist and recreational potential of territories taking into account the solution of complex industry problems. The idea of the composition of the tourist and recreational potential of the territory is expanding, assessment methods are improving. However, research is mainly carried out within the borders of the country's economic regions, natural-territorial systems or the borders of the country's regions. Spatial approaches to the economic development of territories have not yet been widely applied in the field of a comprehensive assessment of the tourist and recreational potential at the regional and local levels.

III. RESULTS AND DISCUSSION

The results of the analysis of the methodological foundations for assessing the tourist and recreational potential of the region allow us to conclude that different approaches, types and assessment methods are used for different groups of tourist resources. But, among scientific studies of the tourist and recreational potential of the territories, economic assessment has not yet received due attention. At the same time, it is an economic assessment that makes it possible to determine the efficiency of the use of resources and to identify the territories most attractive for tourism development.

To date, four types of tourism resource assessment have been formed:

- biomedical. It is used to assess the degree of environmental comfort and the prerequisites for the development of tourism in a certain territory (for example, a study of the state of the human body under the influence of a set of meteorological factors, certain types of weather, etc.).

The biomedical assessment toolkit is formed by specialists in integrated climatology and balneology;

- technological type of assessment is applicable from the standpoint of the organizers of tourist activities; it determines the possibilities for carrying out certain types of tourist and recreational activities in a certain territory (studying landscapes, determining the recreational capacity, the recreational load on natural complexes, etc.);

- psychological and aesthetic type makes it possible to assess the degree of emotional impact of individual elements of the tourist and recreational potential on tourists (landscape diversity, assessment of the attractiveness of resources, etc.);

- economic type allows us to determine the consumer value of tourism resources.

It should be noted that various types of tourism resources assessment correspond to

specific assessment methods. Considering the heterogeneity of the elements of the tourist and recreational potential of the territory and the various forms of resource use, the authors attempted to systematize the methods for assessing certain groups of tourist resources (Table 1).

Table - I: Basic methods for assessing tourism resources

Resources	Evaluation method	Characteristic
Climatic	Cartographic	Assessment of landscape conditions, showing the compatibility of landscape elements, elevations, etc.)
	Statistical	Resource and Object Accounting
	Biomedical	Calculation of climate comfort indicators (hydrothermal coefficient, severity index, etc.)
	Aesthetic	Assessment of the degree of emotional impact on a person (for example, a score on the picturesque landscape)
	Technological	Assessment of the possibilities of engineering development of territories
	Environmental	Monitoring environmental pollution, the negative impact of industrial enterprises
	Economic	Identifying Resource Benefits
Historical and cultural	Statistical	Object Accounting
	Aesthetic	Assessment of the degree of emotional impact on a person
	Technological	Determination of technological suitability and safety of use
	Economic	Identifying Resource Benefits
Socio-economic	Statistical	Object Accounting
	Technological	Assessment of the possibilities of engineering development of territories
	Economic	Identifying Resource Benefits

Quantifying tourism resources involves the use of cartographic and statistical methods for assessment. Before evaluating resources, cartographic material is first studied (for example, physical-geographical and administrative maps, etc.). The cartographic method is also used for the economic assessment of the tourist and recreational potential of the territory, since it is convenient in that the maps can visualize the phenomena studied, the features of the placement of objects in their relationship. Statistical methods are used to calculate quantitative indicators of tourist resources (for

example, the level of infrastructure development, the dynamics of tourist flows, etc.). Various authors for different purposes use the methods of statistical observation, groupings, the balance method, etc. Since the economic assessment of tourism resources in practice has not yet been given due attention, this direction of assessment can be described as problematic. It is especially important to use economic assessments in the formation of methodological approaches to a comprehensive assessment of the tourist and recreational potential of the territory. It is the economic assessment of tourism resources that is the basis for identifying potential in terms of the efficient use of existing resources of the territory. It helps to identify the real and potential capabilities of the territory. For the economic assessment of tourism resources, in practice, methods from recreational geography are used. The most developed methods can be considered economic assessment of recreational resources (for example, methods of direct rent or indirect assessment of the use of resources - taxes, payments and fees). The economic efficiency of tourism in the territory is proposed to be measured by the combined results of the industry, the impact of tourism on the economy of the region or country as a whole (multiplier effect). Assessment of recreational resources involves the use as indicators of the effects of resort use of balneological resources, recreation of recreation; the number of workers being released due to a reduction in the loss of working time after rehabilitation in sanatoriums; saving money on sick leave after spa treatment, etc. It is proposed to include in the system of economic indicators for the development of the tourism industry the volume of tourist flows, the amount of tourist expenses, the state and development of the material and technical base, indicators of the financial and economic activity of enterprises in the industry, and the development of international tourism and others. According to the authors, in the framework of the formation of methodological approaches to a comprehensive assessment of the tourism resources of the region, it is fair to add an ecologically type of assessment.

The ecological compatibility of the territory shows the state of the environment and the degree of impact of anthropogenic factors on favorable conditions for tourism. The main method of environmental assessment can be considered monitoring of environmental pollution (land, water and forest objects). In addition, it is important to identify the degree of negative impact of industrial facilities, threats of environmental disasters, etc. The results of environmental assessments determine the limitations in using the resource potential of the territory for the development of tourism. High environmental friendliness of the territory increases its value, allowing the development of ecological and rural tourism. Development of a methodological approach to a comprehensive assessment of the tourist and recreational potential of the region In the process of studying the methodology for assessing tourist resources, approaches to a comprehensive assessment of the tourist and recreational potential were systematized, which is reflected in Table. 2, which describes the characteristics and goals of using approaches to an integrated assessment of the tourist and recreational potential of the region.

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Table - II: Approaches to the integrated assessment of the tourist and recreational potential of the region

Name of approach	Characteristic	Purpose of use
Recreational and geographical	Assessment of natural landscapes for recreation and tourism	Recreational Zoning
Geoecological	Environmental Assessment. Restrictions on the use of the territory for tourism	Geoecological zoning. Environmental pollution monitoring
Marketing	Calculation of volumes and patterns of demand, determination of the degree of competitiveness of tourism products, tourist attractiveness	Market segmentation, tourism product differentiation
Cadastral	Description of tourist resources, collection and systematization of information on the dynamics and degree of study of the territory	Accounting and assessment of resources. Solving regional industry problems
Geoinformation	Development of databases and data banks, maps and atlases, GIS. Visualization of the potential elements of the region	Territorial and industrial GIS. Information support for solving industry-specific regional problems. Promotion of tourist opportunities in the region
Cluster	Modeling the interaction of territorial authorities, business enterprises, public organizations and consumers of travel services	Identification of territorial clusters
Ecosystem	Determination of economic benefits from the provision of ecosystem services, alternative use of regional resources	Indicators of the economic value of ecosystem resources, the solution of regional industry problems

According to the authors, to solve the organizational, economic and managerial tasks for the development of tourism, a comprehensive approach should be used to assess the entire set of elements of the tourist and recreational potential of the region (climatic, historical, cultural and socio-economic resources).

Based on a study of the methodology for assessing tourism resources and the possibilities of using well-known assessment methods to solve organizational and managerial problems at the level of regions and local territories (municipalities, rural settlements, etc.), the authors formed a methodological approach to conducting a comprehensive assessment of tourist and recreational potential region.

Geographic information systems (GIS) are used as a tool for the integrated assessment and interpretation of elements of the tourist and recreational potential of the region, which makes it possible to combine the assessment results obtained using different methods (cartographic, graphical, expert estimates, etc.). GIS allows you to use the capabilities of modern geographic information technologies to visualize the results of the assessment, making forecasts, promoting tourism products and the capabilities of the territory. Through

GIS, information on resources and their use in the process of creating a tourism product is presented to users in a convenient and accessible form. A combination of any cartographic materials, the results of economic and environmental analysis is possible. This expands the possibilities for assessing the tourist and recreational potential of the region. Geographic information systems can be used to increase the information security of the preparation and adoption of organizational, economic and managerial decisions on the development of tourism at the regional and local level.

The cluster approach for assessing tourism and recreational potential is used to justify economic models for the development of tourism in certain territories. Territorial clusters are an effective tool for cooperation between business enterprises, government and the public. Tourism and recreational clusters are a form of concentration on a specific territory of enterprises and organizations interconnected by the development, production, promotion and sale of a tourist product, as well as activities related to the tourism industry and recreational services.

Current economic development programs, including sectoral tourism development programs in the Russian Federation, are based on the principles of clustering. In various regions of the country, a whole network of tourist-recreational and autotourist clusters is being formed, which become catalysts for the development of territories. Territorial clusters are created for the intensive development of tourism at the local level. Clusters are expected to obtain a synergistic effect by stimulating innovation, developing new tourist destinations, and more efficient work of all cluster members. An integrated approach to assessing the tourist and recreational potential of a territory can be fully implemented in the process of identifying territorial tourist clusters. In this case, the assessment of tourism resources is carried out from the position of their effective and rapid involvement in the tourism business.

IV. CONCLUSION

The complexity and versatility of the components of the tourist and recreational potential of the territory and the possibilities of its use for the development of tourist activities in the regions of the Russian Federation require the formation and improvement of universal methodological approaches to a comprehensive assessment of resources, which allow economically to make informed decisions that contribute to the socio-economic development of the territories.

A study of Russian and world experience in organizing tourism activities makes it possible to assume that for creating a tourism product it is possible to use various types of resources of the region (individual elements of natural potential, historical and cultural objects, etc.), but to satisfy the needs of different categories of tourists it is necessary to differentiate the use of potential elements territories in accordance with emerging needs.

The disadvantages of using integrated approaches to assessing the tourist and recreational potential for solving the tasks of territorial planning for tourism development are that the assessments are carried out within the framework of natural-territorial systems or within the administrative boundaries of the subjects of the Federation without taking into account the localization of resources. Since the elements of the tourist and recreational potential are geographically unevenly distributed, their research and assessment should be carried out in detail, within the municipalities.

Particular attention should be paid to the features of the formation of tourist and recreational potential in large metropolitan areas.

As part of the approach to a comprehensive assessment of the tourist and recreational potential of the region, it is possible to form ratings of administrative entities and identify the most investment-attractive territories for tourism development. The proposed methodological approach allows us to identify the asymmetry in the development of the territory, the degree of its readiness for tourist development. Tourism is able to smooth out imbalances in territorial and sectoral development, and serve as a catalyst for the development of the economy of the country's regions.



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