The Development of Automobile Tourism in Russia

Aleksander Aleksandrovich Smirnov,
Irina Fedorovna Kalinina and Galina Anatolyevna Vazhenina

“Russian State University of Tourism and Service”, Cherkizovo Moscow Region, Russia

Abstract: The paper reflects the results of research of literary sources about the stages of formation and development of automobile tourism in our country and abroad. The conclusion drawn is that the development of automobile tourism as a social phenomenon entirely depends on the political and economic situation in the country. The special emphasis in the research is done on the necessity of road service, construction of new camping and motels. As a result of the carried-out analysis of literary data, Internet sources, drawn conclusion is about the necessity of realization of a purposeful state policy in the field of automotive industry and improvement of quality of the road network. There is a need in the construction of new tourist routes for caravanning, release of special publications and booklets.

Key words: Tourism • Autotravellers • Autotrips

INTRODUCTION

At present, automobile tourism is defined as a journey of people to countries or districts, different from their permanent place of residence, where the primary means of transportation is a private car or a rental car. Automobile tourism is a compound and integral part of tourism;

At present, automobile tourism is a relatively recent history. The first autotrips on private cars became possible thanks to the rapid development of automotive industry at the beginning of the twentieth century. At this time the major car companies actively began to adjust the release of new and practical models of personal transport and the state to develop and modernize the road network and accompanying infrastructure within their countries;

Most actively and dynamically touring by car began to develop in the United States and Western European countries, where in the middle of the last century because of the rapid growth of people's welfare and well-established automotive industry travel by car became widespread. Especially attractive this type of tourism was due to the fact that autotravellers have an opportunity to plan their route independently and without assistance, not adjusting to the schedules of public transport;

MATERIALS AND METHODS

Both literary editions and Internet sources on caravanning were investigated. The realization of the analysis of data was preceded by the development of techniques of scientific researches:

• System approach;
• Analysis and generalization of literary data;
• Analysis and generalization of Internet sources.

The Received Results: As a result of the conducted research and generalization of different data the following results were received:
In the period of the USSR automobile tourism in our country developed slower and considerably inferior to the magnitude of the USA and Europe. In the 50th years even an attempt to organize a car rental for the population was made, but it didn't get the development. Only with the beginning of mass production of midget cars on the Volga automobile plant in 1970 autotravel become relatively widespread. Most of these were trips from the central part of the country to the Black Sea coast of the Caucasus and the Crimea;

Some autotravellers went on vacations by their own car, even at very long distances - from the Kola Peninsula to the Black sea and also to Altai and Baikal. Holiday style of traveling and its specificity was reflected in Soviet movies. On the main motorways and tourist directions of the European part of the USSR a network of camping was created, which represented summer houses with a minimum set of conveniences, a shared rest room and a shared kitchen for cooking. Their main advantage was that they were located on the popular tourist routes and provided a protected parking place;

In the 70-80s road atlases and special booklets on tourist autoroutes in the form of schemes and short explanations to the sights located throughout a route were worked out and sold everywhere. With their help autotravellers could orientate, calculate the distance from one overnight stop to another, find gas stations and service stations; Also, taking into account the features of a huge territory and large length of roads, it is necessary to develop roadside service, build new camping and motels, establish the production of special literature and booklets for autotravellers;

In those pre-perestroika times social tension in society wasn't so strong and, practically without risk, it was possible to spend a night in a tent or in a car on the route. But, in spite of certain difficulties, touring by car in those days was actively developing. In the 70-80s touring by car in the USSR was only internal and since the 90-ies of the twentieth century, the citizens of Russia began travelling outside;

In the early 90s a stream of cars flooded into Russia from abroad. If at the beginning they were cheap enough and very used, gradually the class of the brought in cars was considerably improved. There was quite an interesting situation in the country. On the one hand, the number of cars was greatly increased, which should have led to the development of automobile tourism, but, on the other hand, the social and economic situation was extremely unfavorable;

In the middle of 90th the social tension in the society increased. Autotrips on the roads of Russia were really dangerous and as a result there was a complete or partial loss of traditions being conceived in soviet time and infrastructure of automobile tourism. Many campsites were abandoned or reorientated under other needs;

As a result of new state borders between the countries, it was difficult to realize the laid routs and customs and border barriers were more unpredictable rather than difficult. Crossing the border by a car became a substantial obstacle and first of all in terms of organization. Autotravellers practically stopped visiting the countries of the Baltic States and Transcaucasia. Default of 1998 caused the collapse of social relations in the country, the crisis of mistrust to the authorities, situation in the banking sector and was the reason of destruction of trailering of the 90s;

The beginning of the new millennium in Russia showed some stabilization of the social and economic situation. Favorable conditions for the development of automobile tourism inside the country began to be created. The number of cars began to grow steadily. Fans of trailering actively began to go out and explore the neighboring countries, make car trips to further European countries.

CONCLUSION

The scientific value of the research is that the need for the state support of the automobile industry and improvement the quality of Russian roads was revealed. Also, taking into account the features of a huge territory and large length of roads, it is necessary to develop roadside service, build new camping and motels, establish the production of special literature and booklets for autotravellers.

REFERENCES