

Outbound Tourism Development Trends (The Republic of Dagestan)

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Abstract: This paper deals with the aspects of outbound tourism development in the region. The analysis of trend demands was performed. The study of the Republic of Dagestan tourism market was performed, based on outbound tourism, the opportunities to expand the range of travel products for outbound tourism and sale increase were determined.

Key words: Outbound tourism • Tourist companies • Demand analysis

INTRODUCTION

According to the World Tourism Organization there was a steady increase in the number of international tourist flows during recent years. In 2013, international tourist arrivals exceeded 1 billion and the total increase in the number of international travel made 5%. It should be noted that the last three years a steady growth in international arrivals is shown by Europe. According to the World Tourism Organization, more than half of international travels were performed in European countries. The growth of outbound tourism in European countries and is marked in Russian Federation. According to the Federal Tourism Agency the total volume of tourist arrivals in Spain, Germany, Italy and France made 2.5 million people in 9 months of the previous year. Hilton Worldwide company performed the study concerning demand trends among Russians during long vacation period. The results of studies identified four leaders of European countries. 40 % of Russians prefer to spend a long vacation in Italy, 35 % - in France, 33%-in Spain and 27% - in Germany.

The climatic features of the main part of the Russian Federation make most Russians choose to travel and stay in a warmer country. According to Rostourism the most visited country by Russian during 9 months of 2013 was Turkey (2.8 million), the second place was occupied by Egypt (1.4 million.) and the third place was occupied by Greece (1 million people).

Thus, the outcoming tourist flows in Russia retain its growth rates. In the first half of 2013 the growth of outbound tourism amounted to 32% compared to the same period in 2012.

MATERIALS AND METHODS

In this paper we studied the market of tourist services in the Republic of Dagestan, focused on outbound tourism. We investigated the dynamics of inbound tourist flows, analyzed the market of tourist services in the region. In order to perform research the touristic activities of Dagestan enterprises oriented on outbound tourism were studied [2].

RESULTS

According to the Tourism Committee of the Republic of Dagestan, the amount of residents of the region with tourist purposes in 2013 amounted to more than 27 thousand people, which is 11 % higher than in 2012 and 24 % higher than the 2011. The stable growth of outbound tourism indicators is marked out with the growing number of tourist-oriented companies to send tourists abroad. According to the Tourism Committee evaluation of DR its number was 34 in 2013, which is 3 more than in 2013 and 6 more than in 2011. Tourist companies operating in the region are traditionally characterized by compact organizational structure with the number of employees not

exceeding 5 people. These people work on a contractual basis with the leading Russian tour operators. Typically, the sales of tourist products are within the limits, allowing companies to operate under the simplified taxation system.

The performed analysis of trend demand for outbound tourism in the Republic of Dagestan showed that European countries are the summer sales priorities: Turkey (64% of sold tours), Italy (15%), Spain (12%). The high proportion of visits to Turkey is provided by the realization of economy class travel products and qualified service provision. Dagestani tourists visiting Turkey, more than others state that their expectations by "price-quality" were proved. Stability of demand for tourists visiting Italy is guaranteed by the possibility of combining the elements of traditional recreation with shopping tourism. The Spanish resorts, despite the relatively high cost of tourist products are still demanded due to high-quality image of the tourism product.

Among other trends of summer tourism one can observe the growth of visits to Slovenia, Bulgaria and Montenegro. The number of visits to the People's Republic of China decreased. A small but steady number of tours are presented by Dominican Republic and Maldives which are quite rare for the region. The representatives of tourist companies noted the high percentage of failures in obtaining a tourist visa to France, which significantly reduces the level of sales in a given direction, despite the existing high demand [1]. In winter the traditional demand is made by UAE, which is emphasized by the presence of a weekly charter flights Makhachkala-Sharjah. This trend is only secured direct air travel that distinguishes it from other areas of outbound tourism. The study has not yet analyzed the traditionally high level of pilgrimage tourism at the time the Muslim hajj.

CONCLUSION

The performed studies allow us to determine the need for increased transport and logistics system in the region, allowing to diversify the travel opportunities to for the local population and the proposed range of travel products that will increase the number of sales up to 15-20% [3].

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