Modeling the Development of the Regional Tourist Complex Infrastructure: General Methods

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Abstract: in the article the findings of investigating the approaches to modeling of the infrastructural development of the regional tourist complex are represented. The suggested model includes the two circuits. The market circuit is generated by the flow of revenues, costs, profit, private investments; the budgetary one – by the flow of the budget investments, transfers and taxes. The analysis of the processes taking place within the specified circuits allows determining the level, main trends and directions for development of each separate infrastructure component. The four types of development of the regional tourist complex infrastructure have been specified on the basis of the suggested model.

Key words: Regional tourism · Tourism infrastructure · Recreation

INTRODUCTION

Research methods and procedure. The issue-related scientific and theoretical sources, the conceptual provisions of the modern economic science, the fundamental scientific works of the national and foreign scientists in the area of strategic management, forecasting and planning, the concepts of the sustainable development of the regional economy and tourism have been investigated. In the scientific researches they give much attention to the issues of investigating the tourist infrastructure, by doing so the authors basing on the common definition of infrastructure interpret it as “a set of supporting (auxiliary) industries and institutions arranging and maintaining the tourism industry, tourist activities” and sometimes consider it as “a set of the existing facilities and networks of manufacturing, social and recreational purpose not directly relating to the delivery of the tourism product but essential for the tourism product manufacturing process itself” [1], S.A. Sevastyanova divides the tourist infrastructure elements according to the importance of its components for rendering of the tourist services [2]. The systematic approach methods, the comparison and grouping methods, statistical analysis methods, expert evaluation methods, methods of strategic analysis, planning and forecasting as well as fundamental provisions of the logical and integrated approaches were taken as the basis of the research methodology.

Research Tools: The tools of the strategic analysis and planning were used by the research.

Findings Obtained: It is known that the composition of the infrastructure elements of a tourist complex depends on the tourists’ activity, supply and resources. Presence and development of any element of the RTC infrastructure are affected by the tourist activity factors that can be one-sided and mutual, interdependent, direct or indirect. The status and development of the RTC infrastructure, in its turn, affects the tourist activity factors and the development of tourism in the region as a whole. That is why promotion of development of the regional tourism infrastructure shall be based on the harmonious economic, social and environmental development of the region by means of balanced distribution of the tourist flows [4, 5].

In order to ensure the sustainable development, i.e., balance of the economic, social-and-cultural and environmental components the following model of the regional tourist complex infrastructure is suggested (Fig. 1).
Fig. 1: General model of the regional tourist complex infrastructure.¹

The model includes the following components: engineering (utility) infrastructure (ИИ); transport infrastructure (ТИ); business infrastructure (ДИ); social infrastructure (СИ); other branches of the regional economy (ДОРЭ). The major driver forces are: private sector, market, budget. The economical flows: inbound and domestic tourism (9), investments (И), transfers (Т), costs (3), revenues (Б), taxes (H). The two circuits are established within the represented model. The market circuit is generated by the flows of revenues, costs, profit, private investments; the budgetary one – by the flow of the public investments, transfers and taxes. Both circuits are independent, however, redistribution of the flows takes place within the elements according to the principles of taxation, government (regional) expenditures and budget of a particular region.

The sector of other branches of the regional economy is related to the RTC infrastructure through the flows of the inbound and domestic tourism and enables the efficient operation of the tourist complex [3]. The analysis of the processes taking place within the specified circuits allows determining the level, mains trends and directions for development of each separate infrastructure component. Thus, the economic and other business processes taking place within the RTC infrastructure are based not only on the certain regional priorities and tourism options but also on the status and development of each element. That’s why the four types of development of infrastructure of the regional tourist complex have been specified on the basis of the suggested model (Fig. 2.). The active development types refer to the initiative from the infrastructure facilities, their active intervention in the construction and development of the RTC and generation of its products. The passive development types mean development caused by changes in the environment of different scale (international, federal, regional, etc.).

From among the active ones, the intensive type suggests the spiral development which places primary emphasis upon the environmental status, tourist assets and resources forming the consistent tourist flow to the region and the existing infrastructure. The main axis of the RTC infrastructure development is improvement and modernization of the transport component and social infrastructure since the tourist facilities already exist and are attractive enough. The goal is to ensure the functional

¹The general economic system model has been taken as the basis. Ref.: http://www.kapital-rus.ru/articles/article/191258.
introduction of different elements constituting the RTC. Such type of development suggests implementation of the new technologies in the servicing processes, it suggests not the creation of the new infrastructure facilities but development of the existing ones for the purpose of the maximum satisfaction of the increasing demand and attraction of tourists during the entire year, adjustment of the seasonal fluctuations by means of changing the cost of services, attractive offers aimed not only on the traditional target segments but also on development of the new ones.

The extensive type of development is oriented to the implementation of the new infrastructure facilities, i.e., construction of the collective lodging facilities, public catering facilities, roads and transportation nodes (junctions), sports facilities, exhibition centers. Application of such development type may be aimed at different goals:

- It may be focused on creation of a new attractor (establishment of the Mammoth museum in Yakutia attracted new tourists, construction of the ski resort in Krasnoyarsk made it possible to increase the tourist flow);
- The goal is attraction of tourists from the other target segment (for example, construction of hostels in order to attract students);
- The goal is intensification of use of the existing tourist resources and increase in the tourism attractiveness in the region in case if the required infrastructure is not available or its capacities are not sufficient;
- It is necessary to pull a part of the tourist flow away from the traditional regional tourist resources (for example, as the result of the environmental degradation).

The use of this type suggests the simultaneous development of the entire region and the efforts aimed at the infrastructure development are based on the necessity of activation of the tourist industry in the region as a whole. Such type of development suggests large-scale investments that is why the key point is consideration of all the possible investors and raising money for these purposes.

The passive types of the RTC infrastructure development include the inertial and stagnation ones. The inertial type suggests development of the existing RTC infrastructure with due regard to the existing trends without any initiative from the business entities.

The following substantial external changes are required for its implementation:

- Political (changing the situation at the traditional popular resorts, inter-country agreements, etc.);
- Economical (improvement - fall of the citizens’ well-being);
Social (carrying out different reforms supporting the vulnerable social groups);
Ecological (changes in the environmental situation);
Changing the status of the region in the national economy, promotion of the tourist image of the region (area) at the international and national level, etc.

When subjected to such changes and the relevant regional policy the tourist flow to the RTC grows and it becomes necessary to develop the infrastructure in order to assure the proper quality.

There is not to deny the possibility of the passive stagnation development of the RTC infrastructure based on the exclusion of any changes for a number of reasons. Firstly, because of the climatic conditions the construction of the infrastructure facilities may be expensive so it makes sense to invest only in case of emergence. Secondly, the considered territory belongs to a special area, for example, conservation (protected) area or area falling within the military jurisdiction where the construction of the infrastructure facilities is not allowed. Thirdly, tourists are attracted exactly by the absence of infrastructure due to the specific nature of the tourism product. The last reason includes presence of such a tourist resource that will be attractive to the tourists in any case whereas the existing infrastructure is a secondary factor and its development would have a rather adverse effect on the region (area) as a whole.

Summary: The scientific value of the research is that the suggested model allows determining the type of the RTC infrastructure development with due regard to a number of factors such as range of the tourist flow, kinds of the tourism products, target segments, etc., as well as goals of development of the regional tourist complex and its infrastructure as a whole. There have been specified the advantages of the infrastructure model which include the adequate representation of the processes occurring in the RTC infrastructure and its interaction with the other branches of the regional economy and the tourist complex itself.

REFERENCES