



Innovative projects in the field of regional development travel services

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Abstract: Importance The article is devoted to the issues of innovation development of the region and creation of regional systems. Regional innovation system creates a favorable external environment and forms external incentives for the growth of social capital, technological modernization of manufacture and development of new economy of the country. **Objectives** Active support of innovation on a national scale through the instruments of the Federal policy, development institutes, financial support, tax and technical regulation should be complemented by a regional level, and the strategy of innovative development of the Russian Federation supposes a support of the regions which successfully use innovations as well as those ones where innovations are insufficient. **Methods** Currently, the Government of the Russian Federation and regions lot of work to improve the investment climate and to increase positions in international ratings of attractiveness for business. The concept of agrotourism development in the Russian Federation has received positive reviews Federal government agencies, including the relevant committees of the State Duma, the Federation Council, and several community organizations. **Results** Agriculture tourism is considered as one of the effective ways of industry development of the local economy. Today aspires not only Russia, but also the Republic of North Ossetia-Alania, actively developing rural tourism in their territory, as the basis for diversification of agricultural production and the development of alternative activities in rural areas. **Conclusions and Relevance** The implementation of the tasks will reduce the socio-economic tensions in the villages, and become a positive example for other residents of mountain and foothill villages in North Ossetia, but also in other regions of the North Caucasus Federal district.

[Valentina Batrazovna Dzobelova, Alisa Vasilievna Olisaeva. **Innovative projects in the field of regional development travel services**. *Rep Opinion* 2023;15(8):7-10]. ISSN 1553-9873 (print); ISSN 2375-7205 (online). <http://www.sciencepub.net/report>. 02.doi:[10.7537/marsroj15a0823.02](https://doi.org/10.7537/marsroj15a0823.02).

Key words: innovative development, innovation system, estimation of innovative activity of the region, agrotourism

As a result of economic development of countries on change management functioning comes development management. Source of development, as we know, are contradictions which sooner or later lead to a systemic crisis, their transformation into new quality. But the system always tends towards stability, therefore, a certain irritant. Such factors are innovation. And it is important that the changes caused by innovations, was perceived not as the destruction but as a new chance to succeed. Innovative activity assumes the whole complex of scientific, technological, organizational, financial and commercial event, which together lead to innovations. Tourism activity is not only providing services for travel, but also a source of state revenue, many sectors of its economy. Their incomes significantly exceed revenues from the traditional fields of tourism (hotels, restaurants, transport, etc.). The main tasks of the state include: identifying and developing policies in the field of tourism, programmes for their implementation, monitoring and research activities (organisation of statistics, departmental research); the creation of favorable conditions for tourism, coordination between

different companies, organizations, and societies for the formation of appropriate infrastructure, friendly environment; supporting tourism and marketing through the promotion of innovation and cooperation, the formation of an attractive image [4] of the region. Travel company can put a lot of effort to increase the efficiency of already existing tourism products, but always appears a need to develop new offers for customers. The reason for this need are changing consumer tastes, increased competition on the market, the life cycle of most products is at the stage of decline, etc. Consumers are always interested in new products, which can include more fun and informative items. Most travel agencies are willing to work on new products, thereby constantly renewing the tourism market. However, the degree of efficiency of the development may be different. It depends on the experience of the company in a particular market, from the experience of the personnel, proper organization of information collection, availability of funds etc. For most firms, the creation of a new tourism product is integral to their survival in a competitive market. In this case the firm does not necessarily take a leading

position in the production upgrade. There are two basic strategies to market with a new product: market entry among the first companies to enter the market when the product is fixed, but the demand for it is growing. In the first case, the firm is an innovator in either direction, the second takes the place of the follower. However, to succeed, the company may in the role of the leader and follower roles. In the Federal target program "Development of domestic and inbound tourism in the Russian Federation (2011 - HTI)" shows that the number of tourists who have committed lot with the cultural and cognitive purposes, amounted 5,64 million in 2009.

Great potential for development of cultural tourism in some regions of the southern, Volga, Siberian and far Eastern Federal districts. The main limiting factor for a specified type of tourism is the poor state of road transport and other tourist infrastructure the most promising from the point of view of cultural tourism regions. The development of this type of tourism will allow to attract more than 6 million Russian and foreign tourists. To be a leading tourist company, you must look for new innovative products. Traditional product life cycle typically has the form of an S-shaped curve, including the product introduction stage, growth, maturity and decline, a decrease of sales and profits. This model is suitable for the tourist product, which means that the question of the development of new innovative products plays an important role for travel companies. With the development of industrial society, more and more people start to appreciate all the charm of a natural rest. Rapid daily life, the constant buzz of bustling cities lead to the fact that people are happy to prefer travel in the countryside with the purpose of the rest of the output. The essence of agritourism is to provide people recreation, which includes all the charms of the natural and rural character. The view that a comfortable stay can be obtained only within the city, has long lost its relevance. This type of holiday is gaining popularity among tourists and citizens. Agritourism (agrotourism) is one of promising directions of development of the tourism industry abroad, which according to various sources prefer from 12 to 30 % of travellers. In Western Europe, for example, rural tourism preferred resorts about 40 million citizens. According to the world Tourism organization UNWTO, rural tourism is among the five main strategic directions of development of tourism in the world by 2020. The concept of agrotourism development in the Russian Federation received positive feedback from Federal government agencies, including relevant committees of the State Duma, the Federation Council, and several community organizations. Rural tourism is considered as one of the effective ways to develop low-cost, competitive sectors of the local economy, with a positive socio-cultural

impacts for local communities and Russian society as a whole. [5]. However, today there are no scientifically proven methods of implementation and development of ecotourism. Almost all participants of this segment of the market act intuitively, not systematically, resulting in significant reduction in the level of economic efficiency of their activities. All this requires the improvement of existing and development of new approaches, methods and models which would on the one hand take into account the existing theoretical solutions to the problem, and with another - allowed their use in specific macro - and micro - subjective terms. Due to the fact that the President and Prime Minister of Russia at meetings with the Head and Government of RNO-Alania highlighted the great potential of North Ossetia as a tourist zone development in our Republic tourist sites as "Mamison" and "Digoria," and also the fact that in our Republic developed the Republican Program for development of rural tourism, the development of folk arts and crafts takes on new meaning and significance. The creation of demonstration objects of folk arts and crafts will allow to form new tourist routes, which is undoubtedly a positive impact on the image of artisans, to increase profitability in rural areas and improve the quality of life of rural communities, increase tax revenues in budgets of all levels, and undoubtedly will shape the image of the Republic not as a "hot spot" in the North Caucasus, as welcoming, beautiful and rich nature and culture of the Republic of North Ossetia-Alania.

In late 2011 a project of the UN Development Programme in the North Caucasus, "Development of agrotourism in the Republic of North Ossetia-Alania". The aim of the project was the development of rural and ecological tourism in the Republic, as one type of alternative rural employment. The project included three components: conducting the Russian forum for the exchange of experience of development of rural tourism; education and training initiative group, chosen for the development of rural tourism in the Republic of North Ossetia-Alania; the institutionalization and equipment of the future Center of rural tourism all the necessary office equipment. In many developed countries, rural tourism is today one of the important components of sustainable development natural resources and rural territories. Today aspires not only Russia, but also the Republic of North Ossetia-Alania, actively developing rural tourism on its territory, as the basis for diversification of agricultural production and the development of alternative activities in rural areas. The impetus for the development of this type of tourism in North Ossetia was the project of UN Program "Development of agro-tourism in the Republic of North Ossetia-Alania". The result of the project was the creation in the North Caucasus Federal

District "the Center of development of ecological and rural tourism of North Ossetia-Alania". The coordinators of the Center were trained in Moscow and Yaroslavl regions, the Republic of Belarus. Also in North Ossetia was held the first national forum for the exchange of experience of development of rural tourism. From the first day create a "Center of development of ecological and rural tourism" rural tourism supported by local authorities, in particular, from the Ministry of agriculture and food and the Committee on tourism and resort business in the Republic of North Ossetia-Alania. Today the main task of the Centre is to promote eco and rural tourism among the rural population, as well as assistance in the arrangement of guest rooms and houses, leisure travelers, compiling a database of households, is ready to host tourists and to ensure their safety, legal registration services, taxation and other issues. Another focus of the Center of rural tourism is the revival and development of centuries-old folk arts and crafts of our ancestors, with a view to their preservation and promotion among rural youth, development of souvenir production, and thereby increase the incomes of fishermen and artisans. Today in the database, there are 10 guest houses and rooms that can accommodate up to 60 people. Each host family provides tourists and additional services such as Hiking, horseback riding and car trips and Hiking, fishing, master-classes on cooking Ossetian pies, cheese and Ossetian beer, and many others. In addition, state support is provided through the provision of subsidies for reimbursement of expenses on payment of percent on credits for development of non-agricultural activities in rural areas. Also for the development of agrotourism in the Republic is implementing the program "rural Social development", aimed primarily at infrastructure development in rural areas. State support of agrotourism will be implemented in the future in the framework of the Republican program of development of agriculture for 2013-2020. North Ossetia-Alania has all the necessary resources for the development of agricultural tourism. Attract tourists to rural areas, especially in the mountains, providing them with organic agricultural products from farms and giving the tourists of the complex of activities, will contribute to the growth of rural employment and income, and this is extremely important for local authorities. In recent years in the Republic of North Ossetia-Alania from 34% to 51% increase in the share of unemployed living in rural area, the total number of unemployed. The main causes of unemployment in rural areas is the lack of jobs and lack of attraction for the population of agricultural labour like conditions and pay, especially for young people (50% of the total number of unemployed persons registered in rural areas), as well as innovative development of agriculture, which freed a

large part of the rural labour force. It is celebrated not only in North Ossetia, but also throughout Russia as a whole. Therefore, the Russian Government pays great attention to the development of alternative non-agricultural activities in rural areas. For example, the project is expected to create a demonstration site in the village Nosal for guests and tourists of the Republic, ready to accommodate up to 35 people. Demonstration object "Nasal" will provide the following services: national theatrical performances (skits, monologues, competitions, etc.); demonstration and involvement of tourists in the national Ossetian games; organization of the national feast with all the accompanying traditions and customs; master-classes on baking Ossetian pies, beer, cheese, etc.; demonstration and master classes in folk trades and crafts; the provision of excursions, car and Hiking (overnight in tents); the collection of medicinal herbs and mushrooms; river fishing (with the equipment); hunting (with license); Hiking to Tseyskoe glacier; horseback riding; eating organic food, and Ossetian national cuisine.

The objectives of the innovative project "Development of agro-tourism in the Republic of North Ossetia-Alania" on rendering of tourist services are: creation of a new market of tourist services in mountain and rural conditions for priority development of domestic and incoming tourism, providing annual growth of tourist arrivals in Alagir region of North Ossetia-Alania; the creation of tourism infrastructure through the development of small and medium enterprises in the field of rural tourism, creating new jobs in rural areas and involving citizens in the development of new tourist services; development of ecological and rural tourism as one of the priorities of socio-economic development of North Ossetia-Alania; increase rural employment and level of income; the organization and maintenance of a healthy and active recreation of the population; the growth of tourism, assistance to formation of positive image of the Republic; the preservation of the environment. The tasks of the innovative project include the following: attract tourists to rural areas of the region throughout the year, and, as a consequence, year-round employment in rural areas; by uniting the interests of the population and entrepreneurial activities of individuals and legal entities with the interests of the relevant administrative-territorial units; the stimulation of business initiative of the population at the expense of own financial, property, labour, intellectual resources of the region; the growth of income and improvement of living standards of local residents with relatively low financial costs; expansion and implementation in place environmentally friendly products household farms; promote the conservation of local natural and historical monuments, the preservation of local customs and traditions, folklore, folk arts and crafts; the cultural and

educational level of the local population and tourists; increases in tax and other financial receipts to the budgets of all levels; the use of regional features and a convenient geographical location, natural resources potential. The results of the project are: increase in receipts in budgets of various levels; the increase in the number of tourists visiting the village of the Republic of North Ossetia-Alania; an increase of employment of rural population, especially rural women and youth; the growing prosperity of rural residents; increase in guaranteed sales in place of environmentally friendly products of private farms; the development of socioeconomic infrastructure in villages of the Republic; decline of the outflow of young people to cities; the development of services by expanding the range of tourist services. The tourism potential of the country and individual region can also be increased through the following activities: the development of the tourist infrastructure; improvement of tourist facilities; improving the quality of road infrastructure; creation available to investors long-term credit instruments with interest rates, allowing to cover investments into objects of tourist-recreational complex in the acceptable to the investors possible; the professional staff of the sectors of the tourism industry; the active promotion of the tourist product of the Russian Federation on the world and domestic tourist markets. The project will reduce socio-economic tensions in the villages, and become a positive example for residents of other mountainous and foothill villages not only North Ossetia, but also in other regions of the North Caucasus Federal district, who wish to revive their small historical homeland and to develop ecological and rural tourism, to revive and develop their national arts and crafts, centuries-old traditions and customs.

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8/22/2023