
Spatial Development of Tourism Based on the Structure Model of the Territorial Tourist Complex

A.N. Dunets¹, A.G. Muhamedieva², I.N. Sycheva³,
E.G. Perepechkina⁴, I.B. Vakhrushev⁵, A.V. Kulchytskiy⁶

Abstract:

The article examines the problem of spatial tourism planning. The authors note that the possibility of tourist activities in different territorial zones requires functional zoning. The study justifies the use of a territorial tourist complex concept.

The authors propose using the model of functional and planning complexes as a basis for understanding the structure of the territorial tourist complex, as well in the spatial development of tourism.

Spatial planning of tourism implements various approaches. However, the main problem of the territorial tourist complexes' development arises because tourist activity can be carried out in the territories of various purposes. Multi-functional zones are important for tourism as this determines their specialization and tourist flows.

The study of territorial tourist complexes is related to the problem of using this concept in the practice of spatial development. Therefore, an urgent task is to develop a model that characterizes the structure of the tourist complex, which will enable moving on to an understanding of tourism development planning.

Keywords: *Tourist complex, territorial planning, functional and planning model, development factors.*

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¹Altai State University, Barnaul, Russia, dunets@mail.ru

²S. Amanzholov East Kazakhstan State University, Kazakhstan magmu74@mail.ru

³I.I. Polzunov Altai state technical university, Barnaul, madam.si4eva2010@yandex.ru

⁴Astrakhan state university, Astrakhan, Russia, econ-help@mail.ru

⁵V.I. Vernadsky Crimean Federal University, Simferopol, Russia, vakhru@me.com

⁶Southwest State University, Kursk, Russia, kulchitckij@mail.ru

1. Introduction

Using the concept of a "tourist complex" is preconditioned by the complexity of tourism technology. The technology of producing certain types of services has common features inherent in the service sector, as well as specific features (Krotova, 2003). The structure of the tourist complex includes economic entities, tourist resources, and consumers of a tourist product. In the territorial-functional aspect, the territorial tourist complex is understood as an appropriate infrastructure or a network of tourist and recreational organizations located in the territories of different levels.

Tourist complexes are urban planning formations of various functional profiles, consisting of tourist institutions united by a single architectural or planning project and a common spatial organization of services (Lukyanova and Tsybukh, 2004; Rasskazova *et al.*, 2014). Tourist design has examples of constructing both very large tourist complexes and small ones (Korableva *et al.*, 2017). The spatial nature of the tourism organization in tourist complexes determines the legitimacy of using the concept of a "territorial tourist complex".

A territorial tourist complex is a combination of tourist and recreational institutions and related infrastructure enterprises united by close industrial ties, as well as the joint use of geographical location, natural and economic resources of the territory occupied by the complex (Kotlyarov, 1973). Tourism planning in the territory may be autonomous or associated with choosing the tactics for developing a tourist destination. Another option is adaptive planning, in which most decisions depend on the actions of agents external to the planning system (Palekh, 2010).

2. Methods

To develop proposals for the development of tourism, it is important to use a systematic approach that allows identifying the structure and relationships in preparing projects of urban planning and economic development (Palekh, 2010; Nagimov *et al.*, 2018; Dmitrieva *et al.*, 2017). It is possible to examine an integrated territorial tourist complex of the region using the systematic approach (Mironenko and Bochvarov, 1986). Tourism is closely connected with the environment. The system is surrounded by elements of the natural, technical and social environments. The tourist system acts as a core powered by the environment. This core and its surrounding space, ensuring the effective functioning of the system, make up the tourist complex (Aleksandrova, 2009).

For planning a territorial tourist complex, the authors propose using the concept of the discrete-continual structure of the tourist space. The following formations can be distinguished in its structure: areas, linear formations, nodes, and networks (Preobrazhensky *et al.*, 1989). The concept of a "polarized landscape" by Rodoman substantiates a model that can be used for territorial planning of the tourist complexes. This model includes a balanced development of the poles of urbanization

and protected areas. The preservation of the natural environment provides for placing recreational areas and tourist trails (Rodoman, 2002; Danilov *et al.*, 2018).

However, this concept has an idealized spatial planning structure and cannot be used in modern spatial development in modern conditions. The concepts of urban planning and natural frames are more successfully used for territorial planning. Schemes were developed on their basis for developing and deploying production forces in the regions of Russia, and projects for regional planning were carried out (Vladimirov, 1986; Pertsik, 2006). The concepts of other frames were used for territorial planning: ecological (Kolbovsky, 2006), ethno-social (Kruzhalin, 2007), tourist and recreational (Dunets, 2011).

The network (linear-node) set of spatial tourist formations forms a tourist frame. This frame consists of three types of frames: natural-ecological, historical-cultural, and social-infrastructure. While the first and second frames determine the attractiveness of the territory for tourists, the third one characterizes the tourist and recreational development of the territory. The following elements can be distinguished in the tourist and recreational frame:

- ✓ loci, which are the elementary tourist and recreational objects (natural, historical and cultural monuments, places for tourists, tourist centers, etc.);
- ✓ linear formations, which are routes represented by roads and railways, hiking trails and water routes;
- ✓ localities – nodes in which tourist-recreational linear elements converge and point objects are concentrated. These are territorial tourist complexes (Gunn, 2002).

Gunn and Var (2002) note that tourism planning should be carried out in such a way to contribute to the development of the economy, meeting the needs of tourists and residents, and to provide for the protection of natural and cultural-historical resources. Therefore, a tourist frame as a spatial embodiment of the structure of the territorial tourist complex must meet these conditions. It is impossible to analyze and plan only the socio-infrastructure frame (tourist network), since the natural, historical, and cultural elements of the frame are necessary to attract tourists, as well for the life of the local population.

Hall (2008) notes that in recent years, tourism territorial planning has changed. The integrated approach to the analysis of the development of the tourist industry is of importance. At the same time, territory planning for tourist activities is developed using the principles of sustainable development (Akhmetshi *et al.*, 2018a; 2018b). Diverse factors influence the development of territorial tourist complexes. Factor analysis is important in identifying the state and prospects for the development of the territorial tourist complex. Factors can be divided into generating the needs of tourists and realizing these needs. They can be geographically localized, and their action is spatially differentiated (Preobrazhensky *et al.*, 1975). Mironenko and

Tverdokhlebov identified the following groups of factors: socio-economic; factors related to natural and anthropogenic resources; infrastructure factors; geographical location factor (Mironenko, 1981). Mazhar (2009) divides the causes affecting the development of tourist and recreational activities into conditions and factors, depending on whether they are external or internal with respect to territorial tourist complexes (Mazhar, 2008).

Shaw and Williams (2004) note that the process of spatial development is complex and is influenced by physical and socio-economic factors. Tourism is a dynamic category; the elements of the tourist infrastructure are constantly created and updated (Shaw, 2004). To develop tourism in a region, an optimal combination of two groups of factors is required: the basic ones (natural, socio-cultural, economic, and political) and additional factors (without which tourism is not able to develop effectively – entrepreneurship and the information factor) (Dunets, 2007).

Spatial development of tourism involves the development of the concept and model of the territorial-planning structure of tourist development (Polyakova *et al.*, 2018; Voronkova *et al.*, 2018b). The solution of this problem relates to the understanding of the genetic and environmental differentiation of tourist flows. The genetic aspect is associated with the development of the model of a territorial tourist complex. The environmental differentiation of tourist flows consists of an understanding of their situational location in relation to the tourist infrastructure (Kavaliauskas, 1989).

Development strategy of the territorial tourist complexes can be successful when there is a spatial projection (Akhmetshin, 2017). The authors suggest an algorithm for territorial planning of tourist and recreational complexes. At the first stage, it is necessary to study factors influencing the development of recreation and tourism in the region. It is very important to understand the essence of each factor's influence. At the second stage, it is important to present an analysis of the existing structure of spatial tourism development. To do this, it is necessary to develop a model of the existing functional elements and identify their location on the territory. This will allow understanding of the existing problems of the spatial development of tourist complexes. At the third stage, a prospective model of functional and planning elements of the territorial tourist complex is created. The results of this can be presented on maps and agreed with interested parties.

3. Results

Tourism is influenced by many factors. Identification, analysis and consideration of factors in tourism planning is the most important task of ensuring sustainable tourism development. It is proposed to identify the following groups of factors; tourist and geographical location; natural resources; administrative boundaries; geopolitical; economic; ethno-social; medical and environmental; domestic and international tourism infrastructure demand; history of tourism development; government actions; informational; special education and human resources; business

initiatives. Authorities and designers quite often consider tourism and recreation in general in territorial planning documents and ignore the opinions of residents, which are the main aspect of recreational activity and a condition for the functioning of tourism. Moreover, short-term tourism and recreation are usually excluded from the plans of local authorities, due to the complexity of planning (Veal, 2002).

Urban zoning usually distinguishes various territorial zones (residential, business and public, industrial, specially protected areas, etc.) (Pivovarova, 2015). Various territorial zones can be used for tourist and recreational activities. Possible uses may be determined by the city planning regulations. It establishes the types of permitted land use within the boundaries of the relevant zone. Here are some examples of the possible use of certain territorial zones for recreation and tourism:

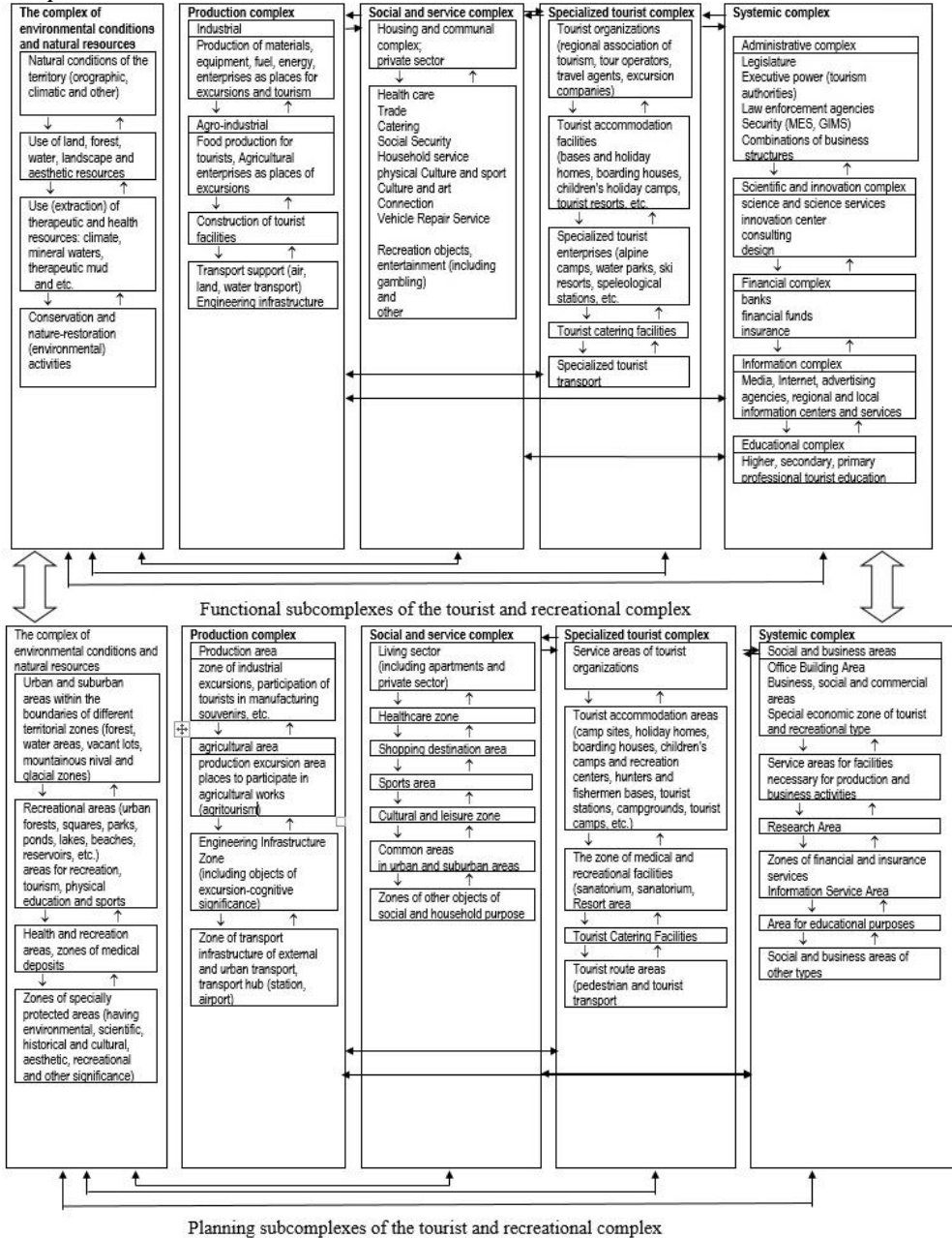
1. transport infrastructure zone (tourist trips, routes);
2. residential area (renting apartments or houses to tourists for their stay);
3. social facilities (housing and public utility services, including hotels, catering, etc.);
4. shopping destination (shopping centers, markets, travel agencies, etc.);
5. cultural and leisure purposes (monuments, libraries, exhibition halls, museums, information centers, religious and cult objects, theaters, cinemas, houses of culture, clubs, circuses and others);
6. sports purposes (sports complexes, stadiums, swimming pools, racetracks, equipped sports fields, boat stations, etc.);
7. health zones (polyclinics, specialized medical centers, departments of rehabilitation medicine, sanatoriums);
8. industrial zone (objects of educational excursions, special types of tourism (for example, agritourism)).

Performing works on territorial planning of territorial tourist complexes should include functional zoning. The purpose of zoning is to ensure maximum compliance of tourist resources and infrastructure with the needs of tourists. The following functional zones can be distinguished on the local and micro-regional levels: a resource zone, including territories and waters; area of residence of the local population and temporary service personnel; zone with economic functions; protected area; tourist accommodation area; intensive use zone for serving tourists; tourist area.

To start the formation of a territorial tourist complex in the region, it is necessary to solve two problems that are the basis of its organization and planning: to determine its structural elements (possible membership) and to make a planning structure of a territorial tourist complex. One of the solutions to these problems may be the allocation of "functional subcomplexes" in the territorial tourist complex (Dunets, 2011). For the spatial development of tourism, the authors suggest including a model of functional and planning subcomplexes (Figure 1). This will make it possible to implement planning on the territory, considering the relationship of program

activities with specific areas (zones).

Figure 1. Functional and planning subcomplexes of the tourist and recreational complex

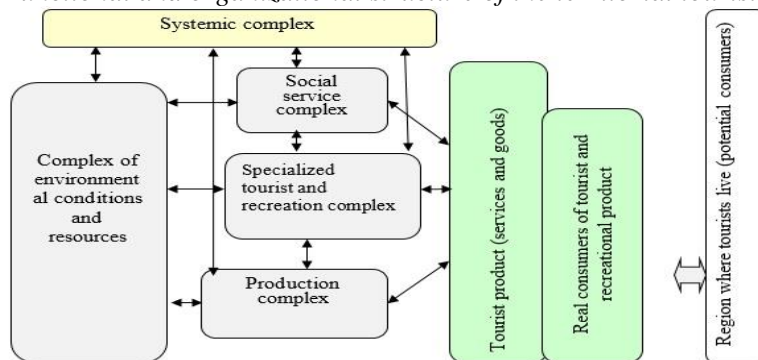


Specialized tourist subcomplex is the basis for the formation of the sectoral territorial tourist complex and is presented by tourist organizations. The most

important is the subcomplex of natural conditions and resources. Natural resources, as well as their sanitary and hygienic state, determine the prerequisites for the development of the main types of tourism. This subcomplex includes the use (extraction) of natural resources: land, forest, water, landscape, mineral waters, therapeutic mud, etc., (Voronkova *et al.*, 2018a). The nature conservation activity is associated with various categories of protected natural territories (Aleksandrova *et al.*, 2015). Of great importance is the production subcomplex, which provides the tourist industry with materials, equipment, fuel, energy, food, engineering infrastructure, and transport (Akhmetshin *et al.*, 2018c; Akhmetshin, and Kovalenko, 2018; Abramov *et al.*, 2018). The social service subcomplex includes organizations and institutions that provide social services to consumers of a tourist product: health care, trade, catering, social services, culture and art, entertainment, communications (Akhmetshin *et al.*, 2018d). The systemic subcomplex is indispensable in the development of tourism. The administrative block provides planning, regulation, coordination, and control of the territorial tourist complex (Mullakhmetov *et al.*, 2015; 2016; Lebedeva *et al.*, 2016; Kamolov, 2017). Its effectiveness is determined primarily by the activities of tourism management bodies, as well as other power structures.

The functional and organizational structure of the territorial tourist complex can be presented as interconnections of functional subcomplexes that contribute to the creation of a tourist product promoted to the market and consumed by tourists (Figure 2). The main principles of including enterprises in the territorial tourist complex are the presence of economic interrelations between the individual components of the complex; the focus of the individual components of the complex on solving tasks related to tourist service in a specific area; the presence of clear signs of direct contribution to solving common problems in certain parts of the complex; the presence of internal relationships, interactions between the branches of the complex to produce tourist and recreational products; the interrelation of interests in socio-economic development and the preservation of natural, cultural, and historical tourist and recreational resources; the presence of a formed system of external relations with other territorial tourist complexes.

Figure 2. *Functional and organizational structure of the territorial tourist complex*



4. Discussion

Tourism and recreation complex are a universal concept, traditionally used in the economic issues of tourism and reflecting all possible forms of territorial organization of tourism. The development of tourist space is associated with the planning of territorial tourist complexes. To do this, it is advisable to use a systematic approach that will allow identifying the relationship of individual elements (Afzal *et al.*, 2018). To move from an understanding of the tourism system to a real planning organization, one can use the concept of a tourist frame. Its importance lies in identifying not only the elements of the tourist infrastructure but also natural and historical-cultural objects that are the basis of tourist attractiveness (Oumlil *et al.*, 2018).

Tourism development programs are being drawn up in the regions of Russia. However, programs often do not have clear recommendations on their spatial organization. For the effective organization of the territorial tourist complex, it is necessary to ensure the interconnection of program activities with real sites (territorial zones) in the region (Abramov and Sokolov, 2017). This is only possible in conjunction with the work on territorial planning (Nikolaeva *et al.*, 2018). The developed model of the structure of the territorial tourist complex can be used in the algorithm of territorial planning of tourism. For this, it is necessary at the stage of analyzing the state of tourism in the region to make a description of the functional subcomplexes. Furthermore, it is important to correlate the structural elements of the tourist complex with the territorial zones in the region. The planning of subcomplexes created in this way will reflect the real situation. This will reveal the problems of spatial development of tourism.

Developed program activities for the development of tourism can be presented in the form of a promising model of functional and planning subcomplexes. It is possible to make a regulation of the potential tourist use of different types of territorial zones. Therefore, the spatial development of tourism is associated with the development of a promising functional zoning. Planning is a complex process that requires the participation of various specialists in the field of landscape planning, managers, geographers, ecologists, sociologists, engineers, and of course architects. In connection with the increasing interest in the cultural and historical heritage, the design of parks, recreation areas and some buildings require the participation of historians and archaeologists. The effectiveness of new projects requires the inclusion of specialists from the tourist market in the design team. In this regard, there should be a convenient model of the territorial tourist.

5. Conclusion

Spatial development of tourism is associated with implementing works on planning territorial tourist complexes. The main problem of their planning is related to using various territorial zones in tourism in the process of serving tourists. The influence

of various factors on the spatial development of tourism is specific. It is proposed to identify fourteen groups of factors. The analysis of their impact on a specific territorial recreational complex should be carried out at the first planning stage. The spatial structure of the territorial tourist complex is proposed to carry out using the concept of a tourist frame. In contrast to the concept of "tourist network", the frame includes natural, ecological, historical, and cultural elements. The main structural elements of the frame are loci, linear formations and localities.

In order to develop the methodology of territorial planning of territorial tourist complexes, a model of functional and planning tourist and recreational complexes has been developed. As part of the territorial tourist complex, five subcomplexes are identified: natural conditions and resources, production, social service, specialized tourist, system-forming. At the project level, the solution of the problem of the territorial organization of tourist and recreational activities is associated with developing models for the optimal localization of tourist flows, due to the peculiarity of the territorial-planning structure of the tourist complex. The model of the functional and organizational structure of the territorial tourist complex is necessary as a basis for understanding the process of interaction of the constituent elements in the process of serving consumers of tourist services. The outlined principles for the inclusion of enterprises into the territorial tourist complex allow identifying enterprises not directly related to tourism but having an important role in its spatial development.

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