

Using modern technologies for the development of competitive advantages of regional tourism

Utilizando tecnologías modernas para el desarrollo de ventajas competitivas del turismo regional

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Content

[1. Introduction](#)

[2. Method](#)

[3. Results](#)

[4. Discussion](#)

[5. Findings](#)

[Acknowledgments](#)

[References](#)

ABSTRACT:

In recent years, tourism has turned into one of the most dynamic directions, representing prospect for regional development. Effective using of the available richest natural, cultural, historical resources and heritage forms a basis of expansion of competencies in the field of culture, rest and recovery, at the same time providing possible economic development, the solution of problems of employment and attraction of additional resources to the region (Tourism can become the engine of development of economy of Russia). In the current socio-economic conditions, tourism represents a traditional area where active use of modern technologies is observed. The large number of tourism destinations provides the need for systematization of information, which facilitates the formation of routes or tours, and ensures the development of tourism based on the uniform use of tourism resources. The available information is used for the formation of tourist maps, informative brochures, printed and information products. The characteristic feature of tourism is the availability of a large number and variety of information flows, which are accompanied by the need for actualization and a high degree of exchange operations. Information interaction exists among all participants of the tourist market. Special attention is given to information,

RESUMEN:

En los últimos años, el turismo se ha convertido en una de las actividades más dinámicas, representando las perspectivas de desarrollo regional. La utilización efectiva de los recursos naturales, culturales, históricos y patrimoniales disponibles constituye una base para la expansión de competencias en el campo de la cultura, el descanso y la recuperación, al mismo tiempo que proporciona un posible desarrollo económico, la solución de problemas de empleo y la atracción de recursos a la región (el turismo puede convertirse en el motor del desarrollo de la economía de Rusia). En las condiciones socioeconómicas actuales, el turismo representa un área tradicional donde se observa el uso activo de las tecnologías modernas. La gran cantidad de destinos turísticos brinda la necesidad de sistematizar la información, lo que facilita la formación de rutas o recorridos turísticos, y asegura el desarrollo del turismo basado en el uso uniforme de los recursos turísticos. La información disponible se utiliza para la formación de mapas turísticos, folletos informativos, productos impresos y de información. El rasgo característico del turismo es la disponibilidad de una gran cantidad y variedad de flujos de información, que van acompañados por la necesidad de actualización y un alto grado de operaciones de intercambio. Existe

which is intended for potential tourists and can be represented using various techniques.

Keywords: tourism, tourist resources, tourist and resource potential, region.

interacción de información entre todos los participantes del mercado turístico. Se presta especial atención a la información, que está destinada a turistas potenciales y se puede representar utilizando diversas técnicas. Palabras clave: turismo, recursos turísticos, potencial turístico y de recursos, región.

1. Introduction

Tourism as a socio-economic phenomenon makes positive impact on reducing unemployment, significant increase in receipts in budgets of all levels, provides local improvement (The Federal target program; The State Programme of the Russian Federation). Nevertheless, the development of tourism at the regional level in the majority of regions of the Russian Federation restrains the insufficient level of infrastructure, financing, instability of economy.

In the current socio-economic conditions, tourism represents a traditional area where active use of modern technologies is observed. The large number of tourism destinations provides the need for systematization of information, which facilitates the formation of routes or tours, and ensures the development of tourism based on the uniform use of tourism resources. The development of competitive advantages of regional tourism is possible on a basis of the following:

- creation of a map of tourist destinations in Belgorod region;
- development of a prototype of excursion tours using augmented reality technologies;
- preparation of multimedia guides to expositions of museums and other objects forming tourist destinations;
- development of multimedia excursions allowing tourists to get acquainted in real time with sights of the city and region;
- development of content for audio guides;
- preparation of multilingual tour itineraries for tourist transport, which will allow to provide tourists with automatic audio content with the use of headphones, as well video and images on the screen in the cabin of the vehicle;
- formation of the directory of routes on touristic sites of the city of Belgorod and Belgorod region, different subject directivity: natural and landscape (ecological), historical and cultural (ethno cultural), Orthodox, craft;
- forming a database "The tourist objects of Belgorod Region" (Bogomazova and Stenyushkina 2015; Bogomazova, Yakovenko and Stenyushkina 2016)

2. Method

For tourism development in Belgorod region and increasing of the number of tourists, it is necessary the edit information materials containing data on objects of the region, adapted for tourist display.

The tourist attractiveness of the region is defined by existence of both tourist resources and sights. So, in the region, there are 2,087 objects. However, despite a rather large number of versatile objects, the awareness of them is rather limited even among local population (Federal state statistics service; Department of economic development of Belgorod region).

So, there is a need of formation of the register of the tourist objects located in the region that will allow to create the catalog of the places which are the most developed and prepared for visits and also to simplify excursion routes by both the organizations, and individual tourists. Besides, the created catalog can be used as promotion of the region, for the purpose of attraction tourists, guests from the neighboring areas and foreign visitors.

The formation of the tourist objects registry will promote tourism development in the region. The registry can become a source of information on tourist objects and their location in the process of development of database and other bases that can use this information. So, tour operators and travel organizations will be able to use registry in the formation of tours and

routes in the region. Using this information, it will be possible to identify the most suitable objects which will simplify the process of creating new services.

For the formation of the register it is necessary to classify all tourist resources that will allow to create routes of a certain orientation, for example, rural or military patriotic tourism, or routes to certain areas with the places most interesting to tourists. Thus, it is worth allocating the following types of objects:

- natural objects (wildlife areas, natural boundaries, reserves, caves, natural parks);
 - excursion objects (local history, art, historical and art, literary museums, monuments);
 - archaeological objects (ancient settlements, settlements, sights of archaeological objects);
 - ethnographic objects (rural estates, houses of handicraftsmen, museums and centers of folk art, festivals of the Slavic culture);
 - monuments of architecture and town planning (churches, temples, estates, constructions);
 - military and historical objects (monuments, memorial complexes, museums);
 - objects of rural tourism (guest estates, objects of entertainments, rural estates, museums of Russian-national subject);
 - objects of tourist infrastructure (placement, catering, leisure and entertainment)
- (Bogomazova 2013).
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3. Results

However, to promote sights of Belgorod region among potential tourists, it is necessary to use visual information, with descriptions and photographs of objects in selected groups. The best option for this will be catalogue, including the most suitable sights, their descriptions and photos.

A tourist catalog is rather powerful tool of advertizing, used as demonstration material for potential tourists. The purpose of the catalog is favorable representation of tourist resources of Belgorod region, for the purpose of attraction to the region not only local population, but also foreign tourists. The catalog will help to study information on objects, their location, to choose places, suitable for visit, hotels and restaurants. The catalog may be in electronic form on the website of local authorities. In printed form, distribution of catalogs is possible at exhibitions, in hotels, the airport, in information centers that will increase recognition of the region among the Russian citizens.

Evident representation of sights requires creation of maps with the allocated groups of tourist objects that will allow to design in a simplified form a possible route by types of objects or on areas. Tourist maps are to promote the sphere of tourism since they are designed for a wide range of tourists and acquaintances to areas of Belgorod region and they serve as the guide and the handbook for potential visitors as well as explore areas of the Belgorod region and orienteering. The designed cards will allow to tourists to obtain information about the location of the sites and the service system. However, formation of cards consists not only in creation of the visual aid, but also in advertizing providing the sphere of tourism of Belgorod region.

Use of cards of survey type which will allow to get acquainted with the region is preferable to the region, to choose places of visit and to construct a travel route. Also, it is worth using such forms of tourist cards: folding, cards in the catalog, Internet cards. The chosen forms will promote the best acquaintance of tourists with the tourist objects presented in the territory of the region.

3.1. Arrangement of natural objects of tourism

The first group of tourist objects is natural. The region has rather large number of natural objects which can interest tourists, involving them in visits. For the end of 2016, in the territory of Belgorod region there were 315 especially protected natural territories (EPNT) from which 1 national natural park, 107 nature sanctuaries, 129 wildlife areas and 78 other

EPNT. The total area of all EPNT located in the territory of the region – 300540.3 hectares. The most part of this territory is occupied with wildlife areas which occupy 261320.7 hectares.

The greatest concentration of natural objects of the region is located in such districts as Shebekinsky district, Belgorod district, Veydelevsky district. The most popular are: the natural boundary "Monastery forest", the natural boundary "Sosnovka" in Belgorod district, the wildlife area "Bekaryukovsky pine forest" in Shebekinsky district. Insignificant objects are located in the city of Belgorod, their infrastructure is well designed, but some of them are closed to visits, that has an adverse effect on the interest of tourists in these places. The most attractive is the reserve "Belogorie" consisting of 5 parts located in different areas.

In the territory of the region there are only 3 caves making interest for tourists: Monastic caves in Valuysky district, Holkinsky caves in Chernyansky district, Shmarensky caves in Stary Oskol district.

So large number of natural objects will allow to create routes only on areas or in particular places which make interest, with the purpose to visit the particular wildlife area or the natural boundary.

3.2. Arrangement of excursion objects of tourism

The following allocated group of objects is excursion. In the territory of the region there is a large number of museums and monuments. The most visited are located in the city of Belgorod, there are: Belgorod state local history museum, Belgorod state art museum.

These museums are rather equipped for constant visits, and besides, have enough guides who regularly conduct tours for pupils and students and also carry out service of groups for a payment. Practically in each district of the region there are museums of local lore available to visits, but it rarely attract enough attention to itself. Most of them are poorly equipped for large groups, which consequently has a negative impact on potential tourists.

In some districts historical and art museums are located. There are: Shebekinsky historical art museum, Stary Oskol art museum, Valuysky historical art museum, attracting tourists, however in smaller quantities, than the Belgorod museum.

Besides museums, the region has a lot of monuments. However, they are not all for tourists: do not have tracks and associated infrastructure, which consequently makes these places quite unattractive. From the most popular and often visited are a monument the "Prince Vladimir" equipped with the big platform with existence of benches and flower beds, the Bell of "Unification" equipped for visits and having the equal paths which aren't complicating pass to a sight, a monument to the Saint Joasaph of Belgorod, located in the downtown and equipped with the necessary infrastructure promoting visit, etc.

The main excursion objects are located in the territory of cities: Belgorod, Stary Oskol, Novy Oskol. Museums in these territories attract the large number of visitors and are more prepared for visits and holding excursions. As a result, it is possible to select the most attractive excursion objects for independent visit.

3.3. Arrangement of archaeological objects of tourism

Further archaeological objects of the region follow. The set of ancient objects and places are located in the territory of the region, such as ancient towns, villages, settlements, and also separate archaeological objects which are interesting to studying and just acquaintance. Ancient towns and villages, ancient settlements, parking are in all regions, practically in each district, that allows to visit all interesting places where these objects are located.

The most popular are: the Hotmyzhsky ancient settlement in Borisovsky district, the Holkovsky ancient settlement in Chernyansky district and the Big ancient settlement in Shebekinsky district. Settlements are located generally in Krasnogvardeisky district.

3.4. Arrangement of ethnographic objects

The fourth group has allocated ethnographic objects. Due to the large number of rural settlements in the region have survived until today many ethnographic festivals and crafts. So, still preserved rural estates in most districts that were restored and prepared for tourist visits. The greatest number of estates are located in Grayvoronsky district. There are: estate "Berejka", estate "Lebedka", estate "Takushka", etc.

The unique culture of the region preserved in the items, which are presented in museums and centres of folk art. The most popular is Belgorod state Museum of folk art, which contains exhibits depicting the culture and life of people living in the region since ancient times.

Festivals of the Slavic culture are quite attractive at present due to the increased interest in the culture of the region and the country in general. Well-known festivals annually attract a large number of people. The most popular among neighboring regions and the local population are: "Khotmyzhskaya autumn", "Belgorodskaya Sloboda", "Epiphany frosts", "Slavic circle".

3.5. Arrangement of architecture and town planning monuments

Objects of architecture and town planning are of great importance in the region. The Belgorod region was the spiritual center of Russia for a long time and a lot of things remind of history of city temples today. The set of the unique temples and churches which have kept mostly the original state and attracting the tourists arriving in the pilgrim purposes has remained in the territory of the region. Churches and temples of the city of Belgorod, such as Smolensky Cathedral, Uspensko-Nikolayevsky cathedral, the Krestovozdvizhensky temple are generally visited, churches in districts are visited less often.

Besides temples and churches, the estates which have kept form or restored, belong to monuments of architecture. Tourists often visit the most renowned estates, and among them is Yusupov' estate "Sloboda Rakitnaya".

Also, separate constructions are interesting to tourists and tour operators in the formation of the tour. So, the Round building in Grayvoronsky district which has unusual construction, with unusual internal contents is of special interest.

So extensive map of churches and temples will allow to form routes or pilgrim orientation tours, with visit of the most famous architectural structures. A large number of churches and temples, which are located in the city of Belgorod is possible to combine into pedestrian route lasting 5-6 hours, with publicizing of both internal filling, and an architectural component.

3.6. Arrangement of military-historical objects

Military-historical objects are always in great demand in the region, due to such great importance for the territory. The region has a lot of military-historical objects, but most of them are located in districts that do not have well-equipped territory aimed for the tourists visiting. It leads to poor awareness of majority of sights.

The most visited memorial complexes include: the mass grave of fighters for the Soviet power, and the soldiers who have fallen in fight against fascist aggressors, the Memorable stele in honor of rewarding of Belgorod with an award of Patriotic war, the Sculptural composition "Victory" in Belgorod, the Memorial complex of Kursk Fight, the Memorial: a mass grave of the Soviet soldiers who have been killed in battles with fascist aggressors. Especially often tourists visit the region during May holidays to honor memory of the dead soldiers and to visit places of fighting glory. The most visited places are: the Museum-Preserve "The Field of Prokhorovka", the Belgorod state historical and art museum-diorama "The Kursk Battle. Belgorod direction", the memorial complex "The Field of Prokhorovka" and others.

3.7. Arrangement of objects of rural tourism

Due to a large number of rural settlements in the region, the separate role is assigned to objects of rural tourism (About the adoption of strategy of social and economic development of Belgorod region until 2025, 2010). The great value was given to the development of rural tourism in the region for the last years, including the target program "Development of Rural Tourism for the period of 2011-2013 years" within which the actions aimed at the development of rural tourism, namely development and creation of infrastructure of rural tourism, financial support of subjects of rural tourism, information support of subjects, advertising advance of a tourist's product have been realized. So, some guest and rural estates are ready to take a large flow of tourists.

The state program of Belgorod region "Development of economic potential and formation of favorable enterprise climate in Belgorod region for the period of 2014 - 2020 years" also establishes a number of actions for the development of rural tourism as one of perspective types of internal tourism in the region (About the approval of the state program of Belgorod region, 2013). Improvement of rural tourism infrastructure continues, counselling, training courses, trainings and providing necessary literature for managers and owners of rural estates are held. The region has many factors contributing to the development of rural tourism, so the program had a positive impact on the development of domestic and inbound tourism, attracting visitors for the rest and participation in master classes.

Due to the large number of estates located in Graivoronsky district, you can visit directly this municipality as the main that will allow to consider the places of interest and visit museums of folk themes. In addition, you can visit also Prokhorovsky district like as an excursion to study within its territory objects.

3.8. Arrangement of objects of tourist infrastructure

The big role in the development of tourism is assigned to infrastructure facilities. In the territory of the region there are 130 hotels and similar means of placement, however only its small part conforms to the European standards and is adapted for visits of foreign tourists for a long time, not only with short-term trips (Territorial authority of Federal State Statistics Service in the Belgorod).

Besides, most hotels is located in the most developed regions, such as Belgorod, Belgorod district, Prohorovsky district, Grayvoronsky district. It means, that it is possible to provide accommodation of tourists not in all districts of the region, only in some. Thus, formation of additional infrastructure is required.

Besides hotels, also catering establishments are of great importance. In the territory of the region more than 2000 catering establishments are located, however not all of them will be relevant to tourists. Formation of small chains of catering establishments with small average check is necessary to attract visitors and tourists.

Also, objects of leisure which are enough in the area are important. For example, the zoo, drama theater named by M.S. Shchepkin, the state philharmonic hall and some other, where tourists will be able to spend their time. However, popularity of these objects is rather low.

4. Discussion

In the process of creating registry highlighted several areas of concentration of tourism facilities from the perspective of the tourist attractiveness:

- the maximum concentration of tourist objects (Belgorod – excursion, natural, military-historical objects, architecture monuments, infrastructure facilities).
- the average concentration of objects (Prohorovsky district – architecture monuments, military-patriotic objects, excursion objects; Belgorod district – archaeological, natural objects, objects of rural tourism; Grayvoronsky and Borisovsky districts – infrastructure facilities, archaeological and natural objects, objects of rural tourism);

- the small concentration of objects (other districts, because have no enough tourist resources for the development of tourism).

5. Findings

In general, the territory of Belgorod region has a large number of tourist objects attracting interest of potential tourists of different orientation and also being a basis of excursion programs or objects for individual studying. At the same time, the formation of the register and cataloguing of tourist objects can contribute to the development of tourism in the region.

The available information can be used during the formation and design of tours taking into account resource potential, can be applied by various tourism activity subjects for the purpose of the territory zoning, to definition of zones of tourist recreational facilities concentration, the most attractive to tourists and investment activities and also justification of perspective types of tourism in the region. The accumulated information can be used in planning the general economic use of the territory.

One of the primary tasks in the tourism development is the formation of high-quality information infrastructure. It is caused by need of information services to both tourists, and organizers. Use of modern technologies will allow to offer consumers an opportunity of the detailed description and acquaintance with the tourist centers, tourist services, sights. The obtained information will allow to allocate the most suitable objects on the chosen subject that will simplify process of formation of new service and advance of the region as tourist destination on the basis of rational use of the available resources.

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[Index]

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