Competitiveness of Russian Tourism on the Example of the Development of the Krasnodar Cluster

Lidiya Alexandrovna Ivanova [1][a], Olga Alexandrovna Kazakova[1][b], Yulia Viktorovna Kudinova[2][c] and Igor Frantsevich Mezhman[2][d]
[1]*Samara State University of Economics, Samara, Russia*
[2]*Volga State University of Telecommunications and Informatics, Samara, Russia*
kfv2012@mail.ru, kazakova.kpn@gmail.com,lulu9625@mail.ru, i mezhman@psuti.ru

Keywords: Competitiveness, tourism market, tourism industry, seasonal fluctuations, seasonality index, tourism product.

Abstract: Today, the tourism sector is one of the fastest growing sectors of the economy. Many factors contributed to this. Firstly, this process was facilitated by the holding of international sports competitions (the XXVII World Summer Universiade, the XXII Winter Olympic Games, the 21st FIFA World Cup, the Winter Universiade 2019, the Games of the Future 2023, etc.). If before 2017 the number of foreign visitors to Russia periodically decreased, then in 2018 The organization of the World Cup was able to change the negative indicator to a positive one of 10.5%, and in 2023 increase it to 12%. Secondly, the global international situation in the country and beyond. But even in this difficult period for Russia, the camp is open to foreign tourists. The relevance of this topic lies in the rapid response of the market to seasonal changes in the Krasnodar Territory and the replacement of some tourism destinations with others. The article examines the problems of the tourism cluster of the Krasnodar Territory of the Russian Federation and suggests using the calculation of the seasonality index to make changes to the strategy of economic development of the constantly changing tourism business. This resort cluster has over 400 travel agencies, 1300 health resorts capable of accommodating up to 220000 people at the same time and is the most popular tourist destination. The authors concluded that using this technique, it is possible to more efficiently load the existing and under construction tourist infrastructure, update the activities of travel agencies, thereby smoothing the economic problems of profitability of the above region in the off-season.

1 INTRODUCTION

Various international sports competitions taking place in any country of the world always attract a large number of tourists, including fans, whose number can exceed thousands.

However, such events do not always have a beneficial effect on the tourism sector. As a result, the sociological forecast of profit fluctuations in the tourism sector is always made using statistical software packages and depends on the seasonality of the services provided.

Thus, the World Cup attracted a large number of foreign tourists to the Russian Federation, although this figure periodically decreased until 2017, however, it alienated the main flow of tourists planning to see these cities as historical attractions. At the same time, the tourist flow in 2018 in the cities of the World Cup still increased by 10.5% and amounted to about 4.2 million people (Ivanova L.A., Kazakova O.A., Tezikov D.A., Kudinova Yu.V., 2024).

Today, one of the most popular tourist regions of our country is the Krasnodar Territory, the main breadbasket of Russia. The popularity of the region is due to its rich natural heritage, diverse resorts, developed infrastructure and excellent climate. It is famous for its coastline with sandy beaches, mountainous landscapes, forests and resorts: Sochi, Anapa, Gelendzhik, Tuapse, Adler. In addition to beach holidays in the Krasnodar Territory, there is a

[a] https://orcid.org/ 0009-0003-4416-818X
[b] https://orcid.org/ 009-0008-3230-8372
[c] https://orcid.org/0009-0007-6921-9130
[d] https://orcid.org/0009-0009-3398-1638

wide range of tourist services: mountain hiking, mountaineering, cycling, sightseeing programs at historical sites.

On the other hand, it should be emphasized that the tourist season in the Krasnodar Territory is quite short, which limits the possibilities for the development of tourism in the off-season.

Therefore, according to many scientists (Konyukhov V.G., Britvina V.V., Konyukhova G.P., Shabalina N.V., 2012), the tourism industry of the Krasnodar Territory always depends on seasonal fluctuations that affect demand and the entire industry as a whole, such as service, nutrition and much more.

As a result, the tourism sector needs to take into account the patterns of deviations of some months from the annual average.

The study of seasonality makes it possible to predict the uneven demand of consumers of tourist services, thereby regulating the profitability of the tourist market. Scientific novelty.

Based on the obtained data on forecasting seasonal fluctuations in demand for tourist products, the strengths and weaknesses of a particular tourist destination are identified and adjustments are made towards profitability. This is especially important for building new infrastructure, including hotels, sanatoriums, entertainment centers and sports facilities.

The purpose of the study is to assess the competitiveness of a single tourist destination for the development of the entire sphere of tourist services.

Tasks: 1. Consider the level of competitiveness of the tourist destination of the Krasnodar cluster.

2. Calculate the impact of seasonal fluctuations in profitability on the trend of changes in the volume of sales of tourist services.

3. Draw conclusions based on the information received.

The theoretical basis of the research was based on the scientific works of leading experts in the field of tourism and sports management, Practical significance.

Based on the material under consideration, strategic priorities for the development of the tourism market of both a single cluster and the entire tourism market of the Russian Federation should be determined.

2 MATERIALS AND METHODS

The works of Russian and foreign scientists studying the theories of branding and tourism marketing Anholt, Kotler et al., Hudson, Pike, Vasina V.A., Grishanin N.V., Kirillina N.V., Torosyan V.G. Konyukhov V.G., Britvin V.V., etc., were taken as the basis of our research, and There are also materials from research centers in the field of tourism, local documents on the development of the Krasnodar.

Territory. In the course of the study, methods of analyzing special literature were used to determine the purpose of the study, methods for calculating the seasonality index, analytical alignment of relative numbers, etc.

Assessing the tourism potential of this cluster, the authors try to calculate the percentage ratio of average monthly fluctuations in tourist profits over a number of years to the total average monthly volume of tourist services sold.

3 RESULTS AND DISCUSSION

Having studied the scientific literature on this topic, it can be noted that many authors in their research do not always consider the impact of seasonality on the increase in tourism business. Thus, Kirillina N.V., Torosyan V.G. in the work "Development of the tourist potential of Greater Sochi: a communicative aspect" describe the potential for the development of the Sochi tourism cluster as a combination of a recognizable brand and tools for promoting the competitive advantages of unique natural resources and the level of development of tourist infrastructure.

The authors describe in detail the concept of sustainable development of the city of Sochi and the tourism business supported by government and administrative structures, but do not take into account the dynamics of expected declines and profit growth in the off-season (Kirillina N.V., Torosyan V.G., 2022).

Zhilkova Yu.V. and co-authors in the article "International tourism and the economic efficiency of the formation of a tourist Olympic destination" conclude that the development of the tourism potential of the Sochi cluster depends on the rational use of sports facilities and excellent tourist infrastructure (Zhilkova Yu. V., Makarenko Z. V., Evgrafov I. E., 2014).

In her research, N.V. Rubtsova proves that after the pandemic, there is an impetus for the development of domestic tourism, she points out problems that must be constantly monitored, namely, to explore new directions, supporting the concept of development of the regions of our country, but also not to forget about the positive experience of developing tourist products and services abroad (Rubtsova N. V., 2021). For example, D. Calvaresi

and co-authors in their work describe the use of chatbots between tourists to establish contacts on certain interests: scientific, sports, tourism, etc. (Calvaresi D., Ibrahim A., Calbimonte J-P., Fragnier E., Shegg R., Schumacher M.I., 2023). M. Mirekhi, I. Sharaevskaya suggests developing family travel, and proves the positive impact of such tourism on the psychological well-being of families (Mirekhi M., Sharaevskaya I., 2022).

A.A. Ivantsov considers global and integration trends in the development of the tourism sector from two sides in his work. He believes that immersion in cultural and historical values, style, and way of life of the peoples of different countries will make it possible to make an economic and sociological analysis of the tourism sector (Ivantsov A. A., 2022).

Due to the current international situation, since February 2022, Russia has been experiencing an outflow of tourists to unfriendly countries. L. Bagans, H. Tapola in the work "Crises in the tourism industry and their impact on young travelers" note the need to use appropriate crisis management tools in tourism organizations that are able to quickly develop anti-crisis and post-crisis strategies.

They recommend a change in tactics, the use of new modern technologies and more attractive tourist services Bagans L., Tapola H., 2022).

Our scientists, Y.K. Sargsyan, E.S. Bogomolova, agree with these arguments, who studied in detail this crisis situation in our country with foreign tourism, pointed out the importance of anti-crisis management and ways to overcome them (Sargsyan Y. K., Bogomolova E. S., 2022).

Today, Russia is witnessing the deployment of the domestic tourism market, as promotion in the international market is complicated. Therefore, E.A. Dzhandzhugazova and co-authors indicate that the focus on foreign tourists should be reduced, since the budget response will be several times smaller than previously planned (Dzhandzhugazova E. A., Romanova M. M., Blinova E. A., Semkina N. S., Basem A., 2021).

However, it should be emphasized that other authors, Hong Le Thi Bik, Lin Nguyen Khanh, note that in recent years the state Agency for Tourism Management and tourism enterprises of Vietnam have been actively promoting their travel services to the Russian market (Hong Le Thi Beach, 2022). R.K. Yen, Yu. Dwivedi, supporting the theme of the development of the international market, write that India has a diverse and rich tourist potential, with a strong attraction for Russian tourists with a diverse cuisine, attractive natural and human potential, which allows you to combine tours to other Asian countries such as China, Thailand, North Korea, etc. (Jena, R.K. and Dwivedi, Y., 2023).

It's no secret that holding large-scale mass events, world Championships, Olympic Games, World University Games, etc., attracts millions of tourists during their holding and creates a unique base of the tourist cluster for many years to come.

Let's consider the experience of developing the tourism business in Sochi, which was associated with the construction of infrastructure for the Winter Olympic Games (2014), the FIFA World Cup (2018) and other major international and All-Russian competitions. These events made the city internationally recognizable, allowed to transform the urban cluster, improve the urban and tourist infrastructure.

According to many authors, the above-mentioned events have clearly shown the positive dynamics of the development of sports tourism in Russia (Aleksina A. O., Chernova D. V., Ivanova L. A., Aleksin A. Yu., Piskaikina M. N., 2019).

In addition, since 2020, a single tourist zone of the Krasnodar Territory for mountain tourism is being created, uniting the resorts of Gazprom, Krasnaya Polyana and Rosa Khutor, in order to create a scheme of logistical infrastructure in terms of hiking and cycling routes (Kirillina N.V., 2022). In addition, Sochi has been one of the country's main seaside resorts for more than 100 years.

Given the special attractiveness of the natural location of this city, we analyzed the volume of services provided by the tourism cluster, taking into account the pattern of deviations of individual months from the annual average.

The seasonality index was calculated using the simple arithmetic mean method is shown in the table below (Table).

Table 1: The dynamics of the actual income of the tourist product in the tourist area of the Krasnodar territory.

	The approximate amount of revenue per month / million rubles	

2020	204,6	35,6	17,4	103,0	136,6	160,6	330,8	366,5	239,8	302,1	16,9	231,6	2145,5
2021	238,1	39,3	84,7	134,5	163,0	192,4	341,9	387,0	231,6	302,4	17,3	275,2	2407,4
2022	276,2	47,9	99,5	149,8	184,1	218,1	399,2	452,6	275,2	356,3	22,7	316,1	2797,7
2023	361,3	30,2	118,5	199,5	240,1	280,0	455,3	524,7	316,1	404,2	26,4	404,4	3360,7
	270	38,2	80	146	180,9	212,8	381,8	432,7	265,7	341,2	20,8	306,8	2677
%	121	17,1	35,9	65,5	81,1	95,4	171,2	194	119,1	153	9,33	137,5	-

As this study shows, the smallest deviation from the average level of realized tourist services is observed in November (9.33%), and the largest in August (171.2) and December (137.5). Of course, this result shows a developed seasonal tourism industry in this cluster.

The study of the seasonality of tourist services helps to resolve the uneven demand in tourism. Such unevenness can be smoothed out by lowering prices for travel services and products, thereby increasing the demand and profitability of this area. In addition, the Russian tourism business can be advised to better develop non-seasonal forms of recreation and service. Such forms can be fitness tours, medical, cosmetic services, holding various levels of events (conferences, symposiums, festivals, competitions), etc.

4 CONCLUSIONS

Thus, using this technique, it is possible to load the existing tourist infrastructure more efficiently, update the activities of travel agencies, thereby smoothing the economic problems of profitability of the above-mentioned region in the off-season.

Therefore, it is more effective to study changes in the market situation of goods and services in the Krasnodar region for the subsequent adoption of optimal measures in the field of this activity.

ACKNOWLEDGEMENTS

If any, should be placed before the references section without numbering.

REFERENCES

Ivanova, L.A., Kazakova, O.A., Tezikov, D.A., Kudinova, Yu.V., 2024. The impact of sports competitions on the hospitality and tourism sector. *Encyclopedia: Yesterday, today, head*, Vol. 14, 3-1, 470-481.

Konyukhov, V.G., Britvina, V.V., Konyukhova, G.P., Shabalina, N.V., 2012. Forecasting seasonal fluctuations in tourism using mathematical statistics methods. *Theory and Practice of physical culture*, 11, 37-39.

Kirillina, N.V., Torosyan, V.G., 2022. Development of the tourism potential of Greater Sochi: a communicative aspect. Communicology, Vol. 10, 3, 147-164.

Zhilkova, Yu. V., Makarenko, Z. V., Evgrafov, I. E., 2014. International tourism and the economic efficiency of the formation of an Olympic tourist destination. *Theory and Practice of Physical culture*, 1, 14.

Rubtsova, N. V., 2021, The COVID-19 pandemic as a consequence of the development of international tourism in Russia: problems and prospects. *Izvestiya Vuzov EFUP*, 3 (49), 14-19.

Calvaresi, D., Ibrahim, A., Calbimonte, J-P., Fragnier, E., Shegg, R., Schumacher, M.I., 2023. Using interaction between tourists using chatbots to unite academia, the tourism industry and the society of the future. *Journal of the Future of Tourism*. Vol. 9, 3311-337.

Mirekhi, M., Sharaevskaya, I., 2022. Family travel, positive psychology and well-being. *Tourism as a path to hope and happiness*, 104-118.

Ivantsov, A. A., 2022. Problems and prospects of development of domestic tourism in the Russian Federation. Sports, tourism and hospitality in the educational space: innovations and development prospects. *Collection of materials of the scientific and practical international conference*. Moscow. Publishing house: Moscow State University of Sports and Tourism, 27-32.

Bagans, L., Tapola, H., 2022. Crises in the tourism industry and their impact on young travelers. *Haag-Helia University of Applied Sciences*.

Sargsyan, Y. K., Bogomolova, E. S., 2022. On the issue of crisis management in tourism organizations. Sports, tourism and hospitality in the educational space: innovations and development prospects. *Collection of materials of the international scientific and practical conference.* Moscow: Moscow State University of Sports and Tourism, 18-26.

Dzhandzhugazova, E. A., Romanova, M. M., Blinova, E. A., Semkina, N. S., Basem, A., 2021. The model of crisis management in the hotel business: Russian and foreign experience. *Modern journal on the methodology of teaching foreign languages*. Vol. 8, 11, 38-52.

Hong Le Thi Beach, 2022. Lin Nguyen Khanh's Russian-Vietnamese tourism development project. Sports, tourism and hospitality in the educational space: innovations and development prospects. *Collection of materials of the International scientific and practical conference.* Moscow: Moscow State University of Sports and Tourism, 106-111.

Jena, R.K., Dwivedi, Y., 2023. Prioritizing barriers to tourism growth in rural India: an integrated approach to Multi-criteria Decision Making (MCDM). *Journal of the Future of Tourism*, Vol. 9, 393-416.

Aleksina, A. O., Chernova, D. V., Ivanova, L. A., Aleksin, A. Yu., Piskaikina, M. N., 2019. The main directions of informatization of the sphere of physical culture and sports services. *Prospects for the use of new information and communication technologies (ICT) in the modern economy*. Cham, Samara, 473-479.