



The Importance of Rural Tourism in the Formation of New Forms of Economic Relations in the Region

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Abstract

The article explores the role socio-cultural identity of destinations, international experience in the development of tourism destinations and individual protection mechanisms the attractive social and cultural phenomenon. The article investigates the importance of rural tourism in the formation of new forms of economic relations in the region.

Keywords: Rural tourism; agro-tourism; mass tourism; socio-cultural identity of destinations; protection mechanisms.

Introduction

With the globalization of markets, stagnating sales services of mass tourism destinations. Firstly, there is identity crisis tourist attractors around the world. Secondly, in the international tourism loss of cultural identity leads to the fact that the tourism product becomes a kind of national character loses signs of "authenticity" - a unique tourist offer and would fail to meet tourist demand.

Without registration and protection of national, social, cultural, ethno-cultural, ethno-political and other specific distinctive components of tourism, development of tourist destinations will be incomplete without revealing the nature of the attractive social and cultural phenomenon of tourism: "identity" and "authenticity" of tourist attractors. Without proper study and protection of these components cannot be fully predict the development of rural tourism in the region, manage economic processes of resource support regional development of rural tourism. Therefore, the issues of the deforming effects of globalization on the processes of identification, preservation, revival and renewal of identity and the search for lost identity tourist attractors are especially important in the tourism sector.

Materials and methods

The main source for writing this paragraph become materials, articles on rural tourism. Primary information was collected in open resources, namely on scientific websites, organizations, associations of rural tourism, journal publications.

In this article, we used a set of methods of economic and statistical analysis, methods of analysis and synthesis of economic information, as well as the method of dialectics as a general scientific method of knowledge, and a number of research methods: historical, logical, system analysis in their various combinations.

Discussion

The defining feature of identity tourist attractor is its exclusivity, which in itself is a condition for the preservation of its value as a tourist attraction, generating motives and incentives tourism travel. In addition, the concept of "identity tourism attractor" is a complex tourist imperative that reflects the quality criteria of modern tourism product.

Should bring several approaches to understand "identity" in tourism:

1) Identity as "identification with a particular social position, cultural or ethnic group; concept itself, shared by a group of people "[3];

2) Identity as a representative from the point of view of the national costume and practices such as dance, food, etc., as well as the way people defend the authority of knowledge, stating their status in terms.

Destruction of local identity destination that takes tourists depends on how community members are able to consciously define the contours and features of their local identity tourist attractors in comparison with the outside contributed by a global identity and resist it [2].

Since identity is directly related to the concept of authenticity indicating a sense of truth, authenticity or originality of a tourist object (tourism products) in a historical context. The authenticity of the tourist product to create a cultural-historical condition in the destination. It reduced and even lost when the product loses communication with the cultural and natural environment. Therefore, the trend of localization, acting in opposition to globalization, leveling national, identity and other cultural specific features of destinations, on the contrary is a factor in the preservation of the local "authentic identity" tourism product.

Mass tourism generates the concept of "global village" in the eyes of the traveler, when a tourist traveling the least enter into authentic intercultural relations, retains the familiar patterns of behavior, lifestyle, nutrition, specific to its own culture. In this case, the tourist usually follows a predetermined route in the tour bus, guided by a standardized international tourism product that actually destroys the social and cultural identity of destinations.

Thus, there is a dichotomy between the formations of the tourism product: on the one hand, the trend of localization, typology of tourism product is determined by the socio-cultural identity of destinations and on the other hand, in the trend of globalization, there is hybridization, and even the "homogenization" of the tourist product for mass consumption [1].

International experience in the development of individual tourism destinations have specific protection mechanisms Attractive sociocultural phenomenon ("identity" and "authenticity" of tourist attractors), when the state in alliance with the tourism industry produces a clear algorithm for such action. Foreign tourism destinations, such as Europe, the following mechanisms for self-preservation and self-identity and the authenticity of specific tourist attractors, for example, in the segment of agro-tourism - a certificate "guarantee of origin" and "guaranteed original quality product."

Introduction Certificate "guarantee of origin" on local foods, which are tourist attractor's identity, cultural and historical traditions of the area, for the region has a positive effect on their perception of tourists as the corresponding image of tourism in the region. The local population feels exclusive suppliers "authenticity" tourist attractors that helps to revive, preserve and improve the quality of local food production and increases the additional tourist spending in the area. For example in Italy. In this country today is functioning well-developed sphere of rural tourism services. Italian gastronomy, wine and beautiful landscapes a key component of the tourism product, built on the "identity" and "authenticity", allow to flourish many rural estates and farms of Italy.

In Italy, there are a total of 176 products gastronomy, among which, for example, parham, salami, pizza, pesto, pasta and spaghetti, Parmesan cheese (Parmigiano Reggiano), mozzarella (buffalo milk), pecorino (sheep milk), gorgonzola (blue cheese), minestrone soup, dessert "Tiramisu" et al., which are tourist attractors of a particular region of Italy.

In world practice, such tourist attractors, protect certificate "guarantee of origin", which emphasizes the uniqueness of the product and indicates that officially use a particular name can only be the product that is produced in a region where historically its production. Therefore, in order to try this "Gorgonzola" tourists are directed to rural villa near the province of Lombardy Milan or Novara.

The tourist industry in Spain offers another important factor in protecting "authenticity" and "identity" as a tourist attractor's certificate "Guaranteed original quality product." For example, the national product "jamon" having a 2000 years history and represents a Uncooked jerked pork ham with salt, soaked in a certain temperature range (from 8 to 10 degrees Celsius) from 1 year to 2 years, and today is prepared according to old recipes throughout Spain. "Jamon" - is not just a national product, and part of the national culture and distinctive mark of quality of the Spanish way of life. In Spain, "jamon" accompanied by a certificate to "guarantee the original quality of the product", which confirms not only its origin in a particular province, but also the fact that it is

produced in compliance with the unchanging standards of "national spirit" (saved inherited centuries of tradition and technology).

Comparative analysis of European national systems for the protection of regional tourist attractors, namely, France (Appellation d'Origine contr lee (AOC)), Italy (Denominazione di Origine controllata (DOC)), Portugal (Denominate de Origem Controlada (DOC)) and Spain (Denominacion de Origen (DO)) allows for the structuring mechanisms of preservation of identity and authenticity specific (rural gastronomic) tourist attractors and identify five main Certificates - protection factors and the development of regional attractors.

PDO (Protected designation of origin) - Certificate of PDO and uniqueness of the product indicates that the official use of the name can only be the product that is produced in the region with traditional technologies to the region

DOC (Denominazione di origine controllata) - Certificate DOC determines the region of origin of the product wine and guarantees its quality (guarantee of origin). DOC-region recognize the regions in which production has historically been a product of wine.

PGS (Protected Geographical Status) - Certificate of PGS is used to protect the names of regional foods

PGI (Protected geographical indication) - Certificate of PGI means that to a certain geographical region is only some stage - the cultivation, production or processing of the product

TGS (Traditional specialty guaranteed) - Certificate of TGS means specialties, is this product and national dishes, which used only conventional components and methods of production and preparation. This group may be assigned only "traditional specialties", which "are used in the domestic market for over 50 years"

Thus, the factors in the development of tourist attractors are their "identity" and "authenticity" that define the aims of using rental tools in the rural tourist region.

In this context, the focus of further attention is the issue of authentic tourist resources exploitation is a factor income in destination (tourist rent). In addition, revenues are, in turn, a source of investment in the destination. Therefore, at the present stage actualized two directions in the management of regional tourist destinations because of socio-cultural phenomenon of Attraction:

- Rent distribution mechanism between the state, the owners, and the organizers of tourism in the destination based on the separation of ownership, disposal and use of attractive tourist resources;

- The use of rental tools for adjusting the intensity of use of authentic tourist attractors in the destination.

In both cases, the rent Tourism acts as a financial source for sustainable development based on the destinations sociocultural phenomenon of tourism attractors, attractive and sought after by tourists.

Foreign practice of regional development of rural tourism destinations in Spain, Italy, France, demonstrates the need for the protection of specific socio-cultural tourist attractors in order to maximize the value of tourist rents, is income from the destination attractors (factors of production) should go to the development of destinations and the welfare of the local community. For example, as of 2008 income from sales of products labeled PDO and PGI (the list of the EU, there are 900) amounted to 14.5 billion euros [2].

Globalization strategy as the tourism product, essentially contributes to the award of a tourist rents large international companies (international hotel and restaurant chains, tour operators) to the detriment of the social and cultural development of the local rural tourist destination.

The Russian Federation has 83 regions, each of which has a unique potential in terms of tourist attraction. However, the underestimation of the role of Russia's regional gastronomic attractors led to the fact that the majority of tourism attractors (egg, pancakes, cakes, cereals, etc.) Lose "identity" and "authenticity", but at the same time intensively exploited in Russian foreign trade and restaurant chains. Uncontrolled scope of traditional Russian gastronomic attractors, unfortunately, leads to a situation where the entire rental income is from intermediaries, to make enormous profits, while the enterprise community in the destination can generally be at a loss.

For example, gingerbread of Tula or Siberian dumplings cooked in many regions, without complying with the historical traditions of the composition, technology, or the original form of the product.

Forgotten traditions of regional cuisine in Russia, which was formed and a spirit of rivalry between Moscow and Tver, Novgorod and Pskov, Smolensk and Kaluga, Ryazan and Nizhny Novgorod, Yaroslavl and Vladimir. Their differences were due to their individual recipes; create their own appearance of the same dishes, due to what appeared authentic preparation technology cakes, soup, pancakes, cakes, and cereals.

Currently, the Russian village is experiencing perhaps the most dramatic period in its history. It dropped in its development back by decades. Compounded by the negative phenomena before perestroika period, there were new problems and progress: unemployment, mass poverty, socio-psychological stress generated by a departure from the previously captured positions and values of the rural way of life.

According to the Ministry of Agriculture of the Russian Federation, unemployment in rural areas for several years exceeds the critical 10 percent level and now it covers about 2 million villagers. At the same time 15% of the rural population lives below the poverty line. At present, the rural unemployed occupy a total number of unemployed registered with the State Employment Service. [3].

In European countries, the introduction of mechanisms to protect rural gastronomy (PDO, DOC, PGS, PG1, TGS and other certificates for food but a tourist attractors), and the introduction of rent payments for the use of tourist attractors mediators and tourism organizations contributed to the revival, preservation and improve the quality of local food production, has provided considerable support to local farmers, stimulated the development of entrepreneurship and self-employment in rural areas.

In France, many of the problems of rural areas have been addressed through the development of micro-businesses in rural gastronomy, as in the budget of rural households was very significant income in kind, mainly presented receipts of food from livestock, horticulture, wine for personal and private farms.

Moreover, today the French gastronomy is considered rural tourism attractors as a powerful means of promotion and promotion of tourist products on the international tourist market. Rich technological experience and culinary gastronomic traditions of many generations, strongly promoted in the domestic tourism market.

Rural region together with tourist organizations promoting cheeses, wines, seafood and other "edible" region symbols on the French market and beyond. French association "Tourism in Rural Areas" coordinates its interests with a variety of associations: regional producers of wine, cheese producers, associations of restaurateurs, with local company's lovers of oysters, snails, truffles, etc. Together with these organizations and societies are periodically arranged in the regions of the original festivals, fairs and ceremonies that are of considerable interest in the domestic tourism market, especially among young people. Association "Rural Tourism" specialty restaurants publishes guides to French regions, which represent only those products and professionals who have passed the appropriate certification for "identity and authenticity." There are separate directories "wine road» (Les routes des vim) - gastronomic itineraries in the rural production areas of notable wines and brandies, reference to "cheese" roads of France, etc.

Consequently, the development and systematization of protection mechanisms "identity" and "authenticity" of tourist attractors in Russia is an important and promising task. In the context of virtually uncontrolled use of specific tourist attractors, substitution of their identity and the authenticity of the need to make a domestic registry gastronomic attractors and specialists in Russian regions and to develop mechanisms for tourist rent for companies operating these resources. Income received as rent payments, will be the basis for further investment in rural areas: development of social and tourist infrastructure of the village, the introduction of cleaner technologies in the production of rural gastronomy, environmental protection and other areas.

Results

Thus, modern tourism, characterized by significant economic turnover, ability to generate huge profits business develops in the direct clash between globalization and localization of tourist destinations. Global processes form a worldwide system of tourism because of universal tourist-industry development factors. The process of localization or regionalization reproduces the unique, national (regional, local) "painted" tourism product.

Unregulated relations between local and global processes often give rise to a conflict not only erase the "identity" of the national product, but also the social conflict, displacing communities from the process of reproduction of the tourism product in the destination.

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