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DEVELOPMENT OF COLLECTIVE RESOURCES OF ACCOMMODATION IN THE REGIONS OF THE SIBERIAN FEDERAL DISTRICT

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Abstract. The article analyzes the state of development of collective resources of location of the regions of the Siberian Federal District. The main problems of the development of this sector are identified.

Key words: collective means of accommodation, tourism, Siberian Federal District (SFO)

Currently, domestic tourism in the Russian Federation is rapidly and actively developing. In 2016, the Russian tourism industry recorded a turning point: for the first time the number of Russians rested in the country exceeded the number of citizens who traveled abroad for tourist purposes [1].

Siberian Federal District (SFO) includes 12 regions of Russia, has significant recreational resources of world and Russian level, which are represented by unique natural complexes of lakes Baikal, Teletskoye, Yarovoe, mineral and thermal springs, stocks of therapeutic muds, a variety of animal and vegetable peace, numerous monuments of history, archeology and material culture. The Strategy of Social and Economic Development of Siberian Federal District until 2020 notes the development of the recreation and tourism industry has a pronounced social orientation and should become one of the most important regional points of growth in the territories of Siberia, classified as depressive (the Republic of Altai, the Republic of Buryatia, the Republic of Tyva, the Republic of Khakassia, Trans-Baikal Territory), and to the industrialized regions (Irkutsk, Kemerovo and Novosibirsk regions). In the program documents, tourism is identified as an important, and in separate subjects and as a priority area for regional development. To stimulate the development of tourism, special economic zones (SEZs) of the tourist and recreational type "Baikal Gate" (Irkutsk Region), "Biryuzovaya Katun" (Altai Territory), "Baikal Harbor" (the Republic of Buryatia), "Altai Valley" (the Republic of Altai). Among the state investment projects are cluster projects of the subjects of Siberian District: Sheregesh (Kemerovo Region), Seversk, Vershinino (Tomsk Region), Lake District (Novosibirsk Region), the Treasury of Tuva (the Republic of Tyva), the Barnaul - mining city, Belokurikha-2 (Altai Territory), the Nerchinsk Historical (Zabaikalsky Region Territory); as well as projects for the development of tourist complexes the Genghis Khan-Chita, the Russian Village (Trans-Baikal Territory), the Podlemorye (the Republic of Buryatia) [4].

The first and one of the most important problems of Russian tourism is the underdeveloped infrastructure. This is primarily manifested in the hospitality industry. Very few hotels with an acceptable "price-quality" ratio: either the prices for living are unjustifiably overstated, or the conditions do not meet the expectations of even the most unattractive tourists [2]. These problems are especially evident in the hotel industry of the Siberian regions. The low level of comfort in accommodation facilities is confirmed by the fact that only 127 regional hotels have passed the certification procedure [7]. And the number of accommodation facilities that confirmed the high level of quality of their services and received high categories of "four and five stars" is only 43.

The total number of collective accommodation facilities in Siberian Federal District according to the Federal Agency for Tourism is about 2.6 thousand organizations (see table 1), compared to 2003, this figure has more than doubled, while the unstable nature of growth should be noted. The leaders in terms of the number of accommodation facilities are Altai and Krasnoyarsk Territories and the Republic of Buryatia.

The number of places in accommodation facilities in the Siberian regions exceeds 167,000, which is only 9% of the total Russian indicator. The largest number of places is concentrated in the Novosibirsk region (about 26 thousand), Altai (25 thousand) and Krasnoyarsk (21 thousand) regions [5].



Table 1. Development indicators of collective accommodation establishments (CAE) Siberian Federal District's regions, 2016

Regions of the Siberian Federal District	Number of CAE, units	Number of beds, thousand units	Number of persons placed in the CAE, thousand people	The volume of CAE services, mln. Rub.	Investments in fixed assets aimed at the development of the CAE, mln. Rub.
Siberian Federal District	2592	167,1	4613,9	12325,2	2783*
The Republic of Altai	199	7,3	208,8	364,8	965,8
The Republic of Buryatia	342	12,6	334,5	1019,2	11
The Republic of Tyva	42	1,9	31,3	63,8	2,4
The Republic of Khakassia	82	6,1	99,3	249,5	8,4
Altai Territory	351	24,5	610,7	1056,4	74,9
Trans-Baikal Territory	151	7,3	201,1	543,6	-
Krasnoyarsk Territory	325	22,5	689,2	1706	1109,9
Irkutsk Region	282	20,6	725	2022,3	240,1
Kemerovo Region	275	19,1	439,7	1273,1	132,2
Novosibirsk Region	243	25,8	783,5	2434,6	109,6
Omsk Region	215	12,7	354,9	884,1	8,5
Tomsk Region	85	6,8	135,8	707,7	120,3

* Estimation without data of the Zabaikalsky Territory

The most common type are small (no more than 50 places) enterprises, with a small set of services offered. Despite the general growth in the volume of services provided to the population with accommodation facilities, the regions of the SFO are considerably behind the indicators of the Russian Federation as a whole. If the average for Russia per thousand people is about 1.5 thousand rubles, rendered by the hospitality services sector, in Siberia it is only - 640 rubles. According to absolute indicators of the volume of paid hotel services, major industrial regions, such as the Novosibirsk and Irkutsk regions, are leading, and per capita they are inferior to the relatively small republics - Altai and Buryatia.

The regions of Siberia are still not attractive for international tourism. Only 330,000 representatives of foreign states stayed in the collective means of locating Siberia. The Baikal region is most interested in foreign tourists. More than 168 thousand people from other countries used the services of hotels and tourist bases of the Irkutsk region and the Republic of Buryatia. Nearly 70 thousand foreign citizens stayed in the accommodation facilities of the Novosibirsk region.

Siberia remains an unattractive region for international hotel companies. Network hotels currently only exist in the largest cities - Novosibirsk, Krasnoyarsk, Omsk, from large - Irkutsk, but here the proximity of Lake Baikal is affecting. These hotels meet the international requirements for quality standards in terms of business class comfort. In the coming years, it is planned to open hotels under international brands in cities where previously such hotels were not available - Kemerovo, Novokuznetsk, Tomsk [3]/

In 2016, the number of people who used the services of collective means of housing Siberia exceeded 4.6 million, of which 4.2 million are Russian citizens. Compared with 2009, the number of placed people increased by 50%, but in 2014-2015 due to the economic crisis, there was a significant decrease in visits. Most of all Russian citizens were serviced by means of accommodation in the Novosibirsk and Irkutsk regions, as well as in the Krasnoyarsk Territory.

Despite the 1,5 times increase in visits, the backlog in the development of the means of accommodation of Siberia will increase, as the volume of investments in fixed assets aimed at the development of this sector is

insufficient. In most regions, less than 150 million rubles are allocated for the development of the hotel industry. Significantly accelerate the development of the sector of accommodation and hospitality in the regions of the SFO would help to hold major events, but, unfortunately, the World Cup in 2018 "bypassed" the Siberian regions side. The positive impact of organizing major international and national events in Siberia is clearly visible in the Krasnoyarsk Territory. The region has been in the lead in recent years in terms of investments aimed at the development of accommodation facilities. Starting from 2011, from 1,1 to 2 billion rubles are allocated annually for the construction and reconstruction of hotels and other types of accommodation facilities. This attracted foreign investors. The five-star Marriott complex is being built in the regional center, the four-star Hilton Garden Inn and the four-star Novotel are already functioning.

As a conclusion, it can be noted that the regions of the Siberian Federal District are characterized by a fairly low and heterogeneous level of development of accommodation facilities, which has a deterrent effect on the development of domestic tourism.

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