

# METHODOLOGICAL APPROACH TO EVALUATING THE PROSPECTS OF AGROTOURISM DEVELOPMENT

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# Purpose of the Study

The purpose of the study is to develop a methodological approach to assessing the prospects of agritourism development taking into account territorial features. The proposed methodological approach needs to be tested in the conditions of the region. On this basis, draw a conclusion about the possibility of its use in other territories.

# Research Methods

A methodological approach to assessing the prospects for the development of agritourism should be based on a market mechanism, including demand, supply, prices, taxes, competition. Figure 1 presents the algorithm developed by the authors of a methodological approach to assessing the prospects for the development of agritourism, consisting of seven stages.

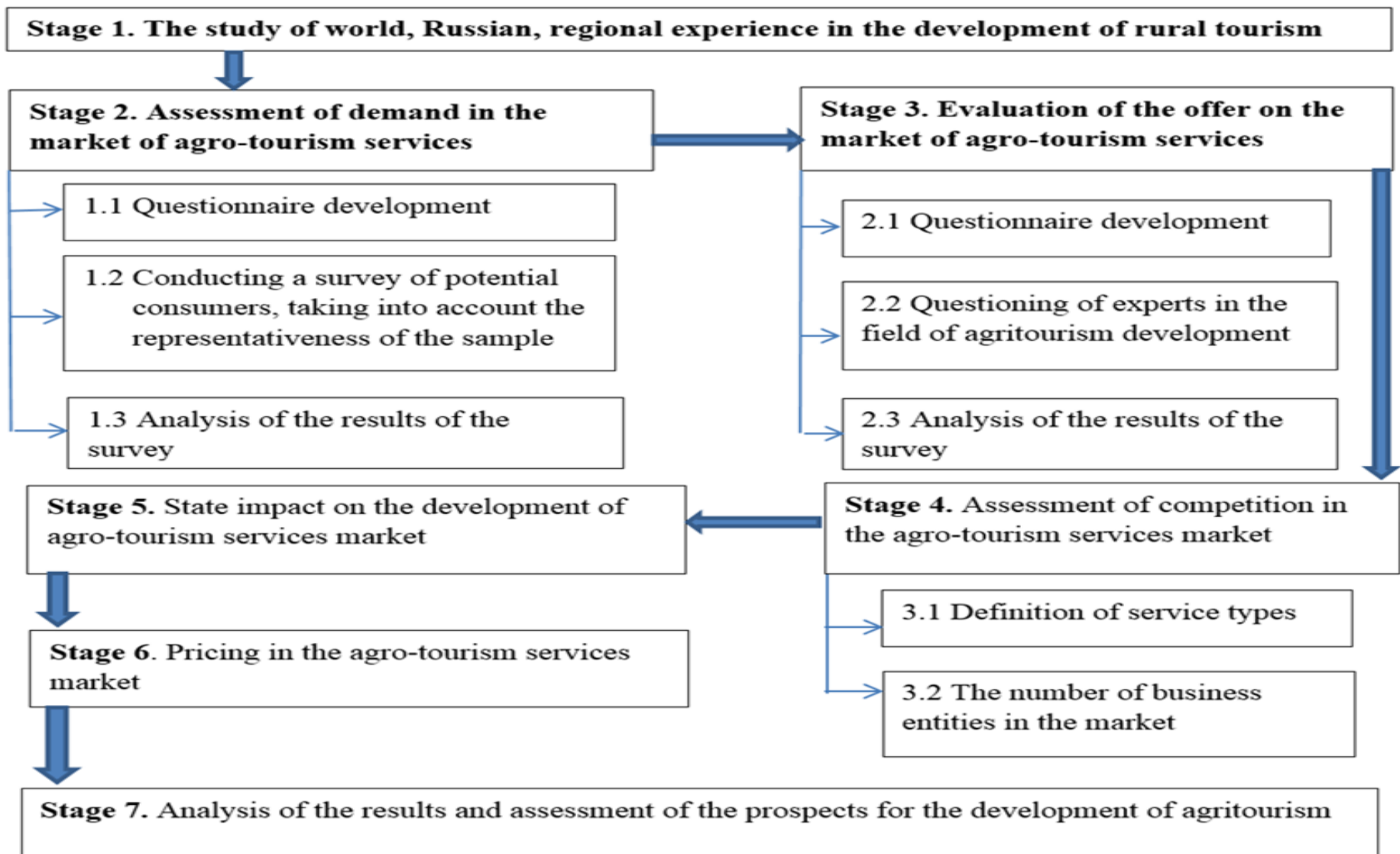


Figure 01. The algorithm of the methodological approach to assessing the prospects of agritourism

# Findings

The study of demand is the first step in the study of the sales market, consisting in studying the potential consumer, his tastes, the structure of needs by consumer groups, identifying unmet needs, analyzing the motives for choosing specific services. To assess the demand in the market of agro-tourism services, the authors of the study developed a questionnaire that allows you to objectively assess the potential consumer and the types of services that are in demand in agro-tourism. As a result of the questionnaire, which met the conditions for representativeness of the sample, it was found that 83% of respondents want to travel to the countryside. Traveling to the countryside is least attractive for respondents aged 41-50 years old, respondents over the age of 60 years and up to 30 years of age are more interested in this direction of tourism (more than 90% of the positive answers to the question "Would you like to travel to the countryside? ").

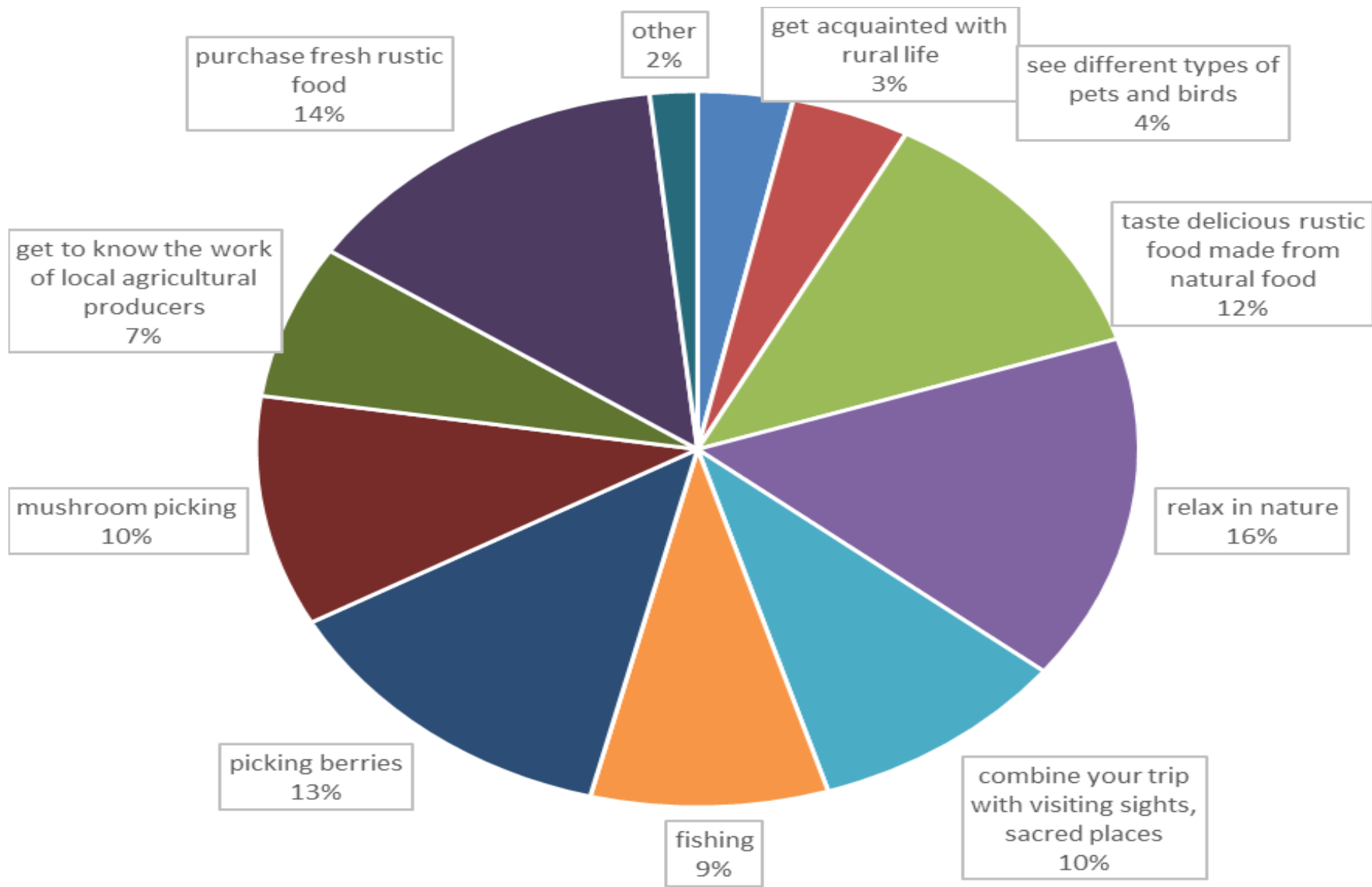


Figure 02. Structure of respondents' answers to the question "For what purpose would you like to visit the countryside?"

Table 01. Prospective directions for the development of agritourism in the Irkutsk region

Destinations of tourism	Potential areas of the region
Agritourism with elements of ecotourism	Irkutsk, Olkhonsky, Zalarinsky, Usolsky, Slyudyansky, Nizhneudinsky, the territory of the Ust-Orda Buryat district.
Agritourism with elements of ethnic tourism	Irkutsk, Olkhonsky, Zalarinsky, Usolsky, Slyudyansky, Nizhneudinsky Bratsky districts, the city of Bratsk, as well as the territory of the Ust-Orda Buryat district.
Agritourism	Irkutsk, Olkhonsky, Zalarinsky, Usolsky, Slyudyansky, Nizhneudinsky Bratsky districts, the city of Bratsk, as well as the territory of the Ust-Orda Buryat district.
Agritourism with event tourism elements	Irkutsk, Olkhonsky, Zalarinsky, Usolsky, Slyudyansky, Nizhneudinsky Bratsky districts, the city of Bratsk, as well as the territory of the Ust-Orda Buryat district.

Thus, the price of an agro-tour package can be calculated using the following formula:

$$C = (C + Pr + CH) + (C + Pr + CH) * PT + BUT, \quad (1)$$

where C is the price of an agricultural package for 1 person; C is the lower price limit, i.e. the cost of providing agro-tourism services; Pr - entrepreneurial profit; CH - seasonal allowance (discount); PT - percentage for the services of a tour operator; BUT - tax deductions.



# Conclusion

Difficulty of transport accessibility, high fare, lack of infrastructure, insufficient promotion, presence of administrative barriers, inaction of local authorities and local authorities, high taxes on guest house services, distrust, lack of knowledge, lack of information, training and advanced training, strict control requirements - supervisory authorities applied to small accommodation facilities - the main problems of the development of agritourism.

To solve these problems, we propose to include in the federal tourism development programs rural, ecological and agricultural tourism as a separate direction for an application with preferential investment conditions.

To develop and annually hold mini-grant competitions for rural residents, including individuals, to organize activities in the field of rural tourism.

Hold competitions to support local rural tourism initiatives.

To ensure the development of domestic and inbound tourism by including all entities with potential in the development of rural tourism in the list of regions that receive subsidies from the federal budget for state support of tour operators.

Despite the difficulties encountered in the development of this market, agritourism is a promising type of non-agricultural activity in rural areas, which allows increasing employment and incomes of the rural population. The proposed algorithm allows you to determine the prospects for the development of agritourism, can be used in other regions and in developing programs for the socio-economic development of the region.