

# The Image of the Territory as a Factor of Regional Tourism Development

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**Abstract**—The problem discussed in the article is positioning the Kemerovo region on external and internal tourist market through the promotion of the tourist image. The regional strategy for tourism development, given the increasing economic significance of this sector in the region, as well as the communication of the tourist attractiveness of general attractiveness of Kuzbass is estimated. The authors have been analyzed the notion of «tourist image's core» on example of separate recreational areas of Kemerovo region, reflecting the tourist specialization of each of them. Currently, the core of tourist image's formation of the territory in these areas are not indicated in the literature. As the core can serve as a popular tourist objects direction, annual event, unusual natural phenomenon, because it is the center of attraction of tourists to the territory. The results of research showed that the cores of some recreational areas are already centers of attraction of tourists not only in this area but also as a whole in region, however, cores of other recreational areas are inferior in popularity. Promotion of the tourist image allows to expand the strategic directions of region's economic development.

**Keywords**—*tourism, tourist image, Kemerovo region, the core of image formation, tourist and recreational areas.*

## I. INTRODUCTION

The current stage of development of the tourism industry in Russia is characterized by the reorientation of tourism demand from outbound to domestic tourism, which in turn requires the development and implementation of new strategic approaches to the development of this sector of the economy [1]. Domestic tourism can give a new impetus to the development of regions that have sufficient tourist and recreational potential, but initially do not specialize in tourism, providing alternative opportunities to attract cash flows to the region. Regions that do not specialize in tourism but have rich recreational resources and tourism potential are faced with the need to diversify the structure of their economy [2]. The most acute problem arose in the regions of «resource type», where already strengthened purely industrial image of the territory, which complicates its modification to the tourist. These regions include the Kemerovo region, at the mention of which the following association series is immediately built: coal, mines, open-casts, bad ecology, heavy industry and production of chemical fertilizers, etc. [3, 4].

Tourism for the Kemerovo region plays an important role in solving social and economic problems, providing the development of small and medium-sized businesses, restructuring the employment of the local population from the industrial profile to the service sector. At the same time, it should be noted that

the industry of the region itself is experiencing qualitative and quantitative changes, moving to modern technologies, which reduces the demand for labor in the mining and manufacturing enterprises [5]. This contributes to the growth of differentiation of the economically active population in the Kuzbass. As an example, the Tashtagol municipal district, where the local population is actively involved in the long-term development of tourism [6].

## II. MATERIALS AND METHODS

In order develop measures for the further development of the tourism industry in the region, the «Strategy for the development of tourism in the Kemerovo region until 2025» was approved, which, in addition to a number of areas, includes paragraph 4.3.7. «Advertising, information and image promotion of the region as a region favorable for the development of tourism» [7]. According to the document, the implementation of this task was planned for the period of 2013-2015 and contains number of mechanisms of image promotion of the region at the federal level:

- assistance to tour operators of the region and specialized accommodation facilities in the promotion of services in the Russian tourist market;
- informing about the investment opportunities of the tourism industry in the region (priority areas for the development of tourist business, «tax holidays», tenders for the right to lease land, etc.);
- organization and execution of annual press-tours and info-tours for representatives of tourist industry and mass media;
- preparation of non-commercial advertising and information products in Russian and foreign languages for distribution at major business events both within the region and abroad;
- creation of a single information portal containing full information about the region's tourism opportunities;
- dissemination of information about the region as an attractive tourist destination in the field of skiing, sports, historical and cultural tourism on the internet»;
- organization and implementation of events aimed at promoting the image of the Kuzbass Yeti (Snowman) – brand of ski resort «Sheregesh», etc.

Proceeding from the above, it is worth noting that the period from 2013 to 2015 is not enough to realize the current

directions of the region's promotion on the tourist market, and more importantly, there is no direction for the creation, development and promotion of the tourist brand and image of the whole Kemerovo region, and not only the ski resort «Sheregesh». In this regard, there is a problem of identifying the cores (centers) of the image of the entire region, as well as individual tourist and recreational areas of the region. To date, in the Kemerovo region there are 12 tourist and recreational areas, characterized by the degree of tourism development, resource potential and predominant types of tourism [8]. Currently, the formation core of the tourist image of the territory in these areas are not indicated in official studies. Our task was to identify the cores in each recreational area of Kuzbass.

As the core can serve as a popular tourist objects, annual event, unusual natural phenomenon, because it is the center of attraction of tourists to the territory [9,10,11]. In order determine the cores of the tourist image formation, we conducted a comprehensive analysis of tourist and recreational areas, aimed at identifying their distinctive features (natural, recreational, historical, ethnographic, etc.), as well as analyzed the recreational potential and attractiveness factors (table 1).

TABLE I. THE FORMATION'S CORES OF TOURIST IMAGE OF RECREATIONAL AREAS IN KEMEROVO REGION

Tourist and recreational area	Promising types of tourism	The formation's cores of tourist image
1. Gorno-Shorskiy	Skiing, oversnow, adventure, speleotourism, environmental, sports, ethnographic, event, scientific, educational	Ski resort «Sheregesh», national park «Shorskiy»
2. Tomusinskiy	Hiking, skiing, water tourism, climbing, equine tourism, speleo-tourism	Mountain range «Celestial Teeth» (on russ. Podnebesnye Zubya)
3. Yuzhno-Kuzbasskiy	Excursion, educational, industrial, business, water tourism, historical and culture, event	The southern capital of region – Novokuznetsk city
4. Tersinskiy	Environmental, scientific, water tourism, skiing, educational	State natural reserve «Kuznetskiy Alatau»
5. Tsentralno-Kuzbasskiy	Environmental, hiking, skiing, educational, wellness, water tourism	Belovskoe reservoir
6. Salairskiy	Skiing, educational, wellness, hunting and fishing	Ski resort «Golden mountain», sanatorium «Pearl of Kuzbass»
7. Pritomskiy	Business, historical and culture, industrial scientific, educational, wellness, skiing, equine tourism, event, sports	The capital of region – Kemerovo city
8. Topkinsko-	Skiing, wellness, event,	Tourist and recreation-

Inskoy	sports, hiking, educational	al complex «Tanai»
9. Tisulskiy	Historical and culture, hiking, skiing, water tourism, equine tourism, wellness, rural, hunting and fishing	Lake Big Berchikul, the ski complex «Gornaya Salanga»
10. Mariinsko-Tyazhinskiy	Historical and culture, hiking, rural, wellness, educational, scientific, event, hunting and fishing	The Museum under open sky – Mariinsk city, the natural complex «Shestakovsky»
11. Severo-Kuzbasskiy	Wellness, hiking, skiing, educational, rural, hunting and fishing	The Sanatorium «Anzherskiy», hunting and fishing grounds of municipal districts
12. Nizhne-Tomskiy	Historical and culture, environmental, event, hiking, water tourism, scientific, educational, hunting and fishing	Museum-reserve «Tomskaya Pisanitsa»

The analysis showed that the cores of some recreational areas are already the centers of attraction of tourists not only to the area, but also to the region as a whole (ski resort «Sheregesh», museum-reserve «Tomskaya Pisanitsa», Tourist and recreational complex «Tanai», etc.). The cores of other recreational areas are still inferior in prominence and popularity but they, in our opinion, are no less attractive for tourists, respectively, their positioning depends among other things on the mechanisms described above. This identification of cores of the tourist image formation allows to develop new «growth points» which are the directions of development of territories taking into account the recreational needs of the population and tourists [12,13,14]. According our observations, it should be noted that the tourist image of the territory is formed under the influence of number of factors and mechanisms, it is influenced by one or more cores of image formation allowing to create a solid, diverse, attractive tourist image.

### III. RESULTS AND DISCUSSION

The authors have been conducted a SWOT-analysis of each recreational area of the Kemerovo region, which allowed to identify strengths, weaknesses, opportunities and threats in the development of tourism in the study areas. On its basis, the assessment of the tourist availability of areas, which is an indicator of their attractiveness. The assessment has been made on basis of a point scale from «1» (very low) to «5» (very high), where the following types of accessibility of the recreational area are distinguished: information, transport, financial, practical, alternative [15,16]. The total assessment of availability allows to determine the degree of overall attractiveness of the area in comparison with other recreational areas of the Kemerovo region for potential tourists.

Information accessibility is represented by a complete and diverse information about the recreational area, the possibility

of obtaining comprehensive information from tour operators and agencies. Transport accessibility depends on the availability of direct flights and train routes, the possibility and ease of use of personal vehicles, as well as the quality of roads and equipment of railway and bus stations, airports in terms of the convenience of travelers with children [17]. Financial accessibility is primarily related to the level of prices for tourism products and services, as well as the price and quality of services. Practical accessibility has represented by the presence of

a network of hotels and catering facilities, the existence of information services that help organize the stay of tourists in the recreational area in accordance with their needs and financial capabilities, convenience and equipment of tourist facilities [18]. Alternative accessibility determines how advantageous an area can be estimated in terms of recreation compared to other competing recreational areas. The results of the evaluation are presented in table 2.

TABLE II. EVALUATION OF RECREATIONAL AREAS OF THE KEMEROVO REGION ON TOURIST ACCESSIBILITY (ATTRACTIVENESS)

Tourist and recreational area	information accessibility (0-5 points)	transport accessibility (0-5 points)	financial accessibility (0-5 points)	practical accessibility (0-5 points)	alternative accessibility (0-5 points)	total accessibility
1. Gorno-Shorskiy	5	4	4	5	5	23
2. Tomusinskiy	3	4	3	2	3	15
3. Yuzhno-Kuzbasskiy	5	5	4	5	5	24
4. Tersinskiy	4	3	3	3	3	16
5. Tsentralno-Kuzbasskiy	4	5	3	4	3	19
6. Salairskiy	3	4	3	3	3	16
7. Pritomskiy	5	5	4	5	5	24
8. Topkinsko-Inskoy	4	5	3	4	4	20
9. Tisulskiy	3	3	3	3	3	15
10. Mariinsko-Tyazhinskiy	5	4	4	3	4	17
11. Severo-Kuzbasskiy	3	4	3	3	3	16
12. Nizhne-Tomskiy	5	5	4	4	4	22

After determining the total number of points for each district, the authors identified 3 groups of recreational areas of the Kemerovo region by the level of tourist attractiveness. The group with a **high level** of tourist attractiveness (the sum of points from 25 to 21) included the following recreational areas: Pritomskiy, Yuzhno-Kuzbasskiy, Gorno-Shorskiy, Nizhne-Tomskiy. The group with the **average level** of attractiveness (the sum of points from 20 to 16) includes: Topkinsko-Inskoy, Tsentralno-Kuzbasskiy, Mariinsko-Tyazhinskiy, Tersinskiy, Salairskiy, Severo-Kuzbasskiy. The last group with a **low level** (the sum of points 16 and less) of attractiveness is represented by two recreational areas: Tomusinskiy, Tisulskiy.

IV. CONCLUSIONS

A group of areas with a high level of tourist attractiveness is characterized by the presence of unique natural and recreational resources, rich historical and cultural potential, numerous types of tourism, developed tourist infrastructure, opportunities for creating tourist and recreational clusters, competent marketing policy to create attractive brands of the territory [19,20]. The second group of regions differs by the average indicators of the listed characteristics. Recreational areas with a low level

of overall attractiveness are characterized by stagnation in the tourism industry, insufficient number of natural, historical and cultural attractions, accommodation facilities, low level of transport accessibility, a relatively high degree of deterioration of material and technical base, the lack of a replicated image of the territory to attract tourists.

Thus, the study revealed the deepening of the gap between the tourist and recreational areas of the Kemerovo region in terms of their tourist attractiveness. In the future, the authors will develop recommendations for optimizing the state of tourism infrastructure and, in general, the development of tourism in the study area. The results of the theoretical study will be proposed for the formation of the «Strategy of development of the Kemerovo region until 2035» in the field of tourism, as well as development programs for individual municipal districts of the region.

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