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Elena V. Nezhelchenko ¹
Svetlana N. Yasenok ²
Anna A. Merezhko ³

Mechanisms of agro-tourism integration into long-term strategies of socio-economic development of the region

Belgorod National Research University,
85 Pobeda St., Belgorod 308015, Russia

¹e-mail: nejelchenko@mai.ru,

²e-mail: yasenok@bsuedu.ru

³e-mail: merezhko@bsuedu.ru

¹ORCID 0000-0002-8704-7834

²ORCID 0000-0002-9048-3477

³ORCID 0000-0002-1346-5566

Abstract. Agroindustrial tourism in Belgorod region today is developing as one of the priority guidelines within the general course on the support of the rural territories. Its sense consists in the fact that the customers get the opportunity not just to have a rest, but to be involved into rural activities, taste farm products, learn the traditions and routine of locals. They are the trips based on the calm natural way of life unlike the classic excursions. The situation is uneven. On the one hand, Belgorod region is agricultural region with rich resource: enterprises, historical villages, traditions, cuisine, quiet natural landscape. All factors mentioned above create the natural basis for rural tourism. On the other hand, there are difficulties inherent in the majority of Russian regions: the lack of quality infrastructure, unaccomplished readiness of households for welcoming tourists, lack of experience in marketing and service, and also a big quantity of objects which could work legally, but prefer staying off-radar due to challenges of normative nature. However, the market of rural tourism is on the rise, especially among the inhabitants of large cities who are in search of peaceful weekend routes and «true» farm impressions – from degustation to participation in the village workshops. Therefore, agro-tourism in Belgorod region is now in the phase of active development: legal basis has become clearer, the region offers financial support, entrepreneurs are looking closely at this direction and interest of tourists is growing. In the next few years the integrated development of the infrastructure, service quality improvement and further adaptation of regulations to the real conditions will become the key factors in the formation of sustainable and competitive industry.

Keywords: Belgorod region; agro-tourism; interactive map; region

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Нежелченко Е.В.¹

Ясенюк С.Н.²

Мережко А.А.³

Механизмы интеграции агротуризма в долгосрочные стратегии социально-экономического развития региона

ФГАОУ ВО «Белгородский государственный национальный исследовательский университет» (НИУ «БелГУ»),
ул. Победы, 85, Белгород 308015, Россия

¹*e-mail: nejelchenko@mai.ru,*

²*e-mail: yasenok@bsuedu.ru*

³*e-mail: merezhko@bsuedu.ru*

¹ORCID 0000-0002-8704-7834

²ORCID 0000-0002-9048-3477

³ORCID 0000-0002-1346-5566

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Аннотация. Агропромышленный туризм в Белгородской области сегодня развивается как одно из приоритетных направлений внутри общего курса на поддержку сельских территорий. Смысл его заключается в том, что гости получают возможность не просто отдохнуть на природе, но и вовлекаться в сельские занятия, дегустировать фермерские продукты, знакомиться с традициями и бытом местных жителей. Это путешествия, построенные вокруг спокойного, природного ритма жизни, в отличие от классического экскурсионного или городского формата. Ситуация при этом развивается неоднородно. С одной стороны, Белгородская область – аграрный регион с богатым ресурсом: предприятия, исторические сёла, традиции, гастрономия, спокойные природные ландшафты. Всё это создаёт естественную основу для сельского туризма. С другой – есть трудности, свойственные большинству российских регионов: нехватка качественной инфраструктуры, несовершенная подготовленность хозяйств к приёму туристов, неопытность в маркетинге и сервисе, а также большое количество объектов, которые могли бы работать легально, но предпочитают оставаться в тени из-за сложностей нормативного характера. Тем не менее спрос на сельский отдых растёт, особенно у жителей крупных городов, которые ищут спокойные маршруты выходного дня и «честные» фермерские впечатления – от дегустаций до участия в деревенских мастер-классах. Поэтому агротуризм в Белгородской области сейчас находится на этапе активного становления: юридическая база стала яснее, регион предлагает финансовую поддержку, предприниматели присматриваются к направлению всё внимательнее, а интерес туристов растёт. На ближайшие годы именно комплексное развитие инфраструктуры, повышение качества сервиса, и дальнейшая адаптация нормативов к реальным условиям станут ключевыми факторами в формировании устойчивой и конкурентной отрасли.

Ключевые слова: Белгородская область; агротуризм; интерактивная карта; регион

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Introduction (Введение). Small and medium-sized business entities play an important role in the development of Russian tourism industry. Thanks to the efforts of the authorities, nationwide nonprofit organizations which are representing the interests of entrepreneurs and also development institutions to implement support measures of favorable conditions for development of small and medium-sized business entities in the sphere of tourism are being created. Significant growth potential of the tourism role in economic and social development of the federal subjects of Russia is maintained (Andrejchenko, Muhina, 2022).

However, the tourist activity of Russian people remains subdued. According to the data of Russian Public Opinion Research Center, only 45 % of the inhabitants in average have had a rest the region different from the region of residence for the last 5 years. This testifies to the necessity of further higher level of tourist product accessibility for the citizens of the country and stimulating motivation to travel (Zhizhileva, 2017).

One of the demand-constraining factors for development of domestic tourism is the low awareness of Russian touristic brands on

the foreign markets and within Russia including the existence of missed opportunities for development for system of promotion with the use of modern information, marketing and other technologies; prejudices (stereotypes) of foreign citizens about tourism in the Russian Federation – «insecurity», «language barrier», «negative geopolitical image» etc.

State support for priority areas should be formed based on the principle of the most contribution to the achieving goals and benchmarks of Tourism Development Strategy in the Russian Federation (Galoian, Karapetian, Mazurenko, 2018).

Belgorodia is the pearl of the Central Russia with rich history and culture, unique scenery. In 2023 there were 180 collective accommodation facilities in the region where 283,0 thousand people had a rest. To services of guests visiting there are 127 hotels and similar accommodation facilities hotel room capacity of 3,1 thousand rooms and one-time capacity of 6,1 thousand beds, 53 specialized accommodation facilities with 2,1 thousand rooms capacity of 7,1 thousand beds. Income from accommodation services was 2371,6 mln rubles (Gutova, 2013).

Table 1

Number of travel agencies in Belgorod region

Таблица 1

Количество турфирм Белгородской области

Indicators	2020	2021	2022	2023	2024
Tour operator	3	4	6	8	4
Tour operator and travel agent	14	16	23	14	19
Travel agent	91	80	88	90	93
Total	108	100	117	112	116

Note: The source is compiled by authors based on their own research

Based on the data of Federal statistical observation, 116 travel agencies operated in the region in 2024. 4 of them were engaged in only tour operator activities, 19 specialized in

tour operator and travel agency activities, and the rest 93 operated as travel agents. Almost all agencies are privately owned.

Table 2

Number of package tours consumed by the population

Таблица 2

Число турпакетов, реализованных населению

Indicators	2020	2021	2022	2023	2024
Citizens of Russia to the territory of Russia	5462	5662	8887	11803	9546
Citizens of Russia to another countries	4232	9239	6165	5930	7190
Citizens of other countries to the territory of Russia	-	-	170	-	1
Total	9694	14901	15222	17733	16767

Note: The source is compiled by authors based on their own research

In 2024 residents of the region bought 16,8 thousand of package tours, which is 5,5% less than in 2023. The cost of purchased

tours increased by 41,8%. In general, 32,1 thousand people applied for touristic services.

Table 3

Services purchased by the public in the sphere of tourism, thousand rubles

Таблица 3

Платные услуги населению в сфере туризма, тыс. руб.

Services	2020	2021	2022	2023	2024
touristic	656556	805053	824702	902776	927708
hotels and similar accommodation facilities	980705	993769	1183609	1275090	1210894
specialized collective placement facilities	901605	1059547	1164947	1219027	900180
Among them: sanatorium organizations	733583	872069	1059989	1048671	732626
Volume of paid services to the population in total	2538866	2858369	3173258	3396893	3038782

Note: The source is compiled by authors based on their own research

20,6 thousand people went on a trip to Russia, 11,4 thousand people went on a trip to the foreign countries. In domestic tourism citizens of Belgorod mostly chose Krasnodar region (45,6%) and the Republic of Crimea (10,9%) for holiday destination. For International trips Turkey is the most popular destination (40,8% of tourists chose it among other countries).

The growth of tourism products segmentation and promotion of self-organized tourism contribute to the encouraging diversity of types of tourism on the territory of the Russian Federation. Significant development is typical for tourism products which are based on the combination of several types of tourism. These factors define the necessity of the flexible approach to the allocation of types of tourism.



Рис. 1. Объем платных услуг населению в сфере туризма, тыс. руб.
Fig. 1. Volume of paid services to the population in the tourism sector, thousand rubles

Источник: составлено авторами по результатам собственных исследований

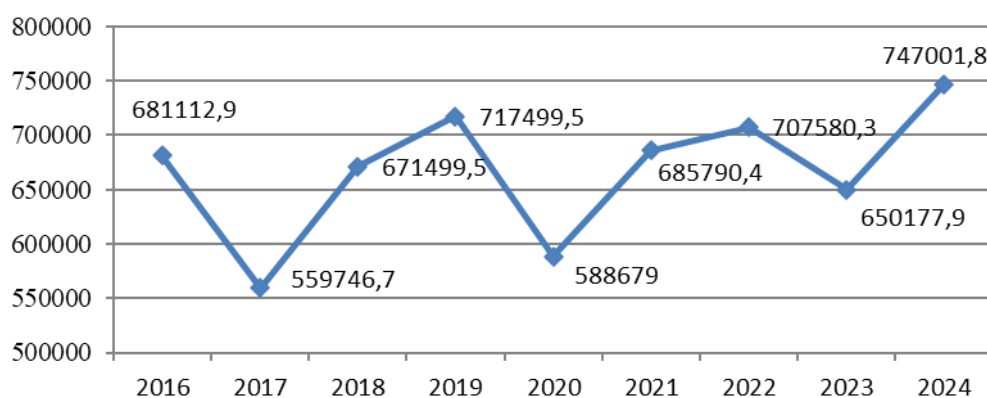


Рис. 2. Затраты санаторно-курортных организаций, связанные с производством и реализацией продукции (работ, услуг, товаров), тыс. руб.

Fig. 2. Costs of health resort organizations related to production and marketing (work, services, goods), thousand rubles

Materials and Methods (Материалы и методы исследования). When conducting research, we analyse the current regulations, focused on the development of agro-tourism.

Results. The allocation of priority types of tourism should be carried out individually for touristic territories of the Russian Federation considering touristic resources and peculiarities of the economic and social development.

In Tourism Development Strategy in the Russian Federation for the period up to 2035

(Government Resolution of the RF dated 20 сентября 2019 № 2129-р «О Tourism Development Strategy in the Russian Federation for the period up to 2035») there are the following definitions of types of tourism (Leushkina, 2024):

- «industrial tourism» – visits and events on the territory of the object allowing the customers to understand the processes and secrets of production in the past, nowadays and in future (ГОСТ Р ИСО 13810-2016

«Touristic services. Industrial tourism. Service provision»);

- «rural tourism» – the type of tourism that supposes the temporary placement of tourists in the rural area with the aim of rest and/or participation in the agricultural work without pecuniary interest of a tourist.

To our point of view, agro-tourism combines several types: industrial, rural and children and other types of tourism (figure 3). The nature of child tourism is due the implementation of 3 basic functions – the development of the personality (education, upbringing), recreation and rehabilitation.

Rural tourism is accommodation in the village, participation in agricultural work, picking mushrooms and berries, fishing and hunting, animal care.

Farm tourism is visits to the farms, participation in volunteer programs, farm products tasting, familiarity with the production (cheese factory, apiaries, wineries).

Ecotourism – recreation on the farms, hiking and biking tours, educational eco-programmes, eco-camps.

Culture and ethnographic tourism is study of traditions and life, participation in folk celebrations, acquaintance with folk crafts.

Gastronomic tourism is the festival of traditional cuisine, cooking workshops, tasting and familiarization with local products.

Educational manufacturing tourism – agricultural schools, internships, excursions to the agricultural and industrial facilities, workshops on crafts and agriculture.

Labor education of schoolchildren and raising the prestige of industrial worker jobs are nowadays the key directions of agrotourism development in the region.

Thus, agrotourism presents the complex direction of tourism that combines cognitive, ecological, cultural, gastronomic and practical activities and aims the people's acquaintance with rural life, agricultural production and the natural heritage of the region (Volkov, Morozova.2016).

The situation is here uneven. On the one hand, Belgorod region is resource-rich agro-

industrial region: enterprises, historical villages, traditions, gastronomy, peaceful natural landscapes. All mentioned above create a natural basis for agricultural tourism. On the other hand, there are some difficulties that are characteristic of the majority of Russian regions: lack of quality infrastructure, the imperfect preparation of enterprises to receive tourists, lack of experience in marketing and service, and also large quantity of objects that could work legally, but prefer keeping a low profile because of regulatory complexities.

Nevertheless, demand for rural recreation is growing especially among residents of large cities who look for peaceful weekend routes and «honest» farm impressions – from tastings to participation in village workshops. That is why agrotourism in Belgorod region is nowadays during the active development phase: legal framework has become clearer, the region offers the financial support, entrepreneurs size up this direction more closely, and the tourist interest grows. For the next few years comprehensive infrastructure development, improvement of the service quality and further adaptation of the regulations to real-world conditions will become the key factors in the formation of sustainable and competitive industry.

The agrotourism development implies the complex approach which takes into account economic, social, cultural and moral, educational and other aspects. It also implies the strengthening of its role in patriotic education, enlightenment and labor potential formation for the young generation of the regions of the Russian Federation. Author's model (algorithm) of interaction between main stakeholders in the development of agro-industrial tourism is presented in № 11 (130) magazine Economics, Labor, Management in the agriculture.

One of the main areas for improving the system of data collection and analysis on tourism development on the territory of the Russian Federation is the creation of a unified register of objects displayed and tourist infrastructure, which can be converted into an interactive map of the region / country.

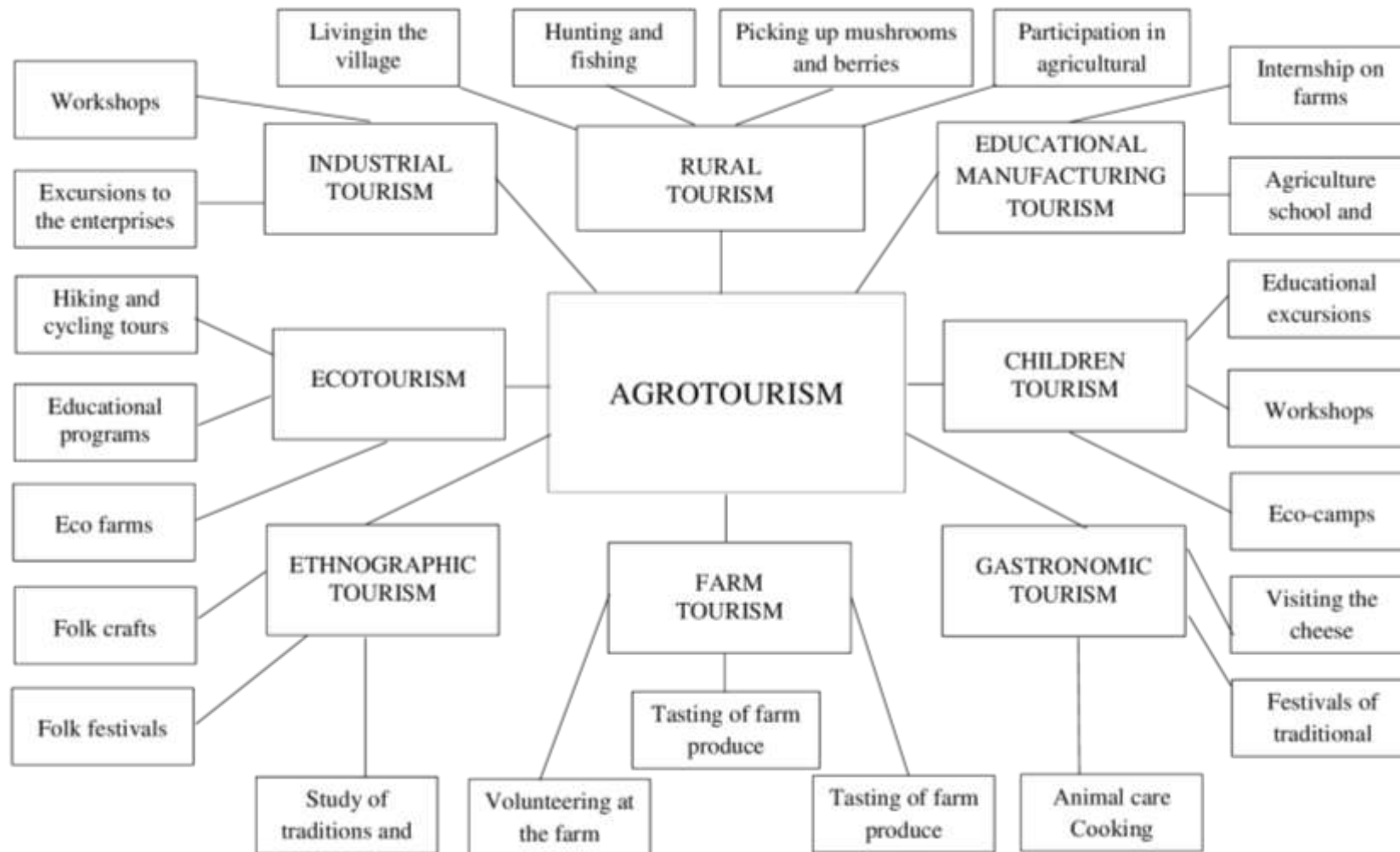
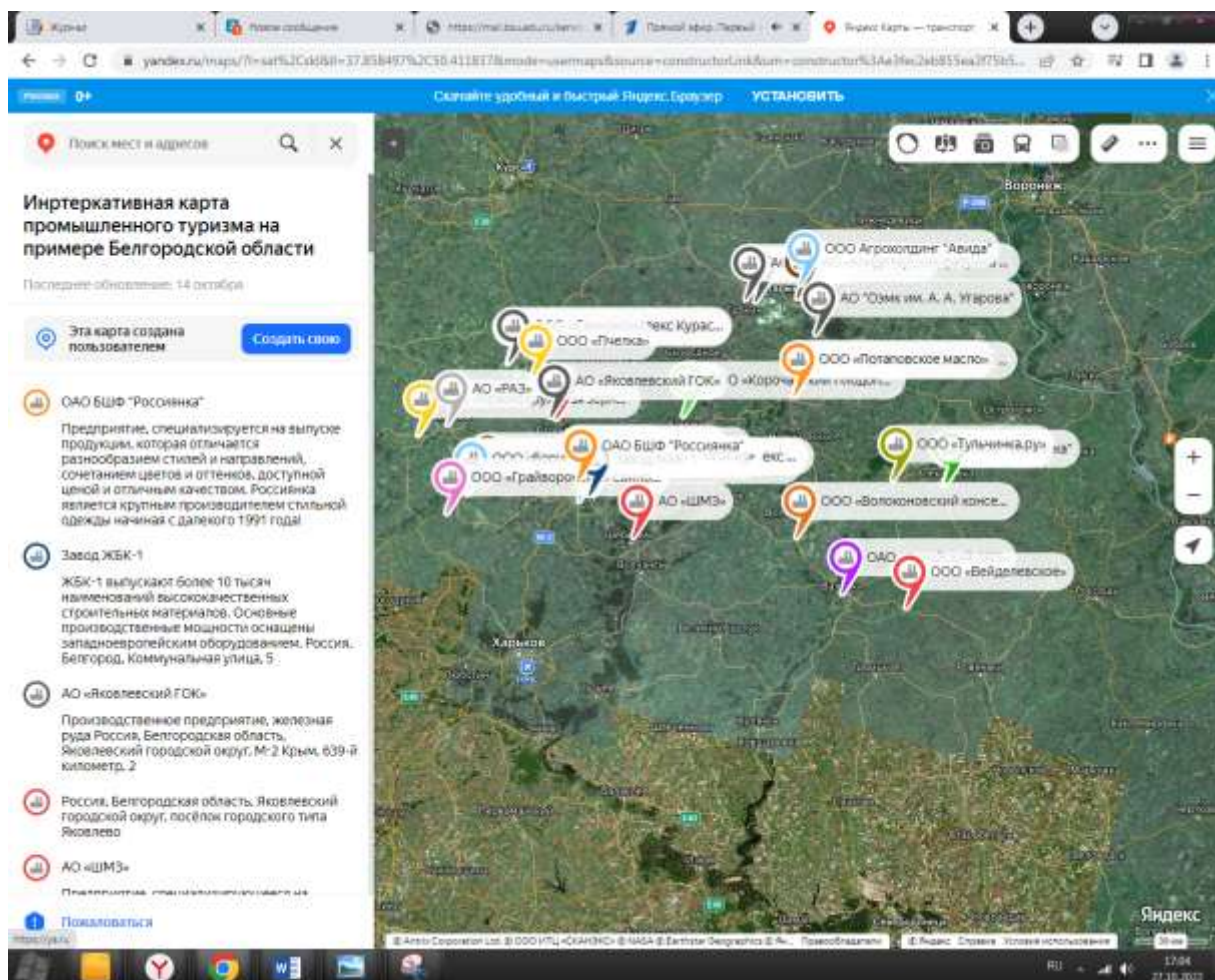


Рис. 3. Элементы агротуризма
Fig. 3. Elements of agro-tourism

Источник: составлено авторами по результатам собственных исследований



**Рис. 4 Интерактивная карта промышленного туризма
 Белгородской области**

Fig. 4. Interactive map of industrial tourism in Belgorod region

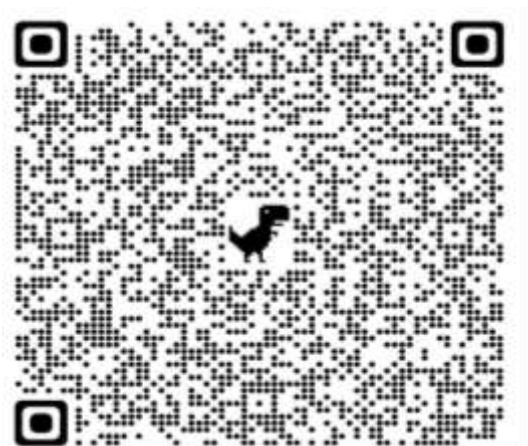
Источник: составлено авторами по результатам собственных исследований

The developed interactive map of industrial tourism in Belgorod region contains systematic information on areas of the region with a description of industrial facilities. This product is a convenient tool for users, supporting local production, thereby enhancing the region's appeal to tourists (Galoian, Karapetian, Mazurenko, 2018).

The product is an online-map with interactive details that let the user find, learn and plan the visit to the objects of the agrotourism of Belgorod region. The outer service used is Yandex maps which is the national service without the necessity of import substitution and is developed specially for definite

peculiarities of the country. Each point on the interactive map is divided into subtypes of agrotourism, districts and contains information about the title, location, and peculiarities of the object. The possibility to select according to the criteria (type of tourism, activity, the district of location, workshop availability and etc.) The user interacts with the map via browser or mobile app. The interface includes (Tanina, Sergeev, Konyshev, Tanin, 2022):

- scaling and movement on the map;
- opening of the object cards with detailed information;
- Quick Search and route planning.



<https://yandex.ru/maps/?um=constructor%3Ae3fec2eb855ea2f75b56566f8d31d77d7b92fda5cf8ee3a8ce4236b6b87b1e2f&source=constructorLink>

Рис. 5. QR-код для перехода на интерактивную карту промышленного туризма

Fig. 5. QR code to access the interactive industrial tourism map

Источник: составлено авторами по результатам собственных исследований

For tourists and inhabitants of the region:

- facilitation of the search and agrotourist trips planning, time saving, opening new locations;

- increasing the availability of information.

For agrotourism objects (farms, estates, workshops):

- increasing awareness, attraction of new customers, additional free promotion channel, structuring information about oneself.

For the region in general:

- economical: stimulation of small and medium enterprise development in the rural area, growth of tax revenues, new job formation in the service industry;

- social: strengthening of rural areas, preservation of cultural heritage and traditions, development of career guidance among youth;

- image-building: formation of modern digital touristic brand of the region, enhancing investment attractiveness of the region, growth of inner touristic flow.

Conclusions (Заключение). Thus, the launch of interactive map will become the start of the agrotourism accelerated growth in Belgorod region. Due to the systematic representation of rural, farm, children, cultural and

ethnographic, gastronomic, educational manufacturing, industrial touristic and ecotourism objects, the region gets the tool which makes the agrotourism clear, available and scalable. It will also contribute to:

- strengthening of rural areas. New touristic flows stimulate the development of the local business, infrastructure and service. Small holdings get sustainable channel for attracting guests and income.

- growth of employment and economic activity. The emergence of new employment opportunities in the hospitality industry, crafts, transport, local production.

- enhancement of investment attractiveness of the region. The user-friendly map makes the agrotourism market structured and understandable. The project stimulates the growth of small business. Each mark is a potential partner, service, new monetization points for the general development of the regional tourist potential.

- development of vocational guidance and educational routes. Children and educational manufacturing tourism develop an interest in agricultural, ecological and engineering professions. Schoolchildren and students get an opportunity to look into the real enterprises and technology in the real life.

- social impact for the region. Improvement of the quality of life in the rural

areas, preservation of cultural heritage, strengthening the link between city and village.

- the long-term formation of a sustainable tourism brand in the region. The map makes the agroturistic routes recognizable, helps create new thematic areas and unites the participants of the industry.

Conflicts of Interest: an authors have no conflict of interests to declare.

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Данные об авторах

Нежелченко Елена Васильевна, к.э.н., доцент, доцент кафедры международного туризма и гостиничного бизнеса

Ясенюк Светлана Николаевна, к.э.н., доцент, доцент кафедры международного туризма и гостиничного бизнеса

Мережко Анна Александровна ст. преподаватель кафедры иностранных языков и профессиональной коммуникации

Information about the authors

Elena V. Nejelchenko, Ph.D. in Economics, Associate Professor, Associate Professor of the Department of International Tourism and Hotel Business

Svetlana N. Yasenok, Ph.D. in Economics, Associate Professor, Associate Professor of the Department of International Tourism and Hotel Business

Anna A. Merezko, Senior Lecturer, the department of foreign languages and professional communication