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BUSINESS ACTIVITY IN TOURISM IN RUSSIAN RURAL AREAS: PROBLEMS WITH MOTIVATION

While there exist sufficient entrepreneurial rural potential (rural entrepreneurship is often the only way to exist and survive), appropriate stimuli for growth of entrepreneurial activity are either low, or simply absent in a number of regions. In this context, the key components of motivation must be associated with financial stimuli as the standard of living in rural territories is rather low, and this is the most important reason for population outflow from rural areas. The development of rural agrotourism requires implementing the motivation model of entrepreneurial activity aimed at not only forming entrepreneurial potential on the basis of stimulus exposure and the need for entrepreneurial labour but also its reproduction under external motivator, represented in growth of rural entrepreneurial activity, improving entrepreneurial climate, and in growth of national wealth and wellbeing.

Keywords: motivation; rural areas; rural tourism; tourism product; entrepreneurial activity; entrepreneurial potential.

Ольга Е. Акімова, Сергій К. Волков, Лілія В. Полуюфта ПІДПРИЄМНИЦЬКА ДІЯЛЬНІСТЬ У СФЕРІ ТУРИЗМУ НА СІЛЬСЬКИХ ТЕРИТОРІЯХ РОСІЇ: ПРОБЛЕМИ МОТИВАЦІЇ

У статті проаналізовано необхідні стимули до зростання підприємницької активності на селі, де підприємництво здебільшого є єдиним способом існування та виживання. Досліджено ключові компоненти мотивації, а саме фінансові стимули, оскільки рівень життя в сільських територіях досить низький, що є головною причиною відтоку населення до міст. Для розвитку агротуризму запропоновано мотиваційну модель підприємницької діяльності, спрямовану не тільки на формування підприємницького потенціалу, але й на його відтворення.

Ключові слова: мотивація; сільські райони; сільський туризм; туристичний продукт; підприємницька діяльність; підприємницький потенціал.

Рис. 1. Табл. 1. Літ. 15.

Ольга Е. Акімова, Сергей К. Волков, Лилия В. Полуюфта ПРЕДПРИНИМАТЕЛЬСКАЯ ДЕЯТЕЛЬНОСТЬ В СФЕРЕ ТУРИЗМА НА СЕЛЬСКИХ ТЕРРИТОРИЯХ РОССИИ: ПРОБЛЕМЫ МОТИВАЦИИ

В статье проанализированы необходимые стимулы для роста предпринимательской активности в сельской местности, где предпринимательство подчас является единственным способом существования и выживания. Исследованы ключевые компоненты мотивации, а именно финансовые стимулы, поскольку уровень жизни в сельских территориях достаточно низок, что является важнейшей причиной оттока населения в города. Для развития агротуризма предложена мотивационная модель предпринимательской деятельности, направленная не только на формирование предпринимательского потенциала, но и на его воспроизводство.

Ключевые слова: мотивация; сельские районы; сельский туризм; туристический продукт; предпринимательская деятельность; предпринимательский потенциал.

Introduction. The necessity to meet personal needs lead economic entities to dynamic social activity, one of the most important options of which is entrepreneur-

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ship. As soon as these needs are realized, there occurs the interest in conditions and ways to meet them. These interests may affect people's behavior; they may become internal and external reasons for people's activity — motives and stimuli as incentives ruling people's behavior which is brought to light as soon as internal and external circumstances concur. Motives and stimuli may be reasoned by person's ambitions for either possessing things which do not belong to him/her or, by contrast, preventing such possession; by ambitions for getting satisfaction from available things or by discomfort from such possession or the desire to get rid of them. For example, interesting job brings a person to satisfaction, and the person is ready to work almost for free; otherwise, the person is doing everything to escape the job.

Labour motive is built only if labour activity is one of the conditions (or the only condition) for obtaining goods. If those goods to be obtained do not require special efforts, or they are extremely difficult to obtain, labour motive can hardly occur. The power of motive depends on the relevance of the need: the more pressing the need for benefits is and the stronger the ambition to get it becomes, the more actively the person performs.

Thus, a definite logic scheme occurs as far as economic science is concerned: needs → motives → interests → stimuli. As a result, here we focus on realization of interests while the focal point is associated with motives being the dialectical unity of needs and stimuli. The motive does not exist without a need. Neither does it exist without a stimulus because of the lack of conditions for realization of the need itself.

If motivational influence turns to be insufficient or even negative in the presence of entrepreneurial potential in the country, it testifies to the absence of stimuli necessary for entrepreneurial activity (for example, private property, freedom of choice, institutes of civil society); this possibly means there exists a forced entrepreneurship, which is distinguished by its speculative character and is negatively affecting economic development.

This situation can exist within entrepreneurial activity in rural territories. On the condition that there is enough entrepreneurial potential in rural territories — often rural entrepreneurship is the only chance to survive — essential stimuli for growth of entrepreneurial activity are either low, or even don't exist in some regions. This article analyzes the peculiarities of motivation for entrepreneurial activity in rural tourism, and gives recommendations on stimulation of rural entrepreneurial activity.

Latest research and publications analysis. Under market transformations, a spatial structure of Russia's economy is experiencing system crashes that affect a competitive power of territories. This situation is particularly urgent for rural territories, socioeconomic development of which is much lower than that of cities. Even under favourable foreign economic conditions, in early 2000's a number of depressive rural regions increased. One of the main problems in rural regions of contemporary Russia is poverty.

Living standards for rural population remain extremely low, while the income gap between the city and the village is growing. If in 1997 per capita resources of rural private households were equal to 69% of the urban level, in 2009 they were 61%. Poverty ruins rural labour in its genetic potential and remains a mass phenomenon. We may say that poverty localizes in rural territories, which accounts for 42% of

Russia's total population living in poverty whereas rural population accounts for 27% of the total population of the country (Volkov, 2012).

Stable development of rural population and solving its problems should become a priority in national development, since these are the hindering factors in conflict-free democratic development of Russia's society, its economic and social wellbeing (Zabaznova, 2013). In this respect, there is an urgent need in working out practical instruments and mechanisms for providing a competitive power to rural territories. We believe that one of such instruments must involve rural tourism.

Global best practices in agrotourism development testify to a high socio-economic importance of rural entrepreneurship for competitiveness of rural areas under the process of adding values to a tour product. The development of rural entrepreneurship contributes to decreasing social tensions in rural areas by creating additional work places (Volkov, 2012), reducing unemployment and increasing quality of rural life.

Key research findings. Russia is unique in its natural conditions, the country has outstanding monuments of ancient architecture and ethnography, and favourable climate in many regions. Russia has already experienced the creation of basic agrotouristic entrepreneurial structures of the following models: "boarding house", "nomadic tenting tour", "national village", "VIP-village", "rural hotel" etc. Russia's rural tourism can be performed by private entrepreneurs, farmers, and any organization with a legal form of establishment and operations. Wood farms as an entrepreneurial structure of both agroindustry and various recreations, has particular capabilities, as these structures are close to the nature and the land and already have experience in performing entrepreneurial activities.

Russia's agrotourism must become an attractive type of entrepreneurial activity for rural territories. This is evidenced by its affect on the economy and solving socio-cultural problems of the village.

Motivation for entrepreneurial activity in rural areas is hindered by many problems. Motivation for economic activity in rural territories is possible within the process of raising the level of economic education (Matkovskaya et al., 2014). At the moment, many rural entrepreneurs are not economically educated enough for effective entrepreneurial activity. Such motivation covers the decreasing costs of rehabilitative measures, creating favourable living conditions for an entrepreneur and his family, and solving problems with staff in rural areas. Regarding the importance of material basis in motivating the development of entrepreneurship, it is necessary to reinforce the mechanism of social partnership on the start-up basis.

To increase the share of small and medium-sized businesses in the structure of rural tourism with further overall development of rural territories, it is essential to implement a set of measures for attracting investments into rebuilding tourism infrastructure in rural areas, and to create a system of strategic planning for rural tourism development. Here we speak about not only federal target-oriented programs on rural tourism development but also the programs on socioeconomic development by municipal institutions at all levels from rural settlements to rural and urban districts. To create an integrated strategy concerning the development of rural tourism in RF, featuring a definite indicative implementation mechanism, it is necessary to determine the current situation and development prospects for this segment of tourism

market. To reach this objective, a SWOT-analysis of RF rural tourism segment has been carried out.

Basing on the analysis of conditions in this segment of Russian tourism market, we reveal capabilities and restrictions, advantages and disadvantages while building a rural tourism development strategy (Table 1).

Table 1. SWOT-analysis of RF rural tourism (Volkov, 2012)

Advantages (strong points)	Disadvantages (weak points)
<ol style="list-style-type: none"> 1. High agricultural potential of the country. 2. High natural and recreation potential. 3. Cultural and historic memorials of both federal and global importance. 4. Social and commercial organizations able to contribute to rural tourism development. 5. Diversified farms and private households. 	<ol style="list-style-type: none"> 1. Low level of tourism infrastructure development in rural areas. 2. Weak system of tourism promotion at domestic and global tourism markets. 3. Lack of awareness and appeal for the image of rural areas (lack of brand awareness). 4. Lack of branch statistics, which would provide information and management support for tourism development. 5. Low level of tourism staff training. 6. Underinvestment. 7. Poor legislation regarding land allocation for tourism and recreation needs. 8. Lack of special support programs for rural population willing to start entrepreneurial activity in tourism.
Capabilities	Threats
<ol style="list-style-type: none"> 1. Growth of incomes for local population and regions in general. 2. Creation of additional workplaces. 3. Development of rural small businesses. 4. Restoration of facilities for rural social infrastructure. 5. Attraction of foreign tourists. 	<ol style="list-style-type: none"> 1. Increasing competition among tourism markets of CIS and other neighboring states. 2. Poor legislation on regulation of tourism industry. 3. Decrease of population's effective demand as a result of decreased earning power in key economic industries. 4. Risk of decreased tourist flows under the increasing crime rates. 5. Socioeconomic and political destabilization in the state. 6. Ecological environment worsening. 7. Loss of tourism market due to low level of tourism services in rural areas.

The presented SWOT-analysis shows that Russian Federation, undoubtedly, possesses natural and recreation resources for rural tourism development. However, it is obvious that there exist urgent systemic problems regarding rural tourism development.

To solve them, the state should implement a new approach and the program-oriented method, which would allow the competitive powers be increased in rural areas, the growing demand be satisfied as for tourist services of high quality, and the conditions would be provided for stable development of rural tourism.

Entrepreneurship motivation model for rural tourism. For the overall development of agrotourism in rural areas, it is essential to implement entrepreneurship motivation model aimed at not only building the entrepreneurial potential on the basis of stimu-

li and the need for entrepreneurial labour but also its reproduction, which is influenced by extrinsic motivators (economic, administrative, social and psychological) and resulted in increased entrepreneurial activity in rural areas, improved entrepreneurial climate, national wealth and welfare.

Generally, the motivation model for entrepreneurial labour in rural areas is given in Figure 1.

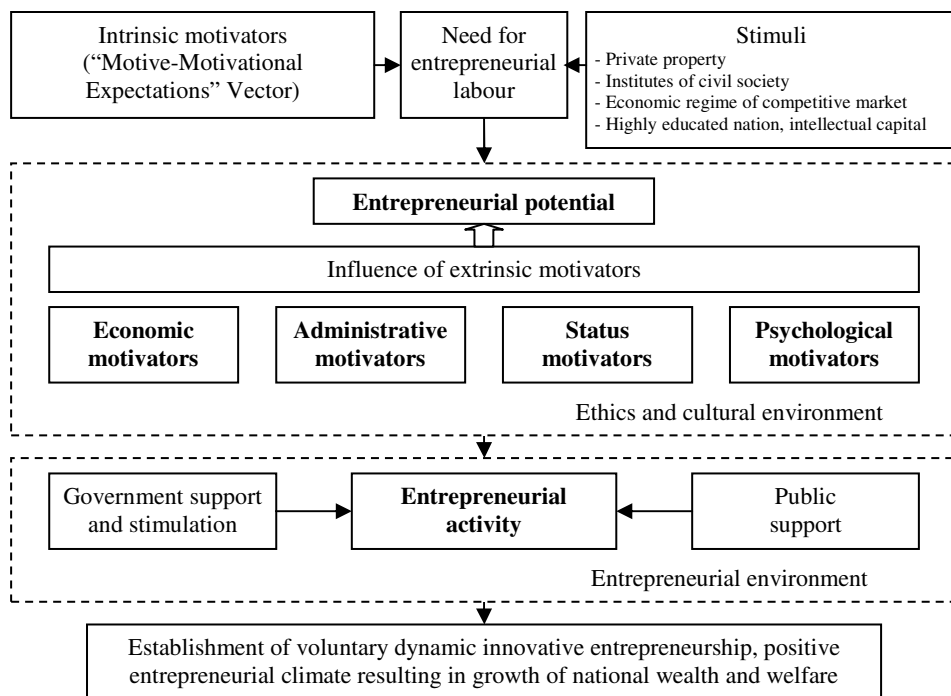


Figure 1. **Model of motivation for entrepreneurial labour in rural territories**
(Akimova, 2012)

Extrinsic motivation must be aimed at breaking internal and external restrictions, which prevent entrepreneurial activity development. The development of extrinsic motivators stimulating society's entrepreneurial potential to demonstration of continuous entrepreneurial activity must be performed in several directions: administrative, economic, social, personal and psychological. This means Russia needs to build the following extrinsic motivators:

1. Administrative motivation is stimulation to entrepreneurial activity by the state, which is associated with introducing relevant sanctions for non-compliance with norms.

2. Economic motivation is an external stimulation to entrepreneurial activity with the levers of the competitive marketing mechanism including profits, dividends etc.

3. Status motivation is aimed at changing the entrepreneur's status through public recognition of achievements, professional and moral prestige, and generally at creating a positive image of entrepreneurial activity.

4. Psychological motivation is concerned with stimulation of entrepreneurial activity via psychological aid in overcoming personal restriction and barriers, which hinder entrepreneurial activity even under the presence of the need or desire to become an entrepreneur.

Russia possesses significant resources for rural tourism development. Using a correct approach to creation and promotion of rural tourist product, the RF can receive enormous socioeconomic dividends. Rural tourism can become a self-organized system able to solve main socioeconomic problems of rural territories.

Stable development of entrepreneurship in rural areas will provoke a stable increase in population's welfare, reinforce national security and dynamic development of the entire economy in the long term.

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