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**CLUSTER AS AN EFFECTIVE WAY TO ORGANIZE RURAL
 TOURISM IN SIBERIA (RUSSIA)**

The authors provide an analysis of the potential for rural tourism in Siberia, identifying territorial and sociocultural features of the region. The model for a rural tourism cluster in the northern zone of the region is developed on the basis of the agricultural enterprise. The creation of such a cluster would contribute to solving social and economic problems of the region, also fostering the development of local self-government.

Keywords: rural tourism; rural tourism cluster; Siberia.

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**КЛАСТЕР ЯК ЕФЕКТИВНИЙ СПОСІБ ОРГАНІЗАЦІЇ
 АГРОТУРИСТИЧНОЇ ДІЯЛЬНОСТІ В УМОВАХ СИБІРУ (РОСІЯ)**

У статті проведено аналіз потенціалу сільського туризму Омської області, виявлено територіальні та соціально-культурні особливості регіону. Розроблено модель агротуристичного кластера в північній зоні області на базі сільськогосподарського підприємства. Створення такого кластера сприятиме вирішенню соціально-економічних проблем регіону, а також розвитку місцевого самоврядування.

Ключові слова: сільський туризм; агротуристичний кластер; Сибір.

Рис. 1. Табл. 1. Літ. 11.

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**КЛАСТЕР КАК ЭФФЕКТИВНЫЙ СПОСОБ ОРГАНИЗАЦИИ
 АГРОТУРИСТИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ
 В УСЛОВИЯХ СИБИРИ (РОССИЯ)**

В статье проведен анализ потенциала сельского туризма Омской области, выявлены территориальные и социально-культурные особенности региона. Разработана модель агротуристического кластера в северной зоне области на базе сельскохозяйственного предприятия. Создание такого кластера будет способствовать решению социально-экономических проблем региона и развитию местного самоуправления.

Ключевые слова: сельский туризм; агротуристический кластер; Сибирь.

Introduction. The results of the comprehensive analysis of rural areas of the Omsk region revealed that the demographic situation is getting worse every year. This could be explained by significant migration loss which in its turn is caused by the deterioration of socioeconomic conditions in rural areas. The unemployment rate in rural areas increased by 3.8% due to the reduction in the number of jobs. There is also a reduction in agricultural production in all categories of farms by 9.1%. Besides, many cultural facilities have been closed down: 66 cultural clubs, 27 – libraries, 68 – theaters and cinemas. That is another reason for relatively depressive social situation in the region (Rabkanova, 2014).

Diversification of business through development of rural tourism can bring considerable income to the region, help preserve its unique natural objects, raise environmental awareness and the image of the area, which corresponds to the proclaimed

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ideology of the current government of the Omsk region. In this regard, there is a need to develop a rural tourism cluster in the Omsk region (Shumakova et al., 2013).

The goal of this study is to develop the concept of rural tourism cluster in the Omsk region considering its territorial and socio-cultural characteristics and potential of the region.

Analysis of rural tourism potential in the Omsk region. Omsk region is a typical region of Siberia. In the city of Omsk and in the Omsk region there are 100 nature sanctuaries with the total area of 37,659 ha, including: botanical – 69, water – 14, geological – 5, historical – 9, zoological – 2, mixed type – 2 (State Statistics Committee of the Omsk region, 2013).

The most famous nature sanctuaries of the Omsk region are "Bird harbor", "Ecological path in Youth Creativity Palace" and the Bolsherechensky Zoo, the natural park "Saratovo" (1,063 ha) in the Gorky district of the Omsk region, the resort "Krasnoyarsk-Chernoluchenskaya Area" (10,104 ha) (State Statistics Committee of the Omsk region, 2013).

There are 23 wildlife sanctuaries in the Omsk region, including 8 zoological ones (for protection of hunting animals); 13 botanical, 7 of which are wildlife sanctuaries of potential cedar forest, and 6 are wildlife sanctuaries of pine forests; 2 are mixed type wildlife sanctuaries (Omsk region, 2015).

The Omsk region is rich in lakes, some of them having unique features. Special emphasis should be made on the lakes of the Muromtsevsky group. There are more than 600 lakes in it and they have the area of water surface of more than 1 ha. Small lakes are located in the valleys of the rivers Irtysh and Tara.

There are a lot of mushrooms and berries in the forests around in summer. Tourists love to visit the lakes, so organized recreation is developed there (www.Muromzeuo.ru/5lake; www.Okuneuo.ru; www.dikarem.net/Linevo).

Part of these lakes is used for the development of health tourism. This group includes lakes with high salt contents in the water (up to 300 g / l) and therapeutic muds. These lakes are located in the Southern districts of the region. The most unique among them are Ebeyty and Uldjai which are also nature sanctuaries.

Some of the lakes can be even used for the development of exotic tourism. These lakes include Lebyazhe, Tennis, Maysore. Pelicans live on the lake Tennis in the Krutinskiy district.

Lakes can also be used for extreme tourism. This type of tourism includes kiting, scuba diving, rafting. Until recently, these types of tourism in our region were not very much popular, however, these unusual for Russia types of sports are getting popularity quite quickly.

The region has many lakes suitable for fishing and hunting. Among them are Lake Bitiya (Sargatskoe district), Gluhoe (Znamensky), Ik, Tennis, Saltaim (Krutinsky), Utichye (Bolsheukovsky), Platovskoe (Poltavsky) and many others.

Results. We have developed a model of rural tourism cluster on the basis of the agricultural enterprise private limited company ("Litkovskoe" in the Northern zone of the region (Ust-Ishimskiy, Tevrizskiy, Znamensky, Tarsky, Sedelnikovskiy, Bolsheukovsky, Kolosovskiy and Muromtsevskiy municipal districts), as in most of rural areas of this zone there are birch-aspen and pine forests, huge number of berries, mushrooms, nuts and medicinal herbs (60 species), natural, historical and cultural

recreational areas (more than 50%). The model of a rural tourism cluster is shown in Figure 1.

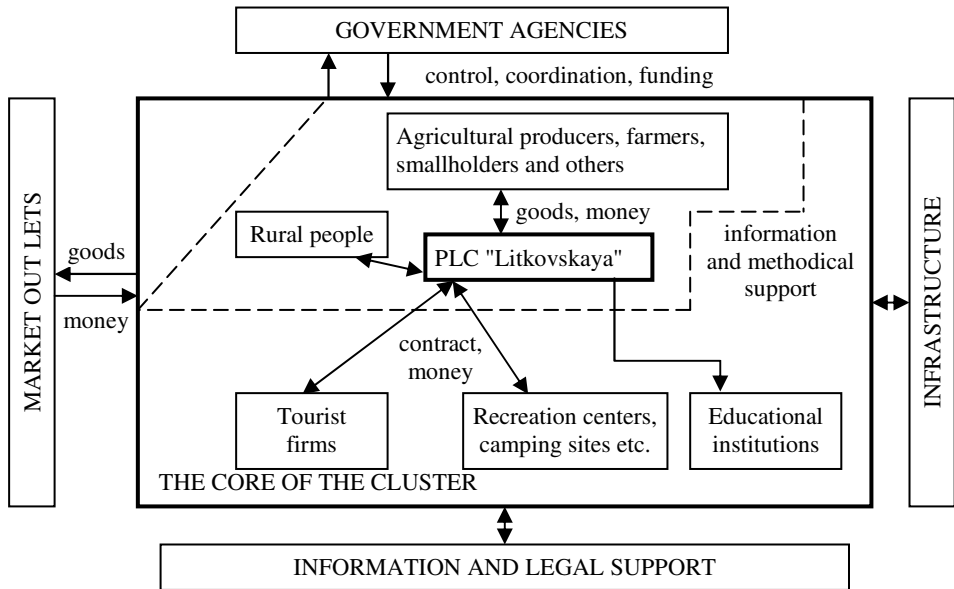


Figure 1. The model of a rural tourism cluster in the Northern zone of the Omsk region on the basis of the private limited company "Litkovskoe", authors' construction

Rural tourism cluster brings in a unified system of management and control over travel companies, agricultural enterprises, small farms, local people trade organizations, infrastructure enterprises, public authorities (Rabkanova, 2014).

The services of a rural tourism cluster are: hunting, fishing, gathering and processing of wild plants, rafting, horse riding and various excursions. It is important that these services are additional sources of income for agricultural enterprises and private villagers (Petrovyants et al., 2011).

The basis for the functioning of cluster is organization of effective interaction of its participants. For this purpose, we have developed "Rules of interaction between participants of the cluster". It describes the purpose, objectives, functions of the cluster, its participants and the mechanisms of their interaction.

One of the advantages of the cluster is greater opportunities for participation in regional projects financed by the government.

For the purpose of positioning a rural tourism cluster outside the region it is advisable to create a website with information which would be interesting for potential customers.

As a result of cluster functioning both basic and related products would be received and implemented through various channels, and even in other regions.

The ecological environment of northern districts of the region under study is favorable for mushrooms, berries, herbs, as well as nuts. These are collected by inha-

bitants of rural settlements, some of whom are part of the rural tourism cluster. Tourists during excursions also can get engaged in this gathering.

Therefore, for effective functioning of the rural tourism cluster under the private limited company "Litkovskoe" it's planned to create a processing department for some species of wild plants (berries, mushrooms, nuts, herbs).

Tourist accommodation can be at recreation centers, camps, hotels, camping areas, provided by local residents etc.

Cluster diversification promotes self-organization of rural population. For example, people living in rural communities, not included in the cluster, offer tourists accommodation, meals, joining them in fishing, picking mushrooms, berries, medicinal plants, participation in family economic activities, local excursions, hunting for a certain fee. It is an additional source of income for them.

Another example of self-organization is the joint use of equipment for processing of pine nuts under the lease. Income from the rent of equipment is one of additional sources for the development of the main activities of the organization.

The recommendations offered correspond with the state policy aimed at the development of rural areas, in particular the Concept of long-term socioeconomic development of Russian Federation for the period until 2020 (Government of the Russian Federation, 2008) and the concept of formation and development of the agrarian cluster of the Omsk region (Ministry of Agriculture and Food Omsk region, 2013).

After analyzing the costs of establishing the cluster, we can conclude that in addition to own funds cluster members need to attract funds in the amount of 16,000 ths RUB. We suppose that by 2019, taking into account these investments, the profit will increase up to 43 500 ths RUB.

Table 1. Assessment of economic efficiency and feasibility of establishing a rural tourism cluster, ths RUB, authors' calculations

Year of operation	Activity indicators without creating a cluster	Activity indicators of cluster
Amount of investment		
2014		16,000
Profit from tourism		
2014	785	15,000
2015	813	18,000
2016	871	22,000
2017	967	38,000
2018	1073	41,000
2019	1191	43,500

The average rate on loans to agricultural enterprises is currently 15% (The Russian Government, 2013). To determine the payback period for an investment project let us recalculate the cash flows from the present value (PV):

$$PV1 = 15000 / (1 + 0.15) = 13043 \text{ ths RUB};$$

$$PV2 = 18000 / (1 + 0.15)^2 = 13611 \text{ ths RUB};$$

$$PV3 = 22000 / (1 + 0.15)^3 = 14465 \text{ ths RUB};$$

$$PV4 = 38000 / (1 + 0.15)^4 = 21727 \text{ ths RUB};$$

$$PV5 = 41000 / (1 + 0,15)^5 = 20384 \text{ ths RUB};$$

$$PV6 = 43500 / (1 + 0,15)^5 = 18086 \text{ ths RUB}.$$

Thus we can determine the period after which the investment will pay off. The sum of discounted revenues over two years amounted to 26,654 ths RUB. This sum exceeds the amount invested, and therefore compensation for initial investments will occur in less than two years. Assuming that cash flow is supplied evenly over the entire period, it is possible to calculate the remainder of the fourth year. It will be calculated as follows: $(1 - (26654 - 16000) / 18806) = 0.5$. Thus, the discounted payback period is 1.5 years.

Conclusion. The study shows that the establishment of a regional rural tourism cluster in the Omsk region in terms of social significance contributes to: new jobs creation; improvement of life quality for rural population; time saving on infrastructure development; improvement of the image of the region; increase of income levels; reduction of rural population migration; increasing the investment attractiveness of the region etc.

The results of the research also evidence that rural tourism cluster is beneficial from the commercial point of view. Raised funds for the establishment and operation of this cluster will be 16,000 ths RUB, the expected additional profit – over 42,000 ths RUB, the payback period is 1.5 years. Such economic performance will increase payments to the state and municipal budgets.

Thus, the cluster formation is a reliable instrument for improving the effectiveness of rural tourism activity in the Siberian region.

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