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RURAL TOURISM AS A NEW DIRECTION

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The **relevance** of the work is that tourism is currently gaining momentum, more and more city dwellers want to spend time in a new environment, away from the bustle of the city. The main *purpose* of rural tourism is the need of townspeople with average incomes to relax alone with nature, to get acquainted with the life of a peasant family. And not only try fresh vegetables and fruits, meat and dairy products, but also take a direct part in agricultural work — as they say, stand by the plow yourself

Methodology and research methods: comparison, observation, review.

Tasks of Rural tourism is not only a tourist's accommodation in a rural house, but also the functioning of an entire infrastructure, which includes good transport links between settlements, places of leisure, the availability of services that provide various services for the provision of information and services, small restaurants, cafes and taverns. At the same time, each guest, and in rural tourism a tourist is called a "guest", must constantly feel the comfort of home and increased personal attention. The main figure providing accommodation, food and sightseeing in the countryside is the rural family.

The problems of rural tourism are attracting new tourists, creating infrastructure, etc.

Conclusions: Most of the Russian population lives in cities, with a significant part in industrial megalopolises, where air, water and soil are contaminated with toxic chemicals. So, for example, Chelyabinsk is one of the ten most ecologically unfavorable cities in Russia, and in terms of the harmfulness of the "bouquet" of atmospheric pollutants, it is among the leaders.

Keywords: *tourism, rural tourism, agricultural tourism, a new type of tourism.*

Rural tourism is not a new phenomenon, it has been known, at least in Europe, since the 1970s. It received the greatest development in France, Italy and Spain. This type of holiday is widespread in Cyprus, Croatia and Poland [3].

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The main **purpose** of rural tourism is the need of townspeople with average incomes to relax alone with nature, to get acquainted with the life of a peasant family. And not only try fresh vegetables and fruits, meat and dairy products, but also take a direct part in agricultural work — as they say, stand by the plow yourself [1].

The client's desire was respected, the wheel of the tourism industry spun, providing tourists with a choice of hundreds of rural houses, huts and castles, complete with fresh milk, wine from their own vine-

yard, fishing, a hayloft and a variety of entertainment options. However, one should make a reservation: in France, the active development of agritourism was caused by the problem of the rapid outflow of residents of unpromising rural areas to large cities. This prompted the government to support the idea of creating conditions for receiving tourists on the basis of farms. At present, rural tourism in Europe brings, according to various estimates, from 10 % to 20 % of the total income of the tourism industry [2].

Rural tourism includes any type of tourism outside urban conditions that does not damage natural complexes, contributes to the protection of nature and the improvement of the well-being of the local population. The share of rural tourism in the total volume of tourist services in Russia remains low and is only 6 %, while in Europe this figure is about 50 %

2020 was the best year for this destination in history — due to the closure of the borders, people were actively looking for recreation and entertainment

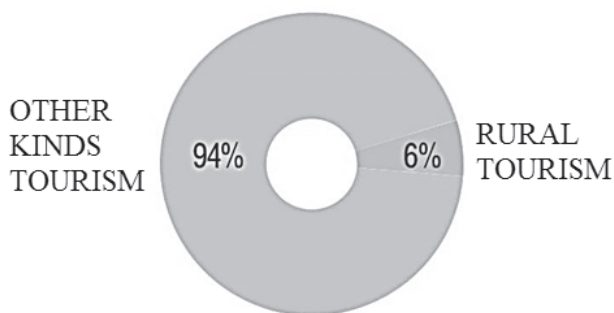


Fig. 1. The share of rural tourism in the total tourist flow in Russia in 2019

options within the country, from which, of course, the Crimea and the Krasnodar Territory especially benefited.

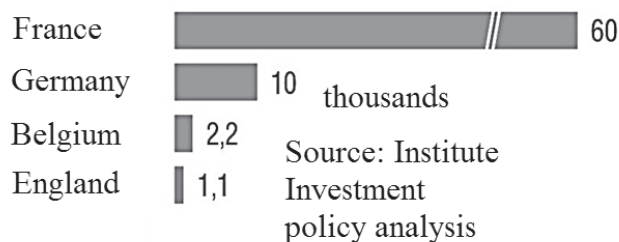


Fig. 2. Rural tourism: number of accommodation facilities by destination

Methods, means, materials: comparison, observation, review.

Tasks of Rural tourism is not only a tourist’s accommodation in a rural house, but also the functioning of an entire infrastructure, which includes good transport links between settlements, places of leisure, the availability of services that provide various services for the provision of information and services, small restaurants, cafes and taverns. At the same time, each guest, and in rural tourism a tourist is called a “guest”, must constantly feel the comfort of home and increased personal attention. The main figure providing accommodation, food and sightseeing in the countryside is the rural family [4].

The **problems** of rural tourism are attracting new tourists, creating infrastructure, etc.

Rural tourism refers to a passive form of recreation, according to the purpose — more social, not purely commercial.

It is especially important that rural tourism does not require such large public investments as other types of tourism. So far, he is content with using the existing potential of rural regions: unique natural resources and objects of historical and cultural significance; private housing stock in the countryside; food produced on private households, etc. [5].

In general, the emergence of rural tourism should be based on the funds of the population, which as-

sumes the maintenance and service of tourists and vacationers, of course, for a monetary reward. Another feature of rural tourism is that it does not require the creation of large tourist firms, but is an object for the voluntary association of private farms and owners of some small businesses to provide individual tourist services [6].

The practical experience of rural tourism that appeared quite recently in Western Europe (60—70 years of the XX century) shows that it is gradually conquering the whole world, and the profit from this specific holiday in some countries can be compared with the income from agriculture. One of the most important advantages of rural tourism is that it improves environmental education and the general cultural level of both visitors and local residents [7].

Rural tourism includes a fairly wide range of activities: scientific and educational (ornithological, botanical, archaeological, ethnographic), adventure tours (hiking, cycling, water, horseback riding and routes), summer camps, bases and programs for schoolchildren and students in nature, weekend trips out of town.

However, rural tourism contains great potential hazards. An excessive number of tourists, their vehicles and equipment can fill small towns and villages. Their culture can be foreign and hostile to the locals. Their pursuit of entertainment can distort and degrade local culture. The aimless and uncontrolled development of rural tourism on a large scale can be devastating to local landscapes and ecosystems [8].

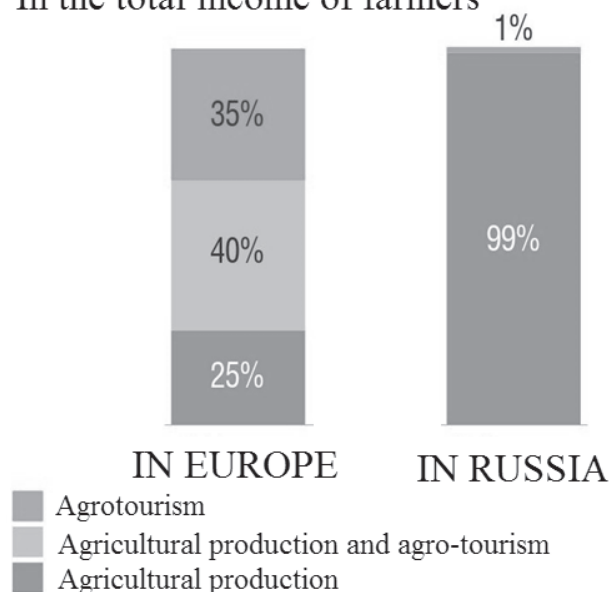
Avoiding such dangers requires a clear understanding by the local authorities of what they want, reasonable land use policy, competent management of programs for organizing local tourism, which means: striving to create markets based on local “products”, taking into account the characteristics of the culture of the owners; development of efficient infrastructure; control over the number of tourists; prohibition of ugly forms in construction; ensuring profit by local residents; quality assurance for the new development of the village [9].

Rural tourism or agritourism is the rest of townspeople in the countryside in micro-hotels, created by a rural family on the basis of their own residential building and a personal plot. The main figure providing accommodation, food and sightseeing in the countryside is the rural family [10].

Today, no one doubts the fact that the future of our region is closely related to tourism. Several years ago, in the mass consciousness of the villagers, hostility to vacationers and tourists was still firmly rooted. Today, many families with free housing have

REVENUE FROM AGRICULTURAL TOURISM

In the total income of farmers



Source: Institute for Investment Policy Analysis

Fig. 3. Revenue from agricultural tourism in the total income of farmers

spontaneously joined this lively, interesting and profitable business [11].

Renting out housing to vacationers was quickly mastered and began to bring additional income to families. But this income is seasonal and depends little on homeowners. To obtain a stable income, work is needed to create permanent jobs. And here we should understand and accept that no one will do this for us. We already live in a society with a market economy, which is alien to the consumer approach. If we wait for a solution to our problems from someone, then we will simply suffer from depression and hopelessness, get sick, become angry and destroy nature by excessive consumption [12]. In fact, there is a way out. Only many villagers are not used to looking in this direction. For many families, the solution is to create jobs in rural tourism. Then this family activity becomes professional, requires knowledge, skills and conformity [13].

Pros and cons of rural tourism:

- + Possibility of additional earnings.
- + An incentive to put your farm in order.
- + Increase in employment of the population.
- + Reducing social tension.
- + Increased family income.
- + Increase in revenues of the entire service sector due to the emergence of solvent customers (shops, gas stations, telecommunication centers, post offices, etc.) [14].

- + Reducing the burden on the environment, as jobs are created in the service sector and the population ceases to excessively consume natural resources.

- Weak inflow of direct incomes to budgets of all levels in the first years of existence [15].

- The need for constant financial support for the organizers of rural tourism in connection with the high costs associated with systematic work with the population and promotion of tourism products [16].

Conclusions: Most of the Russian population lives in cities, with a significant part in industrial megalopolises, where air, water and soil are contaminated with toxic chemicals. So, for example, Krasnoyarsk is one of the ten most ecologically unfavorable cities in Russia, and in terms of the harmfulness of the “bouquet” of atmospheric pollutants, it is among the leaders [17]. Living in such monster cities is harmful to human health and life itself. In addition, in modern apartments, a person is surrounded by chemical materials (linoleum, wallpaper, paints, fibreboard and chipboard), which continuously release toxic substances. The same is true in work areas. An example of the ecological madness of people is the so-called European-style renovation. As a result, living in such an aggressive environment leads to an inevitable weakening of the body’s defenses, after which endless diseases begin [18].

Naturally, city dwellers need to regularly travel to a clean natural environment to maintain their health, especially during vacations and vacations. Unfortunately, due to the deteriorating socio-economic situation, the former, traditional places of rest and treatment in the south of the European part of Russia, not to mention abroad, have become inaccessible for the majority of Siberian residents. Rural tourism can serve as a kind of lifesaver for them [19].

Rural tourism is a vacation in a picturesque rural outback with accommodation and meals in the homes of local residents, with excursions to natural, historical and cultural attractions. Staying in an ecologically clean environment, in a calm atmosphere, in communication with benevolent owners and nature, perfectly restores the health of citizens.

All this makes rural tourism very attractive for residents of Siberian industrial cities. It is especially good for families.

For residents who host guests, rural tourism provides an opportunity to market the products of their homestead on-site, creates new jobs, raises the level of their culture and environmental awareness [20].

For the administration, rural tourism reduces social tension in the countryside and provides income to the local budget.

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PHYSICAL CULTURE. SPORT. TOURISM. MOTOR RECREATION

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Сельский туризм как новое направление

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Актуальность. В настоящее время туризм набирает обороты, все больше горожан хотят проводить время в природной среде, вдали от городской суеты.

Основная **цель** сельского туризма — потребность горожан со средним достатком отдохнуть наедине с природой, познакомиться с бытом крестьянской семьи. И не только пробовать свежие овощи и фрукты, мясо и молочные продукты, но и принимать непосредственное участие в сельскохозяйственных работах — как говорится, стоять у плуга сами. Сельский туризм включает в себя любой вид туризма за пределами городских условий, который не наносит ущерба природным комплексам, способствует охране природы и повышению благосостояния местного населения. **Задачи** сельского туризма — это не только размещение туриста в сельском доме, но и функционирование всей инфраструктуры, которая включает хорошее транспортное сообщение между населенными пунктами, местами отдыха, наличие сервисов, предоставляющих различные услуги по предоставлению информации и услуги, рестораны, кафе и таверны.

Выводы: Большая часть населения России проживает в городах, значительная часть — в промышленных мегаполисах, где воздух, вода и почва загрязнены токсичными химическими веществами. Так, например, Челябинск входит в десятку самых экологически неблагополучных городов России, а по вредоносности «букета» атмосферных загрязнителей входит в число лидеров.

Сельский туризм — это отдых в живописной сельской глубинке с проживанием и питанием в домах местных жителей, с экскурсиями по природным, историческим и культурным достопримечательностям. Пребывание в экологически чистой среде, в спокойной обстановке, в общении с доброжелательными хозяевами и природой прекрасно восстанавливает здоровье горожан.

Все это делает сельский туризм очень привлекательным для жителей промышленных городов.

Ключевые слова: *туризм, сельский туризм, сельскохозяйственный туризм, новый вид туризма.*

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