

DEVELOPMENT OF SOCIAL TOURISM: ORGANIZATIONAL, INSTITUTIONAL, AND FINANCIAL ASPECTS

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Abstract. The aim of this article is to study the modern social tourism and foreign experience for the development of scientific and practical recommendations as to development of social tourism in Russia. The subject of the research is a variety of organizational and economic, institutional aspects of development of social tourism. The research showed the problems restraining the development of social tourism; it was found that their solution is possible on the basis of combination of various market and non-market elements, including mechanisms of government regulation. Based on the results of analysis of statistic data and results of empiric study, the authors developed recommendations as to development of social tourism. As the main parameters which characterize the development of social tourism, the number of children that recreated in children's recreational institutions and number of persons accommodated in sanatorium-resort organizations were taken. For evaluation of perspectives of development of social tourism, a forecast for 2015-2017 was developed, using the listed above parameters, experts' evaluations, and methods of probabilistic and statistic modeling. The calculations, conducted by authors, showed that realization of offers as to development of social tourism will allow increasing the number of recreated persons by 50%.

Keywords: tourism, social tourism, infrastructure, accessible environment, financing, government regulation

1. Introduction

Social tourism is involvement in tourism of children, youth, seniors, war veterans, labor veterans, disabled people, and individuals with disabilities.

Modern view of social tourism allows presenting it as one of the perspective forms of tourism organization. The number of disabled people in the structure of population of the Russian Federation is more than 12.9 million, while there are more than 50 million of youth and seniors whose tourist possibilities are substantially limited. The number of disabled within the population of the EU is evaluated (Bizjak, Knežević & Cvetrežnik, 2011) at the level of 27 million people.

Social tourism substantially ensures the improvement of health of nation, and provides the positive effect for socio-economic development of the country.

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The issues of development of social tourism were covered in many works of Russian and foreign authors (Birzhakov, 2007; Kvartalnov, 1993; Chudnovskiy, Zhukova & Senin, 2006). They view both the mechanism for regulation and support for social tourism and its aspects. The practice of social tourism is the most successful in countries of the European Union, Japan, and North America (Fred, 2008; Seonhee, 2008). Various positive examples are provided by foreign experience of effective socially oriented and available organization of social tourism. Evaluation of capability of tourism to satisfy the needs of the people with disabilities was performed in the works of (Ozturk, Yayli & Yesiltas, 2008; Darcy & Dickson, 2009; Chang & Chen, 2011), and the factors which restrain the development of this direction of tourism are covered by the work (Hua, Ibrahim & Chiu, 2013). In the research (McCabe S., 2009), the author evaluates the reasons for recreation for families with low income level and other groups which meet obstacles while participating in tourism; the work also analyzes the examples of financing these groups through charity funds. Based on this research, it is possible to conclude that the peculiarity of providing services of social tourism is involvement of various public institutions that cooperate with tourist organizations and companies of tourist infrastructure.

At that, most of the studies of social tourism are oriented at the research of marketing constituent, motivation of tourist trips for people with disabilities, choice of preferences (Pagán R., 2012; Ray & Ryder, 2003), needs of users with disabilities, and development of affordable tourist informational systems (Michopoulou & Buhalis, 2013; Darcy, 2010). The work (Morgana, Pritchard & Sedgley, 2015) covered the physiological, psychological, social, and moral consequences of social tourism for seniors. Despite the fact that the topic of social tourism is actively discussed in the world, including Russia, the development of social tourism in Russia is still in the arrears of the best world practices. The possibilities for using modern social technologies in the sphere of social tourism haven't yet been reflected in modern scientific research.

2. Materials

The study of problems of development of social tourism and production modernization was performed with the help of the following sources:

- Statistic data of World Tourism Organization (UNWTO);
- databases if interagency informational and statistic system;
- data of Social Insurance Fund of the Russian Federation;
- forecast of socio-economic development of the Russian Federation for 2015 and for the planned period of 2016-2017;
- legislative and regulatory documents of the Russian Federation in the sphere of regulation of social tourism: Federal law "Concerning State Social Assistance" dated 17 July, 1999, No. 178-FZ, national standards, etc.;
- scientific conferences materials;
- scientific publications on the problems of social tourism.

3. Description of topical area

Consumers of social tourism services:

- children;
- youth;
- seniors;

- financially disadvantaged citizens;
- war veterans, labor veterans;
- disabled and people with disabilities.

Infrastructure of social tourism.

- affordable environment without barriers.

Institutional peculiarities of social tourism:

- federal ministries and departments;
- government non-budgetary funds;
- regional bodies for tourism management;
- employers;
- public institutes.

Government support for social tourism. The aim of this research is to develop scientific and practical recommendations as to development of social tourism, based on the combination of various market and non-market elements, including mechanisms of regulation.

4. Methods and methodologies

During the study of the problems of social tourism, the authors used the cabinet methods of research for evaluation of social tourism organization, for discovery of institutional peculiarities, and determining the financial aspects of social tourism. Within the research of organization of social tourism for processing data that are used for description and analysis of information, the determined methods of statistical analysis were also used. The available data (total number of disabled, number of sanatorium and resort organizations, number of children's recreational establishments, number of children that recreated during summer in children's recreational establishment (camps), number of people, accommodated in sanatorium and resort organizations) was analyzed and presented in convenient form with the help of diagrams. The result of the conducted analysis was discovery of the trend of the viewed indicators.

During the process of study of institutional and financial aspects of development of social tourism, the authors used the methodologies of abstracting and alternatives (comparative analysis), method of analysis of systematization of data, and structural and descriptive method. Based on the conducted analysis, the authors found the main parameters which characterize the development of social tourism, number of children that recreated during summer in children's recreational establishment (camps), and number of people, accommodated in sanatorium and resort organizations. Choosing these parameters as the forecast ones is caused by the fact that parameters for provision of social services are not available in statistical data, and, as a matter of fact, are not accumulated in a mandatory manner. The received results were used for forecasting with the help of methods of probabilistic and statistical modeling and expert evaluation. It should be noted that these methods are widely used for modeling the tourist demand in various markets (Ketenci, 2010). As the factors, which influence the listed above parameters, the organizational, institutional, and financial aspects of social tourism development, offered by the authors, were chosen. The offered model was used for creating the forecast for the viewed parameters. The average rates of growth of parameters were forecasted with account of macroeconomic parameters of the Russian Federation for 2015-2017. The calculation was conducted with the help of linear approximation by the least-squares

method. Calculations forecasting parameters proved the practicality of the authors' offers as to the development of social tourism.

5. Results

5.1. Organization of social tourism

5.1.1. Accessible environment: The main issue of organization of social tourism services is cooperation between different agents of the market for forming the tourist product, i.e., tourist infrastructure. As the consumers of social tourism services are children, students, youth, the poor, pensioners, disabled, and people with disabilities, the infrastructure of social tourism should conform to certain requirements. It should be noted that between the main elements of infrastructure, it is possible to distinguish collective means of transportation and of public catering, transport, and specific elements (e.g., congress halls for business tourism). As within social tourism the services of rehabilitation, recreational, and health-related services are provided, the specifics of the infrastructure may be presented by availability of medical (health-related, rehabilitation) centers (Khan & Alam, 2014), recreational objects (e.g., parks), and also special personnel (doctors and other medical staff). Usually, the system of social tourism includes sanitarium and resort organizations (sanitaria and resorts), children's camps, special places for children's summer camps, etc. The main share of expenses for forming the tourist product consists of transport costs (according to experts' estimates, from 40 to 60%). Thus, it is obvious that cheapening of this product for realization of the main target of social tourism – development of low-budget tourist offers – is almost impossible, and, in view of current events and inflation tendencies, the cost of tourist products may even increase. Transport communications in the Russian Federation are developed and cover all regions of the country, which is a necessary condition for formation of a unified tourist environment, tourist offer, and increase of efficiency of tourist potential use. Engaging the transport companies for organization of social tourism services is possible on the basis of contracts of service for the corresponding group of consumers. However, it is necessary to distinguish the limiting conditions. In all types of transportation there are special requirements for service for certain categories of passengers; with regard to social tourism, such passengers are children and people with disabilities, which is stated in corresponding legislative and regulatory acts. To control the organization of services of social tourism for these consumer groups introduced in the past four years the state standards.

Development of national standards reflects the development of social tourism in Russia, characterizes the beginning of development of “barrier-free tourism” and creation of affordable recreation conditions for all categories of citizens. It should be noted that according to UNWTO statistics, the third part of international tourists are people with disabilities, so the development of accessible tourism is very perspective. Among the people who visit Russia, there are many seniors and people with disabilities, for whom the traveling and recreation in our country is rather complicated. Olympic and Paralympic games and organization of the upcoming FIFA world cup showed the whole complex of problems with service for “special” tourists. Solving the problem of certification and classification of services for consumers of social tourism which would take into account the needs of the certain categories could substantially change the current situation and ensure the development of social tourism. In its turn, standardization may facilitate the

increase of reliability and safety of these services, which will also facilitate the increase of attractiveness of social tourism both for domestic and foreign consumer.

5.1.2. Analysis of state of social tourism in Russia: As the data on provision of social service are not available in open sources, and, as a matter of fact, are not accumulated in a mandatory manner, let us present the main indicators characterizing the activity of specialized means of accommodation and certain data of the Social Insurance Fund of the Russian Federation. Figure 1 shows data on the number of disabled, including persons that are registered and have disability pension within the system of Pension Fund of the RF, Ministry of Defense, Ministry of Internal Affairs, and Federal Security Service from January 1, 2008, with persons that are registered and have pension in Federal Penitentiary Service of the Ministry of Justice of Russia and Federal Drug Control Service of the Russian Federation.

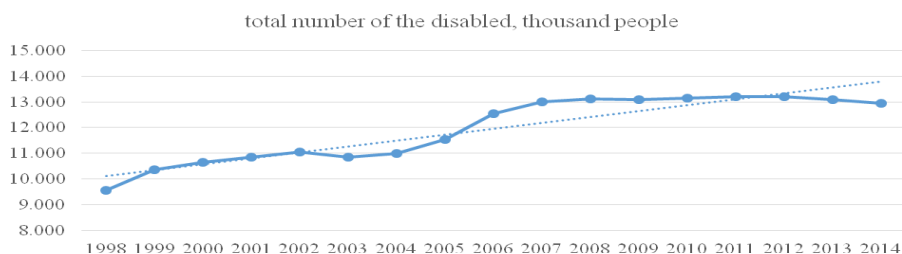


Figure 1. Dynamics of the total number of the disabled in the Russian Federation for 1998-2014, thousand people¹

Trend line of the dynamics of the number of disabled shows the annual growth by $\approx 3.0\%$ with four peaks of deviations: 1st in 1999 – growth by 8.4%, then in 2003 – reduction by 2.2%, then in 2006 – again growth by 8.7%, and in 2012 – reduction by 1.1%. This dynamics continues, i.e., the number of persons that are disabled and are registered in various systems reduces. That is official data. It is impossible to determine whether it reflects the real picture, as this refers to citizens who have the corresponding disability pensions. The total growth of disabled during the viewed period constituted 35.4% (more than a third part), which is caused by a lot of reasons – reduction of regulatory periods of rehabilitation treatment, increase of the number of people with socially significant diseases that lead to disability (primarily, hear diseases) and others. This state of affairs emphasizes the topicality of the listed above issues and the necessity for solving the problems of social tourism organization – first of all, for this category of consumers. The following is the data on sanitarium and resort organizations (Figures 2-5).

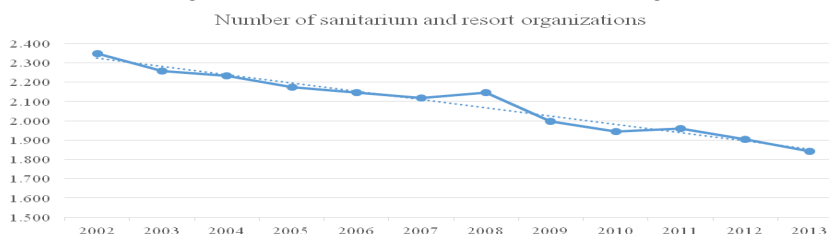


Figure 2. Dynamics of the total number of sanitarium and resort organizations in the Russian Federation for 2002-2013²

¹ Compiled by the authors based on the data <http://www.fedstat.ru/indicator/data.do>

Trend line of this indicator shows the annual reduction by 2.0%, and the real values are close to the trend one except for two years: in pre-crisis 2008, there was growth by 2.8%, and in 2009, quite on the contrary, the crisis influenced the effective demand, which caused the substantial reduction by 7.0%. In whole, the number of sanatorium and resort organization reduced by 21.6% during the viewed period. Primarily, this dynamics is due to the substantial age of material resources and the cost of services which is unable to compete with cost of similar services in the Republic of Belarus.

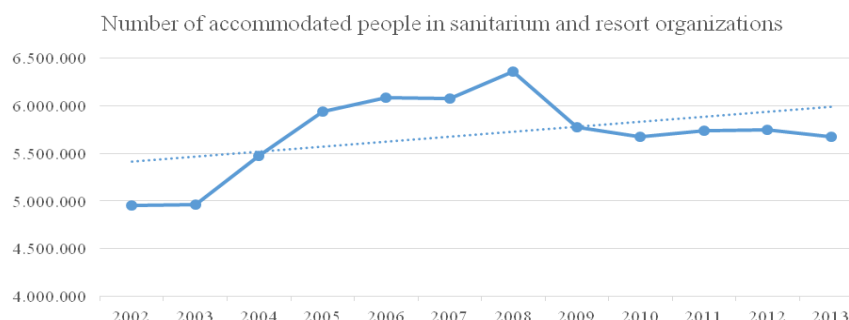


Figure 3. Dynamics of the number of people, accommodated in sanatorium and resort organizations in the Russian Federation for 2002-2013

Number of people, accommodated in sanatorium and resort organizations, substantially deviated from the trend line during all the viewed period. The most substantial deviations were in 2004-2005 (+10.3% and +8.6%, correspondingly) and in 2009 – rapid reduction (-9.2%), as a consequence of crisis.

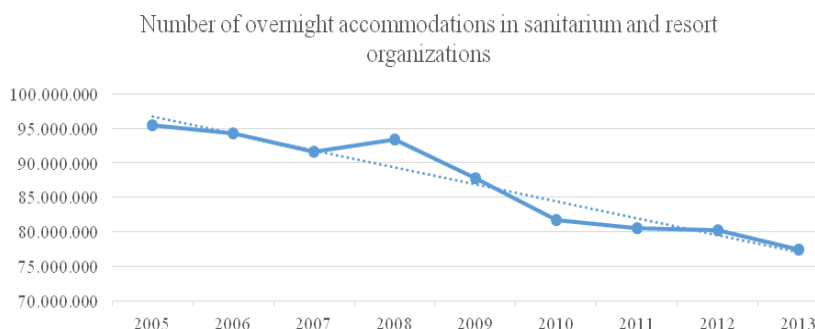


Figure 4. Dynamics of number of overnight accommodations in sanatorium and resort organizations in the Russian Federation for 2005-2013³

Dynamics of the indicator, viewed in Figure 4, is characterized by the similarity to the trend of the number of sanatorium and resort organizations (-2.0% annually); besides, it was influenced by the indicator of the number of people accommodated (+1.5%). Aggregate of these two factors caused substantial deviations during certain periods. Thus, the largest growth of the number of overnight accommodations was in 2008 (+4.7%), and then was the reduction of indicator by 6.1% and 6.8% in 2009 and 2010, correspondingly.

² Compiled by the authors based on the data <http://www.fedstat.ru/indicator/data.do>

³ Compiled by the authors based on the data <http://www.fedstat.ru/indicator/data.do>

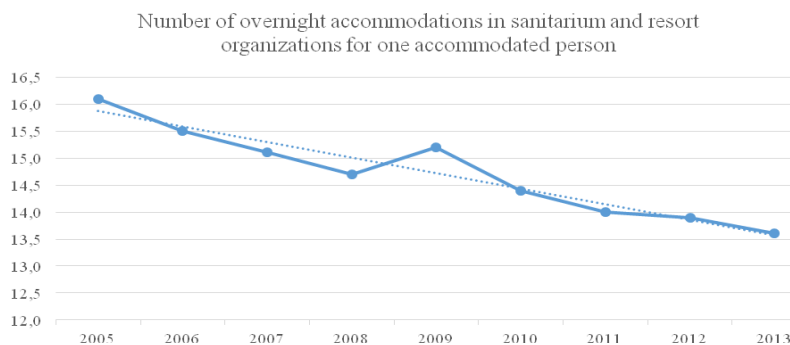


Figure 5. Dynamics of overnight accommodations in sanitarium and resort organizations for one accommodated person for 2005-2013

Still, in order to find the real tendencies, it is necessary to determine the criterion that includes the first two indicators (Figure 5). Altogether, the dynamics of the viewed indicator is similar to the tendencies that were received earlier. Total reduction of the number of overnight accommodations for one accommodated person constitutes 15.5% ($\approx 2.4\%$ annually), except for two years – in 2009 there was the increase ($+6.0\%$), and in 2010 – almost the same reduction (-5.3%). Thus, the dynamics of indicators of sanitarium and resort service in whole conforms to the socio-economic changes that happened during the viewed period.

However, the viewed parameters do not fully correctly characterize the situation in social tourism, as sanitarium and resort services are used not only by social consumers. According to the data of Social Insurance Fund of the Russian Federation, the financial assurance of costs for organization of social services in 2014 constituted RUB 3.2 billion, which will allow providing the vacation packages for 121.5 thousand welfare beneficiaries. At that, the expected need for these services constitutes more than 500 thousand – thus, the sanitarium and resort services are provided for about 24% of consumers which applied for the vouchers for sanitarium and resort treatment. As to the length of stay of the welfare beneficiaries in sanitarium and resort treatment, within the package of social services it constitutes 18-42 days, depending on the type of treatment and the citizen category.

Obviously, it is not advisable to put the organization of social tourism on the resources of Social Insurance Fund of the Russian Federation, as the social insurance system is initially oriented at the support for people which are in difficult life situations. At present, Social Insurance Fund of the Russian Federation performs the following payments: 1) compulsory social insurance of employed citizens in case of temporary invalidity or maternity (70.0%); 2) compulsory social insurance for production accidents and professional diseases (13.0%); 3) realization of certain state functions, transferred to the fund (in particular, provision of the disabled with sanitarium and resort services) (17%). Thus, it is necessary to use new organizational and financial instruments for the development of social tourism system.

Another category of social tourism consumers is children. As in the previous case, there is a negative tendency here.

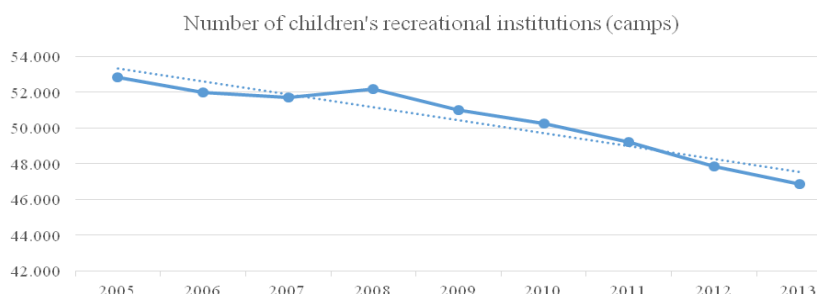


Figure 6. Dynamics of the number of children's recreational institutions in the Russian Federation for 2005-2013.⁴

As in the previous examples, there is a tendency for reduction, though the rates are lower (-1.3% annually), with small bursts in 2009 (+2.4%) and 2012 (-2.8%). The total reduction of the number of children's recreational institutions (camps) constituted 11.3% for the whole period. Let us see whether the dynamics of the number of children recreated in children's recreational institutions (camps) corresponds to the trend of their number (Figure 7).

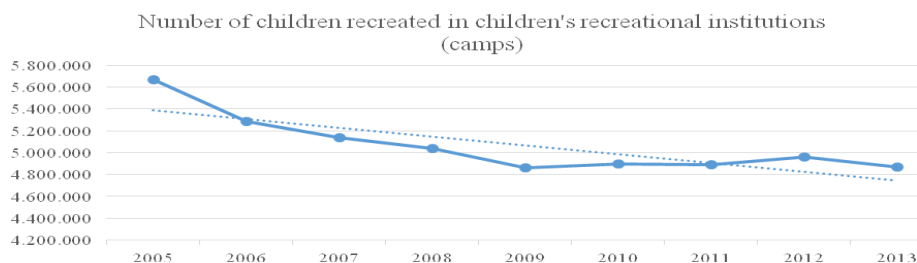


Figure 7. Dynamics of the number of children recreated during summer in children's recreational institutions (camps) of the Russian Federation for 2005-2013

Here the deviation is larger, and the trend line repeats the dynamics for sanatorium and resort organizations (annual reduction by -2.0%). At that, the total number of recreated children constituted 14.2%, the largest reduction is in 2006 (-6.7%), and small growth is in 2012 (+1.3%). Except for infrastructure, a significant role in development of social tourism with regard to its organization is played by formation of offer for optimal tourist product for social tourists. Studies showed that tourism organizers do not generally have special offers for most categories of social tourists. These categories include almost everyone, except for children and youth – though, on the web-pages of some companies there are special offers for pensioners. Programs for seniors are presented mostly by health programs of various levels of service and some pilgrimage tours. However, one should remember that tourism might be called social only if it is financed by the government or employer, and the services are distributed by the government through the systems of tenders. It should be noted that tourist organizations are not too eager to develop special programs and to provide benefits for respective categories of citizens – still, with effective organization of informational exchange between subjects of tourist business and realization of various approaches to financing of social tourism there may be created a social tourist product of high quality.

⁴ Compiled by the authors based on the data <http://www.fedstat.ru/indicator/data.do>

5.2. Institutional peculiarities: Development of social tourism system affects a lot of institutions. Its organization members include federal ministries and departments (Ministry of Health of the RF, Ministry of Labor and Social Affairs of the RF, Ministry of Finances of the RF, Ministry of Justice of the RF, Federal Tourism Agency of the RF, etc.), regional bodies of tourism administration, state non-budget funds, and employers which fully or partially finance their employees' recreation. However, the importance of social tourism cases the necessity for involving other institutions into its organization. Primarily, this relates to creation of specialized funds. Besides, it is advisable to: 1) create new structures in the system of tourism management in the Russian Federation, e.g., Department for social tourism, National supervisory committee for tourism in the RF, Interagency Committee for coordination of work in the sphere of social tourism; 2) involve the Ministry for Natural Resources and the Ministry of Education and Science into the system of social tourism; 3) implement federal contracts between the government and regions in order to determine the top-priority directions of state policy in the sphere of social tourism.

We see that at present there is no strategic (program) document for federal level of development of social tourism in Russia. There is no working and real mechanism for provision of services of social tourism for the relevant categories of consumers. However, it should be noted that certain regions and municipal establishments make attempts to create tourist products for targeted groups of social tourism consumers with full or partial financing from the budget, which, as a rule, are of non-recurrent sort. Examples of such products may be seen in Moscow and Astrakhan, in Leningrad, Novosibirsk, Murmansk, and Kemerovo Oblasts. There are also examples of systemic work. For example, in Bashkortostan there is a Republican target program of development of social tourism, approved by the resolution of the government of the Republic of Bashkortostan dated April 29, 2011, No. 138. Federal Tourism agency of the RF developed the program for stimulation of development of domestic social tourism "Otdykh", the realization of which would significantly change the situation. This program views the possibility for implementation and use of a certain plastic card, with the help of which one would pay for transport, accommodation, and excursions – but only in Russia. Besides, a substantial change, offered in the program, is attribution of employers' expenses for employees' recreation to the cost of product (works, services). There is also a program of Social Insurance Fund as to sanitarium and resort servicing for pensioners, which covers a very small share of this category.

It should be noted that apart from the obvious problems of organizational and institutional nature, there are still many technical and organizational issues which include: 1) which tourist product should be offered to social tourists – existing, specially developed, or adjusted; 2) - which types of tourism and which form of them are required by social tourists; 3) how to choose the suppliers of tourist industry services and how to organize the cooperation; 4) which organizations to use for realization of the existing or newly created product of social tourism; 5) how to inform the potential consumers of social tourism services about the existing offer; 6) variety of others. Consequently, we should not only discuss the development of social tourism while wishing to achieve something, but develop the effective and clear system of management of social tourism, which is capable of attracting in this sphere not only budget but non-budget financing (Suslova, 2012).

5.3. Financial aspect: The situation with financing is not better. At present, the so-called natural financing of social tourism functions in the Russian Federation. Certain part of the funds is realized through the Social Insurance Fund of the RF. Financing the expenses, related to provision of social services, is conducted by means of the funds provided in the federal budget for the corresponding year, which are transferred by interbudgetary transfers to Social Insurance Fund. The Fund performs the provision of the citizens who have a right for social services in the form of special package, vouchers for sanitarium and resort treatment, and free transportation to the treatment destination and back. Other offers of social tourism are realized through the social institutions – various non-commercial organizations, the financing of which has been recently increasing (in 2012-2013 – by two times, from RUB 4.7 billion to 8.3 billion) (Vinogradova, 2014), and also through grants and subsidies from the federal budget. Obviously, it is impossible to achieve the substantial level of development, using the old methods. This is the case when it is necessary to use the efficient foreign experience and practices. The practice of social tourism is successfully realized in the countries of the European Union, Japan, and North America. One of the most effective models of social tourism is “Scandinavian model”; another example of popular model is the one using the system of vacation checks, which – through emission in the form of bank notes – are realized to wholesale dealers, and then to enterprises, unions, funds, and other social organizations. European models of social service are based both on social insurance and on government support, which have different sources of financing. Moreover, in Germany, as in the USA, there is no subsidized tourism. In the US, there are other mechanisms for attracting finance. In 1996, various sources of social security were united by the Act for social security in the unified system of the Child Care and Development Block Grant (CCDBG), which is financed from three sources – federal budget (the volume of funds, allocated by a state, depends on the number of children under 13) and discrete fund, which is assigned annually. Also, there is Individuals with Disabilities Education Act in the US and other programs, including the Unified grant for social services. It should be noted that financing of social tourism is conducted also from the budgets of local authorities and public organizations. Attention should be paid to the experience of such countries as China, Brazil and others, which start to actively implement and develop systems of government support for social tourism. Thus, financial provision of social tourism abroad is based on the combination of various market and non-market elements, including mechanisms of regulation.

6. Discussion

6.1. Suggestions for support for development of social tourism

As a result of the conducted research, the authors formulated the following suggestions. Primarily, it is necessary to create conditions for development of tourist infrastructure with account of demands of social tourism, based on the formation of accessible and barrier-free environment. The requirements to main elements of social tourism infrastructure as to the targeted segments of consumers may be formulated in the following way: 1) *collective accommodation facilities*: children, students, youth – special requirements for accommodation (buildings, organization of campgrounds, and other limitations) and provision of safety of stay; the indigent and seniors – special requirements for service (tolerance of staff and special communicative skills) and provision of safety of stay; the disabled and people with disabilities – special

requirements for technological infrastructure (barrier-free environment, accessible environment), and service (tolerance of staff and special communicative skills) and provision of safety of stay; 2) *public catering*: children, students, youth – special requirements for organization of nutrition, including purchase of goods (composition of nutrition, requirements for diversity and balance), provision of safety of nutrition; the indigent and seniors – special requirements for organization of nutrition (dietary nutrition, requirements for diversity and balance), provision of safety of nutrition; the disabled and people with disabilities – special requirements for technological infrastructure (barrier-free environment, accessible environment), service (tolerance of staff and special communicative skills), requirements for organization of nutrition (dietary nutrition, requirements for diversity and balance), provision of safety of nutrition; 3) *transport*: children, students, youth – special requirements for regimes of transportation and sanitary and hygienic condition of rolling stock, its age, qualification of drivers, and provision of safety of transportation; the indigent and seniors – special requirements for organization of service environment and provision of safety of transportation; the disabled and people with disabilities – special requirements for technological infrastructure (barrier-free environment, accessible environment), service and organization of service environment and provision of safety of transportation.

Consideration of these requirements will create preconditions not only for development of social tourism, but for increase of quality of the stated services. In its turn, the development itself requires the fulfillment of certain conditions. One of them is provision of wide informing as to availability and quality of existing possibilities of social tourism for corresponding targeted audiences. The second condition, in our opinion, is compliance with the requirement for safety and barrier-free environment for creation of new and modernization of existing infrastructure. This should be provided through implementation of the correspondence to the requirements of social tourist – as a top-priority criterion – into the system of selection of investment projects for the programs of development of tourism of all levels. The measures that ensure the development of social tourism in Russia and increase of its efficiency are the following: 1) *development of social entrepreneurship in the sphere of tourism*, based on the creation and support for organizations which are developing and realizing the tourist product and tourist services for targeted segments of social tourism; 2) *usage of various forms of public and private partnership* in tourist service of social groups of population, based on the wide use of the Federal law dated December 28, 2013, No. 442-FZ “Concerning the fundamental principles of social service for citizens in the Russian Federation”, which includes the corresponding conditions; 3) *creation of conditions for development of self-regulatory sports and health tourism*, which allows involving wide variety of persons into social tourism.

It is only natural to perfect the mechanisms of management of social tourism development on the basis of creation of a strategic interdepartmental document that would take into account the issues of improving the legal and regulatory basis, expansion of usage of instruments for public and private partnership and social entrepreneurship, state support, methodological and informational support, public control, improving the quality of services in the process of forming and development of social tourism infrastructure. In order to ensure the realization of the listed above measures, it is advisable to implement the practices of development of corresponding institutions, to

create informational portal and system of unified monitoring of social tourism development, the list of indicators of which would include criteria, parameters, and indicators of evaluation of both the current situation and the achieved results.

The sphere of financing should include the use of modern tools – e.g., fundraising, which can be used in the government programs for development of social tourism of various levels. Also, there is a need for a system of account and planning of the non-commercial organizations' projects, which are realized in the sphere of tourism and subsidized from various budget sources; at that, the geographical, demographic, socio-economic, and other factors and indicators of tourism development in the country in a whole and its subjects should be taken into account. Besides, it is advisable to implement the work of culture establishments and create municipal tasks as to organization and conduct of events of tourist nature (excursions, special trips, etc.). One of the most successful institutional solutions in the sphere of social tourism may be creation of national fund of support with the aim of facilitating the access to this form of tourism.

6.2. Forecast for social tourism development

For the forecast for development of social tourism with account of the offered recommendations, the expert evaluations and methods of probabilistic and statistical modeling were used. Realization of the measures listed in the article No. 6.2 will ensure the improvement of situation in social tourism development. Let us use the organizational, institutional, and financial aspects into the factor model and calculate the forecast changes of the listed above parameters (number of children, recreated during summer in children's recreational institutions (camps), number of persons accommodated in sanatorium and resort organizations). We shall correct the average rates of growth of the stated indicators taking into account the following forecast parameters for 2015-2017 (Table 1)⁵:

- index-deflator of volume of paid services for population;
- index of growth of real income of population;
- index of growth of average size of labor pension.

Table 1. Forecast values of macro-economic indicators of the Russian Federation for 2015-2017.

Indicator	Value of indicator, %		
	2015	2016	2017
Index-deflator of volume of paid services for population	105.5	105.9	104.7
Index of growth of real income of population	100.4	102.6	103.3
Index of growth of average size of labor pension	108.2	105.6	105.1

The annual value of change of the number of persons accommodated in sanatorium and resort organizations, taking into account the forecast growth of average size of pensions and real income of population will constitute 1.042864 (≈ 1.04), the number of children recreated in summer health establishments (camps) – 1.011727 (≈ 1.01) (Figure 8). For the calculation, the linear approximation according to least-square methods was used. Even this simple calculation showed the positive change of the viewed indicators. For the account of the viewed aspects, let us forecast their possible influence and time of the influence with the help of expert method. The influence of organizational factors is usually seen in the closest periods; however, taking into account the scale of the suggested events, let us ascribe them to the last year of the forecast period (2017), and the

⁵ Source: <http://economy.gov.ru/minrec/activity/sections/macro/prognoz/201409261>

index of the stated influence will be evaluated as 1.1 to the existing values. Financial aspects have larger influence, but periods are the same. The forecast index of influence of financial aspects is 1.18. Institutional factors start working faster, so their influence will be 1.05; it is ascribed to all periods equally, as they act slowly, according to the implementation of corresponding measures. The received values are presented in Figure 9. Thus, the conducted calculations showed that, taking into account the existing tendencies and influence of the viewed factors, the expected growth of the viewed indicators constitutes 50.2%.

Figure 8.

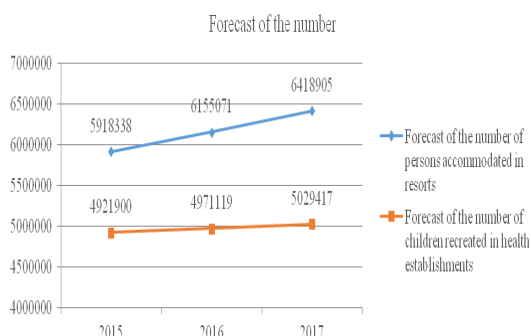


Figure 9.

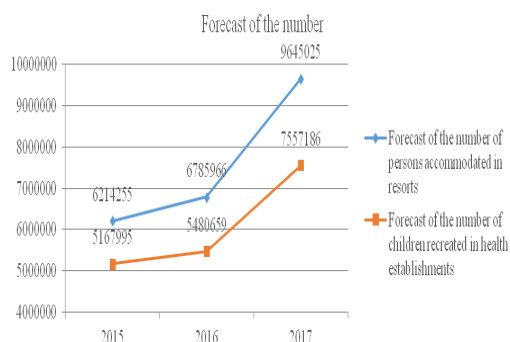


Figure 8. Forecast of the dynamics of the number of children recreated during summer in children's health establishments (camps) and of the number of persons accommodated in sanitarium and resort organizations of the Russian Federation for 2015-2017. Figure 9. Forecast of the number of children recreated during summer in children's health establishments and of the number of persons accommodated in sanitarium and resort organizations of the Russian Federation for 2015-2017 in view of organizational, institutional, and financial factors.

7. Conclusion

On the basis of the conducted research, it is possible to conclude that in order to reach the required level of social tourism development, it is necessary to take into account the organizational, institutional, and financial aspects for projecting and developing managerial decisions at all levels of authority. Another important practical result of the research is development of forecast for number of consumers of services of social tourism in view of realization of the offered measures. It is obvious that social tourism in Russia, as in many other countries, is a system of federal level; still, there is no single mechanism for development of social tourism in the Russian Federation. The research, conducted by the authors, showed the necessity for the further work in the sphere of usage of scientifically substantiated approaches to development of social tourism. It is also advisable to continue the work on development and realization of the complex of measures, aimed at the support for social tourism.

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