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Роль крупных городов Европейской части России как аттракторов внутреннего туризма

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Аннотация. Введение. *В статье исследуется социально-экономическое развитие крупных городов Европейской части России, обладающей своей уникальностью как пространства, привлекающие туристов. В крупном городе более диверсифицирована экономика и развита социальная среда и, как правило, более разнообразный выбор рабочих мест и устойчивый рост доходов населения, больше предложение разнообразных товаров и услуг, что в свою очередь привлекает новых потребителей. Значительную роль в экономике городов стала занимать индустрия гостеприимства, основанная на статусе города, привлекательности историко-культурных достопримечательностей. В нашей статье исследуется активность жителей больших и крупных городов европейской части России и туристического потока из соседних регионов в потреблении услуг региональной индустрии гостеприимства.*

Ключевые слова: пространственное развитие, городская сфера обслуживания, внутренний туризм, индустрия гостеприимства

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Research article

The role of large cities in the European part of Russia as attractors of domestic tourism

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Abstract. Introduction. *The article examines the socio-economic development of large cities in the European part of Russia, which has its own uniqueness as a space that attracts tourists. In a large city, the economy is more diversified and the social environment is developed, and, as a rule, there is a more diverse choice of jobs and steady income growth, a greater supply of various goods and services, which in turn attracts new consumers. The hospitality industry began to play a significant role in the economy of cities, based on the status of the city, the attractiveness of historical and cultural attractions. Our article examines the activity of residents of large and large cities of the European part of Russia and the tourist flow from neighboring regions in the consumption of services of the regional hospitality industry.*

Keywords: spatial development, urban service sector, domestic tourism, hospitality industry.

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Introduction. MTS Travel, a digital ecosystem based on a hotel booking service, provided an analysis of Russian travel patterns across the country in 2023. The results revealed an overall increase in domestic tourism of 10% compared to 2002, reaching 75 million people. In 2023, tourism to the North Caucasus Federal District increased by 29%. The influence of neighboring regions is small; every tenth visit to the North Caucasus Federal District was made by residents of the North Caucasus themselves. According to the results of 2023, the Moscow region accounted for the most trips (9.5% of the national total), followed by Krasnodar Krai (9%), and St. Petersburg and the Leningrad Region (5%). Rostov, Voronezh, and Stavropol Krai have become transit regions for tourists traveling to the Black Sea and the North Caucasus.

The average trip duration within Russia was 4 days. By the end of 2023, residents of the Moscow region remained the most active tourists, making over 20% of all trips within the country. In 2022-2023, over 80% of tourist flow by number of trips was to the European part of the Russian Federation. As part of the national project "Tourism and Hospitality Industry," it is planned to double the number of trips within Russia through domestic tourism to 140 million people by 2030. As a rule, all large (from 100,000 to 250,000 people) and large (from 250,000 to 1 million people) cities in the European part of Russia are multifunctional. Their economies are dominated by industry (approximately 60-70% of the gross urban output): mechanical engineering, construction materials production, food processing, and construction. Thus, the majority of fixed assets of enterprises are concentrated in these cities.

A city's population is an important indicator. The larger the city, the greater its concentration of economic, financial, investment resources, and human capital. These resources ensure sustainable development potential due to the concentration of the country's leading universities, technology parks, and research centers (where nearly 90% of all students in the country study and over 80% of researchers work). Urbanization is also accompanied by development of the social sphere, providing better access to education, healthcare, information, and cultural wealth. Large cities and "regional capitals" are home to more than 80% of theaters and 60% of modern cinemas, as well as major museums, exhibition halls, and libraries [3, 7].

A large city has a more diversified economy, a more developed social environment, and, as a rule, a more diverse selection of jobs and sustainable income growth. The larger the city, the more developed its consumer demand. The higher the city's population, the greater the per capita trade turnover. Consequently, the greater the supply of diverse goods and services, which in turn attracts new consumers [9, 10]. The agglomeration effect generates a diversity effect, which reduces costs for business, promotes an improved competitive environment, and fosters cooperation and innovation [1, 8, and 12]. The status of a regional capital facilitates maximum concentration and strengthening of administrative, management, budgetary distribution, and infrastructure functions [5].

The hospitality industry, based on the city's status and the attractiveness of its historical and cultural attractions, has come to play a significant role in the city's economy: accommodation facilities, food service establishments, transport and tour operator companies,

tourist information centers, excursion bureaus (guides), parks, museums, souvenir production organizations, etc.

Scientific literature considers hospitality to be the favorable impression a product (service) leaves on a guest. The concepts of "tourist city" and "welcoming city" are not synonymous. A hospitable city is not just infrastructure; it is a city that creates a favorable atmosphere for guests and satisfies their real needs [2, 4, 6, 11].

The aim of our study is to examine the activity of residents of large and major cities in the European part of Russia and the tourist flow from neighboring regions in the consumption of services of the regional hospitality industry.

We have studied the regions of the European part of Russia according to the indicator tourist flow by number of trips is more than 1 million people, in particular regional capital cities:

Republic of Karelia, Republic of Crimea, Krasnodar Territory, Stavropol Territory,

Voronezh region, Tver region, Tula region, Yaroslavl region, Kaliningrad region, Novgorod region, Pskov region, Volgograd region, Rostov region, cities of federal subordination (Moscow, St. Petersburg, Sevastopol).

Methods and Objects of Research. To achieve this objective, indicators characterizing regional characteristics were identified: population size, gross regional product, standard of living, investment in fixed capital, enterprises and organizations, construction, and transportation.

Trade and services to the population, healthcare, culture, recreation and tourism, education. Regional development indicators for the industry were calculated based on primary indicators. The sources of information include official statistical data, as well as media, scientific publications, sociological survey data, etc. The indicators are presented as structural indicators, which are more stable over time. To analyze the statistical data, we used methods of content analysis, comparison, and grouping [13].

Thus, to conduct a cluster analysis, the following indicators (28 indicators) influencing the " Tourist flow by number of trips" were selected: population size, gross regional product, standard of living of the population, investments in fixed capital, enterprises and organizations, construction, trade and services to the population, healthcare, culture, recreation and tourism, education.

Research results. When studying phenomena and processes in economics and sociology, the problem arises of dividing parameters into groups, each of which characterizes an object from a particular aspect. Classification methods (e.g., cluster and discriminant analysis) are widely used in such studies.

Models used to study socioeconomic processes at the regional level contain a significant number of relationships and parameters. When working with a certain number of parameters, their further increase begins to have a decreasing impact on the accuracy of calculations. The number of scenario parameters can be minimized using correlation analysis.

Table 1. The value of the correlation coefficient for socio-economic indicators with a moderate relationship

Indicator r = 0.31–0.7 positive moderate relationship	**Population, thousand people Correlation coefficient**	**Tourist flow by number of trips Correlation coefficient**
Median per capita monetary income of the population, rubles.	0.41	0.58
Average monthly nominal accrued wages of employees of organizations, rubles.	0.61	0.3
Average annual number of employees of organizations, thousands of people	0.1	0.65
Passenger turnover of public buses, million people.	0.65	0.41
Departure of passengers by public rail transport, thousands of people	0.34	0.84

Volume of paid services per capita, rubles.	0.32	0.92
Volume of transport services per capita, rubles.	0.23	0.82
Retail turnover per capita, rubles	0.39	0.66
Public catering turnover per capita, rubles	0.28	0.51
Number of persons accommodated in collective accommodation facilities, people	0.32	0.56
Stadiums with stands for 1,500 seats or more	0.29	0.75
Number of theater spectators per 1000 population	0.31	-0.49
Number of museum visits per 1000 population	-0.26	-0.27

The "Population size" indicator has a moderate impact on the "Median per capita monetary income of the population" (r = 0.41), while the "Tourist flow by number of trips" indicator has a more pronounced impact (r = = 0.58), indicating the importance of tourist services in the monetary income of the population. However, we see that the "Average monthly nominal accrued wages of employees of organizations" indicator correlates more strongly with the "Population size" indicator. (r = 0.61) than "Tourist flow by number of trips" (r = 0.3). The same situation arose for the "Average annual number of employees of organizations" indicator, which was weakly influenced by the "Population size" indicator (r = 0.1) and strongly influenced by "Tourist flow by number of trips" (r = 0.65). This discrepancy can be explained by the significant participation of individual entrepreneurs and the self-employed in the tourism business, as well as seasonal employment.

The indicator "Volume of transport services per capita" is weakly influenced by the indicator "Population size" (r = 0.23) and strongly influenced by "Tourist flow by number of trips" (r = 0.82), which reflects the structure of consumption of these services. The indicator "Passenger turnover of public buses" is strongly influenced by the indicator "Population size" (r = 0.65), and moderately by "Tourist flow by number of trips" (r = 0.41). Conversely, the indicator "Passenger departures by public rail transport" is moderately influenced by the indicator "Population size" (r = 0.34) and strongly influenced by "Tourist flow by number of trips" (r = 0.84), which allows us to conclude that rail transport is popular for travel. The "Tourist flow by number of trips" indicator has a strong influence on the following indicators: "Volume of paid services per capita" (r = 0.92), "Retail turnover per capita" (r = 0.66), "Public catering turnover per capita" (r = 0.51), and, conversely, there is a moderate dependence on the "Population size" indicator. The "Number of persons accommodated in collective accommodation facilities" indicator is also moderately influenced by the "Population size" (r = 0.32) and more strongly “Tourist flow by number of trips” (r = 0.56).

The culture and recreation block revealed interesting trends: the entertainment component is more prominent than the cultural and educational component. We see that the "Stadiums with stands for 1,500 or more seats" indicator correlates weakly with the "Population size" indicator. (r = 0.29) than "Tourist flow by number of trips" (r = 0.75). The indicator "Number of theatergoers per 1000 population" moderately positively correlates with the indicator "Population size" (r = 0.31), and moderately negatively "Tourist flow by number of trips" (r = -0.49). The indicator "Number of museum visits per 1000 population" is weakly negatively correlated with the indicator "Population size" (r = -0.26), and a slightly negative "Tourist flow by number of trips" (r = -0.27). This trend indicates the population's desire for mass-culture entertainment.

Hierarchical grouping methods for objects and attributes (cluster analysis) are designed to provide a visual representation of the stratification structure of the entire studied set of objects. They are based on the sequential combination of clusters (agglomerative procedures) or sequential partitioning (divisible procedures) [13]. We selected agglomerative hierarchical procedures (algorithms) based on the "Warda" method, and the distance between groups of objects was determined using the "City Block" method.

Table 2. Results of cluster analysis of large cities in the European part of Russia

Cluster	Median per capita income of the population Rub.	Average monthly nominal salary of employees, rubles.	Average annual number of employees of the organization. Thousand people	Passenger turnover of buses Million people	Sent leniye passages ditch railway trans port thousand people	Volume of paid services per capita. Rub.	Volume of transport services per capita Rub.	Retail turnover per capita Rub.	Public catering turnover per capita Rub.
Cluster 1 Voronezh Kazan Nizhny Novgorod Rostov-on-Don Ufa Samara	27401.7	54800.2	320,217	2886.17	8206.33	229102,	8092.0	271157,	8984.17
Cluster 2 Kaliningrad Novgorod Tver Tula Petrozavodsk Pskov Yaroslavl	25950.5	50754.5	107.8	781,143	3074.57	57911.0	6719.29	237208,	10723.4
Cluster 3 Volgograd Saratov Sevastopol Simferopol	23013.8	44777.3	168,025	1622.0	4684.5	106103,	4981.75	186714,	9637.0
Cluster 4 Krasnodar Sochi	32239.3	55096.6	8743.9	3118.0	20907.0	718528,	17309.0	335663,	15532.0
Cluster 5 Stavropol Kislovodsk Pyatigorsk Taganrog	22675.1	42563.6	1364.72	1473.5	6857.75	206592,	7534.75	231311,	11797.5

The city's social impact is determined by the following indicators: "Average annual number of employees," "Median per capita income," and "Public catering turnover per capita." These indicators demonstrate the activity of small and medium-sized businesses in the hospitality sector.

Transit cities are presented in Cluster 1 and 3. In Cluster 1 "Median per capita monetary income of the population" high, "Average annual number of employees in organizations" is average, "Public catering turnover per capita" is low.

In Cluster 3 "Median per capita monetary income of the population" short " Average annual number of employees in organizations" is average, "Public catering turnover per capita" is low.

Historical and cultural centers are represented in Cluster 2**:** “Median per capita monetary income of the population” high, " The average annual number of employees in organizations" is low, "The turnover of public catering per capita" is average.

Recreational cities are represented in Cluster 4 and 5. In Cluster 4 "Median per capita monetary income of the population" high, "The average annual number of employees in organizations" is high, "The turnover of public catering per capita" is high. In Cluster 5 "Median per capita monetary income of the population" short, "The average annual number of employees in organizations" is high, "The turnover of public catering per capita" is high.

The structure of consumer expenditure of households in the regions, which reflects the consumption of services of the hospitality industry is shown in Table 3. The level of consumption of households is closely related to the level of income: - the lower the income of the population, the higher the costs of food, the less the consumption of services of the hospitality industry remains,

– a stable growth in the population’s income leads to the fact that spending on non-food items grows faster, while spending on food decreases,

– high incomes of the population lead to an increase in spending on hospitality industry services compared to spending on non-food products.

However, expenses on food and non-food items accounted for more than 30% (this is a critical level), which was offset by lower consumption of hospitality industry services (hotels, cafes and restaurants, recreation and cultural events)

Table 3. Structure of consumer expenditure of households in the region %

Cluster 1 Region 2022	Services	Rank	Nutrition	Rank	Transport	Rank	Organization rest, sports and cult	Rank	hotels, cafe and restaurants	Rank	Rank sum
Voronezh region	24.9	6	43.6	4	9.7	8	2.2	9	0.8	10	37
Republic of Tatarstan	23.5	7	39.5	6	11	7	4.6	6	5.5	5	31
Nizhny Novgorod skaya region	25.5	5	39.9	5	10.8	7	4.7	6	4	7	30
Rostov region	28.1	3	39.7	6	10.2	7	3.3	8	5.7	5	29
Republic of Bashkortostan	22.4	9	36.4	8	21.4	3	3.7	7	2.5	8	35
Samara region	27.1	4	38.5	6	10.6	8	4.3	7	3.4	7	32

Table 3, Cluster 1 includes cities with a population of over 1 million. Consumers in Cluster 1 have consistently high spending on food (36-40%), services in general (44%) (22 to 25%) (Rostov and Samara regions over 27%), and transportation costs (10%) (excluding the Republic of Bashkortostan 21%). Consistently high spending on recreation, sports, and cultural events (4% or more) is maintained in the Republic of Tatarstan, Bashkortostan, Nizhny Novgorod, and Samara regions. Spending on hotels, cafes, and restaurants (4% or more) is observed in the Republic of Tatarstan, Nizhny Novgorod, and Rostov regions. This is due to higher incomes of the population in their cluster. This may be due to the construction of stadiums for the 2018 FIFA World Cup.

Table 4. Structure of consumer expenditures of households in the region %

Cluster 2 Region 2022	Services	Rank	Nutrition	Rank	Transport	Rank	Organization rest, sports and cult event	Rank	hotels, cafe and restaurants	Rank	Rank sum
Kaliningrad region	22.8	8	37.4	7	12.3	7	4.9	6	1.1	10	38
Novgorod region	26.5	4	38.6	6	7.9	9	3.7	7	2.3	9	35
Tver region	19.7	10	43.8	4	10.6	8	3.6	7	2.5	8	37
Tula region	25.1	6	41	5	10.6	7	4.1	6	0.9	10	34
Republic of Karelia	28.3	3	34.1	8	12	7	8.1	3	1.4	9	33
Pskov region	24.2	7	42.4	4	9.3	9	4.2	6	1.1	10	36
Yaroslavl region	28.8	2	40.5	6	8.8	9	7	4	4.4	7	28

Table 4, cluster 2 contains cities with a population from 250 thousand to 600 thousand people.

Consumers in cluster 2 regions spend high amounts on food (34-44%), (Tver region 44%), services in general 20 to 29% (Karelia and Yaroslavl region over 28%), and transportation costs 10% (except for Kaliningrad 12.3%). Consistently high expenses on organizing recreation, sports, and cultural events (4% or more), in Karelia, Kaliningrad, and Yaroslavl regions over 5%. In Kaliningrad, the construction of stadiums for the 2018 FIFA World Cup is underway. However, the region's isolation from mainland Russia is having an impact. Expenditures on hotels, cafes, and restaurants are up to 2% in Karelia, Kaliningrad, Tula, and Pskov regions, and

over 2% in Novgorod, Tver, and Yaroslavl regions, which is due to higher incomes of the population in their cluster.

Table 5. Structure of consumer expenditure of households in the region %

Cluster 3 Region 2022	Services	Rank	Nutrition	Rank	Transport	Rank	Organization rest, sports and cult event	Rank	hotels, cafe And restaurants	Rank	Rank sum
Volgograd region	21.5	9	41.6	5	9.9	8	3.4	8	1.8	9	39
Saratov region	22.8	8	45.6	3	6.6	9	3.9	7	1.2	10	37
Sevastopol	19.6	10	46.7	2	4.3	10	5	6	1.3	10	36
Republic of Crimea	21.3	9	47.8	2	5.9	10	2.5	8	2	9	38

Table 5, cluster 3 contains cities with a population of up to 500 thousand (Sevastopol, Simferopol) and more than 800 thousand people (Volgograd and Saratov).

Consumers in cluster 3 regions consistently spend more than 45% on food (except for the Volgograd region, which spends 42%). Services spend 20 to 23%, and transportation costs up to 10%. Spending on recreation, sports, and cultural events is up to 4%. (5% remains the case in the federal city of Sevastopol.) In the Volgograd region, spending is 3.4%, despite the presence of a stadium for the 2018 FIFA World Cup.

Expenditures on hotels, cafes and restaurants are low at 2%, which is due to the lower incomes of the population in their cluster.

Table 6. Structure of consumer expenditures of households in the region %

Region 2022	Services	Rank	Nutrition	Rank	Transport	Rank	Organization rest, sports and cult event	Rank	hotels, cafe And restaurants	Rank	Rank sum
Cluster 4											
Krasnodar Krai	26.9	4	38.9	6	10.9	8	3.7	7	5.6	5	30
Cluster 5											
Stavropol region	25.6	5	40.5	5	10.8	8	4	7	1.5	9	34
Cluster 0											
Moscow	30.1	1	30	10	20.7	3	6.5	4	4.1	7	25
St. Petersburg	29.4	2	31.6	10	23.2	2	5.8	5	3.4	8	27

In Table 6, Cluster 4 includes the cities of the Krasnodar Territory: Krasnodar (population over 1 million people) and Sochi (over 500 thousand people). Expenditures on food for residents of the region are up to 40%, on services - a high 27%. Transportation costs are more than 10%. Expenditures on organizing recreation, sports and cultural events are up to 4% (sports facilities were built for the 2014 Winter Olympics and the 2018 FIFA World Cup). Expenditures on hotels, cafes and restaurants are high - up to 6%. This is due to the higher incomes of the population in this cluster.

Cluster 5 includes cities in the Stavropol Territory: populations from 100,000 to 500,000 people. Food expenses of the region's residents account for up to 40%, services are high at 26%. Transportation costs are more than 10%. Expenditures on organizing recreation, sports and cultural events account for 4%. Expenditures on hotels, cafes and restaurants are low at 1.5%. This is due to lower incomes of the population.

Federal cities Moscow and St. Petersburg ideally meet the requirements of a tourist destination. Food costs for regional residents account for up to 32% of the total, services costs are high at up to 30%. Transportation costs exceed 20%. Expenditures on recreation, sports, and

cultural events exceed 6%. Expenditures on hotels, cafes, and restaurants exceed 4%. This is due to higher incomes.

Table 7. Point-rating system for assessing the structure of consumer expenditures of regional households

initial rating scale of the indicator services %	%	30-29	28.9-28	27.9-27	26.9-26	25.9-25	24.9-24	23.9-23	22.9-22	21.9-21	<21 worse
	Points	1	2	3	4	5	6	7	8	9	10
Products nutrition	%	50-48	47.9-46	45.9-44	43.9-42	41.9-40	39.1-38	37.9-36	35.9-34	33.9-32	< 32 better
	Points	1	2	3	4	5	6	7	8	9	10
Transport	%	25-23	22.9-21	20.9-19	18.9-17	16.9-15	14.9-13	12.9-11	10.9-9	8.9-7	< 7 worse
	Points	1	2	3	4	5	6	7	8	9	10
Organization rest, sports and cult. events	%	10-9	8.9-8	7.9-7	6.9-6	5.9-5	4.9-4	3.9-3	2.9-2	1.9-1	< 1 worse
	Points	1	2	3	4	5	6	7	8	9	10
hotels, cafe and restaurants	%	10-9	8.9-8	7.9-7	6.9-6	5.9-5	4.9-4	3.9-3	2.9-2	1.9-1	< 1 worse
	Points	1	2	3	4	5	6	7	8	9	10
Sum scale points	Points	20-22	22.1-24	24.1-26	26.1-28	28.1-30	30.1-32	32.1-34	34.1-36	36.1-38	38 >
Sum rank points	Points	1	2	3	4	5	6	7	8	9	10
Final Score Scale		Amazing									
			Great								
					Fine						
							satisfactorily				
									mediocre		

Table 7 shows the rating scales for the indicators studied.

As a result of the conducted research on the consumption of hospitality services by the population and visitors of large cities in the European part of the Russian Federation, the following conclusions can be drawn:

1. The tourist flow by the number of trips gives a positive correlation with the following indicators (r >0.5): standard of living of the population, enterprises and organizations, trade and services to the population, culture, recreation and tourism

2. Infrastructure built for international sports competitions in large cities is an attractor for domestic tourism.

3. Positive social effects for the local population are provided by: the average annual number of employees of organizations and the turnover of public catering per capita, which influence the economic activity of small and medium-sized businesses in the hospitality sector.

4. The influence of the local population on the hospitality industry is assessed in different directions:

Intermediate – 30% (Voronezh, Kaliningrad, Tver Oblast, Volgograd, Saratov Oblast, Republic of Crimea),

Satisfactory – 30% Republic of Bashkortostan, Republic of Karelia, Stavropol Krai, Novgorod, Pskov, Tula regions

Good results - 25% (Republic of Tatarstan, Krasnodar Krai, Nizhny Novgorod, Samara, Rostov regions)

Excellent results – 15% in Moscow, St. Petersburg and Yaroslavl region.

Thus, 70% of the population of the studied regions has a positive impact on sustainable domestic demand for hospitality services.

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