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SANATORIUM-RESORT AND TOURIST SPHERE FOR THE
COMPETITIVENESS OF STAVROPOL TERRITORY (PART 1)

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Abstract

The article considers the current situation of the sanatorium-and-spa and tourist complexes of the Stavropol Territory, reflects their competitive positions and factors that hamper the development of the sanatorium-resort and tourist complexes of the region. The article emphasizes that the resort and tourist complexes of the Stavropol Territory have undeniable competitive advantages, which in the future should ensure sustainable socio-economic development of the region, as well as its positioning as a world resort and recreational area with a significant investment potential. The authors analyzed the competitive position - tourist flow, number of foreign tourists entering the territory of the Stavropol Territory and the volume of tourist services rendered in the Stavropol Territory in dynamics for 5 years. The authors formulated practical recommendations for improving the competitiveness of the resort and tourist complexes of the Stavropol region Based on this analysis. The sanatorium and tourist complex of the region has significant competitive advantages in comparison not only with similar regions of Russia, but also in comparison with similar world resort and recreational areas.

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Keywords: Competitive advantages, regional economy, sanatorium complex, tourist complex.



1. Introduction

Nowadays every region in Russia can be competitive, it is determined by many conditions and factors that differ this region from other ones and help to create a favorable position in modern market. These advantages of the region should, to our mind, be a priority and determine the long - term prospects for its sustainable socio-economic development. They also can serve as means for transformation of these region priorities into a new value and the growth of the gross regional product.

2. Problem Statement

In modern reality the questions about the effective implementation of regional competitive advantages are particularly relevant for the resort regions of Russia, because the level of competitiveness of domestic services of the resort complex is still very low. This is confirmed by public opinion and the opinion of the expert community and increased attention to these matters by public authorities and administration, despite the fact that the resort regions of Russia possess undeniable advantages both in climatic conditions and also in the methods of treatment and prevention of various diseases (Taran, Taran, & Kosenko, 2016).

3. Research Questions

3.1 What is the current status of the sanatorium and tourist complex of the Stavropol region, and what are its competitive positions in the tourist and recreational potential among the regions of Russia?

4. Purpose of the Study

The purpose of the study is the research of Stavropol territory resort and tourist complexes development to create practical recommendations to improve the competitive advantage of this sphere of activity and in general the region itself.

5. Research Methods

The research methodology includes methods of comparative analysis and generalizations of statistical data, theoretical and empirical methods, synthesis of theoretical and practical material, methods of groupings and classifications in the processing and systematization of information and modeling methods (Taran, Berezhnoy, Shatalova, Berezhnaya, & Pavlyuk, 2015).

6. Findings

Stavropol region, which includes the resorts of Caucasian Mineral Waters is one of the largest resort and tourist regions of Russia, having significant competitive advantages in comparison not only with similar regions of Russia, but also in comparison with similar world resort and recreational areas (Shekhovtsov, Ponomareva, Yaroshenko, & Khaibulin, 2017; Taran & Adzhienko, 2017; Taran, Taran, &

Leonova, 2014). According to the tourist and recreational potential the Stavropol region is among the leading regions of the Russian Federation (Figure 01).

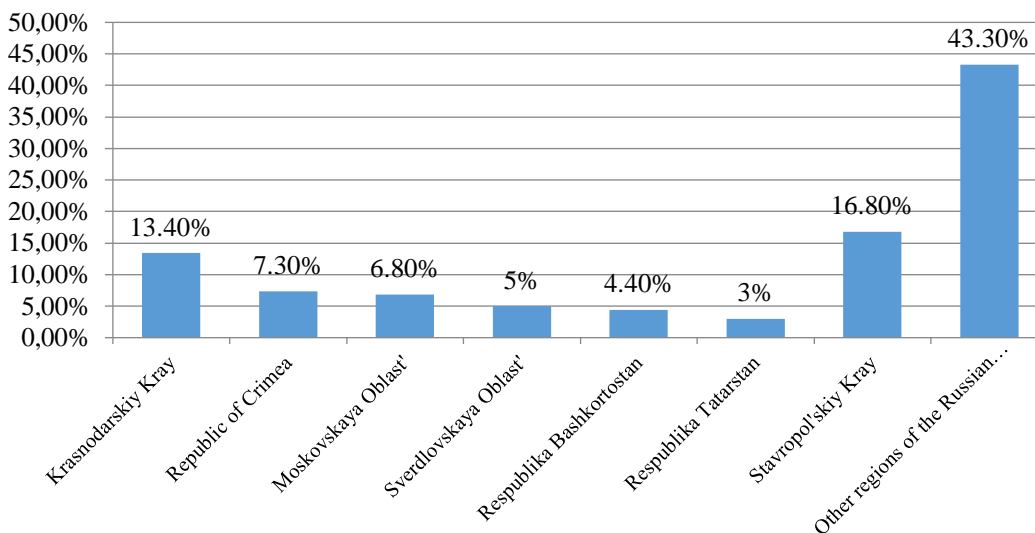


Figure 01. The volume of the rendered sanatorium and recreational services by regions of the Russian Federation for 2016, % (The official website of the territorial body of the Federal State Statistics Service of the Stavropol region, n.d.)

Also in 2016 at Caucasus Mineral Waters' region 29748 units of tourist's packages with a total cost of 1512 million rubles were sold which is about 74% of the total regional amount. Besides, in hotels of Caucasus Mineral Waters' region in 2016 more than 597 thousand overnights were made or more than 68% from the similar indicator at the level of the Stavropol region. In 2017 only Caucasus Mineral Waters' region was visited by 1025 thousand people that is 3.6% more, than in 2016. Now the flow of tourists to Caucasus Mineral Waters' region is structured as follows: for the purpose of medical and recreational rest 68% of tourists, for business purpose – 20%, for the purpose of cultural and cognitive rest – 6%, for the purpose of active and SPA rest – 6%.

In 2017, the Stavropol region took the 7th place in the National tourist rating, having located immediately after the city of Federal importance St. Petersburg.

The Russian service of booking accommodation Tvil.ru according to the analysis of armor of housing in the private sector from September 1 to October 31, 2018 revealed the most popular resorts of Mineral Waters for rest and treatment in the fall. In the top 3 of Spa resorts Spa towns of Stavropol region and Crimea have been included. Pyatigorsk and Kislovodsk in Stavropol region and Saki in the Crimea were in the top three of the most popular Spa resorts in autumn 2018. According to Tvil.ru, tourists rest in the autumn at the Russian mineral water resorts on average from 6 to 10 nights and spend 1.5 thousand rubles a day on housing. According to the length of residence Saki is the leader and Pyatigorsk is the leader in terms of budget. Three of the resorts of mineral waters popular for balneological tourism are: Pyatigorsk, Stavropol region – 1447 rubles/ 6 nights; Kislovodsk, Stavropol region – 1455 rubles/ 8.5 nights; Saki, Crimea – 1535 rubles / 10 nights (Resorts of the Caucasian Mineral Waters lead in balneological tourism in autumn, n.d.).

According to the Ministry of Tourism and Health Resorts of the Stavropol region, the sanatorium-and-spa and tourist complexes of the Stavropol region for the year 2017 accepted for treatment and recreation 1415.2 thousand people, including: a sanatorium-resort complex – 558.9 thousand people; hotels and motels - 770.1 thousand people; the private sector – 86.2 thousand people.

The number of holidaymakers in the Stavropol region increased in 2017 by 39.3 thousand people or 2.9%. In the health resorts of the region, 60.3 thousand children and adolescents and 51.1 thousand people of the privileged category of citizens on social vouchers received health-improving rest and treatment, including 9.02 thousand people residents of the Stavropol region (Table 01).

Table 01. Dynamics of the main indicators of the sanatorium and resort complexes of the Stavropol region

№	Description of indicators	2013	2014	2015	2016	2017
1	Tourist flow (thousand people)	1145	1218	1229	1375	1415
2	Number of foreign tourists entering the territory of the Stavropol Territory (thousand people)	99.6	107.3	98.2	87.2	32
3	The volume of tourist services rendered in the Stavropol Territory (billion rubles)	21.5	22.8	26.6	25.3	28.2

According to the situation of 01/01/2018 year 138 sanatoriums function in the territory of the region (86 of them are non-state) with a total capacity of 35.2 thousand places, 346 hotel enterprises with a total capacity of more than 13.7 thousand people. The total number of places (beds) in collective accommodation facilities in the Stavropol region is 48.9 thousand places, which exceeds the target by 0.41%, while the sanatoriums offer not only SPA services but full-value treatment, which is of great importance in terms of strengthening health of Russian citizens.

Thus, it can be safely asserted that the region has significant competitive potential and certain competitive advantages even in comparison with popular world resorts such as Baden-Baden, Karlovy Vary (especially in the price-quality ratio), which need to be transformed to a higher level of social economic development of the region.

7. Conclusion

In accordance with the purpose of the study and based on the processing of a rather extensive body of information, it was established that the sanatorium and tourist complex of the region has significant competitive advantages in comparison not only with similar regions of Russia, but also in comparison with similar world resort and recreational areas, the no less there are a number of factors hampering the development of the sanatorium-resort and tourist complexes of the region.

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