

Individual Means of Accommodation on the Resorts of Krasnodar Region

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Abstract

The main players on the accommodation mean market of the Krasnodar Territory are collective and individual accommodation means. In 2014 a complex investigation of individual means of accommodation in Krasnodar territory was conducted. Its aim was to define the number of non-organised tourists who visited resorts, and incomes, acquired from their service. The prospects of the further development of this sphere in the Krasnodar Territory are the expansion of the offer of hotel services in order to satisfy the demands of different categories of consumers. The sphere of hotel services needs an improvement of the material and technical facilities and further governmental help for the tourism development as well as the aligning of the seasonal disbalance of the sanatorium-resorts and touristic organisations occupation.

Keywords: individual means of accommodation, tourism, Krasnodar Territory, the Russian Federation, hotel service

1. Introduction

The Russian Federation has rich natural and climatic and historical potential. Its effective use will allow to expand the offered touristic and recreation services in our country (Shevyrov, 2008).

According to the data of the Federal Service of State Statistics (Rosstat) the tourist inflow into our country increased for 9% for the first four months of 2013. When analysing the number of the entrants into the Russian Federation basing on the Federal Tourism Agency data for the top directions, one can see that in 102 half year of 2013 14,214,985 people entered into the territory of the country, but only 993,073 as tourists which is only 7% of the total inflow (Khudyakova, 2013).

According to the tourism development strategy 65 regional programmes and concepts of tourism development are to be implemented and developed in the Russian Federation by 2015 (Voinova, 2009). The annual growth of investments into the tourism industry will be about 30% (Stolyarov, 2011).

The conditions of reception, including the state of accommodation services complex influence greatly on the tourists inflow. Hotel business is one of the most actively developing and promising branches in our country. Annual growth of this market is about 10%. Thus, the number of hotel-type objects in 2000 was 9 058. But in 2010 its number has increased up to 12 000. Today Russia has 13 000 functioning means of accommodation (Khudiakova, 2013).

The problems of regions development and ways of their development in the times of profound changes of economic life need deep theoretical proof (Nikolaev, 2006). The Krasnodar Territory is one of the most popular touristic and recreational regions in the Russian Federation due to a lot of factors. Here are the main sea and mountain resorts of Russia. Touristic-recreational sphere in Krasnodar Territory occupies the third place after agricultural and transport complexes (Volkova et al., 2013).

An important and significant component of the touristic and recreation complex of Kuban are individual means of accommodation which 1.5-2 times exceed the abilities of collective accommodation means for some network parameters and volumes of tourists services. The number of tourists who independently organise their rest and those who use the services of individual accommodation means in the resort area of Krasnodar Territory constantly grows. (Sovmen, 2008)

Some time ago one of the retaining factors for the tourists' inflow on Krasnodar Territory was the difficult political environment of some neighbouring regions such as Dagestan, Chechnya, Ossetia, and Ingushetia etc. Now we can see the solution of the political environment in the region, that's why this factor almost does not influence the recreants' inflow in the territory. According to the statistics, most part of the places and accommodated persons are situated in big cities of the Krasnodar Territory such as: Krasnodar, Armavir, Novorossiysk etc. and in resort centres: Anapa, Gelendzhik, Sochi, Goryachiy Klyuch, Tuapse and Temryuk regions. The resort city of Sochi is on the top of this rating.

Activation of touristic and recreation sphere development in the Krasnodar Territory has led to the intensive formation of big and small hotel enterprises, networks as well as increase of interest of the leaders of international hotel service market to this region.

The region specializes on the tourist service which significantly influence the economy. Along with the positive effect made by the tourism industry development, we can point out the fact that the economic effectiveness is several times higher for the international tourism development. On this stage of development the organisations which specialize on the production of touristic equipment, special equipment, souvenirs and food are developing. Along with the tourists the touristic enterprises are the consumers of such products.

The main players on the accommodation mean market of the Krasnodar Territory are collective and individual accommodation means (Volkova et al., 2013).

Collective means of accommodation are: hotels and similar means of accommodation - hotels (including touristic and flat-type hotels), motels, hotel-like boarding houses, hostels and other hotel-like organisations; specialised accommodation means - sanatorium-resorts organisations (sanatories, rest homes, boarding houses with medical care, health improvement camps etc.), rest organisations (homes, boarding houses, recreation centres, campings and other rest organisations), touristic camps, yachting liners (Volkova et al., 2013). Individual accommodation means (IAM) are flats, rooms in flats, houses, cottages which are leased (Tenyanskaya, 2011).

The development of one of the main recreation regions of the Russian Federation has the following tendencies: growth of service volumes of resort-touristic complex organisations, growth of volume of sanatorium and health improvement services as well as growth of hotel services volumes. In order to further develop this sphere, to attract vacationers and increase the budget response the following actions are performed in the territory: development of the food economy; advertising campaign improvement; implementation of the total account of activity of businessmen who are engaged in rendering services for accommodation provision; expansion of inter-regional and international connections (Tkachyov et al., 2011). The investigations both among the consumers (recreants) and service producers (accommodation means) are conducted each year.

It should be noted that the Russian hotel industry is less dependent on the touristic inflow (especially foreign one) comparing to that of the other countries (Panferov, 2009).

In 2014 a complex investigation of individual means of accommodation in resort regions of the Krasnodar territory was conducted. Its aim was to define the number of non-organised tourists who visited resorts, and incomes, acquired from their service.

2. Methods

The investigation was conducted by means of interview of IAM directors and private households (PH) owners. According to the aim and tasks of the investigation a two-stage sampling was used - cluster and quota sampling. At the stage 1 there was defined the number of respondents, which are to be interviewed in every municipal entity (hereinafter - ME) mentioned in the scope statement. In every ME the owners of individual accommodation means were interviewed; there were defined clusters - settlements with the biggest number of individual accommodation means. Regional centres and one or several big resort settlements served as such clusters in each ME. An equal number of respondents out of those for the interview in the given ME was distributed. In the interview clusters the respondents were chosen in a random way.

In order to define the volume of the sampling we used the data of the territorial entity of the Federal Statistic Service in the Krasnodar Territory "The number of persons, serviced by the collective means of accommodation in the ME of the Territory in 2012". It was accepted that these data are proportional to the total amount of tourists in every ME. According to this index 2 MEs, which were aimed for the interview, were divided into 3 groups: Group I - MEs with the big amount of persons, serviced by the collective accommodation means in 2012: Anapa - 419,072 people, Tuapse region - 313,445 people, Gelendzhik - 279,733 people; Group II - MEs with the moderate amount of tourists: Novorossiysk - 77,817, Yeysk region - 64,320, Goryachiy Klyuch - 49,985 people

(tourists); Group III - MEs with small amount of tourists: Temryuk region - 27,827, Apsheron region - 6,490, Primorsk-Akhtarsk region - 5,523 people.

Settlements-places for interviewing of the directors of IAMs: 1) ME Anapa: Anapa, Vityazevo settlement, Blagoveshchenskaya station, Sukko village, Dzhemet village; 2) ME Apsheron region: Khadyzhensk, Apsheron, Guamka settlement, Mezmai settlement; 3) ME Goryachiy Klyuch: Goryachiy Klyuch; 4) ME Gelendzhik: Gelendzhik, Kabardinka settlement, Divnomorskoye settlement, Dzhankhot settlement, Betta settlement, Krinita settlement, Arkhipo-Osipovka settlement, Golubaya Bukhta settlement; 5) Yeysk region: Yeysk, Dolzhanskaya station, Kamyshevatskaya station; 6) ME Novorossiysk: Novorossiysk, Abrau-Dyurso settlement, Yuzhnaya Ozereevka settlement, Myskhako village; 7) ME Primorsko-Akhtinsk region: Primorsko-Akhtarsk, Morozovskiy farmyard; 8) ME Temryuk region: Temryuk, Golubitskaya station, Kuchugury settlement, Taman village, Volna settlement, Peresyp settlement, Ilyich settlement; 9) MO Tuapse region: Dzhubga settlement, Novomikhailovskiy settlement, Olginskaya station, Nebug settlement, Tuapse, Shepsi settlement.

During the investigation every household and everyone who lives in the selected square was interviewed. A questionnaire was filled for every household. Basing on the acquired results we carried out the evaluation of the following indices for the separate resort cities (regions):

- 1) number of units of individual accommodation means;
- 2) number of independent tourists who settle themselves in individual accommodation means;
- 3) amount of income of individual accommodation means;

3. Results

In 2013 the share of households, which rented accommodation for tourists was 23.9% which is almost 5% lower than in 2012 (25.1%). The share of households, which rented accommodation to relatives, was 22.9% which is slightly more (1.8%) than in 2012. At the same time the number of accommodated persons (tourists) per 1 household, has almost not changed in 2013. It amounted to 51 persons. The total number of tourists who visited individual means of accommodation in the Krasnodar Territory, decreased for 4% in 2013 (compared to 2012) and amounted to 4404 thousand people (4818 with relatives). (in 2012 – 5011 thousand people). This can be explained by the decrease of share of households which rented accommodation to tourists.

The analysis of change of indices of IAM activity shows that the following indices have the best dynamics in 2012-2013: average price for accommodation of 1 tourist for 24 hours in shoulder season (129%), average per year (115.8%) and in summer months (in June - 11.7%, in July - 114.9%, in August - 116.8%). Average number of people who rented accommodation per 1 household increased for 5.7%; at the same time the share of households which rented accommodation for tourists and lodgers increased for 3.1% and 10% respectively. The above mentioned positive dynamics influenced the increase of incomes, acquired from the rent of accommodation to tourists per 1 household (for 17.4%) from 184.70 thousand roubles to 216.7 thousand roubles. The average number of relatives per one household (5.5 people) and average duration of residence of 1 tourist (7.5 days and nights) have almost not changed. The average duration of residence of 1 relative has significantly decreased (more than 7%) (the only index with the negative dynamics). This index did not influence the incomes of households, acquired from the room renting, but it will negatively influence the incomes of public catering enterprises, trading enterprises, and public transport enterprises etc. (associating branches). The increase of households number which rented rooms to lodgers (for 14.3%) is very obvious. This index is important since a part of lodgers in the resort territories are the tourists who rent rooms (households) for a period of month or more, i.e. for a long-term period.

The incomes acquired from the rendered services in individual accommodation means of the Krasnodar Territory (without VAT, excise duties and other similar taxes) was 25,587 million roubles in 2012, and 25,851 million roubles in 2013. The rate of growth was 101.04%. This insignificant rate of growth can be explained by the fact that, in spite of the increase of the average price of accommodation for 1 tourist and the average number of people who rented rooms per 1 household, the tourist inflow was decreased for 4%.

The average duration of residence of tourists in IAM of the Krasnodar Territory in 2012-2013 was 7.5 days and nights; the biggest growth was observed in Primorsko-Akhtarsk region (almost for 28%). In other municipal entities this index has almost not changed, except Goryachiy Klyuch and Yeysk region, where it has decreased for 27% and 30% respectively. The average duration of residence of 1 relative (acquainted) decreased for 1 day and night in 2013 and amounted to 12.7 days and nights. The main contribution to the negative dynamics was made by the following municipal entities: Temryuk, Yeysk, Primorsko-Akhtarsk regions, Anapa, Gelendzhik. An insufficient growth was observed in Novorossiysk and Apsheron region.

The average number of tourists who rented accommodation in the Krasnodar Territory per 1 household/letter, increased for 5.7%. This growth was conditioned by Apsheron region (from 43 to 50.3 people), Gelendzhik (from 67.5 to 75.3), Yeysk region (from 59.7 to 79.5 people), Temryuk region (from 64.5 to 66.8 people), Primorsko-Akhtarsk region (from 33.3 to 34.3 people). The decrease of number of people who rented room took place in Tuapse region (from 47 to 41.8 people per 1 household), in Goryachiy Klyuch (from 10 to 8.9 people per one household). In Novorossiysk (from 51.4 to 50.3 people). The index in Anapa has not changed; here the number of tourists per one household of letter was 60.3 people.

The average number of relatives who rented room per one household has not changed. The biggest absolute value is recorded in Temryuk region, where there was the decrease (from 8.9 to 8.3 people), in Primorsko-Akhtarsk (7.3 people in 2013 - the index has almost not changed) and in Gelendzhik where there was the increase (from 6.4 to 7.2 people). The least number of relatives arrives in Tuapse region (3.5 people in 2013), Yeysk region and Goryachiy Klyuch (3.9 people in 2013).

The distribution of tourists for months, who lived in individual accommodation means, was as follows in Krasnodar Territory in 2013: 23.1% in June, 33.7% in July, 38.6% in August and 4.6% in other months. The best index of occupancy of the individual accommodation means during the shoulder season was recorded in Yeysk region - 10.5% of the annual tourist flow, Apsheron region - 8.8%, Novorossiysk - 7.6% and Goryachiy Klyuch - 7.0%. The index of tourists who had vacations in the shoulder season was significantly lower than the average index of the Territory in Gelendzhik region - 3.0%, Tuapse region - 2.3% and Primorsko-Akhtarsk region - 2.0%. In all the investigated regions the most part of tourists arrive during the period of July to August (about 70-76%).

The average territorial share of households which rented accommodations for tourists has almost not changed (increased from 22.5% to 23.2%); at the same time this index has decreased in Goryachiy Klyuch (from 14.7% to 10.7%) and in Apsheron region (from 6.7% to 6.0%). The biggest increase was recorded in Tuapse region (from 21.4% to 25.7%), Novorossiysk (from 22.5% to 24.5%), in other MEs the situation was stable. The biggest number of households rented accommodations for tourists in 2013 in Gelendzhik - 32.9%, Temryuk region - 30.5% and Anapa region - 30.3%. This index (the share of households which rent accommodation for tourists) is significantly lower than the average territorial one in Apsheron region (6.0%), Goryachiy Klyuch (10.7%), Yeysk region (12.0%) and Primorsko-Akhtarsk region (14.7%). In Tuapse region and Novorossiysk this index was slightly higher than the average one (25.7% and 24.5% respectively).

Considering the price of accommodation in individual means of accommodation according to the months (in % of the average level) in municipal entities of the resort area one can point out that this index is high for Apsheron, Yeysk regions and Gelendzhik. In Gelendzhik the price for accommodation in the shoulder season is higher than in June which can be conditioned by the attractiveness of the resort for the holidays. In Yeysk region the price in the shoulder season is lower than the August one which can be conditioned by the attractiveness of the resort during the whole year (the aim of staying here in the shoulder season is medical treatment). In Apsheron region the tourists visit mountains in all the seasons, though the most part of them come in summer (vacations period), but the mountains are visited also in winter, autumn and spring, and the price for accommodation grows not only due to the demand but also due to the heating of the buildings (lodging expenses).

Incomes of the renting per 1 household increased almost in all the MEs except Goryachiy Klyuch (according to the interview data), which can be explained by the decrease of the tourist duration of residence for 2.5 days. The best results (income growth rates) are recorded in IAM of municipal entities of Anapa (143.8%), Primorsko-Akhtarsk (151.6%) and Gelendzhik (115.6%). Though in absolute terms in 2013 the biggest incomes per 1 household in individual accommodation means of the Black Sea shore were recorded for: Gelendzhik (328.7 thousand roubles), Temryuk region (310.0 thousand roubles) and Anapa (292.7 thousand roubles), Tuapse (241.1 thousand roubles). MEs of the mountain and pre-mountain zone has the lowest indices - Goryachiy Klyuch (31.4 thousand roubles) and Ashperon region (107.9 thousand roubles). In Ashperon region this index is significantly higher than in Goryachiy Klyuch and is on the level of MEs of the Azov shore (Primorsko-Akhtarsk region - 113.7 thousand roubles, Yeysk region - 161.7 thousand roubles) and in Novorossiysk (118.2 thousand roubles). Nevertheless it is significantly lower (almost 2 times) than the average territorial level (216.7 thousand roubles).

Generally the incomes of individual accommodation means acquired from the servicing of tourists in 2012 and 2013 were approximately on the same level and amounted to 25,587 million roubles and 25,851 million roubles respectively. The average price of accommodation of one tourist for day and night in the Territory was 548.5 roubles in 2013 which is 17.4% higher than in 2012. The lowest price was recorded in Primorsko-Akhtarsk region (240 roubles), Yeysk region (417.7 roubles) and Apsheron region (426.9 roubles). The highest index was

recorded in Tuapse region (819 roubles), Anapa (677.2 roubles) and Gelendzhik (slightly lower than the average territorial level 545.7 roubles).

In Yeysk region the share of households which rented accommodation for the different categories of people, remained on the same level. The number of tourists increased during all the months (the biggest inflow was observed in August - more than 40%) and the number of tourists who arrived as relatives slightly decreased (-6%). As a consequence, one can see on the one hand the general increase of the number of independent tourists (in Yeysk region by one third, and decrease of the number of relatives); on the other hand one can see the increase of the average number of tourists and decrease of the average number of relatives per 1 household.

At the same time one can see the decrease of the average duration of residence on the resorts of Yeysk region: tourists for 30%, relatives - 12%.

The average price of residence per one tourist in IAM increased in 2013 for 12% (comparing to 2012) and this growth was similar for all months. Despite this fact, the incomes acquired from room renting per one household increased only for 4% which is probably connected with the decrease of the average duration of residence.

In Primorsko-Akhtarsk region the share of households which rented rooms for different categories of people has not changed in 2013 comparing to 2012. An insignificant increase can be observed in groups which rent rooms for tourists and relatives - 5% and 3% respectively.

The increase of the general amount of tourists who lend rooms in IAM was observed during all month in 2013. However, the biggest growth was recorded in shoulder seasons (not in summer months). The number of tourists who arrived as relatives has insignificantly increased - only for 4%. As the result of the two mentioned tendencies there appeared a slight increase of the average number of lodgers per one household: tourists - for 3%, relatives - only for 1%.

Average duration of residence has significantly increased for tourists (for 61%); this index has decreased for relatives (for 7%).

The average price of accommodation per one tourist for 24 hours remained on the level of the previous year only in July; for all the other months including the shoulder season it decreased (for 5-15%). In spite of this fact the incomes acquired from room renting increased almost for 52% which should be connected with the increase of the average duration of residence of tourists in Primorsko-Akhtarsk region.

The number of households which rent rooms for tourists and relatives in Temryuk region remained unchanged, and the number of households which rent rooms for lodgers increased 2 times. The general number of independent tourists who arrived in Temryuk region has changed. However, while investigating tourist arrivals according to months, one can notice the burst of tourists number during the non-summer months (almost 2.5 times increase). At the same time the number of tourists who arrived in June, July and August, remained unchanged: variations within 10% which can be explained even by the weather conditions in some periods of time.

The above mentioned burst of tourist inflow is, obviously, connected with the autumn and spring months and can be evoked by the development of event tourism in Temryuk region. Besides, according to the investigation, one can observe a slight decrease of the average price of residence per one tourist in this period, which could stimulate the growth of tourist arrivals into the region.

The average cost of residence per one tourist during the summer months has increased in July and August.

The incomes acquired from the room renting for tourists by the individual means of accommodation increased for 15% which can be assessed as a positive dynamics.

In Anapa the number of households which rent rooms for tourists remain unchanged since the previous year, but the number of households which rent rooms for relatives has slightly increases (10%) and the number of households which rent rooms for lodgers has decreased for 13%.

One can see the increase of the number of tourists, accommodating in IAM during the summer months almost for 30% despite 1.5 times increase of accommodation prices in IAM. The average cost of residence per one touring for 24 hours in IAM increased for all months which provide the increase of rent incomes for 44% even under the conditions of decrease of some categories of independent tourists arrival and decrease of the average duration of residence of tourists and relatives (in average for 4%).

In Novorossiysk the share of households which rented rooms for all the categories of tourists, increased. The biggest growth (50%) is recorded for the households which rented rooms for lodgers.

However, the total number of tourists who rented rooms has slightly decreased mostly due to the July and months of low season and shoulder season. There is a tendency to increase the total number of relatives and acquainted for 27%. We should note the decrease of the average amount of tourists who lent rooms in one household, on the background of increase of the average number of relatives and acquainted who live in one household.

In Novorossiysk the average indices of duration of residence in individual means of accommodation are characterised by the positive dynamics; the increase of 10-15% for all months and 60% in low and shoulder seasons are observed.

Such changes of the above mentioned indices provided the increase of incomes of the individual means of accommodation for almost one fourth.

The share of households which rented rooms for tourists in Gelendzhik (compared to 2012) remained unchanged, the share of households which rented rooms for relatives and lodgers decreased for 7%. The total amount of tourists who lent rooms increased; the significant increase was observed in June (34%) and other summer months (increase up to 15%). We can observe a rapid decrease of tourists number who accommodated in the individual means of accommodation during the shoulder and low season (almost for 40%) which can be connected to the price raise in this period for 10%. The average number of tourists and relatives per one household increased for 15%. The average duration of residence remained unchanged for tourists, but it decreased for 10% for relatives.

The incomes acquiring from room renting increased for 15% per one household.

The dynamics of individual accommodation means functioning indices in Tuapse region shows the stable growth for the most part of them. Especially we want to point out the increase of the share of households which rent rooms for lodgers (2 times) and tourists (for 20%).

The increase of the general amount of tourists which lend rooms in IAM amounts only to 6%, so it is important to point out the fact that the increase was provided by all the summer months (for 5-12%), during the other months this index decreased for 10%.

Analysing the above mentioned indices the results of investigation become clear. These results are connected with the decrease of the average number of tourists who led rooms per one household: tourists - for 12%, relatives - for 7%.

The cost of accommodation in the private housing of Tuapse region has increased in summer months (almost for 20%), and decreased in the shoulder season (for 6%). This process provided the income acquired from room renting per one tourist of the household in Tuapse region on the level of 2012. The situation in Goryachiy Klyuch is very unstable and is characterised by the different direction of indices dynamics.

The share of households which rent rooms for tourists is decreasing and the share of households which rent rooms for lodgers is increasing 3 times and the share of households which rent rooms for relatives is increasing for 36%. The number of tourists who lent rooms has significantly decreased in summer months (for 36%), while in other seasons it has 2 times increased. During the off-season the number of relatives was for 70% bigger in 2013. As a consequence, the average number of tourists who lent accommodation, decreased per 1 household for 12%, and the same value for relatives increased for 25%. The duration of residence of tourists in IAM of Goryachiy Klyuch has significantly decreased (almost for 30%), and the same value for relatives remained unchanged. The average cost of accommodation per 1 tourist increased in summer almost for 30% only for the account of costs of June (growth for 37.6%). In other months it increased for 20%. The incomes acquired from renting rooms for tourists in Goryachiy Klyuch (in average per 1 household) decreased almost for 20%.

In Apsheron region the share of households which rented rooms for tourists, decreased for 10% and the share of households which rented rooms for relatives remained unchanged. During the interview we didn't manage to find IAM which rent rooms for lodgers.

The general annual number of independent tourists has insignificantly increased though the dynamics is different for different months: in June and July there was an increase for 12% and 8%, and in other months the dynamics decreased.

The average number of tourists who lent accommodation, increased per 1 household for 16%, and the average number of relatives decreased for 7%.

The average duration of residence of 1 tourist and a relative has insignificantly increased (up to 10%), but the cost of accommodation decreased in summer months, which was especially noticeable in August (for 22%). In shoulder season this index increased for 4%.

So, the incomes acquired from room renting for tourists in Apsheron region increased for 14% in average per 1 household. This can be explained by the growth of number of tourists who arrived in June and July as well as by the increase of the average duration of residence.

4. Discussion

Almost all the interviewers pointed out that the room letters often "hide" tourists, introducing them as tourists in order such data not to reach the Tax Service. That's why the main task of the local government agencies is to reveal such households, but the investigation of this issue needs an additional research.

One of the ways can be the support of IAM in form of compensation of a part of incomes for modernisation and expansion of main funds in case of tax registration as individual entrepreneur. It is necessary not only to develop the financial support mechanism but also to bring to the attention the information about the developed mechanisms of support.

Basing on the conducted investigation one can make the following recommendations:

1. it is important to trigger the activity for diversification of ME touristic product aimed at increase of tourists inflow during the shoulder and low seasons, also with the goal to fill IAM.
2. take measures for bringing to the attention of the end consumers (tourists) the information about the list of IAM, their services, prices etc., also in the form of placing the list of registered IAM at the web site of Krasnodar Territory Resorts.
3. consider the relation of a tourist and non-registered IAM as being illegal under the laws in effect (article 171 of the Criminal Code of the Russian Federation), also for tourists.

The prospects of the further development of this sphere in the Krasnodar Territory are the expansion of the offer of hotel services in order to satisfy the demands of different categories of consumers. The sphere of hotel services needs an improvement of the material and technical facilities and further governmental help for the tourism development as well as the aligning of the seasonal disbalance of the sanatorium-resorts and touristic organisations occupation. Development of the event tourism in the Territory, creation of the brand new touristic product allows providing the occupation of the enterprises of the given branch all year round.

5. Conclusion

The quality of the hotel service under the modern production conditions are the most important component of the effectiveness and profitability of hotels, that's why a lot of attention is paid to the quality (Shelest, 2011). Infrastructure takes a special place in the recreation industry. Under the modern conditions one of the most urgent problems of the market is the development of the complex target programme for recreation services development on the basis of big and small business in Kuban. (Yakhyayev, 2009)

One of the most important functions of the governmental authorities is the formation of the social and economic strategy of the region as the basis for optimisation of territorial competitive advantages for the regional business and increase of the life quality of its population (Varshavskiy, 2009). Among the retaining factors of recreation development in the Krasnodar Territory one can point out the growing ecological strain and traffic congestion problem which has appeared due to the automobilization of the local population and increase of vehicles number in the tourist season (Labzina, 2007). The Shore of Azov Sea and Black sea in the Krasnodar Territory is a leading recreation zone of Russia. It has a variety of touristic and sanatorium-resort services, developed infrastructure and investment attractiveness (Myslivka, 2011).

It should be noted that the hotel business will be actively developing during the next few years; new types of tourism will trigger the quantitative development of the existing means of accommodation and will allow the owners of the hotels under construction to define their target public taking into account a lot of factors among which one can point out the budget of the project and the location of the future hotel. Recreation real estate market has been fallen off of the other segments of the commercial real estate due to the longer terms of realisation, pay-off period and lower profitability. But nowadays there a growing interest to the resort projects appeared; this occurred due to the increasing competitiveness and decrease of profitability in the sphere of office and trade real estate (Volkova et al., 2013).

Nowadays Kuban is one of the leading touristic centre of Russia, the opportunities of its development are great. Great plans for formation of the touristic infrastructure of the international level in the Territory can be realized

only under the conditions of effective integration of Russia into the global touristic complex (Litovchenko, 2008). Now the investors' interests (often of the foreign ones) are of top priority for the local authorities. Chasing the financial investments the local authorities often forget the interests of local people and a lot of investment projects are not considered from the point of view of their influence of the local community development (Ilyasova, 2009).

Russia has unique natural environment, which are far better than that of the neighbouring states that are also oriented for tourists. Russia has better ecological situation in many regions, monuments of ancient architecture and ethnography (Karaev, 2009). The prospects of development of different types of Russian tourism and touristic complex of the country depend a lot on the strengthening of the governmental control of touristic sphere on the national and regional levels (Zaytseva, 2012). Actual tasks and problems of resort-touristic complex development in the Krasnodar Territory as well as the development of separate touristic enterprises which are functioning on the regional level, should be based upon the effective realization of resort-touristic potential and be useful for the local budgets as well as increase the life quality of people living in the resort areas (Kucherenko, 2005).

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