

AGRITOURISM AS A FACTOR OF RURAL DEVELOPMENT

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Abstract

The paper is devoted to the development of agritourism as a special type of tourism activity and its role in the development of rural areas. The definition of agritourism is specified, its main models applied in the world practice are characterized. The basic components of resource potential, the main driving forces and key possible segments, as well as main advantages and barriers of rural Russia are considered. The assessment of the current state of the Russian agritourism, the main concepts and programs for its long-term growth and its potential contribution to the total revenues from tourism and farmers' incomes are given.

Key Words: *Russia, tourism, agritourism, model, type, concept, programs, effect*

JEL classification: *Q 13, Q18, Q19, Z30, Z32*

Introduction

In recent years, developed and especially developing economies have seen a steady increase in the role of agritourism in the development of the national tourism industry and rural areas. The purpose of this report is to identify and determine the prospects of global trends in the development of rural tourism in Russia, as well as to assess its potential contribution to the total income from tourism and rural entrepreneurship. This involves the solution of 4 main tasks: clarification of the concept of "agritourism", taking into account the differences in its current national models; assessment on this basis of the availability of the necessary conditions for the development of agritourism in Russia; identification of the most promising segments of the development of agritourism and their

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regionalization; conceptual assessment of the main stages of development of agritourism until 2030 and opportunities for their practical implementation with the help of relevant government programs for the development of tourism and rural areas of Russia.

Tourism as an important driver of economic growth

In Russia, as in most countries of the world, tourism in all its forms has become one of the most dynamic and important sectors of the economy. Tourism is already making a significant contribution to sustainable socio-economic development and social stability, this industry is important for the development of small businesses and microenterprises, job creation, and promotes self-employment. The tourism industry is developing ahead of the global average growth rate and stimulates the development of related sectors of the economy. In 2014 – 2017, tourism grew faster than the economy as a whole, and its overall contribution to Russia's GDP (including indirect and induced effects in other sectors) increased by almost 1.2 times about 3.5%. Thus, the creation of 1 job in tourism added up to 5 new jobs in 53 related industries. The direct contribution of tourism to Russia's GDP in 2017 was 1.25% - approximately at the level of Israel and Taiwan, but almost three times lower than France and Germany and almost four times - Spain and Italy (Government of the Russian Federation, 2018).

However, in the international tourist ratings, the country already holds rather good positions. So, in 2016, it was: 9th of 158 countries for the import of tourism services, 15th of 174 - for attendance by foreign tourists (comparable to Greece, Malaysia and Japan) and 26th of 160 countries for the export of tourist services. Russia occupied a lower position (43 of 136) only in the index of travel and tourism competitiveness, which, to a large extent, determined its position as a net importer in the global tourism market. At the same time in 2014-2016 certain "import substitution" occurred. Coverage of tourism imports by Russian exports increased by almost 1.4 times to 46%, approaching the figures for Canada or Belgium. This is a consequence of a number of factors (devaluation of the ruble, decline in real disposable incomes of Russians, visa and other restrictions on their entry into a number of foreign countries), which caused a decrease in outbound and inbound tourism in 2014-2018, by 2% (to 41.9 mln. people) and by 3% (to 24.6 mln. people) respectively. On the contrary, domestic tourism (which is 20-30% cheaper than the outbound) increased by 1.5 times to 60 mln. people during this period.

In the future, the role of tourism will increase markedly both in the internal and in the external economic dimension. The government seeks to turn it into one of the "breakthrough sectors" to a new model of sustainable and balanced socio-economic growth. The concept of targeted federal program "Development of domestic and inbound tourism in the Russian Federation (2019–2025)" outlined the growth of the total tourist flow in the country to the base level of 2016 by 28%, its contribution to the creation of GDP by 70% (exceeding 5%). According to some estimates, the total contribution of tourism to employment will increase in about the same way, while income from inbound tourism will increase by 25% to \$ 16 bln. (at the weighted average exchange rate of 2018). This was supposed to be ensured by a sharp increase (by 2.8 times - almost up to 70 bln. rubles or \$ 1.2 bln.) in support for tourism (primarily for the development of its infrastructure) from the federal budget, which also stimulates private investment in the sector (in 2018 for 1 ruble of budgetary funds accounted for 2.8 rubles private). The concept provides for the solution of the following main tasks: integrated development of tourism and providing infrastructure of tourist clusters on priority types of tourism; development of the system of training and advanced training of tourism industry specialists, who form the personnel potential for the quality tourist services; promotion of the tourism product of Russia and raising awareness of it in the world and domestic tourism markets; stimulation of business and public initiatives through the mechanism of subsidies and grant support; creation of information and communication infrastructure of the tourism (Government of the Russian Federation, 2018).

The development of an "internationally competitive tourism product" implies the implementation of the relevant state policy with the necessary coordination with other sectoral policies. Therefore, since 2018, the responsibility for the development of domestic and inbound tourism is assigned to the Ministry of economic development, which develops and implements the economic policy of Russia. In April 2019 the Ministry has prepared a "road map" of the six-year strategy for the development of the tourism industry. The map provides for the allocation of funding in the amount of 100 bln. rubles (about \$ 1,6 bln) until 2024 and includes support for business: exemption from taxes on land and property, benefits on contributions to extra-budgetary funds, accelerated depreciation of fixed assets, benefits for obtaining land and buildings, rental discounts, subsidizing fees for joining networks, credit benefits for investments in the construction of hotels (under 3%), as well as for medium-sized businesses (under 8.5%). (The Ministry of economy proposes..., 2019).

Agritourism - servant of two masters

In this context, agritourism (or rural tourism) is becoming one of the most promising areas - almost the only type of tourism directly interconnected with the industrial and spatial development of a large sector of the economy - agriculture. Moreover, agritourism is primarily a way of supporting agricultural producers and solving social problems of the rural territories, and only secondly - a form of development of domestic and inbound tourism. Therefore, in most countries, the support of rural tourism is an element of the national rural policy and is regulated by agrarian ministries or agencies, and the requirements for it differ significantly from the general tourist rules and standards. Despite its specifics, it is becoming increasingly popular in the national and global tourism market. According to some estimates, in recent years, up to a third of travelers in the world prefer rural tourism, not only in developed but also in developing economies.

There is no generally accepted definition and classification of agritourism models yet. *Agritourism is broadly understood as an activity that is complementary to agriculture and that enables agricultural producers to welcome tourists and other visitors onto their farm.* A more specific definition of agritourism treats it as a form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors and generating income for the farm, ranch, or business owner. Regardless of the exact definition or terminology, any definition of agritourism should include the following four factors: combines the essential elements of the tourism and agriculture industries; attracts members of the public to visit agricultural operations; is designed to increase farm income; and provides recreation, entertainment, and/or educational experiences to visitors (The National Agricultural Law Center).

Some researchers interpret rural tourism, agritourism and ecotourism as different types of tourism focused on the natural and cultural resources of rural areas. Others – distinguish different models of agritourism, based on the specifics of the organization, the degree of connection with agricultural production, a key element of attractiveness, etc. For example, the Anglo-American, Asian, European (taking into account the specifics of the West and East of Europe): the general purpose of these models is to use agritourism as a factor in the development of rural areas and infrastructure, the preservation of folk traditions, the creation of alternative employment

of the rural population. Their common economic basis is small and medium business (Agritourism as a way ..., 2018; Ana, 2017; Margalitadze, 2016). Each of these models has certain features, such as the geographical location, the traditions of a particular farm, the presence of local demand and so on. The Anglo-American model is based mainly on the cohabitation of a farmer and a tourist, its main attractions are horse riding and fishing (in Britain), as well as the chance to participate in work on cattle ranches - so called dude ranches (in the US, Australia and Canada). Asian type, especially in relation to foreign tourists, includes expensive travel, where not only a contact with exotic nature and culture is provided, but the level of service is so high that tourists do not have to think about everyday things. It is rapidly developing in India, Indonesia, Malaysia, Thailand, the Philippines.

The West European model includes Franco-Italian and German types. The first involves living in farm house or in a separate house, and as the main element have cooking, cheese and wine, as well as excursions to historical attractions. The second – often takes the form of joint work with the farmer, when housing and food are provided free of charge to the tourist in exchange for his work on the farm (for example, as part of the movement "Willing workers on organic farms"). The Eastern European model in a somewhat simplified form reproduces the main Western European types (for example, beer tours and horse riding trips in the Czech Republic), taking into account both differences in climatic and culture-historical features of agricultural regions, and less developed local infrastructure and housing. As a rule, the successful development of agritourism is associated with the legal and financial support of national and regional authorities. Thus, in Italy since 1985, there is a special law on agritourism. Over half of the states in the United States have enacted statutes that address agritourism. These statutes vary from liability protections for agritourism operators to tax credits to zoning requirements. The rapid growth of agritourism in Poland in recent years is based on a set of measures taken by the authorities at various levels, primarily: the legislative consolidation of the concept of "agritourism" and the creation of its legal framework; development of standards for tourism business in rural areas; exemption of farmers engaged from the tax on income from tourism activities, etc. (Mizin, 2016). Special programs for the development of agricultural tourism operate in some countries of South-East Asia, in a number of states in India etc.

In the European Union, support for agritourism is carried out at the supranational level also within the framework of the Common Agricultural Policy, namely its so-called "second pillar" – Rural development policy. In particular, it is aimed at social inclusion, improving the quality of life and diversification of economic activities in rural areas, and includes measures for: the development of services for the rural economy and population; renewal of rural settlements and protection of cultural and material heritage in rural areas; the stimulation of the development of non-agricultural employment (especially tourism), the creation of microenterprises, development training and implementation of local development strategies, etc. In 2014-2020, the creation of 117 500 non-agricultural new jobs (partly in agritourism) is scheduled, of which: 73 000 in relation to diversification actions and creation and development of small enterprises and the rest through 2 500 Local Action Groups (LEADER groups) (Frumkin, 2016; The Common Agricultural Policy ...).

However, a key role in the development of rural tourism in Europe is played by non-governmental and non-profit organizations - both national and international, first of all, created in 1990 European Federation of Rural Tourism (EuroGites). Now it is formed by 34 professional and trade organization from 27 European states (20 the EU member – countries and 7 non-EU members). EuroGites represents a tourism sector with nearly 500 thousand micro-enterprises and about 5-6,5 mln. bed places, from the rural Bed & Breakfast and self-catering in private homes or farms up to small family run rural hotels or guesthouses, and related restaurant or activity tourism services. Its activities include improvement of qualification, training, promotion of digitalization, and generational change in services. Now agritourism stands for about 15- 20% of the European tourism capacity and income as well as for nearly 35% of the farm income in some regions.

Tourism in rural areas of Russia: potential and problems

In Russia, the achievements of agritourism are much more modest. In 2016, it accounted for only about 2% of total tourism services and slightly more than 1% of farm income. At the same time the Russians use the services of rural tourism in Italy, France, Finland, Latvia and Estonia, and later also Belarus and Georgia (EuroGites; Ana, 2017; Mizin, 2016).

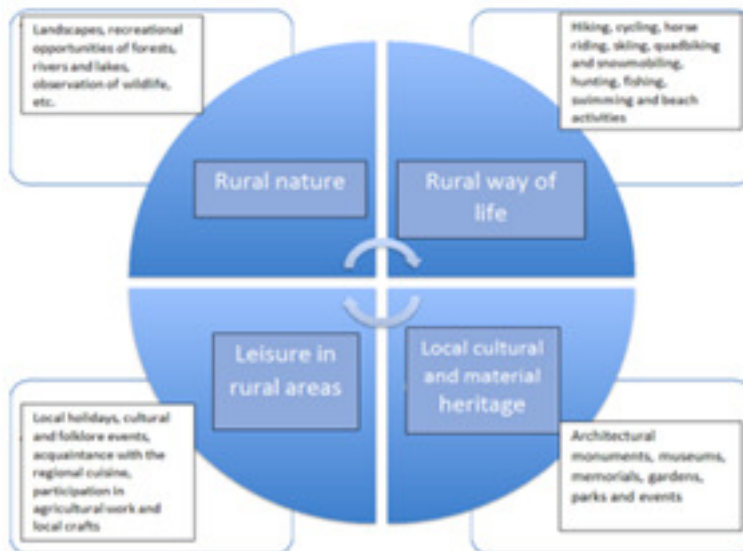
This is due to the action of a number of objective and subjective factors. On the one hand, Russia has long and well-established traditions of rest in the country side. According to some estimates, there are currently 32-35 million suburban land plots of various types - (informally "dacha (cottage)", officially - "gardening") in the country with a total area of about 2.1 million hectares (approximately the same area as agricultural land in Finland), in which more than 13 million homes have been registered (mainly for seasonal residence) and which 38-43% of Russian citizens or 42-47 million people use for rest and growing vegetables, fruits and flowers. (equivalent to more than 50% of the population of Germany, 100% - Spain) (Ruvinsky, 2016). On the other hand, until recently, not only that Russia practically did not have a specialized rural tourist sub-sector, but the very administrative and legal concept of "agritourism" was non-existent as well. In 2015, the national standards of the Russian Federation "Rural guest houses" and "Ecological tourism" were adopted, but the content of the term "rural tourism" in the regulatory documents has not yet been specified.

In the main Russian concepts of agritourism development, it refers to the activities of agricultural producers and other small and medium entrepreneurs in organizing recreation in rural areas or small cities, including reception, accommodation, meals, leisure activities and other services focused on the use of natural, cultural, historical and other resources for the locality. Sometimes this is supplemented with a clause on the possibility of labor participation of tourists in farmers' activities (Agritourism as a way ..., 2018; Margalitadze, 2016). In any case, this definition includes two basic elements of agritourism - the resources of rural areas and the main driving force behind their use - farming and other types of small and medium-sized businesses (SME) in the countryside.

Russia has an enormous potential for all types of resources for agritourism. Rural nature: landscapes, recreational opportunities of forests, rivers and lakes, wildlife observation, etc. Agricultural land occupies only 13% of the territory of Russia. However, it is 222 million hectares, which is comparable to the total area of agricultural land EU28. Most of the rural territory of the RF is located in the temperate zone. However rural areas have different climate conditions and a wide variety of landscapes and natural zones – from vast plains in the west and central part of the country to the high mountainous area in east and south, from large wetlands to volcanoes of Kamchatka, from subarctic areas in Siberia to small subtropical ones on the Black sea coast, from the Baltic marine climate in the far Northwest to a moderate monsoon in the Far East near

the Pacific. (Frumkin, 2017). More than 153 thousand rural settlements form a natural basis for the development of eco-and agritourism in this area.

Figure 1: *Rural resources used for agritourism*



Source: MNIAP

Rural lifestyle: walking and hiking, cycling, horse riding, skiing, quadbiking and snowmobiling, hunting, fishing, swimming and beach holidays. In recent years, in a number of regions there are different types of familiarizing with such rest: guest houses with a small economy, located in environmentally friendly areas, with homemade food and simple entertainment; farmsteads, built on the model of Western farms, and local farmers, inviting those wishing to feel the atmosphere of rural life and farm work; rarely is a model of the rural estate created by international organizations or with the support of local or regional administration. However, the number of such specialized facilities is small (according to some estimates, about 5 thousand with a need of 35-40 thousand).

Local cultural and material heritage: architectural monuments, museums, gardens and parks, memorable places and events, other objects of material culture of historical, artistic or other value. In rural areas (especially in small-up to 50 thousand inhabitants - cities located there) there is a part of 144 thousand objects of cultural heritage included in the Unified state register.

Organized forms of leisure activities in rural areas: local holidays (including religious), cultural and folklore events, familiarity with regional cuisine, participation in agricultural work and local crafts. The solid basis of this trend is the historical specificity of Russia. The spatial and territorial extent of the country is combined with multinationality (in the country, apart from Russians, constituting about 80% of the population, there are still more than 100 nations) and multi-religiousness (the country has all the main directions of Christianity - Orthodoxy - more than 70%, Catholicism and Protestantism, Judaism; Islam and Buddhism, as well as elements of ethnic (traditional) religion (for example, a number of small nationalities of Siberia). This combination of various ethno-cultural regions with the culture and customs of Russian sub-ethnic groups (part of the Cossacks), as well as Turkic, Finno-Ugric, Nakh-Dagestan, Eskimo-Aleutian and other peoples, is particularly evident in rural areas.

There is also a significant production and labor potential for the development of agritourism in the form of SMEs and households of citizens in rural regions. In Russia, there are nearly 175 thousand farm (peasant) households and about 23 mln. subsidiary and other individual households of citizens (including more than 2 mln. selling their products) with average total land area per one 277 ha and 0.7 ha, respectively. In 2017, their total share in Russian potato production exceeded 85%, vegetables – 78%, fruits and berries – 75%, milk – 49%, livestock and poultry for slaughter - 22%, eggs -20%. Recently, the production of "natural products" has intensified not only in the subsidiary plots, but also on dachas. (Frumkin, 2015). This provides the basis for supplying tourists with fresh and healthy food. Labor resources for agritourism can be formed at the expense of part of the employed now on farms (about 370 thousand people) and in citizen' households.

While the resource and labor potential of agritourism is clearly not used enough (according to some estimates, only 20%), only 18 of more than 80 Russian regions are actively engaged in the development of the industry: Arkhangelsk, Saratov, Tomsk, Kaliningrad, Kaluga, Kirov, Volgograd, Penza regions, Krasnodar and Altai territories, Bashkiria, Komi, Mordovia, Tatarstan and Crimea republics, Moscow region and the surrounding area of St. Petersburg Their experience has already confirmed the potential benefits of agritourism in practice: reducing the unemployment rate, stimulating the creation of new jobs; increasing income and living standards of rural residents at relatively low financial

costs; improvement of estates and villages, development of engineering and social infrastructure; development SME in rural areas, as well as the environmental attractiveness of rural areas; on-site sales of products from farms and individual households of citizens, in particular, finished food products; promotion of protection of local attractions, preservation of local customs, folklore, folk crafts; improving the cultural and educational level of the rural population; replenishing of local budgets with additional revenues; relatively small and fast-paying investments based on predominantly private sources of financing; unloading of the most popular tourist centers, reducing the negative environmental consequences of too intense activity in the "prestigious" regions.

Thus, in some cases, the profitability of rural tourism amounted to 15% or more, significantly exceeding the average profitability of agricultural production. In the most popular agritourist region – Krasnodar territory over the past 3 years, the number of rural tourism increased by 2.5 times, and the flow of tourists to them – by a third to almost 300 thousand people per year. However, in the country as a whole, the effective realization of the potential of agritourism is still hampered by a number of factors: lack of a generally accepted national concept for the development of rural tourism; the absence of a clearly formulated state policy on rural tourism and, accordingly, a regulatory framework for this type of activity; undeveloped special federal legislation regulating the activities in the field of rural tourism in the Russian Federation; lack of standards and regulations applicable in the field of rural tourism as a special sector of the tourism industry; lack of qualified personnel; lack of knowledge and experience in servicing foreign and domestic tourists; low awareness of own recreational resource (Federal Center for Agricultural Consulting ..., 2011). To remove these barriers, it is necessary to develop and implement a comprehensive concept for the development of rural tourism at national, regional and local levels. Unlike "dacha" settlements located in suburban areas with a sufficiently developed transport and engineering infrastructure, the development of agritourism is focused on more remote and less infrastructurally secure regions. It needs large-scale assistance at the federal and regional level for the development of an interregional and inter-settlement transport network, engineering (gasification, water and sewer, etc.) infrastructure, information and communication network (especially the broadband Internet and digitalization), the healthcare system. Relevant projects can be implemented on the basis of public-private partnerships with agritourist farms. Otherwise, it will be

impossible for farmers and other rural SME to organize complex tourist services.

Russian rural tourism: actual concept and perspectives

One of the most successful conceptual developments in this area is the "Concept of rural tourism development", prepared by the non-governmental International Independent Institute of Agrarian Policy - MNIAP (International Independent Institute of Agrarian Policy, 2016). The concept is essentially focused on the development in Russia of the European model of agritourism with the use of a number of elements of the Anglo-American and Asian models. It involves the development of three main segments of rural tourism, taking into account the specific demand of different categories of potential tourists and the conditions of specific agricultural regions:

- *Dacha-type agritourism*, focused mainly on residents of large cities, interested in organizing summer holidays for their children and elderly parents. It implies high demands on the quality of living and security, without requiring a rich cultural and entertainment program, gastronomic tourism services, etc. An important feature is a long period of residence (up to 3 months) and a relatively low price. Possible formats are rural guest houses, but also whole "dacha villages";
- *Adventure agritourism*, based on services for the organization of hunting, fishing, horse and kayaking trips, tours on quad bikes, snowmobiles, etc. Involves the cooperation of several rural guest houses along the route, requires a very high qualification of the organizers and a relatively high investment in the material base. More expensive and profitable type of tourism;
- *Classic rural tourism*, focused primarily on auto- (to a lesser extent, motorcycle and bicycle) tourists. It assumes living in rural guest houses along the route of travel, and active use of the entire tourist potential of the area (rural nature, rural life, cultural and material heritage and organized forms of leisure). Usually it is built around a key attractor: a wine or gastronomic road, regional music, folklore and other festivals, living near the reserve with active observation of untouched wildlife, work and communication with animals on farms, etc.

According to the concept, taking into account the geographical specifics of the Russian regions, for the development of rural suburban tourism, the

most promising rural areas adjacent to major cities; adventure tourism – Karelia, the regions of the Russian North and the Far East; classical rural tourism - Crimea, the Caucasus, the "Golden Ring" of Russia. Kaliningrad region is especially attractive for European agritourism, for Asian – regions of the Far East and Siberia. The concept also offers specific tools to support farmers and other entrepreneurs in the field of rural tourism: grants to farmers and private entrepreneurs starting tourism activities; subsidized interest rate on loans for the construction or reconstruction of agritourism facilities; partial compensation of the capital costs for the creation infrastructure for rural tourism (except for accommodation facilities); provision of budget places in state educational institutions for training agritourism specialists.

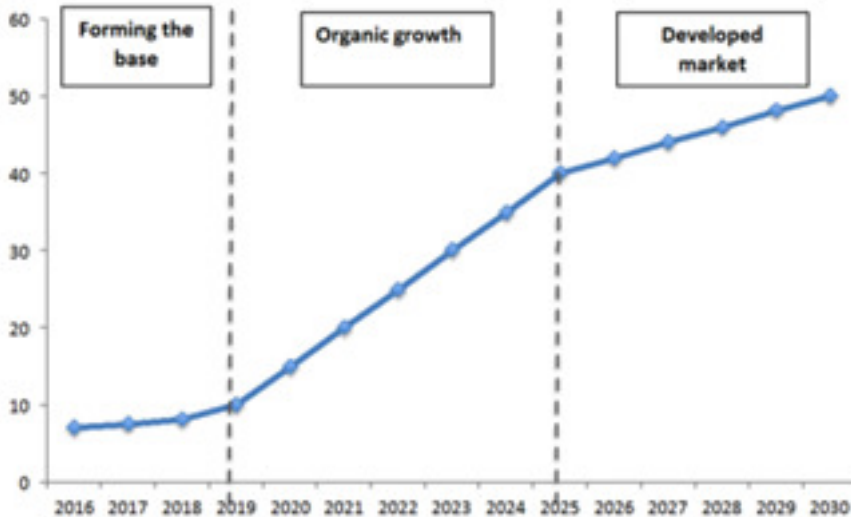
The concept outlined three main stages of implementation.

- The stage of formation of the agritourism development base (2016-2018), which provided for the optimization of legislation, the development of Federal and regional programs for the development and state support of rural tourism, the creation of a training system and the formation of a personnel reserve, the development of rural tourism infrastructure, replication of the successful experience of existing rural tourism facilities and the launch of new pilot projects.
- The stage of organic growth (2019 – 2025), which allows on the basis of the results of the previous stage to ensure rapid growth in the number of rural tourism facilities, the number of nights and, accordingly, the direct financial effect of the development of rural tourism.
- Stage of the developed market (2025-2030), characterized by sufficient maturity of the agritourism with a steady increase in the profitability of existing facilities, the total revenue of the tourism and its contribution to GDP. The long-term effects of the development of rural tourism manifest themselves (improving the financial sustainability of farms and subsidiary plots increasing the quality of life and the level of consumption in rural areas, recognition of products of Russian farmers, including in the external market).

It was expected that by 2030 the implementation of the concept will allow an increase in annual revenue from agritourism by almost 7 times to 50 bln. rubles (\$0.8 bln. at the average rate of 2018), to create about 60 thousand new jobs in rural areas, to increase direct tax revenues for the entire period of implementation by 5 bln. rubles (\$80 mln.) Taking into account the multiplier effect in related industries 15-20 bln. rubles (\$0.24

– 0.32 bln.), this would ensure full payback of the state financing provided for the concept (12-15 bln. rubles or \$ 0.19 - 0.24 bln.).

Figure 2: *Expected dynamics of revenue growth from rural tourism (2016-2030, bln. rubles)*



Some of the proposals of the concept were essentially implemented or taken into account when making decisions related to the development of agritourism at different levels. Thus, at the federal level, in 2018, the legislative inclusion in the sphere of the farm activity "promotion of domestic tourism in rural areas" was initiated, which would allow farmers to receive direct state support for rural tourism. The oldest Russian agrarian University - the Timiryazev Moscow Agricultural Academy organized the country's first Department of agritourism studying this field professionally and preparing qualified personnel. Within the framework of a joint project of a number of NGOs "Rural tourism as a means of rural development" in 2017-2018, a professional network of specialists for the rural tourism was formed, which included representatives of 44 regions of the RF: regional and local associations, representatives of regional administrations and legislative bodies, local self-government bodies, owners of rural tourism facilities, etc. In 2019, on this basis, a "Program for the Development of Rural Tourism in the Russian Federation until 2030" is being prepared for transmission to the relevant federal agencies. It can be used also to take into account the development of agritourism in the finalization of the "road map" of the strategy for the development of the tourism industry in Russia proposed by the Ministry of Economic

Development (The Ministry of economy proposes..., 2019). In a number of regions (the Krasnodar Territory, the republics of the North Caucasus, etc.), the concepts of agritourism development were adopted (independent or in the framework of larger concepts) until 2020–2030. In 2019, the Gastronomic Map of Russia, developed with the help of the Ministries of Agriculture, Industry and Trade, regional authorities and specialized NGOs, will be available on Google maps. This navigator presents regional dishes and special tasting menus for tourists, as well as farms and shops, where one can buy local edible souvenirs, and covers 18 of the most advanced regions in agritourism.

The civil initiative was also developing. In 2017, the "Far Eastern hectare program" was launched, which gave all Russians the opportunity to get land plot for free in 9 regions of the Far East - from the Khabarovsk territory in the Amur region to Yakutia in the North and Sakhalin and Kamchatka in the East. By the beginning of 2019, more than 73 thousand Russians, who became its participants, received plots with a total area of 47 thousand hectares, and 11-14% of them plan to implement tourism projects (The results of the two-year..., 2019).

The development of measures directly or indirectly stimulating the development of agritourism in the framework of sectoral state programs until 2025 is being completed. Thus, in March 2019, the Ministry of Agriculture presented a draft State program of complex rural development up to 2025 aimed at increasing employment and well-being of the rural population, the formation of comfortable and favorable living conditions, as well as ensuring transport accessibility, the development of telecommunications, engineering and social infrastructure of the rural territories, including taking into account the development of agritourism. The key mechanism of the state program will be a competition of regional projects that will be co-financed by the state. The federal budget will allocate about 1.1 trln. rubles for this (\$ 17.5 bln.). Such projects can be represented by commercial, non-profit and public organizations, municipalities, initiative groups of rural residents. The implementation of the program is likely to be led by the Ministry of agriculture or a special Agency subordinate to it (The Ministry of Agriculture has developed ..., 2019).

The current situation in the country is conducive to the implementation of the above-mentioned programs and plans. The unstable international situation (including the terrorist threat) and the ongoing "war of

sanctions" weaken the market of Russian outbound tourism in favor of domestic, the promising direction of which is, as a rule, cheaper agritourism. According to surveys in early 2019, out of 54% of Russians who decided on plans for the summer, 16% or almost a third were going to spend the summer in a dacha or in the village. This reformatting of demand is correlated with the potential growth in the supply of agritourism services. It is caused by increased competition of farms with large agricultural holdings in the domestic market and the release of labor (the level of rural unemployment is already twice as high as urban) due to the transition to industrial technologies in traditionally labor-intensive industries: vegetable growing, horticulture, dairy farming (Frumkin, 2016). It can be assumed that in the future the share of agritourism will reach at least 5-7% of total tourism services and about 10% of farm income. The outstripping growth of domestic agritourism does not exclude (and even presupposes) the further development of export – import relations in this area. In the European direction it is the expansion of cooperation of Russian tourist associations with the ones in Eastern (Latvia etc.) and Western (Italy, France) Europe. For example, in 2018, an agreement was signed on long-term cooperation between the Association of agritourism of Krasnodar territory and the French company Arteres, on the transfer of experience in the organization of rural tourism in Provence. Russian-Serbian agritourism cooperation is also very promising, especially since the leading Russian NGO in the field, - "Agritourism Association (Agroturizm Assotsiatsiya)" and the Serbian "National Association of Rural Tourism of Serbia (Nacionalna asocijacija Seoski turizam Srbije)" are EuroGites members. In the Asian direction, the implementation of agritourism projects within the framework of the "Far Eastern Hectare program" can actually contribute to attracting tourists from South Korea and Japan (especially to Kamchatka and Sakhalin), and the completion of the construction of high-speed railways and highways Moscow-Beijing by 2035 - Chinese tourists. The balanced development of domestic and inbound-outbound Russian agritourism will allow turning it from a niche, local to an internationally competitive mass type of tourism and a real factor in the development of the Russian rural territories.

Conclusion

Analysis of the current situation and current concepts and programs of development of agritourism as a special type of tourism in Russia allows us to draw the following conclusions:

- the development of the tourism industry in Russia as a whole corresponds to global trends and turns into a significant factor of economic growth,
- the development of Russian agritourism, primarily as a complement to agriculture factor in the development of rural areas is not enough, especially in comparison with the EU countries,
- in rural areas of Russia there are necessary resources for the implementation of all known models (Anglo-American, European, Asian) of rural tourism (rural nature, rural lifestyle, local cultural and material heritage, the opportunity to join the local folklore, cuisine, agricultural crafts),
- there are sufficient driving forces for such development, especially farming and other forms of small and medium-sized businesses, as well as part of citizens' subsidiary households,
- the effective connection of resources and driving forces of agritourism is restrained both by objective reasons (vast rural area with underdeveloped infrastructure) and institutional and legal reasons (lack of systematic approach and weakness of legal regulation and state support of agritourism, lack of personnel, etc.),
- by 2025, the implementation of federal programs on tourism development and complex development of rural areas (including legal and economic incentive mechanisms), related programs of regions, plans of rural municipalities and initiatives of residents, will allow the actualization of agritourism and an increase in its share in the future in the total proceeds from tourism in Russia to 5-7%, and farmers' income – up to 10%.

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