



Resort Complex of the Russian Federation: Modern Aspect of Development

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ABSTRACT

Contemporary Russian resort complex (RC) is a unique phenomenon, specific for a number of post-Soviet countries. Its originality is due to the origin of the Soviet sanatorium system prevailing social orientation, orientation to therapeutic measures. Despite the fact that a number of experts proposes to consider the activities of the sanatorium organizations in the framework of an independent economic activity, more informed opinion that in this case there is the operation of an interbranch complex organizations engaged in various activities, such as spa establishments (sanatoriums, sanatorium, balneogryazelechebnitsy, boarding houses with treatment, children's camps of sanatorium type), which are medical institutions; recreation (holiday resorts, holiday homes, camp sites, camps), "hotels and other accommodations collective accommodation, which are considered public utilities," located in the resorts catering; "tourist and excursion companies, related to the tourism sector," the organization Various recreational services and entertainment, culture and sports. Therefore RC can be defined as cross-sectoral integration of different organizations specializing in the provision of health, wellness and recreational services, which are located in the resort areas and are used in the activity of natural and recreational resources, while maintaining their specific expertise.

Keywords: Resort Complex, Tourism, Resort Infrastructure, Market

JEL Classifications: L83, M38

1. INTRODUCTION

The need to improve the efficiency of recreational sphere, taking into account the socio-political and social trends becomes the new conditions of national importance task. The importance of recreational activities at the level of the individual, groups and society as a whole is formulated in many policy documents state level. As one of the most important sectors of social services, recreation advocates, essentially, social and cultural tool in the implementation of government policy.

One form of recreation is considered by many researchers, health-resort. Sanatorium Complex of Russia - is a wide and

strong network of institutions. The leading role in it played by the sanatorium, health-improving camps, sanatorium. The main type of activity is medicine, aimed mainly at the prevention of diseases and thus reduce the level of morbidity and disability as a result. Normal functioning of the spa complex of Russia directly affects the country's economic situation. Restoring the work capacity of the working population thus reduced costs for social security, health care (Chudnovsky and Zhukov, 2007).

Thus, the health resort activities, as a form of recreational activity, is today the most massive event in the territory of the Azov-Black Sea coast. The concept of a tourist destination (site) should be of a systematic presentation of the tourist and recreational sector. The

attraction is the primary factor in determining the development of recreational areas and the secondary factor is the development of an appropriate infrastructure.

Theoretical and methodological basis of research is the concept of Russian and foreign authors, realizing economic, social and psychological approaches to the analysis of modern tourism and service sectors. During the development of the author's conception of modern modification of international tourism and its place in Russian service neoclassical growth theory have been used, the theory of international trade and the theory of the transition economy.

Instrumentality and methodical apparatus of the dissertation is based on an integrated approach using categorical methods, experiential, subjective-objective, comparative analysis. Delivered by the author tasks are implemented through the use of scientific methods of knowledge: Economic and mathematical and statistical analysis, method of scientific abstraction, forecasting.

2. RESULTS

The RC includes in its membership the organization of various spheres of activity (including resort establishments of medical profile, the organization of hospitality industry), located in the resorts and intended for distribution and servicing of tourists arriving at the resort with a variety of objectives.

In this case, the following components are included in the RC.

1. Actually spa organization - By the sanatorium - Resort organizations include businesses, institutions and organizations of different forms of ownership and departmental affiliation, located on the territory resorts, therapeutic areas and beyond, performing therapeutic and recreational activities with the use of natural healing factors. The concept of "spa organization" has not received its legislative consolidation. The Ministry of Health as an official definition uses the term "spa facilities". Spa facilities (SCU) are health care facilities designed to provide assistance to the sanatorium - medical care varieties, provided to the population by medical staff using of natural healing factors (climate, mineral waters, mud) in combination with artificial physical factors, physical therapy, diet and other methods in a rational mode of treatment and rest. In practice, in order to achieve a common approach to the management of the resorts for spa organizations to include in addition to the spa facilities, recreation (pensions, rest houses, camping, camps for children), as well as resort hotels and other accommodation facilities for receiving recreants.
2. The various levels of governments (federal, regional, municipal) - Levels of management of sanatorium-resort complex (RC) federal level - The state bodies of management of sanatorium-RC. These include body structures that are part of the legislative and executive authorities. Legislative power in both houses (in the State Duma and the Federation Council) usually forms subcommittees in charge of tourism and resorts. These subcommittees include a member of various committees, depending on the structure of the Duma and

Federation Council of each of the new convocation. These issues are dealt with as the Health Committee. The executive branch, which since 2001 in charge of the resort business - It is the Russian Federation (RF) Ministry of Health. The functions of the federal government include:

- The development of legislation and regulations in the health and spa industry;
- Development of the rules and norms of standardization and licensing;
- Maintenance of the state register of the holiday fund of the RF;
- To define the strategy of a sanatorium complex;
- Development and coordination of federal resorts of development programs;
- The organization of scientific research in order to enhance the holiday fund and increase the efficiency of its use;
- Training and retraining of personnel in the health and spa industry;
- The formation of vocational education and training programs, as well as the management of relevant institutions;
- Improvement and monitoring of the RF legislation on protection and use of natural medicinal resources, therapeutic areas and resorts;
- Protection of the rights and interests of citizens during the period of their spa treatment and stay at the resort, ensuring their safety, "the creation of the power vertical organizational structures for public health centers."

Meso level - Regional departments, offices, committees and departments within the administration of the RF subjects and municipalities in the composition. They were formed in accordance with the changes at the federal level, they have different names, levels of authority and staffing structure depending on the significance of the spa business for the regional education. These regional governments set up in almost all the subjects of the Federation, often for joint management with tourism. The executive bodies of constituent entities of health resorts are not engaged in the activities, except for the licensing of medical activity. The main task of the regional government level is the implementation of the state policy in the resort within their territorial entities. In this sense, coaching resorts refers to their competence.

The main functions of regional authorities include the following:

- Management of local resorts and resort development territorial programs;
- Carrying out licensing and supervision of certification services in this area;
- Coordination of activities of the organizations of sanatorium sphere of tourism and infrastructure and enterprises;
- Promotion of entrepreneurship in this sector;
- Compliance with federal legislation in the sphere of resorts and the environment and development in the framework of these own environmental programs;
- Regulation of training for resorts;
- The promotion of a regional holiday product, the formation of consolidated advertising budgets.

Micro level - The level of control directly sanatorium organizations. The basic level of management control functions include all activities to ensure the sustainable development of their organizations. This level is also represented by enterprises of resort infrastructure, resources, organizations, suppliers and marketing intermediaries (spa associations, travel agencies and so on.). In addition to government agencies observed the formation of social organizations of the system, affecting the development of the spa complex at all levels. Such organizations include the National Resort Association, the Russian Union of Travel Industry, the Association of Professionals for Regenerative Medicine, the National Academy of Tourism, Entrepreneurship in the Committee of tourism, resort-recreational and hospitality activities of the Russian Chamber of Commerce and other public organizations with their representatives in the regions and to actively influence the policy of the resort.

Several levels of management can be identified in the corporate governance of the sanatorium organizations. Federal level for the budgetary organizations (e.g., the power ministries) form a logistics service, as part of which are medical management (services) are directly closed sanatorium. For commercial resorts federal level may not be available. In this case they are managed directly by the representatives of the owners (through the Board and the Board of Directors). At the same time, the federal scale commercial structures (RZD, Gazprom, oil companies, etc.) To create a centralized management service departmental medicine and sanatorium organizations.

3. Agencies and other intermediaries - Activities of tourist companies is closely linked to the JCC organizations. Tour operators working in the field of domestic tourism, conclude contracts with sanatoriums and boarding houses for the implementation of the sanatorium permits involved in the promotion of their services, offering information about the health resorts of potential consumers. The role of intermediaries between the sanatorium organizations and vacationers also serve funds of social insurance and social protection, insurance companies, spa associations, children's funds, real sector of economy of the enterprise.
4. Spa resources - Organization spa complex using multiple resort resources in its operations - A set of climatic factors and the man-made objects, intended for therapeutic and recreational activities that define the possibility and prospects of development in the various regions of the RCs necessary for recreation and health promotion population.

The basis of the resource potential of the resorts up the natural healing factors, which include climate, healing mineral waters and gases, mud, mare and so on. On this basis distinguish climatic, balneological and mud resorts and spas with special natural resources. In most cases, multiple groups of natural factors used in the resorts.

5. The resort infrastructure - Holiday activity is impossible without ensuring and related infrastructure, which includes transport services, trade, public catering companies, entertainment and recreational organizations, educational institutions, utilities and so forth.
6. Market - Companies spa complex form the market a variety of spa services. Consumers of these services can be divided

depending on travel purposes into two main categories: Patients who came for treatment and rehabilitation in the sanatorium organizations and tourists arriving on vacation. According to data obtained by different researchers in the survey of tourists in recent years, the federal resorts there was a steady trend mainly for leisure trips (beach, informative, entertaining). However, the structure of supply in the Russian resorts does not meet consumer demand, so a large group of travelers is enough coming in and resorts to treatment (mainly under preferential permits), refuse treatment altogether or get it at the lowest schemes, limited recreation.

It should also be borne in mind that part of the spa complex is out of the market and sells tickets or partially, or not at all implements. This refers to the state budget and state institutions of power structures, sanatoria of Ministry of Health and other government sanatoriums (Vetitnev and Voynova, 2014).

Currently in Russia there are more than 1927 of the sanatorium organizations that lump can accommodate more than 370 thousand. Holiday makers (The uniform interdepartmental information and statistical system). Spa and wellness facilities are located on the territory of Russia is uneven, due to the use in the treatment and rehabilitation of various natural curative resources (mineral water, mud, climate, landscape). The largest number of the sanatorium organizations located on the territory of the Volga, Central and Southern Federal Districts (PFD, Central Federal District, Southern Federal District).

Distribution of natural and therapeutic factors creates conditions for the development of spa treatment. A large number of the sanatorium organizations on the territory of the Volga Federal District, Southern Federal District and the Central Federal District indicates their high natural healing potential and high potential demand for spa treatment and recreation. The organization of the health resort activities is an important component of a highly qualified staff, due to the peculiarities of functioning of enterprises (provision of medical and health services), which according to the degree of organization is very complex. The need for manpower due to their significant role in the provision of treatment and rehabilitation services.

Indicators of human development - The natural growth, morbidity and income in all federal districts of Russia, illustrate the development of the socio-economic sphere, its main problems and their solutions. Natural increase and overall morbidity are indicators of the level of quality of human resources. Raising the general population incidence shows the need for spa treatment and rehabilitation. Many diseases are effectively treated in sanatorium conditions using natural medicinal resources. Rising income levels and forms required a strong demand for spa services. Dynamics of natural increase shows the difference between births and deaths in a given time period. The highest natural growth in 2013 was observed in the territory of North Caucasus Federal District (+ 9.2), UFO (+ 2.7) and the SFO (1.6), due to the widespread dissemination of these regions of the Islamic religion, the priority at which a family with a large number of children. Negative growth is observed in the CFA (-2.3), which is associated with

an increase in the length of women of childbearing age, lack of desire of families to have children at all, or the desire to have only one child. The largest share of natural increase is characteristic of the North Caucasus (The Federal State Statistics Service, 2015).

On average in Russia there is a slight positive increase of the population, suggesting the need for control over the processes vital. High morbidity reduces labor potential, which may cause a decrease in the economic growth of enterprises and the economy as a whole. The increased incidence is directly related to environmental degradation and the immunocompromised. The growth of population morbidity suggests that it is necessary to form an extensive network of health resorts and improving organizations and ensure their continued occupancy.

The largest number of ill - with respiratory disease (pneumonia, bronchitis, tracheitis, etc...) By 48.3 units per 1000 people more in 2012 than in 2005 due to smoking, deteriorating environmental conditions, inflammatory processes, and so forth. The highest level of respiratory diseases observed in the Central Federal District and the Northwest Federal District, which is associated with high populations. The most effective prevention of respiratory diseases - finding on pure fresh air, nature, treatment klimatopavilon or salt chamber, where the air is full of salt ions. All this can be carried out completely in a spa treatment. Diseases of the genitourinary system throughout Russia ranked second and the average number of - 46.8 cases per 1000 people. A particularly large number in 2012 was registered in the Volga Federal District (58.4) and the SFO (56.1). The most frequent diseases of the genitourinary system - Cystitis, pyelonephritis, urolithiasis, diseases, sexually transmitted diseases, etc. A rational system of healing in a spa and resort, which consists in the treatment of mineral waters and curative mud, will help prevent the development of genito-urinary diseases and to organize preventing their occurrence.

Ingestion often suffer from poor lifestyle choices, malnutrition, stress and adverse environmental conditions. The most common gastritis, heartburn, stomach ulcers, which may be treated in the early stages. Spa and wellness nutrition within the health resort activities aimed at improving the condition of the digestive system and reduce the risk of diseases of the digestive system.

Thus, the increase in the incidence of talking about the need to take preventive measures to improve the quality of public health. One of these measures - The spa treatment and recovery. Timely rest and treatment contribute to the improvement of all systems of the body, which consequently leads to an increase in the working population and the nation healthier.

The territory of the Ural Federal District is located within the geographical limits of the Urals and Western Siberia. The makeup of the county consists of Kurgan, Tyumen, Sverdlovsk, Chelyabinsk regions and the Khanty-Mansi and Yamalo-Nenets Autonomous District. The area formed by the system of the Ural Mountains and the East European Plain, which has a unique mineral water and mud, the beautiful natural landscape complexes, plenty of water resources of natural and artificial

origin, which together forms a favorable therapeutic and recreational potential of the area. A large number of companies spa complex is located on the territory of Sverdlovsk region, among them are the sanatorium "Cape Verde," "Kuryi," "Lenevka." They have at their disposal and mineral water are located in the forest park areas on the banks of rivers and artificial reservoirs, at the foot of the Ural mountains, which creates favorable conditions for treatment and rehabilitation.

On the territory of the Tyumen region important natural healing resources are curative mud and mineral water. Medical sapropel mud lakes Big and Small Taraskul, Lebyazhye, Ahmanka widely used in the treatment and rehabilitation in sanatoriums "Ishim," "Taraskul," "Ahmanka" and others. Picturesque landscapes produce improved mental state of holidaymakers, which also contribute to the recovery.

An important factor in the development of medical tourism is a large number of potential customers who are in need of spa treatment and wellness services, or just want to relax in nature. The level of welfare - An important indicator, creates demand for spa services. According to official figures (The Federal State Statistics Service, 2015), money income per person in the Urals in 2013 amounted to 28,674.8 rubles per month (in Russia - 25,511.7 rubles per month.). This is the second place after leading the CFA. It should be noted that over the past three years there is an increase in the volume of cash income per capita in all regions of the country. In 2010, the incomes of the population in the Urals - 20,099.6 rubles, in 2011, they decreased by 4.0% in 2012 and increased by 10% compared to 2011 and increased in 2013, 25%, indicating that high rates of economic growth in the region.

With the increase in income of the population occurs in the financial feasibility of treatment and rehabilitation in sanatoria and health resorts. Increased occupancy sanatorium - resort organizations, which will result in a reduction in morbidity and increased economic efficiency. Trace a relationship between these two factors is possible when using the Pearson correlation coefficient (Pearson correlation coefficient). The value of the correlation coefficient Pearson obtained by comparing the number of institutions spa complex and the population, as well as real incomes, is 0.898 and 0.625 respectively, which is the strongest level of correlation. These data confirm that there is a close correlation between the number of sanatorium organizations, population and monetary incomes of citizens. The negative dynamics of the population of some federal districts and unstable monetary income citizens have a negative impact on the development of sanatorium branch. This trend is observed in the Northwestern Federal District Southern Federal District, and in 2002-2013, the but this trend is not reflected in the occupancy of sanatoriums and resorts of these areas because of the large flow of tourists from other regions of the country. It should be noted that the sanatorium sphere of these areas is a large and steadily growing, t. To. The resorts are located there, known both in Russia and abroad.

The slowdown in the construction, organization and a minor occupancy sanatorium - resort organizations associated

primarily with the period of stagnation in the economic and political processes in the country, the period of the crisis and post-crisis restorative time. It should be noted that the increase in the solvency of the citizens and their mobility contributes to the fact that anyone can choose an attractive place for rest and recuperation that unpromising for the development of sanatoriums and resorts.

Active development of the regions of the country, positioning itself as a resort area, providing high-quality health resort product in the various programs, can serve as an additional source of economic development. In addition, it planned to develop the resort and tourism infrastructure in the framework of socio-economic development of regions. Expected to increase the attractiveness of the internal tourist routes through the development of infrastructure complex, creating favorable conditions for visitors to the region and the country, as well as by the introduction of a variety of tools to support medical and health tourism. This policy is carried out in the Urals and the Volga Federal District, where the recognized leaders in the number of health centers and the total capacity is the Chuvash Republic and the Tyumen region.

A very important problem of development of sanatorium branch in all regions of the country is the lack of development of transport and engineering infrastructure. At present, the regions can not to finance any large-scale projects, which is associated with a small share of the regional budget, and must compete with other federal regions for financing from the federal budget. In addition to the existing natural therapeutic potential, developed infrastructure of the complex, is currently one of the keys to the successful development of any organization is a well-developed marketing strategy. The peculiarity of the sanatorium organizations of Russia - the lack of long-term marketing programs. Sanatorium advertising can afford only large companies, due to insufficient funding. In pole position are organizations located in those subjects who are planning the development of all sectors, including the sanatorium organizations, or organizations with a stable image in the market spa treatment.

Thus, for long-term development requires a steady consumer demand, brand and corporate brand territory of the spa facilities. This is observed only in the territory of the Southern Federal District (for example, Krasnodar region is famous for the resort city - Sochi, Gelendzhik, Adler, Tuapse, Anapa). On the territory of the Volga Federal District and the UFO of the sanatorium organizations there that constrains development. To solve this problem, you must find other ways to attract travelers, such as the development of linkages between large enterprises and sanatorium organizations that can provide each other preferential conditions for cooperation (prevention and rehabilitation of employees). Method of active mutual cooperation is very suitable for the UFO, which is associated with the presence of large industrial enterprises and complex working environment. Problems in the development of therapeutic and recreational complex should be smoothed using a planned state support and established market mechanisms. The necessary equilibrium can only be established with the participation of government institutions, the functioning of individual market participants is not enough.

Do not forget to allocate significant state funds to modernize the health resort sector for the acquisition of social vouchers at lower prices that are often lower than the average market. The scale and scope of this type of support to small and not very effective. For the sustainable development of sanatorium - resort industry and the formation of the market of medical and sanitary services the government needs to develop a unified program and the concept of long-term development of this sector of the economy. Such programs should be taken at the federal and regional levels with the aim of studying natural therapeutic capacity and resources, it is also necessary to form a comprehensive system of measures to promote the spa services to ensure stable occupancy sanatoriums and resorts.

The state's role in the development of sanatorium-RC currently strongly undervalued. It is necessary to give it more impact, because the creation of a unified software development can greatly improve the social and economic security of Russia. The absence of a national program in the development of the spa treatment is the limiting factor for human development and the formation of economic capital. An important role is played by the lack of a unified chain of command public and private resort structures (Oborin, 2013).

Therefore, the main objectives of the state support of health resort and tourist complex should include (The Law of Krasnodar Region on July 15, 2005):

1. Creation of modern highly effective and competitive on the global level of sanatorium and tourist complex, providing ample opportunities to meet the needs of Russian and foreign citizens in various health resorts and tourist services;
2. Creation of favorable conditions for effective work, increase the financial stability of the subjects of health resort and tourist complex, early development and renewal of the material and technical base;
3. Preservation and development of natural medicinal and tourist resources of the RF, and increase the efficiency of their use;
4. Creation of favorable conditions for investments by Russian and foreign companies in the health resort and tourist complex;
5. Increase in budget revenues at all levels of the budget system RFot stakeholder sanatorium and tourist complex;
6. The establishment of a modern system of training and additional vocational training of personnel for the health resort and tourist complex;
7. The development of engineering infrastructure of the RF resorts;
8. Improvement of the ecological situation in the RF resorts;
9. The alignment of seasonal imbalance in occupancy of spa and health organizations;
10. Creation of image of regional resorts like the best and most favorable for the treatment, rehabilitation and recreation of citizens of the RF;
11. Increase the flow of tourists in the territory of the RF.

State support for sanatorium-resort and tourist complex of the RF it is advisable to be based on the following principles:

1. Availability of state support for all subjects of health resort and tourist complex, regardless of their organizational-legal forms and forms of ownership;
2. The consistency and sustainability of the measures of state support of health resort and tourist complex;
3. Targeted state support and targeted use of budgetary funds
4. The effectiveness of use of budgetary funds;
5. Implementation of procurement of services for sanatorium treatment for the privileged categories of citizens among the organizations of sanatorium and tourist complex (The Law of Krasnodar Region on July 15, 2005).

3. CONCLUSIONS

Summing up, it is worth noting that the spa business in Russia has traditionally been a part of state policy, and an important section of the national health system. Russia has a variety of medicinal resources, many of which are unique. The presence of diverse natural resources has created in our country is a multi-faceted system of sanatorium treatment and rest. And to maintain a sanatorium complex of the RF at the appropriate level, an effective state policy in the field of health resort and tourism, aiming at sustainable development of complex.

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