

Attributes of rationality of the regional tourist complex structure

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Abstract. The article deals with the problem of formation of a rational structure of the regional tourist complex, which is associated with the multidimensionality of tourism as a complex intersectorial socio-economic complex. Scope of tourist activity covers some horizontal space, including businesses and organizations of different industry sectors that determine the need for elaboration of special mechanism for its development and management. A theory of rationality can become a scientific basis for the planning of tourist development programs in the region. The article defines the rationality criteria of regional tourist complex structure.

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Introduction

Restructuring of regional economies is one of the most significant results of economy reforming in Russia. Formation of regional markets continues under the effect of changes in the final demand structure and increasing international competition.

Essential prerequisite for the realization of the proclaimed policy of socially-oriented economy is the development of non-productive sphere. Significant block of non-productive sphere in the region is a tourist and recreation complex, which is an important factor of the social infrastructure, responsible for reproduction and recreation of human resources. Multidimensional nature of tourism as a complex of intersectorial socio-economic complex, whose scope lies not in usual vertical industry-specific plane, but covers some horizontal space, including businesses and organizations of different industry sectors, determines the need to devise special mechanisms for its development and management [1, 2, 3]. Social function and the interdisciplinary nature of the tourist sector of the economy does not allow us to expect that the development of this sector in full measure can be farmed out to market regulation [4]. This type of business cannot be in good progress without the full support of the state and regional authorities [5, 6, 7]. To prove this thesis, we can give examples of countries where tourism has the highest rate of development [8].

Main part

The systemic nature of tourism development should be based on integrated tourism development programs in the region. Unfortunately, today in Russia's regions the development of such programs is often spontaneous nature, without a thorough market research and proper scientific study of strategic issues.

Accordingly, the most commonly, the objectives declared in the program, cannot be achieved. New programs are constantly being developed without analyzing the causes of failure of previous programs. The reasons of disadvantages of the regional tourist programs can be attributed to their weak theoretical substantiation. One of the key concepts used in the development of programs should be the concept of rational structure of tourist and recreational complex that yet is not consistently defined. In this paper we propose a theoretical justification for a key concept of strategic planning of regional tourism, such as a rational structure of a tourist complex in the region.

All kinds of offers on the tourist market should be focused on a particular consumer, on his demands, tastes and travel objectives. Tourist motivations and needs, as defining components of demand, are the bedrock of tourist business structures; they determine the competitiveness of the produced tourist product of the whole region. At that, important is a dual-purpose complementary approach: on the one hand, a thorough, objective study of the consumer motives and needs, which should be placed in production focus, as well as targeting tourist products; and on the other hand, an active influence on the existing needs and their customization and development.

Current state of the tourist complex is characterized by its structure. The structure of the economic system is commonly understood as an ordered set of interrelated elements that are interconnected in a stable relationship, providing their development and functioning as a whole. The structure of tourist complex is characterized by a number of various tourist product offers, the composition of the tourist enterprises with their characteristics, including the spatial distribution of

tourist enterprises, consumption volumes of tourist products by different categories of tourists, distributed in time and space. Tourist complex structure is formed under the effect of external and internal factors. It depends on the tourist potential of the region and the level of development of its infrastructure, necessary to serve the tourists, as well as the level of development of a competitive environment.

When developing the tourist complex its structure changes under the influence of managerial decisions. The purpose of such management actions is the formation of a rational structure of the tourist complex.

Concept of rationality is one of the central points in socio-economic sciences. However, this concept is characterized by a high degree of uncertainty. Therefore, the debates over the content of this concept are conducted in sociology and related disciplines for a long time and are still continuing. Max Weber [9] is considered to be the founder of the theory of rationality. Following Max Weber's theory of rationality a number of other avenues that are very different to each other and even have different terminology were emerged.

Many contemporary scholars agree with the thesis that rationality has qualities such as relativity and incompleteness, though they may slightly differ in the interpretation of some of these qualities [10, 11, 12].

The authors interpret the relativity as a fact that the rationality of the whole system considered may not coincide with the rationality of its specific parts.

Authors' interpretation of incomplete rationality is based on the thesis stating the impossibility of absolute knowledge. Rationality can be considered from the standpoint of the current level of science development and the available information about the object.

Rationality always involves a choice of options. Formulation of available options is subjective and depends on the used system of scientific knowledge and skills to apply them. From our point of view, the rationality of regional tourist complex structure is determined by the level of compliance of the existing products of the complex to existing sustainable demand to these products, as well as the possibility of the complex to achieve planned goals with the least amount of time and resources. These criteria are quite general and have a generalized nature. Using just these criteria, it is difficult to determine in practice whether this or that structure of regional tourist complex is rational, as well as to assess the degree of this rationality. In other words, it is difficult to establish an effective methodology to

assess the rationality of complex structures on the basis of just these criteria.

It is advisable to allocate a number of performance criteria of rationality of the regional tourist complex structure, each characterizing one of the main aspects of the structure rationality.

Note that the main components of the regional tourist complex structure include the following: the structure of the products offered, the production structure, the functional structure of complex enterprises, the structure of the management system, the complex infrastructure and its proportions, the complex resource structure and its economic potential. To create a productive methodology for assessing the rationality of regional tourist complex structure, it is necessary to use systematic and comprehensive approaches and take into account all the main components of the complex structure.

In accordance with the concept of rationality, we have introduced factors characterizing the regional tourist complex rationality (Fig.1).

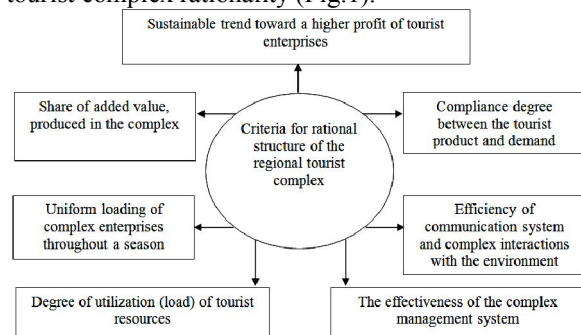


Fig. 1. Criteria of the rational structure of the regional tourist complex

Economic rationality means that the economic system seeks to achieve stated objective and calculates comparative costs of chosen means towards this end. Uncertainty and ambiguity in the concept of rationality is largely conditioned by the ability to specifically state the purpose. Simplification of business operation becomes the engine of development and implementation of new materials to create products, new ways of labor management, and new opportunities to promote commodities. Thus, rationalism forms in market entities the need to determine the prospect of improving their own business activities.

Separation of rationality features allows one to scientifically approach the objective statement and criteria to select the options in order to achieve this objective.

It was mentioned earlier that a key element, contributing to the development of a tourist complex, is the existing administrative system of management of tourist activities in the region. Development of

regional tourist complex should be carried out under special regional programs. The program defines the objectives and policies of tourism development in the region. Therefore, tourist complex development programs of the region are the main tool for constructing a rational structure [13].

In virtue of the peculiarities, inherent to regional tourist complex, the main role in the elaboration of programs for the tourism development in the region is at the discretion of the public administration management of the relevant entity of the Russian Federation.

The program should provide a high investment attractiveness of the tourist sector in the region. When developing programs, global interests of the entire population should be taken into account, rather than just the tourist industry enterprises [14, 15]. Exactly public administration management should provide the improvement of the life quality in the region through the implementation of the programs, as well as to solve the environmental problems and to preserve natural resources for future generations.

Conclusions

The program of regional tourism development, and especially its implementation on the basis of a tourist complex should be provided by the functioning and development of public-private partnership that should be created in order to increase the efficiency of the tourist complex through the research and analysis of tourism and recreational needs, the knowledge of which just enhances the efficiency of production and consumption of the regional tourist products.

In conclusion we note that currently, when elaborating tourist complex development programs in the region, the selection mechanism, as a rule, is not used, though it is a necessary condition when constructing the rational structures. As a rule, the existing programs are missing a serious argumentation that also contradicts the notion of rationality.

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