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ОЦЕНКА ТУРИСТСКОГО ПОТЕНЦИАЛА ДЕСТИНАЦИИ ДЛЯ РАЗВИТИЯ КИНОТУРИЗМА НА ОСНОВЕ ЭКСПЕРТНОГО ПОДХОДА

Аннотация. Рассматриваются различные подходы к оценке туристского потенциала дестинации. Анализируются подходы к определению туристского потенциала. Рассмотрены факторы, влияющие на формирование туристской привлекательности. Предложены критерии для оценки потенциала региона для развития кинотуризма. Описан экспертный подход и его использование для оценки потенциала развития кинотуризма в регионах.

Ключевые слова: туризм, кинотуризм, туристский потенциал, оценка туристского потенциала, факторы формирования туристской привлекательности, метод количественных показателей (метод экспертной оценки).

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ASSESSMENT OF DESTINATION'S FILM-INDUCED TOURISM POTENTIAL BASED ON EXPERT APPROACH

Abstract. The article discusses various methods to evaluate the tourist potential of a destination, analyzes various approaches to the definition of tourist potential. The article also considers different factors affecting tourism development and fostering the tourist attractiveness. The author proposes the criteria for assessing the potential of the region for the development of film-induced tourism. The method of quantitative indicators (the expert assessment method) to assess the film-induced tourism in region is described in detail.

Keywords: tourism, film-induced tourism, tourism potential, assessment of tourism potential, factors fostering tourist attractiveness, quantitative indicators method, expert assessment method.

There are various methods to evaluate the tourism potential of a territory. Despite the large number of works related to the assessment of tourist potential, at the moment there is no generally accepted method of assessment. Before analyzing various methods of tourism potential evaluation, it is necessary to review the definitions to a tourist potential (Table 1).

In their work, L.P. Basanets and A.V. Drozdov [6] distinguish three groups of indicators that affect region potential: natural, socio-economic and environmental tourism. The authors propose an integral assessment of Rus-

sian regions potential for each of these blocks, which should subsequently serve to unite those regions into areas that are homogeneous in terms of tourism potential structure.

Yu.A. Khudenkikh [7] proposes to evaluate tourism potential of the territory, based on the following components: natural, historical, cultural and socio-economic. When assessing the historical and cultural component, the significance of objects and their functional diversity are taken into account based on the degree of their attractiveness.

According to E.Yu. Kolbovsky [8], in order to assess the tourist potential, it is necessary

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to determine the presence of historical heritage objects, to determine the presence of unique natural objects, then to determine the presence of places chosen by citizens for their own recreation and, finally, draw conclusions

about the tourist and recreational potential of the region.

E.A. Zaliznyak [9] identifies the following blocks as the main conditions for regional tourism development: first block is de-

Table 1

Definitions of tourism potential

M.A. Sarancha	Tourism potential is a spatio-temporal combination of natural, public and natural-public resources, reserves and opportunities for the organization and implementation of tourism activities [1]
N.V. Svyatokho	Tourism potential of the region is the presence of opportunities to develop the tourism industry and opportunities to get a positive socio-economic effect from its functioning and increasing the level of region's tourism attractiveness [2] Tourism potential of the region is a set of resources which region has at its disposal in order to organize tourism operations [2]
V. Glăvan	The sum of chances of the natural and social environment offers tourist activities [3]
D.S. Ushakov	Combination of tourist resources and factors of tourism production [4]
A.S. Kuskov	Tourist potential includes natural, cultural, historical, socio-economic background for organizing tourism operations on the certain territory [5]

Source: Hereinafter the tables are compiled by the author.

Table 2

Conditions affecting tourism development

Condition	Example
Natural	The most significant natural resources and sites
Cultural and historical	The most culturally significant architectural buildings, which give the opportunity to study the region in its different historical eras. Mentality, traditions, system of values, and religion will be also included to this category
Political	Barriers to enter and exit the region, political stability, crime rate
Accessibility of region and main tourist sites	Transport accessibility, remoteness from regions with potential tourist demand, number and state of accommodation facilities
Ecological	Positive or negative environmental conditions, which refer to safety factors
Level of informational infrastructure	Dissemination of information about tourist opportunities, services, tourist sites and elements of attraction
Investment attractiveness and business interest	Factors that ensure interest of investors in tourism sector and their willingness to invest in the development of tourism infrastructure and the development of tourism resources

Source: The table is compiled by the author on the basis of findings from [10].

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voted to territorial and resource conditions, second – to social and economic issues, and the last one – to organizational and managerial. The author pays special attention to personal, environmental and informational security.

A.Yu. Kharlamova [10] in her article on assessing the conditions or regional tourism development pays special attention to the analysis of tourism infrastructure.

V.A. Rassypnov, N.B. Maksimova, and A.G. Morkovkina [11] also study the factors of region's tourist attractiveness, among which the following are considered to be very important: evaluation of a site as a natural system, evaluation of a site as a tourist complex, evaluation of site's significance, taking into consideration the opinion of local community, number of tourist arrivals to the site, evaluation of how frequently site can be included in different tours and excursions, evaluation of media interest to the site.

Factors, determining the attractiveness of a tourist destination can also be found in the

methodological recommendations, which describe evaluation of effectiveness of executive authorities' activities in tourism industry field in different regions of the Russian Federation (approved by the Ministry of Culture of Russia on 06.05.2015) [12]:

1) the presence of recreational resources attractive for a potential tourist, which create tourist interest, determine the purpose of travel and tourist expectations.

2) accessibility of the tourist destination;

3) infrastructure;

4) level of prices in destination (value for money);

5) natural conditions of tourist destination;

6) security (whether it is safe to stay in destination);

7) comfort of tourist's stay in destination.

V.I. Kruzhalin, N.V. Shabalina, and K.V. Kruzhalin [13] propose to first identify the object and subject of assessment, determine the assessment criteria and create assessment parameters for tourism potential evaluation.

Table 3

Methodology of recreational potential evaluation

№	Stage	Explanation
1	Qualitative assessment of recreational potential	At this stage, the entire territory of the analyzed region is differentiated by areas (zones) of potential recreational development
2	Determination of municipal and urban districts included in each zone (identified on previous stage)	It is necessary to provide a list of districts which are part of each allocated zone
3	Determination of list of specially protected natural areas included in earlier identified municipal and urban districts	Specially protected territories are divided into 4 categories: nature reserves, wildlife sanctuaries, natural monuments, and resorts
4	Quantitative assessment of recreational potential	The transition from a qualitative assessment of recreational potential to a quantitative one is carried out by counting the number of objects from each category of protected areas in all municipal and urban districts, as well as by calculating the estimated area occupied by protected territories in each municipal or urban district
5	Summarizing the results on each region	The results of the calculation are summarized in a separate table, in which the indicators «Amount» and «Estimated area» of protected zones are specified in percentage terms for further ranking

E.N. Egorova and O.V. Motrich [14] also propose to divide the evaluation of region's tourism potential into several stages.

G.E. Mekush and E.O. Ushakova [15] believe that the ecosystem approach is the most appropriate when assessing the recreational potential of a territory. According to this approach, resources become the main component of natural heritage. Ecosystem services can be classified as:

- supplying (resources),
- cultural,
- regulating (impact on climate),
- sustaining (soil formation, photosynthesis).

For the economic evaluation of ecosystem services, it is necessary to identify the service, then determine its economic value, then determine the beneficiary of the service, and finally establish a payment mechanism for ecosystem services.

It is possible to evaluate tourist resources and factors of tourism development in regions using the cartographic taxonomy method [16]. According to the algorithm of this method, at the beginning it is necessary to classify resources, indicators, factors that affect the tourism industry without determining the degree of their influence.

After that, the area of the object under study is divided into territorial units and each territorial unit is studied by resources and factors. Then, cartographic taxons are distinguished by each resource type and factor. After that, criteria and scales for evaluating each tourist resource are developed. This method will allow to create a set of factors influencing the development of a particular type of tourism in the region.

Based on cartographic taxons, it is possible to build tourism clusters. The cluster approach for assessing tourism and recreational potential can be used to describe and explain economic models for tourism development

in certain areas. When applying cluster approach, it is necessary to provide information about the region of permanent residence of consumers, describe the competitors of cluster and transport accessibility. The basis of such study should be the description of a tourist cluster. Tourism infrastructure, tourist resources, human resources and other elements of cluster should be described in detail. All components of a cluster are evaluated using cartographic taxons.

P.S. Shirinkin, A.A. Lisenkova, and A.Yu. Melnikova [17] propose a method for qualitative and quantitative assessment of the territory. Authors conclude that evaluation criteria should include different types of tourism in the study area, transport accessibility, tourism resources, service, the level of hospitality and informatization, the availability of tourism products, and the image of the tourism area.

The stage of qualitative assessment includes cartographic modeling, hypothetical (preliminary) list of promising areas, brief description of tourist resources on selected territories, SWOT analysis of the territory, matrix of opportunities, threats and environmental profile. The quantitative stage involves methodology for assessing tourist attractiveness of the territory, summary and conclusions.

E.O. Ushakova [18] believes that the problem of assessing the region's tourist potential can be solved by geoinformation support (GIS). The idea of the method is to create a single geographic information system that would include an interactive map of Russia and a single database of tourist resources based in regions and their potential. On the basis of GIS, it is possible to create models of various processes, phenomena and study the change in their state.

One of the tools for integrated planning and assessment of tourism potential in re-

gion can also be a cadastre of tourism resources [19]. A cadastre contains a complex description of tourist resources, qualitative and quantitative assessment of the efficiency of region's economic development, an analysis of tourist resources and measures for objects protection. Cadastral recording is proposed to be carried out in relation to three main groups of tourist resources: resources that form tourist interest, infrastructure and natural resources.

E.O. Ushakova and M.E. Tsoi [20] supplement the component analysis and assessment of natural and economic elements of region's potential with the calculation of integral indicators of tourism and recreational potential of a region. This method involves 5 stages of resource assessment: assessment of individual elements of area's potential, calculation of potential indicators for groups of resources based on the exact areas, calculation of integral indicators of tourism and recreational resources of the region, calculation of integral indicators of tourism and recreational potential of exact areas, calculation of integral indicator of tourist-recreational potential of the region.

A.A. Safaryan [21] argues that the integral method has several disadvantages. First of all, such an assessment is aimed at identifying the value of objects in the economic context, however, their social, cultural, environmental aspects, which also play a crucial role in a complex assessment of the destination, are taken into account, but conditionally. The value of number of objects (for example, aesthetic or educational) cannot be expressed in monetary terms without certain conversion operations. Also, the result of resources' integral approach assessment will be difficult to compare and integrate.

Depending on the purpose of the assessment, tourism resources can have different types of value, and the mechanical sum of all

the received values for specific objects will not give their true integral value. It should be noted that, nevertheless, economic methods of evaluation seem to be very objective, subjective factors also play a major role. In cultural tourism (which is considered to be a parent type of tourism for film-induced tourism) the method of cultural mapping is very common. This method is also often called as the research tool of creative economy.

Mapping helps to create a map of cultural and heritage resources. This helps to determine the potential of the region, as well as the opportunities and needs of potential customers. In particular, this method is very often used in literary tourism. When creating mapping for literary tourism, the literary heritage is considered as a tourist resource of the territory. When using this method, it is necessary to fix three ways of interaction between the geographical space and the space of a literary composition: concrete, symbolic, and pragmatic.

First way includes biographical data in their perspective on real landscape, the inner world of a composition, which is compared with the geographical space where the plot takes place. When using symbolic method, our attention is focused on the new images of geographical space in literature and cultural synergy of the landscape. The third method involves study of those situations when the work of a famous writer encourages a person to make a real journey through literary places. Pragmatics is set in the arrangement of theme museums and tourism development around literary places [22].

M.A. Morozov and N.S. Morozova [23] state that it is quite easy to calculate the potential attractiveness, since it usually consists of the resources that a given region has (the potential of the territory). This is the so-called extensive approach to assessing the tourist attractiveness of the region, assessing

it from the quantitative side. The authors also state that the following groups of factors influence the formation of the tourist attractiveness for the given destination:

- the availability of tourist resources that are attractive for a potential tourist, form tourist interest, determine the purpose of travel and tourist expectations;
- natural factors, including geographical location of a destination, climate, flora, fauna, ecological condition and other characteristics of a destination;
- socio-economic development of a destination, including the level of its economic and cultural development, national habits, culture, etc.;
- general development of infrastructure, including the state of public transport, the level of medical care, the availability of convenient parking lots, etc.;
- availability and diversity of tourist infrastructure of a destination, including the availability of accommodation facilities, catering, leisure, sports and resort facilities, etc.;
- accessibility of tourist destination;
- variety of tourist offers, including sight-seeing, sports, entertainment, resort, recreational and other services offered in destination;
- the level of prices for tourist and other goods and services in destination, taking into account the ratio of price and quality;
- information security;
- safety of stay;
- the attitude of local community to tourists, etc.

After analyzing various methods of tourism potential evaluation, we will consider the approach of M.A. Morozov and N.S. Morozova as one of the appropriate for analyzing the potential of regions promising for film-induced tourism development. The detailed description of the approach can be found in researchers' work [22].

The criteria for assessing promising regions for *film-induced tourism* development should include the following indicators:

- 1) the number of objects included in the resource base of film-induced tourism;
- 2) infrastructure of tourist destination;
- 3) accessibility of a tourist destination;
- 4) films created in the region (their state and number);
- 5) promotion of the region as a tourist destination on domestic and international markets;
- 6) socio-economic and political characteristics.

The first indicator should include the following characteristics: number of objects shown in films, number of film festivals held by the region, number of film studios based in the region, number of theme parks/movie parks located in the region, number celebrity houses and persons associated with cinema, number of film-museums, number of monuments devoted to persons associated with cinema, the number of necropolises where famous actors and directors are buried (Table 4).

The second indicator devoted to infrastructure of tourist destination and should involve: number and availability of accommodation facilities, number and availability of catering facilities: number and availability of large venues which can be used for organizing film festivals, number and availability of cinemas, number and availability of tourist information centers (Table 5).

The third indicator is accessibility of a tourist destination includes: transport accessibility of the region, reasonability of tourist product price, transport diversity, number and availability of non-stop transportation, level information infrastructure development (Table 6).

The fourth indicator involves information about films created in the region and should

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Table 4

**Assessing the region's potential depending on state and number of objects included
in the resource base of film-induced tourism**

Indicator (Yj)	Weighting factor (Rj)		Characteristic (Yjp)	Weighting factor (rp)		Levels (Yjpp)				
	in %	in points		in %	in points	1	2	3	4	5
Number of objects included in the resource base of film-induced tourism	30	300	Number of objects shown in films	20	60	0	10	20	40	60
			Number of film festivals held by the region	15	45	0	5	15	30	45
			Number of film studios based in the region	15	45	0	5	15	30	45
			Number of theme parks/movie parks located in the region	10	30	0	5	10	20	30
			Number of celebrity houses and persons associated with cinema	10	30	0	5	10	20	30
			Number of film-museums	10	30	0	5	10	20	30
			Number of monuments devoted to persons associated with cinema	10	30	0	5	10	20	30
			Number of necropolises where famous actors and directors are buried							
			100	300						

Table 5

Assessing the region's potential depending on infrastructure of tourist destination

Indicator (Yj)	Weighting factor (Rj)		Characteristic (Yjp)	Weighting factor (rp)		Levels (Yjpp)				
	in %	in points		in %	in points	1	2	3	4	5
Infrastructure of tourist destination	20	200	Number and availability of accommodation facilities	22,5	45	0	5	15	30	45
			Number and availability of catering facilities	22,5	45	0	5	15	30	45
			Number and availability of large venues which can be used for organizing film festivals	22,5	45	0	5	15	30	45
			Number and availability of cinemas	22,5	45	0	5	15	30	45
			Number and availability of tourist information centers	10	20	0	5	10	15	20
				100	200					

include the following characteristics: number of films shot in the region, the presence of famous actors in films shot in the region, number of films shot with reference to literary works/historical events, the number of high-budget films shot in the region (Table 7).

The fifth indicator is promotion of the region as a tourist destination on domestic and international markets and involves: number and availability of tourist exhibitions in which the region participates, number and availability of movie-maps, the presence of

Table 6

Assessing the region's potential depending on accessibility of a tourist destination

Indicator (Yj)	Weighting factor (Rj)		Characteristic (Yjp)	Weighting factor (rp)		Levels (Yjpp)				
	in %	in points		in %	in points	1	2	3	4	5
Accessibility of a tourist destination	20	200	Transport accessibility of the region	25	50	0	20	30	40	50
			Reasonability of tourist product price	25	50	0	20	30	40	50
			Transport diversity	20	40	0	10	20	30	40
			Number and availability of non-stop transportation	15	30	0	5	10	20	30
			Level information infrastructure development	15	30	0	5	10	20	30
				100	200					

Table 7

Assessing the region's potential depending on films created in region (their state and number)

Indicator (Yj)	Weighting factor (Rj)		Characteristic (Yjp)	Weighting factor (rp)		Levels (Yjpp)				
	in %	in points		in %	in points	1	2	3	4	5
Films created in region (their state and number)	10	100	Number of films shot in the region	40	40	0	10	20	30	40
			Presence of famous actors in films shot in the region	20	20	0	5	10	15	20
			Number of films shot with reference to literary works/historical events	20	20	0	5	10	15	20
			Number of high-budget films shot in the region.	20	20	0	5	10	15	20
				100	100					

tourist office in the region, number of publications in media about film projects in the region, the presence of the region's web page, the presence of the region's web page translated in English (Table 8).

The sixth indicator is devoted to socio-economic and political characteristics and should include: number of population involved in tourism industry, level of household incomes, political stability in the region, number of projects created in public-private partnership linked with tourism industry, number of legal documents devoted to regional tourism development (Table 9).

- The described approach to assess destination's film-induced tourism potential

will help to identify the most promising regions, as well as to make a detailed plan on film-induced tourism development. The evaluation system is designed so, that the resource base is evaluated first, followed by other indicators, as the resource base is considered to be the key and main factor of film-induced tourism development. The analysis of the region clearly shows which of the indicators require development and attention. In the absence of a resource base or its obvious insufficiency, the target of film-induced tourism development in the chosen region will be either impossible or extremely difficult to achieve. Thus, regions having the lack of points for the

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Table 8

**Assessing the region's potential depending on the promotion of the region as a tourist
destination on domestic and international markets**

Indicator (Y _j)	Weighting factor (R _j)		Characteristic (Y _{jp})	Weighting factor (r _p)		Levels (Y _{jpq})				
	in %	in points		in %	in points	1	2	3	4	5
Promotion of the region as a tourist destination on domestic and international markets	10	100	Number of tourist exhibitions in which the region participates	30	30	0	5	10	20	30
			Number and availability of movie-maps	20	20	0	5	10	15	20
			Presence of tourist office in the region	15	15	0	2	5	10	15
			Number of publications in media about film projects in the region	15	15	0	2	5	10	15
			Presence of the region's web page	10	10	0	2	4	8	10
			Presence of the region's web page translated in different languages	10	10	0	2	4	8	10
				100	100					

Table 9

Assessing the region's potential depending on socio-economic and political characteristics

Indicator (Y _j)	Weighting coefficient (R _j)		Characteristic (Y _{jp})	Weighting coefficient (r _p)		Levels (Y _{jpq})				
	in %	in points		in %	in points	1	2	3	4	5
Socio-economic and political characteristics	10	100	Number of population involved in tourism industry	20	20	0	5	10	15	20
			Level of household incomes	20	20	0	5	10	15	20
			Political stability in the region	20	20	0	5	10	15	20
			Number of projects created in public-private partnership	20	20	0	5	10	15	20
			The presence of the region in state tourism development programs	20	20	0	5	10	15	20
				100	100					

first indicator cannot be recommended for film-induced tourism development. For those regions film base should be de-

veloped first. The analysis can be a base for detailed action plan and makes it easier for municipal authorities to it draw up.

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