

Information support as a factor in the sustainable use of resources in rural tourism

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Abstract. The article is devoted to the study of the possibilities of using the Internet for the development of rural tourism as a factor in the sustainable use of resources in rural tourism. The authors propose the development of a regional online structure as a major factor in the sustainable use of resources in rural tourism. The benefits of promoting rural tourism services through information support are described.

Keywords: information support, rural tourism, sustainable use, resources

1. Introduction

Currently, tourism is one of the main consumers of information and communication technologies, which involves searching for new ways to promote tourism services. The relevance of using the information technology as a factor in the sustainable use of resources in rural tourism lies in the need for it to enter the economy of the region and beyond.

Information support of tourism is a set of information base of tourism, means and methods of its processing, in other words, specialized information technologies. Creating an information base in the field of tourism is one of the most difficult problems. First of all, there are issues of designing an effective information base, which are the determining condition for the successful operation of the entire system in the future. Filling information database with specific data is no less time-consuming task [5].

Currently, Internet resources about travelling are represented by general purpose sites with travel sections, specialized travel portals and sites, global reservation and reservation systems, sites of travel companies, travel agencies sites, hotel sites, personal pages of travelers [9].

Internet resources of the Altai Territory are widely represented in the global Internet. They include the following: (a) specialized tourist portals and websites (for example, www.aip.ru, turizm.naaltae.ru, ruweekend.ru, etc.), (b) websites of tour operators (for example, www.plot-altai.ru of the Plot travel agency), (c) travel agency websites, (d) hotel websites and personal travel pages [8]. Despite this, rural tourism in the Internet resources is presented poorly and fragmentary. On this basis, the search for new methods of using information technologies in promoting rural tourism to the regional, international tourist market is relevant.

2. Materials and Methods

The paper describes the possibilities of using information technology in promoting rural tourism. When conducting our research, the collection, analysis and systematization of both quantitative and qualitative materials was carried out. The methodological basis of the research is a systematic approach within which the main requirements for information support of rural tourism sites were reviewed and analyzed.

The materials for analysis are the data of the region's sites. There are business cards sites of rural guest houses in recent years. However, such sites are quite difficult to find in the Internet. We should note small sections on rural tourism on the following information and tourist portals: "Your Altai" (www.altai4u.com), Visit Altai (www.visitaltai.info), Altaionline (<http://altaionline.ru>), SibTourism (www.sibturizm.ru), "www.selo22.ru," and others.

Internet promotion in the rural tourism market is one of the elements of marketing. Internet promotion has the following distinctive features from the traditional promotion: (a) a fairly complete provision of information about the advertised object; (b) a possibility of creating a dialogue with a potential consumer by various means; (c) an ability to focus a direct impact on the target audience and a specific consumer [4].

The Russian Internet audience is characterized by positive development dynamics and quantitative growth, to a greater extent. Given this trend, the advertiser focuses on potential consumers in the market of agro-tourist services. These consumers increase the intensity of using the Internet; therefore, they are more likely to respond to the company's offer. Internet promotion as a means of marketing is more mobile and adaptable to the external environment than traditional non-electronic means of promotion.

3. Results

In recent years, the number of accommodation facilities and rural guest houses increases in the Altai and adjacent regions. This is due to a change in the attitude of the local population towards tourists, an increase in the value of natural and cultural-historical resources in the process of servicing holidaymakers [3].

For the successful development of rural tourism in the Altai region, we analyzed the development of sites with relevant databases. We have evaluated the information provided on the information portal of the site "Rural tourism in Altai" developed earlier by us (www.selo22.ru). Site content is presented in the following sections:

- "For tourists": this section presents a catalog of estates, as well as information about recommended places to visit, areas of the region, with links to official sites, photo albums, video clips about rural tourism;
- "For organizations": this section contains information on the provision of services and accommodation of tourists, publications on tourism, recommendations to the owners of guest houses;
- "Articles": this section includes articles about rural tourism, events and activities taking place in the region and the region, as well as reviews of tourists about the rest;
- "Feedback": one can download a form with information about the correct description of the estate in this section, or it is possible to add an organization through a special form and send it through the site. In addition, in the section one can leave feedback about the rest and ask the administrator a question. [7].

As a result of the study of the main sites characterizing the rural tourism in the Altai Territory, the lack of a sufficient number of photographs that would allow a visual assessment of the rural house I identified as a pressing problem. In fact, a tourist sees on the site only the house outside and a few photos of its rooms, which is not enough for a complete visual perception of the place of rest. Information about services that a tourist can use on arrival at the place is not sufficiently scheduled. The sites contain only a listing of services, regardless of the season, which would be better described. The websites do not have links to railway stations and transport information, where one can get to the guest house. The location of the estate and the quality of the roads in this place is an important factor for the tourist.

The issues of rural tourism development were touched upon at the first All-Russian Rural Tourism Forum, which was held in Altai Region in 2012. As a result of the forum, prospects for the development of rural tourism in the Altai Region for tourists and potential investors were revealed.

As part of the implementation of the state program “Development of Tourism in the Altai Region for 2011-2016,” a regular training of owners of rural guest houses on the organization and provision of rural tourism services was conducted. “A practical guide to the organization of rural tourist business in the Altai Region,” advertising leaflets were developed and published in the region, and promotional tours are also held on a regular basis [2].

Creating the websites on the subject of rural tourism in the Russian-speaking sector of the Internet still has a very short history, in contrast to the European sector, where this type of tourism has been developing for a long time and actively. There is a problem of insufficient information about the features of rural tourism at present, which indicates the need to resume active promotion of rural tourism and the development of a special website.

The main role of the site is to give the fullest possible information about the rural estates that provide rural tourism services. In this regard, navigation through the catalog of services, excursions, and estates was thoroughly thought out. The user can “in two clicks” get acquainted with the descriptions of houses, see photos, find out on a special map where exactly the estates are located. For a brief introduction to the range of services provided by the guest houses, we suggest using specially designed conditional icons, when you hover over each of them compressed information appears. The introduction of these icons will allow tourists to quickly navigate the catalog of estates. We placed a tourist guide, which is divided into seasons (summer, winter), on the main page of the site.

In order to streamline information on rural tourism, we have developed the following structure, which can be used for the website www.selo22.ru:

- General information about the Altai Region and opportunities for the development of rural tourism: about rural tourism, factors that positively affect the development of rural tourism in the Altai Region, a description of interesting places of the region, ecology.
- Information about joint projects on rural tourism. The website structure should include sections that can attract the attention of investors and specialists in rural tourism.
- Tourist zoning of the territory of the region is the location of rural estates in the districts of the Altai Region.
- Recommendations on the organization of the guest house are practical recommendations for the organizers of rural tourism, useful advice to the owner of the guest house, recommendations on landscape design, recommendations on home improvement.
- A number of descriptions devoted to the rural guest houses is an idea to provide the offers of guest houses as a complex tourist product. All data about guest houses should be systematized according to a certain structure: a category of house; a house name; infrastructure; an accommodation type; costs of living; nutrition; entertainment; a house location; a contact number.
- A press center consists of site news, tourists’ reviews, an “add review” button. In addition, the necessary elements of the structure are: “Feedback”, “Booking”, “Search criteria”.

In the section on the description of rural guest houses, a personal page of the guest house can be presented, which consists of two main blocks:

1. Description of the rural estate: location (district, village); specialization and uniqueness; personal data of the owners (phone, e-mail, website, address); names and descriptions of the guest houses; nutrition; territory and services (free and paid); types of agricultural work (animal care, feeding poultry, work on the plot); entertainment (fishing, horse riding, picking up mushrooms and berries, beach on the lake, excursions); for children (discount).
2. Photos. In this section, a guest house owner has an opportunity to present the following set of photos: owners, homesteads, a view of the facade and side of the house, guest rooms, a toilet, a bath / shower, a wash basin, a *banya* inside and outside, a kitchen, a resting place, etc.

In our opinion, the guest houses owners should not only post information and a few photos, but systematically work on updating their page. It is important to reflect the uniqueness of your household and keep a section on “events” indicating interesting events in which the tourists can take part. For the convenience of users, the site should adopt a unified structure for describing rural tourism subjects.

The basis of information support is a description of rural guest houses, their infrastructure, services provided, costs and contacts with illustrative material. A promising development site is the creation of a section for foreign guests, which means creating an English version of the site. We are also proposing to develop a branded tourist route “The Rural Path of the Altai Region.” This route can unite many participants with a single idea of visiting different parts of Altai. In addition, it may be interesting for tourists who love the movement, changing landscapes and a variety of objects to visit.

One of the main advantages of this portal is an interactive tourist map with attractions, tourist infrastructure, leisure facilities, recreation in the Altai Region, etc. This is a very effective and informative way of presenting and transmitting geographic (spatially referenced) information. Depending on preferences, a user can visually see the location of objects of interest to him relative to his own location and relative to each other, calculate the distance from himself to them. Interactive map responds to the requests of tourists, which allows a user of the resource to feel more comfortable.

In our opinion, these updates will contribute to the success of the site and bring it to a new level. From the user’s point of view, the updated site will contain enough data so that one can easily and quickly choose a suitable place to stay.

4. Discussion

Currently, much attention is paid to the development of rural areas in the Altai region. In 2016, the Association “Krestyanskoye Gostepriimstvo” was created. This is a promising direction for the development of rural tourism in the Altai Region. The Association represents the interests of rural tourism entities in the professional tourist community of the region, promotes rural tourism services, forms legal initiatives, provides information and methodological assistance to guest houses in developing cooperation with the travel industry and customers [6].

The development of information support as a factor in the sustainable use of resources in rural tourism is reflected in the creation of a rural tourism website selo22.ru. The image of the Altai village was chosen as the basis for the site design. The site provided a description of the guest houses and gave recommendations to the owners of the rural guest houses on the organization of this area of entrepreneurship. Currently, the site www.selo22.ru has not received enough development due to the lack of compromise between the hosting owners and the authorities. There is a need to search for new forms of site content in this regard.

Search engine optimization and promotion of the tourism portal are effective marketing communication tools, which are used to ensure that a potential consumer has access to information about rural tourism and its services.

5. Conclusion

There are features of the using the information technology as a factor in the sustainable use of resources in rural tourism. This is due to the specifics of the rural tourism sector.

Creating a database of subjects of rural tourism, developing an informational website on the Internet for rural tourism constitute an important condition for supporting this segment of tourism. The site www.selo22.ru requires updating for more effective work with the owners of guest houses. The proposed structure of the site for rural tourism in the region will allow you to more successfully promote services to the market.

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