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The Factor of Socio-economic Development of the Khanty-mansiysk Autonomous Okrug in Russia

Lubov K. Ilyashenko

Industrial University of Tyumen, Russia

Abstract: Khanty-Mansiysk autonomous okrug of the Russian Federation is a dynamically developing district, which indicators are at a high level, and the key role plays the mining industry. Despite this, the socio-economic development of the district is connected not only with the oil sector of the economy, but also with a perspective tourism sector. The development of tourism sector contributes to the development of services, social infrastructure, transport and agricultural sectors.

Key words: Khanty-Mansiysk autonomous okrug, tourism, socio-economic development of the region.

1. INTRODUCTION

Long before the necessity for in-depth study of the processes has occurred, which are taking place in the Khanty-Mansiysk autonomous okrug of the Russian Federation (here and further RF), such as socio-economic development of agriculture, the revision of the strategic orientation on development of small towns, the development of the municipality, worsening environmental problems, etc. On the one hand it is necessary to improve sustainable socio-economic development of this district, on the other hand there is no scientifically-methodical base. All of this shows the relevance of the chosen research topic in the article.

We will show the main indicators of socio-economic development of the Khanty-Mansiysk Autonomous Okrug. It is the largest region by population, entirely attributable to the Northern districts, it ranks 28th among all subjects of the Russian Federation for number of inhabitants. The population of the autonomous okrug at the end of 2016 amounted to 1711,2 thousand people.

Ugra is among the districts of the Russian Federation, which indicate the lowest registered unemployment rate at the level of 0.61% of the economically active population; average per capita monetary incomes of the population amounted to 2.7 times the subsistence minimum in average per capita; Ugra is among the districts of the leaders of the Russian Federation with the best demographic indicators (ranks

11 for fertility rate, ranks 6 for the index of natural increase of the population), the birth rate in the district exceeds the death rate 2.4 times.

The development of the industrial system of Ugra is predominantly determined by the dynamics of oil production. For the year 2016 in the autonomous region 123,2 million tons of oil is produced. Since the beginning of oil field development on the territory of the Autonomous district (since 1964) as at 1 April, 2016 cumulative oil production is 11027,8 million tons. The share of Ugra in Russian oil production is 46.7 %. Large volume of oil production belong to OJSC “Oil Company “Rosneft”, OJSC “Surgutneftegas”, PJSC Oil Company “LUKOIL”. These three companies produce 78.9% of all oil of district. Generating capacity of Ugra cover more than enough own needs of the region.

For the year 2016 in autonomous region, there is an agricultural output in all categories of farms in the amount of 909,5 million roubles or 105.1 % of the corresponding period in 2015.

The basis for the development of agro-industrial sector of Ugra is the development of small farms. In 2016, according to the rating of the farms 71,7% of the total meat production in the whole Autonomous district was produced, and also 60,8 % of milk and 23.7 % of the eggs was produced.

In the autonomous okrug there are 3 battery farms, which share in the total volume of egg production is 73.3 %. The leader among them is LLC “Ptitsefabrika Nizhnevartovskaya” (the city of Nizhnevartovsk). At the beginning of 2017 in all categories of farms a livestock of agricultural animals (cows, pigs, sheep and goats) and poultry is increased.

In autonomous district carry out activity of 74.9 thousand subjects of small and average business, including: 23343 small businesses (including microbusinesses); 230 medium-sized enterprises; 51277 individual entrepreneurs.

The most actual economic activities in the sphere of small and medium enterprises are: wholesale and retail trade, repair of motor vehicles, motorcycles, household goods and personal items – 36,6%; transport and communications – 19,1%; operations with real estate, rent and granting of services 15.4%; construction – 8.2%; other community, social and personal services – 6,9%.

According to preliminary data of Territorial authority of Federal state statistics service in the autonomous district, average wages by main economic activities for the year 2016 totaled 59150,7 roubles (table 1. Average wage (roubles) around the main types of economic activity).

As it can be seen from the indicators, Khanty-Mansiysk Autonomous Okrug is one of the economically prosperous regions in Russia.

2. METHODOLOGY

The “Strategy of socio-economic development of the Khanty-Mansiysk Autonomous Okrug – Ugra till 2030” provided that the ambitious goals of innovation development of economy of Ugra require new approaches.

The methodological features of the Strategy-2030 is the application of new scientific methods to the selection of priority directions of development based on the analysis of the economic role of individual sectors in the economy (Samoylenko, 2006). For this, methods of multiplier analysis (for example, an

Table 1
Average wage (roubles) around the main types of economic activity

<i>Indicators</i>	<i>January-March, 2016</i>	<i>Rate, %</i>
Total for the district:	59 150,7	106,7
fishing, fish farming	29 439,8	112,9
agriculture, hunting and forestry	33 701,6	112,8
hotels and restaurants	30 682,8	112,0
Manufacturing	55 530,2	110,3
Mining	77 449,7	109,1
health and social services	50 702,7	107,7
Construction	48 468,5	107,3
production and distribution of electricity, gas, water	68 025,5	106,8
wholesale and retail trade, repair of motor vehicles	31 250,5	106,2
transport and communications	61 558,8	105,5
Education	41 790,6	103,1
financial activities	66 896,2	102,7

analysis of the influence of changes in a given sector on the economy of the region or the country as a whole) and of capability analysis of separate sectors of economic activities have been applied.

Also in the Strategy - 2030 the principle of marketing thinking is applied, and also the associated with this principle paradigm of cluster development, which both provide to determine the mechanisms for ensuring the competitiveness of the economy (Senin, 1999). Marketing thinking requires reboot of system of clusters, which were stated in purposeful documents of Ugra. Options for the development of cross-sectoral clusters as the most effective for generating innovation were proposed.

The strategic goal of the development of Ugra is to improve the quality of life of population as a result of the formation of a new economic model based on innovations and a globally competitive (Saibel, 2016).

At the same time, actual tasks in modern conditions are grouped into 3 priority blocks.

The first is the formation of a new model of “smart economy” based on the innovative transformation of the oil industry, the introduction of marketing thinking as the basis of diversification and the formation of autonomous district as technological base of Russia in the development of the North and the Arctic.

The second block is the formation of globally competitive human capital: achieving world class competitiveness of the graduates through training, providing conditions for good health and high life expectancy, cultural and moral development; providing guarantees of rights of indigenous people of the North, as well as their integrated socio - economic and cultural development.

The third block of tasks is providing conditions for formation of favorable environment, based on breakthrough development of innovation technologies “green oil” and waste management, formation and implementation of rational environmental management standards in order to preserve the natural potential of Ugra for future generations.

A significant factor of regional development, in our opinion, is tourism, which stimulates various industries, for example: construction, agriculture, trade, etc. This type of business attracts entrepreneurs for the following reasons: little initial investment, tourism demand, fast payback period.

For the Khanty-Mansiysk autonomous okrug, which owns enormous potential, tourism can become an impetus for the development of the tourism industry (Taygibova, 2011). In the Khanty-Mansiysk autonomous okrug hunting, eco-tourism is actively developing. For example, there is municipal autonomous institution "Inter-settlement center of national crafts", which was established in May, 2008, the main direction of which is the revival, preservation and development of folk artistic traditional crafts and all kinds of modern decorative arts and crafts of the indigenous people of the North. The Museum offers among locals the issue of different types of souvenirs. The main focus of the Center is preservation and development of traditional culture of Agan Khanty. Agan masters repeatedly became winners of regional and international competitions. Center staffs regularly participate in regional traditional national holidays, for example "Day of the hunter and reindeer herder", "The arrival of the Crow", "Autumn Holiday", where they present their products.

To increase the flow of tourists, the administration of Berezovskiy district holds "Day of the fisherman". For fishermen organizers prepare holiday program, cook fish soup on the fire, hold national sports competitions.

"Crow's day" is celebrated in early April (in Berezovsky district the date is April, 7), when the crows fly. The holiday is dedicated to the heavenly mother of Torum Anki, who took on a look of crow. The holiday symbolizes awakening of nature, it was believed that the crow brought spring, warm, so she was revered and associated with the Sun. The Raven is considered a source of life, protector of women and children.

In 2013, in the territory of Surgut area space for new type of rest was created for the first time i.e. tourism with diving into the ethnic environment on the basis of the family-clan ethnic territory of Kanterovich. The family settled in the place over two hundred years ago and continues to live here. They keep the forest was intact, and they themselves do not take too much. So there is always enough of upland game, and there is also too much fish in the nearby river Pim. After all, these places still have to pass by inheritance to their children and grandchildren.

The tour offers to get acquainted by visual demonstration with such way of life as kneading dough for bread, inflaming the oven, or how to feed the deer. There are master-classes on decorative-applied art and folk dances. Also here the traditional methods of hunting, fishing are introduced, as well as elements and principles of dealing with operation of crossbow, teaching how and on what animal to put it correctly. Wooden architecture is also not forgotten: here is shown how to build a granary and for what reason high stilts are used, on which it stands. Also, the tourist gets the opportunity to participate in such traditional holidays as "Crow's day", "Day of boat" (named "oblas"), "Day of the reindeer herder", to purchase items of traditional way of life, for example pottery, stone tools, ornaments as Souvenirs, to feel the uniqueness of life of people who live in harmony with the natural environment.

Currently one-day tour program to ethno-camp is organized, in summer of 2017 it is planned to complete the construction of wooden house for accommodation up to 10 people. On ethnic territory such services as Quad Biking, Snowmobiling, and reindeer sledding (depending on season) are available.

A genus is the Foundation for the people of Khanty and Mansi. One family believes their ancestor the bear, other – a moose or wolf. This sacred animal should have a religious place beside the common settlement for his descendants to honor him and to offer sacrifice. Khanty's and Mansi's family ties are very strong. Each of their genera has a special sign. Till the present day, Khanty's and Mansi's family ties mean more than the names when turning to each other and family. In these languages there are over a hundred words to express who is who to each other in context of family ties! The head of the family in the indigenous northerners is always a man, and a woman is his faithful companion. Women's and men's family responsibilities are strictly separated. It is forbidden for woman to take men's things.

Khanty and Mansi are very hospitable and love visitors. Guest is given gifts, treated to the most delicious food, guest is always welcome in the house. Special case is big holidays, for example, "Bear holiday". It is hosted by one genus and guests from other genera are invited. Sacred rites, dances, feasting are an important event, and a Grand spectacle, but primarily they are a sacrament of initiation, "partaking of flesh and blood" of the ancestor – the bear. The attitude to the meat of the sacred animal is special. The bones cannot be cut, it is necessary to cut the carcass at the joints. To tear bear by teeth at the table means to offend the bear, so the meat is pre-cut into small pieces. These pieces even can not be taken by hands – only with specially made wooden sticks. Khanty and Mansi believe that the observance of these rules will allow their formidable ancestor to be reborn after death. In North house is assumed, that arrived guests are met by the head of the family and his closest male relatives. Meanwhile, the hostess is preparing for a meeting in the house, setting the table. Guests enter in such order: first men, then women and children. Then there is exchanging greetings, and after that arrived guests are seated in a place of honor over the hearth, opposite the entrance. At meal it is not allowed to say that you overeat, to leave food uneaten, and to eat when you are in head address and standing. You also cannot leave the table during the feasting. But if you still need to be away for a while, the guest says to the hosts: "hold the table". But when the time to say goodbye comes, guests are treated to give food for the road; before leaving, the guests bow to the ancestral relics of the family. Everybody except pregnant women see them off (for women it is considered a bad omen). After guests' departure hosts try not to talk and not to think about them often, and if sometimes they think something about them, they think only good!

One of the major gems of the tourist industry of the Surgut district remains a rural settlement of Russkinskaya. The main sight of Russkinskaya village is The Museum of Man and Nature named after of A. P. Yadroshnikov.

The Museum was opened in 1988. Alexander Pavlovich is a local historian, a master taxidermist. He made a Zoological collection, which by saturation of the material and emotional perception distinguishes the Museum from other museums in the region. Rave reviews are left here not only from visitors from nearby cities and regions, but also foreign guests. According to the results of the popular vote, The Museum recognized as one of the seven wonders of the Tyumen region in 2009. Alexander Pavlovich Yadroshnikov is an honorary citizen of Surgut district, eminent culture figure of Khanty-Mansiysk autonomous okrug – Ugra, rewarded with honourable diploma of the President of The Russian Federation.

3. RESULTS

According to preliminary information, in 2016 in the autonomous region 150 tourism enterprises operated, 16 of them were tour operators, registered in the Federal registry of tour operators with a financial guarantee. In 2016 tourist inflow increased by 1.5% in comparison with 2015.

The stability of the tourist flow is due to major events: the final stage of the biathlon world Cup, VX International festival of cinematographic debuts named "Spirit of fire". In the Autonomous region 219 collective place of accommodation operated, 164 of them were hotels, total hotel room capacity of which is 4,8 thousand rooms with the possibility to place simultaneously 12, 1 thousand people, 49 recreation centers, which simultaneous capacity is 1,8 thousand rooms and 5 health centers and dispensaries with the total hotel room capacity of 833 rooms, 15 indigenous communities of the North can take tourists at their camps.

Tourist routes are developed taking into account sightseeing, visiting museums, ethnic territory and natural parks of the Autonomous district. Residents and guests of Ugra are offered more than 300 tourist programs including sightseeing tours and excursions, 39 of which are with environmental and ethnographic focus.

In the municipalities of the Autonomous district there is a tendency to growth of event tourism, which combines traditional vacation and participating in entertainment events.

In order to increase the effectiveness of promotion of tourist offers, 2 agreements on cooperation in the sphere of tourism were signed in 2016.

Themed website is designed, which contained detailed information on tourism resources, normative legal acts, events and competitions.

In order to create available conditions for getting information about events, tour routes, transportation, hotels, there are tourist information centers in 14 municipal formations of the Autonomous district on the basis of municipal culture institutions, travel agencies, hotels, centres of tourism and recreation. That is why, as a financial source of income, tourism must become an indispensable means of propaganda of culture of Khanty-Mansiysk Autonomous okrug, customs and national cuisine (Fadeeva, 2014).

4. CONCLUSIONS

Based on the foregoing, it is clear that the Khanty-Mansiysk autonomous okrug possesses rich potential and resources for tourism development. It should be noted that the geographical position of Northern region, its climatic conditions plays a special role in the development of tourism (Kotova, 2016). Thus, the use of tourist potential of this region will help to reduce the economy's dependence on oil and gas sector.

One of the important moments in accelerating socio-economic development of regions is a preference for funding within the framework of the projects' programs concerning developing tourist infrastructure, which are presented by entrepreneurs (Kvartal'nov, 2003). Support of these projects will have a positive role in the formation and development of tourism sectors, which in turn will increase the flow of tourists to the regions, and jobs in tourism on a regional scale will lead to increasing profit and poverty reduction.

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