

The Seasonal Factor in the Tourism Industry and It's Influence on the Sustainable Development of the Sector

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Abstract: The study is devoted to the problems of seasonality in tourism. The researchers note the dependence of the tourist season on the climatic indicators of the location and propose recommendations that can allow the tourist destination to develop steadily and dynamically during off-season as well.

Key words: Tourism, sustainable development, seasonal tourism problems, climatic, dynamically, Russia

INTRODUCTION

Tourism is a dynamically developing industry which most countries of the world are interested in. Its dynamics is determined by the speed of scientific and technological progress, the desire of people for communication and the rapprochement of countries. If to generalize the influence of tourism, one can say it is an important and positive factor of globalization. However, like any other sphere of the economy, tourism confronts many problems which are not exclusively of economic origin. Political relations between countries are not always easy to develop which is especially clearly traced in the example of Russia and Turkey in 2015. Also, there are many human, environmental, demographic and other difficulties affecting the tourism industry.

However, the most common obstacles to the industry are caused by nature and the world around us. People travel mainly because of their interest in the variety of climatic conditions, animals, plants on earth. When choosing the destination, travellers take into account various factors and probably one of the most important factors is the seasonality. Is it comfortable to holiday at a particular period in a certain area? Are there chances of precipitation? Internet requests about the weather and season at the resort are the most frequent among tourists. Probably, this contributes to the fact that many tourist web sites place the description of the weather and the best time for visiting in a conspicuous place along with specific vacation offers.

It should also be noted that disappointed expectations about climate and weather very often cause legal claims against travel agents and tour operators. It is clear that nature cannot be programmed and there is

always a chance of weather anomalies and cataclysms but to some extent the organizers of the trip are responsible for tourist's awareness of the climate and weather.

MATERIALS AND METHODS

In all spheres of human activity, "season" is a certain period of time that is changed by another season or time outside the season. In tourism industry, the term "season" means a period of time having a certain quality that is meaningful for travel in one or another destination which the tourist visits. For example, the time from May to October for the Mediterranean coast of Turkey is called a season or a high season. This is due to the fact that this period is the most favorable in terms of climatic conditions and attracting many tourists. The rest of the time is called "off-season" or "low season" from the economic or business point of view because these months the demand for tourist products reduces several times. This is the example how the researchers define the concept of the season in general for the industry (Eidelman and Bunakov, 2016).

Season is period of time that is attractive and popular with travelers in a certain area. Off-season is the period unfavorable for organization and development of tourism. These types are defined in relation to natural conditions. Most often "season" implies that most days will be sunny and without precipitation. Off-season is mostly characterized by strong winds, abundant precipitation and critical temperatures.

Regarding natural factors, the tourist season can be divided by the seasons: summer, winter, autumn and spring. In most countries, the peak of tourist flows is in summer but in some countries and regions each season is

attractive in its own way. In such locales the tourist season is year-round and this is what the majority of resorts in the world aspire to.

Tourism is an industry combining three main activities: hotel and restaurant business as well as transport infrastructure. Both the state and private entrepreneurs are engaged in tourism and all of them are interested in selling their products. For them, tourist seasons are divided into the following price points:

- High season when sales, visiting and services rendered by the tourist industry per month is 90-100% on average
- Velvet season 5% lower of high season
- Shoulder season is 10% lower
- Low season 20-50% lower
- Off-season-below 50%

Starting from the velvet season, hotels and other enterprises of the tourism industry are doing everything possible to attract tourists additionally. Entrepreneurs offer all sorts of discounts, promotions, favorable offers in order to get at least a small share of the benefits from the average annual sales volume.

Now that we have outlined the types of tourist seasons, can we compare them? Is it correct to say that summer is high season and winter is low? This statement will not hold true for each destination. In some regions the business season is year-round in others winter is considered the peak of sales in the third in spring and autumn the number of tourists prevails over the summer flow of tourists. There are often two peak seasons in regions with a variety of terrain and which are located near the sea coast. Winter is the peak for the ski resorts, summer is the beach season. Cultural and historical heritage would enable such a place to become a kind of "goldmine" for the state, hoteliers and entrepreneurs. However, in reality the state of affairs is not so obvious (Baum and Lundtorp, 2001).

RESULTS AND DISCUSSION

If we take France as an example having analyzed all available resources, we can note the following main advantages:

- Cultural and historical heritage
- Access to the mediterranean
- Variety of terrain types (Halpern, 2012)

In France, state and economic policies encourage the development of tourism and getting real benefits from this

activity. Currently, tourism accounts for about 7% of the country's GDP while in the Russian Federation it is about 1.5%.

Russia is a big country that has a huge tourist potential. In modern conditions, the development of domestic tourism has become a priority task of the state. A lot of work is under way to improve the infrastructure and create conditions for a comfortable stay. Domestic tourism is actively developing and gaining momentum but it should be noted that even our compatriots have clear seasonal preferences for travel. For example, in Kazan, one of the most interesting cities for tourists, the peak season is in summer months as well as during may day and new year holidays which can be explained by additional days off. In summer, Kazan is more attractive for tourists as there are more excursions, modes of travel and more events of different dimensions are organized and held during this period.

In spring, winter and autumn, the weather enables to receive tourists in Kazan but at this time the "holiday season" ends.

However, in low season for Kazan there are days of high sales. Mostly it concerns school holidays. Schoolchildren visit the city in groups of 10-15 people and their stay lasts 1-3 nights. They visit either Kazan only or they are on a cognitive tour of several cities in Russia.

CONCLUSION

This statistics of receiving visitors is characteristic for other Russian cities with a million-plus population, with the exception of Moscow and St. Petersburg where tourists come in autumn-winter season as well. This is due to the fact that these cities receive a large number of business tourists as well as accumulate large events. In addition, Moscow and St. Petersburg are major transport hubs that tourists use as transfer trips, staying for 2-3 days to see the sights. Accordingly to reduce the seasonality factor, other cities can be recommended to organize as many cultural events as possible on their territory on an international scale; to create favorable conditions for the development of transport infrastructure (airports, railway stations) as well as for transport companies; to offer tourists a quality and diverse tourist product that can satisfy almost any requirements; to promote setting up as many different types of accommodation facilities in the city as possible which, under conditions of market competition will charge relatively competitive prices for their services (Kurushina and Druzhinina, 2016); to organize and conduct national holiday events, especially those that have no analogues in any other region; to create places

and conditions for holding large business conferences and seminars (seasonality for the business community is not decisive) (Zaitseva *et al.*, 2015); to create an annual event calendar for a specific region that will reflect the main events and actively promote it through the tourist communities (Zaitseva *et al.*, 2016; Mingaleva and Bunakov, 2014).

RECOMMENDATIONS

These recommendations will help to attract additional tourist flows, including in the low season. Moreover, they will enable to distribute more evenly the pressure on hotels and other accommodation facilities. Bright events that will take place in the low season being at the same time attractive for guests will give an extra impetus to the sustainable development of tourism in the region.

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