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## JOURNAL OF SECURITY AND SUSTAINABILITY ISSUES

ISSN 2029-7017 print/ISSN 2029-7025 online

2015 March Volume 4 Number 3 (S)

[http://dx.doi.org/10.9770/jssi.2015.4.3\(2\)S](http://dx.doi.org/10.9770/jssi.2015.4.3(2)S)

### TOURISM SECURITY AND SUSTAINABILITY: A CASE STUDY OF NORTH CAUCASUS REGION

Zalina Shadova<sup>1</sup>, Elizabeth Tappaskhanova<sup>2</sup>, Josef Abrhám<sup>3</sup>, Zarema Zumakulova<sup>4</sup>

<sup>1,2,4</sup>*Kabardino-Balkarian State University*

*Chernyshevsky str. 173, 360004 Nalchik, Russian Federation,*

<sup>3</sup>*Faculty of International Relations, University of Economics, Prague*

*Winston Churchill Sq. 4, 130 67 Prague 3, Czech Republic*

E-mails: <sup>1</sup>[zschadova@rambler.ru](mailto:zschadova@rambler.ru); <sup>2</sup>[avppalp@mail.ru](mailto:avppalp@mail.ru); <sup>3</sup>[josef.abraham@vse.cz](mailto:josef.abraham@vse.cz); <sup>4</sup>[mmr-kbr@mail.ru](mailto:mmr-kbr@mail.ru)

Received 15 November 2014; accepted 30 January 2015

**Abstract.** Our paper analyses the role of security and sustainability in tourism. In particular, we focus on the area of tourism regional development on the example of the North Caucasus region, specifically on the region of Kabardino-Balkaria. Our analysis of the security problems of tourism in North Caucasus region showed that there was a plethora of unused and unattained sustainable resources which called for the new ways of extraction and exploitation. The proper use of these resources will allow for the new levels of problem-solving. We show that the new approaches to the tourism governance in the North Caucasus require further modernization of the regional legislation which is still in its formative stages. Moreover, we emphasize that nowadays the tourist activities in the given region should adapt the new norms and principles of international law and international standards of legal security in order to be sustainable and competitive, as well as to attract more visitors and increase the well-being of the region.

**Keywords:** tourism economics, security, sustainability, risk analysis, international law, North Caucasus

**Reference** to this paper should be made as follows: Shadova, Z.; Tappaskhanova, E.; Abrhám, J.; Zumakulova, Z. 2015. Tourism security and sustainability: a case study of north Caucasus region, *Journal of Security and Sustainability Issues* 4(3): 509–519.

DOI: [http://dx.doi.org/10.9770/jssi.2015.4.3\(2\)S](http://dx.doi.org/10.9770/jssi.2015.4.3(2)S)

**JEL Classifications:** H55, L83, L84

## 1. Introduction

The importance of tourism and its role in the economic development of many countries is increasing and becoming a global challenge of the 21<sup>st</sup> century (see e.g. Kruszka 2008; GuoSheng *et al.* 2014; Niemczyk 2014; Lebedev 2014). The share of tourism now accounts for more than 10 percent of all global gross national income. There are many countries and regions in the world that live mainly from the revenues obtained from tourism-related businesses and activities. This applies to both small countries and the major developed countries often indicators of yield dynamics of tourism and their growth is much higher than these same indicators in some sectors of the economy. As the data in the WTO, the number of tourist arrivals per year on average over the past 10 years was 4.5%, while revenue from tourism annually grew by almost 8 % (WTO, 2014).

Occupying one of the first places in the sector of services, tourism contributes significantly to the economies of the countries by creating new jobs, providing employment, and allowing raising additional funds for the state budget. Stimulatory effects of tourism development in the most important sectors of the economy are well-known and should be accounted for. With the development of tourism is increasing the tax base and receipt of funds from taxes to the state budget. In the 21<sup>st</sup> century, the socio-economic and cultural life of the majority of states and regions of the world is no longer conceivable without tourism, which is becoming one of its leading destinations, and tourist industry - is an integral part of the social behavior of the majority. Given all these circumstances, the World Tourism Organization (WTO 2014) estimates that the share of tourism in the near future to reach 11 - 12% of the national GDP. In addition, it is believed that by 2030 tourism in the world at an average annual rate will increase by 3.3% (see Dolzhikova-Polishchuk 2014).

The profitability of tourism in the economy of the countries is affected by such factors as climatic, cultural, historical and political conditions and government policies in relation to tourism. Tourism development and its results are also greatly influenced by environment of its functioning. This effect is often unfavorable. The tourism industry should always consider danger faced by tourism activities, minimize the security risks and seek to prevent potential threats. We are talking about the safety of every tourist safety of their property, as well as not harming the environment during their stay.

The security issues of travel and tourism have always been in the focus of international organizations and event managers of tourism organizations. Thus, the parliamentary conference on tourism held in The Hague in 1989 also took that into account and duly embedded it in its code called "The Declaration on security of tourism in the Charter tourism". In 1994, WTO created the structure responsible for the quality of tourist services and the safety of their travel which explores and summarizes the experience of different countries associated with the development of measures for the security of tourism with all its underlying direct and indirect aspects (see e.g. Ritchie 2009; Tarlow 2011).

The security issues of tourism in the Russian Federation began to be engaged against sustained fashion only recently (Prudnikova 2012). Prominent Russian scientists made significant contributions to the study of this problem and its numerous implications in Russian Federation with security issues in the tourism industry remaining very important areas of research (see e.g. Pestereva *et al.* 2012; Ostrovskaya *et al.* 2013). The main goal of our paper is to reveal the dangers that tourists encounter during their holidays using the example of Kabardino-Balkaria region in the North Caucasus. Moreover, we attempt to determine all possible ways that tourism sustainability and security can be influenced upon as well as to understand its underlying factors.

## 2. Security and sustainability threats in tourism

Although tourism remains a very safe time-passing, various accidents are not uncommon, especially when it comes to sport tourism, such as mountain climbing, parachute jumping, diving, or other activities that are related to the adrenaline rush (see e.g. Bentley *et al.* 2000; Mansfeld and Pizam 2006). Mountain climbing is especially treacherous. In France and Japan, every year more than 100 tourists are killed on mountain routes, while in Europe, in the Alps, this indicator reached 300-400 people per year. Every year in Chamonix, in the district of Mont Blanc about 60 climbers are killed and more people are injured. The number of deaths, according to the data rescue services, is growing from year to year and constitutes 13-17%. Interestingly, they all happen most often with the most active, prospective and experienced tourists. Only in July 2012, in the South of Switzerland, 5 climbers died, and in June 2012 11 tourists were killed in Chamonix (Soulé *et al.* 2014). The experience in the development of the tourism sector in Kabardino-Balkaria, a North Caucasus region, shows that it might create a number of necessary conditions for raising the standard of living of the population, its mobility, and employment (Trapsh 2007; Apollo 2014). Tourism enables a stable economic growth of the regional economy, rational use of cultural and natural heritage, development of international contacts. Sustainable tourism development is one of the indicators of successful development of the residents of Kabardino-Balkaria (Metreveli *et al.* 2010; Kolesnikov 2014).

At present time, there are 232 companies operating in the sphere of tourism and resorts in the Kabardino-Balkaria region. Of these, 36 are of sanatorium-resort establishments, 21 camps, 17 climbing camps, sports centers and resorts, 89 private collective means of accommodation of tourists and vacationers in the Elbrus region, 15 hotels, and 54 travel companies. In the Kabardino-Balkaria Republic, one can simultaneously accommodate about 15 thousand tourists and vacationers. Only in 2012-2013, 48 objects of tourist infrastructure, including 14 collective accommodation facilities at 509 beds were commissioned. About 70 objects are still in an unfinished state of building. In 2013, 247.7 thousand people spent their holidays in Kabardino-Balkaria, which exceeded the planned number twice (102.4%). About 21909 children were able to be treated and relax in the country's health camps, as well as health camps sports profile, sanatoria and health resorts, tourist camps located in the Kabardino-Balkaria (see e.g. Ivolga and Erokhin 2013).

With the increasing number of tourists and increasing the role of tourism in the region, a growing number, and they become less and less predictable, both internal and external security threats (see Wills and Moore 2008). As shown by the statistical data (Table 1), in the mountains of the North Caucasus only in 2013, seven people were killed, went missing two people. Just as last year in this region were injured and maimed 86 tourists. During 2013 the regional center of the North - Caucasian EMERCOM of Russia conducted search and rescue operations are over 60. Only for the first half of 2014 in the mountains of the North Caucasus missing three people, 5 killed and 104 tourists injured. Search and rescue units went out on calls 44 times.

**Table 1.** The number of tourists affected by the mountains of the North Caucasus (2013 – 2014)

Time	2013	2014 (1st half)
Deceased	7	5
Missing	2	3
Injured and maimed	86	104
No. of search & rescue operations MOE	60	44

Source: Own results

Increased avalanche danger, and the danger of ice-falls observed in the mountains Elbrus region, where each year several foreign as well as Russian climbers die. Tourists die and because of the lack of receipt of information on the available risk, either by the enterprises providing services to them, as well as the fault of their own. A large number of tourists get a variety of injuries. There is a repeated death of divers in Blue Lake which is located in the district of Cherek. Our analysis of the companies that provide travel services has shown that not all opportunities are used to ensure the safety of tourists (see e.g. Hall *et al.* 2012).

We checked 16 tourist sites (sports facilities, climbing camps, and boarding houses) of the Kabardino-Balkaria and discovered that 6 of them had a complete set of regulations that are in force today to ensure the safety of tourists. Providing tourism services, businesses of tourism of the Republic does not always provide the level of risk to the health of tourists in order to minimize it to the level of danger in committing them to travel. But the dangers are waiting for tourists everywhere, so are the sources of risk. Thus, by movement of tourists and different arrangements; hazardous sites; changes of rocks; not quite favorable characteristics of tourist equipment that it uses; adverse and sometimes dangerous natural phenomena, there is risk of injury to visitors. In order to reduce the possibility of injury visitors should wear protective devices and guards, personal protection items, and be in compliance with certain requirements of camping equipment. It is also necessary to comply with building codes in the construction of residential and public buildings and use the appropriate regulations to determine the technical condition of vehicles needed for transportation of tourists, the rules of operation of equipment used, ensuring its safe operation. It is necessary for the tourists who come to spend their holidays in Kabardino-Balkaria that full information about the risks and measures to prevent them is provided. Several impact factors of the environment that are caused by its temperature and humidity seem to have an important impact on tourists as well as the service of tourists that might suffer from changes in atmospheric pressure. In areas where tourists are served, as well as in vehicles that transport them to these places, it is necessary to establish performance climate based on established health and sanitation requirements. In order to ease the impact on tourists these risk factors, and ultimately reduce

these impacts on not during tourist events should: rational design hiking trails; take into account the climatic conditions of the area; build on the slopes hiking shelter from the weather; premises and equip vehicles with air conditioning and ventilation; provide tourists with the appropriate equipment, including personal protective equipment. Promptly informing tourists about the natural and climatic conditions along the route is also a must. Requirements and indicators to ensure the safety of tourists from the influence of the above-mentioned risk factors and methods of verification should be carried out in accordance with GOST 12.1.004-91 entitled “Occupational safety standards system, fire safety, and general requirements” and another regulation 12.1.005-88 entitled “Occupational safety standards system, general hygiene requirements for the working area”. In the operation of service facilities shall comply with all requirements contained in the approved regulations.

On the tourists who come to travel in Kabardino-Balkaria, various risk factors, such as biological, may affect, so having this in mind it is necessary to prevent them as follows:

- Comply with established sanitary norms and rules of service;
- Use of equipment and products for disinfection, sterilization and disinfestation;
- Use safety signs and markings on vehicles and equipment facilities used to service the tourists;
- Systematically conduct medical examinations of personnel; required immunizations and disinfecting equipment and processing to meet the requirements of international medical standards;
- Inform tourists about dangerous animals and plants that may be encountered on the tourist routes of the Republic, on how to avoid such contacts and any necessary measures to be taken in such cases.

Moreover, the physiological risk factors faced by the travelers should be taken into account, and the reduction of them might be achieved through:

- Management structure of the program service of tourists, graphics move them on routes that involve the creation of the necessary conditions for the life of travelers;
- Taking into account the psycho-physiological characteristics of each visitor in the formation of the tourist group
- Compliance with the safest and most efficient use of equipment and inventory, for tourists and vehicles
- Inclusion in the program of tourist service active acclimatization.

As it is well known, the level of physical fitness is extremely important for the tourist prevention of accidents and injuries. This is primarily due to the fact that the human body has to adapt to the high altitude – low atmospheric pressure, high oxygen content and solar radiation. Hence, it is understandable why a set of measures of various kinds of activities aimed at the prevention of accidents include acclimatization – adaptation of tourists to the new conditions of existence, to the peculiarities of the highlands is in place (see e.g. Gössling *et al.* 2012). The first scheme of active acclimatization was developed by the climbers in Russian Federation. It is still used with success worldwide. It consists in a gradual climb, and then a gradual descent to stay. Hence, program services for tourists in the mountains should be developed, coupled with their acclimatization program (Table 2).

**Table 2.** A comparison of active acclimatization program of tourist services

Time	Tourist package	
	Tour 1 – the ascent of Mont Blanc	Tour 2 – climbing Elbrus
Day 1	Excursion to the village of Le Tour. Raising and spending the night in a hut Albert Ler Hut (2770 m)	Field trip to the Tcheget. Rise to a height of 2800 m. Descent and overnight stay at the hotel “Itkol”
Day 2	Rise to the peak of Aiguille du Tour (3516 m). Descent and overnight stay in the village. Chamonix	Excursion to the glacier Gian Kvat. Climb up to the pass False Gumachi (3200 m). Descent and overnight at the hotel “Itkol”
Day 3	Climb up to the hut Tete Rousse (3150 m)	The climb to the “Shelter odinnadtsati” (4200 m). Descent and overnight stay at the shelter “Gara-Bashi” (3800 m)
Day 4	Climb up to the hut Gouter and overnight there (3818 m)	Ascent to Pastukhov Rocks (4800 m). Descent and overnight stay at the shelter, “Gara-Bashi”
Day 5	Ascent of Mont Blanc (4808 m)	Day off. The descent into the village. Azau (2800 m). Overnight stay at the shelter, “Gara-Bashi”
Day 6	The descent into the village. Chamonix	Climbing Elbrus (5642 m)
Price	610 EUR (2-day), 1290 EUR (6-day)	540-910 EUR (6-day)

Source: Own results based on mountain guide pricing and Lu and Stepchenkova (2012)

If there is a risk of exposure to chemical risk factors in the process of servicing tourists, the following measures should be used:

- Regularly monitor content in the atmosphere, the food, water and earth chemicals that adversely affect human health;
- Build and host facilities for accommodation and service of tourists in a favorable environment, from the point of view of chemical risk factors;
- Conduct thorough compliance of drugs used for disinfection with instructions for their use, and no tourists keep them for contacts.

There are other risk factors, which include, for example, the dangers associated with a lack of the necessary information about the services provided by the company. To reduce such risks, it is necessary to:

- To provide tourists with complete information about tourist services and to meet the requirements of current legislation;
- Carry out the necessary safety briefing for tourists, taking into account the feature of a tourist route.

The presence of specific risk factors in tourism requires that each tourist enterprise in Kabardino-Balkaria had a set of existing regulations to ensure the safety of tourists and to employees of the company guided by them in their activities. Not only it should be on every tourist organizations in the region how to develop and approve a program, but also to set the rules how to behave as staff in an emergency situation.

### 3. Empirical model

Economic theory states that the tourism demand is expected to be influenced by income and price factors. Moreover, other geographic and economic factors might come through as significant in determining tourism demand. Based on the overview of most used determinants of tourism demand and data availability, we constructed the empirical model that includes the following variables

I - *Income*: The measure of income is the Gross Domestic Product (GDP) of each country of tourisms origin which is expressed in per capita terms.

P - *Price*: Tourism prices express the cost of goods and services at destination.

TO - *Trade openness*: The international arrivals are said to be determined by the level of business activities among the destination and the country of tourisms origin.

D2001, *Drecession* – dummy variables: The following dummy variables will be included in the model, in order to account for the one-off events that could possibly have affected the volume of tourism demand during the sample period.

TA<sub>t-1</sub> – *lagged value of dependent variable*: This variable will be included amongst the regressors in order to account for the effect of WoM, eWoM and repeated visits as a result of habit formation.

In order to reduce the error variances across all countries of tourisms origin, the population variable is going to be included in the model serving as a scale variable. Not only the GDP, but also the dependent variable and its lagged value will be expressed in per capita terms. This allows for comparability across countries (see Song *et al.* 2010). For the purposes of running our empirical estimation, we have employed a balanced panel data set of annual data. There are several advantages that stem from working with the panel data. The first one is that they offer a large number of observations, resulting in more degrees of freedom reducing collinearity among explanatory variables, and thus improving the efficiency of estimates. Moreover, using this type of data allows to measure effects of variables that vary little within countries and a lot across countries (Hsaio 2003). The static panel model is represented by the equation (1):

$$Y_{it} = \alpha + \beta_i x_{it} + \varepsilon_{it}, i = 1, \dots, N; t = 1, \dots, T; \varepsilon_{it} = \mu_i + u_{it} \tag{1}$$

where N is the total number of countries, t is a time period,  $Y_{it}$  is a dependent variable,  $x_{it}$  is a vector of all independent (explanatory) variables and  $\varepsilon_{it}$  is a zero mean residual. The unobservable time-invariant individual effects, like tourist preferences, are denoted by  $\mu_i$  (Ledesma-Rodriguez *et al.* 2001). As pointed out by (Witt and Song 2000), static models can suffer from number of problems, for example spurious regression, structural instability and lastly do not account for the effect of changing tourists' preferences. These problems can be overcome by a dynamic specification of the model, characterized by inclusion of a lagged dependent variable among the regressors. Dynamic panel model is represented by equation (2) (Baltagi 2005):

$$Y_{it} = \delta Y_{i,t-1} + \beta_i x_{it} + \varepsilon_{it}, i = 1, \dots, N; t = 1, \dots, T; \varepsilon_{it} = \mu_i + u_{it} \tag{2}$$

In our case  $Y_{i,t-1}$  is the lagged value of tourism demand and measures the habit persistence or changing preferences of tourists. However, there is a problem resulting from the inclusion of a lagged dependent variable. Because  $Y_{it}$  is a function of  $\mu_i$ , then so is its lagged value. That means  $Y_{i,t-1}$  is correlated with the error term. Just performing the Ordinary Least Squares (OLS) technique to estimate the model, we would get biased and inconsistent estimators.

Due to the ability of producing consistent and efficient estimates, the Arellano and Bond's GMM estimator has been used in vast majority of tourism demand studies that specified their model in a dynamic form. The dynamic form was implemented by Garin-Munoz and Montero-Martin (2007) who measured that the habit formation can play an important role in identifying the international tourism demand in Balearic Islands. Leitão (2010) came to the conclusion after analysing the main determinants of Portuguese and Turkish tourism demand respectively. We believe that the effect of habit formation on tourism demand to the North Caucasus (represented by the Kabardino-Balkaria) is worth exploring and might play a significant role in determining its volume, our model will be specified in a dynamic form, and will be estimated using the Arellano-Bond GMM estimation method. The model will take on a log-log form, so the parameters can be interpreted as elasticities:

$$\ln TA_{i,t} = \alpha + \beta_1 \ln TA_{i,t-1} + \beta_2 \ln I_{i,t} + \beta_3 \ln P_{i,t} + \beta_4 \ln TO_{i,t} + \beta_5 D2001 + \beta_6 Drecession + v_{i,t} \tag{3}$$

$$i = 1, \dots, 38; t = 2000, \dots, 2012$$

where  $v_{i,t} = \lambda_i + \mu_i + \varepsilon_{i,t}$  is a FE decomposition of the error term,  $\lambda_i$  is the unobserved time-invariant specific effect,  $\mu_i$  is the unobserved country-invariant specific effect and  $\varepsilon_i$  is the error term.

**Table 1.** Arellano-Bond GMM estimation results

Variable	Arellano-Bond Estimator	Expected Signs	Long-run parameters
lnTA(t-1)	0.62 (8.88) ***	+	
lnI	0.39 (4.52) ***	+	1.2
lnP	-0.39 (-9.40) ***	-	-1.1
lnTO	0.032(0.76)	+	0.050
D2001	0.36(-14.64) ***	-	
Drecession	-0.04 (-3.20) *	-	
Sargan test	70.46 (0.426) d.f. 29		
Autocorrelation(2)	-2.04(0.62)		
Wald test	2244.84(0.00) d.f. 6		

**Note:** T- statistics are in parentheses. (\*) statistically significant at 10% level, (\*\*) 5% level, (\*\*\*) 1% level; d.f.= degrees of freedom

Source: own results

The error term is assumed to be IID with  $E(\varepsilon_{i,t})=0$  and  $Var(\varepsilon_{i,t})=\sigma^2>0$ . In addition,  $\varepsilon_{i,t}$  is also assumed to be uncorrelated with  $\ln TA_{i,t}$  for  $t=2, \dots, T$  and with  $\mu_i$  for any  $t$  (see Garin-Munoz and Montero-Martin 2007).

It is important to note that the estimated parameters will be the short run demand elasticities. The long run elasticities can be obtained by dividing the estimated coefficients by  $(1 - \beta_1)$  (Garín-Muñoz 2006).

The model given by equation (3) was estimated by the Arellano-Bond GMM estimation method using the STATA statistical software. At first, performing this estimation method resulted in having too many instrumental variables (71) compared to the cross-sectional sample size (in our case 38). This represents a certain problem, because having too many instruments increases finite sample bias (Garín-Muñoz 2006). To prevent this from happening, we are going to limit the lag depth and use only instruments lagged up to three periods. This reduces the number of instruments to 36. The results of the estimation results are presented in Table 1. The results show that all the estimators have the expected signs. The lagged value of the dependent variable is significant and positive, which confirms the hypothesis that the habit formation and WoM positively affect the international tourism demand in Kabardino-Balkaria. In fact, 31% of total tourist arrivals consist of tourists that return to the country after having a pleasant experience and of tourists that have been attracted by the means of WoM.

#### **4. Interpretation and interpretation of results**

The implementation of the risk-prevention tasks should be carried out in cooperation with local authorities taking part in the rescue work. For trained personnel to act in these situations is responsible managers. Any accidents involving tourists which can cause personal accident and injury and could obviously occur require a carefully thought-out, purposeful and comprehensive system of measures for the creation of such conditions, when the security of tourism becomes reliable. As examples of such activities, a Mexican program for travel safety can be used best. A similar programme on the safety of tourism developed in many other countries, such as United States. Russian tourism authorities, including Kabardino-Balkaria governments need to learn from this experience. No less important is the planned expansion of the training of managers of tourist travel, tourism organizers, instructors, lifeguards, the introduction is really a year-round training of athletes in the tourist sections, strengthening their general physical and special training, improvement of technical and tactical skills

However, considering the security problems of tourism, tourists themselves should remember and observe the usual rules of conduct, precluding them from entering into any - any emergencies. Often the person is a real danger in the journey, and injuries received by them on tourist routes, is the result of his own mistakes. Individual travelers, due to the poor state of their health, increased response to the changing situation, the level of fatigue, stroke flow of emotional processes, are more prone to hazards. But the main danger, in our opinion, is inexperienced tourists, weak both in technical and tactical drill, moral and volitional training, poor discipline and poor awareness of some of the tools further aggravate the situation. With a little experience, some tourists do not know how to act in a particular situation, or know but do not know how to do it. There are tourists who know and can, but do not want and do what needs to safety, or just do not want to know what it takes to do that.

In Kabardino-Balkaria, for example, in the nearest time it is planned the development of so-called “adventure tourism”, which usually takes place in a complex geographical and natural conditions and requires effective organization for aid to rescue the tourists. Faced with the task to use the recreation complex “Valley Narzanov” in Zolsky district to organize mountain biking, trekking, rafting, caving, mountaineering, and paragliding. It is possible to organize hunting tours in the mountains and system development of fishing tourism in the rivers of Harbas, Hasout, and Ingulli. Hence, it is necessary to develop measures that take into account when providing such services, to create a safe environment, which should represent a combination of forms, methods and different ways to solve this problem.

Considering the importance of public and legal impact on social relations in the field of tourism, one should not forget that there are limits to government intervention in the activities of the tourism industry. Legislation on tourism security includes a number of federal laws, normative legal acts of the Russian Federation and the subjects of the Russian Federation regulating social relations that arise regarding the safety of tourism between the tourists and other stakeholders of the tourism sphere, and authorities.

In the economic literature, legislation on the safety of tourism on the structure is considered in a narrow and in a broad sense. In a narrow sense is proposed in the legislation to include the rules and regulations of the Russian

Federation legislation on tourist activity regulates relations in the following areas:

- Implementation and protection of rights and interests of tourists, providing them with security in Russia and abroad;
- The establishment of the conditions of the tour operator activities, including procedures for establishing and maintaining the uniform federal register of tour operators, the use of financial security tour operators to protect the property interests of tourists;
- Definition of informing tourists about the threat to their safety at the seat to make the trip;
- Establishment of procedures and implementation of the classification of tourist facilities, accreditation organizations engaged in the classification;
- Develop and implement standards for services in the field of tourism and tourist activities;
- The organization of activity instructors conductors;
- Self-regulation of tourist activity.

If taken in a broad sense, safety legislation on tourism includes a set of regulations in various industrial branches, aimed at ensuring the national security of the Russian Federation or any of its forms (situational relations) and which contain certain rules relating to the safety of tourism. We are talking about the Federal Constitutional Law of 30 May 2001 № 3-FCL “State of Emergency”; Federal Law of 27 December 2002 № 184-FZ “On technical regulation”; Federal Law of 21 December 1994 № 69-FZ “On Fire” and others). The implementation of tourism policy is carried out through the following basic mechanisms:

- Creation of the concept of tourism development;
- Preparation and adoption of targeted programs for the development of individual territories and states;
- Adoption of measures to achieve the target plants.

Order № 1230-r of the Government of the Russian Federation approved the concept of the federal target program “Development of domestic tourism in the Russian Federation (2011-2016)”, which defines the legal acts aimed at improving relations in the tourism sector. The government has recognized the tourist activities of one of the strategic sectors of the Russian economy. State law regulation of transport services is based on the Air Code of the Russian Federation from 19.03.97 city, and at the international level - the Warsaw Convention for the Unification of Certain Rules of air transportation from 10/12/29, the Hague Protocol and amendments thereto from 28/9/55, the procedure for land transport is governed by the law of the Russian Federation dated 25.08.95 “On the federal railways”, railway Transport Regulations of the Russian Federation of 08.01.98, “Rules of the provision of services for passengers” from the decision of the Government of the Russian Federation of 11.03.99 year, the Berne Convention for rail transport of goods and passengers by 1980. Legal regulation of tourist activity in the Kabardino-Balkaria is the law of the Kabardino-Balkaria 29.02.2008 No. 14-RA “On tourist activity in the Kabardino-Balkaria”, which relies entirely on the rules and regulations of the Russian Federation legislation on tourist activity.

However, the analysis of the problems, which allows providing security in the field of tourism in Kabardino-Balkaria, showed that the regional legislation, as opposed to federal one, little progress in addressing security and tourism is still in its formative stages and requires further modernization. Moreover, the application of security measures in the country is irregular. It is necessary to systematically analyze and update practices to ensure the safety of tourism. The region is inadequate budgetary allocation to security of tourism in general expenses for the development of tourism. Modernization of legislation in the field of tourism should lead to the optimization of the structure of government, defining their areas of activity, the functions and powers, increase the size of the appropriations to be allocated in order to ensure the security of tourism and adopt other necessary political, legal and organizational solutions.



## **Conclusions and policy implications**

Considering the security problems of tourism in the country, it should be noted that it is not quite correct to shift their decision on the shoulders of the state. Active participation in the solution of this problem should take the entire population, thus helping the authorities and law enforcement agencies. This should be a worry, first of all, of the owners of hotels and hostels.

Network owners of hotels in the North Caucasus should provide job descriptions of private security companies protecting public order and system interaction with the ATS. All entrepreneurs should determine the choice of the private security industry. Especially it concerns the area of the Elbrus region. Video surveillance systems must be installed in all the hotels and inns. It should also install additional cameras in areas of federal road that runs along the gorge. Attention must also be organized to provide entrepreneurs bring tourists to the location of the provision of a list of vehicles and the list of drivers, as well as the formation of the dispatch service.

For maximum safety of tourists and visitors of the Elbrus region, from our point of view, the villages of Elbrus should be under the administration of organized rescue service, involving for this purpose rescue workers cableways and ensuring a high level of the round-the-clock security. To provide control of the clearing of the village Azau Baydaevka which is located in the upper reaches of the Elbrus region, it would be correct to create an emergency response team (RRT) to open one office in the village of Elbrus in the same part of the duty to organize. Another office it would be advisable to establish in the village of Elbrus, which will comply with the control in the village Tegenekli, as well as in the gorge Adil-Su.

One also needs to create an effective system in the country to inform tourists about available normative such as legal acts in this area, threats to their security in the region (location) during a temporary stay; timely information to the appropriate officials of the events and accidents with tourists on forbidden places in the territory of the Republic and its individual areas (border areas, nature reserves, avalanche danger, and others), as well as information on how to obtain a permit and what organization to visit in such areas for its issuing.

In this sense, an important role can be played by the tourist information centers (TIC) which are especially necessary in order to collect, compile and disseminate information on all resources: tourism, socio-economic, cultural, historical, and dissemination of information on best tourist offers of the Kabardino-Balkaria and to dangerous situations that may arise in their way. Centre should cooperate with organizations: public, commercial, professional associations, the media and various publishers. The Center for the tourists must operate a hotline, which allows them to obtain emergency assistance in the event of any dangerous situation. All of these measures should be aimed at improving the safety of tourists coming to the Kabardino-Balkaria, and ultimately, to improve the quality of service. The experience with operating such centers in many Russian cities and regions shows that these activities fill tourism market, and offer a higher level of comfort and safety.

It is necessary to recognize the fact that the nowadays the Russian tourist market with its regional tourism markets is an integral part of the global system of tourism. Hence, in order to effectively apply the tools of administrative and legal regulation in the Russian Federation, the Russian laws related to tourism are not enough. The regulation requires a holistic approach which should also include the elements from the international laws on tourism and tourism-related activities.

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