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«АКТУАЛЬНЫЕ ПРОБЛЕМЫ ТЕОРИИ И ПРАКТИКИ ФИЗИЧЕСКОЙ КУЛЬТУРЫ, СПОРТА И ТУРИЗМА»

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PROSPECTS FOR THE DEVELOPMENT OF CARAVANING IN RUSSIA

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Over the long history of the tourism industry, people have tried many different travel options. The active development of this industry is a consequence of this current situation, as tourists, especially already experienced ones, are trying to find new variations for spending their holidays that will differ from the standard: booking an airplane or train in advance, rooms in hotels, hostels, searching for ready-made tours. That is why every time there are more and more interesting and diverse trends in the tourism industry. So, one of the types of tourism that is actively gaining popularity is caravanning. But how much does our country have the resources and infrastructure to develop this type of tourism?

The relevance of this topic lies in the current situation in the field of tourism in our country. Due to the emergence of coronavirus infection in 2020 and the aggravated political situation these days, the tour industry has to adapt to realities. However, because of this, the domestic segment of the industry began to develop. There are new routes and ways of transportation, promotion during tourist holidays. The potential of territories for organizing various types of recreation on their territory is revealed even more.

The purpose of my research is to study the possibilities and assess the potential of Russian regions for the development of this subspecies of car tourism.

Research results and discussion. A caravan (or camper, trailer) is a motorhome, that is, a special car equipped for the ability to live in it while traveling. Caravanning is a hobby that attracts many avid tourists and beginners with its originality and leaves none of them indifferent.

The first mention of a case resembling caravanning in history occurred even before our era in Egypt: Queen Cleopatra loved to go hunting for birds in a “solar tent” specially equipped for life.

However, it was for travel that such carts began to be used only in the 19th century, but not on a large scale. Caravanning began to gain its popularity only in the last 5-7 decades, mainly in the USA and Europe. In Russia, this type of car tourism has become actively interested since 2020, when quarantine times severely limited people who love to travel from traveling abroad, especially by planes and trains. Tourists began to look at the opportunity to discover new beauties, landscapes, sights, traveling in their personal vehicle. So, according to the data at the end of 2022, there were more than 23 thousand people in Russia who own motorhomes. Caravanning interested many with its practicality and convenience.

It has a number of advantages as it is suitable for different age categories. You can go on a trip with the whole family, with friends, you can easily take your pet on a trip. Those who are in the car during the trip do not get tired so much, everything you need is always at hand. Traveling on a trailer, the tourist frees himself from the need to think and look for places to stay during the road, pre-booking hotels, trains or planes, etc.

So, in the USA and Europe, caravanning has been developing for more than a dozen years, this is facilitated by the presence of a developed infrastructure, many campsites in the countries. They also have many sites where you can find a trailer for every taste and color that suits you.

In Russia, things are worse with this. Here it is much more difficult to find sites, companies that are ready to rent caravans, and not improved minibuses. There are also not many camping sites or other specially equipped parking lots on the territory of the country, bad roads and few organizations capable of providing caravan repair services. However, despite this, there are a



number of advantages to traveling with a motorhome in Russia that are not available in Europe. Thus, a trailer can be parked wherever regular parking is allowed, except for the central streets of cities, where you need to park without blocking the road and without obstructing traffic. There is also a popular opinion that the low infrastructure development in Russia does not greatly affect the caravanning of tourists within the country, since the trailer has everything from the very beginning and, having replenished once all the water supplies in the tanks, electricity, connected, say, to solar panels, this will be enough for some time, about 2-3 days.

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The main problem hindering the development of autotourism is the poor road infrastructure between regions in the country. The solution to this problem is possible only at the federal level. Thus, the national project "Safe and high-quality roads" is currently being implemented from 2019 to 2030, during which federal roads will be laid and reconstructed, new road routes will be formed, etc. The solution of this problem, for example, in the Irkutsk and Buryat regions, would allow the development of autotourism on Baikal, one of the most iconic sights in Russia. But so far, caravanning in these regions is difficult due to the lack of roads.

The popularization of caravanning will increase the fleet of car houses in Russia as a whole. Currently, there are about 370 campsites for motorhomes in the country. In addition, the promotion of this type of tourism is facilitated by the presence of the club «League of Caravaners» and its participation in the Association of Camping and Caravanning, participation in exhibitions, holding its own exhibition dedicated to caravanning – CaravanEx in Moscow.

Returning to the question of the most developed regions for caravanning, we can distinguish: the Leningrad, Moscow regions and the Krasnodar Territory, there are a larger number of campsites in Russia relative to other regions. Also, based on surveys of travel enthusiasts, we can conclude that one of the most frequently chosen and preferred places for caravanning is the Republic of Crimea, since all the beauties and interesting, bewitching places are most convenient and practical to consider on a motor home. Moreover, the road network in this region is constantly improving: new ones are being laid, old ones are being repaired. In second place is the Republic of Karelia, which catches the eye of tourists with its picturesque landscapes. Gorny Altai is also located here, to which travelers are now experiencing a keen interest. One of the reasons is the oldest route from Siberia to Asia, the Chuisky tract, which is included by National Geographic in the «top ten» of the most beautiful roads on Earth. The Krasnodar Territory is also located nearby, rich in natural resources, pleasing with favorable weather conditions and indescribable views of mountains and forests.

Conclusions. Caravanning in Russia began to attract attention quite recently, but few people have left indifferent. Although our country is still lagging behind the countries of Europe and the USA in infrastructure development, it has a huge potential for the development of this tourism industry, especially due to the vast size of the territory, which has many amazing historical, socio-cultural, natural monuments that attract residents from all regions. There are still some problems in Russia with the quality and lack of roads, a small number of special repair organizations, campsites for mobile homes, but all this is due in part to the fact that caravanning has just begun to gain its popularity. And if we compare the previous indicators in this area with the current ones, we can understand how much the market has already changed: organizations that produce trailers, trailers, companies that rent them out have appeared, caravanning events and holidays have appeared. This branch of tourism in Russia has a great advantage over other types of tourism.