**Socio-economic development of agritourism in Stavropol region.**

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Historically and geographically, Stavropol region is one of the most important agricultural regions of the Russian Federation. Here lives 1.8% of Russia's population and 44% of them are rural people. However, large resource potential of the region for the development of agritourism and cooperation, currently insufficiently used due to poor infrastructure and a serious lack of state support. The one way of solving this problem may be the development of agritourism.

The problem of organization and agritourism development is sufficiently urgent to researchers and practitioners. It is necessary to improve existing and develop new approaches, methods and models that, on the one hand, take into account existing general theoretical developments to solve this problem, and on the other hand, assumed their practical application in specific economic conditions. The development of theoretical aspects and guidelines of agritourism activities is relatively new and therefore a currently central topic for Russian science.

Turning to the socio - economic potential of Stavropol region, it should be emphasized that agriculture is the main branch of the district's economy. In recent years, a significant role in the development of the rural economy began to play farms, which produced 35% of meat, 70% of milk and 92% of wool. Within the framework of the country's large-scale land reform and the new law "About the peasant (farmer) economy, the state has supported farmers in the form of interest-free loans, including foreign ones, and provided the ground, followed by the right of inheritance for life. As a result of this state support the farming sector began rapidly develop.

Shifting of local agricultural tourism potential of Stavropol region in the active tourist resource and ensuring the conditions of development of agro-tourism requires the provision of the following conditions:

* availability of rural tourism resources (natural, cultural, historical and etc.);
* ecological purity the place (the remoteness from major centers is a big advantage);
* accessibility of space (the good driveways - the key factor);
* presence of modern means of communication;
* host and guest security;
* ensuring compliance with health and hygiene standards;
* provision an appropriate level of comfort for the client request;

The present state of natural and recreational, social and economic potential of Stavropol region satisfies all the necessary conditions for active development of agritourism in the region. Also the creation of agritourist farms in the Stavropol region shall bring benefits in various fields.

Agritourism has emerged as a relatively inexpensive alternative to the tourist resort rest. This type of tourism has using the resources of the countryside, namely, farm animals, birds and plants, natural, cultural and historical resources. International practice shows that the development of agritourism is a major economic and social program to transfer part of the agricultural sector from production to services. In according with conducted researches and experience of foreign countries and a number of Russian regions, agritourism is an innovative view of tourist activity. The concept of agritourism can be a synthesis of different definitions adopted in other countries, where the recreation in the countryside called agritourism, green, rural tourism.

It is worth noting that in the framework of agritourism is practiced direct and production activities, particularly, revival and development of various folk and crafts, traditional handicraft production, the production of organic food. The main aim of agritourism is to give impetus to the development of certain rural settlements. Another aim is to raise the level of income of their residents. Undoubtedly, Russia has an attractive rural tourism potential, which is not implemented yet.

In many countries, agritourism is one of the promising branches in leisure industry. It allows travelers to spend their time in beautiful and clean corners of countryside and acquire a great benefit to health with a minimal cost.

The development of agritourism sector in Stavropol region should be an important point of the economic, social, cultural and spiritual growth of the region. The most important result of the development of eco-agritourism in Stavropol region should become socio-cultural and spiritual effects because of activation of local creative resources, preservation and development of national natural, historical, cultural and spiritual heritage.

It should be noted such problem as "not dynamic" development of cooperatives in the Stavropol region. The cooperation improves the competitiveness of products, provides access of rural entrepreneurs to banking and other services to enable better useness of modern technology, helps eliminate unnecessary middlemen on the market and it is able to influence the agrarian policy of the state.

Shops have become centers of social life villagers. It is no secret that in some cases cooperative shops are the only commercial enterprises which serving small and remote settlements. Activities of commercial enterprises located in these small settlements is unprofitable. However, the consumer society do not close them because they recognize necessity of the functioning of enterprises. The significant part of the costs for maintenance shops is consumers' transportation costs.

In the short term, consumers association of Stavropol Region is planning the construction of regional logistics centers for basic food assortment from local suppliers, including - construction of fruit and vegetable base with the regime storage of fruits and vegetables. Here will have to join forces of producers, retailers and industrial manufacturers. Expanding the network of cooperative trade will be possible due to the commissioning of new production facilities and processing. The state support of consumer societies with small production volumes has seen in the provision of trade credit with deferred payment.