

DEVELOPMENT OF TOURISM IN THE LARGEST CITIES: PRIORITY QUALITY OF LIVING

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The paper considers an approach to the development of tourism in the largest city on the basis of the concept of quality of life.

One of the general indicators of the "quality of life" is now the Human Development Index, HDI. The index measures a country's achievements in terms of the health, education and real income of its citizens. St. Petersburg in the ranking of cities for quality of life occupies place 165 out of 420 cities.

In this article formulated conceptual positions about the need to improve the quality of life not only de jure but also de facto, that is necessary for the positioning St. Petersburg as a world tourism center.

Keywords: tourism, the urban economy, quality of living, Human Development Index

Significantly impact on the tourism competitiveness of the largest cities provides the quality of people's lives. The majority of experts attribute this to the following factors:

- the changing age structure of society;
- increase in the number of older tourists;
- improving standards of environmental safety;
- improved transport infrastructure,
- development of health services;
- improving quality standards of public health.

In the study of quality of living in 420 cities in 2011, is recognized as the best city of Vienna (Table 1) [3].

Table 1

Worldwide quality of living survey 2011 (Worldwide Rankings, 2011)

Rank	City	Country
1	Vienna	Austria
2	Zurich	Switzerland
3	Auckland	New Zealand
4	Munich	Germany
5	Düsseldorf	Germany
5	Vancouver	Canada
7	Frankfurt	Germany
8	Geneva	Switzerland
9	Bern	Switzerland
9	Copenhagen	Denmark

The top ten, except for Vienna, entered Zurich, Auckland, Munich, Dusseldorf, Vancouver, Frankfurt, Geneva, Bern and Copenhagen.

Russian cities – Moscow and St. Petersburg, have taken 163 and 165 seats accordingly.

One of the general indicators of the «quality of living» is the Human Development Index (HDI). The index measures a country's achievements as public health, education and real income of its citizens, in three main directions:

- Health and Longevity reflects the life expectancy at birth;
- Educational coverage population reflect Mean years of schooling and Expected years of schooling;
- A decent standard of living, as measured by the Gross national income (GNI) per capita.

In 2011, the rating on the HDI index topped Norway (the index is 0.943). Level of life expectancy in Norway defined as one of the highest in the world – 81.1 years, the Gross national income (GNI) per capita – \$ 47,557 (Table 2).

Table 2

The Human Development Index (HDI) and its components
(Worldwide Rankings, 2011) [2]

HDI Rank	HDI	Life expectancy at birth (years)	Mean years of schooling (years)	Expected years of schooling (years)	Gross national income (GNI) per capita (constant 2005 PPP \$)
1. Norway	0,943	81,1	12,6	17,3	47557
2. Australia	0,929	81,9	12,0	18,0	34431
3. Netherlands	0,910	80,7	11,6	16,8	36402
4. United States	0,910	78,5	12,4	16,0	43017
5. New Zealand	0,908	80,7	12,5	18,0	23737
6. Canada	0,908	81,0	12,1	16,0	35166
7. Ireland	0,908	80,6	11,6	18,0	29322
8. Liechtenstein	0,905	79,6	10,3	14,7	83717
9. Germany	0,905	80,4	12,2	15,9	34854
10. Sweden	0,904	81,4	11,7	15,7	35837
11. Switzerland	0,903	82,3	11,0	15,6	39924
12. Japan	0,901	83,4	11,6	15,1	32295
13. Hong Kong, China (SAR)	0,898	82,8	10,0	15,7	44805
14. Iceland	0,898	81,8	10,4	18,0	29354
15. Korea, Republic of	0,897	80,6	11,6	16,9	28230
16. Denmark	0,895	78,8	11,4	16,9	34347
17. Israel	0,888	81,6	11,9	15,5	25849

18. Belgium	0,886	80,0	10,9	16,1	33357
19. Austria	0,885	80,9	10,8	15,3	35719
20. France	0,884	81,5	10,6	16,1	30462
66. Russian Federation	0,755	68,8	9,8	14,1	14561

The Russian Federation occupies 66th place (HDI = 0.755) in the world rankings. In 2006, Russia ranked 64th (HDI = 802). Index greater than 0.8 made called «high development», index of less than 0.5 – «low development». Russia are the main indicators: life expectancy at birth – 68.8 years, Mean years of schooling – 9.8 years, Expected years of schooling (years) – 14.1 years, Gross national income per capita – \$ 14,561 a year.

In general, low Russia due to the social inequality, environmental problems, low life expectancy. In addition, in Russia (as the exporting country Oil and Gas) is a very strong emphasis on the use of natural resources, not to diversify the economy, which in the future could seriously affect the sustainability and stability of human development in the country.

When designing a system of state planning in St. Petersburg used a set of indicators, standards, including the standard quality of living in St. Petersburg.

Thus, the concept of socio-economic development of St. Petersburg until 2025 approved forecast: HDI in 2025 should reach to the city of not less than 0.96 (Table 3).

Table 3

Forecast on indicators of quality of living in St. Petersburg in 2025 [1]

№	Indicators of quality of living	Forecast for 2025	Base value of 2003
1	Life expectancy at birth (years)	Not less than 73.4	66,5
2	Gross regional product of St. Petersburg per capita (thousands of rubles. / Pers. Year)	Not less than 1440,00	93,90
3	Human Development Index	0,96	0,799

This forecast is very optimistic estimate for the development of St. Petersburg as a world tourism center. Thus, the policy of tourism development of St. Petersburg should be directed on quality of life, which requires not just their ads, but the actual increase the quality and monitoring of socio-economic development of the city.

References

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