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Article



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ON THE IMPORTANCE OF STRATEGIC PRIORITIES OF INNOVATIVE DEVELOPMENT OF THE REGIONS OF THE RUSSIAN FEDERATION IN THE SPHERE OF TOURISM

Abstract: This article examines the issue related to the study of tourism development prospects in regions that act as leading regions in aspects of domestic tourism in the Russian Federation. The authors conducted a SWOT analysis, during which they identified strengths, weaknesses, opportunities and threats related to the tourism sector for the regions, and also summed up an intermediate result on the assessment of the tourism sector of individual regions.

An important place in this article is given to the SWOT analysis of promising regions of the Russian Federation. The authors studied the features of the tourism sector in several regions, namely, in the Republic of Crimea, Rostov Region, and the Karachay-Cherkess Republic. During the analysis, regional features were identified that can act as competitive advantages in terms of attracting tourists and increasing tourist flow from year to year. The authors also identified the advantages and disadvantages of tourism in these regions, due to which it is possible to determine promising tourism industries in new regions, which includes not only strengthening existing areas, but also developing new services. The authors conducted an analysis that includes identifying priority areas related to the development of the tourism sector in new regions. The approach associated with the development of competitive advantages of regions can become a catalyst for the development of the entire tourism sector in the foreseeable future, while the planning horizon can be built for a time period or for the period up to 2035. In this regard, the authors of the article pay great attention to the effective development of all spheres of public life in the modern world, analyze the reasons for spending a lot of effort to accelerate technical progress and use numerous innovations. But in order to achieve success in this, the authors believe that sometimes it is simply necessary to combine the incompatible, and most importantly, to be able to evaluate your own work with the help of an experiment. At present, a systematic

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approach to experimental research is the most effective way to obtain data. This direction is interesting and promising, because system analysis is used in the economic world every day, so system analysis in experimental research will always be in demand. The article also examines the problem of marketing research in tourism using a specific company as an example. The features and prospects for the development of marketing research in tourism are analyzed.

Tourism is taking an increasingly important place in the development of the world of the economy, and regional tourism markets play a key role. The most promising regions of Russia include the above-mentioned regions of the Russian Federation. The tourism services market in the process of formation has a number of specific features. In the article. The issues of criteria for the development of such markets and the prospects for them to achieve a qualitatively new state are considered.

Key words: tourism, resorts, regions of the Russian Federation, tourism development, tourism economics, resort cluster, SWOT analysis.

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Introduction

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The relevance of this topic is justified by the fact that the unique natural and climatic conditions in the regions, a modern medical base using the latest technologies, objects of cultural and historical significance create all the conditions for the formation of a competitive and high-tech tourist and recreational complex that meets all modern standards. The purpose of these studies is to analyze the prospects for the development of tourism in new regions of the Russian Federation. In this case, the following tasks can be identified, namely:

1. Conduct a SWOT analysis of tourism in new regions of the Russian Federation.
2. Consider the features of the tourism sector in competing regions.
3. To study the features of the tourism sector in the advanced regions of the Russian Federation.
4. Suggest priority directions for tourism development in new regions of the Russian Federation. The object of this study is the tourism sector of the advanced regions of the Russian Federation.

The subject is the prospects for tourism development in new regions.

Tourism is one of the leading and most dynamically developing sectors of the non-production economy, the enterprises and organizations of which satisfy the needs of tourists for tangible and intangible services. The role of tourism in the structure of the world economy is steadily increasing. Moreover, tourism is the fundamental basis of the economy of many developed and developing countries. At present, it has become an industry of international scale, occupying the third place in terms of income among the export sectors of the economy, second only to the oil industry and the automobile industry. This industry is one of the most profitable and actively developing

sectors of the world economy. Analyzing the change in the main economic indicators of the development of this industry, we can conclude that tourism has been developing at a high rate in recent years. Tourism stimulates the development of other related sectors of the economy: trade, transport, communications, agriculture, production of consumer goods, etc. Along with high economic potential, tourism plays an important social role. It has a significant impact on employment. Tourist regional markets, occupying an intermediate position in the market hierarchy between national and local markets, play a key role in the modern in the local economy. In Russia, with its colossal territory and huge differences between regions in the levels of socio-economic development, the state of regional markets largely determines the quality of the investment climate and the rate of economic growth. Tourism is a complex socio-economic phenomenon, including various types of activities to serve tourists. In modern economic conditions, there is an intensive expansion of integration ties between countries, which is expressed in the activation of trade, cultural, scientific and technical relationships, which, in turn, determines the development of tourism as a socio-economic phenomenon and, first of all, as a type of economic activity.

With its multiplier effect, tourism can create preconditions for economic growth of a number of Russian regions, increase of employment of the population, more complete satisfaction of citizens' needs for rest. In market conditions experience of organization of tourist activity has already been accumulated, which requires generalization and analysis. It is necessary to study progressive world experience of functioning of the tourism industry, hotel chains, marketing research of consumer preferences, formation of tourist product and its promotion on the market.

In modern domestic and foreign literature, there

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is noAttempts have been made to define and classifysification of the diversity of spheres and types of activity in tourism, establishing their priorities, identifying inter-industry, industry and economic links. Modern economic science considers tourism as a complex socio-economic system in which a multi-industry production complex, called the tourism industry, is only one of the constituent components. Obviously, favorable conditions for tourism development exist in many subjects of the Russian Federation. Among the most promising regions in this regard are the new regions of the Russian Federation. The new regional market of tourist services is in the process of formation. This is already a real, working mechanism. However, it is very specific in comparison with the markets of developed countries. Questions about the criteria for the development of such a market, the prospects for achieving a qualitatively new, developed state require study.

However, having an extremely advantageous location, rich natural potential, established centers of attraction of touristsristov, the region had been in a deep depression for many years and could neither generate nor attract investment in tourism. The current regional leadership has recognized tourism as one of the regional priorities. However, given the extremely limited financial resources that the region has to stimulate activity in this area, a quantitative assessment of the expected achievements is especially important. Without such an assessment, regional tourism development programs can hardly be sufficiently substantiated and effective. On the scale of the global economy, tourism has become the largest and most dynamic service sector. In many countries, it is the leading industry, attracting the largest volumes of investment and generating the majority of new jobs. In Russia, the tourism services sector is relatively underdeveloped. The real opportunities for accelerating its growth are far from being fully utilized. General ideas about the factors hindering development in this area have been developed. However, the problematic aspects of specific tourism services markets have not been sufficiently studied, which negatively affects the effectiveness of tourism development measures implemented by the authorities. Thus, the study of the problems of development of regional tourism services markets, the development of issues of assessing their condition and prospects is of great practical significance and scientific interest.

The object of this scientific research is the regional market of tourist services using the example new advanced regions of the Russian Federation - state, problems and development prospects of the regional tourist market. The purpose of the scientific work is to study the prerequisites and processes of formation of the tourist services market in the regions of the Russian Federation; to study the dynamics and current state of the regional tourist services market, to

reveal the specifics of the problems of their development; to develop methodological foundations for studying the regional tourist services market, to develop on this basis recommendations for improvement in the sphere of tourism of the region, methods for assessing the state and development prospects of the regional market. The implementation of the set goal of scientific research predetermined the formulation and solution of the following tasks, namely:

1. To identify and analyze the characteristics of the tourism services market.
2. To study the trends in tourism development at the present stage.
3. To explore the social processes that influencefor the development of tourism (inbound, outbound, domestic).
4. To analyze the situation in the tourist services market, to segment the market of consumers of tourist services.
5. To analyze the process of formation and development of the tourist services market in new regions, to formulate general conclusions about the pace and nature of its development in the short and long term.
6. To analyze the state of the service sector in the regional market, in particular, hotel services.
7. Provide recommendations on the use of foreignexperience in implementing tourism activities in new regions of the Russian Federation.
8. Consider the benefits of developing agrotourism in new regions of the Russian Federation.

The need for tourism is inevitable. Tourism satisfies the need for rest, communication with people, thirst for impressions and knowledge.

Scientific and technological progress has created conditions for the development of transport, construction, the sphere of consumer services, and finally, what is especially important, our leisure time has increased immeasurably. We have free time and there are objective conditions for its reasonable organization. Active recreation associated with movement in nature ("hiking") helps to make up for the deficit. This type of recreation restores a person's physical and spiritual strength, makes up for the lack of movement and enriches our knowledge of the world around us. As an inforThe mation bases were useddata from the Federal State Statistics Service and the Territorial Administration of Rosstat for the regions, materials from the Legislative Assembly, the Tourism Committee, other administrative bodies and administrations of municipal formations of the regions. The provisions of the Concept of Socioeconomic Development of New Regions of the Russian Federation were also used, regional, provincial and municipal target programs for the development of tourism and related industries, draft target programs, information materials of the tourist information center of the Russian Federation were

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analyzed. The regulatory and legal basis of the study was the Constitution of the Russian Federation, the Federal Law "On the Fundamentals of Tourist Activity in the Russian Federation", laws of the regions of the Russian Federation, resolutions of regional administrations, acts of local governments in the field of tourism. In Russia, tourism has not yet achieved impressive results and is in its infancy. Significant changes in the global and regional economy, in particular, the entry of tourism into the leading group among many industries, are beginning to qualitatively change the modern appearance of Russian society.

Main part

Krasnodar Krai is one of the most important and promising regions of Russia, in particular, due to the development of the tourism industry in this region as a basis for the development of tourism in new regions of the Russian Federation. Tourism cannot exist without supporting sectors of the economy. These include the level of development of transport and telecommunications infrastructure, consumer cooperation, agro-industrial complex, public catering, services, trade, etc. Tourism, in addition to its

enormous economic potential, is very important for the social sphere, since it provides employment and income levels.

A significant contribution to the study of tourism issues was made, in particular, by the works of I.Yu. Ponomareva and many other scientists, dedicated to the study of trends in the development of elements of the tourism sector.

When writing the article, general scientific methods of general scientific methods of cognition were used, such as a system approach, statistical methods of processing arrays of information, methods of analysis and synthesis. Inductive and deductive methods, as well as comparative analysis, were widely used.

The leadership of Krasnodar Krai as a resort cluster among other regions of Russia has been achieved thanks to the holding of large-scale all-Russian and international, business, cultural and sports events, such as "Birthday of Shanson", "Formula 1", the film festival "Kinotavr", the Russian Investment Forum, the music festival "New Wave", the rock festival "Taman - Peninsula of Freedom" and others. Let's carry out a SWOT analysis of tourism in Krasnodar Krai (table 1).

Table 1. SWOT analysis of tourism in Krasnodar region

Strengths	Weaknesses
1. Unique natural, climatic and balneological factors. 2. Annual demand for the resort. 3. Gradation of the service sector (price/quality). 4. Developed transport infrastructure. 5. A unique resort, natural-therapeutic, sanatorium-resort base using modern technologies, methods and approaches. 6. Availability of a gaming area (casino).	1. The need to modernize the health resort complex. 2. Overpriced services. 3. Low qualification of personnel. 4. Anthropogenic impact on nature.
Possibilities	Threats
1. Implementation of state support programs for the development of resorts in the Krasnodar region. 2. Search and formation of new specific directions for resort development. 3. Increasing the market for medical services using insurance instruments, which can increase the demand for aftercare and rehabilitation services using passive methods with the help of health resort services. 4. Interaction of tourism sectors. 5. Expansion of the network of travel agencies, creation of information and tourist centers.	1. Lack of demand for infrastructure. 2. Irrational high prices relative to the nearest competitors. 3. Development of ski resorts in competing regions.

By 2024, the Krasnodar Region was recognized as the most competitive tourist region of the Russian Federation due to the Olympics. Thus, the Olympics undoubtedly benefited the region's tourism industry, giving a "push" to the development of new, previously unused resort resources. The creation of the only "Gambling" casino zone in Russia also made a significant contribution.

To assess the current situation in the domestic tourism market of the country, the current situation in

the tourism sector of the main competitors of the Krasnodar Territory was analyzed - the Republic of Crimea, Rostov Region, the Republic of Karachay-Cherkessk (ski resort - Dombay).

The main vector of development of the economy of the Republic of Crimea is the formation of the foundations of effective activity of the resort and tourism industry. The complex of cultural, medical and health resort institutions of Crimea includes the use of various climatic, mud, landscape, balneological

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and other resources. Sanatoriums and boarding houses of Crimea are represented by specialized institutions: boarding houses with therapy, sanatoriums for adults, family sanatoriums, children's sanatoriums, health camps, sanatoriums, preventoriums, mud baths. Sanatoriums with spa treatment are mainly located in the southern part of Crimea, there are also sanatoriums

in Yevpatoria, Feodosia. Many sanatoriums have specialized departments, in accordance with the peculiarities of local natural factors. However, due to the need to modernize sanatorium complexes, it is not always possible to maintain their year-round operation. Next, we will form a SWOT analysis of tourism in the Republic of Crimea (table 2).

Table 2. SWOT analysis of tourism in the Republic of Crimea

Strengths	Weaknesses
1. A diverse historical, architectural and cultural complex of monuments. 2. Mild and favorable climate conditions at any time of the year. 3. The resort has a long history. 4. There is a large area of beaches with developed infrastructure.	1. Initial stage of integration into Russia. 2. Worn-out, physically and morally obsolete resort infrastructure, including in terms of fixed assets. 3. The quality of tourism and health resort services provided is low.
Possibilities	Threats
1. Increased interest in Crimean resorts in the Russian Federation and beyond. 2. New opportunities for investment growth from government tourism development programs. 3. Territorial opportunity for growth in the number of vacationers with high incomes.	1. Problems of transport and logistics accessibility of the region. 2. Reduction of state funding for the development of the tourism industry in Crimea. 3. Socio-political instability of individual territories. 4. Lack of specialists capable of correctly preparing documents for receiving government subsidies.

The most developed territory of Crimea is the territory of the Southern coast, including Greater Yalta. It accounts for about 64% of the total volume of recreational services provided. While the northern and western parts of Crimea are less developed. In this regard, one of the main directions of development of seaside resorts of Crimea is the creation of new resorts of the peninsula.

Let's move on to the Rostov region. The Azov coast has always been a popular resort for many and is the most accessible area for family holidays. Clean air, an abundance of salt and mud lakes, a moderate climate, wide sandy beaches - all this attracts tourists to the Azov Sea. This complex, which includes all the

factors of the presence of the Azov Sea, increases the vitality of the body. Let's form a SWOT analysis of tourism in the Rostov region (table 3). According to scientists and experts in the tourism industry, the Azov Sea can receive 2 million tourists a year, but only 400-550 thousand tourists visit it annually. The transfer of the Azov-City Gambling Zone to the Krasnodar Territory affected the development of Rostov tourism. The region has a wide tourism potential for the formation of domestic and inbound tourism. Despite the problems and factors affecting the tourism industry, tourism continues to develop.

Table 3. SWOT analysis of tourism in the Rostov region

Strengths	Weaknesses
1. Favorable climatic conditions. 2. Favorable resort water and land resources. 3. Cultural and historical heritage of the region. 4. Reasonable prices for the average Russian. 5. Wide sandy beaches.	1. The level of quality of tourist services does not meet market requirements. 2. Low level of development of beach services and infrastructure. 3. Low level of organization of resort services. 4. Lack of appropriate advertising of resorts.
Possibilities	Threats

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1. The quantitative growth of domestic tourists due to low prices for services and transport accessibility.	1. Socio-political instability of certain border territories
2. New opportunities for attracting investment sources for the implementation of programs to support and develop the tourism industry.	2. Lagging behind in the development of tourism services compared to direct competitors.
3. Development of the resort infrastructure level.	3. Low level of regional investment.

Next, we will consider the Karachay-Cherkess Republic, in particular (ski resort- Dombay).

In 1925, mass tourism began, Dombay is one of the oldest ski resorts in Russia. The natural wealth of the protected area is mountain lakes, huge forests, valleys and rivers, rocks and mountains. This abundance creates a unique natural zone with a strong influence of climatic zonality and a variety of flora

and fauna. Paradoxically, the size of the resort is very compact, you can walk around it at a comfortable pace in 30 minutes. In recent years, it has become the main venue for federal sports competitions in slalom, freestyle, freeride and paragliding. Let's consider the characteristics of the SWOT analysis in Dombay (table 4).

Table 4. SWOT analysis of tourism in Dombai

Strengths	Weaknesses
1. Teberdinsky Nature Reserve. 2. Climatic zonation. 3. Year-round demand. 4. Compactness of the resort. 5. Reasonable prices for the average Russian. 6. Variety of routes. 7. Cultural and historical heritage of the region.	1. The quality of tourism services provided does not meet international standards. 2. Underdeveloped transport and logistics infrastructure. 3. Lack of appropriate advertising of resorts.
Possibilities	Threats
1. Quantitative growth of domestic tourism due to low prices for services. 2. New investment opportunities in case of entry into programs for the development of tourism services. 3. Improving resort infrastructure.	1. Lagging behind in the development of tourism services compared to direct competitors. 2. Low level of regional investment.

One of the most promising ski resorts in the Caucasus Mountains is Dombay. Strong and boundless nature, clean air, plenty of sunny days, excellent local cuisine and, of course, ski tourism. The resort itself is located in a unique area of the Teberda Reserve, in the middle of a mountainous area covered with eternal snow.

The XXII Winter Olympic Games are the main reason for the hegemony of the Krasnodar Region in the domestic tourism market of the country. The holding of the first Winter Olympic Games in Russia gave a powerful impetus to the development of the region and made it a world-famous mountain resort for all seasons. High-tech roads, railways and cable cars, stadiums, ski and bobsleigh tracks, world-class hotels, modern television and communication systems are the richest legacy of the 2014 Olympic Games. Based on the analysis, it is necessary to consider the directions of tourism development in the Krasnodar Region, namely:

1. Sea and beach tourism (youth, family and children's recreation) - improving the quality of services, level of safety and infrastructure; improving

and promoting recreational complexes; personnel qualifications must meet international standards; compliance with environmental standards; development of marketing in this area.

2. Health and wellness tourism, medical tourism - improving the quality of services and infrastructure; interaction with government organizations; personnel qualifications must meet international standards; development of marketing in this area; integrated use of natural resources.

3. Sports, educational, cultural and educational, ethnographic, cultural and historical, gastronomic, cruise, gambling and entertainment tourism - development of tours and creation of infrastructure, while preserving objects from anthropogenic impact; improving the quality of services and infrastructure; development of marketing in this area, rational use of the region's infrastructure.

4. Active, ecological and rural (agricultural) tourism - rational use of natural resources, protection from anthropogenic impact; improving the quality of services and infrastructure; developing marketing in this area; introducing the best practices of world

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leaders in this area.

The foresight time horizon is set for the next 10 years. The market is a sphere of exchange. The subject of exchange in the tourist market are tourist services, which are represented by the activities of various enterprises in the tourism industry (hotels, restaurants, carriers, leisure enterprises, travel organizers, etc.) to satisfy travelers with various services. The modern tourist market is quite developed. Like any other market, the tourist market has undergone changes in its time. From a seller's market, when a producer decides what product, in what quantity to produce and where to sell, to a buyer's market, when the buyer determines what, in what quantity and at what price the producer will produce.

Tourist products and services are sold by some and bought by others. This transaction in the tourist market can take place without the direct participation of the seller and the buyer. For example, via telephone, telex, telecommunications, by phone call or by check. The tourist market has no geographical boundaries and does not take into account national interests. Therefore, states form their own tourist policy, regulating the sphere of the tourist market in their favor. The concept of "market" is used in tourism economics in three aspects, namely:

a) as a characteristic of the way of conducting the economy. In contrast with the distribution, administrative-command system the market is a way of interaction between producers and consumers, based on a decentralized, non-personal mechanism of price signals. In this context, the market acts as a basic economic concept, characterizing the system of economic relations in society;

b) as an established system of world economic relations in which the process of transformation of tourists takes place: product into money and the reverse transformation of money into a tourist product;

c) as an economic mechanism of interaction between sellers and buyers of a tourist product. At the same time, this mechanism characterizes not so much the sellers and buyers themselves, but the economic relations that arise between them.

A tourist market is an institution or mechanism that brings together buyers (demand-givers) and sellers (suppliers) of tourist services. Unlike conventional commodity markets, a tourist market does not involve the movement of goods from sellers to buyers. Instead, buyers themselves move to the destination to obtain reserved services.

The market of tourist companies can be defined as a socio-economic phenomenon that unites supply and demand to ensure the process of buying and selling a tourist product at a given time and in a certain place. When characterizing the tourism market, the following points must be taken into account, namely:

- the main subject of purchase and sale are services;
- In addition to the buyer and seller, the

mechanism of the tourist market includes a significant number of intermediary links that ensure the connection between supply and demand;

- the demand for tourism services is characterized by a number of particular features: a wide variety of trip participants in terms of financial capabilities, age, goals and motives;

- elasticity: individuality and a high degree of differentiation; high substitutability; remoteness in time and place from the tourist offer;

- The tourist offer is also characterized by a number of distinctive characteristics: goods and services in tourism have a triple character (natural resources, created resources, tourist services); high capital intensity of the industry; low elasticity; complexity.

The tourist market is an economic system of interaction of four main elements, namely:

- 1) tourist demand;
- 2) tourism product offers;
- 3) prices;
- 4) competition.

Competition is a mutual struggle of entrepreneurs for a monopoly or the best position in the tourist market. Competition characterizes the struggle of entrepreneurs for the sale of a tourist product in the case of its excess supply. But in the case of insufficient supply of a tourist product, consumers begin to compete. It is competition that leads to price fluctuations in search of a new equilibrium state of the tourist market. Competition in the tourism market leads not only to constant fluctuations in price, demand and supply of tourism products, but also manifests itself in other functions of the market, namely:

- distribution of the main factors of production;
- stimulating technical progress and development of technologies; service technologies;
- differentiation of incomes of market participants.

The distribution function of the main factors of production is realized in factor markets: the labor market, the capital market, the land and recreational resources market, and in entrepreneurship. The main market mechanism is that the revival of demand for a tourist product leads to an increase in prices. Following this, it is here that the main factors of production begin to flow, i.e. new resources for the development of production of this product.

Differentiation of incomes of market entities occurs due to the uncertainty factor of the tourist market. The winner of the competition is the entrepreneur who has proven to be more accurate in assessing the market situation.

Like any other commodity market, the tourism market is not uniform. Its structure includes smaller markets. In this regard, there are quite a few signs of

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classification of the tourism market.

The tourist market can be considered as:

- a set of buyers and sellers of a tourist product;
- a tool for coordinating the interests of buyers and sellers of tourism products;
- areas of implementation of tourism products;
- spheres of manifestation of economic relations between bathers and sellers of tourist products.

In a broad sense, a tourist market means a place where transactions for the purchase and sale of tourist products (tours, individual tourist services or goods for tourists) take place.

It should be noted that these transactions are not always carried out in the same place, for example, at the place where tourists are received at a hotel or at tour operators. They can also take place without the direct involvement of the seller and buyer of the tourist product, for example, by telex, telegram, fax, telephone call or by check. This is due to the fact that the tourist market is not limited to a specific place or geographic area.

The tourism market can be more fully defined as the sphere of implementation of the tourist product and economic relations arising between buyers and sellers of the tourist product, i.e. between the tourist, travel agency, tour operator.

The tourist market acts as a sphere of manifestation of economic relations between producers and consumers of a tourist product. Each producer and consumer of a tourist product have their own economic interests, which may not coincide, but if they coincide, then an act of purchase and sale of a tourist product occurs. Therefore, the market is a kind of instrument for coordinating the interests of production and consumption, which for a given tourist business entity (tour operator, travel agent) is a set of consumers interested in the tourist product of this business entity and having the funds to buy this product today or tomorrow. The essence of the tourist market is expressed in its functions. The tourist market performs the following functions, namely:

- realization of the value and consumer value contained in the tourist product;
- organizing the process of bringing the tourist product to the consumer (tourist);
- economic provision of material incentives for work.

In the process of performing the first function by the tourist market, there is a movement of value, which is reflected through exchange: money - tourist product. The completion of this exchange means the completion of the act of commodity-money relations, the realization of the value contained in the tourist product, and the public recognition of its consumer value. As a result, the normal course of social reproduction is ensured, and funds appear and accumulate for the development of the tourist

industry.

The function of organizing the process of bringing a tourist product to the consumer is manifested through the creation of a network of travel agents and tour operators for its implementation.

A tourist, by selling his own money in exchange for a tourist product, satisfies his needs for material and spiritual goods. Consequently, the tourist market directly contributes to the compensation of labor costs and the reproduction of the main productive force of society.

The content of the function of economic provision of material incentives for work lies in the fact that in the process of exchange (money - tourist product) in the tourist market, distribution as a necessary phase of reproduction appears in a completed form.

When selling a tourist product, employees of a travel agency receive money for their work, thereby creating material incentives for them to improve the quality and increase the quantity of the tourist product, to produce it in accordance with the demands of buyers, and to increase the productivity of workers in the tourism industry.

The tourism market is characterized by capacity, level of sales planning of supply and demand, conditions for the implementation of the tourist product.

The capacity of the tourist market is its ability to "absorb" a certain amount of tourist product, i.e. the possible volume of sales of individual tours, tourist services and tourist-souvenir goods at existing prices and supply. The above-mentioned value depends on the volume of solvent demand of the population and the measures of tourist supply. The capacity of the tourist market cannot be considered separately from the price level, which is an essential element of the market. Depending on the price level of a tourist product with the same market capacity (total demand), the need for a tourist product may be different: when prices rise, it decreases, when they fall, it increases.

In the tourist market there is a continuous movement of money and tourist product flows, which move towards each other, creating a tourist circulation.

The tourist circulation is a system of economic and legal (civil law) relations that arise between a tourist and a tourist company and shows the directions of movement of tourist flows of the tourist product, investments in the development of tourism.

The tourist circulation is carried out according to the following scheme, namely:

- 1 a tourist pays a travel agency money for a tour package;
- 2 the travel agency issues a tour package to the tourist;
- 3 the tourist exchanges a tour package for a tour product, i.e. for specific tourism services;
- 4 in the process of implementing a tourism

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product, the tourist receives there are tourist impressions, i.e. the process of indirectly returning the tourist's money takes place;

5 the travel agency invests in the development of the tourism market, the tourism industry and the creation of new types of tourism products;

6 the travel agency receives new types of tourism products;

7 The travel agency pays taxes and various fees to the budget. The functioning of the tourist market and related enterprises of the tourist industry has a clearly expressed seasonal character. Seasonality in tourism is influenced by various factors. The primary factors of seasonality of the functioning of the tourist market include natural and climatic factors. The secondary factors include, namely:

- 1) economic - the structure of consumption of goods and services, the formation of solvency, demand through supply;
- 2) availability of free time;
- 3) demographic - differentiated demand based on age, gender and other characteristics;
- 4) psychological - traditions, tastes, fashion;
- 5) technological - related to the comprehensive provision of high-quality services.

In the tourist market, there is a clash between the demand for a tourist product, which is presented by a tourist, and the supply of a tourist product, which is offered by a travel agency. Tourist demand is, on the one hand, a form of expression of the solvent need for a tourist product, and on the other hand, a category reflecting the volume of real and potential needs of the population for a tourist product, which is directly dependent on the size of the population's income and is assessed at the level of a region, country or on a global scale. Demand is formed on the basis of numerous factors, both objective and subjective, both general and specific. Objective factors of demand are the income of the population, the demographic structure of the population, the political situation, the environmental situation, the socio-cultural sphere, etc. Subjective factors include the psychological characteristics and habits of consumers, national traditions, fashion and prestige, motives for traveling, etc. General factors of demand that determine the size of the tourism market include the purchasing power of the population, its demographic structure and socio-cultural characteristics. The size of the population, its gender and age structure, purchasing power are directly related to the intensity of travel. Specific factors of demand are the range of offers and the price of tourism services, the availability of travel, measures to promote the tourism product, as well as the image of the manufacturer. Demand for a tourist product is a form of manifestation of the population's need for a tourist product, provided with monetary resources. Such demand is called solvent. The offer on the tourist market is the entire mass of tours, tourist services and tourist-souvenir goods intended for sale. The supply

of a tourist product is determined by certain prerequisites, among which the most important are: the presence of producers of a tourist product, the level of development of the tourist industry, and the volume of tourist resources. The exchange of demand for supply in the tourist market means the exchange of tourist money for a tourist product. In this case, exchange, on the one hand, the interests of a specific producer (seller) and a specific consumer (buyer) are satisfied, on the other hand, conditions for expanded reproduction are created. This process depends on the price of the tourist product. There is a rule: in the market, demand always commands the price: if demand exceeds supply, prices rise; if the subject of tourism and the object of tourism.

Tourism industry entities (service providers) are persons engaged in the organization and/or provision of services for a fee, and the performance of related activities. services, works and sale of goods for tourist purposes (services of subjects of the tourist industry) using objects of the tourist industry, as well as tourist resources. The subjects of tourist activity include, namely:

- 1) tourist operators (tour operators);
- 2) travel agents (travel agents);
- 3) guides (guide-interpreters), tourism instructors, tour guides;
- 4) tourists and their associations;
- 5) excursionists;
- 6) other associations in the field of tourism activities;
- 7) government bodies regulating public relations in the field of tourism activities.

The object of tourism is understood as everything that can become the purpose of receiving a tourist service for the subject of tourism. This can be a tourist region of broad or narrow specialization with all its tourist structures, natural objects and natural and climatic zones, attractions, historical and socio-cultural objects of display and other objects that can satisfy the needs of a tourist during a trip. Understanding the nature and functions of different elements of this system, as well as the existing connections between them, allows us to understand its behavior and reveal the mechanism of functioning.

The economy of any market, including the tourism market, is determined by supply and demand. A thorough understanding of the tourism market begins with the basic concept of "tourist demand", which, along with the category of "tourist supply", is of fundamental importance for understanding individual problems of tourism by all tourists as an economic system and the mechanism of its functioning as a whole. The theory of demand is based on the economic model of behavior consumer perception, which explains how people make their choice in favor of certain goods and services and what influences their choice. Demand for a tourist product is the amount of a tourist product that tourists are

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ready and able to buy at some of the possible prices. Demand for a tourist product reflects the level of economic and social development of the country. Thus, in Russia only 10% of the population can actually use tourist services at the expense of the family budget, while in Western Europe - up to 57%, and in some countries (Holland, Scandinavian countries) - up to 75%. In the concept of tourist demand, priority is given to the consumer. It is no coincidence, therefore, that special attention should be paid to studying visitors whose needs and desires are supposed to be satisfied.

The tourist offer is a set of tourist products with certain prices that are on the tourist market and that producers and sellers can or intend to sell. The tourist offer includes everything that can be used to satisfy tourist demand and covers a wide variety of elements. It consists of primary and derivative proposals. The basis of the tourist proposal is the tourist region.

A tourist region is a geographical territory (mehundred, region), which a tourist chooses for the purpose of travel. According to the definition given by the World Tourism Organization, such a territory should have a large network of special facilities and services necessary for organizing recreation, the educational process or health improvement. This can be a part of a region or a tourist center, a hotel, where there are all the necessary facilities for organizing recreation and accommodating tourists. Such a territory can cover any region, country or group of countries that a tourist chooses as the purpose of travel. In Depending on the motive, tourist regions of broad and narrow specialization are distinguished. The difference between them is that the choice of a tourist region of broad specialization can be considered random. A person is going to do something or achieve something, but the region itself is of no interest to him, a stay in a region of narrow specialization is planned in advance. Tourist regions of broad specialization include, namely:

- educational centers are places adapted for congresses, as well as research and educational institutions;
- industrial and administrative centers are divided into political centers, where administrative and political structures are located or where political events are held, and industrial centers, where people go to conclude commercial contracts and commodity transactions;
- transport hubs used by travellers for technical reasons.

Tourist sites of narrow specialization are divided as follows, namely:

- 1) recreation areas. This group includes:
 - resorts, the characteristics of which are at least three indicators: natural healing factors, corresponding buildings, a certain healing nature;
 - places for recreation, which during

vacation serve to restore and maintain a person's physical and mental strength;

- nearby recreation areas;
- 2) places with tourist attractions, are historical, religious places and entertainment centers. All of them attract tourists for whom the most important thing is not physical or spiritual rest, but the desire to get acquainted with something new.

When distinguishing tourist places depending on the motivation of travelers, everything depends only on them, and not on the special features of the places. One and the same tourist place cannot be attributed to a certain type. If it is considered from the positions of different people, it can belong to different types of tourist regions. For example, in a large village located in the Alps, there is a tourist infra- and supra-structure. But for some tourism entities it is a political center, while others consider it a nearby place for a short vacation.

Thus, tourist regions differ by such a feature of tourists' motivation as the use of tourist services. If visiting a certain place is a means to achieve a goal, then we speak of a tourist region of broad specialization; if visiting becomes an end in itself, then the visited place is called a tourist region of narrow specialization.

As already mentioned, the tourist region contains all the facilities necessary for the stay, accommodation, food and organization of leisure for tourists, respectively, represents a single tourism product and competitive unit and must be managed as a strategic commercial unit.

The classification of a proposal as original or derivative is based on which features suitable for use in tourism already exist in the region and which ones need to be created to attract tourists. The primary proposal is not initially related to tourism, and a large role here is given to tourist resources. The law "On the Fundamentals of Tourist Activity in the Russian Federation" states that tourist resources are natural, historical, socio-cultural objects, including objects of tourist display, as well as other objects capable of satisfying the spiritual needs of tourists, promoting the restoration and development of their physical strength. Tourist resources can be not only objects, but also various phenomena, events, conditions that attract the attention of tourists, for example, religious holidays, sports competitions, national traditions, etc. Tourist resources can be divided into three main groups, namely:

- natural and climatic resources (geographical location, climate, topography, flora and fauna);
- ethnographic resources (culture, national traditions, mentality, hospitality, customs);
- anthropogenic resources (objects of cultural and historical significance, as well as numerous modern objects built by human hands: archaeological excavations, historical sites and

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monuments, masterpieces of architecture and urban planning, objects of contemporary modernist architecture, museums, art galleries, theaters, etc.).

It is generally accepted that tourism resources are the decisive factor that determines a potential tourist's choice of one or another destination or route for their trip. One should not forget about such a subject as the general infrastructure, which includes communication routes, communications, gas, water and electricity supply, and treatment facilities. Each country and individual region has its own tourist resources, which have different values for tourists. Cities or countries with significant tourist resources that attract the attention of numerous tourists, as well as a developed tourist industry and transport communications necessary for receiving and serving visitors, are usually called tourist centers.

Thus, to meet the tourist demand Several elements must be present. If any important element is missing, the strategic goal of tourism cannot be achieved.

The components of supply are identified using criteria other than those in demand. The main segmentation criterion here is the "tour product", i.e. the characteristics of the goods and/or services produced. The problem of segmenting the tourist offer on the basis of this criterion is directly related to the problem of defining tourism and the tourism industry. Analyzing modern statistical publications on thisism, the following individual markets of tourist demand can be noted, which are most fully and regularly studied, for example, in Germany and Switzerland:

- tourist accommodation market;
- market of transport tourist services;
- market of tour operator and travel agency services.

All types of offers on the tourist market should be oriented towards a specific consumer, his wishes, tastes and travel goals. People's tastes can be varied. It depends on their financial situation, lifestyle, age, family composition and many other factors. Travel goals are also different for different people: some go to relax by the water, some want to do sports in their free time or study English, some are interested in

excursions and museums, and some only need entertainment. The purpose of differentiation of the tourist market is to create a tourist service that is appropriate in terms of subject matter, level and composition of services. At the same time, of course, it is important to have an idea of the national tastes and habits of visiting tourists and take this into account when providing services (say, when compiling a menu, etc.). From the point of view of spatial characteristics (territorial coverage), markets are distinguished, namely:

- suburban tourism (trips by city residents out of town during vacation periods and on weekends);
- intraregional tourism (travel within a region);
- domestic tourism (travel, restrictions) defined by the state borders of the country);
- international tourism (travel outside the country).

From the point of view of the characteristics and content of tourism activities, the following markets are distinguished:

- target, i.e. the market in which the firm sells oris going to sell its tourism product;
- sterile, i.e. a market that has no prospects for selling a tourism product;
- main, i.e. the market where the main part is soldtravel agency services;
- additional (sale of a certain volume of services);
- growing, i.e. a market that has real possibilitiessti for increasing the volume of sales of tourism products;
- interlayered, i.e. a market in which commercial operations are unstable, but there are prospects for becoming an active market under certain conditions. However, it can also become a barren market.

The modern tourist offer is very diverse. There are rare offers, such as a treetop tour advertised by one of the French tourist companies. However, specific types of services largely depend on the capabilities of a particular region, country, etc. (Figure 1).

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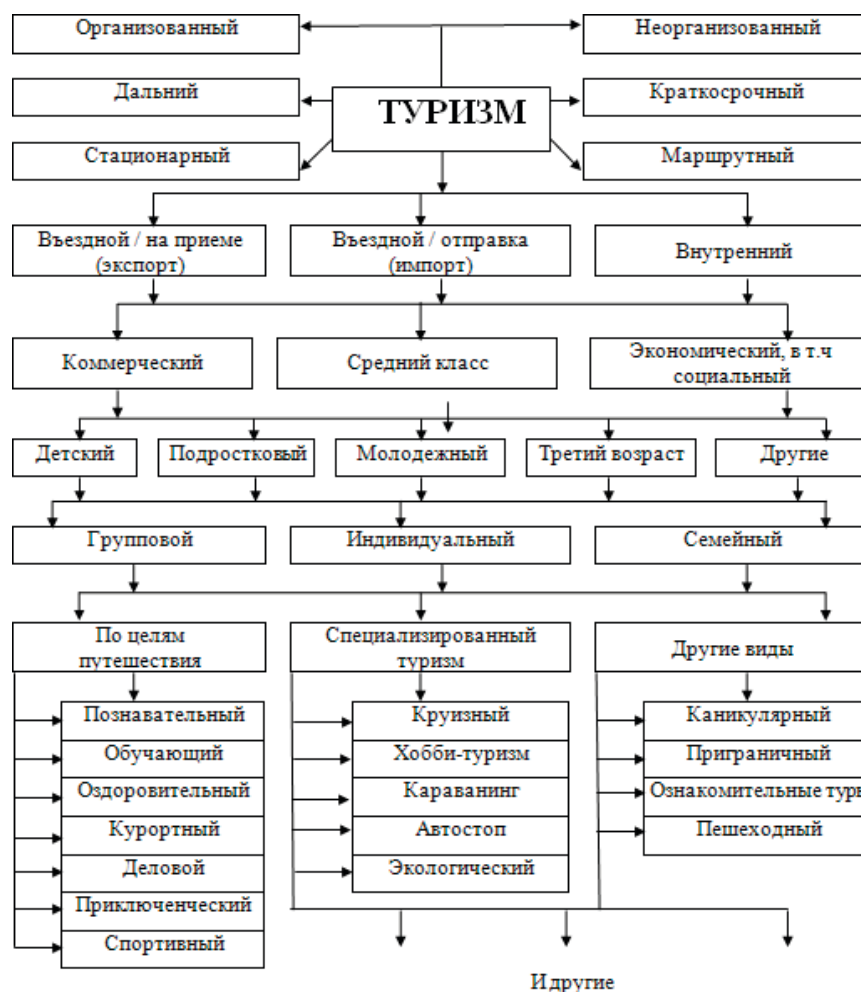


Figure 1. Scheme of initial differentiation of the tourist market

It is possible to identify a number of segments of tourist services that are typical for most tourist regions and markets. They are included in the scheme of the initial differentiation of the tourist market, presented in Figure 1.

Unlike Western countries, consumer behavior theories are poorly developed in Russia, and the target audience can be characterized by only three indicators - income level, gender, age, so the question of segmentation by benefits and purchasing behavior does not arise. The main reason is the absence of a middle class - a potential buyer of tourist services and an object of advertising influence. As the need for a vacation associated with a change of scenery, with travel, becomes one of the main ones, tourist demand will expand due to the attraction of people with average and even low incomes, students and schoolchildren to tourism. People over 50 years of age may also be of interest, but they require personal attention from service personnel, availability of dietary food, accommodation in hotels located in quiet places. A feature of this segment is the absence of pronounced seasonality, because these people are not limited by the vacation period and try to avoid the

peak tourist season. Thus, demand in the tourism market will change in favor of broad sections of the population that have reached some acceptable level of solvency. Research shows that the market will inevitably be re-segmented, and therefore it is necessary to offer certain groups of consumers not just quality recreation, but an exclusive tourist product with guaranteed high quality and all the accompanying services that follow from this. In addition, among the high-income part of consumers of tourist products, demand for domestic tourism is gradually maturing, and, therefore, a travel company should appeal to the most sophisticated consumers in recreation. ExAn exclusive and high-quality product requires privacy in dealing with clients. This requires highly qualified specialists who ensure quality organization taking into account specific levels of responsibility. However, the mass orientation of the tourist product and, in particular, the complex of tourist services, is limited by the segment of the tourist business within which the offer is formed. The complex of tourist services should be oriented towards a certain group of people taking into account their social status, which is characterized by the following

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factors, namely:

- age - in sociological research accepted then divide the surveyed contingent into standardized age groups with approximately common interests (from 18 to 23 years old; from 30 to 40 years old, etc.);

- education - secondary / secondary specialized / higher / scientific degree;

- sphere of activity - to determine tourist preferences within the framework of sociological research, such unified groups are distinguished by status as "student", "student", "entry-level employee", "manager", "executive employee", "unemployed"; as well as groups by type of activity: "trade", "management", "creative specialties", "construction specialties", "scientific activity", etc.;

- marital status - single/married, presence of children, presence of dependents;

- financial situation, which is characterized by such factors as "quality of residence" (property of residence, how many people live with the respondent, what is the area, how many square meters per capita), income in rubles per family member, availability of a personal car, country house, the possibility of traveling abroad - how many times a year, etc.;

- preferences - for this purpose, social survey questionnaires ask questions such as: "Where did you last go on holiday?", "Where do you prefer to spend your free time?", "What restaurants do you visit?" etc.

In addition, it is necessary to take into account the variety of purposes for which people travel outside their city or country, namely:

- resort holidays: beach, mountain, etc.;
- cultural and educational recreation: excursion, ecological or ethnographic tourism;

- educational tourism: learning a foreign language, acquiring craft skills, entering college, etc.;

- business tourism: business trips, representative events, congresses, exhibitions;

- health tourism: recreation combined with treatment/medical and preventive procedures;

- sports tourism: recreation combined with learning a new sport or improving in an already mastered sport.

That is, when forming a complex of tourist services and a tourist product as a whole, it is necessary to turn to a clear system of differentiation of the tourist market by segments, categories, directions, etc., and the purpose of this differentiation is to create a tourist service that is appropriate in terms of subject matter, level and composition of services. Entrepreneurship as an economic activity of a special nature has been the subject of study for several centuries by scientists of various specialties, primarily economists. At present, it is recognized as the engine of economic development, the source of economic growth and the increase in the welfare of economic entities. In economic science, entrepreneurship is considered within the framework of two main approaches - "from the outside" as a mass

phenomenon (i.e. at the micro and meso levels) and "from the inside" as the activity of individual entities (i.e. at the micro and individual levels). Of particular importance for understanding the essence of entrepreneurial activity is the consideration of this activity at the micro level, i.e. at the level of individual entities - organizations that carry out entrepreneurial activity. This aspect allows us to identify the mechanisms of functioning of entrepreneurial structures and, on this basis, develop methodological approaches to increasing their effectiveness.

Today, small business is quite a promising activity. Undoubtedly, small business is developing, but still there are many problems that require immediate intervention of the state. The development of problems of formation and functioning of small business structures is devoted to the research of domestic and foreign economists. They substantiated the need to study the problems of small business, investigated the main directions of implementation of the state.

Conclusion

Due to the current global situation, "import substitution" in tourism provides an unprecedented opportunity for Krasnodar Krai to become the main vacation spot for Russian citizens. And if the infrastructure, quality of service and availability of services for the majority of the population are improved, the region can secure the demand for Krasnodar Krai resorts among Russians for many years. In turn, the expansion of tourism contributes to an increase in the number of rooms, increased competition, improved quality of service, increased jobs in the region, reduced unemployment, improved socio-economic situation and well-being of the region's residents.

Tourism is a complex socio-economic phenomenon, including various types of activities to serve tourists. In modern economic conditions, there is an intensive expansion of integration ties between countries, which is expressed in the activation of trade, cultural, scientific and technical relationships, which, in turn, determines the development of tourism as a socio-economic phenomenon and, first of all, as a type of economic activity. With its multiplier effect, tourism can create preconditions for economic growth of a number of Russian regions, increase of employment of the population, more complete satisfaction of citizens' needs for rest. In market conditions experience of organization of tourist activity has already been accumulated, which requires generalization and analysis. It is necessary to study progressive world experience of functioning of the tourism industry, hotel chains, marketing research of consumer preferences, formation of tourist product and its promotion on the market. In modern domestic and foreign literature, attempts have been made repeatedly to define and classify the diversity of

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spheres and types of activity in tourism, to establish their priorities, and to identify inter-industry, industry and economic links. Modern economic science considers tourism as a complex socio-economic system in which a multi-industry production complex, called the tourism industry, is only one of the components. Economic problems are analyzed in the context of the interaction of the components of this inter-industry complex, including industry, i.e. the production aspect in combination with the social and environmental. Tourism in the Russian Federation is recognized at the state level as a priority area of the national economy.

Regional tourism markets, occupying an intermediate position in the market hierarchy between national and local markets, play a key role in the modern economy. In Russia, with its colossal territory and huge differences between regions in the levels of socio-economic development, the state of regional markets largely determines the quality of the investment climate and the rate of economic growth. The impact of tourism on the economic life of the country and its individual regions is as follows. Tourism is one of the most profitable and rapidly developing sectors of the world economy. Revenues from tourism in the total volume of exports of goods and services occupy the second place in the world after the export of oil and oil products. The purpose of the relevance of active development of inbound tourism is conditioned by the need to increase the receipt of foreign currency funds in the country for the provided tourist and related services, which will allow to balance the flows of funds spent by Belarusian citizens on the purchase of tourist services abroad (through the mediation of domestic tourist companies or by the citizens themselves). Such a positive trend will automatically find its expression in the improvement of the balance of services. In addition, prioritizing the tourism business and providing it with state support in our country (expressed, for example, in tax incentives) can help increase the inflow of foreign investment, including direct investment, both in creating joint ventures in the tourism sector and in developing tourism infrastructure (hotel and restaurant business). Which is of no small importance for our country. It is also worth noting that funds invested in tourism infrastructure have the fastest payback period. The peculiarity of tourism (inbound, outbound, domestic) is that it affects the economy through demand and consumption of tourists. The specificity of tourism consumption is that it is not the goods that are delivered to the consumer, but the consumer-tourist arrives at the place of production and consumption of goods and services. It is through consumption that tourism stimulates the economic activity of a country or a separate region. The income of hotels, catering establishments, transport companies, sports facilities, cultural institutions, etc. increases, the development of consumer services,

communications, and car service is stimulated. The demand for souvenirs and local crafts is increasing, which serves the purposes of advertising the region. The turnover of trade enterprises of both special and general purpose is growing.

Of great importance is the fact that tourism provides significant revenues to the state and local budgets through taxes from tourism enterprises, resort, customs and other fees.

Possessing rich cultural, historical and natural resources, the Smolensk region faces the problem of creating a modern tourism industry capable of attracting foreign and domestic tourists.

In this regard, it is also necessary to take into account that tourism will have a positive impact on its economy. Significant positive effects from its implementation include the fact that it, namely:

1. Provides an inflow of foreign currency and has a positive impact on economic indicators such as the balance of payments and total exports.
2. Helps to increase employment.
3. Promotes the development of regional infrastructure.

In accordance with the objectives set, the following results were obtained during the study:

1. A system of organizational, legal and economic conditions for stimulating and innovative development of inbound and domestic tourism has been developed. The creation of organizational, legal and economic conditions for stimulating the development of inbound and domestic tourism requires:

- certain adjustments to current legislation in the part concerning the development of tourism, including amendments and additions to existing regulatory and legal acts in related areas;
- introduction of financial responsibility in the implementation of research institutes of tour operator activities;
- effective management of state property in the tourism industry;
- creation of the necessary conditions for the successful development of hotel accommodation facilities and other tourist infrastructure;
- creation of a favorable investment climate for Russian and foreign companies investing in the development of tourism infrastructure in Russia;
- development and adoption of new regulations on standardization and certification of accommodation services.

2. The advantages of developing economic entities in the tourism sector using the opportunities of the region's tourism potential and attracting human, investment, financial and other resources are formulated.

A problematic issue for small and medium-sized enterprises in the implementation of innovative projects is the weakness of the financial base, which can be resolved through targeted planning, which is

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reflected in the corresponding financing concept. Such enterprises can use state aid or resort to forms of equity financing. Advance financial planning with the definition of financial needs for all phases of the innovation process is of decisive importance in order to guarantee their provision within the required timeframe.

3. It was noted that the competitive advantages of tourism. The organization's competitive advantages are unique tangible and intangible resources that the organization possesses, as well as strategically important for the business sphere, which allow it to win in the competitive struggle. Competitive advantages represent the high competence of the organization in the tourism industry, which gives it the best opportunities to overcome competition, attract consumers and maintain their commitment to its services and brand. Tangible resources (material assets) include the material and technical and financial assets of the organization, which are reflected in the balance sheet.

The source of competitive advantages can be from strategic areas of the organization's activities (marketing, sales, finance, etc.) in which it excels. The organization will also occupy a leading position compared to competitors in the case of a monopoly position in the market. Therefore, at present, many large organizations in the tourism industry are trying to capture the market through globalization and integration of companies.

4. Methodological foundations for improvement have been developed in innovative management of tourism enterprises by forming and implementing an innovative strategy for the development of a tourism enterprise with the attraction of investment resources for innovative activities. The problem of forming directions for increasing investment attractiveness is associated with the formation of a favorable investment climate in the region, attracting Russian and foreign strategic investors and the possibility of achieving a cumulative effect due to the development of integration. The basis is a systematic approach to solving the problem of improving the development and implementation of investment policy.

5. It was noted that the most important condition for increasing investment. The main objective of the development of the tourism sector is to constantly study the tourist services market in the region and its relationship with the overall socio-economic situation in each municipality. The search for serious investors who attach great importance to the economic justification of the prospects for substantial financial investments is impossible without a more accurate assessment of the contribution of tourism to the economy of a particular region. However, in addition to the above general problems, the problems of investing in the tourism industry have their own distinctive features. These

features are primarily associated with the increased risk of return on investment, since tourist flows (the size of which directly affects the payback periods of projects) are sensitive to the slightest changes in the socio-political situation in the country and region, the market conditions for tourist services, etc. Taking these circumstances into account, investment processes in this area require additional guarantees from regional and federal authorities and management structures. Only the unification and mutual interest of state, industrial and tourist structures, understanding of common tasks will lead to the development of tourism and the disclosure of the economic potential of each region or individual territory.

6. Within the framework of this study, the need for the formation of methodological approaches to assessing the priority of groups of factors for managing the competitiveness of business structures in the hotel business was identified.

7. An algorithm for selecting factors and indicators of competitiveness of hotel organizations is proposed, which consists in the fact that for a comprehensive assessment of the competitiveness of entrepreneurial structures of the hotel business, it is necessary to identify those indicators and the nature of their influence on competitiveness (stimulating or disstimulating), which will allow determining the strengths and weaknesses of the hotel organization, and propose measures to improve competitiveness.

8. The possibilities and prospects for the development of agrotourism in the Smolensk region, where this type of tourism is currently practically undeveloped, were analyzed. In order for this type of tourism business to develop, support at the level of municipalities in the regions is clearly not enough. The most important element of the growth of the agrotourism sector should be state programs for its development - either special ones or within the framework of other, comprehensive programs. At the level of individual companies or municipalities, the task of developing municipal tourism as a sector of the municipal economy in general and agrotourism in particular cannot be solved. Consequently, the solution to the problem of agrotourism development lies at the regional level.

Despite the ongoing tourist boom in Russia, the impact of the tourism industry on the country's economy as a whole and on individual regions is still insignificant. It is adequate to the state's contribution to the development of this industry and is mainly held back by the lack of real investment, low level of hotel service, insufficient number of hotel beds, and a shortage of qualified personnel.

The Russian tourism industry employs only one worker out of 300, which is 30 times lower than the similar global indicator. The underdevelopment of the tourism infrastructure, the low quality of service, the idea of Russia as a high-risk zone, which, unfortunately, has its own evidence, have led to the

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	ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

fact that at present our country accounts for less than 1% of the world's tourist flow.

Russia undoubtedly has powerful tourism resources, but at present it accounts for only 1% of the world's tourism product. This means that the problem lies in the development of tourism, the insufficient appearance of new of a new tourist product and a new, qualitatively different from the previous, modern tourist infrastructure.

To understand the real importance of tourism in the economy, it is necessary to evaluate such important indicators as, for example, the impact of the industry on the volume of GDP, employment, and the effect of the movement of tourists within the country in terms of income redistribution.

Tourism is a fertile and promising area of business for carrying out entrepreneurial activity. The market of tourist services is currently quite saturated: consumers are offered a large selection of tourist destinations and routes, a wide range of tourist products has been developed (educational, health, pilgrimage, congress, ecotourism). To this number have been added various types of extreme tourism, which is now popular. Many Russian citizens have already gained experience in traveling abroad for recreation and have begun to make higher demands on the quality of services offered by tourist companies and on the quality of service. Despite the obvious need and benefit of developing tourism in advanced regions, a number of problems are being discovered that are hindering this development.

Investments in the tourism industry are almost non-existent, and its state support is purely symbolic. In addition, the low technical level in the tourism industry and the low level of qualification of tourism personnel do not yet allow attracting a strong tourist flow from abroad, thereby stimulating the development of domestic and social tourism in the region.

Problems, misunderstanding of goals, objectives of development of the tourism industry have to be faced very often. And only investments in the tourism industry can solve these problems. In attracting

investments in tourism, the territorial authorities can play a huge role.

The instrument for attracting investment is the program of socio-economic development of the territory, where tourism is given a place of strategic direction. Territorial authorities should use all their opportunities for tourism development. This includes the allocation of land for the construction of hotels, the transfer of monuments that need restoration to private hands, the restoration of cultural sites at the expense of budget funds, allocation of financial guarantees in the budget to attract investments and many other measures.

In the coming years, the tourism industry of the best regions will receive new development - more than 640 million rubles will be allocated from all sources of financing to the region's tourism and recreation complex, improving the quality of services provided there, and promoting the product of this industry in the domestic and international tourism markets. A long-term regional target program "Development of domestic and inbound tourism in the region" for 2024-2035 has been developed. The long-term regional target program "Development of domestic and inbound tourism in the region", the purpose of which is to increase the competitiveness of the excursion and recreational product of the region, satisfying the needs of Russian and foreign citizens for high-quality services in the tourism sector, is designed to overcome the above-mentioned problems in the development of the industry. At the same time, a significant role in the implementation of the Program is given to the cluster approach in combination with projects aimed at the effective use of interregional tourism opportunities (routes) and improving the quality of services. It is also planned to create and develop the infrastructure of tourism and recreational and auto-tourism clusters.

A developed tourist market has an impact on improving the standard of living of the population of the regions, providing an influx of funds, increasing the income of tourism industry enterprises and their employees, developing the economic activity of the region aimed at tourists and the local population.

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