TRENDS IN THE DEVELOPMENT OF HOTEL BUSINESS IN THE WORLD AND THE RUSSIAN FEDERATION

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Abstract: *The article presents the role of the hotel industry, its economic and social importance for the global economy. The analysis of the world and Russian hotel market development dynamics was performed, on the basis of which the forecast of the development and growth of revenues in the global and Russian hotel industry was made in the form of practical examples from the world and European practices of hotel business. The most important results of the research are the presented recommendations for the increase of tourist flows and improvement of the economic efficiency of hotel business in Russia, as well as for the prevention of obstacles to the development of tourism and hotel business in the Russian Federation.*

Keywords: *world market, hotel business, leading countries, dynamics, forecast, figures, revenues, tourist flows, problems, advice, investment climate.*

1. INTRODUCTION

Hotel business is a part of the global tourism industry, and it is currently under the dynamic development, that is largely due to the increasing number of tourist trips both within countries and abroad. Based on the results of various studies (e.g., UNWTO, 2015 Edition) the demand for tourist services will increase on average by 4.2% per year, by 5.8% in Central and Eastern Europe and by 6.5% in Russia. The global tourism industry employs 212 million people; every 10th person is engaged in the global tourism industry, and every 8th person, particularly, in Russia. However, according to many analysts, at the moment the hotel services market does not fully meet the needs of the modern customer, does not account for the emergence of new needs and modification of the existing ones, it lacks the operational mechanisms for correction and inter-agency planning; the hotel business in Russia is much inferior to the world level. The lack of statistical data on the dynamics of the global tourism industry development leads to the need for additional research on the analysis of the global hotel business development

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experience in order to understand whether in 2018 Russia will be ready to accept more than 8 million tourists, half of which will be the representatives of foreign states. The domestic tourism development programs in Russia provide for the increase of investments to the amount of 552.2 million rubles, which will be spent on the improvement of highways; creation of infrastructure with a high level of comfort of the urban environment; sustainable development of parks, infrastructure of areas of museum-estates and museum-reserves (Nikolskaya, 2015).

2. RESEARCH METHODS

Scientific methods of cognition, system analysis, empirical research (observation, comparison), a statistical method, and methods of expert estimates were used in this article.

2.1 Results of the research

According to the World Tourism Organization (UNWTO), the international tourist arrivals in the last 25 years have grown more than 2.5 times from 435 million tourist arrivals in 1990 to 1.133 million tourist arrivals in 2014 (UNWTO Tourism Highlights, 2015). In accordance with the macro-economic laws of the market, the meeting of the increasing demand and the needs of the tourist flows leads to permanent hotel infrastructure development through growth in the accommodation facilities offers.

Currently, the global hotel industry has about 658 thousand hotels and similar accommodation facilities, and it includes approximately 15.5 million rooms (Table 1) (UNWTO Tourism Highlights, 2015).

It is worth noting that the United States which account for about 8% of the global hotel industry are one of the leading countries by this indicator.

Table 1.
Dynamics of increase in the number of hotels and accommodation facilities in the world market

Year	*Number of facilities (thous.)*	*Year*	*Number of facilities (thous.)*
2005	557	2011	622
2004	556	2012	635
2005	570	2013	645
2006	582	2014	658
2007	595		Forecast
2008	605	2015	673
2009	598	2016	687
2010	608	2017	698

Currently, approximately 52.9 thousand of hotel market facilities (with the capacity of 15 rooms or more) with a capacity of 4.9 million hotel rooms exist in the United States. For comparison the figures of the other countries are presented in Table 2 (UNWTO Tourism Highlights, 2015).

Table 2.
Capacity of hotels and accommodation facilities in some countries

Country	*Number of facilities*	*Number of rooms (thous.)*	*Country*	*Number of facilities*	*Number of rooms (thous.)*
Czech Republic	9,013	710.4	Hungary	4,176	435.6
Denmark	1,118	420	Austria	20,329	993.6
Spain	47,689	3,483	Poland	9,885	694
Latvia	644	39.1	Finland	1,408	251
Greece	8,900	352	Serbia	987	102.4

It is important to note that, according to the forecasts of the hotel business experts, the number of hotels and similar accommodation facilities, as well as the size of the global hotel room capacity is constantly growing in all regions of the world where the United States also hold leading positions (Fig. 1).

The global hotel industry segments, the hotel room capacity in the international/branded (several hotels under the same brand name) and independent hotels. According to experts, the branded segment of the global hotel market accounts for about 53% of the total market (Skobkin, 2014).

At the same time, the top five branded hotel companies (IHG, Accor, Hilton, Marriott and Starwood) account for approximately 3,096 of the total branded hotel market, which in the future will take about 65% within new additional room capacity.

At the same time, the presence of international branded hotels in percentage terms of the total accommodation services market is different in different countries. For example, in the US, the branded hotels represent about 70% of the hotel market, and by various estimates, in emerging markets such as China and India, the international brand hotels represent from 45 to 55%.

According to experts, the level of penetration of international brands in the world hotel practice will increase significantly in the near future. The marked increase in the hotel complex in the data of Fig. 1, 2 (Skobkin, 2014) is largely due to an increase in investment activity in the hotel sector of economy.

Figure 1: Trends and forecast of the number of new hotels in some regions of the world and in the US

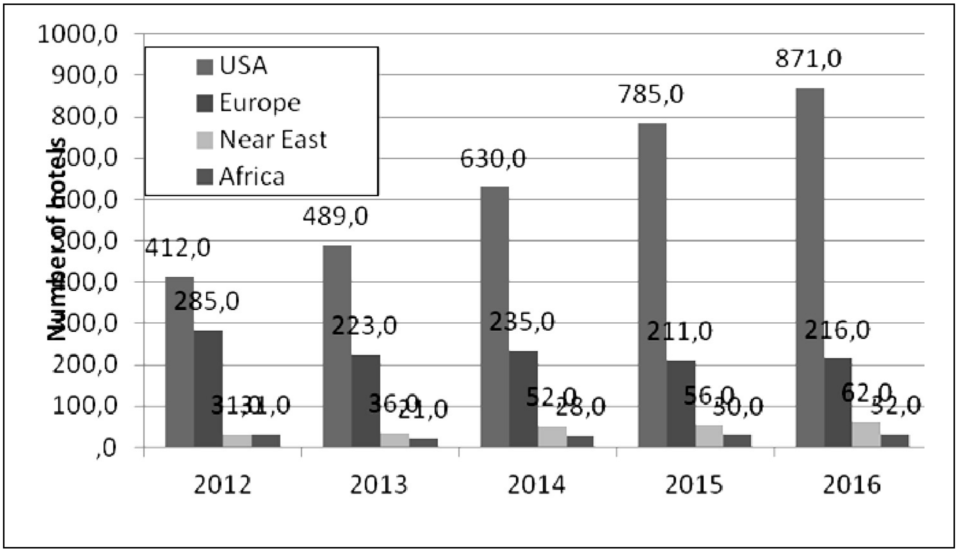
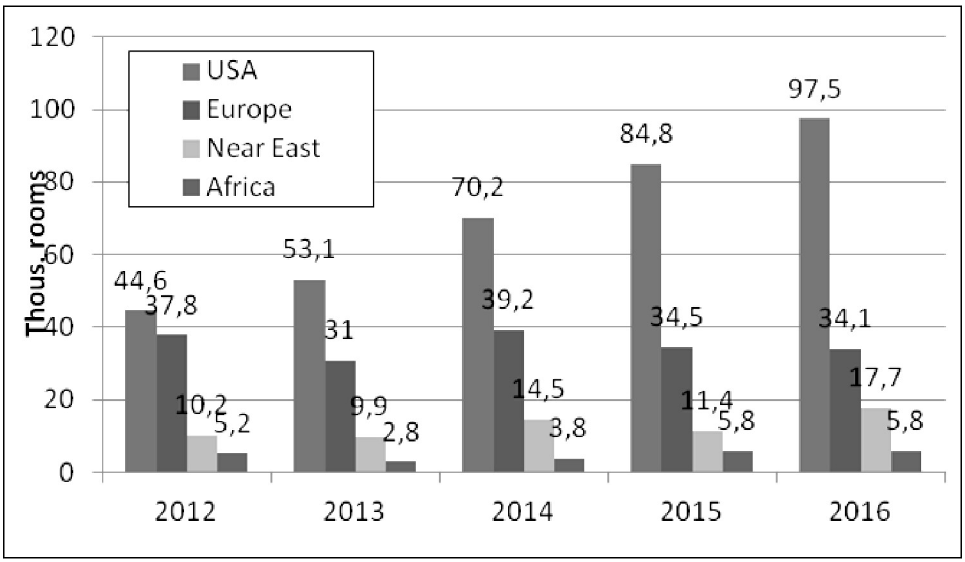
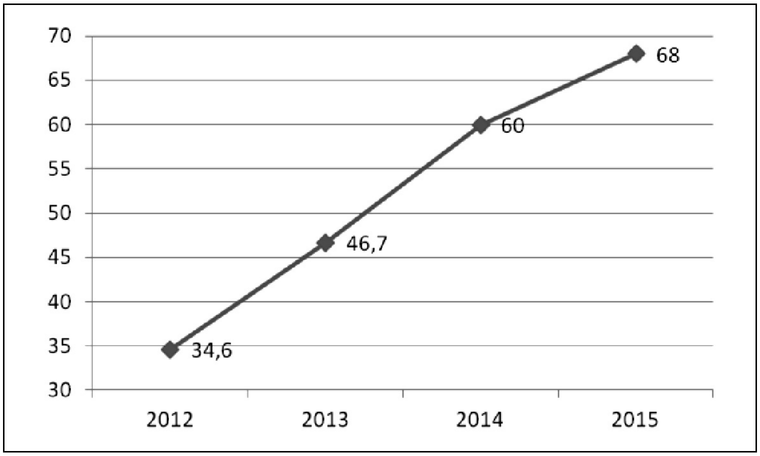


Figure 2: Trends and forecast of the number of new rooms in some regions of the world and in the US



Over the past few years, the volume of investments in the global hotel market has been constantly growing, and in 2015 the global volume of transactions in the hotel real estate reached an eight-year maximum, and will be USD 68 bln. (Fig. 3).

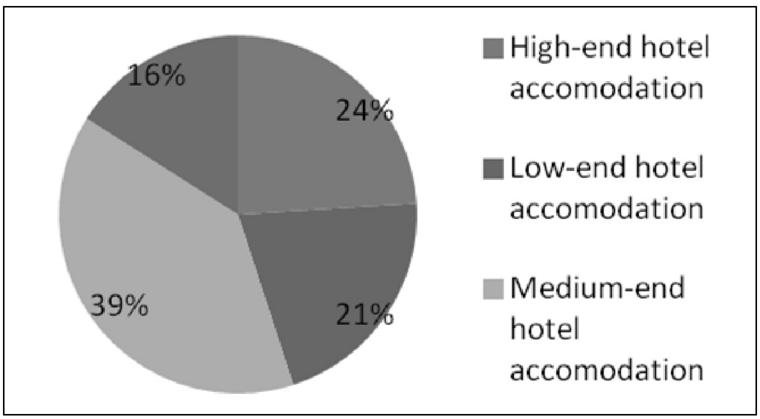
Figure 3: Trends of the world volume of transactions with a hotel real estate (Romanyuk, 2015)



Territorial differentiation of the total investments in hotel real estate shows the following data:

- - In North and South America – in 2014 the investment activity amounted to USD 30 billion, and in 2015 it increased to USD 34.5 billion;
- - In the EMEA region (Europe, Middle East and Africa) – in 2014 the investments in the hotels amounted to USD 21.5 billion, and in 2015 it reached USD 24.7;

Figure 4: Differentiation of the global hotel market by level of hotels and accommodation facilities



- - Asia-Pacific region – in 2014 the investments in hotel real estate amounted to USD 7.5 billion, and by 2016 they will reach USD 8.5 billion. Pricing structure of the global hotel market is presented by different price segments, where the hotels of the average price class have almost 40% (Fig. 4).

As regards the magnitude of the global hotel market in physical units, it also shows very good results in value (monetary) terms. The revenues of the global hotel business are about USD 607.5 billion, and slightly less than 27% of this amount falls on the leading country – the United States, where the income from the hotel facilities brings them USD 163 billion (Table 3) (Romanyuk, 2015).

Table 3.
Trends and forecast of world revenues of the hotel industry

Year	*Revenue, USD bln.*
2017	650.9
2016	638.7
2015	624.4
2014	607.5
2013	592.6
2012	570.9
2011	555.3
2010	530.9
2009	574.1
2008	556.9
2007	534.7
2006	510.7
2005	478.1
2004	434.6

All other countries have more modest price indices of income of the national hotel market, and they will be unable even to approach the leader's indicators in the near-term prospect (Table 4). It is worth noting that the global hotel industry is not only a powerful source of revenue for hoteliers and the tourism industry segment, making a significant contribution to the GDP formation and growth, but it is also the sphere dealing with the social policy matters (Popov and Romanyuk, 2016).

The hotel industry actively contributes to the reduction of unemployment level through creation of jobs. For example, 1.86 million jobs were created in the United States in the global hotel industry, and in France and China – 1.6 million jobs (in each country).

To improve the economic efficiency of the hotel business the hoteliers constantly take into account the basic needs of the global tourist flows, which can greatly vary in the degree of importance of a particular type of hotel facilities depending on the consumer status (a usual tourist and a business-tourist) (Popov and Kozlov, 2013; Kozlov and Popov, 2015).

Table 4.
Trends and forecast of the hotel industry revenues
(Revenue hotel accommodation) in the world, USD bln.

Country	*Revenues trends*								*Revenues forecast*				
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Germany	26.0	26.0	33.7	29.9	29.5	31.1	52.7	30.6	31.6	32.5	33.8	31.6	32.5
Canada	12.9	11.0	12.7	13.4	15.6	13.9	14.9	15.0	15.5	14.8	15.6	15.5	15.8
Spain	23.0	19.6	18.8	20.6	19.2	19.1	19.5	20.0	20.1	19.5	19.7	20.2	20.2
Italy	22.6	20.3	21.0	21.1	20.8	20.8	21.6	21.5	21.9	21.4	22.1	21.6	22.1
France	25.8	20.6	21.0	22.3	21.3	21.4	22.1	22.2	22.5	21.9	22.6	22.7	22.9
Turkey	7.0	8.9	11.2	11.5	12.1	12.1	12.0	12.0	12.2	12.4	12.5	12.8	13.1
Switzerland	-	7.1	7.1	8.4	7.3	7.7	8.0	7.7	7.9	8.2	7.9	8.0	8.3
Slovakia	0.32	0.28	0.29	0.33	0.30	0.30	0.32	0.55	0.50	0.32	0.34	0.34	0.34
Denmark	2.3	2.1	1.8	2.0	1.9	1.9	1.9	1.9	2.0	1.9	1.9	1.9	2.0
Austria	9.6	9.1	8.8	9.7	9.4	9.8	10.0	10.2	10.4	10.4	10.4	10.5	10.6
United Kingdom	25	21.3	20.9	22.8	23.9	24.1	24.8	25.4	26.6	25.4	25.8	26.1	27.2
Argentina	0.65	0.60	0.63	0.78	0.86	0.89	1.0	1.0	1.1	1.2	1.3	-	-
India	3.2	3.1	5.5	4.0	4.6	4.7	5.6	5.8	6.4	6.9	7.6	-	-
South Korea	7.3	7.5	10.1	8.4	9.3	10.1	10.7	10.1	10.7	11.0	11.4	10.5	11.1

Analysis of results of research of TripBarometer 2015. Global Travel Economy Report, which involved 28.4 thous. respondents and 10.3 thous. business respondents, revealed the following figures (Table 5).

For effective hotel business it is important to understand the needs of the target group of consumers, for what the global average tourist waits from a hotel, what additional "option" he/she sees in it.

According to a survey conducted by the HRS hotel reservation portal, the "wish list" of guests includes the following hotel services:

- Later check out. It is noteworthy that the young people (67% under 29 years) greater insist on this requirement than the old generation (53% over 50);
- Breakfast in the hotel room. 46% (mainly women and young people) would like to have breakfast in bed if served in the room for free. From the number of the older hotel guests only 35% of respondents choose the breakfast in the room;

- Free delivery of luggage in the room. 45% of the hotel guests, 54% – women, and about 37% – men prefer this service;
- Earlier breakfast (such requirement is inherent mainly to the business travelers).

Table 5
The importance of hotel services for different groups of consumers (compiled by the authors based on TripBarometer 2015. Global Travel Economy Report)

Types of facilities	*Type of the consumer and the criterion importance (% of the total number of respondents)*	
	average consumer	*business tourist*
Free Wi-Fi in rooms	74	87
Free breakfast	60	67
Free transfer/ taxi	55	15
Staff's ability to speak the guest's language	55	-
King size bed	55	59
Free parking	32	80
Restaurants in hotel	26	-
Super fast Wi-Fi	24	55
Room Service	21	58
Gym		17
Spa/Beauty Salon	12	4
Children's club	5	7
Babysitting	2	5

3. DISCUSSION

Thus, it should be noted that the Russian hotel market is rapidly growing, largely due to the following factors:

1. The growing tourist interest if the international community to the Russian Federation, expressed by positive dynamics of the number of tourist arrivals, where in the past few years Russia consistently ranked in the top 10 world countries in terms of International Tourist Arrivals, according to UNWTO Tourism Highlights, 2015 Edition (Table 6).

Table 6.
Trends and forecasts of international tourist arrivals to Russia

Year	*Number of arrivals, mln. people*	*Place in the top 10 UNWTO countries*
2012	25.7	8
2015	28.4	8
2014	29.8	9
2020	47.1	9

2. Positive dynamics of growth in domestic tourist flow in the Russian Federation (Table 7).

Table 7.
Dynamics of domestic tourist flows in the Russian Federation

Year	Number of tourist trips, mln. people	Year	Number of tourist trips, mln. people
2006	25	2011	35.3
2007	27	2012	34.6
2008	51.5	2015	56.8
2009	28.2	2014	42
2010	30.8	2015	by 2016, the increase can be from 30 to 50%

Thus, domestic tourism is growing by an average of 5-6% per year.

3. Creation of a favorable investment climate for the development of hotel business in the Russian Federation in general, and in specific regions and cities (Nikolskaya, 2015).

Among the main activities the following events may be noted:

- Creation of special economic zones for tourism and recreation for the development of the tourist and hotel activity on their territory;
- Development of "Allocation of the hotel infrastructure in St. Petersburg" program (2004), in order to increase the investment attractiveness of St. Petersburg and to promote the accelerated development of the hotel services market.

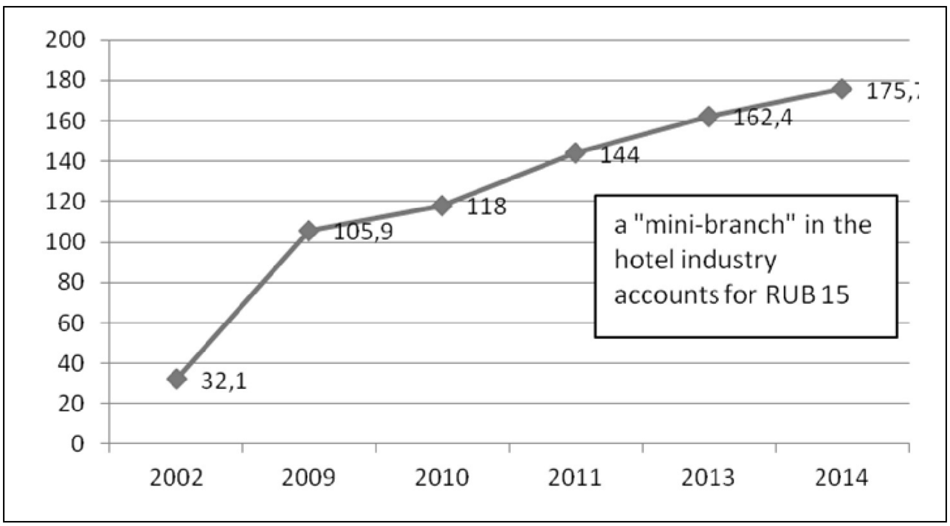
"The address list of buildings and land for the hotel infrastructure allocation" was prepared and is constantly updated within the program. Providing investors with land and other real estate items at the addresses specified in the list to allocate the hotel infrastructure facilities is performed based on the results of trades in the form of an open tender or through the intended designation in accordance with the government's decision. A similar document exists in Moscow "Branch layout of hotels in Moscow";

Tax incentives for hotels. The incentives for hotels aimed at the development of domestic tourism and the support of the World Cup in 2018 were approved in Moscow. The exemption is valid from 2015 to January 1, 2020. (In this case the authorities think that the period of eligibility may be extended). The minimum floor area multiplied by a factor of 2 will not be subject to property tax. At the same time the exemption is provided for the hotels, which will pass classification before July 1, 2016, and will confirm their "star-rating". In addition, this is in reference to the hotel room capacity located in buildings that are subject to property tax by the cadastral value;

To support investors willing to invest in the economy-class hotels, the Committee for Tourism Development in St. Petersburg on behalf of the governor prepares a special investment program for the construction of 3-star hotels, etc. (Popov and Valedinskaya, 2015).

According to experts (UNWTO Tourism Highlights, 2015), cost volume of the hotel services market in the Russian Federation has a gradually increasing trend. In a period of 2002-2008 (before the crisis), the growth rate is 20%, and over the past few years after 2009 the growth rate dropped to 12.9% per year (Fig. 5).

Figure 5: The dynamics of the cost volume of the hotel services market in the Russian Federation



In addition, it is important to note that the largest share in the hotel sector turnover (70%) belongs to Moscow and St. Petersburg, although the hotel business development in the region is increasing every year.

It is important to note that, according to forecasts of the experts presented within the federal target program "Development of domestic and incoming tourism in the Russian Federation (2011-2018)", incorporated in the state program of the Russian Federation "Development of Culture and Tourism" for 2013-2020 years, the volume of paid services of hotels and similar accommodation facilities will gradually grow, and by 2018 it can reach RUB 500 billion (Table 8).

The main base and forward-looking indicators of the hotel industry development in the Russian Federation until 2018 on the basis of the federal target program "Development of domestic and incoming tourism in the Russian Federation (2011-2018)", incorporated in the state program of the Russian Federation "Development of Culture and Tourism" for 2013-2020.

Table 8.
Hotel and similar accommodation facilities in the Russian Federation

Year	*Number of facilities*	*Their one-time capacity, thous. beds*
1990	4,686	454.8
1995	5,504	426.1
2000	4,182	546.1
2005	4,812	404.4
2006	5,375	429.2
2007	5,917	447.1
2008	6,774	498.4
2009	7,410	487.4
2010	7,866	529.6
2011	8,416	571.2
2012	9,516	617.8
2015	9,685	657.4
2014	9,780	642.1
2015 (acc. to Rosturism)	10,766	714

The number of hotels and similar accommodation facilities in the Russian Federation (UNWTO Tourism Highlights, 2015) over the past 10 years is constantly growing, and in the last 5 years the number of hotel facilities in Russia grew by 36.2% and reached 10,714 facilities in 2014 (Table 9).

Table 9.
Hotels and similar accommodation facilities of the Russian Federation (Kosheleva, 2016)

Year	*Number of facilities*	*Their one-time capacity, thous. beds*
1990	4,686	454.8
1995	5,504	426.1
2000	4,182	346.1
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2007	5,917	447.1
2008	6,774	498.4
2009	7,410	487.4
2010	7,866	529.6
2011	8,416	571.2
2012	9,516	617.8
2015	9,683	657.4
2014	10,714	814
2015	10,766	-
	Rosturism forecast	
2016	11,575	-
2017	12,441	-
2018	15,574	-
2019	14,377	-
2020	15,456	1,025

In Table 9 until 1995 the data do not include hotels, which were on the balance of collective and state farms, and stating from 2005 the data are presented taking in to account the individuals engaged in entrepreneurial activities without forming a legal entity (individual entrepreneurs).

Thus, according to the indicators the hotel market is not saturated and has a growth potential. Currently, in Russia the hotel bed provision index is about 4.5 beds per 1 thousand residents, while in Europe this index is 13-35 (Kosheleva, 2016).

In Moscow this index is getting closer to 10, in St. Petersburg – to 8 beds. The average value of the hotel bed provision index in the administrative centers of the respective areas within the Golden Ring of the Russian Federation, according to Blackwood, is 2.1 rooms per 1 thousand residents.

So, in Sergiyev Posad the bed provision index is 1.5 rooms per 1 thousand residents, in Ivanovo – 1.8, in Yaroslavl – 2, in Kostroma – 2.1, in Vladimir – 2.6 rooms per 1 thousand residents.

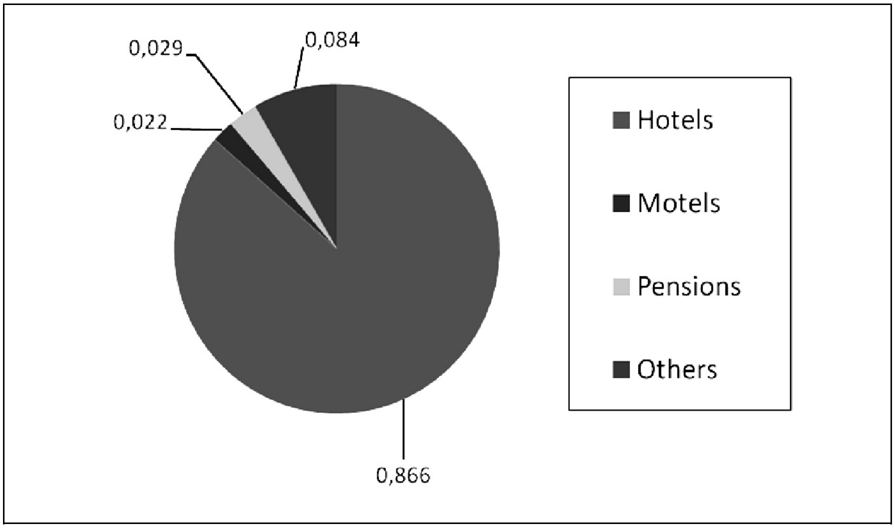
Currently, Russia ranks 90th out of 141 countries in terms of the number of hotel rooms for 100 residents (Table 10) (Kosheleva, 2016).

Table 10.
The rating of number of hotel rooms per 100 residents in different countries

Rating place	*Country*	*Rating place*	*Country*
1	Malta	12	Cape Verde
2	Greece	15	Croatia
3	Cyprus	14	Switzerland
4	Seychelles	15	Norway
5	Iceland	16	Bulgaria
6	Arabia	17	USA
7	Montenegro	18	Ireland
8	Barbados	19	Luxembourg
9	New Zealand	20	Czech Republic
10	Italy	90	Russian Federation

The hotels constitute a majority of the Russian hotel establishments, and according to the data of 2014 the share of hotels among all hotel type facilities is 86.6% (Fig. 6). Also it should be noted that the customers prefer hotels of the total hotel market.

Figure 6: The structure of the Russian hotel market by types of enterprises (2014)

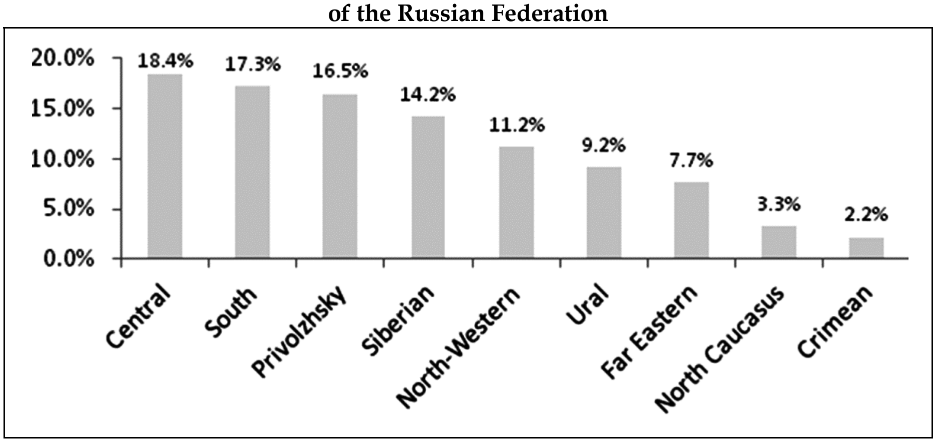


Territorial zoning of the hotel market of the Russian Federation by federal districts shows that the largest percentage of hotels and similar accommodation facilities is just over 66% of national index, is concentrated in four federal districts: Central Federal District, Southern Federal District, Privolzhsky Federal District, and Siberian Federal District (Fig. 7).

Considering the regional division (Fig. 7) it was revealed that most of the hotels and accommodation facilities are located in the Krasnodar region, Moscow, Tyumen region, St. Petersburg and Sverdlovsk region.

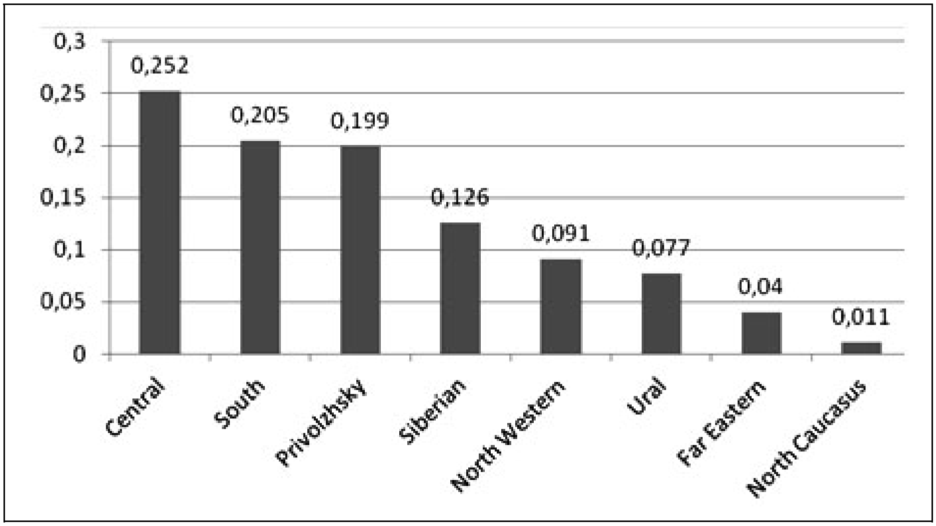
Currently, many hotel developers who previously worked only in large cities are now trying to master also the remote areas of the Russian Federation (Kosheleva, 2015).

Figure 7: The share of hotels and similar accommodation facilities in the federal districts of the Russian Federation



Segment of recreation bases, camping and other recreation companies is actively developed and presented in the Southern Federal District (Fig. 8) (Kobyak and Layko, 2015).

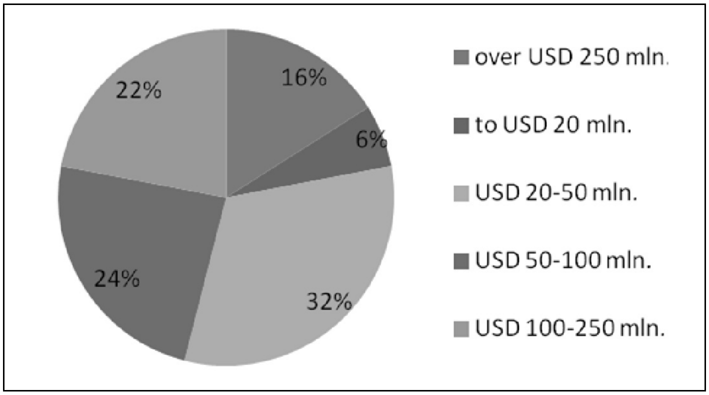
Figure 8: The share of recreation centers, campsites and recreational enterprises (except for holiday camps), excluding microenterprises



The hotel industry is attractive enough. For example, in 2014 the volume of investments in the hotel segment in Russia amounted to USD 530 million that is 15% of the total volume of investments in commercial real estate.

Today in Russia, 180 hotel facilities construction projects (2014-2017) are presented, 45% of which are under construction, 25% – at the design stage and on 30% the preparatory works are made or the construction has already started. The Moscow region and the Northwestern Federal District are the leaders in the development of investment projects in the Russian Federation, and they are followed by Privolzsky and Southern Federal Districts. The investments in the construction of one facility in the Russian Federation range from 20 to 250 million dollars, while the investment projects of different types of accommodation facilities are presented: hotels, motels and hotels in a variety of multi-functional complexes, boutique hotels, apartments, etc. (Fig. 9) (Kobyak and Layko, 2015).

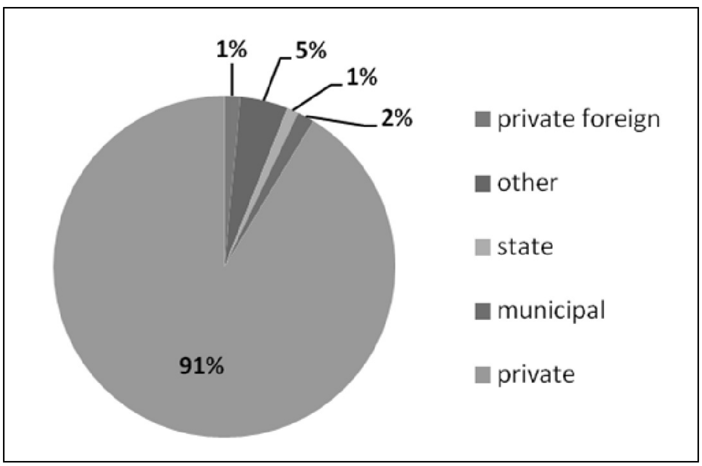
Figure 9: Cost differentiation of hotel investment projects of the Russian Federation planned for implementation until 2017



It is also important to note that, unfortunately, 80% of new hotels in the Russian Federation are being built by lending money, and the prevailing political and economic situation in the country leads to the fact that some hotel projects put on hold. In addition, in order to reduce the payback period and risks many investors are considering the construction of hotels in the composition of multifunctional complexes which in addition to hotels include the offices, residential and shopping area (Popov and Valedinskaya, 2010).

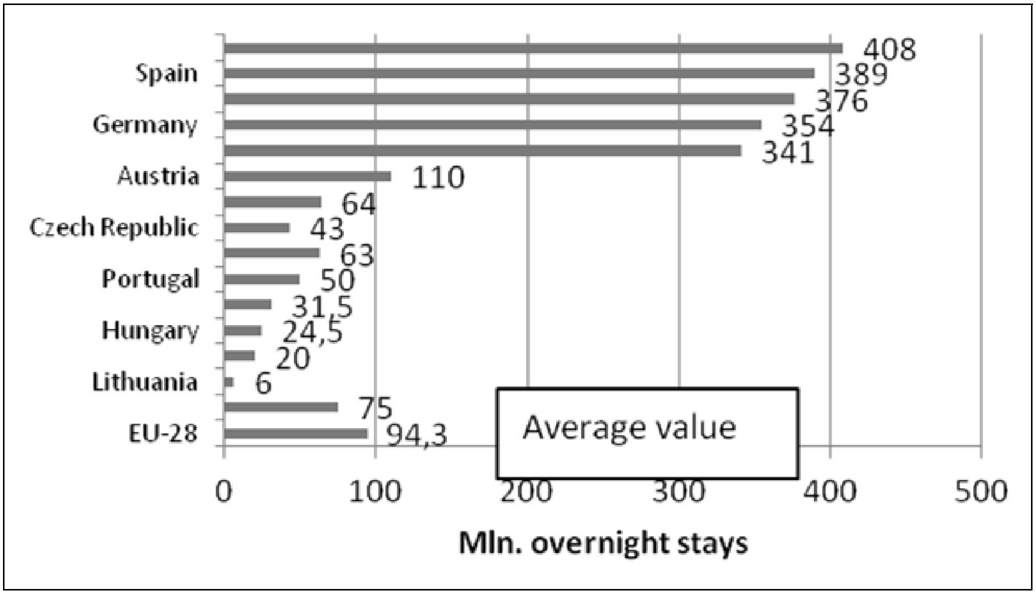
The largest number of hotels and similar accommodation facilities in the Russian Federation are privately owned, which accounts for 91.2% of all hotel facilities in the country (Fig. 10).

Figure 10: Differentiation of hotels and similar accommodation facilities of the Russian Federation by property category, %



The actual volume of the hotel services market in the Russian Federation is at the level of 78.1 million man-days. So, in 2010 it was 77.7 million man-days, in 2011 – 87 million man-days of stay, in 2013 over 42.5 million people spent 72.8 million overnight stays in the country hotels, and in 2014 – 75 million overnight stays. However, this figure is still relatively low compared to many countries in Europe, where it exceeds the RF indicators 4-5 times, but is very close to the average indicator of EU countries (Fig. 11) (Kobyak and Layko, 2015).

Figure 11: Actual volume of the Russian hotel services market in comparison with the EU countries, million overnight stays.



Guests of hotels and similar accommodation facilities in the RF by geographical (territorial) division are distributed as follows:

- The consumers from Russia make up the bulk of the market; the percentage of Russians is 85%. In particular, this fact and the structure of the consumer spending of the Russian population, where, according to the Federal Service of State Statistics, the item "hotels, cafés and restaurants' accounted for less than 3%, largely determines the relatively modest cost indicators of the hotel industry in the Russian Federation, presented in the data of Fig. 6 (Table 11);
- The share of foreign nationals accounts for about 11-15%, which is equally important (Nikolskaya and Yevstigneyeva, 2015).

According to the Association of Business Tourism (ABT), about 60% of guests of Russian hotels are the business tourists, and this percentage is even higher in cities with high business activity. In this regard, the Association of Business Tourism (ABT) adopted the "Attestation of business and convention hotels" program based on a survey of business tourism professionals, who helped to identify the main factors determining the selection of accommodation facilities. Such criteria as the convenience of the hotel's location, i.e., public transport links to the railway stations, airports, exhibitions and business areas of the city; recommendations of colleagues and the service level take the first position in the ranking (Nikolskaya and Yevstigneyeva, 2015).

Table 11. The structure of consumer spending of the population of the Russian Federation in 2014 (Popov and Valedinskaya, 2010)

Name of groups of goods and services	Specific weight,%
Food and non-alcoholic beverages	28.8
Alcoholic beverages, tobacco products	6.1
Clothing and shoes	10
Housing, water, electricity, gas and other fuels	10.8
Household goods, household appliances, and everyday homecare	6.1
Health service	3.7
Transport	14.8
Communication	3.3
Recreation and cultural activities	6.4
Education	1.5
Hotels, cafes and restaurants	2.7
Other goods and services	5.9

At the same time 92% of the business tourism industry representatives believe that a hotel shall have a high-speed Internet, and access to it shall be open in all public areas – in the restaurant, lobby, and even in the hallway. The number of essential services included the air conditioning (77%), ATM in the hotel or in the immediate vicinity (73%), possibility to use a credit card upon payment at the hotel (62%), availability of safe (54%), dryer (50%), business center (50%), food ordering and delivery to the room (50%), as well as additional electrical sockets, allowing to simultaneously charge a laptop, smartphone and other devices (38%) (Popov and Valedinskaya, 2010).

3. CONCLUSIONS

According to the results of the research, it should be emphasized that a number of challenges which require prompt and high-quality solutions still persist in the setting of visible positive trends of the hotel industry in Russia. Such challenges include:

1. outdated material and technical base of many accommodation means in the Russian Federation, especially those built more than 30 years ago (more than 50% of hotels are still the objects of the Soviet era), which requires renovation;
2. Difficulties and burdens in the allocation of land for construction of the hotel industry items;
3. Lack of hotels and 3-star accommodation facilities for the development of both business-tourism and cultural tourism, which is due to the increase of a number of 4-5 star international hotels in recent years;
4. High prices for hotel services in Russian accommodation facilities;
5. Lack of professionals in the hotel industry, and insufficient training for professionals working in the tourism and hotel industry enterprises, lack of mid-level professionals, unwillingness of university graduates to work at the initial positions in hotels (maids, waiters, bartenders), and often the engaging of foreign nationals to these positions;
6. Relatively low occupancy indices of hotels in Russian regions, which is due to the condition of regional tourist infrastructure and especially the transport one (Nikolskaya, 2015).

Currently, the main strategy of the Russian tourism industry development is the increase in entry tourist flow to the Russian Federation to 70 million by 2020, which will provide a huge increase compared to 27.5 million tourists who visited the country in 2014.

The achievement of this goal will have a huge effect on the accommodation facilities, infrastructure and employment in the tourism sector. In this regard, it is necessary to develop a national program for sustainable tourism development as a component of the national economic job creation scheme and economic growth achievement (Nikolskaya and Skvortsova, 2015).

For the development of domestic entry tourism in the Russian Federation, it is necessary to solve the following tasks: creation and promotion of a positive image of Russia, promotion of the country's history, its culture and nature; holding of information and cultural and socio-political activities aimed at attracting foreign tourists to the Russian Federation; organization of exchanges of delegations of young artists, politicians and business people to establish mutual understanding, holding of conferences and exhibitions; development and implementation of common standards for the tourism industry, creation of a modern competitive tourist complex of all Russian territories, providing opportunities to meet cultural, educational and recreational needs of Russian and foreign citizens and contributing to the economy development.

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