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Formation of Modern Model of Management of Development of Tourist Zones in the Territory of the Russian Federation

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Abstract: Tourism is one of the directions of development of economy in post-industrial society, allowing to solve a wide range of crucial socio-economic problems. These include a solution to the problems of expanded reproduction of labor resources, increased employment, prosperity and improving the quality of life of society, ensuring social and cultural development of the population. Russia has a powerful climatic, socio-economic, cultural and historic resources. On their basis, it is possible to build unique tourism industry meeting contemporary requirements, to develop competitive tourism products and to successfully develop domestic tourism. The lack of development of domestic tourism automatically leads to restriction of possibility of receiving guests from abroad. Accommodation facilities, tourist infrastructure is the same for domestic and foreign tourists. Domestic tourism services should be accessible to all segments of the population. In this case, there is an incentive for expansion in the sector of consumer services to increase their competitiveness that will ensure economic growth in Russia not only due to the raw sectors of the economy. At present the population with average income, comparing the value of domestic and outbound tourism, choose the second because of the optimal combination of “price-quality” of tourist services offered by foreign firms.

Keywords: services, domestic tourism, model of tourist cluster, tourist resources, suppliers of tourism services, favorable conditions, inter-regional cooperation

JEL Classification: L21, L26, L83, M31, Q26

INTRODUCTION

In the Law of the Russian Federation “About bases of tourist activity in the Russian Federation” gives the following interpretation of tourism resources is “a natural, historical, socio-cultural objects of tourist display, and also other objects, capable to satisfy spiritual needs of tourists, to contribute to the reconstruction and development of their physical forces”.

The essence of tourist resources is that they are the basis for the formation of the tourist product, and, accordingly, planning and development of tourism. Determination of the types and specifics of resources determines the demand for tourism products and indirectly – on the formation and maintenance of the whole tourism infrastructure. Identification of tourism resources gives the opportunity to determine the appropriate cluster members. At the same time, the uniqueness of tourism resources, the local traditions and culture. influence the selection of specific tourist cluster on the process of its formation and the identification of key tourist products.

The cluster also includes travel agencies, the main objectives of which is the creation of attractive tourist products that meet the needs of tourists, maintaining the standards of service. The focus on the creation of diverse tourism products is able to interest the discerning traveler (domestic or foreign).

During the trip tourists can consume different services – General, specific and related tourism. But above all, he needs the services to maintain their life – housing, food, transport and entertainment. That’s why the main elements of the cluster are the providers of specialized tourism services. Components of this element reflect the feature of tourism consumption and cause a derived multiplier effect: the need for tourist consumption the tourist product availability of transport services, accommodation, food, hospitality system overall, creating the necessary conditions for treatment, entertainment, education, meet the need for new impressions (Kunelbayev, Auyelbekov, Katayev & Silnov, 2016). Inter-sectoral nature of tourism implies the presence of suppliers’ collective accommodation, catering, leisure centers, places of tourists’ attraction, business centers, therapeutic facilities, and other services.

Thus, the quality of the services provided must meet the requirements of the market. The basis of the tourism product – the services of these suppliers, without these companies the existence of the cluster is impossible.

The essence of the support activities (catering) tourism industries is to provide the accompanying tourist services. These include financial and medical services, local retail trade, including sale of Souvenirs and tourist equipment, engineering (industrial) infrastructure, security, etc. these companies and organizations operate on the market of goods and services, regardless of the tourism, but their involvement in the cluster will create more attractive conditions for the development and increase of turnover. Main tourist product can be implemented without the participation of local organizations, but it will increase the cost and reducing the satisfaction of tourists. Sustainable development of the supporting industries and their active cooperation with the tourist organizations is the key to successful operation of the whole cluster (Bergman & Charles, 2003).

LITERATURE REVIEW

The problem of organization and Economics of tourism, the organization of interaction of state structures and private business are currently represented in the works of domestic and foreign scientists and

practitioners, such as V. Bersls, P.M. Havrapek (Bersls, Havrabek, 2005), Lennon J. John, Hugh Smith, Nancy Cockerell, Jill Trew. (Lysakova, Karpova, Lesnaya, 2009), J. Park., S. McKay. (Prourzin, 2007). In addition, it analyzed the international legal acts, regulatory documents, concepts, programs and projects related to areas of cooperation between the state and business in the development and promotion of the tourism industry regions.

In the works of the listed authors, the following are explored: the conceptual foundations and historical experience of the functioning of the tourism industry; Methods and forms of tourism, ways to find new directions for its development; Formation of the market of tourist services, entrepreneurial activity of travel agencies, marketing and management in tourism; The content of tourism as a phenomenon of national and regional economy, tourism economics; Financial aspects of development of the tourism industry and pricing in tourism; International economic relations in the sphere of tourism, economic aspects of regional tourist activity.

At the same time, the analysis of these sources shows that the economic mechanism of the state-private functioning of regional tourism is insufficiently developed theoretically and methodically, and the conditions and factors of its formation and functioning are evaluated. There are no works on such an important element of it that determines the possibility of developing regional tourism through interaction between the state and business, such as the formation and implementation of tourist innovations and investments and their economic provision (Lebedeva et al., 2016).

Thus, the need for scientific and methodological consideration of economic instruments of cooperation between the commercial and non-commercial sectors of the economy that ensure the effective realization of the region's economic potential in its tourist capacity, as well as the course and specifics of the implementation of regional tourism activities at the present stage have determined the purpose, objectives, object and subject of this study.

MATERIALS AND METHODS

The object of the study is the model of the tourist-recreational complex in the regional economy.

The subject of the study are management relations at the meso level, which arise in the process of formation and development of the management model of the tourist and recreational complex of the territory.

The theoretical basis of the research was the scientific positions and conclusions contained in the works of domestic and foreign scientists on the problems of national and regional management of the development of the tourist and recreational complex: in the theoretical and regional economy, tourism and recreation management.

As the information base of research, the competitor used the strategies and programs for the development of national tourism, as well as scientific sources. The work used - federal and regional legislation in the field of tourism and recreation. The official sites of the State Statistics Committee of the Russian Federation, sectoral and regional statistical agencies, and materials of sociological research were used as a statistical base.

The validity and reliability of the research findings, conclusions and recommendations received by the author are confirmed by the fact that the findings and recommendations formulated in the study were

obtained as a result of logical and reasoned analysis using the modern economic and mathematical apparatus - the provisions and methods of economic and logical analysis confirmed by practice, economic and mathematical modeling, The correctness of the use of the approved mathematical apparatus, as well as the calculations performed and on the basis of objective data (Velichko *et al.*, 2017).

The scientific novelty of the work as a whole consists in the fact that for the first time in the material the complex study of problems related to the development of theoretical provisions for the development of the management model of the tourist and recreational sphere of the region was carried out in relation to modern conditions.

DISCUSSION

Tourism as a model of socio-economic system. Modern economic science considers tourism as a systemic object of study, which allows, on the one hand, to reveal its structure with a variety of internal connections, and on the other - to determine the nature of interaction with the external environment.

In accordance with the definition developed by the International Association of Scientific Experts in the field of tourism, tourism as a socio-economic system is a set of relationships, links and phenomena that arise during the movement and stay of people in places other than their permanent place of residence and not related to their work Activities.

At the heart of the tourism system, according to the Swiss researcher C. Kaspar, there are two subsystems:

- tourist entity, i.e. Tourist - the consumer of tourist services with all the diversity of his needs and motives of behavior;
- tourism object, consisting of three elements: a tourist region, tourist enterprises and tourist organizations.

It should be noted that a tourist is understood as a tourist who is looking for opportunities to meet his needs by obtaining specific tourist services (Frangiali, 2000). The latter are given to him in a certain place or region that is the purpose of his journey.

There are two approaches to the concept of "tourist region". In the first case, it is characterized as a geographical area with certain boundaries, in the other - as a geographical area with a certain attractiveness for tourists (with the attraction of the content of the concept of which differs depending on specific groups of tourists). So, on the same limited territory (for example, in a hotel) tourists can live, having completely different purposes of travel. Some are more attracted by the sea and beaches, others - historical places and museums, the third - active recreation and entertainment (Alexandrova, 2001).

It should be borne in mind that not every territory can be attributed to the tourist region. To be called such, it must meet the following basic requirements:

- have objects of tourist interest (monuments of history and culture, museums, flora, fauna, etc.);
- provide the services necessary to meet the needs of tourists (and of course the quality that the client expects).

These services primarily include delivery (transport) to and from the region, provision of accommodation, food, leisure facilities with an appropriate level of service.

Thus, the tourist region is a territory that has objects of tourist interest and offers a certain set of services necessary to meet the needs of tourists.

Five tourist macro-regions. As a tourist region can be considered as a separate hotel, and a city, area, resort, district, region, country or even a group of countries that the tourist chooses as the purpose of his trip. The WTO defines five tourist macro-regions:

- European - European countries, including all the former republics of the USSR, as well as the states of the Eastern Mediterranean (Israel, Cyprus, Turkey);
- American - countries of North, South, Central America, island states and territories of the Caribbean;
- Asia-Pacific - countries of East and South-East Asia, Australia and Oceania;
- South Asian - South Asian countries;
- Middle Eastern - countries of Western and South-West Asia, Egypt and Libya.

The above classification indicates that the allocation of tourist regions may differ significantly from the adopted schemes of geographical division.

Attitude to the tourist region for a certain tourist depends on the needs of the latter and the perception of this region. So, for a tourist, a lover of golf, the tourist region is likely to be a sports center with an appropriate base (at least, a golf course, a hotel, a restaurant). For tourists from Japan, who want to see the whole of Europe in the shortest possible time, the whole European continent will be the tourist region. It should be borne in mind that there are two circumstances (Alekseev, 2002).

First, the larger the distance from the place of permanent residence of a tourist, the place of visit, which is the purpose of the trip, is removed, the wider this person will be considered the tourist region (for example, for a tourist from Belarus traveling in Germany, the whole country will be a tourist region).

Secondly, the narrower the purpose of the trip, the less tourist region is represented in the perception of the tourist (for example, for a scientist interested only in participating in a congress, the hotel will be the tourist region where the event will take place. History and culture of the city where the congress is held, the whole city will become a tourist region).

Tourist enterprises as an object of management. Providing services to tourists in this or that region is provided by enterprises, which are an important element of the “tourism object” subsystem. Some of them offer consumers exclusively tourist services, for others tourism is only one of the directions of their commercial activities. The formation, promotion and implementation of a complex of tourist services, united by a single purpose, is provided by tourist enterprises (tour operators and travel agents), whose activities serve exclusively tourism and constitute the basis of its existence.

Tourist enterprises in the course of their functioning interact with producers of tourist services (hotels, transport organizations, food enterprises, etc.), for which the provision of services to tourists is in most cases only one of the areas of their commercial activities. Providing services to tourists are also engaged in enterprises that serve the entire population of the tourist region (enterprises of trade, communications, domestic and medical services, cultural and educational institutions, etc.).

The aggregate of enterprises of material production and non-productive sphere, which ensure the production, distribution, exchange and consumption of tourist services, development and exploitation of tourist resources, and the creation of a material and technical base for tourism, was called the tourist industry (Kvartalnov, 2001).

In the process of providing tourist services, organizations are also involved. These include state and public organizational and legal structures that regulate and coordinate the development of tourism in the region, providing conditions (infrastructure, information, security, freedom of movement, accessibility and preservation of tourist facilities, the formation of a tourist image of the region, etc.) Tourism. These organizations form the tourism policy and carry out their activities at the national, regional and local levels aimed at meeting the diverse needs of people in various types of recreation and travel while rationally using available tourist resources and ensuring a high quality of tourist service.

Thus, the subject and object of tourism is the basis of its socio-economic system.

Tourism is an open system, interacting and functioning in a certain environment, represented by political, economic, social, technological and natural (environmental) factors. The latter, depending on the object in question, acquire their specific content, as well as the varying degree of influence on the functioning of a particular element of the system.

The development of science and technology contributes to the improvement of the means of mass production of tourist services. The development of science and technology contributes to the improvement of the means of mass production of tourist services (hotel economy, transport, travel agency). So, radical technical reconstruction of transport has allowed to create comfortable conditions for transportation of a large number of travelers. Convenient, fast, relatively affordable vehicles (primarily aviation) to transport tourists over long distances contributed significantly to the development of tourism (Caves, 2006).

The further development of transport and its impact on tourism will, according to experts, go in two main directions: quantitative development (increase in the number of different modes of transport); Qualitative development (increase of speed of movement, safety of transportations and comfort of passengers).

Special mention should be made of the introduction of computer technology into the tourism industry, without which the organization of mass tourist trips is currently impossible. Information technologies allow to integrate the production of tourist products and their distribution. The Internet in tourism not only fulfills the function of transferring and exchanging information, but also creates a new sales system that directly connects end-users with providers of tourism services and already today is a real competitor to traditional channels for selling tourist products (Ivanov, 2001).

Environmental factors and potential tourism activities. Technological progress carries not only enormous opportunities but also serious threats to tourism enterprises. Any innovation threatens the displacement of old technologies and methods of work that could have very serious consequences, if not to show due attention, consideration of the factors of technological nature. So, despite the fact that the use of the Internet in domestic tourist business is just beginning, ignoring the world trends of the development of the tourism industry may in the near future to result in large financial losses when tourism activity is inconceivable without appropriate information technology.

Environmental factors have on tourism the most direct impact, because the environment is the basis and potential tourism activities.

The disproportionate development of tourism may undermine the very basis of its existence: tourism consumes natural resources; at the centers of mass tourism, this process is destructive (changes the natural environment, deterioration of the living conditions of people, flora and fauna, etc.). The destruction of the natural environment entails a downturn in the tourism offers (the problem of the monoculture of tourism).

Deterrent to the development of tourism are the zones of radioactive, chemical and other types of dirt. So, in Belarus after the Chernobyl accident in 1986, a completely new ecological situation in which a significant part of tourist and recreational resources of the Republic in the foreseeable future are unlikely to be used for tourism and recreation.

Especially the seasonality of demand in tourism. A special place among the factors, influencing the development of tourism is seasonality, serving as the most important specific problem.

Seasonality is a property of tourist flows concentrated in specific places over a short period of time. From an economic point of view, it is a recurring demand fluctuation with alternating peaks and valleys. In the Northern hemisphere with temperate climates, the main (“high”) seasons are summer (July-August) and winter (January-March). In addition, allocated the off-season (April-June, September) and “off-season” (October-December) in which tourist flows are damped and the demand is reduced to a minimum.

Especially the seasonality of demand in tourism are the following:

- it varies considerably in types of tourism. Thus, educational tourism is characterized by less significant seasonal fluctuations than recreational. Lower seasonal fluctuations in demand are also characteristic of medical and business tourism;
- different tourism regions have specific shapes seasonal fluctuations in demand. So we can talk about the specifics of the tourism demand in a particular locality, region, country, worldwide. So, according to statistics, in Europe on two summer months accounts for up to half of all tourist trips. In countries where annual fluctuations of temperature and other elements of the climate minor, the seasonality of tourism is weaker (for example, Morocco has a year-round tourist season);
- seasonality in tourism is mainly determined by climatic factors, social and psychological in nature.

Climatic factors associated with the fact that in most regions of the world weather conditions for travel, recreation, treatment, exercising, different months of the year.

Social factors due to the fact that most of the school holidays are in the summer months. Why parents want to coincide your vacation by this time and rest together with children. The high level of demand for tourist travel in the summer associated with common in European countries, the practice of enterprises to stop preventive maintenance in July-August (months of the lowest productivity).

The seasonality of demand is also influenced by factors of a psychological nature (tradition, imitation, fashion). The peaks and valleys in the tourist activity can be largely explained by the conservatism of the majority of tourists, i.e. rooted opinion that summer is the most favorable time for the holidays.

Seasonal fluctuations in tourism demand have a negative impact on the national economy. They lead to forced outages of material-technical base, cause problems of a social plan. The fact that most of the enterprises of the tourism industry and its personnel used only a few months of the year, is the cause of the increasing of the proportion of fixed costs in the cost of tourist services. This reduces the possibility of conducting a flexible pricing policy made it harder for tourism businesses on the market and reduce their competitiveness (Revinsky, Romanova, 2001).

The negative effects of seasonal fluctuations in demand require the study of this phenomenon and the adoption of organizational, economic and social measures to smooth the seasonal peaks and downturns in tourism. With this goal, tourism organization and businesses practice seasonal differentiation of prices (high prices during the peak season, reasonable in the off season and lower in the off-season; the difference in the magnitude of tariffs for accommodation in hotels depending on the season can reach 50 %), stimulating the development of types of tourism, not subject to seasonal fluctuations (e.g., business, Congress, etc.).

Smoothing of seasonality in tourism gives a great economic effect, allowing to increase the operating life of the material-technical base, increase utilization of the personnel during the year, to increase revenues from tourism.

Features of development of management forecasts of development of the tourism industry, taking into account factors of risk and uncertainty. The specificity of the predictions with a high degree of risk and uncertainty is considered in the following order.

1. Discusses sources of uncertainty and ways of taking into account when assessing the efficiency of the forecast;
2. The ways of evaluation of uncertainty by:
 - verify the stability of the forecast;
 - adjustment of parameters of the forecast and its economic standards;
 - formalized description of uncertainty.
3. Introduces the concept of limit values of selected parameters, including the break-even point.

Under uncertainty refers to the incompleteness or inaccuracy of information about conditions of fulfillment of the forecast, including on any related costs and results. The uncertainty associated with the possibility of the implementation of the forecast of adverse situations and consequences, characterized by the concept of “risk”.

Factors of uncertainty and risk should be accounted for in efficiency calculations, if different possible modalities for the implementation of forecast costs and benefits forecast different.

When evaluating the prediction of the most significant are the following types of uncertainty and investment risks:

- risk associated with the instability of the economic legislation and the current economic situation, investment environment and profit use;
- external economic risk (possibility of introduction of restrictions on the export of services, trade and deliveries, closing of borders, etc.);

- uncertainty of the political situation, risk of adverse sociopolitical changes in the country or region;
- incompleteness or inaccuracy of information about the dynamics of selected technical and economic indicators, the parameters of new technology;
- market fluctuations, prices, exchange rates, etc.;
- uncertainty of climatic conditions, possibility of natural disasters;
- production and technological risk;
- uncertainty of goals, interests, and behavior of participants of the market of tourist services;
- incomplete or inaccurate information on the financial situation and business reputation of partners (the possibility of defaults, bankruptcies, failures of Treaty obligations).

Organizational-economic mechanism of realization of the project forecasting. Organizational-economic mechanism of realization of the project forecasting, risky, should include specific elements to reduce the risk or reduce the associated adverse consequences.

Are used for this purpose:

- developed rules of conduct for participants in certain “emergency” situations (e.g., scenarios where the relevant actions of the participants in those or other changes of conditions of realization of the forecast);
- managing (coordinating) center, carrying out the synchronization of actions of participants with significant changes in the conditions of the forecast.

In the draft forecasting can also be specific stabilizing mechanisms that protect the interests of the market participants under adverse changing conditions of the forecast (including in cases where the purpose of the forecast will be achieved fully or not achieved at all) and prevent the actions of the participants that threaten its successful implementation.

In one case, can be reduced the degree of the risk (due to the additional cost of creating financial reserves and reserves, improvement of technologies, risk insurance); the other risk is redistributed among market participants (the index of prices, guarantees, special forms of insurance, the system of mutual sanctions).

As a rule, the use of the forecast of the stabilization mechanisms requires market participants to additional costs, which will depend on the conditions of implementation of activities, expectations and interests of the parties, their assessments of risk. Such costs shall be subject to obligatory consideration in determining the effectiveness of the project forecast.

A significant number of risks and uncertainties “inherent” in the implementation of investment projects in tourism, which largely define the parameters of its development in General.

The uncertainty of the conditions of implementation of investment projects by itself is not a given. As the project participants to provide additional information about the conditions of implementation and the pre-existing uncertainty “to act”.

With this control system, the implementation of investment projects shall provide for the collection and processing of information about the changing conditions of its implementation and appropriate adjustment of project schedules of joint actions of the participants, the terms of contracts between them.

To account for uncertainty and risk in the evaluation of the project used all available information on the conditions of its implementation, including and not expressed in the form of any probabilistic distribution laws.

Methods taking into account factors of uncertainty and risk. You can also use the following three methods (in order of increasing accuracy):

- test stability;
- adjustment of the parameters of the project and economic standards;
- formalized description of uncertainty.

The method of checking the stability involves the development of scenarios of the project in the most probable or the most “dangerous” for any of the participants conditions. For each scenario investigated how to act in appropriate conditions of organizational-economic mechanism of implementation of the project, what will be the income, losses and performance indicators from individual participants, government and population. The influence of risk factors on the rate of discount is not taken into account.

The project is considered stable and effective if in all considered situations, the interests of participants are respected, and possible adverse consequences are eliminated at the expense of established reserves and of reserves or reimbursed by insurance payments.

The degree of sustainability of the project in relation to possible changes of conditions of implementation can be characterized by the indicators of the maximum level of volume of production, prices of related services and other project parameters.

The limit value of the project parameter for some /, the year of its realization is defined as the value of this parameter in the t-th year in which the net profit of the party this year becomes zero.

One of the most important indicators of this type is the break-even point, which characterizes the volume of sales at which revenues from sales of products or services to coincide with production costs.

The breakeven point is determined by the formula:

$$T_b = \frac{C_c}{P - C_v}$$

where C_c – semi-fixed costs on production or provision of services does not change when you change the volume of production;

P – unit price of products (services);

C_v – quasi-variable costs that change in direct proportion to the production volume.

To confirm the efficiency of this variant of the forecast (at this step of the calculation) it is necessary that the value of the breakeven point was less than the values of the nominal volumes of production and sales during this step. The farther from them the value of breakeven point (in percentage terms), the more stable the forecast.

The method of calculation is more complicated if the change in the volume of services or changing the level of use of new technological solutions, the magnitude of the costs change is nonlinear, although the algorithm remains the same.

Possible uncertainty of the conditions of realization of the investment project may be taken into account also by adjusting the parameters of the project and used in the calculation of economic standards, replacing them with the design values to be expected. To this end, the duration of the projects are adjusted to reflect new information and linked to the average value of the possible delay.

If the project does not provide insurance from a certain type of investment risk, the composition of costs included the expected loss from this risk.

Similarly, in the composition of indirect financial results takes into account the impact of investment risks on the economic and social parameters of the forecast.

The most accurate (but more complicated) method is a formalized description of uncertainty. With respect to the types of uncertainty most frequently encountered in the evaluation of investment projects, this method includes the following steps:

- description of the entire set of possible conditions of project implementation (either in the form of scenarios or in the form of restrictions on the values of the main technical and economic parameters of the project) eligible costs (including any penalties and costs associated with insurance and redundancy), results and performance indicators;
- transformation of the original information on the uncertainty in information about the probabilities of certain conditions of implementation and relevant performance indicators, or about the intervals of their changing;
- definition of indicators of project efficiency as a whole with the uncertainty of the conditions of its implementation – the indicators of the expected performance.

Main indicators for comparison of variants of investment projects in tourism. The main indicators used to compare different investment projects (options project) and selecting the best of them, are indicators of the expected integral effect (economic – at the level of the national economy, the commercial – at the level of individual participants). The same parameters are used for the rational justification of the sizes and shapes of redundancy and insurance.

If the probability of the various conditions of implementation of the project is known exactly, the expected integrated effect is calculated according to the formula of mathematical expectation:

$$E_{\text{exp}} = \sum E_i P_i$$

where E_{exp} – expected integrated effect of the project;

E_i – integral effect in the i -th condition for the realization;

P_i – probability of this condition.

In general case, the calculation of the expected integral effect, it is recommended to produce by the formula:

$$E_{\text{exp}} = k \cdot E_{\text{max}} + (1 - k) \cdot E_{\text{min}}$$

where k – special norm to account for the uncertainty effect, reflecting the system of preferences of the relevant economic entity in conditions of uncertainty;

Emax and Emin, – the largest and smallest of the mathematical expectation of the integral effect on the allowable probability distributions.

The expected economic effect of the integral of the norm of k should be made at a level of 0.3.

Domestic and foreign scientists – V. Frayer, H. Klement, C. Kaspar, H. Opashovsky, F. Kotler, G. Gan, H. Ryutter, Yu. Blokhin, Yu. Kuznetsov, G. Karpova, V. Sapunova, G. Papiryan etc. – developed methodological basis of forecasting of development of tourism industry and the related mathematical apparatus.

A mathematical model of prognostication of development of domestic tourism, including development in crisis conditions developed by Professor Yu. Blokhin.

The concept of socio-economic development of tourism in a large city or region Yu. Blokhin is based on the principle of comparing costs and income (profit), i.e.:

$$\sum S_r = \{[S_1 + (1 - a)S_2] - S_r\}$$

where $\sum S_r$ – total income from tourism activities in the city or region;

S_1 – income derived from tourism;

a – transmission coefficient;

S_2 – income derived from outbound tourism;

S_r – costs of the city or region on the development of tourist activities.

In the presented mathematical model of the development of tourism in a large city or region does not take into account a number of listed factors: economic, social, demographic, environmental, etc., and does not apply to domestic tourism. However, it can be used when scientifically sound forecasting of tourism development.

The difficulty of scientifically reasonable forecasting of development of tourism industry determines the presence in its structure of the relevant units: research institutes, laboratories, socio-economic foresight centers etc.

Currently in the industry such structures are absent, and the small divisions of the Federal authorities in the Ministry of sports and Ministry of economic development of Russia can't do such predictions to perform at a high level.

This situation may have caused a low quality of development of the Federal target program "Development of tourism in the Russian Federation" for the period 1999-2005". To this must be added the absence of the period source document for the development of forecasts and concepts of development of tourism in the Russian Federation for the future (it was only approved in June 2002).

Main directions of development of tourism for the future. The main directions of development of tourism for the future will be determined by factors of social, economic, political and environmental issues. A great influence on the development of domestic tourism will be the global tourist market.

These two groups of factors are exogenous and structural variables.

The exogenous variables factors include: social, political, environmental, demographic factors, and the degree of scientific and technical progress, trade, transport, communication etc.

The structural variables include the factors determining the structure of the tourist market demand for tourism services, offer these services, the distribution of tourist markets, etc. these variables have different dynamics of change in time and space and different level of influence on the development of tourism.

The most significant factor in the development of international tourism is the political factor. It acts as a stabilizing and stimulating, and aggravating. For example, the establishment of a visa-free tourist and economic space in the framework of the European Union promotes the free movement of people, goods and capital, which is the basis for the development of tourism. Conversely, the deterioration of the political situation, growing international extremism, fundamentalism and terrorism has a detrimental effect on the intensity of tourism and tourist mobility.

Incentive and disincentive role of socio-demographic factor was considered in the previous sections of the Chapter.

Technological factor contributes to the rapid industrialization of the tourism industry and access to tourist services to wide strata of the population. In some cases, this factor contributes to the formation of new types of tourism: space, submarine, transcontinental, and virtual. Technological factor also contributes to the restructuring of the tourism industry and reduce employment.

Today, the attraction of investments into the real sector of the economy refers to tourism and service infrastructure is a matter of survival. Investments are needed primarily to ensure the expanded reproduction. Production of new services with improved quantitative and qualitative indicators. That will give them high attractiveness and competitiveness (Arzhakov & Silnov, 2016). They will invest, will be the development of the real sector and therefore. Will the economic recovery; will not be able to attract them - inevitably, the aging of fixed assets, the lack of capacity to pay innovations, the relative increase of production costs of travel services while reducing their quality. There is coagulation of tourism. The deterioration of the regional economy, impoverishment and the increased outflow of labor resources from the region, the social upheavals and other related phenomena.

Any, even the most insignificant, increase of investment attractiveness of tourist attractors is an additional means to take a step towards the development of the economy of the region. To improve the situation can only be a dynamic, sustainable movement, planned and proportional development of tourism infrastructure. Including objects of attraction. The development of places of attraction will increase tourism flows and, as a consequence. The development of regional tourism infrastructure. To make that possible, only by controlling the process of raising investment attractiveness of the region, including the tourism sector – a key issue in addressing sustainable economic development.

The useful time is the most expensive resource, but nothing. In addition to the collapse, is not done by itself. Absolutely need to visualize the fact that to improve the situation can only active, concerted and ambitious action by all stakeholders (tourists, tourism organizations, local and state agencies, the public, the population of the region), and for that you need to find or create a common management technology and the incentives of investment attractiveness. Investment attractiveness of individual objects and investments,

individual investors have a place but not save the present state of Affairs. The tourist flow will not increase even if the place attractiveness will decline, and hotels will improve the quality of care. The traditional concept of “investment attractiveness” means the presence of such investment conditions that affect the preferences of the investor in the choice of the investment object. The object of investment can be considered as a separate project, company, Corporation, city, region, country. Easy to find something in common that puts them in a row: presence of own budget and own management system. The object of each level, respectively. Its traditional attractiveness has its own set of important properties. But the region in this series is a special place because of the features it has its own specifics and at the same time is not unique. It is this feature that allows you to compare regions among themselves.

CONCLUSION

You can make a number of important insights about the growth potential of the world tourism market. New technologies in tourism and the related areas of the economy will contribute to a sharp spurt in business travel. No wonder the 21st century is declared century the service sector. Political, social and financial integration in many countries will create optimal conditions for the development and improvement of hotel, transport, trade infrastructure and other resources of the tourist market and ensure tourists ‘ safety during travel, protection and rational use for tourism the environment, not only in developed but also in developing countries. There is reason to believe that myrrh tourism has a huge potential and, therefore, it is possible to estimate the prospects of its development in the first decade of the XXI century.

Social and economic trends in developed countries suggest a possible increase of demand in both domestic and international tourism.

The increase of paid leave, the growth in personal disposable income, increased level of education, desire for knowledge of another culture are important factors influencing the development of the world tourism market.

Tourism has a positive impact on the preservation of peace throughout the world. The increase of interest of one nation to another culture leads to understanding.

However, much remains to be done to improve the tourism industry. International tourism is a relatively young industry in the world and almost new, considerably changed with the collapse of the USSR, in our country. Before the Russian tourism professionals and tourists gets a lot of problems. Will the revival of domestic and social tourism, restoration of old and the discovery of not yet known monuments of culture, history and nature, the expansion of the material and improving the legislative base of tourism, including in the sphere of relations between travel agencies and tourists as the protection of rights and interests of consumers in tourism.

In many countries, associations of tour operators and travel agents are combined standards for the conduct of tourism business, the observance of which is essential to membership in these unions or associations. Many members of the unions and associations operate outside of their responsibility, explaining to the consumer in the tourism of its rights and obligations. In the Russian Federation, there are also Association of tour operators and travel agents, but their activities are mainly focused on lobbying their own interests, the production of bodies of state power of the Russian Federation the legal, economic and social policy, and combating monopoly.

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