

Название публикации:

Assessment of The Potential of Investing In Real Estate Service and Hotel Enterprises of The Russian Federation

Авторы:

Larionova, AA [1]; Zaitseva, NA [2]; Degtyaryova, TV [3]; Mysova, OS [4]; Nagay, NG [4]; Oboimova, NT [3]; Shcherbakova, NV [3]

[1] Financial Univ Govt Russian Federat, Dept Corp Finance & Corp Governance, Moscow, Russia

[2] Plekhanov Russian Univ Econ, Dept Hospitality Tourism & Sports Ind, Moscow, Russia

[3] Don State Tech Univ, Rostov Na Donu, Russia

[4] Inst Serv Sphere & Entrepreneurship, DSTU Branch, Shakhty, Russia

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Аннотация:

The importance of assessing the potential of investing in real estate service and hotel enterprises of the Russian Federation is determined by the needs of the real economy. At present, in the world practice, investments in the hotel business are growing, but at the same time, investors have become more prudent and more demanding in their expectations from investment proposals. The purpose of this study was to identify the main trends in the development of real estate investment in service and hotel enterprises of the Russian Federation, allowing to assess the potential of this type of professional activity as an object of investment. For the analysis of the existing problem, theoretical and empirical methods, methods of quantitative and qualitative analysis, methods of data aggregation, expert evaluation, classification and structuring of information, reference and statistical data, comparison method were used. As a result of the study, both general trends of investment activities in the world and in the Russian Federation, as well as trends in real estate investing of service and hotel enterprises of the Russian Federation, were described. Justification of these trends allows assessing the current and strategic potential of real estate investment in service and hotel enterprises of the Russian Federation. The results of the research of the real estate investing market of service and hotel enterprises in Russia made it possible to formulate trends in the development of the hospitality industry and the dynamics of investments in this sphere, including by regions of the Russian Federation. The article will be useful for owners of service companies and hotel enterprises, real and potential investors in this area of business, educational organizations that prepare students for service and hotel business.

Ключевые слова:

investments; hotels; service enterprises; assessment; potential; real estate