

Название публикации:

Investigation of the factors determining the investment potential of the tourist industry of the North Caucasus

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Аннотация:

The relevance of the study of the factors determining the investment potential of the tourist industry in the North Caucasus is due to a high assessment of the availability of resources for the development of tourism in the North Caucasus. However, to develop further the rich tourist potential, it is necessary to attract significant investments. The purpose of this study is to highlight factors that hamper the implementation of the investment potential of the tourist industry of the North Caucasus and identify the main directions for its increase. To study this problem, the authors of the article used expert assessments, methods of economic and statistical analysis. The article summarizes the data of the Federal Service of State Statistics of Russia, which characterize the development of tourism in the North Caucasus for 2012-2016, and also estimates the investment potential of the North Caucasus according to the RAEX rating agency. The authors of the article substantiated that the neutralization of the factors hampering the implementation of the investment potential of the tourist industry in the North Caucasus should be carried out simultaneously in several directions in a comprehensive manner in all regions of the North Caucasus, and with the support and direct participation of the federal center. The article proposes a roadmap for neutralizing constraints, including directions, activities, priority.

Ключевые слова:

Factors, Investment, Investment potential, North Caucasus, Tourism