

Название публикации:

The use of the «soft power» concept in the modern Russian tourism industry

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Аннотация:

The main purpose of the study consists in evaluation of the possibility and the definition of specific areas of "soft power" concept use in the industry and tourism of the Russian Federation. To implement the research, the authors used the methods of factor and structural analysis, systematization of data, content analysis, economic - statistical analysis and modeling, expert assessments and other scientific approaches for comprehensive consideration of the problem under study. As a result of analysis of the existing research authors suggest their own definition of the concept "Soft power" as applied to the tourism industry. According to the results of the study proved, that the use of the concept of "soft power" in the tourism industry contributes a significant increase in tourist flow, both at the level of interaction of several countries and specific regions. On the basis of economic and statistical analysis of data describing the state of inbound and outbound tourism in Russia and some regions Privolzhskiy Federal District, the article determines the need to apply the concept of "soft power" in the Russian tourism industry. It also offers directions of the tourism industry development with using elements of the "soft power" concept and gives a short - term forecast for the development of inbound and domestic tourism in the Russian Federation. © 2018.

Ключевые слова:

Domestic and inbound tourism, Event tourism, The "soft power" concept, Tourism industry, Tourism safety