

**Название публикации:**

Marketing tools for development of the tourist and recreational area

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**Аннотация:**

The paper describes the latest trends in the development of the tourist industry in the Russian Federation, estimates the degree of the tourist attractiveness of Russian regions and the role of tourist and recreational potential in the economic development of territories. The novelty of the authors' approach is based on the justified necessity of using new management methods for regional development, reflecting the innovative role of a region as an independent commodity with a set of tools for effective management of the region's marketing potential. The authors of the article propose a new conceptual apparatus along with a methodology for assessing the regional potential; recommendations on its development to increase its tourist appeal through the application of the marketing tools given; the authors also propose a set of indicators reflecting the effectiveness of the regional capacity management. The paper presents empirical studies on assessment of the regional potential for a strategically important Russian region - the North Caucasus Federal District - from the standpoint of marketing potential as the basis for ensuring competitiveness and functional efficiency in the modern conditions. The implementation of customized organizational, economic and other forms and tools of the region's marketing management and marketing attractiveness will provide the basis of the subsequent management of the marketing strategy in the region, along with the prospects for its effective development.

**Ключевые слова:**

Competitive advantages of the region, Marketing activity of territorial units, Marketing potential of the region, Recreational resources of the region, Recreational wealth of the region, Recreational zoning, Regional potential, System of indicators, Tourist attraction, Tourist region, Use of the regional economic potential