

Название публикации:

An efficient strategy for the development of tourism at regional level

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Аннотация:

Tourism promotes the development of small and medium-sized business, an increase in employment and self-employment, and allows smoothing the disproportions of territorial development. The objective of this work is to study the modern state of the tourism industry and to reveal the strategical development trends of tourism in the regions of the Southern Federal District (SFD). The statistical data of Rosstat (Federal Service of State Statistics), Federal Agency for Tourism, the database of the EMISS (Unified Interdepartmental Statistical Information System) and other open sources of information were used as the sources of secondary information. The practical part of the research is based upon the application of the author's method of estimation of the current state of the tourism industry in the regions that presupposes the calculation of the complex index of tourism development in the region. The results of the performed research allowed classifying the regions according to the level of tourism development and determining the strategies of competitiveness improvement of the regional touristic products on its base. © 2018 International Strategic Management Association. All Rights Reserved.

Ключевые слова:

Competitiveness of tourist products, Regional policy, Regional tourism, Tourism, Tourism industry, Touristic potential, Touristic services