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The Regulation Trend Of Tourist And Recreational Complex As A Factor To The Regional System Sustainable Development.

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ABSTRACT

The most important area of activity of the modern economy, aimed at meeting the needs of people and improving the quality of living standards of the population is tourism. Therefore, many developed countries recognize tourism and the service sector as the main focus of their economic development. In the work, the main goal was to determine the measures of state regulation of the tourist and recreational complex and to develop ways to increase the efficiency of tourist activities in one of the developed regions of the country. The paper reveals the components of the tourist complex, the main directions of the development policy of tourism activities in the region, analyze the development trend of the regional shopping and entertainment centers in the context of market reform. The proposed measures will allow the sanatorium-resort and tourist complex of the studied region to be brought to a qualitatively higher level of development, providing the opportunity to meet the needs of the population in high-quality sanatorium-resort treatment, interesting leisure, and tourism.

Keywords: tourist and recreational complex, state regulation, region, efficiency.

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INTRODUCTION

For modern Russia, the creation of tourist and recreational special economic zones has become a matter of national importance, since the country is losing its tourist appeal. For the second decade, the potentially lucrative tourist industry of Russia cannot get rid of numerous problems, such as the lack of investment for the construction of hotels and virtually all modern infrastructure necessary to attract tourists and reorient Russian citizens who prefer to rest abroad to the domestic tourist market.

Due to the fact that the process of creating tourist and recreational special economic zones in Russia began relatively recently and it's still premature to talk about the results achieved, it is of particular interest to study the initial stages of their formation in the modern economy.

There are many definitions of TRK, the main of which are presented in table 1.

Table 1: Definitions of the tourist and recreational complex (TRC)

Author	Definition of TRC
Voronkova L.P.	The territorial and organizational organization of a group of tourist enterprises, such as: hotels, restaurants, tourist centers, campgrounds, etc. [1]
Romanov S.M. Vasilenko P.P.	Mechanism of promotion of the tourist product, tourist services and goods of the tourist industry in the core market
Tatarinov A.A.	The combined ability of cash material, labor, natural and other resources of the region to ensure maximum satisfaction of recreational and tourist needs
Klochkova T.V.	The set of industries that provide for the production of recreational and tourist product, formed as a result of the integration of 3 groups of industries: sanatorium-resort, tourist-excursion, sports and health [3, 8]
Kotlyarov E.A.	A part of the general economic complex of territories of different levels, a combination of recreational institutions and related infrastructure organizations, united by close production and economic ties, as well as the joint use of geographical location, natural and economic resources of the territory occupied by one or another complex [4]
Shtrek P.A.	The set of economic relations and institutions that determine the nature of the functioning, the interaction of economic entities, ensuring the production and sale of tourist and recreational services [7]

From the theoretical aspects of administrative law, there are several options for the definition of public administration. For example, in a general and narrow sense. In the first sense, regulation is considered as the activity of the state as a whole. In the narrow - as the administrative activities of the executive bodies of state power.

An interesting statement by E.L. Pisarevsky, who considers from the point of view of social management, on the basis of purposeful and organizing influence through various institutional structures. The theory emphasizes that the content of state regulation is based on two components: functions and powers of implementation.

The functions of the state in the field of tourism, E.L. Pisarevsky expands with such elements as information support, an organization of public administration; disposition; leadership; coordination; regulation in the field of tourism.

The peculiarity of public administration is to compare the powers of mandatory and recommendatory nature, with the possibility of choosing the option of the necessary solution. The main methods of government in the studied industry include regulatory and legal regulation of tourist activities; development and implementation of various types of federal, regional and municipal levels; standardization and classification of objects of the tourist industry; informational support of tourism, etc. A separate method of administrative and legal regulation V.M. Munich calls public services, including their preliminary organization. In particular, this is

a simulation of the situation in the future, planning services, training, determining the mode of operation and other actions. Accordingly, the provision of public services in the field of tourism, in our opinion, is of no small importance for creating decent conditions for the development of tourism.

For a clearer understanding of the process of public administration, it is necessary to determine the degree of state influence on tourism activities.

His influence on the objects of the object of management, by definition V.M. Manokhin, government bodies are expressed in three warrants: state recognition of state regulation and state administration. State recognition means accounting, patronage, and protection of objects.

From the point of view of A.P. Alekhina, government regulation is considered from two sides. In a broad sense - the establishment of general rules, norms of behavior of participants in social relations arising (in our case) in the field of tourism. In a narrow version, regulation is presented as one of the functions of management in the socio-cultural sphere and the economic sphere.

Based on the foregoing, it can be concluded that the state regulation of tourist activities can be considered through the possibility of creating favorable economic, legal and organizational conditions for the development of subjects, without the active influence of government bodies in their economic and financial activities. State regulation of tourist activity is revealed from the point of view of socio-economic and political development as any state-power influence, aimed at activating the system of social and economic relations of society.

MATERIAL AND METHODS

The management of the tourist and recreational complex of the regional systems of the country is implemented at three levels (macro, meso and microeconomic). An effective mechanism will be that the TRC will be presented as a system consisting of small, basic, basic elements presented at the microeconomic level. The decision at the lower level will have a direct impact on higher levels, and vice versa.

The mechanism of influence of all levels is presented in Figure 1.

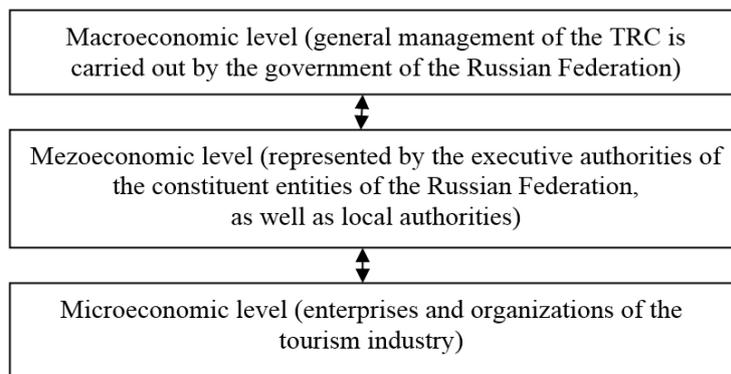


Figure 1: The TRC control mechanism

The target value of regulation as a market category can be conditionally expressed by the formula:

$$K_{\max} + M_{\min} = E_{opt}$$

K_{\max} - maximum market competition;

M_{\min} - minimal impact on market activity;

E_{opt} - optimal ratio and combination of competitive and organizing factor in the market mechanism.

The possibilities and limits of management effectiveness cannot be accurately quantified because they have many aspects. As a result, it is possible to offer only some qualitative assessments of the possibilities

and boundaries of state regulation, which on the whole has proved its high efficiency. At present, the effectiveness of the TRC depends on the correct choice of the strategic development of this sphere. Forecasting creates the prerequisites for the preparation of a scientifically based plan that provides the most effective solution to the country's economic tasks. Based on multivariate modeling methods, the choice of the optimal direction should be made.

RESULTS AND DISCUSSION

In 2016-2017 tourism was the main source for creating new jobs in a number of regions of the world; Krasnodar Region is no exception. In the new economic conditions, the authorities are actively pursuing the policy of "import substitution" in the sphere of resorts and tourism: promotion of resort areas and tourist products of the Krasnodar Region, state support of investment projects, modernization of engineering infrastructure, diversification of tourist products and development of new types of tourism. However, as the results of recent years shows, the demand for tourist services tends to decrease. The impetus to the development in the post-Olympic period was alpine skiing and extreme tourism, event tourism and business tourism. The modern infrastructure of a number of accommodation facilities (business centers, conference rooms, appropriate equipment, staff, additional services) allows you to organize business events of any level and scale. In the Krasnodar Region, there is a rich tourist event calendar - sports and cultural competitions, festivals, forums are held. In 2018, 100 sports competitions are planned in the city of Sochi alone, including 13 international ones. In addition, tourists are attracted by the discovery of new objects: Sochi Park and Sky Park in the Adler district of Sochi, Selfie Park in Dzhubga, Tuapse district, crocodile farms, penguinariums, aquariums, water parks, etc. Kuban wine tasting halls are being built rental of tourist equipment and equipment, created objects of rural tourism. All of the above allowed to ensure interest in the Kuban resorts in the domestic and international tourist markets.

The introduction of financial and economic sanctions against Russia, the unstable economic and political situation in the world, the change in the exchange rate of the national currency contributed to the reorientation of the Russian tourist business towards domestic tourism. In the context of the redistribution of the tourist flow towards the domestic resorts, such large tour operators as Biblio Globus, Intourist, Alean, Dolphin, etc., entered the tourist market of the Krasnodar Region.

As a result, for the first time in many years, the largest federal tour operators formed package offers to southern Russian resorts, which were actively sold both in 2015 and in the 2017 season. More than 45 charter flights a week were organized in the direction of Sochi from 15 regions of Russia. A program of charter trains has been launched.

The tourist and recreational complex of the region can be represented by the following components (Fig. 2).

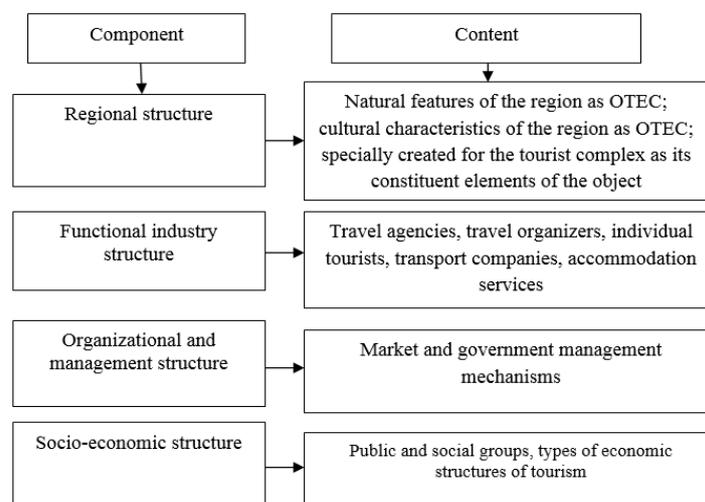


Figure 2: Tourist complex components (TC)

The main goal of the concept is to create a modern, highly efficient and competitive tourist complex, providing, on the one hand, wide opportunities to meet the needs of Russian and foreign citizens in tourism services, on the other - a significant contribution to the development of the country's economy, including by increasing the number of jobs, tax revenues to the federal budget, the inflow of foreign currency, the preservation and rational use of cultural and natural heritage.

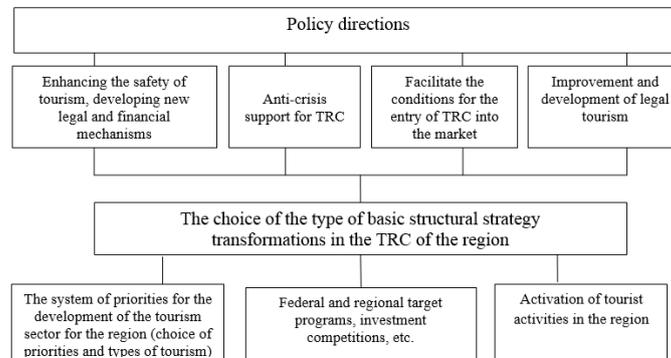


Figure 3: Main policies for the development of tourism activities in the region

CONCLUSION

As the analysis has shown, the introduction of new products of tourism services oriented to specific demand segments should be the main strategy for the development of shopping and entertainment centers. In the near future, it is necessary to expand the direction of extreme and educational tourism in the region. To effectively implement the chosen strategy, it is necessary to improve the public administration system, primarily by increasing the scale and level of managerial impact on the TRC, and create an effective mechanism for financing the development of the TRC.

As to recommendations for the development of the tourism industry, we can recommend:

- develop health programs, create conditions for the development of medical tourism, because many resorts are equipped with modern medical equipment, existing treatment programs are in demand and provide occupancy in the offseason;
- to offer package tours (accommodation, meals, transport component, excursions);
- to offer services in the "all inclusive" format;
- to ensure the modernization of the material and technical base;
- to diversify tourist products;
- accommodation facilities, beaches, and ski slopes

category according to the classification system of the tourist industry;

–To provide advanced training for managerial and service personnel.

Successful implementation of the above and other events will bring the sanatorium-resort and tourist complex of the Krasnodar Region to a qualitatively higher level of development, provide an opportunity to meet the needs of the population in high-quality sanatorium-resort treatment, interesting leisure and tourism, attracting, among other things, foreign tourists. It is planned to further differentiate the offer of the tourist product, with the goal of increasingly large coverage of consumers with various possibilities and needs. The further development of the concentration of money masses, the creation of large international organizations and corporations will continue, the direction of integration processes in the tourism and service industry will continue.



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