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The Impact of Tourism Development on The Globalization of Markets and Economic Activity

El impacto del desarrollo turístico en la globalización de los mercados y la actividad económica

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## Resumen

El turismo como esfera de actividad económica se está desarrollando ampliamente en el mundo moderno. Según expertos del Instituto del Banco Mundial, el turismo ocupa hoy el segundo lugar en la economía mundial después de la ingeniería mecánica en términos de ventas y ocupa un lugar destacado entre otras industrias de servicios. El mercado turístico en la actualidad no solo es uno de los mercados más globalizados sino que el desarrollo del turismo contribuye aún más a la globalización de los mercados y de las actividades económicas. En el marco de la industria turística global se puede crear una amplia variedad de productos que se basan en su mayor parte en diversas características del territorio en el que se venden, así como en diversas combinaciones de bienes y servicios que se brindan a los clientes. Por lo tanto, se puede crear una gama muy amplia de productos turísticos incluso dentro de un territorio específico, cada uno de los cuales estará enfocado a su público objetivo de consumidores. Algunos tipos de turismo requieren infraestructura turística costosa y altamente organizada y servicios de alta calidad, mientras que otros pueden desarrollarse en condiciones de ausencia casi total de los mismos. En ambos casos, el turismo se considera un ámbito de actividad económica que puede incentivar el desarrollo de la economía de un territorio y crear las condiciones necesarias para su crecimiento.

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**Palabras clave:** Turismo; Calidad de los servicios; Infraestructura turística; Región. Actividad económica.

## Abstract

Tourism as a sphere of economic activity is being widely developed in the modern world. According to experts of the World Bank Institute, tourism today ranks second in the world economy after mechanical engineering in terms of sales and occupies a leading place among other service industries. The tourism market today is not only one of the most globalized markets but the development of tourism contributes even more to the globalization of markets and economic activities. A wide variety of products can be created within the framework of the global tourism industry which are based for the most part on various features of the territory in which they are sold, as well as various combinations of goods and services provided to customers. Therefore, a very wide range of tourism products can be created even within a specific territory, each of which will be focused on its target audience of consumers. Some types of tourism require expensive and highly organized tourist infrastructure and high-quality services, while others can develop in conditions of almost complete absence of them. In both cases, tourism is considered a sphere of economic activity that can give an incentive to the development of a territory's economy and create the necessary conditions for its growth.

**Keywords:** Tourism; Quality of services; Tourist infrastructure; Region; Economic activity.

## **Introduction**

Any territory has a certain set of resources and can choose ways and options for their use. In this case, the criteria for effective management of the territory's resources will be such results as the level, quality of life and income of the population, tax revenues, REICE | 101 investment attractiveness, profitability of companies operating within the territory, etc. Determining priority options for using the resource potential of the territory is a strategic management task. Since it depends on how correctly the resource use option is chosen, it also largely determines whether the territory will be able to organically integrate into global production chains and the global market system (Ansoff, 2018).

## **Materials and Methods**

We used both theoretical and analytical methods, methods of comparative analysis, and expert assessments.

The rapid changes taking place in world tourism and the amount of income from it are forcing researchers and leaders of countries and regions to pay more and more attention to this phenomenon of post-industrial society. Modern methods of tourism economics research do not have the universality of adaptation to the conditions of a particular country or region, there is a lack of initial information and qualified experts, and sources of objective statistical and economic information are imperfect.

Existing models, as a rule, require preliminary labor-intensive research and data collection, the formation of an exhaustive intersectoral balance, and therefore are characterized by a significant degree of mechanistic and extremely low flexibility and adaptability to changing conditions, methods, and standards of statistical research.

## **Resultados and Discussion**

Tourism is one of the fastest-growing industries in the global economy. The average annual growth rate of the global tourism industry is on average about 5% per year. It brings up to 10% of the gross global income.

Tourism is of great importance as a branch of the economy based on the integrated use of the production, economic, and labor potential of many branches of social production

and natural resources. Tourism has a decisive influence on the preservation and use of the cultural and historical potential of the territory (Ananyev, 2017).

The importance of tourism for the economy of a country (region) is diverse and very significant. This provision can be implemented on a stable basis only through awareness and the fullest satisfaction of public needs, through the creation of a value system for owners (shareholders) of companies, consumers of its products – tourists, suppliers, staff of companies, and the territory itself receiving tourist flows (Akishina, 2018; Vlasova, Zorin, & Ilina, 2017).

The process of value creation is the satisfaction of individual or group needs, as a result of which the company achieves public recognition of its activities. Public recognition, in turn, provides the company with the opportunity to expand its presence in the market, increase sales, and, ultimately, increase profits. The owners (shareholders) of companies are interested in a constant and ever-increasing flow of income and the use of their proprietary and borrowed funds that increases the value of their property (the concept of capitalization). The staff and suppliers are interested in the stability of the company, the development of long-term relationships, and a favorable working atmosphere. The highest value for consumers is represented by goods and services that satisfy them at quality and price. The territory becomes attractive for living and doing tourist business (Figure 1).

The development of the tourism business brings great benefits to all economic agents. Customers receive products and services; the staff of tourist companies – stable and high salaries, entrepreneurs – profit, the territory replenishes its budget at the expense of tax revenues.

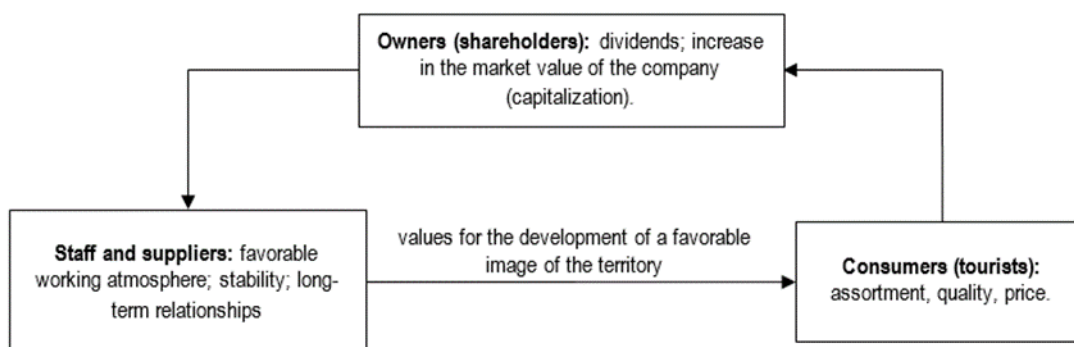


Figure 1: The system of values necessary for the development and formation of a favorable image of the territory

Tourism stimulates additional demand for goods and services developing in the territory. The peculiarity of tourism is that it causes consumer demand for tourists coming to the territory for various goods and services.

Regional industries and companies working in the field of circulation are designed to meet this demand. An increase in sales of local industry products naturally increases the income of the region in which it is located.

The demand for a range of goods and services generated by tourist activity requires the organization and expansion of their production. Therefore, tourism has a certain impact on the development of the regional production sector. Due to this, the production of consumer goods is intensively developing, serving not only the Russian consumer market and the local population but also external demand.

Also, the development of tourism is changing the share of public transport costs in the region.

Revenue and gainings of regional communications facilities are increasing, creating favorable conditions for the development of communications infrastructure and communications.

The expenses of tourists for equipment and the use of tourist equipment are increasing with the development of mobile tourism. This encourages tourists to leave more funds on the territory in exchange for comprehensive and better service. In addition, stimulating the development of mobile tourism and various active types of recreation allows the fullest use of the tourist and recreational potential of the territory, providing tourists with access to remote and hard-to-reach objects of tourist display.

An important function of tourism in the region is considered to attract significant amounts of foreign currency. Moreover, the receipt of foreign currency occurs not only in the form of payment for tourist services but also as a result of currency exchange operations to meet the daily needs of tourists. The expenses of tourists for equipment and the use of tourist equipment are increasing with the development of mobile tourism. This encourages tourists to leave more funds on the territory in exchange for comprehensive and better service. In addition, stimulating the development of mobile tourism and various active types of recreation allows the fullest use of the tourist and recreational potential of the

territory, providing tourists with access to remote and hard-to-reach tourist display sites (Borisov & Uvarov, 2017; Brymer, 2017).

An important function of tourism in the region is considered to attract significant amounts of foreign currency. Moreover, the receipt of foreign currency occurs not only in the form of payment for tourist services but also as a result of currency exchange operations to meet the daily needs of tourists.

It is the additional expenses of tourists when paying for services in hotels, restaurants, and transport that have the most significant impact on the economy of the region as a whole. This effect can be investigated using direct and indirect impact assessments (Figure 2).

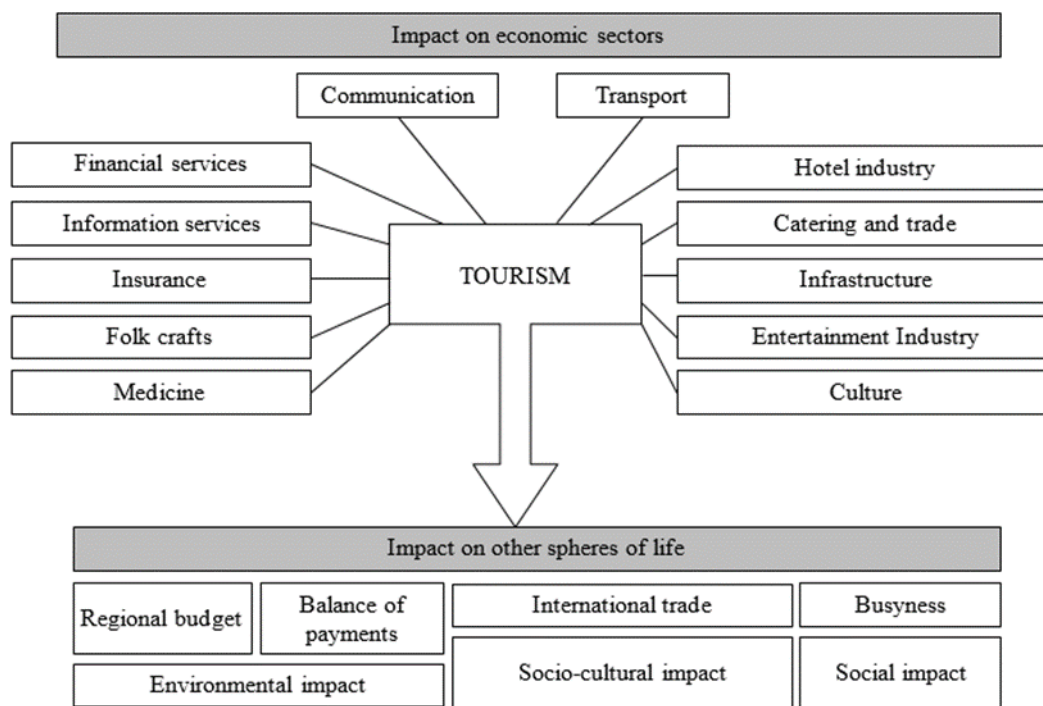


Figure 2: The impact of tourism on various spheres of life and sectors of the regional and national economy

The direct impact is the number of tourists' expenses minus the number of net imports necessary to fully provide them with goods and services.

The indirect impact is the generated economic activity received at the subsequent stages of spending the proceeds from tourism. Indirect impacts arise from the fact that companies that directly receive the funds spent by tourists to meet their needs spend them

on the purchase of goods and services in other sectors of the region's economy. For example, hotels use the services of construction, utility organizations, banks, insurance companies, food companies, etc.

However, the indirect impact does not cover all the expenses of tourists during the direct impact, since part of the proceeds from the provision of tourist services goes out of circulation through import and taxation. The local population and companies receive additional income during direct and indirect spending, which they can spend on the purchase of goods and services (in this case, goods and services of Russian production), thereby creating a new round of economic activity. REICE | 105

Tourism, however, can also harm the economy. The production of tourist services requires the transfer of resources from other sectors of the economy, where the need for them is also high. For example, there is a reduction in workers in agricultural production and in other traditional rural sectors of the economy when labor resources are moved to the tourism sector as a result of the development of rural and eco-tourism. Therefore, to compile a complete picture to assess the effectiveness of tourism development (as well as the change of the traditional specialization of the territory to the tourist one), it is necessary to take into account and determine the opportunity cost and income from the use of available resources and the potential of the territory for tourism (Bekezhanov et al., 2021).

Let us consider in more detail the effects of the direct and indirect impact of tourism on the economy of the region.

The direct economic impact of tourism is the kind of income and effects that economic actors, the population, regional authorities, and local governments receive directly from tourists (State Duma of the Federal Assembly of the Russian Federation, 1996). These include the profit of tourism companies (which is the main direct source of income from tourism), which can be used to implement investment projects and expand the production and sales activities of companies. In addition, the direct impact of tourism on the national and regional economy also includes revenues to budgets of all levels due to various payments and fees. The tourism industry involves related sectors in the orbit of its activities – transport, tourist accommodation, communications, catering, trade, banks, and financial services, entertainment and attractions, museums, and other cultural objects,

and has a stimulating effect on their development (State Duma of the Federal Assembly of the Russian Federation, 1999).

Transport. The transportation system, excluding the pedestrian movement of tourists, is determined by the level of development of transport infrastructure, and the quality of services provided and is formed based on the use of various means of transportation. This includes the totality of the individual components of the tour associated with the movement of the tourist – transfer. The transfer includes the delivery of the tourist to the main carrier at the place of departure, his/her delivery to the place of recreation (to the place of consumption of the purchased tour), delivery to the hotel from the airport terminal or train station, as well as similar operations on the way back to the tourist's place of permanent residence. The transfer itself is an integral and main element of the tour within the framework of some tours (bus, car, water river, and cruise tours). In this case, the means of accommodation for the tourist is the vehicle itself (for example, within the framework of cruise water tours).

The costs of the transfer (taking into account the profit margin of the transport companies – contractors) are included in the structure of the cost of the tour and are considered as direct costs of tourists and direct income of companies from tourism activities. Often, transfer costs make up the main item of tourists' expenses for the purchased tour.

The scope of accommodation. Accommodation is considered the most important element of the tour. Often, the level of development of the hotel industry, the diversity, and the quality of services in this area is judged by the level of tourism development in a region (country) as a whole.

This is the essence of the hospitality system. It comes from the oldest traditions inherent in almost any social formation in the history of mankind – the respect of the guest, the festivity of his/her reception and service. The main indicators used to assess the potential of a tourist center or region are the number of beds in accommodation facilities, the capacity, and structure of the number of rooms, as well as the level of its use. The number of places in hotels determines the capacity of accommodation facilities and the real possibility of receiving tourists in this region. Today, the hospitality industry is the most powerful component of the system of tourist, recreational, and business activities in the region, forming and concentrating the bulk of direct income from tourism. The hospitality



industry consists of various means of collective and individual accommodation: premium class hotels, hotels of different categories, motels, country clubs, tourist bases, recreation centers, hostels, and dormitories, as well as the private sector (rural estates, guest and country houses, etc.).

Catering and trade. Catering in tourism is considered not only as a necessary element to meet the natural needs of tourists but also as an important element that gives meaning and flavor to the tour itself, as an element of the system of attractions, entertainment, and knowledge of local culture. The national cuisine is an important element of the culture of the local population, bears clear distinctive features, and represents an element of knowledge and a way to get tourists' pleasure from consuming services within the framework of the purchased tour. National cuisine for many tourists is a very entertaining element of the tour program.

Trade plays a similar role. This applies not only to the trade in souvenirs and products of folk arts and crafts, through which the tourist acquires materialized elements of the impressions consumed, but also trade services in a variety of their manifestations. In particular, trade itself can serve as an object and purpose of tourism (available in the form of shopping tours).

The costs of catering and the purchase of goods and services by tourists on the territory of stay also relate to direct costs (to direct income from tourism for economic entities and the region), and for the most part, are included in the cost of the tour and can reach up to 15-20% of its total cost.

The entertainment industry and attractions. The entertainment and attraction system is an indispensable attribute and a meaningful element of the tour, forming its specific features and uniqueness concerning other similar tourism products. This element depends on the orientation and type of a particular tour, as well as on the completeness of the package sold. For example, a differentiated scale of cost determination can be applied to the same tour depending on the complexity of the tour and the degree of inclusion of additional services, including entertainment. The list of various types of entertainment and attractions depends largely on the nationality of the tourist, his/her traditions and cultural aspects, his/her habitual lifestyle, and other factors. However, there are common types of entertainment and attractions that are easily perceived by most

target tourist groups. Most often, entertainment is based on the organization of excursion services related to visiting tourist display objects, observing natural phenomena and landscapes, and attending cultural and other events with other educational or entertainment events.

For some types of tours, the cost of using the services of the entertainment industry and attractions may be the main part of the cost of the entire tour (for example, as part of event tourism). In most cases, the entertainment industry and attractions are designed to create a favorable impression and meet the needs of the tourist in conjunction with other integral elements of the tour (transfer, accommodation and service, meals, etc.). The costs of the entertainment industry and attractions (including excursion services) within the framework of most tours are included in the cost of the tour and belong to the category of direct costs of tourists (or direct income of tour operators and other organizations providing these services).

Insurance, banking, and financial services. Currently, insurance services in the tourism sector are represented by more than two dozen types of services. Security in tourism largely depends on the level of development, range, and quality of insurance services provided. The fact is that a tourist visiting a different area or country is more exposed to adverse risk factors than at the time when he/she is at home. Various technogenic factors, increased risk of accidents in transport, risk factors from the property and personal physical security, risks and factors of psychological discomfort, etc. are considered as risk factors.

As a rule, the health of the tourist is insured (various types of medical insurance against an accident covering medical expenses, life insurance), as well as his/her property when organizing international tours. For several countries, life and health insurance is considered mandatory when entering its territory. Property insurance is voluntary and possible at the discretion of the tourist. Insurance premiums, as a rule, are paid by a tourist when purchasing a tour, or when preparing documentation for entry into the country. Thus, they are included in the cost of the tour and are considered direct costs.

In connection with all this, the problem of ensuring the safety of money is not so acute in tourism as in any other field of activity. Therefore, the development of tourism in the region has a direct impact on the expansion of banking activities, including both the

expansion of the range of services provided and their geography. The attractiveness of the territory for tourists is formed not only and not so much by the availability of tourist display objects but by the availability and high quality of services provided. In this regard, wide opportunities for banking and financial transactions are considered as one of the factors of attractiveness, including currency exchange operations, cash withdrawal, transactions on accounts and bank cards, transactions with currency values and traveler's checks, etc. In turn, the fee charged for the provision of services for the performance of the above and other operations, in this case, is considered as direct income from tourism received by business structures in the field of banking services. In addition, the stimulation of banking and financial transactions of tourists in the region can lead to a significant increase in the volume of purchases of goods and services on their part. REICE | 109

Communication and information services. Information and communication services are also directly related to the development of tourism in the region and to ensuring the safety of tourists staying in the territory. Thus, the use of cellular telephone communication systems and networks by tourists when making a trip is characterized by a significant intensity.

The load increases significantly, and, accordingly, the demand for information services from telecommunications companies. Information resources and services in modern conditions play a decisive role in ensuring the information accessibility of the region and display objects located within it. The use of telecommunication systems is associated with an increase in the volume of information services provided to tourists in terms of remote sale-purchase of tours, online booking of hotel seats and transport tickets, obtaining information about tours, etc. In addition, a tourist, preparing for a trip, as well as in the process of consuming a tour, needs additional information about destinations, norms, rules, and customs existing in the place of his/her stay, information about sights, tourist display objects, maps of the area, highways, etc.

A tourist, when receiving (acquiring) information, performing online transactions, using the services of local cellular operators and Internet service providers, incurs certain costs, which are considered direct. Moreover, part of these costs can be included in the structure of the cost of the tour itself, and be considered as additional expenses, in addition to those

that are provided and prepaid by the tourist when purchasing the tour (Maksimova, 2011; Bokareva, Silaeva, Borisova, Doronkina, & Sokolova, 2018).

The indirect economic impact of tourism is the types of income and effects that the economy of the region receives as a result of stimulating the overall economic activity associated with the expenses of tourists in the territory. The aggregate of funds spent by tourism firms, tourists themselves, and tourism infrastructure enterprises in the region on the purchase of production equipment, consumer goods, and services from enterprises not related to the tourism industry is considered an indirect economic effect (Bokareva et al., 2019). In addition, indirect income from tourism is only that part of the money spent (fixed and variable costs of local tourism companies) that does not go beyond the regional (national) economy. Indirect income from tourism in the regional (national) economy can be estimated by the method of determining the multiplier for comparing the contribution of industries to the overall development of the region's economy and certain types of economic activity (Tsakhaev, 2006).

Impact on regional and local budgets. The regional budget and budgets of municipalities are replenished depending on the direct and indirect income received by tourist companies that provide services to tourists in one way or another. Tax payments, customs duties, and various kinds of fees are considered the main items of the regional and municipal budgets for tourism activities.

The tax payments of tourism and other companies engaged in servicing tourists are considered among the tax sources of income. This includes various regulated tax payments, the proceeds of which are distributed among budgets of different levels (for example, corporate income tax, value-added tax, corporate property tax, payroll taxes – unified social tax and personal income tax), as well as specific regional and local taxes. In addition to tax fees, the sources of income for regional and local budgets are various payments and fees levied both from companies serving tourist groups and from tourists themselves (license fees, fees for processing exit and entry documents, various customs and border duties, and fees) (Potapova, 2016).

Thus, since the majority of tax and non-tax fees and payments to budgets of all levels are levied not from tourists themselves, but indirectly from companies engaged in servicing the tourist flow, as well as from economic entities the production activities of

which are focused on servicing the tourism market and tourist companies, they are considered examples of the indirect impact of tourism.

The impact on employment. The tourist complex covers a wide variety of sectors of the economy, in one way or another focused on meeting the needs of tourists, or supplying goods and services to organizations and companies directly focused on serving tourists. This fact complicates the accurate assessment of the number of workers employed in the tourism sector in the region. Moreover, solving the problem of real valuation is difficult due to the specific nature of labor and the diverse connections between the tourism sector and other sectors of the economy. For example, no more than 5% of the able-bodied population in large industrial countries works in the tourism industry.

Moreover, almost half of them work in the hotel industry. A feature of modern tourism is its relatively high labor intensity. Thus, on average, there are about 7 tourists per one employed in this field in international tourism. Unlike other sectors of the economy (in particular, industry), the introduction of new technologies, as a rule, does not lead to a proportional release of labor resources. Since the quality of service largely depends on the number of staff per tourist. Therefore, tourism, unlike most branches of material production, organically combines opportunities to employ the local population with the introduction of advanced technologies for servicing tourists and providing services.

In addition, given the integrated nature of the tourist complex, the growth of tourist flow to the territory will lead to an increase in the need for labor resources not only in the tourism sector, but also in the service sectors, enterprises, and tourist infrastructure facilities. This is one of the most important indirect effects that the territory receives from the development of tourism (Morozova, Morozov, Havanova, Litvinova, & Bokareva, 2016).

Environmental impact. There is interaction with the natural environment in the process of carrying out tourist activities. Moreover, the level and degree of interaction and anthropogenic load depend on the directions and types of tourism developed in the territory. However, if we compare tourism with traditional sectors of material production, it is obvious that its negative impact on the environment is incomparably less. The impact of tourism on the environment can be direct, indirect, and motivational, as well as positive and negative. The positive impact of tourism is reflected in the following forms:

- protection, reconstruction, and maintenance of historical and cultural monuments, natural monuments acting as objects of tourist display (from an economic point of view – as means of production);

- creation and development of environmental protection activities with the restriction of the regime of industrial development of the territory, preservation, and rationalization of the use of the natural resource potential of the territory,

- offering alternative employment and alternative sources of income to the local population;

- stimulating the development of modern infrastructure in the service sector, transport infrastructure.

The negative impact of tourism can manifest itself in the following forms:

- introduction of restrictions on the development of the sphere and branches of material production associated with the industrial use of the natural resource potential of the territory;

- introduction of environmental restrictions in the region;

- spatial fragmentation and differentiation of the economic development of the territory (a regional tourist cluster will be formed within the framework of local tourist centers characterized by the most developed tourist infrastructure and a high density of tourist display objects);

- removal of significant territories from industrial development, etc.

## **Conclusion**

We conclude that it is necessary to assess the alternative use of the potential of the territory (with industrial and tourist specialization), as well as the introduction of systematic long-term planning for the development of the region's economy to ensure an optimal combination of tourism and industrial specialization of the region, to maximize the positive factors of tourism influence on the development of the territory and minimize negative factors.

Socio-cultural impact. The socio-cultural impact of tourism on the territory and the local community is very large. The fact is that tourists who come to a particular territory for tourism and recreation and being carriers of another culture have a certain impact on the

socio-cultural environment of the territory of their place of residence. This impact can be both negative and positive. The negative nature of the impact implies the introduction of elements "alien" to this socio-cultural environment, which may be associated with the gradual loss of national and cultural identity and the characteristics of the territory and the local population. REICE | 113

Tourism has a positive impact from the point of view that it can strengthen the national and socio-cultural characteristics of the territory, which in practice can manifest itself through the revival and support of folk crafts, traditions, folklore, and national holidays. In this case, socio-cultural identity, as a rule, begins to be considered the most attractive factor for the development of tourism itself (since it is these features that ensure the uniqueness of the territory and the local community), for the formation of cultural tourist brands of the territory.

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