Tourism as Key Component of Regional Economic Development

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Abstract: Tourism is a multifaceted economic activity, both as for organizers so as for tourism consumers. Each stage of the global and domestic tourism development is characterized by its own characteristics and indicators of all participants activity. This paper focuses on the specifics of tourism development in some countries, the state of tourism analysis in Russia and Dagestan and specifies the measures of tourism promotion.

Key words: Tourism • Tourist product • Tourist potential • Region • Regional tourism • Domestic tourism • International tourism • Inbound and outbound tourism

INTRODUCTION

Every tourist region, every country, every city and countryside is focused on rational use of tourist resources to obtain benefits and income. However, it is not easy to do so even if the desire is great. Each country has its own political foundations and economy development trends, its own traditions and customs. The tourism industry and infrastructure that can provide tourists with an appropriate level of service and security is necessary to attract tourists even for exceptionally interesting objects [1].

It is necessary to examine and evaluate the tourist resources, demographic characteristics of populations, the potential demand for these resources in order to attract tourist flows [2].

Tourism is not a single source of income for tourist centers and regions. Huge funds are also allocated for the development of the tourism industry and the promotion of tourist product within foreign and domestic markets.

Practice shows that these costs are justified because they allow states to obtain even greater income from tourism.

It is necessary to examine carefully tourist national lifestyle features for the efficient use of tourism resources, for tourists accommodation. All these parameters and characteristics are taken into account at the development of tourist product, the scope and level of services, excursion texts and so on [3].

Currently, the most common form of research is the collection of official statistics concerning tourist arrivals and departures in the tourist centers and regions, special studies of tourist flows, modes of transportation, the tourist needs and their ability to pay, the other characteristics of the potential consumer market, in particular, the perception of tourist resources and other analysis of tourist activities, and, this is important, the level of income from tourism for the region. In large part, such studies are conducted by the sociologists and marketers of tourist centers and are
used in the formation of strategic and operational plans for the development of tourist regions and centers.

When the tourism potential, resources of the territory, areas are assessed the geographical and other related factors evaluation is important. Geographic, climatic, demographic studies, trends and the forecasts of its changes are needed for a thorough inter-regional and sub-regional tourism development planning, the planning of tourism industry development, the investment in the tourism industry, the planning of tourist flows and thus the planning of employment and income from tourism [4].

In the course of this study, the authors reviewed and analyzed the works of domestic and foreign scholars concerning the issues of tourism.

**MATERIALS AND METHODS**

General scientific methods were used as research tools, including the theoretical analysis of scientific literature and the studies on the issue.

**RESULTS**

- The features of tourism development in some countries are analyzed as tourists from different countries despite considerable community concerning the character and purposes of tourist product consumption, nevertheless have certain differences.
- The analysis of the tourism industry in Russia and Dagestan is performed. Russian tourist market analysis led to the conclusion that our country occupies a very modest share of the global tourism market, which does not correspond to its potential. The problems of the Russian tourist market are also common for Dagestan. Although some work has been done to improve the situation in this sphere.
- The article indicates the measures of tourism promotion. The creation and development of new infrastructural facilities for tourism and recreation, the further development of recreation and rehabilitation industry. The establishment of new conditions for domestic and foreign investors attraction. Special attention is needed to encourage and support small businesses in tourism.

**CONCLUSION**

Tourism and recreation activities today is an important part of public policy and requires a legislative solution of such problems as domestic, inbound tourism support, creating an image of Dagestan region as favorable one for the development of recreation and rehabilitation, staff training, keeping the specifics of local natural resources, inter-regional and international cooperation in the recreational area.

Tourism remains the major source for new jobs in several regions of the world. Further differentiation of tourist product offers is projected with the aim to a wider coverage of consumers with diverse abilities and needs.

The further progress of capital concentration in the tourism industry, the creation of large international companies and corporations, the trend of integration processes is continued.

**REFERENCES**