

MINISTRY OF EDUCATION AND SCIENCE OF RUSSIAN FEDERATION  
FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION OF HIGHER EDUCATION  
KUBAN STATE UNIVERSITY

FACULTY OF ECONOMICS  
MARKETING AND TRADING BUSINESS DEPARTMENT

## **Master's Thesis**

# **INCREASE DIRECTIONS OF THE ENTREPRENEURSHIP STATE REGULATION EFFECTIVENESS IN THE TOURISM INDUSTRY**

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**2019**

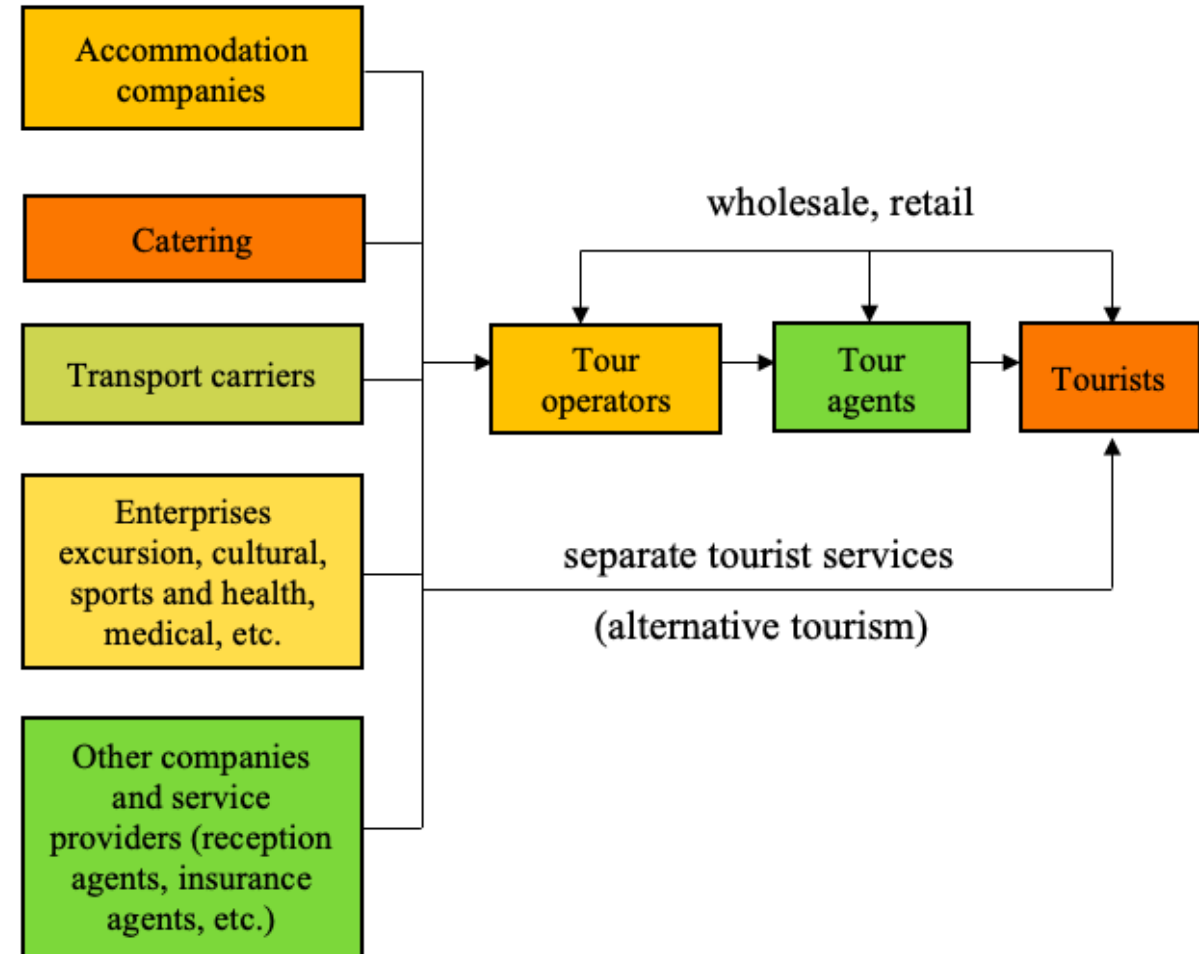
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Goal,  
object and  
subject of  
the  
research.

“Tourism entrepreneur is a person or a group of persons producing and managing tourism products”

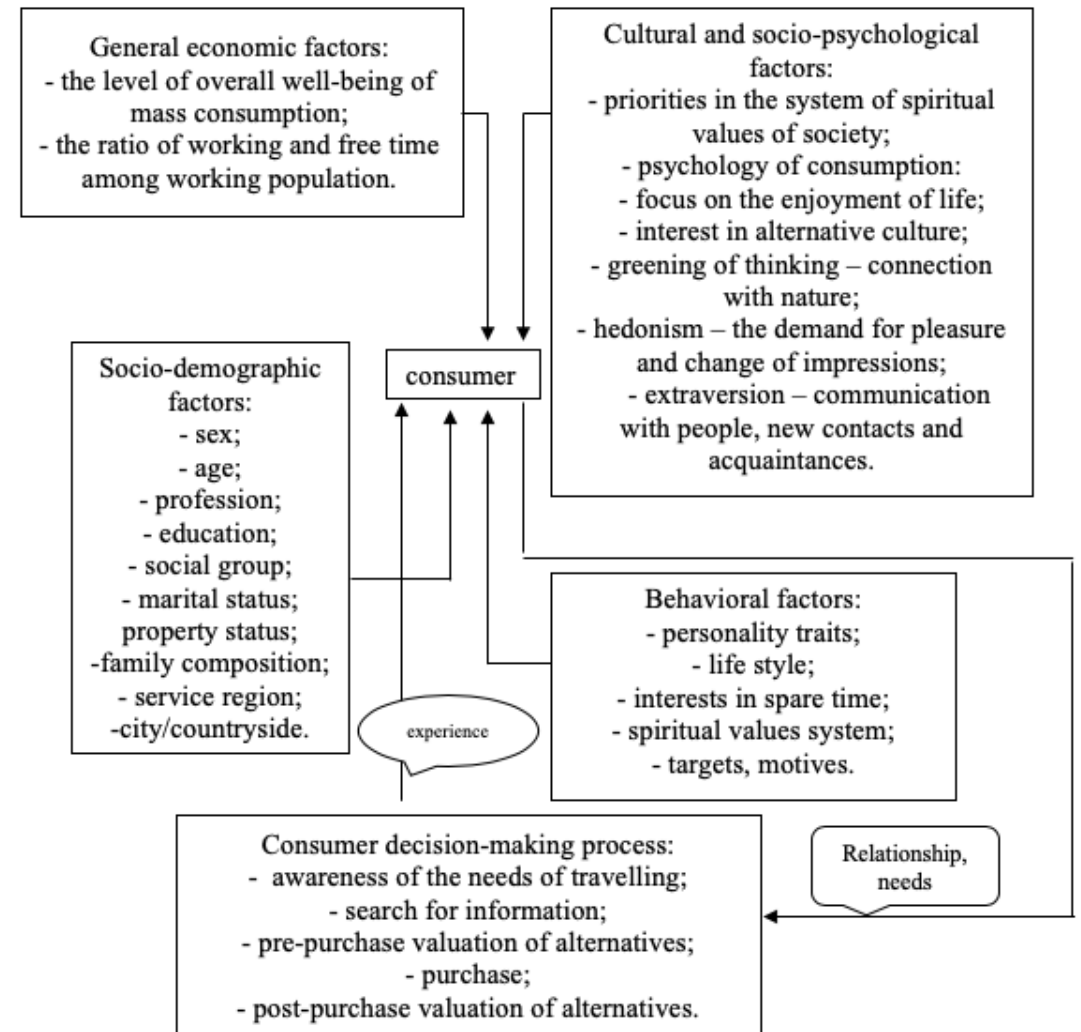
Figure 1 – Tourism infrastructure



# Main provisions of the theoretical part:

- ▶ In part 1.1 we defined the concept, types and form of tourism entrepreneurship.
- ▶ Part 1.2 is represented by main directions of entrepreneurship support. This study covers state entrepreneurial policies in the following categories: general perspective of entrepreneurship, tax and regulatory climate, access to capital, entrepreneurship education and intellectual capital.
- ▶ Further in part 1.3 we characterized the tourism market and peculiarities of its regulation.
- ▶ Then in part 1.4 we found out the essence of the econometric modeling of macroeconomic indicators in tourism industry.

Figure 2 – Factors influencing on demand in the field of tourism



# Table 1 – The main indicators of tourism industry in Russia

Main indicators	Years							Rate of growth, %
	2011	2012	2013	2014	2015	2016	2017	
Travel & Tourism Direct Contribution to GDP, \$ million	25000	26000	27000	26000	17000	16000	19000	-24,0
Expenditures, current US\$ million	37343	48096	59504	55383	38434	27653	35585	-4,7
Travel & Tourism Direct Contribution to Employment, thousand people	851,8	808,5	814,2	838,3	807,8	850,1	854,6	0,33
Inbound Tourism Indicators, \$ million	8830	11328	10759	11988	11759	8420	7788	-11,8
Receipts, current US\$ million	16961	17876	20198	19451	13204	12820	14983	-11,6

# The main indicators of tourism industry in Cyprus and Czech Republic

Table 2 – The main indicators of tourism industry in Cyprus

Main indicators	Years							Growth rate, %
	2011	2012	2013	2014	2015	2016	2017	
Travel & Tourism Direct Contribution to GDP, \$ million	1000	1000	2000	1000	1000	1000	2000	100,0
Travel & Tourism Direct Contribution to Employment, thousand people	22,4	24,4	26,5	25,3	23,5	24,7	26,1	16,5
Inbound Tourism Indicators, \$ million	2160	2554	2599	2893	2844	2487	2762	27,8
Receipts (current US\$ million)	2707	2732	3020	2920	2481	2757	3128	15,5
Expenditures (current US\$ million)	1730	1687	1621	1771	1439	1604	1781	2,95

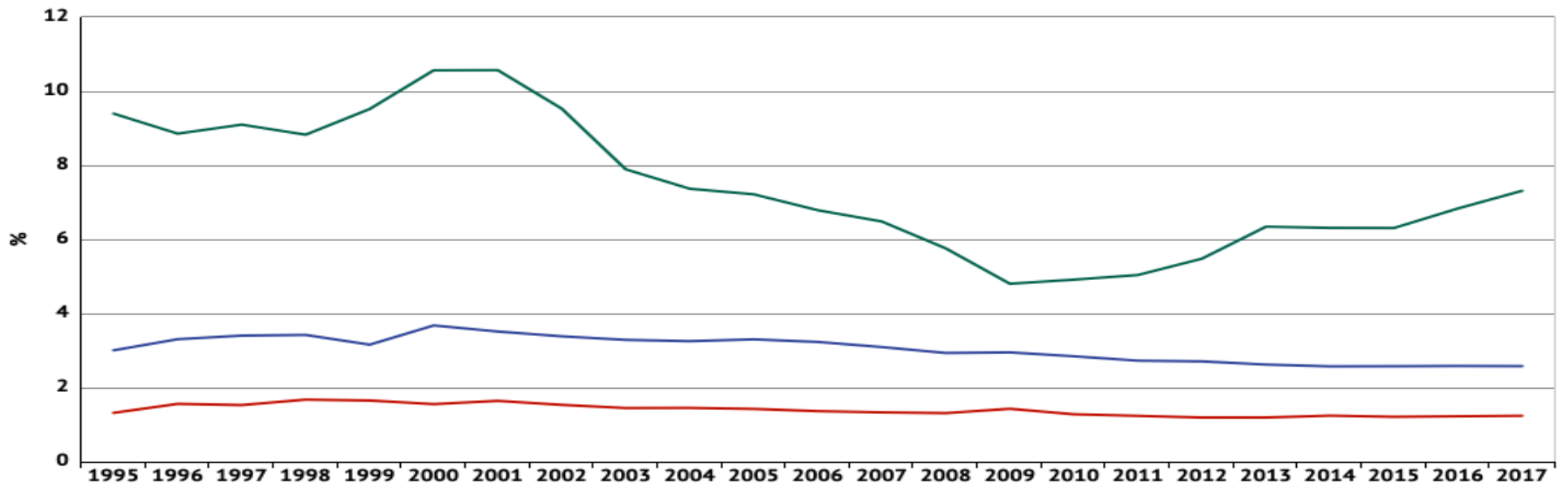
Table 3 – The main indicators of tourism industry in Czech Republic

Main indicators	Years							Rate of growth, %
	2011	2012	2013	2014	2015	2016	2017	
Travel & Tourism Direct Contribution to GDP, \$ million	6000	6000	5000	5000	5000	5000	6000	0
Travel & Tourism Direct Contribution to Employment, thousand people	249,7	226,4	207,3	211,8	213,5	218,4	223,4	-10,5
Expenditures (current US\$ million)	4876	4556	4698	5173	4819	4963	5518	13,1
Receipts (current US\$ million)	8930	8174	7792	7614	6766	7041	7693	-13,8
Inbound Tourism Indicators, \$ million	7172	8096	7456	7042	6822	6056	6308	-12,0

# Figure 3 - Direct contribution of tourism to GDP in Russia, Cyprus and Czech Republic



► The red color is Russia, the green one – is Cyprus, and the blue color – is Czech Republic.

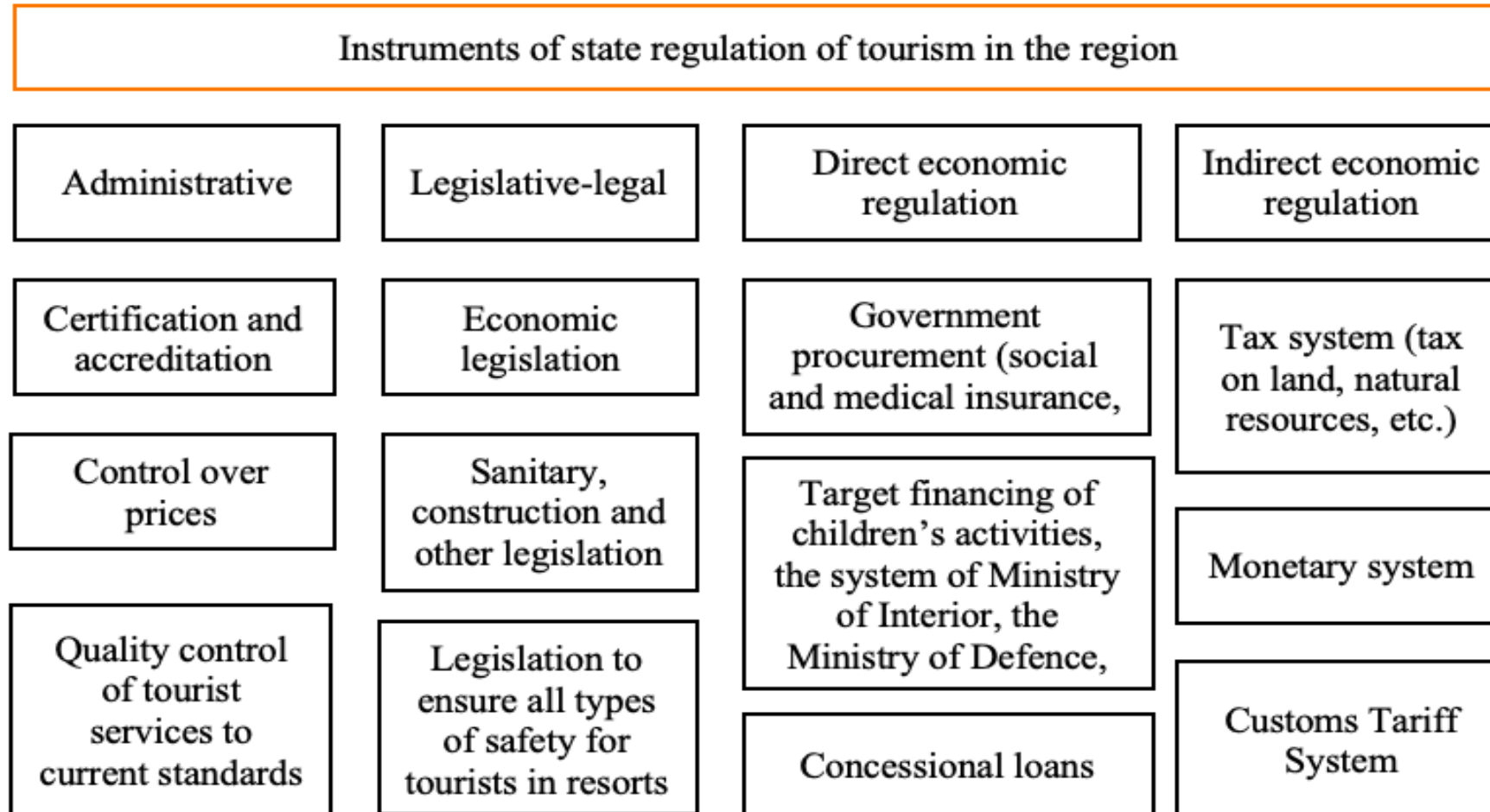


Source: World Travel and Tourism Council Data





# Figure 4 - The set of instruments of state regulation:



# Conclusion

After analysis we made, such suggestions and recommendations for improving the government policy for tourism sector will be offered. The main ways to stimulate the state investment activity in the tourist regions of the country include:

- ▶ - *tax regulation of investment activities;*
- ▶ - *institutional transformation of the economy associated with the creation of industrial groups;*
- ▶ - *real protection of property rights.*

In general, government regulation of tourism is an effective means of stimulating investment activity, improving the quality of services provided and solving social problems in terms of the real health of the nation. However, it is important to bear in mind that the main directions of state policy should be the stability and competitiveness of the tourist complex.

# List of publications:

## Articles in journals, anthologies:

- ▶ 1. Apal'kova A.A., Zhuravleva E.A. Identifying key macro-economic factors of the development strategy in tourism industry by using econometric modeling instruments // In collection of articles: Problems and perspectives of marketing strategies formation in condition of unstable market (Materials of III International scientific-practical conference. Kuban State University; Resp. red. A. N. Kostetskiy. 2018. P. 29-35.
- ▶ 2. Apalkova A.A., Bogdashev I.V., Votchenko E.S. Tourism industry in Russia and the EU: are there any consequences of multi-tiered national agenda? // in scientific journal "Bulletin of Peoples' Friendship University of Russia. Series: Economics" (the article is being peer reviewed); 2019.
- ▶ 3. Apalkova A.A., Votchenko E.S. Suggestions and Recommendations for Improving the Governmental Policy for Tourism Sector // Sciences of Europe # 40, (2019).



Thank you for your attention !