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Abstract of Diploma Thesis
Tourism in Russia and its potential for development.

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1 Summary

The diploma thesis deals with the analysis of the evolution of tourism in the Russian Federation. The aim is to investigate basic types of tourism in Russia. Consider the types of tourism development prospects in Russia; identify problems of tourism development in the Russian Federation. In order to show the situation of the foreign tourist flow was selected one of the frequently visited regions in the country, it is Krasnodar region.

Data analysis are done for the Krasnodar region. Practical part follows the dynamics of foreign inbound flow from 1997 to 2015, and based on the data is made a forecast until year 2027 by ARMA and ARIMA methods. After all are suggested proposals to solve problems of inbound and outbound tourism.

Keywords: Tourism, development, Russia, tourism services, domestic tourism, inbound tourism.

2 Objectives

Investigate basic types of tourism in Russia. Consider the types of tourism development prospects in Russia. Identify problems of tourism development in the Russian Federation. In the Russian tourism industry there is a problem of finding a method of building an effective management system that would strengthen the market position of each Russian organization dedicated to the service of tourists, and thus contribute to the further development of the whole sphere of business tourism, which will help Russia to join in the world tourism industry.

3 Methodology

Literature review is based on data collection from using literature, specialised publications, online links, own findings and consultation. The analytical section will be done using methods of both qualitative (descriptive) as well as quantitative analysis. In that case that Russia is a huge country and analyze all data from different part of Russia will take a time, for analyzing of inbound foreign tourism was chosen Krasnodar region.

The reason for choosing such a goal is that Russia has a lot of natural resources, territory, rich history, great traditions and good people, but does not use it all for the benefit of itself.

Management system of tourism in Russia is not perfect and does not respond to international standards.

To show a real situation in Russia, is chosen Krasnodar region.

From the analysis is made conclusions on the forecast of the tourist flow in Krasnodar region.

On the basis of these results were as follows.

Results from ARMA are negative and the forecast is disappointing after 12 years because it is possible to see decline in tourist flow in 28,000 people a year .If forecast is confirmed, Krasnodar region can only survive thanks to the arrival of Russian citizens.

As a result of ARIMA can see positive dynamics. The increase in the flow of foreign tourist are 5,000-10,000 people each year. Maximum will be in 2027, amounting to 146,000 tourists. It can have a positive impact on the economy of Krasnodar region.

In all analysis was gotten the positive results for Krasnodar region, in that case it is possible to say that region is moving to right way to attract more and more tourist. In way to improve that is proposed following proposals.

Proposals for the development of the tourism economy in Krasnodar region.

- Development and execution of advertising and information programs for domestic and inbound tourism, making focus on Russian and foreign countries.
- Publication of advertising materials: cards, catalogs, posters, booklets.
- Maintaining and updating the official Internet portal about tourism by the federal executive authority.
- Organizing an information centers for Russian and foreign tourists in the most passable locations with the information support.
- Simplify the procedure for obtaining visa for tourists

4 References

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