

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

Domestic Tourism in Russia

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

Valeriia Sumbaeva

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Thesis title

Domestic tourism in Russia

Objectives of thesis

The main goal is to define the role of infrastructure in the tourism industry, its impact on the growth of tourists in both domestic and inbound tourism.

To achieve this, the following are the partial aims:

- define the meaning of "tourism", both international and Russian (domestic);
- to reveal the main problems in tourism in the Russian Federation at the present stage;
- identify how the COVID-19 pandemic has affected the modern tourism process;
- explore the tourist potential of the territory;
- conduct a survey among the guests of Sochi;

Methodology

There are two main parts to this thesis: theoretical and practical.

The theoretical part is to analyze modern literature, to reveal in detail some aspects used by modern authors in the study of infrastructure in tourism as a significant direction for the development of the economy;

The practical part will be largely based on a survey to prepare and form an analysis of the tourist infrastructure – particularly amongst guests in the Sochi region;

From these, appropriate analytical techniques will be used to formulate the conclusions of this research.

The proposed extent of the thesis

approx 40 – 50 pages

Keywords

Inbound tourism, Sochi, Tourism infrastructure, Tourist services

Recommended information sources

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Declaration

I declare that I have worked on my bachelor thesis titled "Domestic Tourism in Russia" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 30/12/2012

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Domestic Tourism in Russia

Abstract

The main topic of the thesis is the role of tourist infrastructure in the development of tourism on the example of major sporting events in Russia. In the theoretical part of the work, an analysis of modern literature on the topic of the work was carried out. The definition of tourism, including international tourism, is given. The concept of the tourism industry has been studied. The potential of Russia for the development of domestic and inbound tourism is studied. The problems faced by the Russian Federation for the development of tourism at the present stage are identified. The economic development of territorial entities of the Russian Federation as subjects endowed with partial economic and operational independence is described. The concept of the tourist potential of the region is conditioned. The policy of branding territories is described. The impact of the 2020 pandemic not only on the global economy, but also on the tourism sector and consumer behaviour is considered in detail. At the end of the theoretical part, positive aspects for the development of tourism in Russia are identified. The goals and objectives of the work are set, the methods of the conducted research are described. The analytical work examines major sporting events as an impetus for the development of tourist infrastructure. Two sociological surveys were conducted among residents and guests of the city of Sochi (150 respondents were interviewed) and the city of Rostov-on-Don (150 respondents). A SWOT analysis of the resort city of Sochi and a SWOT analysis of the city of Rostov-on-Don were also carried out. At the end of the thesis, conclusions are formulated based on the results of the study.

Keywords: tourism, inbound tourism, Sochi, Rostov-on-Don, tourism industry, tourism infrastructure, branding, territorial branding.

Domácí cestovní ruch v Rusku

Abstrakt

Hlavním tématem práce je role turistické infrastruktury v rozvoji cestovního ruchu na příkladu významných sportovních událostí v Rusku. V teoretické části práce byla provedena analýza moderní literatury na téma práce. Definice cestovního ruchu, včetně mezinárodního cestovního ruchu, je uvedena. Koncept cestovního ruchu byl studován. Je studován potenciál Ruska pro rozvoj domácího a příchozího cestovního ruchu. Problémy, kterým čelí Ruská federace pro rozvoj cestovního ruchu v současné fázi, jsou identifikovány. Je popsán hospodářský rozvoj územních subjektů Ruské federace jako subjektů s částečnou ekonomickou a provozní nezávislostí. Koncept turistického potenciálu regionu je podmíněn. Je popsána politika značkových území. Dopad pandemie 2020 nejen na globální ekonomiku, ale také na sektor cestovního ruchu a chování spotřebitelů je podrobně zvažován. Na konci teoretické části jsou identifikovány pozitivní aspekty rozvoje cestovního ruchu v Rusku. Jsou stanoveny cíle a cíle práce, jsou popsány metody provedeného výzkumu. Analytická práce zkoumá významné sportovní události jako impuls pro rozvoj turistické infrastruktury. Byly provedeny dva sociologické průzkumy mezi obyvateli a hosty města Soči (150 respondentů bylo dotazováno) a města Rostov Na Donu (150 respondentů). Byla také provedena SWOT analýza letoviska Soči a SWOT analýza města Rostov Na Donu. Na konci práce jsou závěry formulovány na základě výsledků studie.

Klíčová slova: cestovní ruch, vjezdová turistika, Soči, Rostov Na Donu, turistický průmysl, turistická infrastruktura, branding, teritoriální značky.

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Chapter 1. Introduction

Currently, the most common definition of tourism that has been legalized in the legal systems of various countries of the world is the definition formulated in 1993 by the UN Statistical Commission. According to it, tourism is the activity of persons who travel and stay in places outside their usual environment for a period not exceeding one year in a row for leisure, business and other purposes ("Recommendations on Tourism Statistics" of the UN World Tourism Organization, 1993).

Today, the World Tourism Organization (UNWTO), as the only intergovernmental organization for tourism of the UN system, has the primary right, the corresponding status and mission in the unification, standardization and dissemination of tourist terms. To this end, in 2001, the UNWTO-prepared "Thesaurus on Tourism and Leisure Activities" was published in three world languages (English, French and Spanish), which provides basic terms and concepts of tourism. Based on the official terms and their definitions established by UNWTO and presented in the Thesaurus, it should be concluded that "tourism" is a category of travel that has certain distinguishing characteristics. "Tourism is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (who can be either tourists or tourists; residents and non-residents of the country. residents), and tourism is related to their activities, some of which are related to tourism costs" (WTO, 2001).

The Federal Law of the Russian Federation "On the Basics of tourist Activity in the Russian Federation" dated 24.10.1996 (Federal Law No. 132, ed. 2021) formulates the following definition of the concept of "tourism".

"Tourism - temporary departures (trips) of citizens of the Russian Federation, foreign citizens and stateless persons from their permanent place of residence for educational, professional, business, sports, religious and other purposes without participation in paid activities in the country (place) of temporary residence" (Federal Law No. 132, ed. 2021).

Due to the fact that tourism is based on the use of local tourist resources that bring income to the region or the state, the most important task is to provide quality services to tourists, as well as the qualitative development of the tourism industry itself.

The tourism industry "is a combination of residential premises, vehicles, catering establishments, entertainment establishments, educational, business, medical, sports and

other purposes; organizations engaged in tour operator and tourist activities, as well as organizations providing excursion services and translation guides" (Federal Law No. 132, ed. 2021). Thanks to its material and technical base, the tourism industry contributes to the employment of a large number of people and is connected with all branches of the national economy.

It is difficult to overestimate Russia's potential for the development of domestic and inbound tourism. The rich natural and cultural-historical heritage of the country suggests the possibility of providing various types of tourism: recreational tourism (which is aimed at recreation and entertainment), health, cultural and educational (which includes religious, pilgrimage), business educational, extreme, sports, environmental, rural, scientific, etc.

However, it should be noted that the tourism potential of our country is not fully used. The limiting factors for the development of both domestic and inbound tourism are the underdevelopment of infrastructure, the lack of a favorable investment climate, poor quality of tourist services, the lack of image positioning of the Russian Federation as a tourist nation on the international market, which negatively affects the country's rating indicators.

It should be understood that the uniqueness of natural resources and cultural heritage cannot be the only and sufficient condition for the successful development of tourism in the country, since they represent only one of the elements of tourist and recreational potential.

At the beginning of the XXI century, tourism has become one of the leading directions of socio-economic, cultural and political activities of most countries and regions of the world.

Tourism occupies an important place in the establishment of international relations between 7 billion people on the planet: every year about 1 billion people annually visit foreign countries for tourist purposes. Currently, tourists have an increased demand for high-quality services. This is especially true with regard to the fact that tourists are increasingly traveling, know different levels of service and demand the best. The more tourists travel, the more comfort they want, the more they compare the level of service provided: they are often critical and require considerable effort to avoid claims.

Since 2014, in the Russian Federation, under the influence of a number of factors, among which the main one is the devaluation of the ruble against major world currencies, the structure of the tourist market is changing: there is a decrease in outbound tourism and an increase in domestic tourist flows. The strategic direction of the development of domestic and inbound tourism in the Russian Federation is the development of tourist infrastructure.

In recent years, insufficient infrastructural development of cities in the Russian Federation has played a significant role in such an important industry as the economy. The high level of competition from international tourism forces the Russian tourist and recreational complex to look for new innovative ways to adapt to constantly changing environmental conditions.

The development of tourism is accompanied by significant problems. The main ones include the high cost of recreation in your own country for tourists. Here we are talking about the pricing policy of carriers as a key factor in the high cost of travel packages. The second problem is the weak legislative framework. Cancellation of licensing of tour activities, the absence of certain types of tourism in the Law of the Russian Federation "On tourist activities". The third problem is tourist dumping. Travel agencies often sell travel packages below cost, thereby destroying the tourism market.

The basic problem is the poor development of tourist infrastructure. Bad roads, lack of hotel places (which were replenished thanks to the 2014 Olympic Games in Russia, the 2018 FIFA World Cup). But for foreign tourists, this problem, perhaps, remains the key one, since the infrastructure does not always allow them to travel further than Moscow, thereby places such as Altai, Baikal, the Golden Ring of Russia, etc. remain unknown to foreign tourists.

In modern conditions, a significant differentiation in the quality of life of various segments of the population, a low level of introduction of innovative digital technologies when doing business in the service sector, a decrease in business activity of social actors, a lack of financial resources or their irrational use can be recognized as a deterrent to economic growth in Russia, as well as in the implementation of project activities, including in the field of recreation and tourism.

Infrastructure, including air, land, port and tourism services such as hotel rooms and car rental services, plays a vital role in the competitiveness of travel and tourism, acting as the arteries of the industry. And from a global perspective, the infrastructure continues to improve.

The global prospects for the quality and efficiency of the world's land transport infrastructure and services on average remain virtually unchanged. Given the projected growth in travel, as well as the need for infrastructure to meet more tourism-related needs, significant work is required today to overcome the multimillion-dollar investment deficit in airports, ports, railways and highways.

Tourism is a sector that easily and naturally enters into regional development. The experience of other countries shows that - with the exception of international marketing and regulation - most other efforts to create tourism provision are the work of regions to develop infrastructure. As such, it requires special efforts at the regional level to create the necessary tourism potential.

Thus, the economic development of territorial entities of the Russian Federation as subjects endowed with partial economic and operational independence largely depends on the degree of their competitiveness in relation to other territories. Sustainable development of territories in a competitive environment directly depends on the disclosure of territorial potential, which, in turn, is closely related to the problem of attracting resources and investments.

On the one hand, the heterogeneity of climatic and geographical, demographic, infrastructural and economic conditions of territorial units, and on the other hand, their similarity in some respects creates a problem associated with attracting investments from the same sources (Rodkin, 2018).

The tourist potential of the region is the ability of the tourist resources available in the region to attract the attention of tourists and ensure the fullest satisfaction of their needs during travel (Golikov, 2005).

Currently, the issues of creating a tourist image of the territory, ways of transforming the formed images into tourist brands, as well as determining the mechanisms for their subsequent promotion in the international and domestic tourist markets can be attributed to the relatively poorly developed areas of research.

As part of the development of the territory to attract investment, a special place is given to the branding of the territory, the formation of which depends entirely on the organized image of the region, consisting of the created favorable image of small municipalities.

Branding policy is a system of decisions and their actions that determine the priority of allocating resources, tools, tasks and actions aimed at achieving brand management goals. The main goal of the policy is to ensure brand loyalty" (Kotler, 2018).

The economic development of territorial entities of the Russian Federation as subjects endowed with partial economic and operational independence largely depends on the degree of their competitiveness in relation to other territories. Sustainable development of territories in a competitive environment directly depends on the disclosure of territorial

potential, which, in turn, is closely related to the problem of attracting resources and investments. In the conditions of a developed information society, the competitiveness of territorial entities is largely determined by their degree and activity in the information and communication environment. Since the quality of the territory is determined by a number of advantages over other territories that seek the same investments, one of the key mechanisms for obtaining such advantages is the effective representation of territorial education in the information and communication environment.

The logical action to attract investment in territorial entities is the development of the concept of the brand of the territory represented in the territorial segment of the information and communication space.

One of the effective tools implementing the above-mentioned incentive mechanisms is the concept of the territory brand. As for the virtual space of interaction between territorial entities, it is possible to transfer the processes of brand concept formation to the virtual space.

So, territorial branding (place branding) is a strategy to increase the competitiveness of individual territories (cities, districts, regions, countries), aimed at various target groups of attracting "users": new residents, tourists, investors, skilled labor (Mccanell, 2016).



Figure 1 - Regions of the Russian Federation where Russian brands buy the most, % (2021)

The brand of the territory is:

- a unique emotionally colored (both positive and negative) image conditioned by natural, historical, industrial, socio-cultural, etc. features of the territory, which has become widely known to the public;
- the promise to consumers of the territory of the desired consumer qualities;
- guarantee of high-quality satisfaction of the consumer's requests of the territory, obtaining certain benefits;

- an increased subjective level of the value of the territory for the consumer and his satisfaction, formed through positive associations that encourage the consumption of the territory and remind about it;

- the most important factor of competitive advantages and income of the territory, a valuable asset of the national/regional economy.

A feature of place branding is an integrated, diversified approach, as opposed to focusing only on one of the aspects (for example, tourist participation). The author of this approach is Simon Anholt - one of the leading experts in the field of branding in the world. According to his concept, the competitive identity of the territory can be represented in the form of a hexagon showing the six components of the brand: tourism, exported brands, international and domestic policy, investment and immigration, culture and cultural heritage, people (Vuignier R., 2016).

The task of branding the territory is to form the desired image of the territory in the minds of target audiences, while a situation is possible when a separate message will be developed for each of the audiences.

Thus, the task of branding the territory can be considered the formation of the image of the region as a preferred place for the following: recreation; holding various kinds of business events (exhibitions, congresses, trainings); accommodation; work; study; targeted government programs; investments; opening new enterprises; implementation of innovations. Based on this, the brand of the region is a kind of umbrella brand that unites sub-brands" (Vuignier R., 2016).

The popularity of place branding in Russia and the world is increasing from year to year. The authorities are increasingly realizing that it is difficult to effectively solve emerging social, economic and political problems without competent positioning and promotion of the region. In addition, the popularity is promoted by the brightness and expressiveness of projects successfully implemented in the world, their apparent simplicity and fast speed of implementation. Nevertheless, despite the fact that the methodology of brand development of the territory is well known, it is not always used in world and Russian practice.

The main mistake in the development of the territory's brand is the uniqueness created artificially away from the values, stereotypes and feelings of residents, as well as its adjustment in accordance with the current development strategy of the territory. Thus, while external conditions change, the strategy will lose its relevance, the same will happen with

the brand. However, even if the brand was created before the strategy, it remains and can become the basis for the development of a new strategy. The bottom line is that a good brand of a territory is based on its authenticity, which is extremely conservative and keeps pace with generations. Thus, the development strategy of a city or region should take into account these territories as a brand, and not vice versa.

Branding of the territory gives great opportunities with the right delivery, this is due to the creation of the identity of the place, not devoid of meaning and ideas, and its integration into the communication system. At the initial stage of brand development, the task is to identify stereotypes, ideas and associations, which then form the basis of identity.

The 2020 pandemic has had a huge impact on both the global and Russian economy. Due to the lockdown introduced, many companies switched to remote work, and some even had to temporarily close down. Thus, there was an inevitable reduction in aggregate demand, as well as an increase in the share of unemployed around the world. The coronavirus has affected every sector and industry, including tourism.

Also, the pandemic has had an impact on consumer behavior. In changing conditions, they made new decisions for themselves, staying at home, finding themselves in new conditions for themselves, not following their usual business or routes. The coronavirus outbreak has not only seriously affected the public health and well-being of people around the world; it has also affected behaviors and daily routines. This caused a ripple effect that shook the entire world economy.

Due to the fact that the whole world has plunged into the online atmosphere, PR activities have fully unfolded there. Many types of services turned out to be extremely in demand during the lockdown, which remained in the shadows during the pre-quarantine period.

The new COVID-19 virus, which has forced all of us to stay at home for a long time, is already reorienting our relations with the state, with the outside world and even with each other. Communication links were reoriented due to dramatically changed conditions.

The crisis has had an impact on all types of business both in our country and in the world. The management of the companies was forced to urgently make difficult decisions to change and unify existing business models to suit the current situation. Here we can say that for many companies, the pandemic gave an impetus to the future development and development of new markets, not only during, but also after the pandemic.

Those companies that were engaged in sales, production of consumer goods, or provision of services, had to reorient their advertising process into new pandemic conditions, into the online space. Such enterprises were able to establish this process without much damage to the companies, and in the new conditions to be fully present in two popular markets: offline and online.

The pandemic has also affected the tourism sector.

The tourism industry is one of those sectors of the Russian economy that was among the first to be hit by a new coronavirus infection. We are talking about not only a viral, medical blow – after all, the first outbreak of morbidity in Russia was a consequence of the return of citizens from foreign travel, but also a financial blow – due to the spread of COVID-19 around the world, current tours had to be interrupted, and those planned for a later date had to be canceled or postponed. In such conditions, tour operators, travel agents, carriers and other participants in the tourism services market have suffered serious losses.

The 72% reduction in international tourism in 2020 is due to travel restrictions, travel concerns and the global struggle to contain the coronavirus. All this has led to the fact that this year has become the worst in the history of tourism. From January to December, the countries of the world received 900 million fewer tourists than in the same period of 2019. The industry's losses will reach \$1.1 trillion. However, some markets, such as the United States, Germany and France, have recently seen signs of recovery. The demand for domestic tourism continues to grow in Russia, China and some other countries. International air travel will recover for a very long time. IATA (International Air Transport Association) predicts that global passenger traffic will return to its previous values no earlier than 2024.

The tourism industry in Russia has actively begun to take advantage of the situation and promote domestic tourism more intensively. The tourist cashback program was launched by Rostourism in August 2020, the second stage — in November, and it included trips for the New Year holidays. 300 thousand people received compensation from the state for holidays in Russia in 2020. The program has also been extended for 2021. But with all this, the figures of Russian tourism are also in the red. Although not as deep as with trips abroad. The number of trips across the country decreased by 35-40% compared to 2019.

Also, thanks to the pandemic, online has begun to develop actively. Therefore, today advertising campaigns in the Internet space have a great effect and it is necessary to develop their activities here. This also applies to the development and promotion of tourism activities.

In modern society, people are more and more dependent on obtaining information via the Internet. The United Nations has even recognized free access to the global network as one of the basic human rights. It is not surprising that the Internet is playing an increasingly important role in the social sphere.

At the time of the active development of the Internet space, there are already several thousand social networks, web services, both entertainment and professional. Every day there are more and more new projects that are rapidly gaining popularity thanks to advertising.

Business processes in tourism are increasingly moving into the digital space. The use of modern algorithms increases the speed of work, allowing you to solve larger tasks.

Digitalization of tourism can be divided into external and internal. In the first case, we are talking about the systematic transfer of communications with the client to the digital environment: people no longer have time for personal meetings with travel agents to discuss vacation options. Often the country and the hotel have already been selected — we have learned to search for information on the web on our own. Therefore, it remains to find a point of contact with the tour operator, which usually becomes his website.

On the site, the user will also not be left alone with questions: an employee in a chat or a chatbot immediately connects to the communication. The defining moments here are the responsiveness and effectiveness of the client's issue solution.

In European countries, traditional tour operators are treated less and less often — no more than a third of travelers come to the office.

The rest use online services to plan trips, the share of bookings in which will only increase in 2020.

Online sales will also continue to grow, and there are two directions for them. Firstly, people buy tickets and hotels separately, making up their own travel. Secondly, travel agencies also go online, promoting their own completed tours.

The tour operator does not stop working with the client on the online sale. Digital technologies make it possible to engage in post-support, that is, support and receiving feedback. The client's journey is tracked at all stages, if possible, we receive from him an assessment of the service provided in different positions.

Within companies, the trend towards the development of CRM systems, automatic tools for setting tasks and planning will continue. If applied correctly, their implementation will become a factor in increasing the competitiveness of the organization. Automating the

work of the tools frees up the main resource for the management - free time. It is spent on the study of new business technologies or the development of parallel niches. The second point is especially important in dynamically changing conditions, when the percentage of independent tourists is increasing, and tourist companies have to search for new sources of income more and more to survive.

The trend of abandoning the classic scheme of services of companies selling package tours will increase. Travelers massively buy air tickets using the SkyScanner service, and Booking.com the traditional hotel room booking market has changed a long time ago.

Other standard operations expect similar prospects for automation and the transition to digital. One of them is the registration of insurance. To date, there are applications like Tripinsurance that allow you to issue a policy within a few minutes. The matter is not limited to the issuance of a document: as part of the insurance, you can get a round-the-clock emergency consultation with a suitable doctor. Communication with clients in Tripinsurance takes place, including in Russian. Support service specialists use all major messengers.

Another important point after the flight, check—in and insurance is moving around a foreign country. Taxi aggregators continue to be indispensable inside cities.

Translators and services for finding attractions are going into applications. This supports another trend - combining business trips with leisure. Even without thoughtful preparation for half an hour in an unfamiliar city, it became easy to find a way to communicate with the local population, choose a restaurant and find key attractions nearby.

Research Booking.com it showed that a third of the audience of world travelers is interested in the help of artificial intelligence in planning trips. People leave a lot of information about themselves on the web through search engine queries, reveal preferences, showing the most convenient payment methods and the amount of expenses planned for vacation. 50% of respondents did not care who helps in planning a trip - a live operator or a chatbot. If the tour selection or hotel booking service offers a suitable option, then the probability of its purchase increases significantly. Large online services will continue to develop their own AI, their experience is gradually being picked up by smaller players.

Tourism in Russia is incredibly diverse: from the capital's sights of Moscow and St. Petersburg to remote towns that have preserved the spirit of antiquity and natural identity. And recent events have shown that Russians are interested in domestic tourism no less than abroad, according to the data of the Association of Tour Operators of Russia.

In recent years, there has been a growing interest in Russia in studying the peculiarities of the formation of the services market in general and the tourist market in particular, in finding appropriate directions for its development.

A lot of positive things have happened in Russia's domestic tourism over the past decade:

- the understanding reached at all levels, including in the media, of the importance and necessity of a general discussion of the problems of domestic tourism development, the creation of a modern tourism industry in the country, which is one of the priority sectors of the economy, which has a multiplier effect and stimulates the development of related industries, contributing to the development of international contacts and employment, increasing budget revenues at all levels, improving the standard of living of the population, the image of the regions and the country as a whole;

- the positive experience of state regulation in the field of tourism is noted in terms of using an effective mechanism to attract investment in tourism based on public-private partnership, the formation of a civilized tourism market, including the introduction of legal norms to protect the legitimate rights and interests of consumers of tourist products, the quality and safety of tourism, the introduction of new standards and classification of objects of the tourism industry, new information technologies, the development of regional programs for the development of tourism activities;

- regulatory legal acts have been adopted, which formed the basis of a civilized tourist market in the Russian Federation, including reflection and solution of problems of tourism development in the Far East and the Baikal region, expansion of international cooperation with China and Mongolia.

At the same time, objective and subjective reasons continue to exist, affecting the current state and future development of domestic tourism in different ways.

The development of domestic tourism is undoubtedly significantly influenced by the development of international tourism and its market. Forecasts for the next decade show (according to UNWTO) that the main role of tourism will belong to countries such as China, the USA, France, Spain, Hong Kong, Italy, Great Brittany, Turkey and Egypt.

The main reason and answer to the question: "Why do Russian citizens not seek to rest within their country or travel so little?" are the low incomes of the majority of the population and the insufficient level of material well-being of the mass consumer, especially the elderly, i.e. pensioners. High prices for rail and air tickets do not allow you to make long-

distance trips across our vast expanses. Also, one of the significant reasons that we talked about earlier is the lack of a sufficiently developed, and sometimes just the lack of proper infrastructure in many cities of the country. This is the factor that is one of the most significant when choosing other countries for recreation by Russian citizens, where the infrastructure is developed in the best way. Thus, these factors significantly reduce the demand for domestic tourism. They also hinder the development of amateur (sports) tourism, which today is practically devoid of state support, although it solves the most serious state tasks.

The new consumer of tourist services of the XXI century is more informed, independent, liberated, critical and fastidious about the goods and services offered to him, spoiled by their abundance and diversity, eager for a kaleidoscope of impressions and pleasures, active and independent, significantly changing his behavior in the tourist market.

So, the development of tourism contributes to the economic growth of the country in the world, creating new jobs, making profits and developing industrial infrastructure. All this fully explains that tourism is one of the most profitable types of business in the world, so the interest of entrepreneurs in it is obvious.

The development of domestic tourism, experts say, in many regions has led to an increase in the number of individual entrepreneurs and self-employed citizens who have become engaged in the manufacture of souvenirs and other goods and services for vacationers.

In modern conditions, a significant differentiation in the quality of life of various segments of the population, a low level of introduction of innovative digital technologies when doing business in the service sector, a decrease in business activity of social actors, a lack of financial resources or their irrational use can be recognized as a deterrent to economic growth in Russia, as well as in the implementation of project activities, including in the field of recreation and tourism.

The new federal target program for 2019-2025 provides for the creation of more than 30 thousand jobs in the tourism industry. But already now there is a problem of shortage of qualified personnel. Competition in the hospitality industry is very tough, which means that the requirements for staff are quite high. For example, a lot of efforts are being made to develop inbound tourism. This means that the staff must be proficient in English at a good level. Otherwise, interaction with a foreign traveler is impossible. Thus, the average earnings in the tourism sector are very often lower than the average salary in the region, especially

for staff in grassroots positions. Also, earnings in the tourism industry are seasonal. Therefore, many applicants consider it as temporary, which leads to a serious staff turnover, does not motivate staff to make efforts to master new skills.

Tourists in 2020-2021, mostly forced to travel around their country, faced a number of infrastructure problems.

First of all, it is an undeveloped automobile network of the country. If the main routes are of the highest quality (Moscow – St. Petersburg, Moscow - Rostov, Krasnodar - Adler), then the rest of the network is a set of dirt roads and bad old asphalt. This reduces the number of people who want to travel by car in Russia. This also includes high gasoline prices for a country that produces oil in large quantities, as well as a small number of roadside recreation areas (motels, campsites, cafes, etc.).

Infrastructure is also not developed in resort cities (not counting Sochi, which was landscaped on the eve of the 2014 Olympic Games. By January 2014, the construction cost was reported to have exceeded \$50 billion, making these Olympic Games the most expensive in history. Sochi is also one of the host cities of the 2018 FIFA World Cup and the Formula 1 Russian Grand Prix from 2014 to 2020 (or longer).

In many cities there are no sidewalks, there are not enough hotels, the beaches of the Black Sea coast are unsettled. The infrastructure for people with disabilities is also not developed (also, not including Sochi, where the Paralympic Games were held, and the city created conditions for their holding, taking into account all the needs of the participants). There is also a lack of utility capacity, sewage treatment plants. And in the Far East, for example, "the whole economy is being killed" by transport, that is, expensive flights.

In order to bring tourism in Russia to a decent level, a number of comprehensive measures are needed: raising the international image, developing tourist infrastructure, financing recreation areas and hotels.

Chapter 2. Objectives and Methodology

1.1 Objectives

The goals set in the work are as follows:

- consider the role of infrastructure in the tourism industry, its impact on the growth of tourists in both domestic and inbound tourism.

Based on the main goal the following tasks were set and solved:

- define the definition of "tourism", both international and Russian;
- to analyze modern literature, to reveal in detail some aspects used by modern authors in the study of infrastructure in tourism as a significant direction for the development of the economy;
- to reveal the main problems in tourism in the Russian Federation at the present stage;
- identify how the COVID-19 pandemic has affected the modern tourism process;
- explore the tourist potential of the territory;
- conduct a survey among the guests of Sochi;
- on the basis of the survey to prepare and form an analysis of the tourist infrastructure;
- formulate the conclusions of the study.

1.2 Methodology

Analysis of theoretical sources, monitoring of Internet resources, method of comparative analysis. A selective method, a survey method, methods of description and explanation, induction and deduction, analysis and synthesis, generalization.

The practical significance of the final qualifying work lies in the fact that we have analyzed the current state of the tourist infrastructure in Russia. Tourist infrastructure, in our opinion, is a basic condition for the development of tourism in the country, contributing to the development and territorial development, high-quality tourist services, and also plays an economic role for the local population by providing jobs.

The empirical basis of the study was statistical data on tourism in Russia and the regions, articles by scientists related to the subject of the study. Scientific articles by various authors, dissertations, abstracts, monographs, as well as various books and textbooks on this topic were also used.

The work consists of an introduction, three chapters, a conclusion, a list of sources used and appendices.

Chapter 3. Review of modern literature

Let's consider the literature that is most significant when writing this work.

Thus, the theoretical aspects of the essence of tourist and recreational services as a product in demand by society are consecrated in the works of A.Y. Alexandrova, M.A. Afanasyev, V.M. Vetitnev, A.V. Kvartalny, A.A. Migranyan, M.A. Morozov, L.A. Muratov, A.N. Petrov, I.V. Pilipenko, A.D. Chudnovsky, I.M. Yakovenko and others. Among the foreign authors should be noted: E. Bergman, E. Dahman, E. Limer, M. Porter, etc.

Let's take a closer look at the articles used in our work.

Thus, in the article by Lidia Andrades and Frederic Dimanche "Competitiveness of destinations and tourism development in Russia: problems and prospects" (Andrades, Dimanche, 2017) it is said that international tourism in Russia has doubled over the past few years. Nevertheless, the problems that the country faces in meeting the goals of sustainable tourism development and competitiveness are revealed. This study discusses the problems that have affected and will continue to affect tourism in Russia. The paper also noted that despite the great potential, the development of tourism in Russia is still hampered by numerous problems, such as: the image of the territory, infrastructure development, training and education of personnel, quality management. As a result, it is said that Russia, with its historical, cultural, economic, geopolitical and growing importance of tourism, requires much more attention from the academic community. Despite the difficulties, it is necessary to continue to eliminate gaps in the tourist infrastructure in Russia and find opportunities for cooperation with investors for the further development of tourism in Russia.

Also, the article "Trends and prospects of the tourism industry in Russia" was considered: sociological analysis of stereotypes among the population during tourist trips" by the authors E.V. Frolova, O.V. Rogach, E.V.Kabanova, N.V. Medvedeva, I.Y. Shimanskaya (Rogach, et al., 2017).

The article deals with an urgent problem - the development of cultural and educational activities in the tourism industry. A study was conducted based on data from the Federal State Statistics Service and the results of surveys of the Russian population.

In the course of the study, the authors revealed that different social groups of the surveyed Russians perceive the Russian cultural and educational potential, tourist services in cities differently; trends and basic principles of the domestic tourism industry were identified. In the article, the authors identified a direct relationship between the

underdeveloped domestic infrastructure and the stagnation of the domestic tourism industry. The results of the study showed the stereotypes that tourists adhere to when choosing destinations for their travels. These stereotypes can be divided into the following groups: price, comfort, climate.

The article also notes that global and major trends in social development lead to an increase in the global tourism industry, as one of the most important and dynamically developing areas in the world economy. It is said that the uniqueness of the tourism industry allows us to consider it from two sides: as a subject of economic analysis and as a social research. The article reveals such aspects as: the growing interest of the population in cultural and historical values, style and way of life of the peoples of different countries. The world's wealth of traditions is one of the main reasons for traveling, as tourists seek to join new cultures and get acquainted with the world's diversity of performing arts, crafts, rituals and cuisines. Cultural interaction, stimulated by such meetings, encourages dialogue, strengthens understanding and promotes tolerance and peace. Promoting the responsible use of this living heritage for tourism contributes to job creation, poverty reduction, limiting migration from rural areas and fostering a sense of pride among communities. Tourism all over the world is getting a boost because there is so much that people want to see and experience. In fact, visiting another country is one of the best ways to learn about the culture and language of that country.

It is also said that the social characteristics of the tourist service directly depend on the stereotypes of the studied social groups, the peculiarities of the socio-cultural perception of the tourist potential of the regions.

The authors noted that due to the protracted economic crisis and unstable political situation in the world, economists and sociologists focus on strategic planning of tourist trips taking into account the rapid transformation of social and economic conditions in the modern state. This situation is particularly acute in Russia. According to the results of an independent social survey conducted by the authors of the article, the level of attractiveness of certain regions is low (with the exception of the traditional direction, such as the Black Sea coast and the Caucasus).

The results of the research conducted by the authors of the article also showed that Russians have a more positive assessment of trips abroad than in their own country, regardless of the social group of respondents, primarily because of the more developed infrastructure and more services offered.

The third, important article for the study is "The main trends, challenges and success factors in Russia in the hospitality and tourism market" by M. Sheresheva J. Kopiski (Sheresheva, Kopiski, 2016).

Also, the source base of the study consists of several groups of sources. The first group of sources consists of normative legal documents, on the basis of which tourist activity in the Russian Federation is legally regulated. The analysis of these acts made it possible to characterize the mechanism of organization and control over development . This also included the main Strategy for the development of tourism until 2035, according to which new tourist destinations are currently being formed and certain types of tourism are being developed.

The second group is a variety of electronic Internet sources: official websites of foreign Internet resources, Iatourist, as well as government agencies that oversee tourism activities. The information posted on the websites made it possible to consider the issues of tourism regulation in the Russian Federation as a whole, infrastructure development, and identify promising areas for the development of tourism activities in the Russian Federation.

Chapter 4. Practical Part

Today, the tourism industry is an important indicator of the socio-economic development of the country and its regions in the world economy. However, the transition of the economy to modern innovative management principles has changed the conditions for the functioning of tourism, thereby leading to its significant reorganization, identifying and designating radically new segments in the system of the tourism industry.

Being one of the main sectors of the world economy, tourism has a significant stimulating effect on the development of its key industries. This industry forms 11% of global GDP, with a share in fixed assets of about 7%. Tourism enriches and improves the socio-economic infrastructure and interregional cooperation of countries, states and peoples, thereby improving their investment climate.

According to Rostourism estimates for 2018, after the 2018 FIFA World Cup, the increase in the flow of foreign tourists amounted to 10-15% per year. The most popular sports competition in the world, held in 11 major cities of the European part of Russia, showed foreign tourists Russia, its riches and beauty for a great many foreign fans.

The Russian Federation has received the right to host the World Cup for the first time in its new history. Having bypassed the recognized world leaders in the development of the football sphere - Great Britain, Spain, Belgium, the Netherlands and Portugal, Russia became the host country of the 2018 World Cup (Lubashova A., Badalyants S.V.).

Hosting the 2018 World Cup also plays a huge socio-economic importance. After all, the World Cup helps attract a huge number of tourists, tourist infrastructure is being built especially for visitors in the country, special tourist routes are being formed aimed at attracting attention to Russia as a state with high tourist potential. Hosting the 2018 World Cup is the most important factor in the development of the tourism industry in the country.

Hosting the FIFA World Cups has its "pros" and "cons". The "pros" are investment and development.

Infrastructure

First, it's the main thing - infrastructure. Thanks to the grandiose construction, 7717 km of asphalt roads and 2024 km of railways will be laid in Russia. 12 stadiums will be reconstructed and built from scratch in 11 cities. In addition to sports grounds and training bases, the tourism industry will be updated, which will attract foreign guests even after the end of the championship.

New jobs

A large construction site is always a large labor cost. Thanks to the 2018 World Cup, 18,000 thousand Russians were able to find a decent job with a decent salary. These include builders of roads, stadiums, buildings, and logistics firms. Also, we should not forget about production, because domestic industrialists receive huge orders for concrete, metal, plastic. IT is also impossible to bypass IT specialists who create comfortable conditions for guests and residents of Russia.

Of the "minuses" can be called:

- geography (the distances between major Russian cities are quite large, plus the time zone "brings");

- transport (air transport in the Russian Federation really suffers, for which FIFA has put a "red mark"; it is impossible to arrive directly in some cities, and the number of airports leaves much to be desired);

- forecasting of further operation of infrastructure (sports) facilities from the point of view of economic efficiency.

So, let's briefly consider the city of Sochi, its advantages for hosting the Olympic Games.

The only subtropical resort town in Russia stretches along the Black Sea coast for 145 km. The territory of Greater Sochi is divided into four districts: Adler, Khostinsky, Central and Lazarevsky. The sanatorium-resort complex of Sochi is the largest in Russia. More than 50% of the total resort potential of the Krasnodar Territory is concentrated in the city.

In summer, the average air temperature in Sochi is 26.5 o, sea water is 24.5 o. There is practically no winter in the usual sense in the resort city, the average winter air temperature is kept at +8o.

Sochi is one of the youngest cities in Russia, founded in 1838, but at the same time one of the most amazing places in Russia. The city is full of paradoxes: it is the first summer beach resort to host the Winter Olympic Games.

In 2014, Sochi hosted the XXII Olympic Winter Games and the XI Paralympic Winter Games. The Winter Olympic Games in Sochi were the only ones in history that were held in a subtropical climate.

Russia hosted the Winter Olympic Games for the first time and hosted the Paralympic Games for the first time.

By January 2014, the construction cost was reported to have exceeded \$50 billion, making these Olympic Games the most expensive in history.

Sochi is also one of the host cities of the 2018 FIFA World Cup and the Formula 1 Russian Grand Prix from 2014 to 2020 (or longer).

Sochi is the second longest city in the world, stretching for 145 kilometers along the Black Sea coast near the Caucasus Mountains. It is also the largest resort city in Russia.

Sochi is one of the few cities in Russia where you can see real palm trees, eucalyptus, magnolia and fruits such as figs and grapes, which are very strange for the average cold Russian climate.

Sochi is located on the same width as the world-famous resorts of Cannes, San Remo and Nice, and has the same weather conditions, which is why it is also called the "Russian Riviera".

As in Soviet times, the city was and remains very popular among the leaders and politicians of the Russian Federation.

The main Olympic stadium "Fisht" could accommodate 40,000 people. All Olympic stadiums and facilities have been preserved, athletes train on them. It took 7 years to build the Olympic buildings.

The Caucasus Mountains are located just 40 km from the sea, which allows you to simultaneously ski and skateboard and lead a beach lifestyle. And 90% of the city is made up of subtropical forests and parks.

The best Russian lines and skateboarding schools are in Sochi, at the Rosa Khutor ski resort.

Sochi has hundreds of natural mineral springs, which also makes this city one of the most popular resorts in the world. Sochi is one of those cities with 300 sunny days a year.

Rostov-on-Don is the largest city in the south-west of Russia. It is located at the place where the Don flows into the Sea of Azov. The distance to Moscow is 1075 km, to Krasnodar - 275 km, to Volgograd - 475 km.

Now 1,130,300 people live in Rostov. Over the past year, the number of residents in the city has grown by 5,000 people. Almost 4,300 of them moved from neighboring Mines, Taganrog and Novocherkassk.

Previously, there was a port on the site of Rostov, where trade routes from the Black, Aegean and Mediterranean Seas intersected. From here, all imported goods fell into the interior of the country. In 1749, the Temernitsky customs was founded here to collect taxes.

In the 19th century, all land and waterways passed through Rostov-on-Don. Every third store in Rostov belonged to foreigners. Many mansions and bank offices have appeared in the city. Immediately the first railway station in the south appeared. Rostov became a major financial center, and it was even called the Russian Chicago. Before 1914, there were consulates of 17 foreign countries in Rostov, now only 10.

Before the 2018 FIFA World Cup, a new Platov airport was opened in Rostov. This is the first major airport in Russia that was built from scratch. The airport was named after the military ataman Matvey Platov - he founded Novocherkassk, the capital of the Don Cossacks, and commanded all the Cossacks in the war of 1812. In 2019, Platov received the highest rating among Russian airports.

Taking into account the economic feasibility and, in this regard, the high investment attractiveness of the tourism industry in the region, the Administration of the Rostov region had a significant impact on its development. In order to create favorable economic conditions in the region for further sustainable development of tourism and to meet consumer demand for tourist services in 2008 The Legislative Assembly of the Rostov region adopted the regional law "On the regional target program "Tourism development in the Rostov region for 2008-2010", which marked the beginning for improving tourism services in the region as a whole, and business tourism in particular. The holding of the 2018 FIFA World Cup allowed the region to launch the development of event tourism, which could not but affect the flow of business tourists in the future after positive impressions of the city not only as one of the cities hosting the 2018 World Cup, but also as strategically important cities in the South of Russia with a predominant tourist product, as holding a large number of event, congress and exhibition events.

As for the prospects of tourism development, the Rostov Region, with its strategically advantageous location, high economic potential and availability of necessary resources, has already been a geographically intermediary region for Russian and foreign tourists and business travelers on the way to the Olympic city of Sochi in 2014. During the 2018 FIFA World Cup, Rostov-on-Don was also one of the cities hosting guests from all over the world. And the flow of Russian and foreign guests, national and foreign investors played a positive

role in the development of the region, which, in turn, became the most important economic catalyst for the development of the region and the entire Southern Federal District.

We will consider Russia as a tourist country that hosted the 2014 Olympics in Sochi, as well as the 2018 FIFA World Cup in 11 participating cities.

Purpose of the survey:

Have the cities changed before and after the events? Has there been a qualitative improvement in infrastructure, accessibility of facilities, etc.?

Method of conducting:

Interview, the average time of one interview was 8-12 minutes.

Number of questionnaires:

During the sociological survey, a total of 150 respondents were interviewed.

Selection:

Men and women, from 25 to 45 years old.

Survey locations:

The survey took place on the Vkontakte social network, where a group was created to survey the infrastructure of Russian cities before and after the world sports events of the 2010s of the 21st century.

Time:

There was a survey about the city of Sochi from 02.02.2021 to 05.06.2021, as well as about Rostov-on-Don on 10.06.2021..

The questionnaire is presented in Appendix 1.

Let's look at the respondents' answers.

So, the respondents about the city of Sochi were represented by men in the number of 85 people (57%), and women in the number of 65 people (43%).

The second question was devoted to the age of the respondents.

From 25 to 30 years old, the number of respondents was 28 people (19%), 30-40 years old - 87 people (58%), and over the age of 40 – 35 people (23%). Let's say that the main group visiting the city of Sochi consists of people aged 30-40 years.

The third question is devoted to the frequency of rest in Sochi of the surveyed tourists.

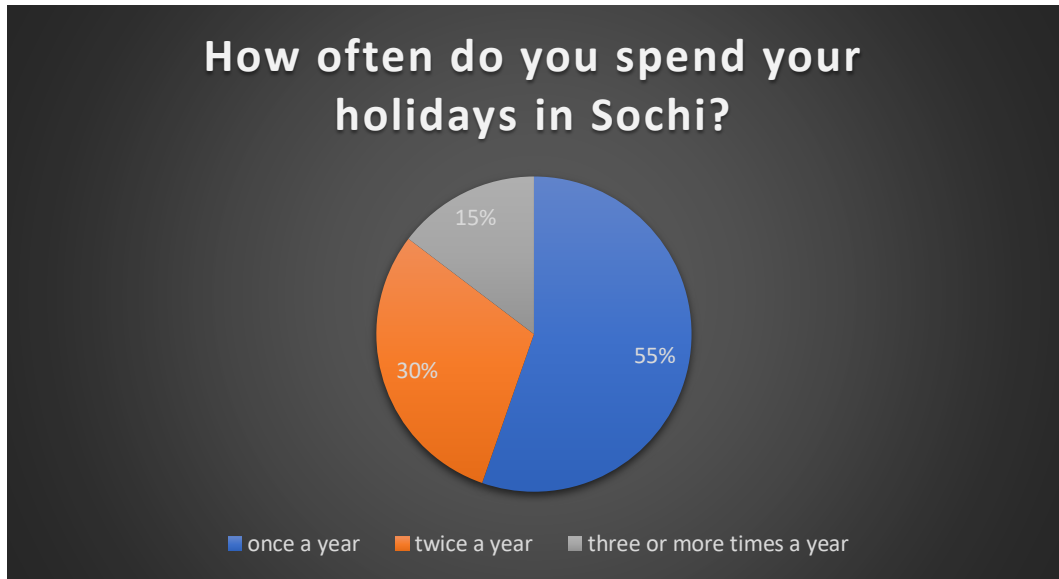


Figure 2 - How often respondents rest in Sochi.

83 people (55%) visit the resort city once a year, 45 people (30% of respondents) always visit Sochi twice a year, 22 people (about 15% of respondents) most often rest in Sochi - three or more times a year. This category also includes business travelers, those people who often travel to Sochi for work. Their opinion is important along with vacationers, as they often visit many places intended for business, as well as catering places and use hotels and move around the city using public transport or taxi.

The respondents answered the fourth question: "Do you travel with children?" as follows.



Figure 3 - Whether respondents travel with children.

112 respondents (75%) travel with children, 38 people (25% of respondents) answered negatively.

We included this question in the questionnaire intentionally, because usually when developing infrastructure, they take into account the convenience for all categories of citizens, including people traveling with children of different ages.

Also, we asked a clarifying question about the infrastructure of the city of Sochi for traveling with children: is it convenient for you to move around the city of Sochi with children (strollers)?

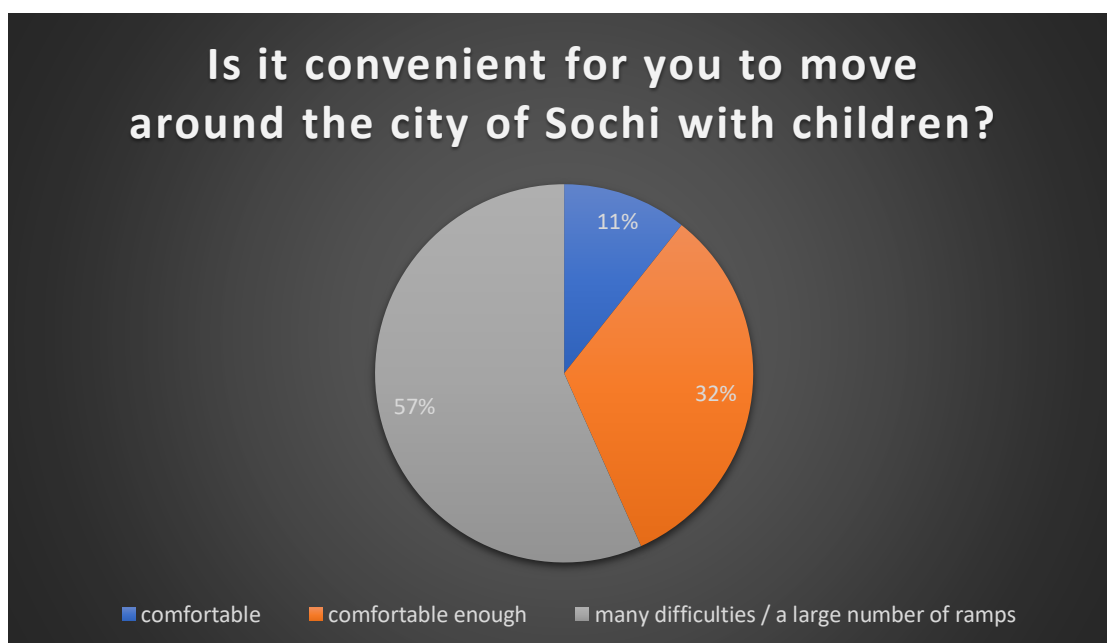


Figure 4 - Is it convenient for you to move around the city of Sochi with children?

16 respondents answered that they have no difficulties when moving around the city with a child (11%). 49 respondents (32%) called the city convenient enough for traveling with children, but 85 people (57% - more than half of the respondents) did not find the resort city of Sochi convenient for traveling with children. First of all, because of the large number of ramps. On the one hand, this should be a plus, but the respondents supplemented their answers with the fact that for the most part the ramps are made inconveniently, or under a large slope, or in the wrong places, which complicates the unhindered use of them. Also, the respondents noted that most of them are clearly of poor quality, since they have fallen into disrepair over the years since the Sochi Olympics.

Also, it can be noted that ramps are provided for disabled people in organizations and large stores, according to the requirements of the legislation. But also, for the most part they are of little use due to incorrect location or inadequate quality. And, again, ramps in large

chain stores and organizations allow you to visit them without hindrance. But the problems along the way to these organizations for the disabled remain relevant, since the urban environment does not provide for the movement of a disabled person independently, without any escort in the cities of Russia, in particular, in the city of Sochi, although the situation here is clearly better than in many other cities of the country.

This is confirmed by the rating "Accessible Environment", where the Krasnodar Territory took second place, after the capital Moscow.

Table 1 - Rating "Accessible environment".

№	Name of the subject of the Russian Federation	Average score of the region
1	Federal city of Moscow	8,4
2	Krasnodar Territory	7,2
3	Republic of Tatarstan	6,8
4	Chechen Republic	6,2
5	Belgorod region	6
6	Tyumen region	5,8
7	Sverdlovsk region	5,8
8	Federal city of Saint Petersburg	5,8
9	Kemerovo region	5,6
10	Novosibirsk region	5,6
11	Omsk region	5,2
12	Irkutsk region	5,2
13	Rostov region	5,2
14	Primorsky Krai	5,2
15	Nizhny Novgorod region	5
16	Nenets Autonomous District	5
17	Moscow oblast	5
18	Khabarovsk Territory	5

Sixth question: Do you assess the recent changes in the city positively?

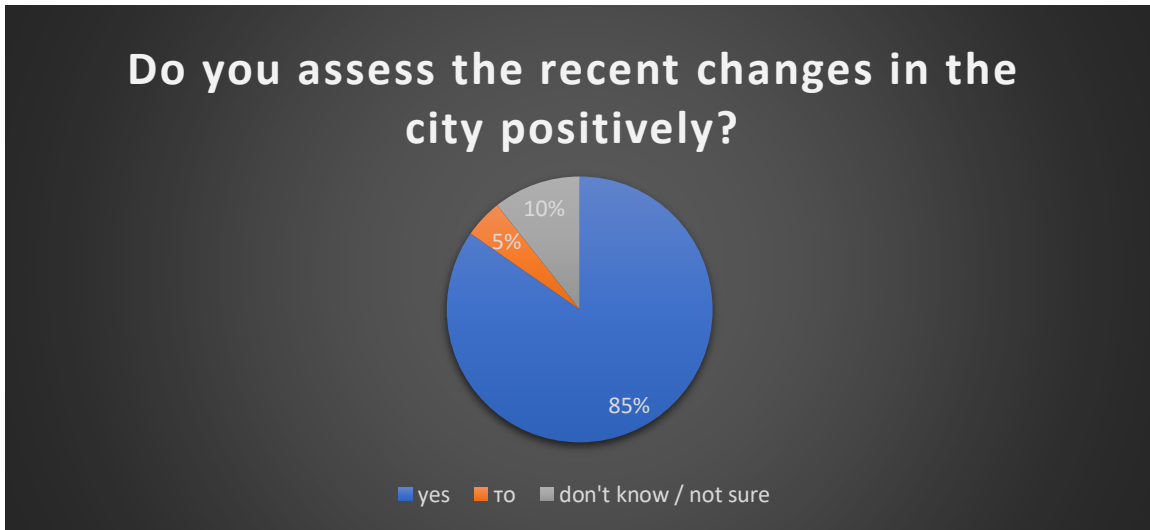


Figure 5 - Assessment of the region by respondents.

85% of respondents (127 people) positively assessed the changes that have occurred in the city recently (meaning the period during and after the 2014 Olympic Games). 10% (16 people) we are not sure that we are ready to give an answer or do not know in which direction the city has changed. Approximately 5% of respondents (7 people) they do not see positive changes.

Seventh question: is there a positive impact on the development of tourism infrastructure in Sochi?

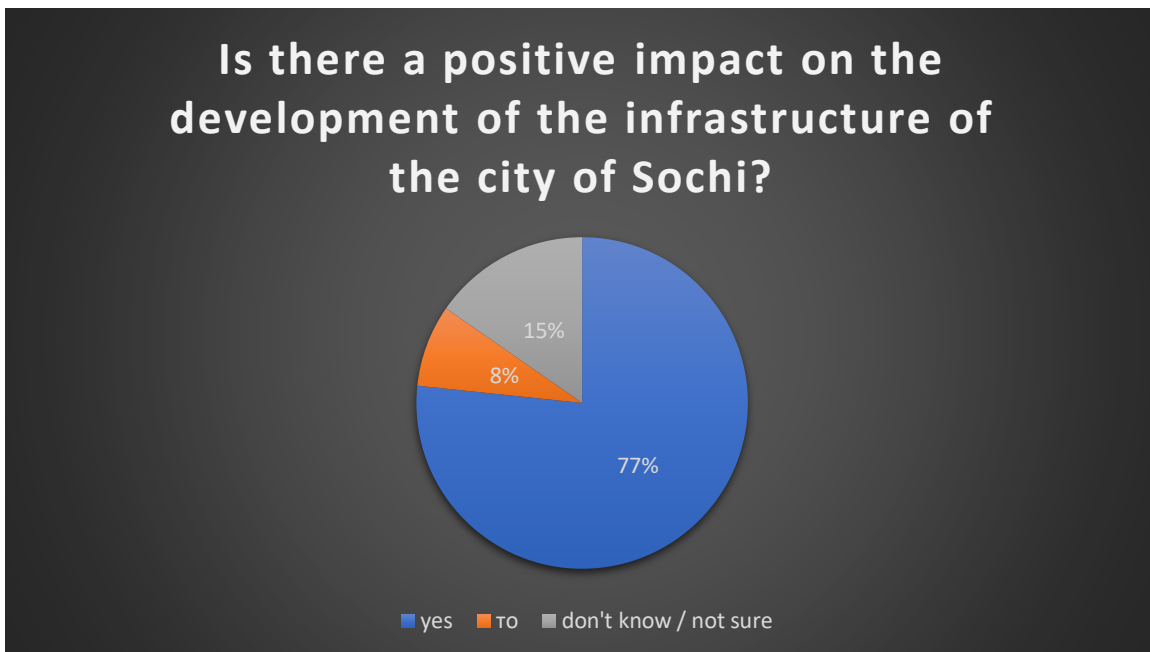


Figure 6 - Positive impact on tourism infrastructure in Sochi.

The answers were distributed as follows: 77% of respondents noted the improvement of infrastructure (115 respondents), 15% (23 people) are not sure about positive or negative

changes, 8% of respondents (12 people) They do not see positive changes in the tourist infrastructure after the 2014 Olympics and the reconstruction of the resort city of Sochi. In general, the result of the answers to this question can be called positive, since the majority of respondents noted improvements when visiting the city of Sochi in the tourist direction. So, according to our survey, the city of Sochi has become 77% more attractive for tourist trips.

Also, we asked questions about the tourist attractiveness of Sochi in winter. After all, many tourists go to Sochi not only for a beach holiday, but also for ski tourism.

We asked the question: has the interest in winter tourism in Sochi increased?

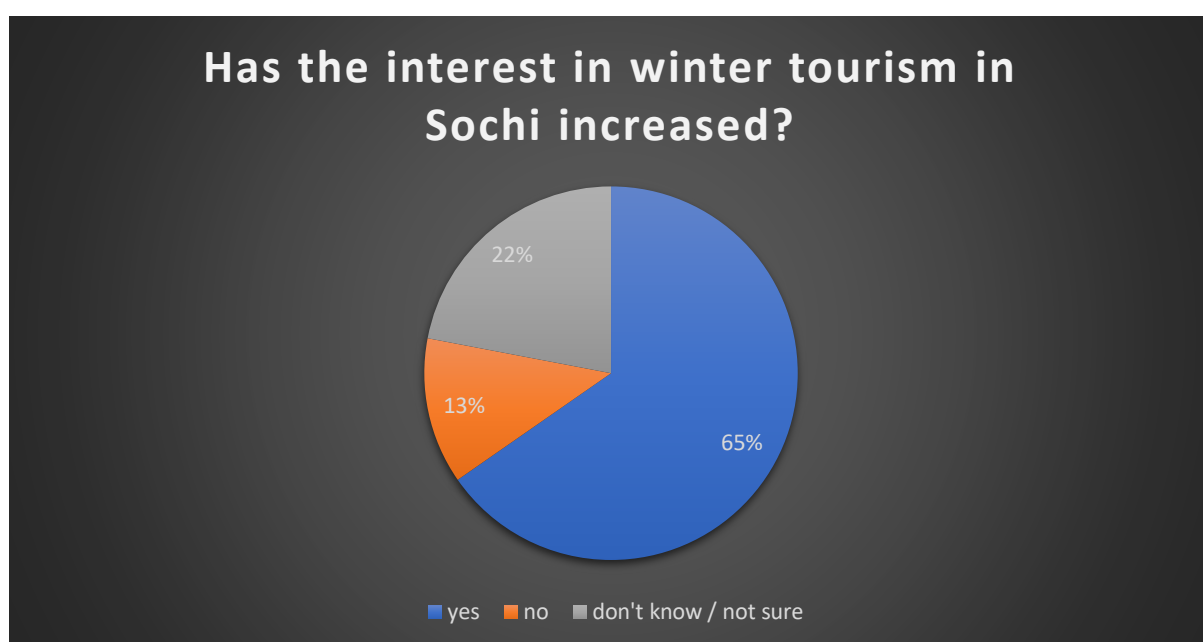


Figure 7 - Has the interest in winter tourism in Sochi increased?

65% of respondents believe that yes (98 people), 13% answered no (19 people), and 22% of respondents were undecided about the answer. Here, too, we can note that the changes are still positive, since 65% of respondents assess the attractiveness of winter Sochi for tourism in this way.

It should be noted that the Olympic Games in 2014 were held in Sochi in Winter, and the focus of infrastructure development was on winter sports, on the development of Krasnaya Polyana as a resort for tourists who want to engage in winter sports, or just relax in the mountains. But, it is worth noting that during the most popular vacation months, or during the general holidays ("long weekend"), there is a regular influx in Krasnaya Polyana, especially for the cable car, which can not cope with the number of vacationers, and the

waiting queue can reach several hours, which negatively affects impressions about the rest in Sochi.

The next question was about the accessibility of transport infrastructure.

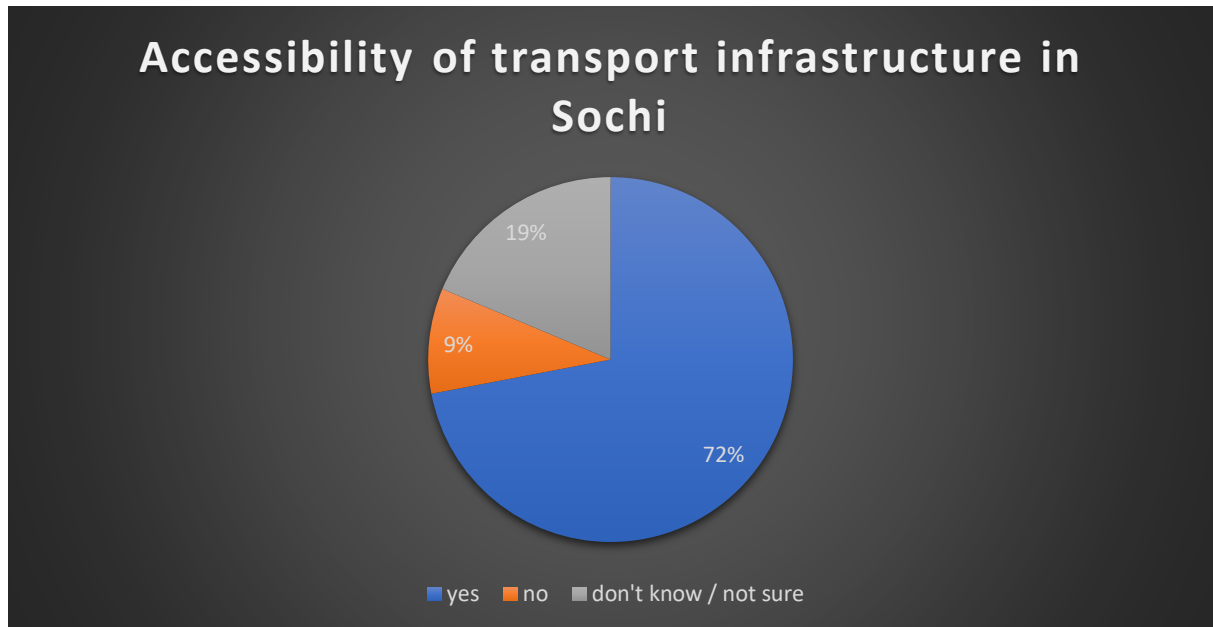


Figure 8 - Accessibility of transport infrastructure in Sochi.

108 people (72%) noted the improvement of transport infrastructure in the city, 19% of respondents are not sure of the answer, 9% of respondents (14 people) we do not agree that the situation with transport has become better in the city.

When creating Olympic facilities in Sochi, many new transport interchanges were built, as well as electric trains to Krasnaya Polyana were launched from cities not only in the Krasnodar Territory, but also in the Rostov Region and others. These trains, "Swallows" have unloaded the railway and automobile network for tourists traveling to Krasnaya Polyana, especially for those tourists who travel to Sochi for a beach holiday and ride branded trains: Rostov-Adler, Moscow-Adler, St. Petersburg - Adler, etc.

Here you can just stop at a beach holiday in Sochi, and consider: has the interest of tourists increased after the 2014 Olympics in Sochi as a summer holiday? Is there enough hotel stock, are there conditions in the city for tourists to stay, including small travelers and groups with limited mobility.

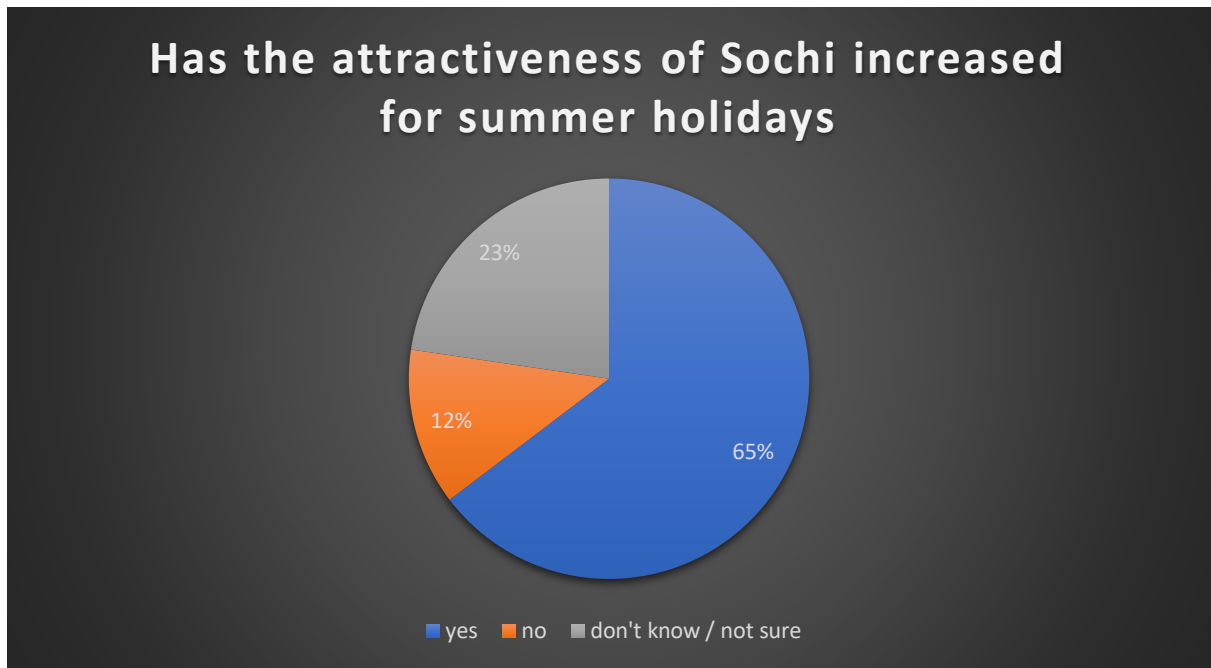


Figure 9 - Increasing the attractiveness of Sochi for summer holidays.

97 (65% of respondents) of respondents believe that, of course, the growth of the city's importance in summer holidays in Russia has increased. 23% did not choose the right answer for themselves (34 people, which is quite a large indicator). 12% (19 people) they did not note the growth of the attractiveness of the resort.

23% of doubters among the respondents is quite an impressive figure, and with skillful marketing, as well as with proper conditions for summer holidays, this percentage can be joined as a result to positive citizens. Here everything depends on the conditions of rest that these respondents will face.

In general, their sentiments can be described as very positive, but they doubt the impact of these Olympic Games, and also believe that they have damaged the ecology of the region.

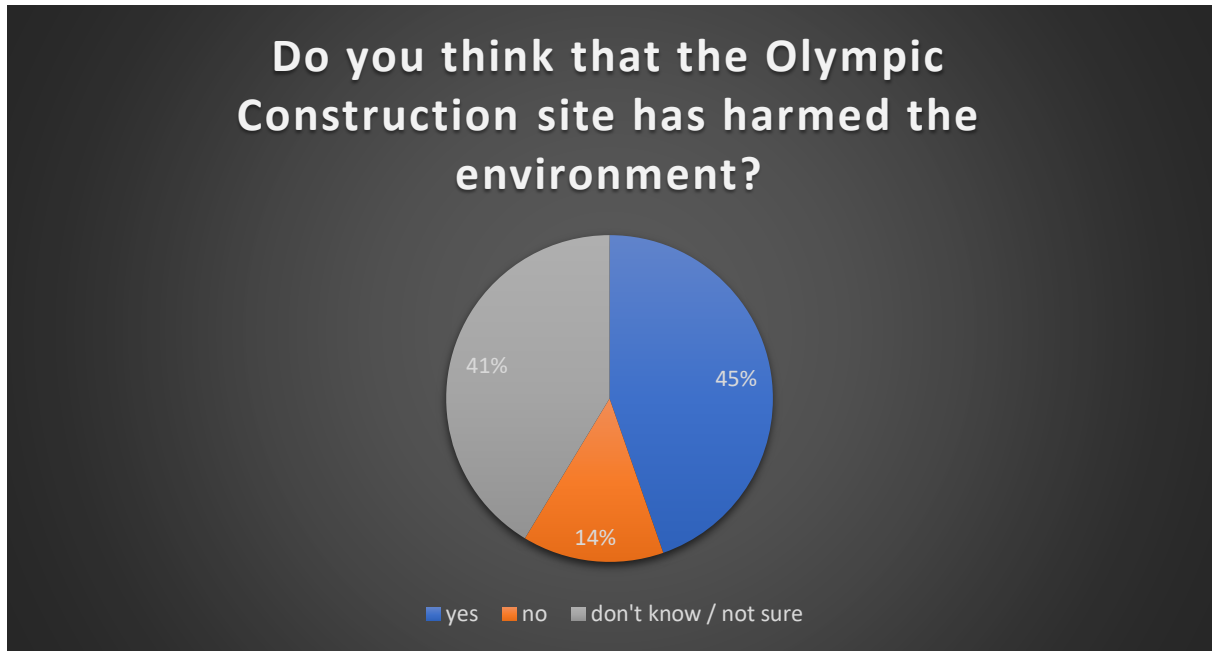


Figure 10 - The issue of ecology in the region

45% of respondents unequivocally believe that environmental damage was caused by the Olympic Construction Site, 41% are not sure of their answer, and 14% of respondents disagree with this statement.

Almost the entire upper cluster of the 2014 Games is located in the Sochi National Park, where any industrial activity was banned. The coastal cluster is also located in a specially protected area - in the natural ornithological park of the Imereti Lowland. The construction of Olympic infrastructure facilities was accompanied by massive scalping of mountain slopes, destruction of vegetation, displacement of animals. This is the data that can be seen in any open sources.

It should be noted that, faced with the destruction of nature, people began to carefully engage in environmental protection, delve into environmental issues, participate in eco-enterprises. The activity of Sochi residents helped to save some natural corners: the authorities eventually refused some projects. So, an incinerator did not appear in Sochi, residents did not allow the landfill to open in the village of Verkhne Buu and the second cargo area in Imereti. By the way, even the first cargo port was practically not used for the needs of the Olympics, there was no need for the second one. How they managed without Kudepstinskaya TPP.

Thus, it can be concluded that residents are concerned about the environmental situation in the region, which is a positive trend, since it is they who should, in dialogue with the authorities, solve the environmental and infrastructure problems of the region.

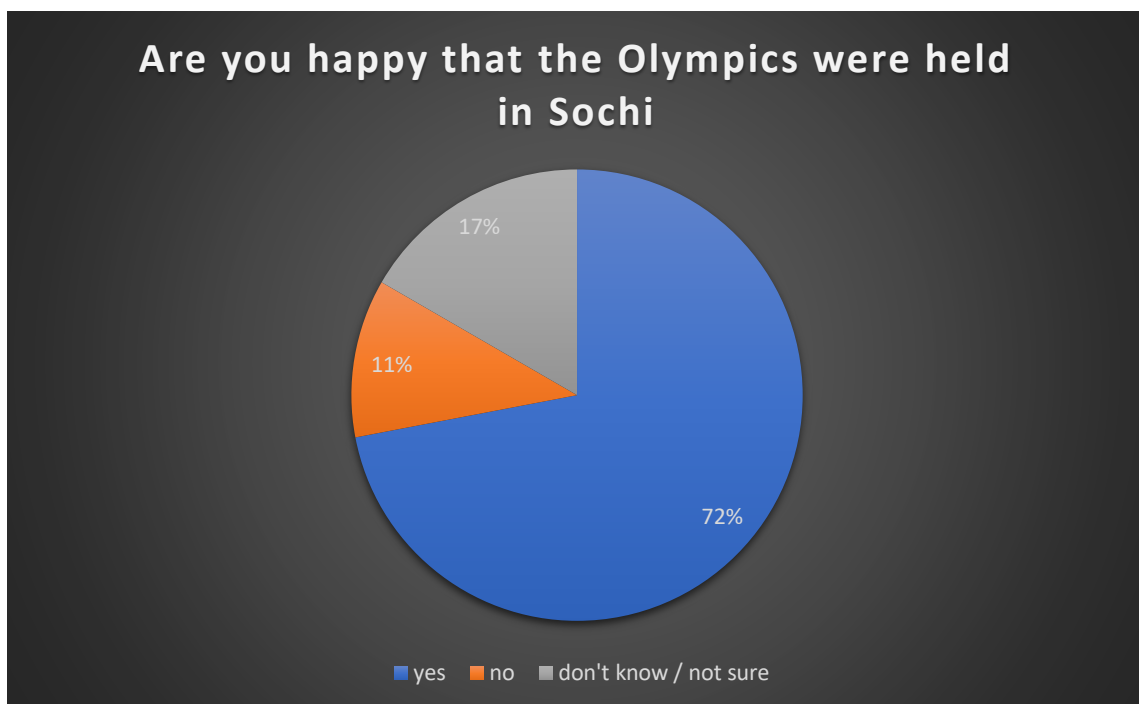


Figure 11 - The fact of the Olympic Games in Russia (in Sochi in particular).

72% of the study participants stated that they were satisfied with the very fact of holding the Olympics in Russia.

In addition to national pride, there is also an economic background. In particular, 84% of respondents are sure that the competitions held in 2014 had a positive impact on the development of the Krasnodar Territory. This was reflected in the improvement of the quality of tourist infrastructure (77.7% of respondents), the degree of development of transport and the corresponding infrastructure network (71.4%). The overwhelming majority of respondents say that Sochi is becoming more and more popular as a winter (75.2%) and summer (65.5%) resort.

However, the Olympics may have negative consequences for the Krasnodar Territory. In particular, only 48.5% of respondents believe that this has improved the standard of living in the region. The opposite point of view is held by 23% of respondents. Probably, the pessimism here is caused primarily by fears of negative consequences for the ecology of Sochi - such concerns were expressed by 44.7% of the survey participants, only 13.6% of respondents predict an improvement in the situation in this area. respondents. In addition, only 21.4% of them believe that the Olympic Games contributed to the development of housing and communal services in the southern city. Negative trends in this area were expressed by 26.2% of respondents. Nationwide, according to respondents, the positive consequences of the Olympics prevailed. In particular, 60.7% of the survey

participants noted the positive impact of the Sochi Games on the construction industry, 57.3% - on energy, 56.3% - on the telecommunications segment. Only metallurgy raises certain doubts in this regard - 25.7% of positive ratings against 18.9% of negative ones.

The general conclusion is that the Olympics had a positive impact on the development of Russia. 55.8% of Sochi residents think so. They also attach great importance to the games as an engine for the development of mass sports in the country. 53.9% of respondents expect progress in this direction. Despite this, the majority (38.9%) of respondents consider the Sochi Olympics unprofitable. Only 32% of the survey participants joined the group of their opponents.

In my opinion, it is obvious that Sochi in the coming years will become one of the main centers of development of the Russian economy, a powerful factor in the development of a number of industries.

Let's consider a slightly different side of the development of infrastructure for sporting events: this is the city of Rostov-on-Don. We interviewed 150 residents of the city. 69 women (46%) and 81 men (54%) aged 25 to 45 years participated in the survey.

So, Rostov-on-Don has been improved for the 2018 FIFA World Cup. This is a city where more than 100 billion rubles were spent on preparing for the tournament (only Moscow and St. Petersburg needed more).

The Rostov Arena stadium on the Left Bank of the Don was built from scratch in the city, as well as the new Platov airport. By the end of the 2018/2019 season, Rostov Arena took the second place in attendance after Zenit Stadium in St. Petersburg.

Thus, during a sports or other event event, the formation of comfortable conditions for guests to stay in the city is the main direction of the development of the tourism sector. Therefore, it is extremely important to develop the infrastructure of accommodation facilities in the urban area, especially before the World Cup (Yakimenko M., Almukhamedova O., 2018).

The holding of the World Cup in Rostov-on-Don in 2018 gave all the prerequisites for the development of both the city and the region as a whole. The implementation of all projects in preparation for the Championship contributes to increasing the level of tourism potential of the Rostov region.

So, one of the questions concerned: are the citizens of the city happy with the fact that the 2018 World Cup was held here?

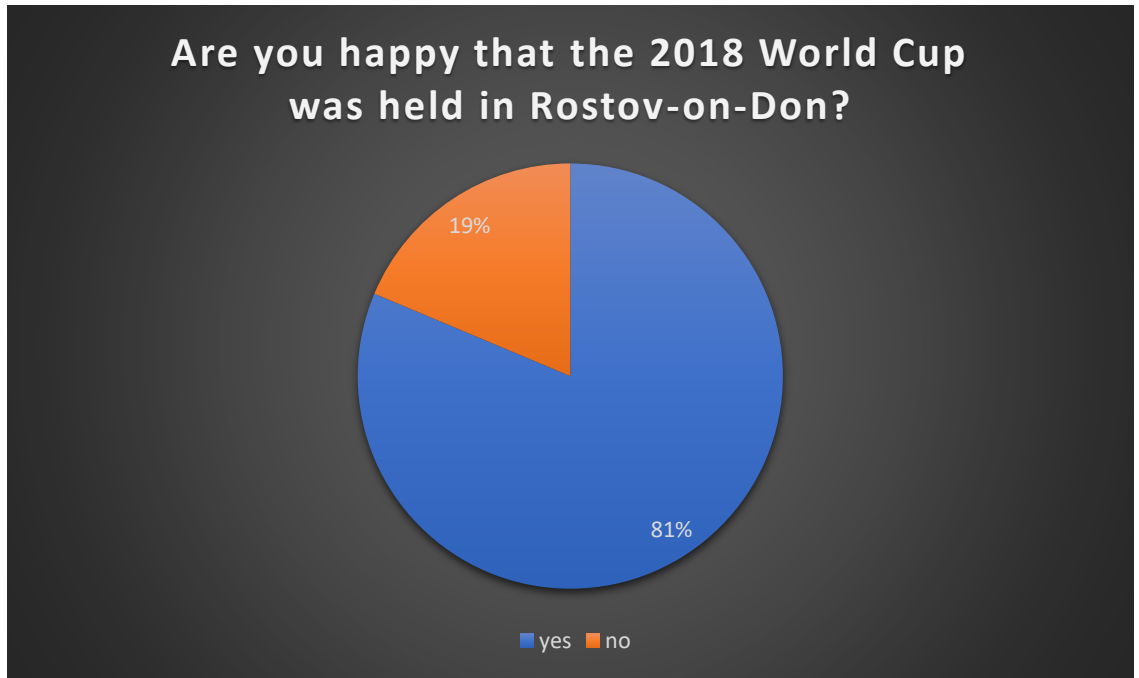


Figure 12 - Are you happy that the 2018 World Cup was held in your city?

81% of respondents (122 people) reacted positively to the holding of this sporting event, 19% (28 respondents) opposed it. Based on such statistics, I was interested to find out the reason for such answers. And I was asked the following question.

What changes for the better did you expect to see in the city of Rostov-on-Don? Several possible answers were provided in this question.

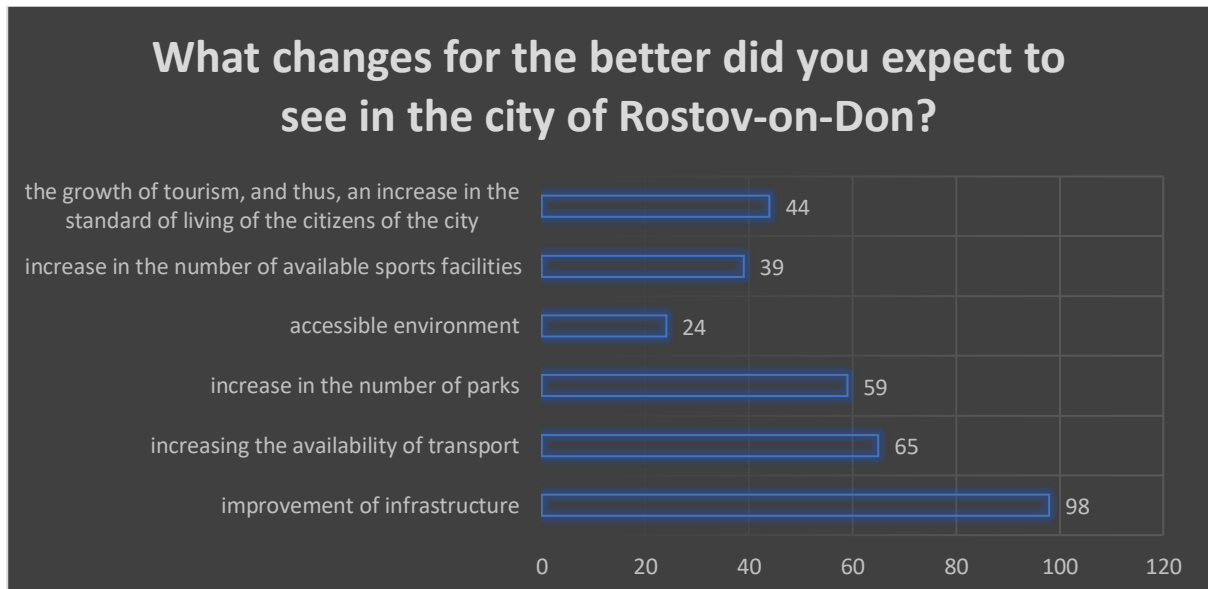


Figure 13 - What changes for the better did you expect to see in the city of Rostov-on-Don?

Most citizens of the city would like to see the improvement of the city's infrastructure (98 people). Also, looking at the histogram, you can see other problems that most concern

people: the availability of public transport (65 people), parks (59 people), improving the standard of living of citizens by improving the level of tourism in the region (44 people), etc.

Thus, the next question was: did your expectations from the 2018 FIFA World Cup in Rostov-on-Don come true?

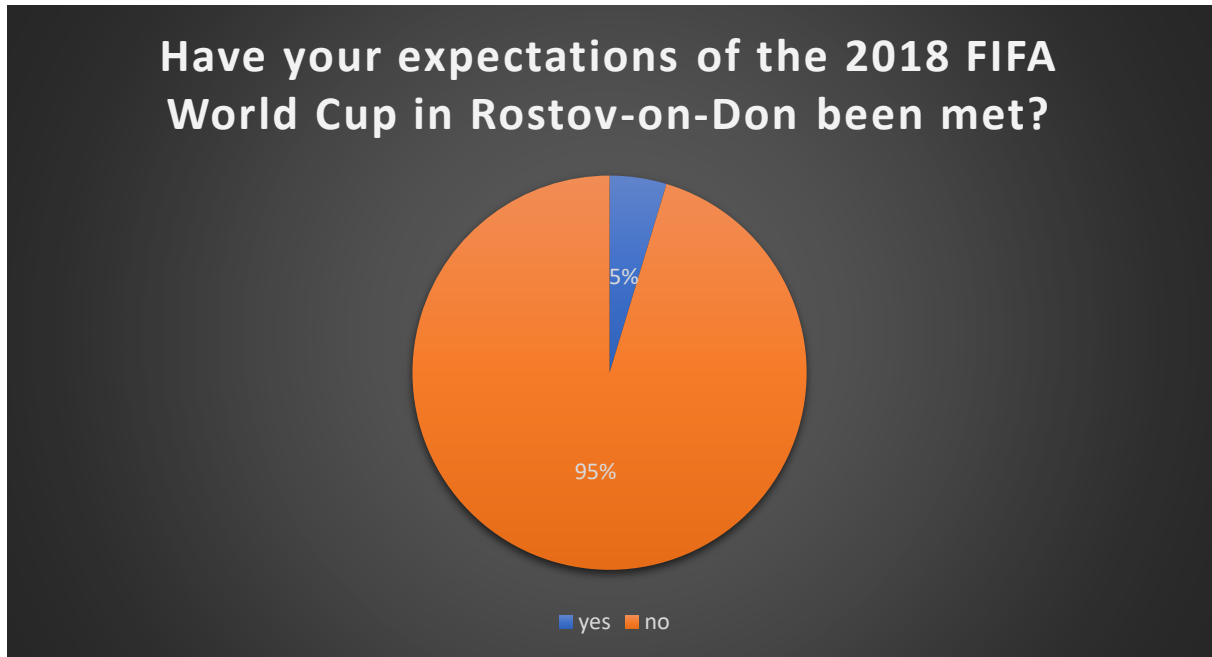


Figure 14 - Did the expectations from the 2018 World Cup come true?

Here you can see a very sad picture: almost all respondents – 95% (143 people) did not see any improvements after the 2018 World Cup and the reconstruction of the city. This is a very sad result for a million-plus city. It can be concluded that the authorities failed to cope with the task of improving urban conditions and infrastructure not only to attract tourists at the national and global level, but also failed to provide citizens with a comfortable living environment.

Further, I would like to specify the problems.

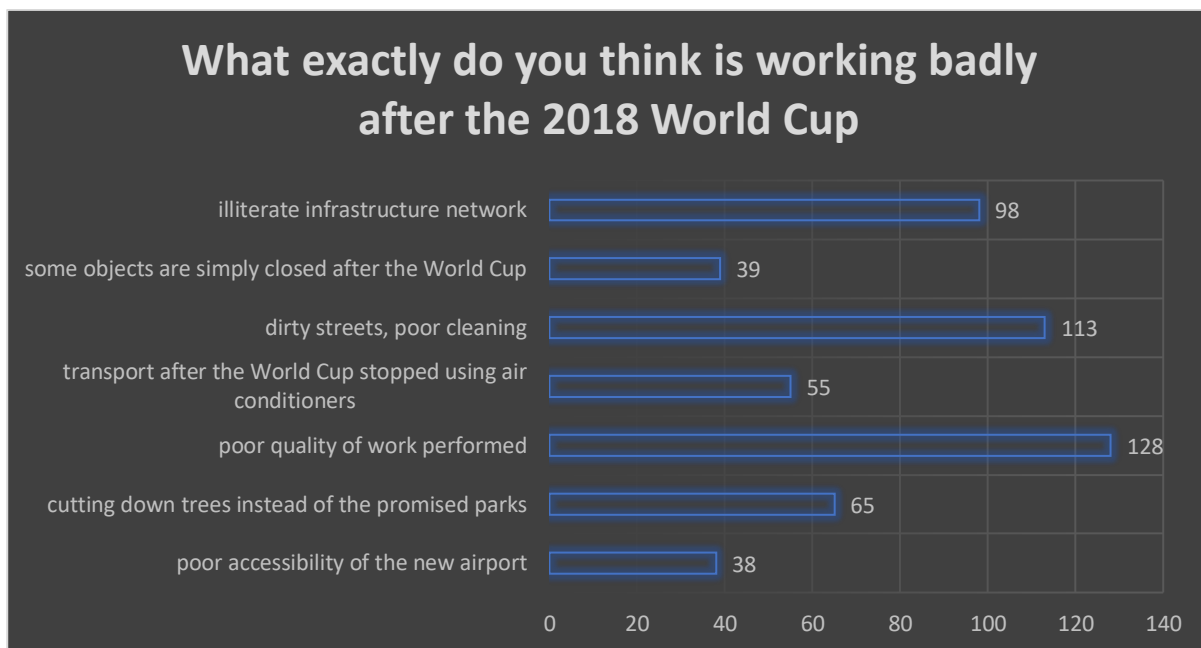


Figure 15 - What exactly do you think is working badly after the 2018 World Cup?

There were a lot of problems. The main ones are shown on the histogram. Most of all, citizens are concerned and surprised by the poor quality of the work carried out. So 128 people answered. Another 113 are dissatisfied with the fact that the streets have become dirty again after the World Cup, as they have stopped being cleaned properly. An illiterate infrastructure network came out on the third place of problems – 98 people voted that way.

Also, residents noted such other problems: after the end of the World Cup, the new elevators on the Voroshilovsky Bridge stopped working. The approaches to all four lifting devices are blocked by belts.

Two hundred new buses appeared for the 2018 World Cup in Rostov. Now these machines work on urban routes. Before the beginning of summer, there were no problems with them, but with the onset of heat, complaints poured in: drivers do not turn on air conditioners.

But, despite the inaccessibility of the new airport, guests and residents of Rostov note its comfort.

And also, the new stadium is regularly visited by a large number of people. And all thanks to the popularization of football in the city, including after the 2018 World Cup, as well as thanks to the quite successful performance of the local football team Rostov.

Also, many respondents noted that trees began to disappear near the stadium in 2020, to dry out. The authorities simply did not take care of them. As a result, according to the idea of the authorities, the luxurious park turned into a dead wood. And since Rostov is a southern

city, where in summer the temperature can reach +45 degrees in the shade, the problems of greening the city are very acute and are a painful topic for citizens.

The streets themselves, repaired for the World Cup, are also not in the best condition. For example, Universitetskiy Lane, where the main building of the largest university in the south of the country – SFU is located, now looks more like a garbage dump. Dirty sidewalk, painted littered benches, ruined garbage cans – none of this is even close to reminiscent of the World Cup.

To summarize, it is also necessary to conduct a SWOT analysis of the two cities, which will clearly identify the problems and advantages.

So, let's summarize the survey and analysis of the city of Rostov-on-Don.

The Rostov region has great potential. It is necessary to create modern and comfortable conditions for tourists to stay. During the World Cup, the tournament itself was in the spotlight. Next time the guests will come not to the host city, but to Rostov.

In the region, it is already necessary to develop a number of areas that have already managed to occupy their specific niche on the Don.

A very promising direction could be business tourism, which is developing in our region first of all. But here we need support to attract large-scale international and federal events to the region. Plus support for event tourism.

Gastronomic tourism also stands out among the promising areas.

This direction is very promising in the region. The Rostov region is multinational and a very wide range of gastronomy is represented here, many national cuisines are represented. Not only foreign, but also Russian tourists paid close attention to this. This segment of business is very widely represented all over the world, but here it is just beginning to develop.

Thanks to the festivals "Don's Ear", "Don's vine", "Siege of Azov in 1641", "Defense of Taganrog in 1855", the Rostov region entered the "Golden League" of event tourism of the country. "Don Vine" is included in the top 3 autumn wine festivals of Russia. In addition, last year the region entered the Rostourism project "Gastronomic Map of Russia". The tourism potential of the Rostov region was presented at the largest tourist forums in Madrid, Paris, Berlin, Belgrade, exhibitions in Moscow and St. Petersburg, at congresses in the Crimea, Astrakhan, Vladimir and Ryazan regions.

A very important point is that there were many tourists from other regions of Russia in Rostov who had not been to our city before. They were much more independent than foreigners, and therefore could get to know Rostov and the region much closer.

Due to the fact that Russians were able to visit the Don capital and its surroundings, Rostov has the opportunity to gain a foothold in auto tourism.

Rostov is on the way to the Black Sea coast, in particular, Crimea or Sochi. Along the way, many make stops in Russian cities to spend the night and continue their journey the next day. Rostov will be the best option for them due to its location. Considering that our city was among the organizers of the tournament, now almost everyone knows about it, which means there is a reason to stop and get to know it better.

Table 2 - SWOT analysis of the resort city of Sochi.

Strengths	Weaknesses
<ul style="list-style-type: none"> - - A very wide range of attractive sides: beach, sun, sea, sailing, parks, forests, mountains, National Park, snow, mountains - - Subtropical climate, evergreen vegetation, magnificent landscapes - - A large number of placements - - Formed travel goals - - Air and rail transport services - - Developed infrastructure network - - Clean city 	<ul style="list-style-type: none"> - - Lack of sandy beaches - - Low level of spending by vacationers, few foreign tourists, too high proportion of young families and couples - - Strongly pronounced seasonality - - Limited role of the private sector, poor organization of market promotion - - Beach cleaning, landscaping, maintenance and operation of the material base are not sufficiently developed - - Marketing is insufficiently developed, the offer of services is vaguely formulated - - Low quality level of accommodation - - Peripheral position in Russia

	<ul style="list-style-type: none"> - - Uninteresting network of food enterprises - - Limited shopping opportunities - - Often the high cost of rest - - A lot of paid services - - Russian visa regime - - The situation with restrictions due to a new coronavirus infection
<p>Opportunities</p> <ul style="list-style-type: none"> - Use of a dominant position in the domestic market - Opportunities to expand the potential offer - Public/private activities to promote tourism services - Creation of a general and tourist information center, development of public and private marketing - Improvement of hotels, privatization of sanatoriums and development of modern therapeutic recreation - Creation of a strong commercial core in the city - Attracting investments in the development of tourist facilities and accommodation facilities - Development of new, more market-oriented tourism segments - Creation of a natural amusement park and outdoor activities - Expansion of accommodation for unorganized tourists 	<p>Threats</p> <ul style="list-style-type: none"> - High assessment of the current development of the city's economy by local authorities - Failures in the development of marketing, attractiveness and environment - The turbulent situation in the Caucasus - Safety of tourists - Foreign competition - Reduction of health tourism - Unfavorable investment climate

- Creation of a more diverse and interesting network of food enterprises	
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Table 3 - SWOT analysis of the city of Rostov-on-Don.

<p>Strengths</p> <ul style="list-style-type: none"> - Rostov-on-Don is the largest diversified transport hub in the South of Russia - favorable geographical location, access to the sea - The city has a significant transit potential, including in the system of international transport corridors - There is a developed system of transport communications and an intra-city route network - A developed network of hotel enterprises of different price categories - Availability of congress hotels and convention and exhibition centers for holding business events of various levels - Lower prices for business-level services than in capital cities 	<p>Weaknesses</p> <ul style="list-style-type: none"> - The discrepancy between the level and pace of development of the transport system to the needs of the economy and the population of the city - Through transit cargo and passenger flows aggravate urban traffic conditions - Congestion of the road network, low speed in the traffic flow - Lack of operational statistical information on the state of the tourism sector that meets international requirements and takes into account the indicators of related areas, determining the total contribution to the tourism economy - Low popularity of the region and its tourist products in international tourist markets - Lack of a unified concept of promoting the region as a brand
<p>Opportunities</p> <ul style="list-style-type: none"> - Optimization of the communication system and route network. 	<p>Threats</p> <ul style="list-style-type: none"> - Uncontrolled growth of motorization and increased load on the road network.

<ul style="list-style-type: none"> - Priority development of off-street high-speed transport (metro, tram) to provide communications between the center and peripheral areas of the city. - Advanced development of the inner-city parking system. - Improvement of traffic management based on the development of the intelligent transport system of the city. - Creation of a unified information and logistics system for servicing multimodal terminal and transport and logistics complexes. - Significant opportunities for the development of transport infrastructure are associated with the holding of matches of the 2018 FIFA World Cup in Rostov-on-Don. - Participation of the Rostov region in regional and international exhibition activities - The ability to receive funding from the federal budget 	<ul style="list-style-type: none"> - Lack of funds for the development of the city's road transport infrastructure. - An increase in excess wear of a part of the rolling stock fleet. - The growth of the environmental load of the transport system. - Reducing the level of traffic safety. - The impact of the problems of urban transport development and the road network on the level of attractiveness of the city for doing business and living. - Unstable political situation in neighboring regions (Ukraine, Dagestan, Chechnya) - Low level of consumer awareness about the tourist opportunities of the region
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So, comparing the two cities by SWOT analysis, we can say that the city of Sochi has greater advantages for the development of the tourism industry than the city of Rostov-on-Don. Despite the fact that they are both geographically located in the south of Russia, Sochi has the main advantage – it is the sea coast, as well as the Krasnaya Polyana ski cluster. Due to the fact that the 2014 Olympic Games were held entirely in the city of Sochi, the

entire infrastructure network for tourists was planned and built as competently as possible. Also, the Paralympic Games were held there, which also had a positive impact on the development of an "accessible environment". Many hotels were built and equipped to accommodate people with disabilities, which is practically not available in the city of Rostov.

Sochi and before the 2014 Olympic Games was one of the most popular resort cities in Russia due to the fact that the warm sea and snowy mountains are naturally combined here. Thus, the resort town is in demand by tourists all year round. Due to the geographically small warm sea coast for a huge country, Sochi is a unique place for recreation. And the developed infrastructure for winter sports has been improved and improved for the Olympic Games, railway lines to Krasnaya Polyana have been added, the number of buses has been increased, etc.

Rostov-on-Don and the Rostov region, historically being an outlet to the Black Sea through the Sea of Azov, also has a huge potential for the development of tourism in the region. The main type of tourism, the most developing today in Rostov-on-Don is business tourism.

Thanks to the 2018 FIFA World Cup, as well as the construction of the new Platov airport, the city of Rostov-on-Don gets the opportunity to demonstrate its advantages at the world level and is able to attract a much larger flow of foreign business tourists than it is now. In general, there is a tendency in the city that conferences and exhibitions are becoming more narrowly focused, the share of universal events is decreasing. All this dictates new conditions for the development of the city's sites.

But there is an acute problem of transport accessibility in the city. Every year the number of vehicles is growing, and the transport infrastructure, unfortunately, remains the same. And it turns out that the organizers prefer to hold events in other, more developed cities in this direction, or even abroad.

Also, it is necessary to develop gastronomic tourism, since Rostov is located in a rich fishing region – the Don River gives residents and guests of the city a lot of fish and crayfish - the main pride of Rostov. It is necessary to develop agrotourism, rural tourism, and gastronomic tourism. And for this, it is necessary to have a well-planned infrastructure, solving the problems identified in the survey of citizens – landscaping of the urban area, transport accessibility not only in the city, but also to places of rural and gastronomic tourism.

Also, the lack of branding of the region should be attributed to the problems. The authorities are not engaged in the promotion of the Rostov region both on the Russian and on the world level. Many residents of Russia's megacities do not know that Rostov has long been a million-strong city, what the city is historically famous for (for example, Peter I was in Rostov, on the Temernik River, he launched his first ships into the Sea of Azov). There is an acute problem of the lack of competent marketing, high-quality online resources on the tourist orientation of the city of Rostov-on-Don.

Also, unlike the city of Sochi, there is practically no "accessible urban environment" in Rostov. It is difficult for people with disabilities to leave the house. Despite the presence of low-floor buses, ramps in shops, it is moving through the streets of the city that causes the greatest difficulties for people with disabilities, but even for mothers with children (with strollers).

These problems are the most acute, and they need to be solved in order to promote the region in the Russian and global tourism markets.

Taking into account the regional features of the tourism potential based on SWOT analysis in the Rostov region will allow building a strategy for the region's most effective promotion in the national and international tourism markets, as well as expanding the range of tourist services provided, and as a result will increase the demand for qualified specialists in the service and tourism sector.

Chapter 5. Conclusion

Human life activity is carried out due to the constant satisfaction of various physiological, social, industrial, cultural and spiritual needs through material infrastructure facilities. All this requires the creation of certain conditions, including elements of an infrastructure complex that allow the maximum realization of human needs. Infrastructure facilities began to develop from the moment of the appearance of man and now surround us everywhere, playing a significant role in everyone's life, forming a certain socio-economic environment.

Currently, the boundaries of the concept of "tourist infrastructure" are vague, since an integral set of essential features that distinguish this object or class of objects (phenomena) from all similar ones has not been formulated. Tourist infrastructure is often considered synonymous with the tourism industry, recreational infrastructure, and the material and technical base of tourism.

Thus, the tourist infrastructure is a complex of structures, networks and enterprises for servicing tourists and ensuring the functioning of the tourist and recreational sphere. It includes industrial and social, including recreational, infrastructure.

Most researchers of tourist infrastructure agree on the main thing: it includes, first of all, a set of hotels and other

accommodation facilities, and only then a set of means of transport, catering facilities, entertainment facilities and so on

Today, in conditions of constant technological development, an abundance of information, the growing popularity of the Internet and social networks, and the increasing importance of marketing campaigns, the competent positioning of a particular region in the tourist market is more important than ever.

The paper considered two cities of Russia, both geographically located in the south of the country. Both of these cities hosted major sporting events: the resort city of Sochi hosted the 2014 Olympics, and the city of Rostov-on-Don was one of the cities hosting the 2018 FIFA World Cup.

I interviewed 150 guests and residents of Sochi, as well as 150 residents of Rostov-on-Don.

The survey results were presented in charts and histograms.

In general, the conclusion is formulated that the citizens and guests of Sochi are generally satisfied with the transformations of the city for the Olympics in 2014. The city has changed for the better, many hotels have been built, including for people with disabilities. The transport infrastructure has been improved, railway lines to the ski resort have been added for easier access to the mountains not only from Sochi, but also from nearby cities and neighboring regions. The city has become more attractive for tourists, and has also received its branding and is known not only in Russia, but also abroad.

Today, cultural and business events are regularly held in Sochi. Also, a Formula 1 track was built in Sochi, which is still one of the types of tourism. It is in demand and in demand outside of sporting events. For example, here you can rent a sports class car and drive on your own or with an instructor on a specially equipped track.

Sochi residents are concerned about the environmental situation during the construction of sports facilities for the Olympic Games, as many green spaces were destroyed and many animals were left without their usual habitat.

For the guests of the city, the problem is the high cost of recreation (taking into account the still imperfect all-inclusive system in Russia), as well as the use of, albeit renovated, but old recreation facilities from the Soviet era, which, although built qualitatively and competently, do not meet the requirements of modern tourism, especially for a lot of money that their current owners request from the guests of the city.

Also, it is important to note that the Sochi authorities have not found a full-fledged proper use of all the Olympic facilities of the city, and most of them, without proper use, will simply malfunction after a while.

Rostov-on-Don, unlike Sochi, did not fully host the 2018 FIFA World Cup, so it was not given sole attention like Sochi. At the same time, the preparation for the 2018 World Cup in Rostov turned out to be one of the most expensive among all cities (third place after St. Petersburg and Moscow). First of all, this was due to the construction of a new airport "Platov" from scratch, as well as the construction of a new stadium "Rostov Arena" on the left bank of the Don.

However, despite these positive aspects, Rostov turned out to have many problems, the main one, of course, should include the corruption component of construction at the expense of the federal budget.

So, in 2021, the park near the stadium no longer has trees – almost all of them have withered without proper care. The city became dirty almost immediately after the World

Cup, as the utilities did not do their job properly. Transport switched to the standard mode of operation, and again the citizens had an acute problem with the availability of buses and minibuses, because they turned out to be less than required for a city of one and a half million. Air conditioners in buses practically do not work, and taxis are in the general flow of cars due to the lack of dedicated lines for public transport (there are only a few pieces for the whole city).

Also, residents are very concerned about the lack of parks and squares and the constant felling of trees in the city center.

There is also no marketing campaign to promote the city and the region, which does not have the best effect on the popularity of the Rostov region for the development of the most promising types of tourism: business, gastronomic, event.

In general, the results of the analysis show that it is the infrastructure industry, if it is properly established and built, that influences the decision to visit a particular place for the purpose of tourism.

SWOT analysis showed that it is the development of infrastructure that is the very opportunity for the cities in question in order to position their region as a global tourist attraction.

Let's say that the goal set at the beginning of the work was achieved – the role of infrastructure in domestic tourism in Russia was studied on the example of the cities of Sochi and Rostov-on-Don.

The following tasks have been solved:

- the definition of "tourism" is outlined, the literature on the topic of the work is analysed, the problems in Russian tourism at the present stage are described, including in the conditions of the COVID-19 crisis and pandemic. The tourist potential of both the city of Sochi and the city of Rostov-on-Don was studied, their advantages and disadvantages for the development of tourism were described. A survey was conducted among residents and guests of the cities of Sochi and Rostov-on-Don, on the basis of which conclusions were formulated regarding changes in the tourist infrastructure before and after sporting events.

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Appendix

Appendix 1

Questionnaire for guests and residents of Sochi.

1. Your gender.

Man

Woman

2. Your age

3. How often do you rest in Sochi?

Once a year

Twice a year

Three or more times a year

4. Do you travel with children?

Yes

No

5. Is it convenient for you to move around the city of Sochi with children (strollers)?

Convenient enough

A lot of difficulties

6. Do you assess the recent changes in the city positively?

Yes

No

I don't know/I'm not sure

7. Is there a positive impact on the development of tourism infrastructure in Sochi?

Yes

No

I don't know/I'm not sure

8. Has the interest in winter tourism in Sochi increased?

Yes

No

I don't know/I'm not sure

9. Accessibility of transport infrastructure in Sochi.

Yes

No

I don't know/I'm not sure

10. Has the interest of tourists increased after the 2014 Olympics in Sochi as a summer holiday?

Yes

No

I don't know/I'm not sure

11. Do you think that the Olympic Construction site has harmed the environment?

Yes

No

I don't know/I'm not sure

12. Are you satisfied that the Olympics were held in Sochi?

Yes

No

Not sure/ don't know

Appendix 2

Questionnaire for residents of Rostov-on-Don

1. Your gender

Man

Woman

2. Your age

3. Are you satisfied that the 2018 World Cup was held in Rostov-on-Don?

Yes

No

4. What changes for the better did you expect to see in the city of Rostov-on-Don?

5. Did the expectations from the 2018 World Cup come true?

Yes

No

6. What exactly do you think is working badly after the 2018 World Cup?