

Research Article

The Prospects of Innovative and Nanotechnologies Application in the Industry of Tourism and Hospitality of Bashkortostan

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ABSTRACT:

The urgency of the investigated problem is caused by the following aspects: in the modern world, the tourism and hospitality industry is one of the most profitable and dynamically developing sectors of the world economy. Emphasizing the importance of tourism as of an economic category, we note its increasing role in human development and in forming the quality of life. Tourism is manifested in socio-cultural functions: health, development, social status, integration, socio-economic, etc. For any country internal and incoming types of tourism have a great value. The whole territory of Bashkiria can claim inclusion in the development of tourist projects, as developing separate territories with the high level of attractiveness, tourist and recreational potential is not so effective. It is impossible to reach a qualitatively new level of tourist development or fundamentally different scales of activities under these circumstances. The article aims at finding the ways of developing tourism in the Republic of Bashkortostan in the absence of a scientifically based concept. It is possible to include the region in the international tourist processes only with the use of all its opportunities with the obligatory application of innovative technologies in building and reconstructing accommodation facilities and the road network, and in introducing energy and resource-saving technologies. The leading approach to studying the issue is the analytical, typology method that allows analyzing tourist clusters from revealing the essence of this category to studying its state in the Republic of Bashkortostan. The study of this problem is not possible without scientific methods such as analysis and synthesis, as well as systematization and typology, since tourism appears as a system object, a complex open type structure the study of which involves analyzing tourism not only as a specific socio-economic phenomenon, but also as a form of entrepreneurial activity. At the same time, the research is based on a cluster approach, the essence of which is the concentration of enterprises and organizations engaged in the development, production, promotion and sale of tourist products, as well as activities close to tourism and recreational services in a certain territory. Using this approach makes it possible to integrate the activities of the enterprises for the development of the region itself. The structure and the results of the study are as follows: the first part is devoted to theoretical substantiation while the second contains the practical research, with accentuation of tourist clusters in the Republic. Further assessment of tourism current state in the region and a possibility of its further development are given. Special attention is paid to developing tourist infrastructure and opportunities, and to applying modern nanotechnologies to construct fresh, unusual means of tourists accommodation, ecological road and bridges construction and use of energy saving technologies. The directions of further researches in this sphere are outlined. The materials of the paper can prove useful when forming a strategy for tourism development of the Republic of Bashkortostan and other regions.

Key words: tourism and hospitality industry, clusters, tourist infrastructure, innovative and nanotechnologies, the Republic of Bashkortostan.

1. INTRODUCTION

At present, increase of economic in the Republic of Bashkortostan, its international market

competitiveness and tourism development are becoming the priority areas of activity. It is

well-known tourist industry is a crucial component of the economy in numerous countries worldwide. For the development of tourism in a particular territory, three blocks of factors are necessary:

- natural and geographical (unique natural sites, especially protected natural areas, etc.);
- historical and cultural (monuments of cultural and architectural heritage, unique historic sites, etc.);
- socio-economic (tourist infrastructure development level, availability of comfortable accommodation facilities, road infrastructure, catering enterprises, etc.) [1-3].

An important direction of tourist industry growth is stipulated in the decree of the Government of the Russian Federation (No. 941-r of May 31, 2014 ‘On Approving the Strategy for the Development of Tourism in the Russian Federation for the Period till 2020’) – rational use of the natural potential of the Ural Mountains with concentration of the tourist infrastructure in the Republic of Bashkortostan, the Udmurt Republic and Perm Region, where winter (primarily mountain skiing) and summer (rafting on mountain rivers, equestrian sport, fishing and hunting) activity centers will be created (<https://rg.ru/2014/06/09/turizm-site-dok.html> - access date 24.06.2017). The Project ‘Priority directions and strategic initiatives of social and economic development of the Republic of Bashkortostan for the period until 2030’ declares very high indicators for the tourist flow in the sphere of domestic and inbound tourism increase, development of tourism and hospitality infrastructure, and solving logistics problems (<https://economy.bashkortostan.ru/dejatelnost/strategicheskoe-planirovanie/strategiya-razvitiya-respubliki-bashkortostan/strategiya-respubliki-bashkortostan-2030/> - access date 24.06.2017).

In our opinion, two major tasks are necessary to be solved to achieve these indicators:

1. Using the tourist resources of the whole region, without stopping on the inter-republican or intermunicipal scale projects.

2. Using innovative, breakthrough technologies to the maximum, including resource, energy-saving, nanotechnologies in the construction of infrastructure facilities, the road network, introduction of new vehicles, etc.

Analysis carried out by the authors shows that practically the whole territory of the republic can be used for the development of tourist projects [4-8]. It should be noted the development of certain regions of the republic with a high level of attractiveness, tourist and recreational potential does not yet bring the desired results. Rapid development of the industry and economic indicators improvement is possible only with an integrated approach; the involvement into global tourist processes is feasible exclusively with the employment of all the region’s opportunities, since the tourist industry is closely connected with other sectors of economy.

2. METHODOLOGICAL FRAMEWORK

The methodological basis of the research is principles, theoretical positions and conclusions contained in the works of Russian and foreign authors on the problems of the socio-economic systems, as well as legislative acts and normative documents of the Russian Federation and in the international practice in the development of innovative technologies in the field of tourism. The study of the prospects for the use of innovative and nanotechnologies in the tourism and hospitality industry was carried out using general scientific methods, traditional statistical methods of information processing, system analysis, methods of searching for innovative ways of development, methods of integrated analysis of economic activities, and methods of project activities. The basis of the research methodology is a complex interdisciplinary approach related to the principles of interconnection and interdependence in tourist-recreational systems. The methods of research are determined by its object and purpose. At various stages of the work and in solving individual problems posed in the study, a wide range of methods were used: analysis making it possible to decompose the

subject matter into its constituent parts and synthesis for combining those parts into a whole; system analysis; content analysis of scientific literature; statistical and prognostic methods. Methods of generalization of empirical results, qualitative and quantitative analysis are also reflected in the research. The information base of the research was compiled by the Ministry of Regional Development of the Russian Federation, the Federal State Statistics Service, and statistics on the development of a number of tourism enterprises in the Republic of Bashkortostan. Recently, researchers have paid much attention to cluster approaches [10, 12-16]. Traditionally, a cluster means a temporary interaction of enterprises spatially co-ordinated and competing in one market. The main difference of a tourist cluster from all sorts of others (industrial, agro-industrial, service, etc.) is its routing territorial organization. Tourist route and its corresponding tourist stream connect objects, transforming them from competing into interacting elements of the system; cluster is formed from the tourist flow [10]. Elements of a tourist cluster are natural objects of interest and infrastructure, yet the main condition for the development of a tourist cluster is the presence or creation of interesting developments of tourist routes. World experience shows that in the market conditions the clusters are the most effective and flexible structures. They are based on two principles – cooperation and competition. One of the main

theses of M. Porter is that perspective competitive advantages are created not from outside but in domestic markets. At an early stage, M. Porter believes the main task of the government is to improve infrastructure and eliminate unfavorable conditions, then its role should be focused on eliminating restrictions to the development of innovations. The criterion for distinguishing the basic branch of a cluster is its ability to produce goods that are competitive in the world market. The creation of a competitive tourist and recreational cluster leads to the creation and promotion of the brand of the recreational and tourist area [11]. The application of the cluster approach in planning the development of tourism in the republic has great prospects.

3. RESULTS

Let us consider the dynamics of the tourism industry in the Republic of Bashkortostan. The main results of the republic’s activities in this direction are given below (Figure 1). Over the past 10 years, the number of collective accommodation facilities and the number of travel companies has increased by an average of 100 units, the number of routes has also increased to 60 units, and the number of placed persons has increased to 350,000 people. These figures indicate positive development of the tourist industry and show results of work effectuated in this field. In terms of value, the indicators are somewhat less illustrative.

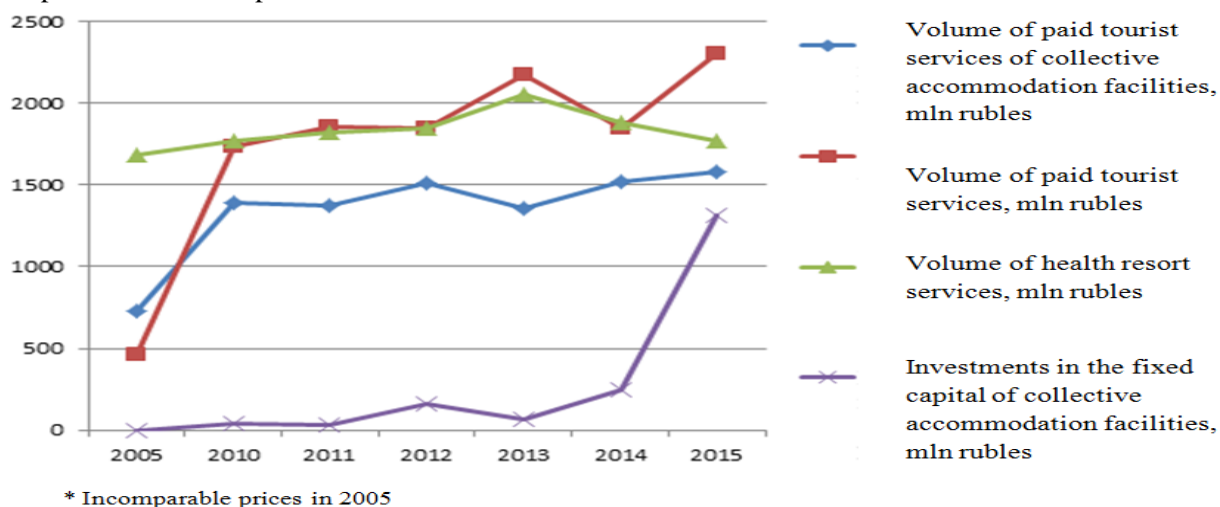


Figure 1. Main indicators of tourism development in the Republic of Bashkortostan (2005-2015).

Alongside the overall growth, investment in the fixed capital of collective accommodation facilities (construction of large hotel chains in the run-up to the international SCO-BRICS summits) is highlighted, and cannot be considered as a long-term trend. The volume of paid tourist services and the volume of health resort services show positive dynamics. The data do not reflect the current trend associated with the economic crisis. Positive influence was also exerted by foreign policy factors. The temporary reduction of tourists flow to Egypt, Turkey in recent years has played its role; nevertheless, systematic work, investments in tourist infrastructure, branding and public image development of the Republic of Bashkortostan are required.

State ranking on tourism development places the republic on the 25th place among the subjects of the Russian Federation, with a score of 51 [9]. The rating was compiled as part of the implementation of the ‘Development of Domestic and Incoming Tourism Strategy in the Russian Federation for the Period to 2020’ and is now an official document. Regions were evaluated according to the system of indicators specially developed by the Russian Ministry of Culture in conjunction with the expert and business community, as well as Moscow State University. For the purpose of objectively assessing the work of the regions in the sphere of tourism, the system of indicators included such criteria as the state of the tourist infrastructure, availability of accommodation facilities, management efficiency, economic mechanisms for stimulating tourism development, attracting investments and implementing investment projects, transport infrastructure development, regional tourist products promotion, tourist information centers availability, participation of the region in Russian and international exhibitions, tourist brands and tourist products development and promotion, etc.

The State Committee of the Republic of Bashkortostan on Entrepreneurship and Tourism has developed a project to create a tourist and recreational supercluster (further – TRC) of the federal significance of Bashkortostan. 7 clusters were thus singled out:

1. Ufa cluster – Ufa, Chishminsky, Iglinsky districts.
2. Abzelil cluster – Beloretsky, Abzelilovsky, Beloretsk, Uchaly districts.
3. Burzyan cluster – Burzyan district.
4. Nugush cluster – Meleuzovsky, Kugarchinsky, Zilair, Baimak, Zianchurinsky, Khaybullinsky districts.
5. Krasnousolsky cluster – Gafuriy, Arkhangelsk, Karmaskalinsky districts.
6. Pavlovsk (North-East) cluster – Nurimanovsky, Salavatsky, Mishkinsky, Karaidelsky districts.
7. River (the Belaya River) cluster – Krasnokamsky, Ilishevsky, Kaltasinsky, Kushnarenkovsky, Dyurtyulinsky, Buraevsky, Birsky, Blagoveshchensky districts, the city of Agidel, Neftekamsk, Birsik [17].

The creation of the ‘Bashkortostan’ supercluster envisaged more than 12 billion rubles of investments; 30% of them are to be allocated from the federal budget, 20% from the republican budget and 50% from private investors. In accordance with the economic calculations of this project, it was planned to ensure the growth of the level of social and economic development of the region by:

- increasing the level of employment of the population (creation of 3,890 new jobs);
- increasing the revenue base of the municipal, republican (15.8 billion rubles) and federal budgets 1.7 billion rubles);
- preserving and effectively using the unique natural resource potential and the historical and cultural heritage of the South Urals;
- attracting additional investments to the region, constructing new economic entities and supporting existing activities.

The comparison of the pilot project ‘The Golden Ring of Bashkortostan’, developed at Ufa State Academy of Economics and Service in 2002 [4] and of project clusters of the targeted program ‘Development of domestic and incoming tourism in the Republic of Bashkortostan for 2012-2016’ makes it possible to note some continuity, except for the fact the names of clusters have been changed and the boundaries have acquired an administrative-territorial character, their composition has been adjusted

and the priorities of the projected objects in clusters have been determined.

The proposed approach to the allocation of proto-clusters at the territory of the Republic of

Bashkortostan is represented by the following results [10]. We have identified 3 functional sectors: central sector, base sector and the sector of travel industry prospects (Figure 2).



Figure 2. Scheme of tourist proto-clusters location of the Republic of Bashkortostan

Legend: 1. Central sector; 2. Base sector;
3. Sector of travel industry prospects

The central zone is characterized by the presence of the most important complexes of cultural heritage, such as:

1. The historical complex of Ufa, including the National Museum of the Republic of Bashkortostan, the Nesterov Bashkir State Art Museum, the memorial museums of S. Aksakov, M. Gafuri, Sh. Khudaiberdin, E. Tyulkin, the Museum of Military Glory, the Museum of Archeology of the Ufa Science Center of Russian Academy of Sciences and other departmental museums, theatres, etc;
2. The Shipovsko-Okhlebininsky archaeological complex (represented by ancient fortresses and burial grounds of the early Iron Age) of federal significance, as well as a manor in the homeland of academician A.N. Zavaritsky (Okhlebinino village);

3. The mausoleums of the XIV century in Chishminsky district (Tura-khan and Hussein-bek) – architectural monuments of federal significance;
4. The complex of historical buildings in Birska including 25 monuments of the XIX-early XX centuries and the regional museum of local lore;
5. The complex of historical building of Kushnarenkovo village including 15 monuments of the XIX-early XX centuries, the regional museum of local lore and the estate of the Topornyns family (mid XX century, a unique monument of history and architecture and a boarding school of the Comintern);
6. The historical and cultural center ‘The Village of Krasny Yar’ in Ufa District including the Museum of 25th Chapayevsky Division and the Ethnographic Museum;

7. The Atysh Waterfall and Zapovednaya Cave (Arkhangelsk and Beloretsky region). The reserve is the only 'bear sanctuary' of the Paleolithic era, and the Atysh Grotto from which the waterfall emerges is a hunting ground from early Iron to the Middle Ages;
 8. The French meadow (the River Inzer) – in addition to the remnants of the copper plant where the French Statue of Liberty was cast, a Neolithic site is located there;
 9. The complex of archaeological monuments (beginning with the Paleolithic era) in the territory of the Abzelilov district;
 10. The complex of historical buildings in Beloretsk – 40 monuments of the XIX-early XX centuries, including the museum of local lore and the Beloretsk Metallurgical Plant of XVIII century, a monument of federal significance;
 11. The complexes of historical adjustment of villages Kaga, Avzyan, Uzyan, Sermenovo, Tirliansky;
 12. The state nature reserve 'Shulgan-Tash' in the Burzyan Region; the main task of it is preserving the unique Bashkir population of the Burzyan bee. There is also a unique cave sanctuary 'Shulgan-Tash (Kapova)' with sixteen thousand-year-old Paleolithic paintings;
 13. Yaumbaevskaya Cave (Burzyan district) – Neolithic, bronze;
 14. Tashmurunovsky Grotto (Irgizly village, Burzyan District) – trade site from the Neolithic era to the 1-2 thousand years AD (Karayakupovo).
 15. The cave complex of the national park 'Muradymovskoe Gorge' with rock paintings of the Mesolithic-Neolithic periods;
 16. Syrtlanovsky burial mounds (Meleuzovsky District) – burial ground of the late Sarmatian time on the high right bank of the Belaya River, about 15 archeological monuments of different epochs (the sites of the Stone Age, Bronze Age). Next to these there are Ishtugan's burial mounds where late antique coins were found – the unique finds in the Volga-Ural Region;
 17. Aznaevsky settlement and burial mounds (Ishimbay District) – wintering of Bashkir-yurmata tribes (mentioned by I.I. Lepekhin) of the XVII-XVIII centuries, and the burial mound of the Golden Horde time. The complex is located at the western slope of the mountains, near the famous Hazinskaya Cave and the Berkhomut spring;
 18. Bende-Bike Mausoleum of the XIV century in Maksyutovo village of Kugarchinsky District, a monument of federal value;
 19. The complex of copper smelting plant of the XVIII century in Voskresenskoye village in Meleuzovsky District, a monument of federal value.
 20. The complex of historical buildings in Zilair village – 10 monuments of the XIX-XX centuries, including the regional museum of local lore and the Preobrazhensky copper smelting factory of the XVIII century;
 21. The building of the Canton administration of the second half of the XIX century in Saitkulovo village of Kugarchinsky District, the only one preserved in the Republic;
 22. The complex of historical buildings in Meleuz – 10 monuments of the XIX century and the beginning of XX century, including the regional museum of local lore;
 23. The complex of historical buildings in Zirgan village including 10 monuments of the XIX century and the beginning of XX century;
 24. The museum of A.Z. Validi in Kusianovo village in Ishimbay District;
 25. The Museum and monument of S. Hudayberdin in Khudayberdino village in Kugarchinsky District;
 26. Oil tower, 'grandmother' (1932) of the first Bashkir oil, a monument of history and industrial heritage;
 27. The Memorial Museum of Zainab Biisheva in Tuymbetovo village of Kugarcinsky District;
 28. The historical complex in Sterlitamak city including 50 monuments of the late XIX century and the beginning of XX century.
- In this sector the Nugush reservoir and Muradymovsky caves are also located. The territory of the Nugush reservoir is part of the National Park 'Bashkiria', and the upper reaches of the Nugush River pass through the territory of the Shulgan-Tash reserve. A lot of tourist bases are located along the banks of the Nugush

reservoir, and there are hiking trails in the mountains around Nugush and horse tours as well. The zone borders on the Burzyan District where the famous Burzyan reserve and the famous Shulgan-Tash Cave with rock carvings of primitive man are located. Furthermore, there is the Pavlovsk Reservoir, the largest and most beautiful ‘man-made sea’ in Bashkortostan, which appeared on the Ufa River in 1959 due to the construction of a 36-meter dam. The pond is a place of pilgrimage for thousands of people due to its unique natural beauty – on both sides of the reservoir steep mountains rise, overgrown with dense forests, decorated with rocks of the most bizarre forms and giving way to flat banks with picturesque cozy meadows.

The banks of the reservoir house numerous recreation centers, South Urals zone with the center in Beloretsk District being one of them. Here the main active tourist routes are concentrated – Iremel, the second largest peak in the South Urals, the ski resort ‘Abzakovo’, the most modern not only in the Urals but also in Russia with season starting from the middle of November to early May, and ‘Metallurg-Magnitogorsk’, the ski center located on Lake Bannoe (Yakty-Kul), 40 kilometers from Magnitogorsk, 3 kilometers from the Yubileiny sanatorium and 25 kilometers from the Abzakovo ski complex. Moreover, this sector is a sightseeing space of the main cluster settlements, a local node in the tourist and recreational system of the region; main objects of service, accommodation and catering enterprises are concentrated here. These are the transport nodes of the cluster, the zone of excursions to natural, historical and cultural sites. The second sector is Western zone with the center at Kandry-Kul Lake and Asly-Kul Lake. The former is the second largest karst-failure lake located in Tuimazinsky district, 25 km south-east of the district center – the city of Tuymazy, within the forest-steppe zone of Bashkortostan. The shores of the lake, housing several recreational centers, are two-terraced, composed of sands, clay loams and fragments of cemented sandy rocks. The northeastern and eastern shores are low, with a wide strip of sandy beaches; the rest are more sublime; the water is fresh, slightly alkaline, of a high

transparency. The chemical composition refers to the sulphate-sodium type of the sulphate class of the magnesium group; feeding is due to the confluence of several small streams. Asly-Kul is the largest lake of karst-failure origin in the Republic of Bashkortostan. It is located 27 km north-west of Davlekanovo town in a wide basin between the northeastern spurs of the Belebeevskaya Upland and is surrounded by mountains: Tabulak, Ulu-Karagach, Ulutau, Belekey-Karagach, Bolshoy Nor, Maly Nor, Zaitulaktau. The water in the lake is slightly brackish with high salinity; vegetation is represented by scripus, cattail and common reed. The Natural Park ‘Lake Asly-Kul’ was formed at the territory.

The eastern sector is around the village Maloyaz. Famous balneoclimatic health resort ‘Yangan-Tau’ with a skiing complex and its infrastructure is located here (currently under construction). It covers the Ural Mountains and the Trans-Urals; the main objects of nature-oriented types of tourism (river raftings, pedestrian travels, recreational fishing, and potholing tourism) are concentrated here, and the system of active routes and rural settlements is formed.

The base zone is characterized by the most important complexes of cultural heritage, such as:

1. The historical, archaeological and landscape museum-reserve ‘Irendyk’ in the Baymaky District;
2. The mosques in Yuluk village, Nizhne-Yaikbaevo village, Mullakayevo village ;
3. The historical complex of Baymak (Kabanov’s house, hospital and the building of the copper smelting factory of the beginning of the XX century).
4. The historical and cultural center in Temyasovo village of the Baimak District – the first capital of Bashkortostan where the creation of the Bashkir Autonomous Republic associated with the names of Z. Validov, Sh. Khudayberdin, Sh. Babich, etc. was proclaimed;
5. Sibaysky quarry, the largest in the region.

The third sector is the zone of prospects as it includes the mountainous areas of Duvansky, Salavatsky Districts, the river basins of the

Republic, which are rarely visited by tourists yet rich in tourist resources:

1. Idrisovskaya Cave (the River Yuryuzan, Salavatsky District) – the sanctuary of the Neolithic age;
2. The complexes of historical development of the villages of Tastuba, Duvan, Yaroslavka, Duvansky District;
3. The Museum of Salavat Yulayev in the village Maloyaz of Salavat District, and the Salavat Cave [4, 5].

The eastern slopes of the Ural Mountains are interesting for the possibilities of rural tourism and tourism of the folklore and ethnographic direction. In contrast to the territories of the second sector, there are almost no stable tourist routes; the third sector covers areas of interregional tourist interaction (actual and potential). The profile of the sector is hunting and fishing, sports, health, environmental tourism and potholing.

It should be noted that the cluster approach has an effective application in solving problems of development of the tourist sphere in the region. At the same time, the role of economic-geographical researches is primary, since it is connected with all stages of work: determining the competitive advantages of the region, planning clusters, zoning, searching and designing of dominant clusters, and the formation of tourist routes and flows. Nevertheless, for the efficient operation of the tourist and hospitality industry it is necessary to have an appropriate infrastructure, the insufficiency of which is noted in almost all researches at different levels, both federal and local [18-20]. Required investments can and should be attracted from federal large investors, since serious financial flows are required, and the Republic should ensure transparency and tax preferences to attract them. It is necessary to introduce special vehicles: funiculars, mountain trams, rope-ways, etc. in the tourist centers of the mountain forest zone in addition to the general network of communication purposes. The problems of tourist development of water reservoirs of Bashkortostan, taking into account the strictest ecological requirements, also have to be solved. For instance, Yumaguzinskoe water reservoir (more than 60 km long) located

in the Belaya River valley does not have convenient coastal areas for the organization of camp sites, as rocks break into the water; however, it is extremely picturesque and attractive for tourists. Accommodation here is only possible in boatels, yet the lack of engineering communications requires constructing totally independent housing facilities. There is a national state nature reserve and a national park on the banks of the reservoir, and it is of extreme importance to use only environmentally friendly vehicles, including electric paddle boats to move through the water area [21]. However, construction industry mainly needs implementation of innovative technologies and modern materials. Researches in the sphere of application of nanotechnologies in construction and of the creation of new materials [22-24] are extremely important for the development of accommodation facilities which are autonomous, harmoniously fitting into diverse landscapes and environmentally friendly. It is especially important to take it into account when constructing them in the neighborhood with objects of cultural and natural heritage.

4. DISCUSSIONS

The problem stated in the paper present is widely discussed in foreign literature in relation to specific regions and to the tourist industry in general [25-31]. In view of the lack of a scientifically based concept of tourism development in the republic, the basis for designing plans and programs for tourism development at the municipal and inter-municipal level, the region has for a long time failed to pay due attention to the need of introducing breakthrough technologies in the development of the tourism and hospitality industry. Researchers of the region examined in detail the issues of rational use of cultural and natural heritage objects in the field of tourism [32, 33], the identification of historical rural settlements [34], the estimates of cash flows associated with inbound and internal tourism [35], the problems of the sanatorium and resort sector [36] etc: nonetheless, this aspect was not considered in the previous studies. From our point of view, it became more relevant in

connection with the new attempts of the authorities and management to systematically approach the strategic planning of the tourism and hospitality industry development and the expressed interest in attracting a lot of foreign investors.

5. CONCLUSION

The development and application of innovative materials, the introduction of energy and resource-saving technologies in the reconstruction and construction of roads, bridges, buildings, and other infrastructure of the tourism and hospitality industry create the basis for a drastic change in the situation in this area. There is an opportunity to increase the energy efficiency of buildings and to use renewable energy sources for small settlements. Application of flameproof and durable wood is very important for areas with a large number of objects of wooden folk architecture; this will allow, on the one hand, to provide fire safety facilities, and on the other, to preserve historical appearance, 'the spirit of the place' of many historical settlements. Modern tourism can not be imagined outside of a well-organized, appropriately structured hospitality industry, including accommodation facilities, public catering, domestic and municipal services, healthcare, trade industry, etc. All of them create comfortable conditions for receiving tourists, yet need modern equipment and technologies.

6. RECOMMENDATIONS

Based on the analysis of the previous tourism development programs in the region and the current situation with the infrastructure industry of tourism and hospitality of the Republic of Bashkortostan and neighboring regions (Chelyabinsk, Orenburg Regions, Perm Krai, Udmurtia) it seems the materials presented in the article will be of high interest both to the executive and municipal authorities in the development of the tourism and hospitality industry; to the potential investors considering this industry as a reasonable sphere for long-term fundings, to the heads of tourism and hospitality industry enterprises and to the teachers of high schools and universities training future professionals in the industry.

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