

## **PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF TOURISM IN RUSSIA**

Today, tourism in Russia is becoming more and more relevant and this area has more and more prospects for further development. This active development of tourism in Russia is explained by the increasing attraction of citizens' attention to tourism within the country, the development of new routes and the improvement of travel facilities within the country [1].

This is also explained by all possible support for the tourism sector from the state. Tourism is a sector capable of effectively realizing socio-cultural values. Thanks to this, various ways to develop the tourism sector are being created, which makes it more popular every year.

The relevance of this article lies in considering the ways of developing a tourist destination in Russia and the possibilities for economic growth of the country. The purpose of this article is to consider emerging problems and possible prospects in the field of tourism in Russia.

Among the problems that arise in the tourism sector in Russia, one can highlight the high cost of air travel and rail travel. This problem is relevant today and does not allow more people to travel around Russia, which limits the flow of tourist destinations. This is explained by the difficulty of movement due to the vast territory of the country and the great distance between cities and regions [2]. The state, in turn, is trying to solve this problem by creating the Pobeda low-cost airline, which helps people find cheaper tickets. This carrier is a representative of Aeroflot, which in turn is the largest airline in Russia.

Another problem that arises in tourism in Russia is the underdeveloped infrastructure of the tourism sector in remote regions of Russia. The inaccessibility of tourism in Russia is noticeable in the absence of a developed hotel system. This leads to a decrease in the number of tourists and requires large costs to establish this area. The shortage is associated not only with the hotel sector, but also with large public facilities (theme parks, water parks, etc.). The solution to this problem is the development of the hotel business, government support for the development and growth of this area, which will contribute to a greater flow of tourist destinations.

Despite the problems that arise, the tourism industry is actively supported by the state and this support is growing every year. The ways in which the state provides support and development of the tourism sector can be seen in the annual provision of benefits and subsidies.

Russia has significant potential for the growth of domestic and inbound tourism, but the domestic tourism product is experiencing strong

competition from the international market and its offers. In this regard, it is necessary to develop a system of measures to increase the competitiveness of the domestic tourism product, which will include:

- ensuring high quality tourist services;
- improving professional education in the field of tourism in Russia;
- creating and maintaining an effective level of competition in the industry;
- the use of modern marketing tools to formulate an offer of tourism services in accordance with the needs of the real and target audience of buyers;
- development of possible options for reducing prices for domestic transportation within the Russian Federation.

Thus, tourism outlines further ways to expand its scope and popularize it among the population. This article examined possible ways for further development of the tourism sector in Russia. Existing problems that require a modern approach to solving them were also considered.

### References

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2. *Гуляев, В. Г.* Туризм: экономика и социальное развитие / В. Г. Гуляев. — М. : Финансы и статистика, 2006. — 44 с.