



REVISTA INCLUSIONES

HOMENAJE A MAJA ZAWIERZENIEC

Revista de Humanidades y Ciencias Sociales

Volumen 7 . Número Especial

Abril / Junio

2020

ISSN 0719-4706

CUERPO DIRECTIVO

Directores

Dr. Juan Guillermo Mansilla Sepúlveda

Universidad Católica de Temuco, Chile

Dr. Francisco Ganga Contreras

Universidad de Tarapacá, Chile

Subdirectores

Mg © Carolina Cabezas Cáceres

Universidad de Las Américas, Chile

Dr. Andrea Mutolo

Universidad Autónoma de la Ciudad de México, México

Editor

Drdo. Juan Guillermo Estay Sepúlveda

Editorial Cuadernos de Sofía, Chile

Editor Científico

Dr. Luiz Alberto David Araujo

Pontificia Universidade Católica de Sao Paulo, Brasil

Editor Brasil

Drdo. Maicon Herverton Lino Ferreira da Silva

Universidade da Pernambuco, Brasil

Editor Europa del Este

Dr. Aleksandar Ivanov Katrandzhiev

Universidad Suroeste "Neofit Rilski", Bulgaria

Cuerpo Asistente

Traductora: Inglés

Lic. Pauline Corthorn Escudero

Editorial Cuadernos de Sofía, Chile

Traductora: Portugués

Lic. Elaine Cristina Pereira Menegón

Editorial Cuadernos de Sofía, Chile

Portada

Lic. Graciela Pantigoso de Los Santos

Editorial Cuadernos de Sofía, Chile

COMITÉ EDITORIAL

Dra. Carolina Aroca Toloza

Universidad de Chile, Chile

Dr. Jaime Bassa Mercado

Universidad de Valparaíso, Chile

Dra. Heloísa Bellotto

Universidad de Sao Paulo, Brasil

Dra. Nidia Burgos

Universidad Nacional del Sur, Argentina

Mg. María Eugenia Campos

Universidad Nacional Autónoma de México, México

Dr. Francisco José Francisco Carrera

Universidad de Valladolid, España

Mg. Keri González

Universidad Autónoma de la Ciudad de México, México

Dr. Pablo Guadarrama González

Universidad Central de Las Villas, Cuba

Mg. Amelia Herrera Lavanchy

Universidad de La Serena, Chile

Mg. Cecilia Jofré Muñoz

Universidad San Sebastián, Chile

Mg. Mario Lagomarsino Montoya

Universidad Adventista de Chile, Chile

Dr. Claudio Llanos Reyes

Pontificia Universidad Católica de Valparaíso, Chile

Dr. Werner Mackenbach

Universidad de Potsdam, Alemania

Universidad de Costa Rica, Costa Rica

Mg. Rocío del Pilar Martínez Marín

Universidad de Santander, Colombia

Ph. D. Natalia Milanesio

Universidad de Houston, Estados Unidos

Dra. Patricia Virginia Moggia Münchmeyer

Pontificia Universidad Católica de Valparaíso, Chile

Ph. D. Maritza Montero

Universidad Central de Venezuela, Venezuela

Dra. Eleonora Pencheva

Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Rosa María Regueiro Ferreira

Universidad de La Coruña, España

Mg. David Ruete Zúñiga

Universidad Nacional Andrés Bello, Chile

Dr. Andrés Saavedra Barahona

Universidad San Clemente de Ojrid de Sofía, Bulgaria

Dr. Efraín Sánchez Cabra
Academia Colombiana de Historia, Colombia

Dra. Mirka Seitz
Universidad del Salvador, Argentina

Ph. D. Stefan Todorov Kapralov
South West University, Bulgaria

COMITÉ CIENTÍFICO INTERNACIONAL

Comité Científico Internacional de Honor

Dr. Adolfo A. Abadía
Universidad ICESI, Colombia

Dr. Carlos Antonio Aguirre Rojas
Universidad Nacional Autónoma de México, México

Dr. Martino Contu
Universidad de Sassari, Italia

Dr. Luiz Alberto David Araujo
Pontificia Universidad Católica de Sao Paulo, Brasil

Dra. Patricia Brogna
Universidad Nacional Autónoma de México, México

Dr. Horacio Capel Sáez
Universidad de Barcelona, España

Dr. Javier Carreón Guillén
Universidad Nacional Autónoma de México, México

Dr. Lancelot Cowie
Universidad West Indies, Trinidad y Tobago

Dra. Isabel Cruz Ovalle de Amenabar
Universidad de Los Andes, Chile

Dr. Rodolfo Cruz Vadillo
Universidad Popular Autónoma del Estado de Puebla, México

Dr. Adolfo Omar Cueto
Universidad Nacional de Cuyo, Argentina

Dr. Miguel Ángel de Marco
Universidad de Buenos Aires, Argentina

Dra. Emma de Ramón Acevedo
Universidad de Chile, Chile

Dr. Gerardo Echeita Sarrionandia
Universidad Autónoma de Madrid, España

Dr. Antonio Hermosa Andújar
Universidad de Sevilla, España

Dra. Patricia Galeana
Universidad Nacional Autónoma de México, México

Dra. Manuela Garau
Centro Studi Sea, Italia

Dr. Carlo Ginzburg Ginzburg
Scuola Normale Superiore de Pisa, Italia
Universidad de California Los Ángeles, Estados Unidos

Dr. Francisco Luis Girardo Gutiérrez
Instituto Tecnológico Metropolitano, Colombia

José Manuel González Freire
Universidad de Colima, México

Dra. Antonia Heredia Herrera
Universidad Internacional de Andalucía, España

Dr. Eduardo Gomes Onofre
Universidade Estadual da Paraíba, Brasil

Dr. Miguel León-Portilla
Universidad Nacional Autónoma de México, México

Dr. Miguel Ángel Mateo Saura
Instituto de Estudios Albacetenses "Don Juan Manuel", España

Dr. Carlos Tulio da Silva Medeiros
Diálogos em MERCOSUR, Brasil

+ Dr. Álvaro Márquez-Fernández
Universidad del Zulia, Venezuela

Dr. Oscar Ortega Arango
Universidad Autónoma de Yucatán, México

Dr. Antonio-Carlos Pereira Menaut
Universidad Santiago de Compostela, España

Dr. José Sergio Puig Espinosa
Dilemas Contemporáneos, México

Dra. Francesca Randazzo
Universidad Nacional Autónoma de Honduras, Honduras

Dra. Yolando Ricardo

Universidad de La Habana, Cuba

Dr. Manuel Alves da Rocha

Universidade Católica de Angola Angola

Mg. Arnaldo Rodríguez Espinoza

Universidad Estatal a Distancia, Costa Rica

Dr. Miguel Rojas Mix

*Coordinador la Cumbre de Rectores Universidades
Estatales América Latina y el Caribe*

Dr. Luis Alberto Romero

CONICET / Universidad de Buenos Aires, Argentina

Dra. Maura de la Caridad Salabarría Roig

Dilemas Contemporáneos, México

Dr. Adalberto Santana Hernández

Universidad Nacional Autónoma de México, México

Dr. Juan Antonio Seda

Universidad de Buenos Aires, Argentina

Dr. Saulo Cesar Paulino e Silva

Universidad de Sao Paulo, Brasil

Dr. Miguel Ángel Verdugo Alonso

Universidad de Salamanca, España

Dr. Josep Vives Rego

Universidad de Barcelona, España

Dr. Eugenio Raúl Zaffaroni

Universidad de Buenos Aires, Argentina

Dra. Blanca Estela Zardel Jacobo

Universidad Nacional Autónoma de México, México

Comité Científico Internacional

Mg. Paola Aceituno

Universidad Tecnológica Metropolitana, Chile

Ph. D. María José Aguilar Idañez

Universidad Castilla-La Mancha, España

Dra. Elian Araujo

Universidad de Mackenzie, Brasil

Mg. Rumyana Atanasova Popova

Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Ana Bénard da Costa

Instituto Universitario de Lisboa, Portugal

Centro de Estudos Africanos, Portugal

Dra. Alina Bestard Revilla

*Universidad de Ciencias de la Cultura Física y el
Deporte, Cuba*

Dra. Noemí Brenta

Universidad de Buenos Aires, Argentina

Ph. D. Juan R. Coca

Universidad de Valladolid, España

Dr. Antonio Colomer Vialdel

Universidad Politécnica de Valencia, España

Dr. Christian Daniel Cwik

Universidad de Colonia, Alemania

Dr. Eric de Léséulec

INS HEA, Francia

Dr. Andrés Di Masso Tarditti

Universidad de Barcelona, España

Ph. D. Mauricio Dimant

Universidad Hebrea de Jerusalén, Israel

Dr. Jorge Enrique Elías Caro

Universidad de Magdalena, Colombia

Dra. Claudia Lorena Fonseca

Universidad Federal de Pelotas, Brasil

Dra. Ada Gallegos Ruiz Conejo

Universidad Nacional Mayor de San Marcos, Perú

Dra. Carmen González y González de Mesa

Universidad de Oviedo, España

Ph. D. Valentin Kitanov

Universidad Suroeste Neofit Rilski, Bulgaria

Mg. Luis Oporto Ordóñez

Universidad Mayor San Andrés, Bolivia

Dr. Patricio Quiroga

Universidad de Valparaíso, Chile

Dr. Gino Ríos Patio

Universidad de San Martín de Porres, Perú

**REVISTA
INCLUSIONES**
REVISTA DE HUMANIDADES
Y CIENCIAS SOCIALES

Dr. Carlos Manuel Rodríguez Arrechavaleta
Universidad Iberoamericana Ciudad de México, México

Dra. Vivian Romeu
Universidad Iberoamericana Ciudad de México, México

Dra. María Laura Salinas
Universidad Nacional del Nordeste, Argentina

Dr. Stefano Santasilia
Universidad della Calabria, Italia

Mg. Silvia Laura Vargas López
Universidad Autónoma del Estado de Morelos, México

**CUADERNOS DE SOFÍA
EDITORIAL**

Dra. Jaqueline Vassallo
Universidad Nacional de Córdoba, Argentina

Dr. Evandro Viera Ouriques
Universidad Federal de Río de Janeiro, Brasil

Dra. María Luisa Zagalaz Sánchez
Universidad de Jaén, España

Dra. Maja Zawierzeniec
Universidad Wszechnica Polska, Polonia

Editorial Cuadernos de Sofía
Santiago – Chile
Representante Legal
Juan Guillermo Estay Sepúlveda Editorial

Indización, Repositorios y Bases de Datos Académicas

Revista Inclusiones, se encuentra indizada en:





REX



UNIVERSITY OF SASKATCHEWAN



Universidad de Concepción



BIBLIOTECA UNIVERSIDAD DE CONCEPCIÓN

FORMATION OF AN ACTION PLAN AIMED AT PROMOTING TOURISTS DESTINATIONS

Ph. D. (C) Elena Valentinovna Glinkina

Central Research Institute of Service, Moscow, Russia
Russian State University of Tourism and Services Studies (RSUTS), Russia
ORCID ID: 0000-0003-2950-8847
glinkina.elena.v@mail.ru

PH. D. (C) Liliya Mansurovna Allanina

Federal State Budget Educational Institution of Higher Education
«Industrial University of Tyumen», Russia
ORCID ID: 0000-0003-1007-3812
wildorchids9@yandex.ru

Ph. D. (C) Marhat Uvaysovna Yakhyaeva

Chechen State University, Russia
ORCID ID: 0000-0002-5294-691X
marhat_yakhyaeva@bk.ru

Ph. D. (C) Vladimir Alexandrovich Mushrub

Plekhanov Russian University of Economics, Russia
ORCID ID: 0000-0001-9629-5920
mushrub@yandex.ru

Ph. D. (C) Diana Igorevna Stepanova

Plekhanov Russian University of Economics, Russia
ORCID ID: 0000-0002-7929-7825
s_diana@mail.ru

Fecha de Recepción: 12 de enero de 2020 – **Fecha Revisión:** 30 de enero de 2020

Fecha de Aceptación: 05 de marzo de 2020 – **Fecha de Publicación:** 01 de abril de 2020

Abstract

The high level of international competition in the world tourism market forces Russia to make great efforts for attracting tourists to the country, use new technologies for promoting national tourism products and invest significant financial resources in the promotion of tourist destinations. It is necessary to promote Russia as a whole as a destination, but a tourism product is formed in certain regions and localities. Visitors, arriving in Russia as a destination, for the most part, consume a regional tourism product, i.e. are in regional destinations. The quality and quantity of regional tourism products determine the success of promoting the entire destination country. Therefore, it is important to create regional destinations that offer their tourism products, which are part of the national tourism product.

Keywords

Destination – Events – Tourism – Tourist complex

Para Citar este Artículo:

Glinkina, Elena Valentinovna; Allanina, Liliya Mansurovna; Yakhyaeva, Marhat Uvaysovna; Mushrub, Vladimir Alexandrovich y Stepanova, Diana Igorevna. Formation of an action plan aimed at promoting tourists destinations. Revista Inclusiones Vol: 7 num Especial (2020): 371-379.

Licencia Creative Commons Attribution Non-Comercial 3.0 Unported
(CC BY-NC 3.0)

Licencia Internacional



Introduction

It is necessary to develop and implement an action plan ("road map") to create favorable conditions for the development of competition in the field of tourism in order to coordinate the efforts of various areas of tourism activities, as well as improve the quality and competitiveness of tourism products. Such a plan should be coordinated with federal and regional programs and take into account the already accumulated experience in promoting Russian tourism products to foreign markets.

Methods

The process of creating regional destinations is launched through initial strategic planning based on effective motivational mechanisms. At the same time, strategic planning is based on the territorial organization of the tourist complex¹. The analysis of approaches to strategic management uses methods of comparison and generalization.

Results and Discussion

The organization of tourism services marketing of the Russian Federation in foreign markets should include two main directions: advertising and information work and ensuring the accessibility of the country for the entry of visitors, as well as some financial mechanisms to stimulate the subjects of the tourism industry.

In addition to the Federal Agency for Tourism, promotional work should be carried out by regional governments, departments and tourism information centers. Also, it is necessary to focus on ensuring the accessibility of the country for foreign visitors. In this context, the focus is on such basic issues as visa support, insurance and transport tariffs².

Marketing of tourism services requires a complex of organizational and promotional activities. At the same time, some of them are key while others are auxiliary. In addition, the sequence of marketing activities is important; it is necessary to develop and implement an action plan aimed at promoting tourist destinations of the Russian Federation abroad³.

The following is a list of activities aimed at promoting tourist destinations of the Russian Federation abroad, which must be included in the plans of the regions but consider their specifics and more detailed specification, including the time (seasonality) of their conduct (Table 1).

¹ N. A. Platonova; E. S. Pogrebova; T. M. Krivosheeva y E. Sh. Taneeva, Strategiya i metody proizvodneniya natsionalnogo turistskogo produkta na mezhdunarodnom i vnutrennem rynkakh: otchet o NIR (Federalnoe agentstvo po turizmu, 2019) y N. A. Platonova; E. S. Pogrebova; T. M. Krivosheeva y E. Sh. Taneeva, Analiz zarubezhnogo opyta otsenki ekonomicheskoi i sotsialnoi effektivnosti razvitiya turizma na regionalnom i mestnom (munitsipalnom) urovnyakh: otchet o NIR (Federalnoe agentstvo po turizmu, 2019).

² E. S. Pogrebova; E. V. Glinkina & A. A. Kozlovskii, "Kompleksnaya otsenka urovnya udovletvorennosti inostrannykh turistov kachestvom predstavleniya turistskikh uslug v gorode Moskve", Servis plus Vol: 12 num 2 (2018): 73-81.

³ Visa.com. <https://www.visa.com.ru/>

No.	Event	Time frame	Location
1.	Grant support for public and entrepreneurial initiatives aimed at the creation and development of tourism infrastructure facilities focused on the markets of target foreign countries.	during the year	all subjects of the Russian Federation
2	Development of an advertising company plan		
2.1.	Monitoring (survey of the activities of travel agencies for the popularity of products and routes, reviews and preferences of foreign tourists about the subject of the Russian Federation, average bill, etc.) to assess the status of the inbound tourism market.	during the year	all subjects of the Russian Federation
2.2	Selection of priority target markets of foreign countries.	during the year	all subjects of the Russian Federation
2.3	Creation and promotion of recognizable tourism brands of the subjects of the Russian Federation. Development of memorable slogan of advertising tourist campaigns of priority tourist destinations.	during the year	all subjects of the Russian Federation
2.4	Creation and promotion of brand portfolio of tourism products focused on inbound tourism and target segments.	during the year	all subjects of the Russian Federation
2.5	Large-scale advertising with an emphasis on priority tourist destinations on the Internet and social networks of target foreign countries.	during the year	target foreign markets
2.6	Advertising campaigning on television, in electronic media, as well as through out-of-home advertising media at transport hubs.	during the year	target foreign markets
2.7	Production of printed advertising and information products, photo and video materials about the tourism potential of priority tourist destinations (subjects of the Russian Federation) in the languages of target foreign countries.	during the year	target foreign markets
2.8	Information tours on key tourism routes for representatives of tour operators of target foreign countries.	during the year	priority tourist destinations (subjects of the Russian Federation)
2.9	Conduct of press tours on key tourism routes for media representatives and bloggers of target foreign countries.	during the year	priority tourist destinations (subjects of the Russian Federation)
2.10	Creation and distribution of travel guides about the tourism potential of destinations (subjects of the Russian Federation), priority for the development of inbound tourism in the Russian Federation.	during the year	target foreign markets
2.11	Production of souvenir products of priority tourist destinations (constituent entities of the Russian Federation) with the application of a national tourism brand for	during the year	target foreign markets

	distribution in target foreign countries.		
2.12.	Initiation of interregional tourism products (routes) to promote the target markets of foreign countries.	during the year	all subjects of the Russian Federation
3	Participation in international tourism exhibitions in foreign countries. Organization of presentations and stands with an emphasis on priority tourist destinations (subjects of the Russian Federation) in the framework of international tourism exhibitions.	during the year	all subjects of the Russian Federation
4	Conduct of business events and MICE tourism events in the subjects of the Russian Federation. Creation of Regional Convention Bureau, selection of priority areas for their activities.	during the year	all subjects of the Russian Federation
5.	Organization and holding of own international events of tourism orientation (forums, exhibitions, promotions, competitions, etc.) in the subjects of the Russian Federation.	during the year	all subjects of the Russian Federation
6	Conduct of Russian tourism festivals in target foreign countries.	during the year	target foreign markets
7	Participation in events organized within the framework of Visit Russia projects.	during the year	target foreign markets
8	Development and implementation of hospitality programs with a focus on targeted foreign countries.	during the year	all subjects of the Russian Federation
9	Development of a network of tourism information centers on the territory of the subjects of the Russian Federation.	during the year	all subjects of the Russian Federation
10	Development of tourism navigation and orientation information systems in the languages of the main target states.	during the year	all subjects of the Russian Federation
11	Development of the international tourism volunteer movement in the subjects of the Russian Federation. Establishment of volunteer tourism centers. Development of volunteer tourism programs. Organization of international volunteer expeditions.	during the year	all subjects of the Russian Federation
12	Organization of training in the format of internships for the preparation of guides with rare languages in target foreign countries.	during the year	all subjects of the Russian Federation/target foreign markets
13	Creation of regional tourism centers in priority tourist destinations within the framework of interregional cooperation.	during the year	priority tourist destinations
14	Creation of competitive digital content.	during the year	all subjects of the Russian Federation

Table 1
Plan of measures aimed at promoting tourist destinations
of the Russian Federation abroad⁴

⁴ Hotline.travel, 2017. <https://www.hotline.travel/konflikty/kak-privlech-v-rossiyu-inostrantsev-ne-otmenyaya-vizy/> y V. Inozentsev, Pasport turizma: pochemu Rossii stoit nachat otmenu viz. Rbc.ru, 2018. Available at: <https://www.rbc.ru/opinions/politics/27/07/2018/5b5ac2839a7947801716465d>

According to the UNWTO (United Nations World Tourism Organization), as soon as the word "visa" is removed in the tour package, the tourist flow to the country grows by at least 30%. This can be confirmed by the example of the Republic of Korea and some other state⁵.

One of the reasons for the increase in tourist flow from China to Russia was the simplification of the visa regime. Now, many Chinese tourists can come to Russia without visas in groups. For similar reasons, tourist flows from countries such as Israel and the Republic of Korea have grown – these are the countries for which a decision was made on a visa-free regime.

The drop in tourist flow from Europe and America is due to the complexity of the visa regime.

A kind of consensus has been developed almost all over the world over the past decades: states are gradually abandoning the requirement to obtain visas for citizens of countries similar in level of development and political system, preserving and sometimes even toughening the process for residents of less prosperous states or countries experiencing serious internal conflicts, involved in wars or political confrontations. This policy allows attracting tourists from jurisdictions that do not cause trouble but provide significant revenues.

The situation in Russia looks unique for a country of its development level. The logic of Russia's visa policy is deployed in the opposite direction to the global one: entry is open to citizens of poor but politically dependent countries and difficult for representatives of successful ones. The visa procedure has hindered, hinders and will continue to hinder the development of inbound tourism to Russia.

A Russian visa costs a foreign tourist much more than a Schengen visa for a Russian citizen and takes longer. Visa to Russia takes at least 10 days and from 15 days during the high season.

The recently completed World Cup brought an interesting innovation: a special procedure for entry of foreign citizens into the territory of Russia based on the fan passport (FAN ID), which in fact is an electronic visa. According to the estimates of the Russia-2018 organizing committee, fans spent at least 121 billion rubles in a month and the number of arrived foreign visitors (about 2.9 million) by far exceeded the number of guests of any other event ever held in the country (Sochi 2014 Winter Olympics attracted no more than 700 thousand people).

Here is the economic rationale for the introduction of a simplified visa regime, including through the use of an electronic visa system.

As can be seen from official statistics, the number of inbound tourism trips of foreign citizens to Russia has been declining since 2015⁶ (Table 2).

⁵ E. S. Pogrebova, "Nauchnye podkhody k razrabotke strategii razvitiya turistskoi destinatsii", *Servis v Rossii i za rubezhom* Vol: 9 num 5 (2015), 219-218.

⁶ Visa.com. <https://www.visa.com.ru/>

Number of inbound tourist trips of foreign citizens to Russia, Thousands			
2015	2016	2017	2017/2015
26,852	24,571	24,390	-9.2%

*According to Rosstat

Table 2
Number of inbound tourism trips of foreign citizens to Russia

The total tourist flow for 2017, according to Rosstat, amounted to 24,390 thousand trips, including 16,958 thousand trips from the former Soviet Union (69.5%). The number of tourist arrivals from other countries amounted to 7,432 thousand trips (30.5%).

We will determine the top 20 countries with the highest expenses of tourists arriving in the Russian Federation in order to identify the countries, with which it is necessary to simplify visa regimes. We will give the number of tourist arrivals from these countries based on official statistics of Rosstat (Table 3).

Number of inbound tourist trips of foreign citizens to Russia in 2017, thousand	
China	1,478
Germany	580
USA	282
Republic of Korea	254
Italy	189
France	185
United Kingdom (Great Britain)	178
Spain	110
Japan	102
The Islamic Republic of Iran	80
India	71
Netherlands	60
Austria	52
Canada	51
Norway	51
Switzerland	49
Australia	47
Belgium	36
Brazil	35
Sweden	34
Total	3,924

Table 3
Number of inbound tourist trips of foreign citizens to Russia in 2017

According to the results of a global study by Visa Global Travel Intentions Study for 2017, the average cost of a tourist package for foreign tourists (excluding tourists from the countries of the former USSR) to Russia amounted to 52 thousand rubles, which is 13% higher than in 2016 ⁷ with the average trip duration of eight nights. Personal expenses of foreign tourists (meals, souvenirs, entertainment, etc.) averaged 6,900-7,100 rubles per

⁷ Report on the provision of services for the study of the level of satisfaction of tourists with the quality of tourism services in the city of Moscow. (Moscow, 2017).

day. Thus, personal expenses of a foreign tourist on average amount to 56,000 rubles for the entire period of stay in the country.

$$Q \text{ income from foreign tourists} = T \text{ number of arrivals of foreign tourists} \times (P \text{ average cost of a tour package} + P \text{ personal expenses of a tourist})$$

$$423,792,000,000 = 3,924,000 \times (52,000 + 56,000).$$

Thus, in 2017, revenues from foreign tourists from the aforementioned countries amounted to 423.792 billion rubles, which is 0.5% of GDP.

As noted above, according to the UNWTO, with the simplification of the visa regime, the flow of tourists to the country increases by 30% per year. The projected tourist flow will amount to 5,101.2 thousand trips with the progressive introduction of a simplified visa regime until 2024.

According to experts, the average cost of a tourist package for foreign tourists to Russia will increase by 23% by 2024 and amount to 63.96 thousand rubles and personal expenses – 68.88 rubles.

$$Q \text{ income from foreign tourists} = T \text{ number of arrivals of foreign tourists} \times (P \text{ average cost of a tour package} + P \text{ personal expenses of a tourist})$$

677,643,408,000 = 5,101,200 × (63,960 + 68,880) (Report on the provision of services for the study of the level of satisfaction of tourists with the quality of tourism services in the city of Moscow, 2017).

Conclusion

In 2024, the projected revenues from foreign tourists from the aforementioned countries will amount to 677.643 billion rubles. Thus, the export of tourism services will increase by 59.9% in relation to 2017.

One of the mechanisms of interaction between Russian and foreign tour operators can be the use of a discount system of visa support when issuing an electronic visa. This mechanism can be applied as follows.

For example, the provision of a free visa in case of exceeding the average cost of a tourist package and a 50% discount if the cost of a tourist package is equal to the average.

References

Hotline.travel. 2017. <https://www.hotline.travel/konflikty/kak-privlech-v-rossiyu-inostrantsev-ne-otmenyaya-vizy/>

Inozentsev, V. Pasport turizma: pochemu Rossii stoit nachat otmenu viz. Rbc.ru, 2018. Available at: <https://www.rbc.ru/opinions/politics/27/07/2018/5b5ac2839a7947801716465d>

Platonova, N. A.; Pogrebova, E. S. y Krivosheeva, T. M., Taneeva. Strategiya i metody prodvizheniya natsionalnogo turistskogo produkta na mezhdunarodnom i vnutrennem rynekakh: otchet o NIR. Federalnoe agentstvo po turizmu. 2019.

Platonova, N. A.; Pogrebova, E. S.; Krivosheeva y T. M., Taneeva. Analiz zarubezhnogo opyta otsenki ekonomicheskoi i sotsialnoi effektivnosti razvitiya turizma na regionalnom i mestnom (munitsipalnom) urovnyakh: otchet o NIR. Federalnoe agentstvo po turizmu. 2019.

Pogrebova, E. S. “Nauchnye podkhody k razrabotke strategii razvitiya turistskoi destinatsii”. Servis v Rossii i za rubezhom Vol: 9 num 5 (2015): 219-218.

Pogrebova, E. S.; Glinkina, E. V. & Kozlovskii, A. A. “Kompleksnaya otsenka urovnya udovletvorennosti inostrannykh turistov kachestvom predostavleniya turistskikh uslug v gorode Moskve”. Servis plus Vol: 12 num 2 (2018): 73-81.

Report on the provision of services for the study of the level of satisfaction of tourists with the quality of tourism services in the city of Moscow. Moscow. 2017.

visa.com. <https://www.visa.com.ru/>.

CUADERNOS DE SOFÍA EDITORIAL

Las opiniones, análisis y conclusiones del autor son de su responsabilidad y no necesariamente reflejan el pensamiento de **Revista Inclusiones**.

La reproducción parcial y/o total de este artículo debe hacerse con permiso de **Revista Inclusiones**.

PH. D. (C) ELENA VALENTINOVNA GLINKINA / PH. D. (C) LILIYA MANSUROVNA ALLANINA
PH. D. (C) MARHAT UVAYSOVNA YAKHYAEVA / PH. D. (C) VLADIMIR ALEXANDROVICH MUSHRUB
PH. D. (C) DIANA IGOREVNA STEPANOVA