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Competitiveness assessment of Russian territories in terms of inbound tourism

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Abstract

The article explores current main development challenges of tourism in Russia. The behavior pattern of the travel and tourism competitiveness index in Russia over the years from 2009 to 2013 has been analyzed. Authors reveal the causes of the low tourism competitiveness in Russia compared to other countries. A qualitative assessment of the tourism potential merit in conformity to development of certain areas is presented. The current state of tourism in the Republic of Tatarstan is studied in connection with the inbound tourism promoting opportunities. The leading position of the Republic of Tatarstan among the Russian regions is noted in terms of tourist potential development, as well as availability of significant opportunities of the region for further development of tourism.

Keywords

Socio-economic development of the territories, Tourism industry development factors, Tourist and recreational potential