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Modeling factors of environmental tourism development in innovation economy

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Abstract

© Foundation Environmental Protection & Research-FEPR. The factors' modeling of ecological tourism development in innovative economy is carried out in the article. The relevance of the article is due to the fact that the issues of the services industry's development, especially in the field of ecological tourism, have not yet been fully resolved and require additional study and systematization of the factors determining them, which is especially important in the conditions of formation and development of the service economy in Russia. The purpose of the article is to systematize the factors of ecological tourism sector development from the position of cluster development of territories and evaluation of entrepreneurial potential in this area. The main research methods used in the article are description, comparison, generalization, analysis and synthesis, descriptive and cluster analysis. The clustering of Russia's regions in five groups with similar socio-economic characteristics was carried out on the basis of cluster analysis in terms of paid services' volume in the ecotourism market, real incomes of the population, per capita income of the population, profitability of goods sold in the industrial sector, innovative activity of organizations. The article systematizes the data of organizations' business activity in the sphere of services in the field of ecological tourism, identifies the key drivers and inhibitors of entrepreneur confidence of business entities in the sector of the economy specializing in the provision of services in the field of ecological tourism. The materials of the article can be used in the development of measures to improve the efficiency of the service sector of the economy and eco-tourism, taking into account socio-economic trends in the innovation economy.

Keywords

Business activity of service sector organizations, Development trends, Ecology, Economic and mathematical analysis, Ecotourism, Innovative economy, Modeling, Region, Service sector

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