



# Market Mechanisms Elements of Effectiveness and Quality Increase of Region's Recreation Services in the Health Resort and Touristic Cluster

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## ABSTRACT

It should be mentioned that the creation and development of resort and tourist space crafters is limited by the presence of a number of socio-political and economic problems, which are aggravated by macroeconomic instability. Resource potential recreational areas today is underutilized and poorly understood. The poor quality of the services provided, the price uncompetitive in comparison with foreign resorts, obsolete and outlived a main fund, the weak diversification of services in the recreational area, a long stagnation in the development of inbound and domestic tourism, low development of recreational infrastructure, etc., are signs that the recreational sector requires more attention. Improving the efficiency and quality of recreational services in the resort and tourist cluster in the region is an urgent and difficult problem of the region's economy. One of the main directions in improving the efficiency and quality of recreational services we can assume formation and rational use of the recreational potential of the region. Formation of the defining trends of resort and tourist activities based mainly on the development of economic space in the region, which is a rich area, which includes a set of objects that interact with each other. Activities of the resort and tourism cluster is the entire socio-economic system, which are exposed to various factors, the role and influence of which can be under certain conditions, varying in strength, direction and pro-expectancy. Identification, analysis and classification of the factors of increasing the efficiency of recreational service deserve special attention in the development of resort and tourist cluster in the region.

**Keywords:** Management, Tourism, Recreation, Improving

**JEL Classifications:** L82, Q26, M31

## 1. INTRODUCTION

Significant contribution to the study and analysis of the effectiveness of the mechanism of management and recreational use of its tools and made by Russian scientists: A.D. Chudnovsky, V.S. Senin, I.V. Petras, G.A. Papiryan, N.I. Kabushkin, I.A. Zorin, D.K. Ismail, M.A. Zhukrva, A.P. Durovich, V.G. Gulyaev, I.T. Balabanov, V.I. Azar and others.

The problem of innovation in tourism and the current state of the state regulation in the recreational industry investigated: A.N. Asaul, M.P. Voynarenko, S.Y. Knyazev, T. Rzayev,

O.V. Belitskaya, U.E. Stukova, A.M. Vetitnev, A.A. Torgasheva, B.M. Zhukov, V.A. Dianova, O.N. Kostryukova, S.A. Sevastyanov, A.A. Frolov and etc.

Resort and tourism cluster is a set of interacting competitive business entities located in the same area, are directly or indirectly involved in the process of rendering tourist services, through effective use of resource potential and cooperation with state authorities, public organizations, scientific, educational institutions and etc. Formation of the resort and tourism cluster actually determines the direction of development of the area and has an impact on increasing the competitiveness and the image of the region.

## 2. DISCUSSION

In the formation of the resort and tourism clusters are some contradictions in the modern theory and practice, in particular, between:

1. Changes in the socio-economic, cultural and political structures, the formation of the open nature of the economy, and insufficient development of measures to manage recreational cluster in terms of non-linearity of economic development and the process of economic integration;
2. The objective necessity of the creation of the resort and tourism clusters and amyotrophic lateral sclerosis-bout study of scientific and methodological foundations of the creation of the cluster associated with the resource potential and the specifics of the region and the nature of recreation, as a socio-economic phenomenon;
3. Formation under certain conditions and the introduction of effective models of recreational clusters and insufficient provision of scientific-theoretical and technological tools;
4. The dynamic development of international economic policy in the tourism industry, an increase in recreational interest in regional cultural attractions and natural sites, some regions due to the lack of study of technology and the development of the recreational potential of the region;
5. Increase in the rate of growth of modern business and insufficient-term elaboration of scientific and methodological tools of formation of congruent strategy of the resort and tourist complex in the region based on cluster theory.

When choosing the economic development strategy of the recreational sector in the region should take into account the specifics of the region and the range of recreational services. Natural-material basis of production of recreational services is unique to each region. Specifics of economic management recreational region, according to an uneven TN, is to organize the fruitful cooperation of business structures, aimed at strategic development of the region, taking into account macro market priorities, which should identify ways of strengthening the image of the region and ways to enhance the recreational and investment attractiveness, as well as to develop the effective functioning of the direction of the whole economic mezzo-complexes, prove to attract investments, to develop proposals to improve the development of the control system of recreational mezzo-system (Nerovnya, 2011).

Systematic information collection and analysis of consumer demand resort and tourist services, and the development of effective methods of improving the quality of those services may well meet the needs of recreational users of services, thus providing a competitive advantage of regional economy. In addition, the organization of the effective promotion of the resort and tourist services through the development of marketing activities to provide information to a wide range of potential customers while reducing costs at the relationship between economic agents, to attract holidaymakers, the region also offers advantages.

## 3. MAIN WAYS TO INCREASE EFFECTIVENESS AND EFFICIENCY MANAGEMENT

It becomes evident formation and development of the main directions of economy management of the region in the context of the resort and tourism cluster using marketing activities, which could reveal the strategic direction of development not only of Krasnodar region as a single region, but also the resort and tourist complex around the country. At the same time, an integrated approach to the management of the economy, due to the specifics of the region, which is formed in the resort and tourist cluster.

Recreational appeal involves several factors:

- Indicators of region's financial potential production
- Indicators of social potential of the region
- Indicators of natural and geographical potential
- Indicators that determine the regional level of the socio-political and environmental safety.

In drawing up the basic indicators of the recreational attractiveness of the re-use of the region's necessary scientific and methodological tools of comparative assessment algorithms, analysis and identification of high-priority scientific and innovative concepts of recreational services of resort and tourist cluster in the region, the structuring of the main directions of improving the efficiency and quality of recreational services. The structure of the "Comprehensive Institutional recreational services market environmental management system includes the analysis and assessment of market management system, the formation of its functional elements, the control problems, the institutionalization of institutional environmental management system of resort and tourist cluster, structuring organizational elements of management, differentiation of methodological approaches for efficiency of decisions" (Nerovnya, 2011).

Factors determining the effectiveness of recreational services, which are not under-Verger external control actions, such as geographical and climatic, are static or uncontrollable factors (Zehrer and Raich, 2016). The same factors that can connected with dynamic, or measurable impact factors to a greater or lesser extent, can be changed under the influence of the control con-conceptions (e.g., resort and tourist services market factors).

The relationship between the individual determinants of socio-economic development of resort and tourist destination in the region and its importance, are in constant motion, and not all factors will play an important role for specific recreation. The greatest effect will be the factors that are specific to sectors of specialization of the regional socio-economic complex. The impact of a factor of resort and tourism development in the region depends on the ability of the factor to adapt and be mobile. Therefore, according to O.V. Belitskaya, bodies with recreational sphere of region management business structures necessary because of the totality of factors distinguish the main influencing the formation and development of specific recreation continue

to focus efforts on the transformation of recreational services in a single product, to be implemented both in the domestic and international markets (Belitskaya and Stukova, 2013; Novikov et al., 2015).

The cost of the resort and tourist services in Russia is not always equivalent to the cost of other factors of production, which is due to many reasons, including lack of social institutions-designed development strategies recreational sector. This fact is the reason for the low efficiency of functioning of the market of resort and tourist services, affecting the stabilization of the economy of the region and leads to the ambiguity of modernization mechanism recreational sector.

The main competitive advantage of the Southern regions of Russia-oriented recreational bathrooms on the type of development are the significant institutional reserves of the region's economy, starting with the lower labor costs due to the redundancy of labor. The result is that a complex control system of resort and tourist market should affect the social and labor relations in the region.

Summarizing the scientific assumptions, judgment can be interpreted that the councils-cision concept of resort and tourist economy of the region should provide inter-layer distribution of macroeconomic interaction of business structures and a clear identification, use and control of emerging trends in the region, the regional economic development.

B.M. Zhukov it identifies the main factors for the socio-economic system based on the basis of the implementation of the next actions of the algorithm:

- The establishment of the dominant factors that lie at the basis of this strategy
- The allocation of the aggregate long-term goals, which focuses on achieving social and economic policies
- Definition of complex instruments used to implement the strategy
- Determination of the existing strategy as a way of relationship between promising goals and tools for achieving them (Zhukov and Dianova, 2012).

In accordance with Article 2 of the Federal law "On special economic zones (SEZs) in the Russian Federation" (The Government of the Russian Federation, 2005) SEZ-is defined by the RF Government was part of the territory of the Russian Federation on which a special regime of entrepreneurial activities (Rylov et al., 2016; Kunelbayev et al., 2016). Region is the SEZ residents, the state provides the necessary conditions for the development of businesses, providing the latest administrative, tax and customs privileges, land use in the preferential regime and guarantees from adversely affecting the development of the business changes in the RF legislation. Maximum use should be provided opportunities for the development of recreation in the region.

Krasnodar region is an area with the most favorable climatic conditions with a wide range of recreational industry, and

relatively developed industrial and social infrastructure. One of the foundations of the productive forces of Krasnodar region is a resort and tourist and recreational complex, which corresponds to the priorities of socio-economic development of Russia, thereby determining the special status of the Krasnodar Territory in the economy.

Unique for Russian natural and climatic conditions of the region, the presence of front-O medical facilities and technology, historical sites create the potential for the development of highly competitive tourist and recreational complex of international level, forming a positive image of the country in the international arena and providing the growing population's need for services related to rest, treatment and tourism. Through a combination of favorable climatic conditions and availability of mineral waters and curative mud Krasnodar region is the most popular resort and tourist regions of Russia and in fact the only one in Russia seaside balneology and resort and recreational center. The resource potential of the recreational complex of the region is realized through the establishment in the province a special economic zone of tourist-recreational type. (Vetitnev and Torgasheva, 2013; Mullakhmetov et al. 2015).

Using structural and functional analysis of the study of the resource potential of the region, prerequisites, methods and tools in the economy and the management of the region, it is possible to identify the main "points of growth" of socio-economic development of resort and tourist complex of Krasnodar region (transport companies, utilities, social sphere and the sphere of resort and touristic services) to provide more jobs and improve the quality of life of the region.

Practical sum of all the recreational effects of a new quality of life, which depends on the efficiency of society. This quality is proactive, and the result may be affected in the process followed by active work. Thus, recreation, having basically biosocial potential, as the unity of biological and social qualities of personality, is an important prerequisite of productivity growth (Frolov, 2016; Kumar et al., 2015).

A.A. Frolov offers select from a number of ways to implement two groups of recreational purposes, which combine the four main types of recreants needs: Recovery Unit (includes recreational and therapeutic and recreational and health needs) and a group of (recreationally, sports and recreational and educational requirements) (Frolov, 2016). In this case, if the proposed recreation services do not deny, but complement each other, create a multiplier effect (synergistic effect), which has a positive impact on the effectiveness of recreation. Thus, the collection and analysis of information relating to recreational needs, should be directly linked with the development orientation of the resort and tourism complexes in the region.

Resort and tourism cluster forms the main development potential of the region's economy, so the problem of the economy associated with increased modernization mechanism recreational sector, acquire not only practical, but also social and political significance.

#### 4. INSTITUTIONAL CAPACITY DEVELOPMENT OF RESORT-TOURIST CLUSTER OF KRASNODAR REGION

In identifying the institutional capacity development of resort-tourist cluster of Krasnodar region can be described its market formation.

1. The main instrument of regional economies recreational regional administration must be efficient interaction of economic agents, in the form a single socio-economic and science-based strategy, which takes into account at the same time the main directions of economic development in general.
2. When developing a common strategy for socio-economic development of resort-but-tourist cluster in the region must take into account the data analysis of institutional changes and insolvency recreational services market.
3. The strategy of regional economic management must be effective, that it is possible under the condition of attracting highly qualified personnel in the field of management, law and marketing, and also with the participation of all levels of government, representatives of major business organizations and the main branches of the public.

High quality recreational services the resort and tourist cluster in the region depends on the efficient development of the regional market is dominated by regional products. In managing the resort and tourist cluster of successful forming of the region image becomes one of the main objectives. Improving the attractiveness and competitiveness of the resort and tourism cluster is to promote a set of measures aimed at identifying competitive advantages and creating a positive image as a resort and tourist cluster and region as a whole.

State regulation plays an important role in the development of recreational activities and is one of the ways of increasing the efficiency and quality of recreational services in the region (Shkurkin et al. 2016). The recommendations of the World Tourism organization include a number of elements in outdoor activities:

1. Organizational structure, which include government agencies and associations
2. Laws and regulations in the area of the resort and tourist services, standards, norms and rules of standardization and licensing
3. Professional education program and related training Covenants Denia in this area
4. The availability of mechanisms for attracting investment in the market of recreational services (including international).

Recreational sector of the region cannot develop without the support of the state, so one of the ways of increasing the efficiency and quality of recreational services should be the active state regulation in the sphere of recreational services. The urgency of government intervention is exacerbated by the presence of strategic factors associated with the process of reproduction of labor power.

In carrying out recreational activities legislative and IP-executive power of the region, local authorities, specially authorized body

in the field of environmental protection, specially authorized state bodies, carrying out environmental management functions in the recreational area of management, other government agencies, enterprises, institutions, organizations and citizens are obliged to be guided by the following basic principles:

- Priority of protection of life and human health, providing favorable ecological conditions for his life, work and leisure
- Evidence-based combination of environmental, sanitary and economic interests of society, providing real guarantees of human rights to a healthy and favorable for living and recreation environment
- Rational use of natural recreational resources, taking into account the laws of nature, science-based potential of the natural environment of opportunities and the need for restoration of natural resources and under-fired irreversible consequences for the environment and human health
- Compliance with environmental legislation on family-recreational areas, the inevitability of responsibility for their violation
- Payment and licensing of natural resources
- Transparency in the work and close relationship with community organizations and the public in dealing with nature protection tasks
- Cooperation with scientific and specialized organizations in the field of environmental protection
- International co-operation in matters of recreational and environmental protection.

State regulation effective when goals and objectives are fully consistent with both the needs of business and recreants needs. And at the base, of course, should be based on effective legislation. In practice, today we are faced with low efficiency and dissociation process of recreational wildlife in the country as a consequence of the imperfection of the legislation in this area, which is largely untrue. In fact, questions remain undeveloped property on natural resources in the legal plane. There is no single system for monitoring the observance of the natural resource legislation (Sevastyanov, 2010).

After analyzing the study suggests that social reproduction function cannot be fully secured by the institutions of a competitive market that can implement it by addressing the effective demand of consumers and firms on the services provided on a commercial basis. This is due to the following circumstances:

- Inequality of income distribution makes it impossible to recreational services, using only the market mechanism in accordance with the real needs of the population and firms
- Depressed regions are not able to allocate for social necessary resources, which leads to a reduced volume of production and consumption of different types of recreational services
- The asymmetry factor in the production and consumption of services requires a non-market structures, controlled by consumers
- Part of the recreational services provided only a complex, including education, health services, physical culture and cultural institutions
- Some recreational services are an attribute of national traditions which support cannot depend on market conditions

- Part of the recreational services, are public goods, are consumed on the basis of "presence" is not declared effective demand.

Along with the aforementioned features, there are a number of factors that suggested a use of elements of the market mechanism in the recreational area in the maximum extent. These include:

- The availability of high-end consumption, based on a high effective demand
- Diversification of recreational services, forms and methods of servicing
- Expansion of the network of small business and competition
- Commercialization of innovation in the field of recreational-servicing of the population.

Market of recreational services acts as a cluster in the regional economy. In this connection, it is proposed to focus the efforts of regional authorities and the business community in the development of those sectors of the economy, which can be high productivity of labor, and which are able to produce products with high added value, to ensure that workers employed in them decent wages and admission to the budgetary system of macro- and mezzo-levels adequate amount of taxes.

## 5. THE ECONOMIC ESSENCE AND CONTENT OF THE RECREATIONAL POTENTIAL OF THE REGION'S

Recreational potential includes two concepts that need to be considered together. The recreational potential as a natural component and tourist potential-cultural and historical heritage-both anthropogenic component, as well as certain landscape complexes, where the tourist activity, the individual natural or man-made tourist sites visit-museums, monuments of culture, architecture, archeology, traditions of the population, crafts, etc.

Resort-tourist potential is distributed unevenly across the country-dimensional.

To date, the economic studies on the issue of development of the region's rivers formed monotype approach to the definition of "tourist and recreational potential of the region" as a combination of tourist and recreational resources that determine the possibility of the development of certain types of tourism in the region.

The concept of the "potential" to consider first try for a more precise definition of the recreational potential. The concept of potential in the economic literature is defined as "the ability of the combined sectors of the economy to produce industrial and agricultural products, carry out the construction, transportation of goods, provide services to the population" (Prokhorov, 1975). In the modern dictionary of foreign words "potential (Lat. *potentiasila*, power)-a set of available resources, opportunities in any region..." (Dictionary of foreign words [about 10,000 words], 2007). In the context of the economy, there are many approaches to determining the economic potential of the concept. So, A.N. Asaul treats this concept as follows: "The potential economic-

total capacity of the country's economy, its industries, businesses, farms to carry out production and economic activity, to produce products, goods and services, to meet the population needs, social needs, to ensure the development of production and consumption" (Asaul, 2011).

Based on the opinions and approaches in the literature to the definition, content and composition of the socio-economic regional capacity, its value and role in the practice of management, we can assume that the socio-economic potential of the region-a set of qualitative and quantitative terms, of all the resources located on one area that may be used and are used in region economy. For the structural basis of the total socio-economic potential can take the resource and functional principle, which involves the isolation of the individual elements of the capacity of performing a particular function within the resort and tourist areas of the region.

The recreational potential of the region should be considered as available resources, as well as from the standpoint of their possible use and ensure level of production of recreational services to the strategic objectives of the region. This reflects the strategic potential of the maximum possible resort and tourist activity to achieve its strategic objectives. To these features can be applied and used, you must have the appropriate resources, thus, the main feature of the strategic potential of the sphere of recreational services is a reproduction of its resource potential.

The essence of the recreational potential of the region is inextricably linked to specific production goals and certain types of resort and tourist services, classified by specific types of health resort and tourist resources, i.e., by type of recreational services to represent the region, who have access to internal and external markets.

O.N. Kostryukova he notes that in the theoretical context of tourist resources of the region should be considered, taking into account their spatial, temporal and sectoral specificity, namely the tourist resources are localized geographically and unique quantitative and qualitative parameters; differ significantly in terms of volume and dynamic structure of resources in some regions of Russia, as well as within the region and have the functionality for limited activities (Kostryukova, 2011).

Using the resources of the region together and the result of their use is determined by the business and development of the institutional environment in the region.

Recreational potential of the resort and tourist areas of the region can be represented by several species of capacity and resources, business entities engaged in economic activities in their own interests and the interests of the region as a whole:

- Natural and recreational potential, based on the benefits of economic and geographical situation of the region, as well as various kinds of natural resources (climate, water resources, mineral springs and curative mud, relief, caves, flora and fauna, natural monuments and nature reserves, scenic landscapes, unique natural objects, etc.), which can be used in the conduct of business activities in the recreation area.;

- Cultural and historical potential, which consists of tangible and intangible resources (museums, exhibitions, theaters, archaeological, historical, architectural monuments, ethnographic peculiarities, folklore, arts and crafts centers, etc.) suitable for possible economic use;
- Production potential, implying the existence of appropriate capacities and capabilities for the production of certain types of tourist services, disposable production assets and their condition and efficiency of their use, the possibility of cooperation, combining and concentrating the production of recreation;
- Labor potential, including the level of security of tourism and recreational sector of the regional economy manpower, high qualified personnel, the number and quality of opportunities to increase labor potential due to natural population growth and migration processes;
- Investment, financial and economic potential, which consists of financial resources and flows, such as the means of regional and municipal budgets, related to tourism and recreation area; funds of enterprises and organizations engaged in tourist activity in the region; means the population engaged in recreational activities;
- Scientific and educational potential, as part of which are educational institutions located within the region and engaged in training tourism personnel, the number of innovative products and designs;
- A region-wide infrastructure capacity, including a failure to life systems (enterprise and infrastructure utilities and regional economy); objects and elements of the transport sector (roads, railways, transport terminals, service stations, etc.); total production infrastructure (energy facilities, water supply, etc., objects) (Kostruykova, 2011).

Considering the recreational potential from the perspective of strategic management, it should be noted that, in general, the strategic potential of the control object is composed:

- Of production capacity, as a set of resources and competencies, creating the conditions for the use of external opportunities;
- Of the market potential, which is the main potential demand that is not satisfied with market demand.

Market opportunities can appear as a result of the analysis of likely the actions of competitors and consumers as a result of the analysis possibilities. Suggestion of strategic potential in the strategic success factors is the main prerequisite for success in the long-term and the basis for the formation of strategy. It should also be noted limited impact of the subject of strategic development for the market potential. In this market potential cannot be regarded in isolation from production and resource potential. The problem is to identify market potential by means of a kind of strategic means "early detection," the possibility of its use depends on the competence and resources of the subject of economic relations.

In this connection, it can be concluded that the development of the total socio-economic potential of the object is impossible without targeting based at a time the market situation.

The ability to effectively use the strategic potential due to the nature of the impact and the combination of different kinds of

external and internal factors. Isolation of the main elements of the external environment in order to determine the market potential of tourism and recreation sphere of the region can be based on two main principles:

- Sectoral principle, involving the selection of elements and external factors-its environment, has a specific effect on a specific sub-system and the elements of the internal environment of the tourist and recreational sector;
- The principle of the nature of influence, involving the selection of elements and environmental factors in terms of the nature of their impact (direct or indirect) in the sphere of tourism and recreation, as well as the level to which they relate (international, national, regional).

## 6. CONCLUSION

To evaluate the selected elements of the recreational potential of the region is to be formed a system of partial performance indicators. Their choice bases on the principles of comprehensiveness and systematic evaluation to ensure maximum representativeness of indicators, taking into account the comparative factor of reliability of input data and others. You also need a reasonable choice of valuation method, comparison and integration of data. Resulting from these complex works must be sufficiently clear identification and isolation of the main groups of regions which differ in the presence and degree of use of the recreational potential of the region.

Recreational resources are the basis of the formation of a competitive touristic and resort cluster in the region, while at the same time to make full use of recreational resources necessary to have infrastructure capable of providing comfortable accommodation, medical care, food, entertainment recreants.

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