

To cite this paper:

Shemyakova N.O. (2017) The impact of federal policy, federal and regional touring programs on tourism development in Sverdlovsk region. *Human Progress*. 3 (6): 5. URL: http://progress-human.com/images/2017/Tom3_6/Shemyakova.pdf.

THE IMPACT OF FEDERAL POLICY, FEDERAL AND REGIONAL TOURING PROGRAMS ON TOURISM DEVELOPMENT IN SVERDLOVSK REGION

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Abstract. The author of this article analyzes the Federal Strategy, Federal and regional programs for the development of tourism through the prism of their influence on the development of inbound and domestic tourism in the Sverdlovsk region. The article reveals the main content of the "Strategy of tourism development in the Russian Federation for the period until 2020", as well as federal programs "Development of domestic and incoming tourism in the Russian Federation (2011-2018)", "Development of culture and tourism" for 2013-2020 ". The author has revealed that the main focus of the Strategy and the Federal Program is focused on the development of tourism in the central part of Russia, and they do not contain specific activities for the development of tourism in Yekaterinburg and Sverdlovsk region, despite the presence of interesting tourist routes. Thus, the author determined that the tourist sector in Sverdlovsk region is supported mainly by regional authorities through the adoption and implementation of regional Tourism Development Programs, the work of regional bodies responsible for the development of tourism in the region. The author also describes the main problems of the tourist industry in the region and the ways of their solution.

Keywords: tourism; tourism development Strategy; state and regional program for the tourism development; domestic tourism; inbound tourism; tourist flow.

JEL code: L 83.

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