

To cite this paper:

Tolstoguzova K.A. (2017) The role of event tourism in the country development. *Human Progress*. 3 (11): 5. URL: http://progress-human.com/images/2017/Tom3_11/Tolstoguzova.pdf.

THE ROLE OF EVENT TOURISM IN THE COUNTRY DEVELOPMENT

Kristina Tolstoguzova

Specialist in Center for Tourism Development of the Sverdlovsk Region

Yekaterinburg, Russia

Abstract. The article studies the trends and prospects of event tourism in Russia, which is a promising and dynamically developing segment of the world tourism market. The object of the study is event tourism as a type of tourism, the subject of research is the prospects for the development and functioning of event tourism. Within the framework of achieving the stated goal of analyzing the problems and prospects for the development and functioning of event tourism, the following tasks were solved in the article: first, the classification of tourism types was analyzed by purpose, mode of transportation, and also by territorial character. The conclusion is made about the close interlacing of various types of tourism. Secondly, the existing notions of "event tourism" are studied and the author's own definition of this concept is formulated, which is an element of scientific novelty offered by the author. Third, a brief analysis of event tourism in Russia is given. The main trends of event tourism development in Russia are revealed, subjects of Federation are defined, where event tourism develops at the fastest rates. In conclusion, recommendations are given on the inclusion of event tourism in the long-term development programs adopted by local authorities of the subjects of the Federation and municipalities, which will improve the social and economic situation in the regions.

Keywords: tourism; events; a country; trends; developments.

JEL code: L 83.

References

1. Federal Law No. 132-FZ of November 24, 1996 (as amended on December 28, 2016) "On the bases of tourist activities in the Russian Federation". - URL: http://www.consultant.ru/document/cons_doc_LAW_12462/
2. Bezrutchenko, Yu.V. Marketing in socio-cultural services and tourism. - Moscow: Dashkov and Co, 2014. - 232 p.

3. Mozhaeva, N.G. Organization of tourist industry and tourism geography. - M.: Infra-M, 2014. - 336 p.
4. Decree of the Government of the Russian Federation of December 18, 2014 No. 1407 "On Amending the Federal Target Program" Development of Domestic and Entry Tourism in the Russian Federation for 2011-2018 "" . - URL: <http://www.rg.ru/2014/06/09/turizm-site-dok.html>.
5. Veselova, N.Yu. Organization of tourist activities. - M.: Dashkov and Co., 2014. - 256 p.
6. Gladilin, V.A. Tourism Economics. - M.: Rusains, 2017. - 192 p.
7. Mozhaeva, N.G. Organization of tourist industry and tourism geography. - M.: Infra-M, 2014. - 336 p.
8. Gladilin, V.A. Tourism Economics. - M.: Rusains, 2017. - 192 p.
9. Mozhaeva, N.G. Tourist resources of Russia. - Moscow: Infra-M, 2017. - 112 p.
10. Bogdanov, E.I. Economy of tourism industry: textbook. - Moscow: DRO-FA, 2014. - 320 p.
11. Gomilevskaya, G.A. Economics and Entrepreneurship in Service and Tourism. - Moscow: Infra-M, 2018. - 192 p.
12. Janjugazova, E.A. Tourist and recreational design. - Moscow: Infra-M, 2014. - 272 p.
13. Kalygina, E.V. Inbound tourism. - Moscow: KnoRus, 2014. - 104 p.
14. Durovich, A.P. Marketing in Tourism. - Moscow: Infra-M, 2017. - 320 p.
15. Kolodiy, N.A. Economics of sensations and impressions in tourism and management. - M.: Yurayt, 2017. - 328 p.
16. Official site TurStat. - URL: <http://turstat.com/travelrussia2016>.
17. The official site of the Russian Union of Travel Industry. - URL: <http://www.rostourunion.ru>.
18. Official site of Interfax Tourism (statistics). - URL: <http://tourism.interfax.ru>.
19. Warnick, R.B.; Bojanic, D.C.; Cartier, E.A. Comparison of Economic Impact Measurement Techniques for a Tourism Special Event // Journal of Travel Research.- 2017. -Tom: 56, Issue: 5. - p.: 578-592.

Contact

Kristina Tolstoguzova

Center for Tourism Development of the Sverdlovsk Region

13, 8th of March Str., 620014, Yekaterinburg, Russia

crt@gotoural.com