THE MANAGEMENT OF POSITIONING AND SUSTAINABLE TOURISM DEVELOPMENT IN THE REGION

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Abstract.

There is no doubt that the Caucasus attracts tourists not only by its wonderful nature and beautiful scenery but also by its cultural heritage. Ethnic traditions are deeply rooted but unfortunately the tourism opportunities are not fully realized. As a result the region does not receive much income from inbound tourism. The North Caucasus Federal District has a lot of opportunities for developing different types of tourism. The variety of natural, religious, historical, and cultural monuments is an important motivation for visiting the North Caucasus. Thus the topicality of the present thesis is conditioned by the current state of tourism development in the North Caucasus.

Despite a great amount of research devoted to the problems of sustainable tourism development in Russia and in the North Caucasus in particular, there are few publications describing the role of the effective positioning of the North Caucasus both in the domestic and international tourism markets.

The main objective of the thesis is to identify the factors influencing the
tourism development in the North Caucasus and to create a project of the ethnic village "Skifia" in Digorskoe Gorge in the frameworks of the sustainable tourism development in the Republic of North Ossetia-Alania.

The hypothesis of the research work supposes that the tourist and recreational resources of the North Caucasus are not fully represented in the international tourism market, which has a negative impact on the socio-economic development of the region. Consequently, the effective positioning of the North Caucasus as an international tourist destination will attract investment flows into the region and help to implement sustainable tourism in the region.

The academic novelty of the research work consists in extending the tourism concept as an integral part of the socio-economic system of the region, defining the most important principles of organizational and economic mechanisms for the sustainable tourism development in the region, such as meeting the tourists’ needs in the best possible way, minimizing different negative consequences, prioritising innovative activities, etc. Besides, we have developed a project of the tourist-recreational complex in the North Caucasus Federal District.

The theoretical significance of the dissertation is conditioned by the theoretical study of the tourist-and-recreational potential and tourism development factors in the North Caucasus. The outcomes of the research can be used by the Ministries of Tourism of the North Caucasus Republics and by local authorities.

The thesis provides the practical significance which is the project of the tourist-recreational complex (ethnic village) in the North Caucasus.

The current approach to the development of tourist and recreational centers in Russia requires innovative solutions, creating unique objects, especially in the Republic of North Ossetia-Alania, which has great prospects. The construction of the ethnical village where tourists can be offered services primarily connected with the ethnic culture of the recreational centre could promote the sustainable tourism development in the region.

Our project involves the construction of the ethnographic complex as a historical reconstruction of the Caucasian peoples’ settlements to recreate the
cultural and historical environment, including traditional architecture, cuisine, Ossetian costumes, crafts, customs, etc. Creating ethnic villages will encourage the revival of cultural heritage, traditional way of life and indigenous crafts. Besides, the idea of holding traditional ethnic festivals devoted to the national Ossetian holidays can be implemented in this ethnic village.