Subject matter of the dissertation: «A Comprehensive analysis of the possibilities for development of recreation and tourist complex of the Stavropol territory»

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Topicality of the research: Regions of Russia have a wealth of recreation and tourist potential, which, when used effectively, can lead not only to the revival of the recreational and tourist complexes (RTC), but also give impetus to the development of the domestic economy. The world practice has shown that effective management of tourism can bring tangible results for both individual regions and Nations.

Modern state of the sphere of recreation and tourism in the regions of Russia can be characterized as unsatisfactory. The destruction of existing infrastructure, lack of adequate financing for development, the crisis in the majority of enterprises in this sector predetermine the need to find ways of recovery and sustainable development of tourism in the regions of the Russian Federation. Market transformations have put many enterprises RTC in a difficult position, foreshadowing the crisis of the entire recreation and tourism sector of the country.

In modern conditions the regional RTC have a number of serious problems: low quality of rendered recreational-tourist services, weak infrastructure, RTC, high degree of wear and tear of capital assets, the stagnation of the development of domestic tourism.

The situation can change the development of an effective management system RTC at the regional level, with a single goal, strategy and programme implementation. RTC traditionally played an important role in the economic complex of the Stavropol territory, so here it problems require detailed study, analysis and development management strategies RTC and system of measures for their solution. It is all this determines the relevance of the scientific-practical research.

Objective: Consists in development of theoretical positions and development of practical recommendations for the development of tourist-recreational complex of the Stavropol region on the example of Андроповского district.

Tasks:
- to define the place and role of the tourist-recreation complex in regional economic development and formation of the structure of the economy;
- to analyze the current status of tourist-recreational complex of the Stavropol territory;
- describe the competitive strengths and weaknesses Андроповского area in terms of tourism development;
- to analyze the factors positively influencing development of tourism in Андроповском area;
- to assess the state of infrastructure of the area in intensive development of tourism;
- identify trends and prospects of development of tourism in Андроповском area;
- set the priority directions of development of tourism in Андроповском area as the segment of tourist-recreational complex of the Stavropol territory.

Theoretical and practical significance of the research: Theoretical and practical significance contained in the work results expands the basis for the use and carry out research:
- at the improvement and development of methods of determination of economic efficiency
of health resorts KMV;
- regional and local legislative and Executive bodies as of methodological tools;
- managers of tourist companies of the regional level to improve the activities in the sphere of tourism;
- in the research effort to study the socio-economic, demographic, ecological peculiarities of development of the Stavropol region as a whole.
Results of the research: B the analysis of opportunities of socio-economic development of tourist-recreational territory of the Stavropol region managed to identify activities that may assist the restoration and development of a recreation and tourist complex of the Stavropol territory.
Recommendations:
To attract new groups of tourists, creation of new tourism products and promoting them.
Development of a system of measures aimed at ensuring safe and comfortable stay of tourists in the Stavropol territory.
Creating a positive recreation and tourism image of the Stavropol territory.
Restoration and development of the region.
Creation of favorable conditions for investors of work.
Quality system of information support.
Involvement of small business (the creation of farms, tourist accommodation etc).
Household funds in recreational and tourist complex of the Stavropol territory.
Creation of effective system of training, retraining and training of specialists.
Development of complex measures on environmental problems of the region.