

## **Resumé**

**Subject matter:** Modern methods of the interaction between the entrepreneurial structures and bodies of power in the process of management of the regional system of the development of tourism in the conditions of the formation of the innovation-orientated economy (on the materials of the KBR).

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**Customer organization:** KBR Ministry of health resorts and tourism.

**Topicality of the research.** At present tourism is one of the most dynamically developing and high-profitable brunches of the world economy, is one of the most significant factors of the socio-economic development of the corresponding territories. In this connection the improvement in the system of management of the regional tourist complex in the conditions of the formation of the innovation-orientated economy is of special topicality.

**Objective of the research** - on the basis of the generalization of the theoretical and practical aspects of the interaction between the entrepreneurial structures and bodies of power, to work out the recommendations for its improvement in the conditions of the formation of the innovation-orientated economy.

### **Tasks:**

— to examine the notion, elements and functions of the public administration in the sphere of tourism, the main approaches to and principles of innovative activity;

— to study the system of federal and regional (public) bodies of the executive power, empowered in the sphere of tourism;

— to analyze the normative-legal principles of the regulation in the sphere of tourism;

— to consider tourism as a specific type of economic activity and its influence on the development of the region in the conditions of the formation of the innovation-orientated economy;

— to carry out the analysis of the innovative results of the public administration and development of the sphere of tourism in the RF regions;

— to identify the priority directions of the development of the domestic and entry tourism in the conditions of permanent innovations;

— to assess the modern state and detect the main problems of the development of the KBR tourist-recreational complex;

— to carry out the analysis of the innovation-orientated activity of the KBR Ministry of health resorts and tourism as the subject of public administration of the sphere of tourism in the region;

— to examine the cluster approach as an innovative basis for the improvement in the public administration of the KBR sphere of tourism.

**Hypothesis of the research** is the development, substantiation, and clarification of the theoretical and methodical principles, the formation and application of the innovative approaches to the realization of the public administration of the sphere of tourism at the regional level with regard for the specificity of the market of tourist services and the peculiarities of the development of the concrete region.

The main scientific results of the research received by the author, are as follows: we have found and provided arguments for the solution of the important scientific task which is of substantial significance for the regional economy, orientated at innovation; worked out the main directions of the improvement in the public administration of the development of the sphere of tourism in the region applying the innovative approaches, and provided the corresponding scientific and methodical recommendations.

**The novelty of the research** is that the paper:

— generalized the theoretical principles over the formation of the mechanism of the state regulation of the development of tourism proceeding from the realization of the territorial and social policies of the state;

— clarified the notion, detected the system elements and functions of the public administration in the sphere of tourism, determined the main approaches to and principles of innovative activity;

— determined the system of the federal and regional (public) bodies of the executive power, empowered in the sphere of tourism, the normative-legal principles of the regulation of the relations in the sphere of tourism;

— proved, that tourism is a complicated, inter-branch complex, that requires a systematic approach to the regulation of the socio-economic interaction between many branches of the economy at the state federal and regional levels;

— represents tourism as a special type of the economic activity and examines its influence on the development of the region in the conditions of the formation of the innovation-orientated economy;

— distinguishes between a number of stages the national market of tourist services in the modern Russian history has gone through, that is characterized by the controversial influence of the diverse risks on the operation of the tourism industry;

— carried out a complex integrated assessment of the sphere of tourism of the regions of the RF, including the parameters that characterize the contemporary state and dynamics of the development of the tourist complex of the regions of the RF;

— identified the main innovative results of the public administration and development of the sphere of tourism in the regions of the RF;

— determined the priority directions of the development of the domestic and entry of tourism in the conditions of the innovation-orientated economy;

— proposed and substantiated the system of measures on the intensification of the operation of the mechanism of the public administration and development tourism in the conditions of the innovation-orientated economy;

- presented the assessment of the contemporary state and detected the main problems of the development of the KBR tourist-recreational complex;
- worked out the proposals for the correction of the regional program of the realization of the innovative approaches to public administration and development of the KBR sphere of tourism with the substantiation of the efficiency of the adoption of the programme events;
- enabled the author, given the identified problems hindering the development of the tourist regions and the factors influencing the choice of the technology of the promotion of the tourist services of the region in the contemporary conditions, to determine the role of the administrative apparatus in the promotion of the tourist services; to propose the conceptual principles of the public administration of the strategy of the promotion of the tourist services of the region, the scheme of the communications in the promotion of tourism; and, also, to develop the conceptual model of the management of the technologies of the promotion of the tourist services, to determine the classical and innovative methods and technologies of the promotion of the tourist services at the regional level.

**Theoretical and practical significance of the research** is that it identifies the specific features of the public administration of the sphere of tourism in the RF with regard for the regional aspects. Practical significance of the research is that the latter results in the concrete recommendations for the improvement in the management of the development of the sphere of tourism at the regional level. The findings and proposals presented in the dissertation may be of use in the development of the main directions and tasks of the regulation of the development of tourism at the federal and regional levels which will enable one to upgrade the efficiency of tourist activity in the regions. The main theses and conclusions of the work may be used for the subsequent scientific analysis and development of the practice of the regulation of the development of tourist-recreational complex in Russia.

**Results of the study.** The realization of the innovation-orientated activity of the KBR Ministry of health resorts and tourism over the management of the sphere of tourism in the region is realized by the program target way with the use of the cluster approach, in whose framework perspective investment projects, aimed at the development of the KBR health resorts and tourism-recreational zone, are worked out.

**Recommendations.** We have determined the priorities of the public administration in the sphere of the promotion and development of the KBR tourism-recreational clusters. In order to apply the additional instruments of the stimulation of the tourist services of the KBR region, we have developed the project "The strategy of the promotion of the tourist region."