

**THE STATE-LEGAL REGULATION OF TOURISM AT THE
REGIONAL LEVEL**

**(by the example of a subject of the Russian Federation of the Republic
of Kabardino-Balkaria)**

The report of final qualifying thesis

Kardanova Diana Anzorovna

The thesis is «The state-legal regulation of the tourism at the regional level (based on the example of a subject of the Russian Federation of the Republic of Kabardino-Balkaria)».

Written by Kardanova Diana Anzorovna.

Supervised by the candidate of historic sciences, professor of the department of Innovation, Management and Law Dadasheva Irina Anatolievna.

The information about the company. The Ministry of Sport and Tourism of the Republic of Kabardino-Balkaria is the executive body of the Kabardino-Balkarian Republic, which is responsible for developing and implementing the national policy and legal regulation in the sphere of sports and tourism in Kabardino-Balkaria.

The research topicality. The question of the public administration and legal regulation of tourism is quite topical today. The formation of a market economy in Russia has increased the interest in methods and forms of the tourism serving the consumers. The development of this sector and increasing the negative effects of commercialization and competitiveness of the tourist activity led to recognition of the need for the state control of the tourist business. Tourism plays an important role in such key sphere as the economy, communications, transportation, agriculture, production of consumer goods, to some extent, tourism activates the socio-economic development. Tourism has become one of the most profitable businesses in the world. According to WTO statistics, tourism uses about 7% of global capital, it involves every 15th job, accounts for 12% of global consumer spending and gives 5% of all tax revenues. These data characterize a large economic effect of the tourism industry. In the last few years, Russia has started to pay more attention to the development of tourism. Development prospects of the tourism industry in Russia are largely dependent on the strengthening of the state control of the tourism industry at the national level, which should correspond to the current trend of promotion of the regional tourism products. On the positive development of the tourist complex in Russia largely affects the lack of a clear government regulation of tourism development, undeveloped infrastructure and

conceptual framework, the lack of systematic approach and scientific methodology of substantiation of the nature and extent of the government regulation of tourism. The absence of methodological framework and lack of methodological development of the problem of the government tourist sphere and the possibility of practical use of the results of analysis in the adoption of laws about tourism at the regional and federal levels, in programming the favorable development of tourism and creating a framework of the Committee of the regulation of tourism, make the research more relevant.

The goal of the thesis is to identify the state-legal regulation of tourism on the example of the Ministry of Sports and Tourism of the Republic of Kabardino-Balkaria.

In accordance with the thesis goal, the **following objectives** were presented:

- to define the theoretical and legal aspects of the public administration and the legal regulation of tourism in the Russian Federation;
- to reveal the essential characteristics of the federal public administration of tourism;
- to examine the federal programs, the concept of development, government support and promotion of tourism;
- to characterize an activity of the state tourism authorities in Kabardino-Balkaria;
- to explore the features of tourism legislation of the Republic of Kabardino-Balkaria;
- to analyze the activity of the Ministry of Sport and Tourism for the period 2010-2012;
- to make recommendations for improving the state-legal regulation;

The results of the research. To create favorable conditions for the development of tourist areas is required:

- the problem solving, which is dealing with the matters of legal, organizational and structural support;

-the development of strategic directions, which are the industrial and agro-industrial complexes that have contributed to the high rates of economic growth and rise in income, of course, you must have an infrastructure that should be of the high quality and socially accessible;

- the development of regional programs, including the knowledge of its specific issues, climatic, economic, ethnographic, cultural and other characteristics of specific subjects;

- monitoring of the developed programmes, followed by a demonstration of the results with the aim of the adoption of the best practices from other regions;

Recommendations. To sum up, the following recommendations for improving the state-legal regulation in the subject of the Republic of Kabardino-Balkaria:

- specific of activity of the Ministry proposes to distinguish the units that perform the authority in social tourism industry, and distinguish units with the authority to regulate the economic sector of the tourism industry;

- to establish qualifications in matters of professional skills for the public office in the executive bodies of subjects of the Russian Federation in the sphere tourism;

- to interact with the colleges of a corresponding profile training to ensure the regions with the professional staff in the sphere of service and tourism;

- to interact with the companies of tourism industry (hotels, travel agencies, catering, etc.) by convening seminars, round tables and conferences with the aim of resolving common problems and mutual exchange of experience;

- to create a competitive tourist product, you need to try it in the domestic market of tourist services, to identify gaps and subsequent adjustments, and then offer it to foreign tourists.