



Regional Economics

Original article

UDC 332.12; 332.13; 338.48

DOI: <https://doi.org/10.17308/econ.2024.1/11839>

JEL: L83; R12

Development of the tourist sector in Russia and regions of the country: “pandemic” and “post-pandemic” periods

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Subject. Development of the tourism sector of Russia and the regions of the country in the “pandemic” and “post-pandemic” periods.

Objectives. The study of development trends in the tourism and directly related sectors (accommodation and health resort sectors) in Russia and the regions of the country in the “pandemic” and “post-pandemic” periods.

Research methods. The main methods of this study are structural-functional, economic-statistical, and comparative analysis.

Results and discussion. During the “pandemic” (2020) period, there was a significant but short-term decline in the overall development indicators of the tourism sector and sectors directly related to it such as accommodation and health resorts. The largest drop occurred in profitability; the number of enterprises, the number of personnel and the level of their wages have remained virtually unchanged. Already in 2021, the situation in the country has reached an almost “pre-pandemic” state, with the exception of inbound and outbound tourism. Over 50 % of the services of collective accommodation facilities are provided by enterprises in 10 regions throughout the analysed period. In the “post-pandemic” year of 2022, the performance indicators of travel companies, accommodations, and specialized accommodation facilities have significantly improved in regions representing groups of different attractiveness due to the development of domestic tourism. The volume of tourism services in most regions in the “post-pandemic” period increased significantly compared to 2020, but did not reach the level of 2019. At the same time, the volume of accommodation services and specialized accommodation facilities exceeded the level not only of 2020, but also of 2019, which confirms our hypothesis about the high adaptive abilities of the tourism business.

Key words: region, tourism sector, basic tourism indicators; “pandemic period”, “post-pandemic” period.

For citation: Treshchevsky, Yu. I., Zagornaya, T. O., Ibragimkhalilova, T. V., & Almashakbeh, K. S. S. (2024). Development of the Russian tourism sector: “pandemic” and “post-pandemic” periods. *Proceedings of Voronezh State University. Series: Economics and Management*, (1), 53–65. DOI: <https://doi.org/10.17308/econ.2024.1/11839>

Introduction

The spread of the pandemic COVID-19 throughout the world and the adoption of measures to counteract it have caused significant damage to various spatial and functional subsystems of the world economy. This was discussed in studies of A. A. Pesotsky (2022), Z. A. Arynova (2021) and other researchers. In a number of articles, including those written in co-authorship, we also analysed these processes in relation to Russian regions (Klochko et al., 2021; Treshchevsky et al., 2020).

All authors noted the differentiated impact of the pandemic on various spatial and functional systems. Various service sector were among the most affected. Accordingly, the development of the tourism sector during the COVID-19 pandemic and the “post-pandemic” period has become the focus of attention of many domestic and foreign scientists.

In particular, E. A. Fedorova et al. (2020) noted the rapid development of tourism in the “pre-pandemic” era, its positive impact on a wide range of industries. Accordingly, the decline in development indicators of this sector that followed at the beginning of 2020 had a negative impact on the economies of states; in Russia it turned out to be not very expressed due to its initially low development. According to N. I. Danilova (2020) tourism is associated with the development of more than 50 industries and the standard of living of the population, which requires state attention to its development.

At the same time, O. V. Pirogov & N. G. Soin (2022) noted not only the deterioration of the position of the tourism sector around the world, but also the possibility of its rapid recovery. N. E. Babicheva & N. Yu. Yudina (2020) suggested that in order to restore the industry, special measures for its structural restructuring are required. V. A. Ilyin et al. (2022) Concluded that it is necessary to support domestic tourism, pointing at the same time to the inclination of Russian tourists to foreign tourism.

V. P. Deliya and I. P. Kulgachev (2021) assign the main role in restoring tourism to tour operators and travel agencies. A. N. Masyakina et al. (2020) Consider the improvement of the

system of strategic management of enterprises in the tourism industry the most important. I. N. Krivenko (2020) suggested to pay special attention to health tourism. B. M. Eidelman and L. O. Eidelman (2021) pointed out the necessity to expand the range of tourism services.

K. V. Litvyakova (2021) writes about the possibilities for the development of tourism based on its restructuring and the formation of a positive public opinion regarding the possibilities for the development of the industry in the country. T. E. Platonova (2023), noted the negative impact of the pandemic on the development of tourism and the accommodation industry, considers restoration of industries based on the technical, technological, and organizational modernization of enterprises to be possible and necessary.

In practice, as a result of changes in the objective conditions of tourism activity in Russia and the adoption of measures to stimulate its development at the federal and regional levels, in 2022–2023 positive trends in the development of the sector were noted. Taking into account this circumstance and the scientific discussion presented above, two alternative hypotheses can be put forward: 1) the tourism sector is subject to long-term negative impacts of the consequences of the pandemic and has no prospects for further independent development without radical measures of government assistance; 2) the tourism sector has its own effective ways to overcome the consequences of the pandemic and government influence is supportive.

Research methods

The main methods of this study are structural-functional, economic-statistical and comparative analysis.

To identify the structural and functional dynamics, the most general indicators of the development of the tourism sector of the regions (the volume of tourism services provided in terms of value) and directly related activities were adopted: accommodation services and similar accommodation facilities; services of specialized collective accommodation facilities (including sanatorium and resort organizations). The authors

abstracted from the development of other sectors and industries of the regions due to the multiplicity and high uncertainty of quantitatively measurable relationships.

For the analysis of the development of tourism at the macro level, a wider range of indicators was used: the number of organizations in the tourism sector; consolidated financial result; average number of employees; average monthly wages of employees; investments in fixed capital; introduction of new fixed assets (annual value of indicator); volume of tourism services in terms of value; volume of services of accommodations and similar accommodation facilities; volume of services of specialized accommodation facilities, including health resorts.

A separate block of analysis is presented in relation to the ten regions receiving the largest tourist flow.

For the analysis of the dynamics of indicators during the “pandemic” period, the period 2019–2021 was taken. Taking into account the greatest drop in value of indicators, mainly in 2020, the results of the “post-pandemic” period were assessed in relation to this year.

To identify spatial features of the development of the tourism sector, Tourist Rating data presented in an open information field were used¹. Based on the framework of the structuring proposed by the rating, the results of the development of the tourism sector (including related activities) of two regions were analysed in each group. The selection of regions was carried in a way to cover the

¹ Index of tourist attractiveness of Russian regions. URL: <https://shorturl.at/glBTZ>

maximum and minimum values of the indicators used by the authors of the rating (the number of reviews (“mentions”) and the quality of reviews (“level of positivism”).

The group of special regions in the ranking is represented by the following republics: Khakassia, Sakha (Yakutia), Udmurt and Chechen. The “famous” group in the rating includes 15 regions representing the most popular tourist destinations. Among them, the Stavropol and Krasnodar Krai occupy opposite positions in terms of the parameters “mentions” and “level of positivism” – the Stavropol Krai is characterized by a high value of “positivism”, and the Krasnodar Krai was distinguished by “mentions”. These regions were taken to analyse the results of the development of the tourism sector in the group of “well-known” regions.

The “modest” group includes the following republics: Adygea, Mordovia, Kalmykia, Tuva, Dagestan, Khabarovsk Krai. The Khabarovsk Krai occupies the best position in this group in terms of both indicators, the Republic of Adygea has the worst position, although, compared to most regions, it was high (like all regions of this group) in terms of the level of “positivism”.

The “inconspicuous” group includes the largest number of regions (56 out of 82 represented in the rating. This group includes many regions of the European part of Russia, where most of the country’s population lives.

Results

Indicators of tourist flow in Russia in the period 2019–2021 (“pandemic” period) are presented in Table 1.

Table 1

Indicators of tourist flow in Russia (2019–2021)

Name of statistical indicators	Unit	2019	2020	2020/ 2019, %	2021	2021/ 2019, %
Number of inbound tourist trips	thousand people	24 419	6359	26.0	7080	28.99
Number of outbound tourist trips, thousand trips	thousand people	45 330	12 361	27.26	19 199	42.3
The number of Russian citizens in tours around Russia	thousand people	4373.1	4126.8	94.4	5994.7	137.1
The number of Russian citizens in foreign tours	thousand people	7452.7	2335.8	31.3	4463.4	59.9
Export of services “Trips”	billion US dollars	11.0	3.9	35.4	4.0	36.4

Source: Tourism in Russia. Section 1. Indicators of tourism development in the Russian Federation. Federal State Statistics Service. URL: <https://shorturl.at/jruNU>

As we can see from the data presented in Table 1, during the “pandemic” period, tourist flow indicators changed in different ways. The flow of international tourism has decreased the most, primarily in inbound tourism. After a radical change in the value of indicators, inbound tourism did not recover in 2021. The dynamics of outbound tourism was somewhat better, after a decrease in the number of trips in 2020, in 2021 it increased significantly, but did not even reach half of their number in 2019. Export of services “Travel” decreased in 2020 compared to 2019 by almost three times, in 2021 the situation has not changed. It should be noted that this drop occurred precisely during the “pandemic” period, when sanctions and counter-sanctions in 2022–2023 were not introduced. At the same time, domestic tourism decreased slightly in 2020, but in 2021 the number of Russian citizens in tours around Russia increased almost 1.4 times compared to 2019.

A wider range of indicators characterizing the development of the Russian tourism sector during the “pandemic” period is presented in Table 2.

As we can see, a significant decrease in 2020 occurred in indicators reflecting the financial aspects of the activities of travel companies and closely related services in the accommodation and health resort sectors of

Russia. This is especially noticeable in terms of the “consolidated financial result” indicator – the tourism sector has turned from profitable to unprofitable. At the same time, the number of travel companies and average wages even increased slightly; the number of workers in the above-mentioned area decreased slightly. Investment activity developed contradictorily – investments in fixed capital decreased slightly in 2020 and increased by 8 % compared to 2019; the situation with the commissioning of fixed production assets worsened significantly in 2020, and in 2021 the values of the indicator remained almost at the 2020 level.

The volume of tourism services decreased sharply in 2020 and increased relatively in 2021, however, not reaching the level of 2019. At the same time, the activities of organizations providing accommodation services for tourists and health resort activities decreased by approximately quarter in 2020, in 2021 they significantly intensified, increasing the volume of services compared to 2019 by 7–20 %. In fact, the tourism sector “sacrificed” profits in 2020 to maintain staffing, wages and investment, which benefited the 2021 results.

One of the most important indicators is the number of Russian citizens who received services from collective accommodation facilities. The

Table 2

Indicators of development of the tourism sector in Russia (2019–2021)

Name of statistical indicators	Unit	2019	2020	2020/ 2019, %	2021	2021/ 2019, %
Number of tourism sector organizations	Unit	111 874	113 847	101.7	114 041	101.9
Consolidated financial result (profit minus loss)	billion roubles/%	173.5	–216.8	–124.9	249.8	144.0
Average number of employees	people/%	1 179 697	1 146 426	97.2	1 161 860	98.5
Average monthly accrued wages of employees	rub./%	54 185	52 985	97.8	59 234	109.3
Investments in fixed assets	billion roubles%	359.5	350.4	97.46	388.6	108.1
Commissioning of new fixed assets (annual value of indicator)	billion roubles%	425.9	288.3	67.7	288.7	67.8
Tourist services	billion roubles%	179.1	92.9	51.9	147.2	82.2
Accommodation services, etc.	billion roubles%	252.9	185.8	73.5	283.0	111.9
Specialized accommodation facilities	billion roubles%	168.6	130.1	77.2	203.8	120.9
Out of these – health resorts	billion roubles%	137.0	102.2	74.6	147.2	107.4

Source: Tourism in Russia. Section 1. Indicators of tourism development in the Russian Federation. Federal State Statistics Service. URL: <https://shorturl.at/jruNU>; Russian statistical yearbook. 2022 : Statistics digest / Rosstat. P.76. M., 2022. P. 456, 458.

value of indicators in relation to the most active constituent entities of the Russian Federation are presented in Table 3.

As we can see, even during the “pandemic” period (2020–2021), there was an increase in the number of people who received services from collective accommodation facilities both in the Russian Federation as a whole and in the ten leading regions; everywhere the value of indicators increased in physical terms. At the same time, the spatial structure of location did not change significantly: the leading regions (Krasnodar Krai and Moscow) retained their dominant position and the following regions strengthened their positions: Moscow Region, St. Petersburg, Republic of Tatarstan, Nizhny Novgorod Region, Republic of Bashkortostan. With an increase in the absolute values of the indicator, the shares of the Krasnodar Krai, Moscow, the Republic of Crimea, and the Tyumen Region decreased.

In the methodological part of the article, we drew attention to the fact that the regions in the Rating we adopted for further analysis are divided into four conditional groups. Tables 4–7 present data on the dynamics of the main indicators of

the tourism sector (including accommodation and health services) during the transition from the “pandemic” to the “post-pandemic period (2020–2022).

As we see, in the Chechen Republic in the analysed period the dynamics was predominantly positive. The exception was the services of sanatorium and health organizations, which, probably was due to the “special status” of the region, characterized by a low level of mention in reviews, although the nature of the reviews is very positive. In the Republic of Udmurtia, the increase of actual value of indicators was even higher, especially for services in the tourism sector (in 2022, it was 2.7 times higher than in 2020). At the same time, attention should be paid to the lack of data on the health resort sector in 2022, which may indicate, as in the case of the Chechen Republic, insufficient attention of regional authorities to its functioning.

Among the most famous from the point of view of the development of the tourism and related accommodation and health sectors are Stavropol and Krasnodar Krai (Table 5)

As we can see, the “post-pandemic” recovery of the tourism, accommodation and health resort

Table 3

Number of Russian citizens accommodated in collective accommodation facilities in administrative-territorial entities (2020–2021)

Administrative-territorial entity	2020		2021	
	thousand people	% in relation to data for the Russian Federation	thousand people	% in relation to data for the Russian Federation
RF	45 223	100.0	63 644	100.0
Krasnodar Krai	6222	13.76	7969	12.52
Moscow	6233	13.78	7690	12.08
Moscow Region	2907	6.43	4355	6.84
Saint Petersburg	2777	6.14	4217	6.62
Republic of Crimea	1916	4.24	2450	3.85
Republic of Tatarstan	1424	3.15	2088	3.28
Sverdlovsk Region	952	2.10	1507	2.36
Tyumen Region	1079	2.38	1472	2.31
Nizhny Novgorod Region	737	1.63	1405	2.21
Republic of Bashkortostan	884	1.95	1376	2.16
Total for 10 regions	25 131	55,56	34 529	54,23

S o u r c e: Tourism in Russia. Section 5. The main performance indicators of collective accommodation facilities and travel companies in the context of constituent entities of the Russian Federation and cities. Federal State Statistics Service. URL: <https://shorturl.at/jruNU> ; Tourism in Russia. Section 2. Key performance indicators of collective accommodation facilities. Federal State Statistics Service. URL: <https://shorturl.at/jruNU>

sectors in both regions occurred extremely quickly. Already in 2021 their indicators were significantly higher than in 2020, and in 2022 values increased in the Stavropol Krai by 1.8–2.1 times, in the Krasnodar Krai it increased by 1.3–1.6 times. However, it should be taken into account that the slower increase in relative terms in the indicators of the Krasnodar Krai (the “high base effect”) occurred with a much higher increase of their absolute values. Both regions have contradictions between rating positions, characterized by low proportion of

positive reviews and the actual attendance rate of the regions by Russian tourists.

The dynamics of tourism sector development indicators in the group of “modest” regions is of interest (Table 6).

As we can see, despite the regions belonging to the same group, the dynamics of the analysed indicators differed significantly. In the Khabarovsk Krai, already in 2021, the volume of accommodation services and similar accommodation facilities has more than doubled. At the same time, the health resort

Table 4

Dynamics of the main indicators of the tourism sector of “special” regions

Indicators	Years			
	2020	2021	2022	2022/2020
	million roubles			%
Chechen Republic				
Tourist services	281.4	434.8	411.2	146.1
Accommodation services, etc.	619.2	807.5	891.0	143.9
Specialized accommodation facilities	168.9	124.2	205.6	121.7
Out of these – health resorts	168.9	62.1	68.5	40.5
Republic of Udmurtia				
Tourist services	478.0	948.0	1354.8	276.5
Accommodation services, etc.	490.0	870.0	961.4	196.2
Specialized accommodation facilities	786.0	1225.0	1718.6	218.6
Out of these – health resorts	452.0	744.0	No data	–

Source: The Chechen Republic in numbers. 2023 : Brief collected statistics / Chechenstat. Grozny, 2023. P. 118–119 ; Udmurtia in numbers. Udmurtstat. URL: <https://shorturl.at/nwLZ8> ; Socio-economic situation of Udmurtia. Federal State Statistics Service. URL: <https://shorturl.at/dzBW9>

Table 5

Dynamics of the main indicators of the tourism sector of “well-known” regions

Indicators	Years			
	2020	2021	2022	2022/2020
	million roubles			%
Stavropol Krai				
Tourist services	840.2	1395.6	1598.7	190.3
Accommodation services, etc.	1095.0	1666.7	2001.0	182.7
Specialized accommodation facilities	15 389.6	25 729.5	32 518.3	211.3
Out of these – health resorts	13 756.9	23 138.3	29 134.0	211.8
Krasnodar Krai				
Tourist services	6745.0	8613.0	9661.0	143.3
Accommodation services, etc.	65 527.0	81 423.0	84 350.0	128.7
Specialized accommodation facilities	38 240.0	58 719.0	58 742.0	153.6
Out of these – health resorts	27 042.0	44 219.0	42 754.0	158.1

Source: Stavropol Krai in numbers for 2017–2022. 2023 : Brief collected statistics / North Caucasusstat. Stavropol, 2023. P. 65 ; Krasnodar Krai in numbers. 2022 : Statistics digest / Krasnodarstat. Krasnodar, 2023. P. 194.

sector has reduced the volume of services many times; the indicators for 2022 were not presented in official statistics as of the end of 2022. Both of these indicate a low level of attention to the development of this sector in the region, which is understandable from its economic and geographical specifics. However, based on the high levels of mentions and the high level of “optimism” in reviews, the region has high potential for the development of the tourism sector. The problem is the remoteness of the region from the densely populated areas of the country.

The Republic of Adygea, despite the problematic nature of the quality of reviews, already in 2021 the volume of services in the tourism sector, accommodation management, sanatorium and health organizations significantly increased, and in 2022 the increase ranged from 1.6 to 2.3 times compared to 2020.

The values of the main indicators of the development of the tourism sector in “inconspicuous” regions are presented in Table 7.

As we can see from the data presented in Table 7, in the group of “inconspicuous” regions

Table 6

Dynamics of the main indicators of the tourism sector of “modest” regions

Indicators	Years			
	2020	2021	2022	2022/2020
	million roubles			%
Khabarovsk Krai				
Tourist services	477.9	450.9	No data	–
Accommodation services, etc.	1194.7	2554.9	No data	–
Specialized accommodation facilities	238.9	300.6	No data	–
Out of these – health resorts	1194.7	150.3	No data	–
Republic of Adygea				
Tourist services	34.0	78.8	78.8	231.8
Accommodation services, etc.	226.1	364.6	371.8	167.0
Specialized accommodation facilities	222.6	401.2	403.4	181.2
Out of these – health resorts	178.3	255.3	283.9	159.2

S o u r c e: Khabarovsk Krai in numbers. 2021 : Brief collected statistics / Khabarovskstat Khabarovsk, 2021. P. 83 ; Republic of Adygea in numbers 2022 : Brief collected statistics. P. 150.

Table 7

Dynamics of the main indicators of the tourism sector of “inconspicuous” regions

Indicators	2020	2021	2022	2022/2020
Unit change	million roubles			%
Bryansk Region				
Tourist services	422.7	661.3	730.40	172.8
Accommodation services, etc.	369.9	601.2	597.60	188.5
Specialized accommodation facilities	211.4	360.2	398.40	188.5
Out of these – health resorts	211.4	360.7	332.00	157.1
Belgorod Region				
Tourist services	656.6	805.1	811.4	123.6
Accommodation services, etc.	980.7	993.8	1046.1	106.7
Specialized accommodation facilities	901.6	1059.5	1119.3	124.1
Out of these – health resorts	733.6	872.1	944.9	128.8

S o u r c e: Bryansk Region in numbers 2023 : Brief collected statistics / Bryanskstat. Bryansk, 2023. P. 131–132 ; Belgorod Region in numbers 2022 : Brief collected statistics/Belgorodstat, 2022. P. 161.

various changes in the development indicators of the tourism sector occurred, including the activities of accommodations and specialized accommodation facilities. In the Bryansk Region, the dynamics were high, in the Belgorod Region it was much lower, which, however, is most likely explained by the stronger influence of the proximity of the combat contact line on the tourist attractiveness of the region.

Discussion

The scientific literature presents different points of view on the state and prospects for the development of the tourism sector of the economy of Russia and the regions of the country in the “post-pandemic” period. The level of impact of the pandemic on the development of tourism and related industries is assessed by researchers almost unambiguously as very high, but not critical. Regarding the prospects, opinions differ significantly.

All researchers note significant losses in the sector during the spread of the pandemic. Thus, S. V. Zograbyan (2020) and V. S. Alieva et al. (2023) noted an extremely high level of losses in the tourism sector both in Russia and throughout the world, many times higher than the damage caused to the sector by all the crises of the 21st century (Zograbyan, 2020). D. G. Chertov and A. S. Matveevskaya (2021) wrote that losses in the Russian tourism sector only due to the reduction in the number of foreign tourists during the pandemic reached 600 billion roubles.

At the same time, E. G. Leonidova (2021) based on theoretical and empirical research concluded that tourism in the “post-Covid” period, considering the significant scale of state assistance to enterprises and the pent-up demand of Russians, can not only recover, but also become one of the drivers of the economic growth of the country. S. V. Taskaeva (2022) also noted the significant opportunities of tourism in stimulating economic development at various levels – from local to global.

L. B.-Zh. Maksanova et al. (2021) concluded that the negative consequences of the pandemic

can be overcome by the use of extensive set of financial, organizational, and informational measures. At the same time, the authors noted relatively low financial assistance to organizations engaged in the provision of tourism and related services in the Republic of Buryatia (support for accommodation facilities, including health resorts) – 34.3 million roubles, which is not entirely corresponds to the theoretical thesis of the authors about the need for significant financial support for the industry.

A number of researchers believe that anti-Covid measures have not only a negative, but also, in some cases, a positive impact on the tourism industry. In particular, A. A. Kuzmin (2022) noted that it was not the pandemic itself that had a negative impact on certain types of economic activity, but the lockdown and the destruction of economic ties. However, it provided additional incentives for the development of a number of industries, including the service sector.

The data presented in our article confirms the points of view E. G. Leonidova (2021), S. V. Taskaeva (2022), A. A. Kuzmina (2022). Indeed, the decrease in the volume of tourism and directly related services showed a strong but short-term decline in all analysed regions in 2020. A recovery in the volume of services and other indicators occurred even under pandemic conditions in 2021. This was facilitated by the adoption of various government support measures for the industry. However, taking into account the significant number of regions in the country, their different levels of tourist attractiveness, and the varied attitude of authorities towards this subsystem of the economy, it can be concluded that this subsystem objectively has significant adaptation capabilities.

Conclusions

The conducted analysis showed that out of the two hypotheses: 1) the exposure of tourism sector to the long-term negative impact of the consequences of pandemic and low opportunities

for its independent development without state support; 2) the presence of our own effective ways to overcome the consequences of the pandemic with the supportive nature of government incentives; the second hypothesis reflects real processes to the greatest extent.

In general, in Russia in 2020–2021 a significant decline in international tourism indicators, both inbound and outbound was revealed. Indicators of domestic tourism deteriorated significantly in 2020, but already in 2021 (still a “pandemic”) year they mostly recovered. The largest decrease was observed in 2020 in the commissioning of fixed assets and the volume of tourism services. The values of the consolidated financial result showed that tourism has turned from a profitable industry into an unprofitable one. The same applies to the activities of accommodations and specialized accommodation facilities. It can be attributed to the undoubted merit of the owners and managers of tourism organizations that, even in conditions of unprofitability, they maintained functioning enterprises, personnel and their level of wages.

In 2021, the sector regained profitability while the volume of commissioning of fixed assets stabilized at a low level. The volume of tourist services increased significantly compared to 2020, but did not reach the level of 2019, however, the volume of accommodation services and specialized accommodation facilities exceeded the level not only of 2020, but also of 2019, which confirms our hypothesis about the high adaptive abilities of the tourism business (in a general sense).

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Ten leading regions in the tourism sector throughout the entire “pandemic” period provided accommodation for more than half of the tourist contingent of the country. In each of these regions, the absolute number of accommodated people increased significantly in 2021 compared to 2020. Among these regions, the positions of St. Petersburg, the republics of Tatarstan and Bashkortostan, the Sverdlovsk, Tyumen and Nizhny Novgorod regions have relatively improved.

In the “post-pandemic” year of 2022, the values of indicators in the tourism sector have improved both in Russia and in the regions of the country. The indices of tourist attractiveness of Russian regions presented by researchers of Strelka KB allowed to calculate the main indicators of tourism activity in the regions of each group of identified administrative-territorial entities. The calculations showed an unambiguous result: in the regions of all groups there was an increase in the volume of tourism and related services. This increase was especially intensively expressed in the group of “well-known” regions. At the same time, the positive dynamics of these services in the regions that represent the most massive group of “inconspicuous” regions, e.g. the entire densely populated territory of the country, was observed. This circumstance allows to presume further spatial and functional expansion of the tourism services.

Conflict of interest

The authors declare that there are no obvious and potential conflicts of interest related to the publication of this article.

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Received 25.11.2023

Accepted 30.01.2024



Региональная экономика

Научная статья

УДК 332.12; 332.13; 338.48

DOI: <https://doi.org/10.17308/econ.2024.1/11839>

JEL: L83; R12

Развитие туристического сектора России и регионов страны: «пандемийный» и «постпандемийный» периоды

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Предмет. Развитие туристического сектора России и регионов страны в «пандемийный» и «постпандемийный» периоды.

Цель. Исследование тенденций развития туристического и прямо связанных с ним секторов (гостиничного и санаторно-курортного) в России и регионах страны в «пандемийный» и «постпандемийный» периоды.

Методы исследования. Основными методами данного исследования приняты структурно-функциональный, экономико-статистический и сравнительный анализ.

Результаты и обсуждение. В «пандемийный» (2020 г.) период случилось значительное, но краткосрочное снижение общих показателей развития туристического сектора и прямо связанных с ним – гостиничного и санаторно-курортного. Наибольшее падение произошло по уровню прибыльности; количество предприятий, численность персонала и уровень его заработной платы практически не изменились. Уже в 2021 г. в целом по стране ситуация пришла к практически «допандемийному» состоянию, за исключением въездного и выездного туризма. Свыше 50 % услуг коллективных средств размещения на протяжении всего анализируемого периода оказывают предприятия 10 регионов. В «постпандемийном» 2022 г. показатели деятельности туристических фирм, гостиниц, специализированных средств размещения значительно улучшились в регионах, представляющих различные по привлекательности группы, за счет развития внутреннего туризма. Объем туристических услуг в большинстве регионов в «постпандемийный» период значительно увеличился по сравнению с 2020 г., но не достиг уровня 2019 г. В то же время объем услуг гостиниц и специализированных средств размещения превысил уровень не только 2020, но и 2019 г., что подтверждает нашу гипотезу о высоких адаптационных способностях туристического бизнеса.

Ключевые слова: регион, туристический сектор, базовые показатели туризма; «пандемийный» период, «постпандемийный» период.

Для цитирования: Трещевский, Ю. И., Загорная, Т. О., Ибрагимхалилова, Т. В., & Алмашакбех, К. С. С. (2024). Развитие туристического сектора России и регионов страны: «пандемийный» и «постпандемийный» периоды. *Вестник Воронежского государственного университета. Серия: Экономика и управление*, (1), 53–65. DOI: <https://doi.org/10.17308/econ.2024.1/11839>

Конфликт интересов

Авторы декларируют отсутствие явных и потенциальных конфликтов интересов, связанных с публикацией настоящей статьи.

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Поступила в редакцию 25.11.2023

Подписана в печать 30.01.2024