THE TOURISM CLUSTER OF THE REPUBLIC CRIMEA AND SEVASTOPOL IN THE CONTEXT OF INVESTMENT ATTRACTIVENESS

Elena Anatolievna Matushevskaya

Candidate of Economic Sciences, Associate Professor, Department of Accounting, Analysis and Audit, Sevastopol State University
matushevskaya73@mail.ru
Universitetskaya St., 33, 299053 Sevastopol, Russian Federation

Abstract. Tourism and recreation is one of the priority directions of the development of the Republic of Crimea and Sevastopol. Moreover under modern condition of globalization and the creation of the external barriers a vital problem appears. This problem deals with reorientation of the Russian tourism into the domestic market as it is part of the “economic patriotism” conception.

This paper includes the study of the problems of the tourist cluster of the Crimean Republic and some issues connected with its investment attractiveness.

Some statistics on tourism in the Republic of Crimea and perspective development of this field are given in this work. In particular the statistical data on the number of objects of the tourist sector and the data on the number of tourists for the year 2015-2016 are systematized here. Forms of ownership of the tourist sphere of the republic of the Crimea are also taken into account.

Advantages and disadvantages of the attractiveness investigation of the Crimea are underlined. It is said here that the aim of this article is to assess the prospects of the development of the tourist cluster of the Crimea concerning its investment attractiveness.

The author of this article focuses on the fact that the methodological basis of the given work is the systematic approach to the study of the investment attractiveness of the tourism in the Crimea and Sevastopol as well as the use of statistical and economic analysis of the socio-economic development of the region. The systematic and comparative analysis, cause-and-effect relationships, observation, logic and other methods are used in this scientific work.

The results of this work will be useful to both potential investors and business structures.

Key words: tourism, tourism cluster, Republic of the Crimea, Sevastopol, globalization, investment appeal, barriers, attractiveness, “economic patriotism”.

Formulation of the problem. Under today’s conditions of globalization, both in the economy and in the particular region the understanding of the place and the role of the industry is becoming very important. At the moment the cluster principle of the business storage including tourism is the modern innovation that allows improving the competitiveness of the industry. One of the priorities of social and economic development of Sevastopol and the Republic of Crimea is the development of the tourism industry

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attraction of this industry, creating the conditions for a favorable investment climate and the orientation of Russian tourists to the internal tourism.

**Recent research and publication.** Such scientists as I.G. Shepelev [3], U.A. Markova [3], O.I. Dontsova [4], V.N. Zasko [4], T.V. Lvova [5] and other studied tourism and recreation clusters. However, the assessment of regional clusters in the context of their investment attractiveness is given too little attention. Today, the Crimea and Sevastopol are favorite places for the Russians for health, event and patriotic tourism. Under the present conditions the Republic of Crimea and Sevastopol need investment especially in the tourism sector.

**Materials and the Results.** The tourism cluster is a series of interrelated business entities that operate in the field of tourist industries within the same geographic boundary. The purpose of the creation of the tourism recreation cluster is to increase the competitiveness of the territory in the tourist market due to the synergistic effect [3].

The tourism industry in the Republic of Crimea and Sevastopol in particular is the priority and is quite attractive considering the geographic, climatic and historical features of the region. According to the statistics of 2016 there are 770 objects of tourism industry with total capacity of 158.2 thousand places, not counting small objects of individual farms in the Republic of the Crimea (Table 1, Fig. 1).

If we consider the inflow of tourists in the Republic of the Crimea in 2016 and compare it with the previous data of 2015, it is possible to state that the number of tourists decreased from May to April and this can be explained by force majeure, namely “black-out”, but there is a steady increase in the number of tourists since May (Table 2, Fig. 2).

Thus, we can say that today the tourism sector of the Republic of Crimea is developing dynamically. In order to strengthen the investment attractiveness of the tourism industry there is a need to create favorable investment climate. Of course, the favorable investment climate is formed in a particular environment under the influence of economic, social, political, and legal factors. So then the investment climate is a favorable environment for the investment.

**Table 1**

<table>
<thead>
<tr>
<th>Region</th>
<th>The number of tourism sector objects, unit</th>
<th>Total capacity of tourism sector objects, thousand places</th>
<th>The number of spa treatment objects, unit</th>
<th>The number of objects which provide health service, unit</th>
<th>The number of objects which provide temporary accommodation services, unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Republic of Crimea</td>
<td>770</td>
<td>158.2</td>
<td>144</td>
<td>216</td>
<td>410</td>
</tr>
</tbody>
</table>

**Fig. 1. Forms of entities ownership of the tourism sector of the Republic of Crimea**

**Table 2**

<table>
<thead>
<tr>
<th>Period</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>149.7</td>
<td>135.9</td>
<td>171.9</td>
<td>218.1</td>
<td>347.2</td>
<td>666.5</td>
<td>613.7</td>
<td>1044</td>
<td>594</td>
<td>259</td>
<td>218</td>
<td>180</td>
</tr>
<tr>
<td>2016</td>
<td>75.6</td>
<td>44.5</td>
<td>123.3</td>
<td>211.7</td>
<td>355</td>
<td>759.1</td>
<td>1443.7</td>
<td>–</td>
<td>–</td>
<td>–</td>
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<td>–</td>
</tr>
</tbody>
</table>
As noted above, the tourism industry is a priority for the Crimea and the issue of its investment attractiveness is also very important to the region. Investment attractiveness is an assessment that originates from the comparison of the benefits (advantages) and risks (disadvantages) of the enterprise during the current and strategic period [6, p. 50].

The advantages of the Republic of Crimea and Sevastopol in terms of investment attractiveness of the tourism cluster are the geographical location and the climatic conditions. However, along with the advantages, there is a number of disadvantages, which include an outdated material and technical base of tourism sector objects, a comparatively low level of services, transport and logistics inconvenience that inhibits the growth of investment significantly.

Conclusions and offers. The tourism sector of the Republic of Crimea and Sevastopol is a promising and a priority issue. Despite its dynamic development, the problem the investment attraction is quite acute and requires a strategic implementation plan. Thus, there is a need to focus Russian tourists to the internal tourism, which is part of the concept of “economic patriotism” [7, p. 416–417]. To do this it is necessary to create favorable conditions for leisure travelers and a favorable investment climate.

**NOTES**


**REFERENCES**


ИНВЕСТИЦИОННАЯ ПРИВЛЕКАТЕЛЬНОСТЬ ТУРИСТИЧЕСКОГО КЛАСТЕРА КРЫМА И СЕВАСТОПОЛЯ

Елена Анатольевна Матушевская

Кандидат экономических наук,
доцент кафедры бухгалтерского учета, анализа и аудита,
Севастопольский государственный университет
matushevskaya73@mail.ru
ул. Университетская, 33, 299053 г. Севастополь, Российская Федерация

Аннотация. Цель данной статьи – оценка перспектив развития туристического кластера в Крыму в контексте его инвестиционной привлекательности. Туризм и рекреация – это одно из приоритетных направлений развития Республики Крым и г. Севастополя. Кроме того, в условиях глобализации и возникающих внешних барьеров остро встает вопрос о переориентации российского туризма на внутренний туризм, что является частью концепции «экономического патриотизма».

В статье рассматривается вопросы формирования туристического кластера Республики Крым, а также задачи, связанные с его инвестиционной привлекательностью. Приводятся статистические данные по туризму в Республике Крым, оцениваются перспективы развития отрасли. В частности, систематизированы статистические данные по количеству объектов туристической сферы, числу туристов за 2015–2016 гг., формам собственности субъектов туристической сферы Крыма; выделены достоинства и недостатки в части инвестиционной привлекательности крымского туристического кластера.

Методологической базой послужили системный подход к изучению инвестиционной привлекательности туристической отрасли Крыма и Севастополя, а также использование статистических и экономических методов анализа социально-экономического развития региона. Автором применяется системный и сравнительный анализ, анализ причинно-следственных связей, наблюдение, логические методы и др.

Выводы, полученные автором, будут полезны как потенциальным инвесторам, так и бизнес-структурам.

Ключевые слова: туризм, туристический кластер, Республика Крым, Севастополь, глобализация, инвестиционная привлекательность, барьеры, конкурентоспособность, «экономический патриотизм».