

Alternative approach to the study of the Russian regions' tourist attractiveness

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Abstract

The Russian Federation finds itself in unprecedented sanctions situation, which contributes to changing the patterns of consumer behavior in different spheres, including the tourism industry. Russian tourists are forced to «switch» to domestic destinations, and federal, regional and local authorities are interested in increasing the attractiveness of Russian regions. Many scientists attempt to assess the attractiveness of world tourist destinations, including Russia, as well as Russian regions. Today, the National Tourist Rating of Russian regions is built on the basis of the methodology worked out by the magazine «Rest in Russia» in conjunction with the Center for Information Communications «Rating». However, this methodology also has disadvantages. Firstly, the methodology does not take into account the transport accessibility of the Russian regions, as well as natural and environmental component. Moreover, the methodology is not fully objective. National Tourist Rating is built with the use of expert assessment. Finally, for the past eight years, the methodology has been undergoing changes every year (indicators were added and excluded). This article proposes an alternative method for calculating the index of tourist attractiveness of Russian regions based on an integral assessment of five generalizing parameters of the tourism industry. As a result, the author proposed a rating of the tourist attractiveness of the regions, calculated according to the data of 2021.

Keywords: *National tourist rating, tourist attraction, Russian regions, integral indicator, alternative calculation method.*

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