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Economic and Environmental Marketing in Establishment of Tourist Territories. Exemplified by the Republic of Altai

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Abstract

The ecological and economic preconditions for the tourist development of the Republic of Altai are considered in this article. The cultural-historical, socio-economic and infrastructure resources and conditions are assessed in terms of accessibility, quality and completeness of the spectrum. The data are illustrated by the chart and the diagram. The strengths and weaknesses of each component of the tourist potential of the Republic of Altai are analyzed. The results of the analysis are presented in the succinct tabular form. The tourist specialization is defined for each administrative district of the republic and the recommendations for further development are given. In the study, the authors express the measures required in their opinion to activate the development of rural and therapeutic-resort types of tourism. The republic is also interesting from the point of view of ethnography, which is also given attention herein. However, the territory with rich natural, cultural-historical resources and a developed infrastructure may remain at the level of prospects without a proper marketing strategy. Therefore, much attention is paid to the marketing strategy. The successful communication policy should cover several areas, which are discussed in detail herein. Based on the experience and recommendations of this study, it is possible to build a literate and effective way for the establishment of tourist territories in the Republic of Altai.

Keywords: recreation; Altai; marketing; communication policy; tourist territories

JEL Classification: M30; M31.

Introduction

Altai is recognized as an attractive tourist destination, characterized by a wide range of recreational niches and offers and the availability of all the prerequisites to acquire the status of a recreational region of the international

level. The tourist popularity of this territory is determined, first of all, by its high attractiveness and the variety of natural and climatic conditions. The highlands attract mountaineers. Admirers of water tourism can travel along the Mountain Rivers of any complexity category. The caverns are interesting for speleologists. The manifestations of the neotectonic processes attract geologists to the Republic of Altai. The ancient rock carvings, mounds and other archaeological sites invite admirers of antiquity. According to the estimates of the Ministry of Tourism and Entrepreneurship of the Republic of Altai, in 2015 the republic was visited by 1 million 800 thousand tourists.

The subject of the study is the tourist territories of the Republic of Altai (RA).

1. Methods

The system of general scientific (system, descriptive, comparative, historical, etc.) and special geographic methods: zoning, typology, cartography, spatial analysis, recreational cycles and geoinformation research methods with ArcGIS software are used herein by the authors.

The source materials are the general geographic and thematic maps of different scales in the area under study; the literary sources, the data obtained from the specialized reference books; the project developments of the Institute of Water and Environmental Problems (IWEPP) of the SB RAS of Gorno-Altai State University.

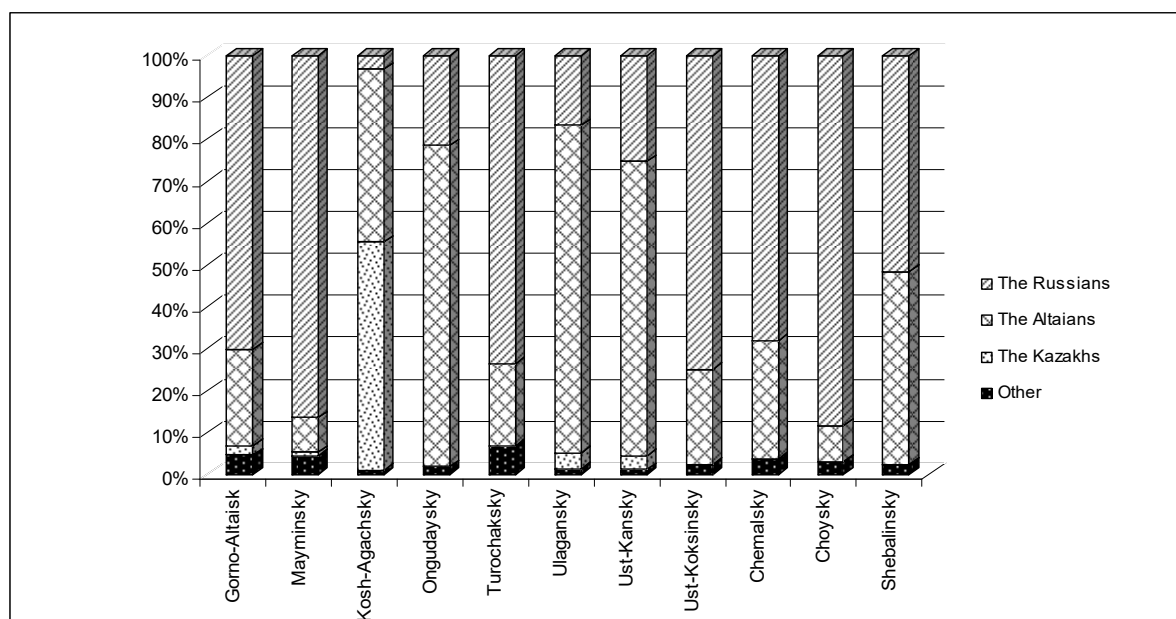
2. Results

The development of tourist and recreational activities is determined by the availability of natural, cultural and historical resources. At the same time, the cultural and historical resources, constituting the tourist potential, are determined by the availability and characteristics of architectural objects, archaeological and historical monuments, cultural institutions, as well as intangible cultural and historical objects.

According to the 2010 census, the representatives of 91 of about 160 nationalities living in Russia were registered in the territory of the Republic of Altai National Composition and language Proficiency, Citizenship: Stat. Collection of Altaystat, n. d.).

Against the background of the absolute predominance of the Russian-speaking population (55.7% of the total population of the republic), the areas of compact residence of the Altaians (35.3%) and the Kazakhs (6.1%) can be identified in the territory of the republic. The settlement of the remaining ethnic groups is mainly dispersed, establishing the small loci out of 2-3 rural settlements. Having its own culture, history of formation and development, each ethnos is characterized by a complex set of ideas about the living nature and the interaction with it. From a religious point of view, Altai is also distinguished by the intersection of religions and confessions. The representatives of Christianity and Islam, Shamanism and Burkhanism, the adherents of the Old Russian trends of Orthodoxy, etc. coexist here successfully (Derevyanko 2002).

Figure 1. Ethnic composition of the population of the municipalities of the Republic of Altai



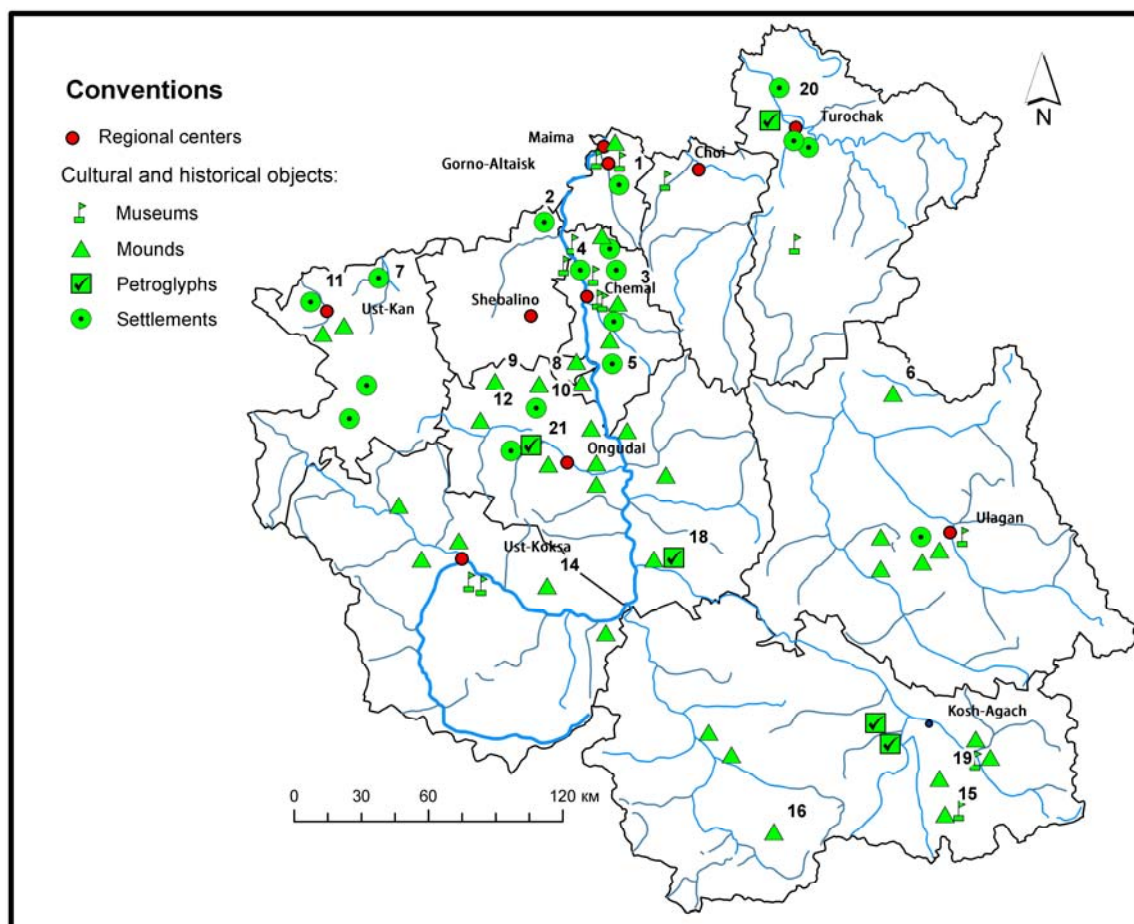
The Russian-speaking population is unevenly distributed throughout the republic; the area of residence of the Russian-speaking population is confined mainly to the northern and northeastern regions (Figure 1). Thus, in

the Choysky and Mayminsky Districts their share is 88.2 and 86.3%, respectively (Krasnoyarova, Indyukova and Garms 2017).

At the same time, in a number of regions in the central and southern part of the republic, against the background of the prevalence of the Altai population, the Russians constitute a minority — from 3.3% in the Kosh-Agachsky District and up to 25.3% in the Ust-Kansky region. The most southern Kosh-Agachsky District, where the Kazakhs constitute the biggest part of the population (54.4%), should be paid special attention (Indyukova 2013).

The analysis of cultural and historical resources of the tourist potential of the Republic of Altai (Figure 2) makes it possible to conclude that the presence of archaeological monuments of different epochs: the Stone Age sites, the burial mounds, the statues, the rock paintings (petroglyphs), the irrigation systems, etc., make the territory of the republic very attractive for various forms of cognitive, educational and scientific tourism.

Figure 2. Cultural and historical landmarks of the Republic of Altai



The opportunities for the development of ethnographic and event tourism provide traditions, customs, national holidays of the peoples of the Republic of Altai. One of the mandatory marketing conditions is the ability to take into account the strengths and weaknesses of any potential.

The positive and negative impact of the strengths and weaknesses of the cultural and historical potential of the Republic of Altai on tourism development is presented in Table 1.

Table 1. The influence of the strengths and weaknesses of the cultural and historical potential on the development of the Republic of Altai as a tourist territory

Strengths	Weaknesses
The influence of cultural and historical resources of the tourist potential of the territory	
<ul style="list-style-type: none"> the availability in the territory of the republic of a large number of archaeological monuments in the form of barrows, stone statues, ancient artificial irrigation structures, petroglyph galleries creates the conditions for the development of cultural, educational and scientific tourism; 	<ul style="list-style-type: none"> unregulated and poorly controlled commercial use of historical and cultural heritage, protected by the state, reduces their tourist attractiveness and leads to a complete loss of their historical value; the lack of systematic protection and restoration of the cultural monuments and the history of man-made, natural

Strengths	Weaknesses
The influence of cultural and historical resources of the tourist potential of the territory	
<ul style="list-style-type: none"> rich ethnographic heritage of the indigenous population of the republic: objects of material culture and religious worship, traditions and rituals, folklore of the Altaians, national holidays, etc., determines the possibilities for the development of ethnographic and event tourism; a fairly high degree of ethnic diversity of the population (in the region there live the Russians, the Altaians, the Kazakhs, the native minorities (the Telengits, the Chelkans, the Tubalars), etc.) with rich traditions and rituals, also determines the possibilities for the ethnographic tourism development. 	<ul style="list-style-type: none"> and traditional landscapes, also reduces their tourist attractiveness and can lead to a complete loss of their historical value; the lack of an integrated system of architectural, landscape and cultural complexes reduces the tourist interest; low level of awareness of the tourists about the existing archaeological and historical monuments as well as the ethnographic resources reduces the tourist flow, prevents the tourist demand formation.

3. Tourist infrastructure

The level of development of the tourist infrastructure, which is an important component of the tourist potential of the territory, also influences the formation of competitive advantages of tourist territories. This component of the tourist potential is determined by the characteristics of the transport infrastructure, accommodation and catering infrastructure, leisure and entertainment infrastructure, and other infrastructure facilities.

For a territory that relies on tourism and implements large tourism projects, the transport accessibility becomes one of the most important issues.

The network of public roads in the Republic of Altai is represented by 3.273-km-long federal and regional roads, of which 541 km belong to the federal road "Chuysky Trakt" — from Novosibirsk through Biysk to the border with Mongolia, 2.732 km belong to the territorial roads.

82% of 3.273 km of public roads are the paved roads. All 10 district centers of the republic are connected with the republican center by the paved roads. 191 of 254 rural settlements have paved roads to the public road network. The density of the paved roads network is 29 km per 1000 sq. km of the territory and 13.2 km per 1000 inhabitants. The availability of motor roads in the republic is 13% lower than the national average, but one third higher than the average for the Siberian Federal District (32 against 21 per 1000 km² of roads).

There is no own railway network in the republic; the nearest railway station is in Biysk at a distance of about 100 km from the city of Gorno-Altai.

To increase the transport accessibility of the territories of the Republic of Altai, the Chuysky Trakt expansion project is being implemented, the investments in which from the federal budget in the period 2011-2013 amounted to 2.35 billion rubles. The implementation of this project will significantly increase the availability of the main tourist facilities of the republic, as well as the safety on the roads, which will contribute in the improvement of the tourist inflow to the region. Moreover, this project will positively influence the possibility of tourist development of the adjacent territories.

Another project being implemented to improve the transport accessibility of the region is the reconstruction of the airfield of the Gorno-Altai airport. To date, the airport can serve medium-range aircrafts, such as Boeing-737 of all types, A-319, A-320, Tu-204.

The tourist infrastructure includes the leisure and entertainment facilities. Among these facilities are the culture and art institutions, represented in the region by 379 institutions, including 163 libraries, 190 club type institutions, 13 educational institutions of primary art education, and 12 republican cultural and art institutions. Moreover, the leisure facilities include sports facilities and institutions.

It should be noted that in the Republic of Altai the entertainment field is underdeveloped. The restaurant "Galaxy" offers a new cultural and entertainment night program almost every day. Being the only restaurant in the republic, it is located in Gorno-Altai. The discos and bars are the most common kind of entertainment available at the tourist centers. It is planned to build an entertainment complex for tourists, including a hotel complex for 150 places of the 3-star category, the ski slopes, a water park, an artificial pond and a beach, water attractions, an amusement park and a restaurant in Gorno-Altai. In Mayma settlement of the Mayminsky District, it is planned to build a regional park of culture and recreation, including the extreme entertainment zone, oriented primarily to the tourists and vacationists. However, large investors are required to implement these projects.

Recently, the operation of the skating rinks, ski bases has expanded; the intensive growth of physical culture and sports services has been noted. In connection with the opening of the cinema in the city of Gorno-Altai, the services of cultural institutions have increased. Meanwhile, the services that are in demand by some tourists are in

the stage of origin, or inaccessible at all. Such services include massage, medical and health services, cosmetology services, etc.

Also, the most important element of the infrastructure is the banking system. In the Republic of Altai there are 3 regional and 6 branches of credit organizations. Most credit institutions are universal and provide a full list of banking services.

The next element of the infrastructure is the insurance sector, which allows accumulating long-term investment resources, transforming the savings of the population into the long-term investments using the long-term life insurance mechanisms. The insurance sector in the territory of the Republic of Altai is represented by 13 branches of insurance companies. The range of services is quite wide: more than 40 types of insurance of various kinds of risks.

The influence of the strengths and weaknesses of socio-economic and infrastructural conditions on the development of the Republic of Altai as a tourist territory is presented in Table 2.

Table 2. The impact of the strengths and weaknesses of socio-economic and infrastructural conditions on the development of the Republic of Altai as a tourist territory

Strengths	Weaknesses
Influence of socio-economic and infrastructural conditions for the development of the tourist territory	
<ul style="list-style-type: none"> ▪ the development and implementation of large investment projects in the field of tourism in the territory of the RA (TRK GLK "Manzherok", TRK "Zolotoye ozero", etc.) contributes to the development of the tourist infrastructure, increasing the flow of tourists; ▪ the activation of investment activities in the field of tourism contributes to the emergence of tourism products of new types, new tourist enterprises and the emergence of new tourist infrastructure facilities; ▪ the active state support of small and medium-sized enterprises in the sphere of tourism creates the conditions for the development of tourist enterprises; ▪ the personnel training system for the tourism industry, actively developed in recent years in the region, contributes to the effective staffing of the tourism industry; ▪ the passage through the territory of the region of the federal highway and its reconstruction increases the transport accessibility of the territory; ▪ the completion of the airport reconstruction (the possibility to serve long-haul airplanes) will contribute to the growth of the tourist flow; ▪ the implementation of the State Program of the Republic of Altai "Development of domestic and incoming tourism", the achievement of the goal, which will contribute to the improvement of the competitiveness of the tourist market of the Republic of Altai, meeting the demand of Russian and foreign citizens for the quality tourism services. 	<ul style="list-style-type: none"> ▪ the lack of an effective information system for the provision of tourist activities reduces the effectiveness of managerial decision-making in the field of tourism; ▪ the lack of highly qualified personnel in the field of tourism (administrators, instructors, tour guides, etc.) reduces the quality of the provided tourist services, the quality of service, etc. ▪ the discrepancy of the professional and qualification structure of the personnel training for the tourism sector to the requirements of the tourist market determines the personnel support problems of the tourist enterprises; ▪ the insufficient development of the tourist infrastructure reduces the quality of the services provided, the quality of service, determines the high seasonality of tourist activities; ▪ the lack of additional services for the tourists (not all tourist enterprises have an electronic payment system for plastic cards, etc.) reduces the demand for the tourist services; ▪ the weak development of the sphere of entertainment (the tourist enterprises offer a monotonous list of excursions and a standard set of recreational activities) can lead to a decrease in demand for a territorial tourism product, on the whole reduces the quality and attractiveness of the tourist product.

Thus, the analysis of cultural, historical, socio-economic and infrastructural conditions for the development of the Republic of Altai as a tourist territory shows, in general, their positive impact on the development of the tourism in the region.

4. Tourist specialization

The geographical position of the republic and the diversity of natural landscapes make it possible to organize more than three dozen types of tourist activities there: pedestrian, health, mountain, speleotourism, auto-, motorcycle and bicycle tourism, sports, health, ecological, excursion and cognitive tourism.

The prospects for the water tourism development are due to the fact that according to the characteristics of Mountain Rivers, the republic can be referred to the regions in which it is possible to organize the water travels of any complexity category. All major rivers, such as Katun, Chuya, Argut with their tributaries, are alluvial, of the advanced complexity category.

The high-altitude relief, high-altitude landscapes, glaciers, snowfields in the Altai are of tourist interest for the mountaineering and mountain-sports tourism. More than 400 reconnoitered and classified passes of the complexity category from 1A to 3B also give the opportunity to organize complex pedestrian, horseback hiking and climbing trips in the territory of the region.

The prospects for the development of sports and hunting tourism are due to the fact that the Republic of Altai is one of the main hunting centers of Western Siberia. The hunting fauna here has 34 species of mammals and 29 species of birds. Elk, boar, roe deer, ducks, hazel grouse can be classified among commercial species and are of interest for sport hunting; large carnivores (brown bear, lynx), ungulates (maral, mountain goat), birds (capercaillie) are suitable for trophy hunting. The arrangement of sport hunting can be conducted in the areas with high density of specific game and considering the dynamics of its numbers.

An important role for winter types of active tourism, in particular, mountain skiing, is played by the period of occurrence of a stable snow cover, its capacity, along with the temperature and wind regime. A stable snow cover is established at altitudes of more than 2000 m in September, at lower altitudes in October. The duration of snow occurrence is 130-150 days in the foothills, up to 160-170 days in the low-mountainous and mid-mountainous Altai. In the highlands, this figure reaches 260, and in the glacial regions — 300 days.

For a more complete and detailed analysis, the classification of types and cycles of recreational activities (TRA and CRA), compiled by Zorin I.V. (Garms and Sukhova 2014) is used by the authors. A certain set of targeted, additional and accompanying types of recreational activities forms a cycle of recreational activities, determining the tourist specialization of the territory.

All possible for the Republic of Altai 52 types and 8 cycles of recreational activities are evaluated for their appropriateness and development trends (Table 3).

Table 3. Evaluation of recreational activities for their appropriateness and development trends

Name of TRA/CRA	Mountaineering	Ethnographic	Active-health care	Alpine	Ecological	Sports	Cultural and historical	Hunting and fishing
Bathing	-	C	B	C	C	C	-	C
Sunbathing	C	-	C	C	C	C	-	C
Ski slope	-	-	-	A	-	B	-	-
Ski tour	-	-	B	A	C	C	-	-
Winter rides	-	C	B	A	C	C	-	C
Mountaineering	A	-	-	-	-	-	-	-
Rock climbing	A	-	-	-	-	C	-	-
Speleotourism	A	-	-	-	-	C	-	-
Tourist hike	-	C	A	-	B	-	C	-
Stroll	-	C	A	C	C	-	B	C
Outdoor games	C	-	A	C	-	C	-	-
Communication	-	C	A	C	-	C	B	B
Participation in exhibitions	-	C	-	-	C	C	-	-
Business meetings	-	C	-	-	C	-	C	C
Shopping	-	B	C	C	C	-	C	C
Heliotherapy	C	-	B	C	C	C	-	-
Balneotherapy	C	-	C	C	C	-	-	-
Terencourt	-	-	C	-	C	-	-	-
Bus excursions	-	B	B	C	C	C	A	-
Excursions on foot	C	B	B	B	B	-	A	-
Visiting museums	C	B	C	C	B	-	A	-
Informative and cognitive activity	C	B	C	C	C	C	A	C
Picking berries, mushrooms	C	C	C	C	C	B	-	A
Fishing	-	C	C	C	C	B	-	A
Hunting	C	C	C	C	C	B	-	A

Name of TRACRA	Mountaineering	Ethnographic	Active-health care	Alpine	Ecological	Sports	Cultural and historical	Hunting and fishing
Visiting holy places	-	B	C	C	C	-	B	-
Religious Sacraments	-	C	C	-	-	-	C	-
Participation in religious festivals	-	C	C	C	C	-	C	-
Expedition	B	B	C	-	B	B	B	C
Air flight	B	-	C	B	-	C	B	-
Robinsonade	-	C	C	-	B	-	-	B
Horse riding	C	C	B	B	B	B	C	C
Car trip	-	C	B	C	C	B	B	C
Entertaining Food	-	B	C	C	B	-	B	C
Category tour – hiking	C	-	-	C	-	A	-	-
Sport games	-	C	C	C	-	A	-	-
Tourist, sports training	B	C	C	B	C	A	-	-
Instructor training	B	C	C	C	B	A	-	C
Participation in scientific congresses	-	C	C	C	B	-	C	-
Participation in arts festivals	-	B	C	-	C	-	B	-
Visiting sport competitions	-	C	C	-	-	B	C	-
Scientific discussions	-	C	-	-	C	C	B	C
Participation of memorials	C	C	C	C	C	C	C	-
Tracking	C	-	C	C	A	C	-	C
Environmental activities	C	C	C	C	A	B	-	B
Landscaping	C	C	C	C	A	B	-	B
Observations	B	C	C	B	A	B	C	B
Scientific ecologist activities	C	C	-	-	A	B	-	C
Participation in local holidays	C	B	C	C	C	C	B	-
Amateur work	-	A	B	-	C	C	-	C
Craft Training	C	A	C	C	C	C	B	C
Participation in public holidays	C	A	C	C	B	C	B	C
Creative Activities	C	A	B	C	C	C	B	C

Note: A – target, B – additional, C – associated TRA.

In order to take into account trends in the management of the republic tourism development, an analysis of development prospects has been carried out in the administrative districts.

The **Mayminsky District** provides the most suitable conditions for sports and active recreation cycle of recreational activity. This area is popular due to its relatively well-developed transport network and infrastructure, in comparison with other areas.

The museum of Kazakh culture (ail), located in front of the bridge on Lake Aya, is of interest. It is possible to make excursions to the monument to V.Ya. Shishkov (at the 116th km of the Chuysky Trakt), to Lake Manzherokoe, to the mineral spring Arzhan-Suu, to the Taldin Caves, to the Kamyshlinsky Waterfall. The touristic centers offer the sails down to the rivers; in winter time they offer excursions, skiing, sledding, and also provide pedestrian, horse, water, and automobile routes.

The abundance of the archaeological, historical, ethnographic monuments in the **Ongudaysky District** causes a natural interest among tourists. There are numerous stone sculptures, burial mounds, settlements, rock carvings. The Seminsky Pass is very popular – it is the highest point of the Chuysky Trakt (1894 m). At the highest point of the pass there is an obelisk commemorating the 200th anniversary of the voluntary entry of the Mountainous Altai into Russia. The training camps - "Seminskiy Pereval" and "Dynamo" – are the training bases for the athletes, the sports bases of the Olympic Reserve of Russia in the Republic of Altai. In addition, various routes are developed here: foot, horse, ski, and automobile.

The "Karakol Gallery" is of great interest – the petroglyphs, the presence of the mounds and stone steles in the territory of Ongudaisky District, Beliy Bom, Kalbak-Tash Stow, Lake Shavlinskoe. In Ongudai settlement there is a folk craft shop "Torko Chachak". There one can buy the products made of felt, traditional Altai hats, carpets (sirmaks), goat skins (turkkhan).

Based on the above landscapes, the ethnographic and sports cycles of recreational activities are most justified.

The rural tourism is being actively developed in the **Choysky District**. The Society of Hunters and Fishermen of the Choysky District organizes sports and amateur hunting. In August, the harvesting of blueberries, cowberries, mushrooms and pine nuts is popular. In addition, the area can develop folk crafts and offer tourists the master-classes. For example, in Choya, Paspahul, Salgand settlements the wickerwork is very popular.

The **Ust-Kansky District** is rich in historical and archaeological monuments of nature. In the settlement of Mendur-Sokkon there is a local history museum of Altai culture. The Ust-Kansk Cave is very interesting; it is located 4 km to the southeast from Ust-Kan settlement, on the right bank of the Charysh River, in the White Stone mountain. At the village of Kirlyk, the petroglyphs have been preserved. Devichiy ples beyond Ust-Kumir (57 km from Ust-Kan) is a very picturesque place for tourists.

The mountaineering cycle of recreational activity is characteristic.

The **Shebalinsky District** is also rich in historical and archaeological monuments: Tourak-1, Bolshoy Tolgoek, Tytkesken-2 settlement, Choba, the mounds Ilyinka, Shebalino. Here, the cultural-historical and active-recreational cycle of recreational activities are being developed. The tar production in the village of Barlak can be attractive for tourists.

The nature of the **Ulagansky District** is distinguished by its pristine beauty. The road from Aktash to Ulagan is surrounded by the gorge, the Krasnye Vorota cliffs, Lake Cheybekkel. The valley of the Ulagan River is famous for the Pazyryk barrows. The small lakes of the district are rich in fish, including peled. In the village of Ulagan there is a museum dedicated to the Telengits – the native inhabitants of the region. There is a wide choice of national souvenirs made of wood, skins of wild animals, bone and stone.

The Alpine and cultural-historical cycles of recreational activity are being developed in the district.

The **Chemalsky District** is the most developed in Altai in terms of tourism. There are several recreation centers and tourist complexes, as well as numerous places for camping in the district. It is not difficult to take walks from Chermal to the hydroelectric power station, to the valleys of the rivers Kuba and Chermal, to the museum of G.I. Choros-Gurkin located in the settlement of Anos.

The tourist center "Katun" offers excursions, horse trips, children's and youth camp, a unique ten-day trip "Round the Golden Ring of Altai"; in mid-July the Russian festival of author's song is held there. The "Areda" tourist centers offer individual programs, including hunting and fishing.

They have the conditions for an active-recreational cycle of recreational activities. It is recommended to develop rural tourism.

The main attraction of the **Turachaksky District** is Lake Teletskoye. The Altai State Reserve is the main scientific center for studying the nature of Lake Teletskoye geocomplexes. In the vicinity of Lake Teletskoye there are several tourist routes that do not require special sports training, including climbing the Tylan-Tuu Mountain, an excursion to the third river, to the Kamenny Gulf, to the Corbu Waterfall.

The Alpine cycle is characteristic. It is recommended to develop the ecological and scientific tourism on the basis of the Altai Reserve.

The **Chuyskaya Steppe** in the Kosh-Agachsky District is a unique natural territory, very interesting and exotic for European traveler in terms of landscape, flora and fauna: the forestless Chuyskaya Steppe and the mountain forests of the Dzhazatorskoe Forestry, the mountains of Tabyn Bogdo Ola and the South Chuy Alps. In ethnographic terms, the Chuyskaya Steppe is interesting as a symbolic border between the Altaic settlements and the Kazakh villages that begin in the village of Kosh-Agach. In a small modern village of Zhana-Aul, a traveler can get acquainted with the preserved and restored traditions of Kazakh culture. A museum, a memorial and a mosque were opened there. The Chuyskaya Steppe is rich in archaeological monuments — burial mounds, stone statues, petroglyphs (in the vicinity of the villages of Kosh-Agach, Tashanta). "Ak-Tru" and "Ak-Kem" high-altitude tourist complexes are located in the territory of the district. According to the above, the mountaineering and ethnographic cycles of recreational activity are developed in the Kosh-Agachsky District. The border location of the district with China, Kazakhstan and Mongolia opens the prospects for the development of cross-border tourism, the creation of the unified routes with the distinct landscapes.

The **Ust-Koksinsky District** and the regional center the settlement of Ust-Koksa due to their close location to Belukha mountain, Lakes Taimenye, Multinskoe, Akkenskoe, are the start point for many tourist routes attracting the admirers of the outdoor activities (hiking, climbing, rafting).

Ust-Koksa is the beginning of the route through the Old Believers' villages of the Uimonskaya Valley (Multa, Tihonkaya, Verkhniy Uimon, Gagarka). The cultural tourism in the area includes a visit to the N.K. Roerich Museum and the Old Believers' Museum in Verkhniy Uimon.

There are several maral farms in the area, in which not merely marals are bred and the healing drink is made, but therapeutic procedures are offered.

In the territory of the State Natural Katunsky Reserve, the ecological routes (ecopaths) and the scientific and educational programs are available for students and schoolchildren.

The alpinist, cultural-historical, sports cycles of recreational activities are developed there. It is recommended to develop the scientific and ecological tourism on the basis of the Katunsky Reserve. Also the ethnographic component should be improved, for example, participation in the folk crafts: making felt boots, weaving sleds in the settlement of Multa, making wooden souvenirs in Chendek, Bashtala settlements. Moreover, the cross-border cooperation with Kazakhstan seems promising, since the Ust-Koksinsky District borders the East Kazakhstan District. The cross-border reserve "Altai" located in the territory of the Katunsky Reserve and the Katon-Karagai National Park (Derevyanko 2002; Gelb 1977) can become a platform for joint recreational solutions.

In addition to the recommendations on tourism specialization for each district, it is advisable to propose the actual measures for certain types of tourism for the republic in general. So, the rural tourism is gaining popularity, allowing citizens to join the traditional way of life of rural residents. At the same time, host families provide the organizational support for tourists (including food, leisure, service, etc.).

The development of rural tourism prevails in such villages of the republic as: Cheposh, Elikmanar, Chermal, Ayula of the Chemsalsky District, the villages of Yogach, Artibash of the Turochaksky District, the villages of Multa, Chendek, Terekhta of the Ust-Koksinsky District. The development of rural tourism solves a number of problems:

- the improvement of the employment in rural areas;
- the improvement of the incomes and living standards of rural residents;
- more intensive use of the household plots, including the expansion of the range of products, which also increases the consumption of rural residents;
- the on-site sale of products of personal subsidiary farming hosts hosting the tourists;
- the promotion of the protection of local attractions;
- the support for the local customs, folklore, folk crafts;
- the improvement of the estates and villages, the development of the engineering and social infrastructure.

In the opinion of the authors, the development of rural tourism in the Republic of Altai requires the following measures:

- the certification of the estates, assistance with their arrangement, including by providing financial assistance on preferential terms;
- the training of family members in the organization of rural tourism, tourist services rendering; the promotion and advertising of farmsteads offering rural tourism;
- the creation of the insurance system for the buildings and tourists, for the outsourcing of the accounting and tax functions, to improve the efficiency of rural tourism, etc. A promising type of recreational tourism is the health-improving (recreational-resort) tourism, which can be developed on the basis of climatic conditions, unique developments in pantotherapy and phytotherapy. The health-improving programs usually include such types of procedures as: the therapeutic baths (including using herbal infusions); showers of special types; salt caves; physioprocedures; mud treatment; dry air thermal baths with highly dispersed aerosols in the AKOF thermocamera, using the pant concentrate; the compartments for psychological relaxation; massage room; gym; acupuncture room; swimming pool; baths (including the complexes: Russian, Finnish, Roman); phytobar.

No recreation complexes of the Republic of Altai render this list of services and procedures in its entirety. The number of the personnel trained for provision of health-improving procedures on the basis of pant baths, baths and herbal therapy, is insufficient.

To develop health-improving (recreational-resort) tourism in the region, it is required to implement the following measures:

- to build well-equipped recreational-resort facilities with a full range of medical and recreational procedures;

- to develop the unique programs of medical and health tourism based on pant baths, herbal medicine, and the development of combined tourist products on the basis of medical and recreational programs;
- to train highly qualified personnel to render medical and health-care services, etc.

The territory with rich natural, cultural and historical resources, with a developed infrastructure, but without proper marketing strategy may remain at the level of prospects.

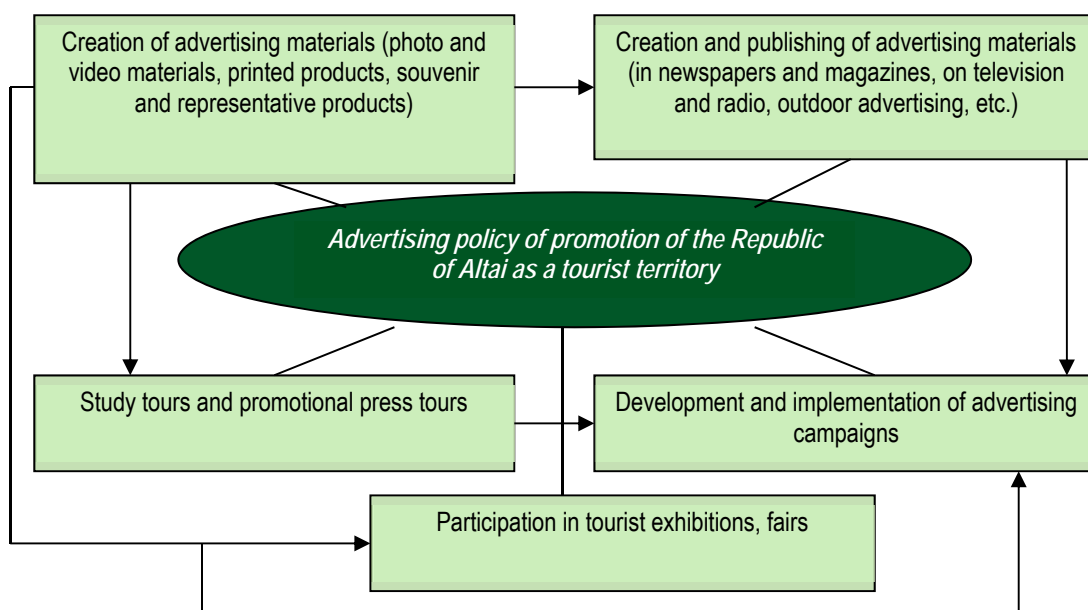
5. Marketing strategy

A successful communication policy should cover several areas (Smiley 1998, Gelb and Enis 1977).

Let us consider in more detail the activities for each of these directions.

The first direction of the communication policy of the marketing strategy for the promotion of the Republic of Altai as a tourist territory includes the blocks of activities shown in Figure 3.

Figure 3. The main blocks of the advertising policy for the promotion of the Republic of Altai as a tourist territory



It should be mentioned that the first direction of the advertising policy for promotion of the Republic of Altai as a tourist territory involves the creation of a bank of promotional materials that can be used to create and publish the advertising materials, to conduct the study tours and advertising press tours, to conduct the advertising campaigns and to participate in tourism exhibitions and fairs. The bank of promotional materials, in turn, should include the following types of advertising and information banks:

- the bank of photo and video materials "Tourist Mountain Altai";
- the bank of digital films of artistic content covering new tourist routes of the Republic of Altai;
- the bank of catalogs "Tourist Mountain Altai" in several languages;
- the bank of presentation books, booklets, prospectuses, posters, calendars, tourist maps, postcards and other printed products reflecting the tourist potential of the region;
- the bank of brochures for different types of tourism, designed for different target audiences with detailed characteristics of the territorial tourist product.

The second direction of the advertising policy for promotion of the Republic of Altai as a tourist territory involves the creation and publishing of the advertising materials using different types of advertising media. So, for the dissemination of the information about the Republic of Altai as a tourist territory, such types of advertisements can be used: breadboard advertising in the tourist press, outdoor advertising, special advertising magazines-catalogs and directories, radio advertising, television advertising, advertising in reference and information systems and public places, external electronic advertising.

The third direction of the advertising policy for the promotion of the Republic of Altai as a tourist territory includes the organization and conduct of the study and promotional press tours for Russian and foreign journalists and the employees of the tourist industry on the issues of arranging domestic and inbound tourism in the territory of the Republic of Altai.

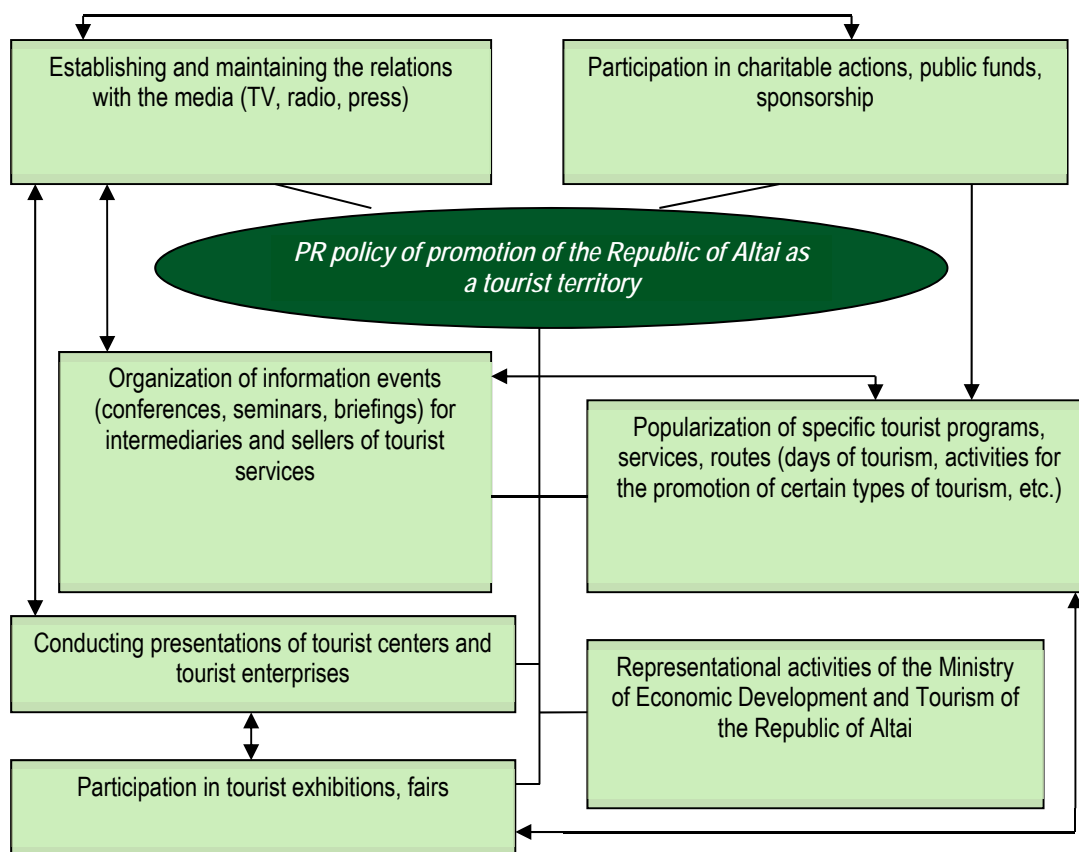
The fourth direction of the advertising policy involves the development and implementation of the annual advertising campaign "Tourist Mountain Altai", which includes the consolidated measures to attract the tourists and to create a favorable image of the territory. The advertising campaign should have a thematic focus and provide for a comprehensive use of various types of advertising materials and options for their publishing.

The choice of means of advertising, information and advertising materials to perform the advertising campaign depend on the goals and objectives of the campaign, financial and other opportunities.

The fifth direction — the participation in tourist forums, exhibitions, fairs - can pursue not only advertising purposes, but also is one of the directions of the PR policy for promotion of the Republic of Altai as a tourist territory. When planning and implementing this direction, it is required to take into account that the efficiency of the exhibition activities is largely determined by the organization of preparation for the event, the budget allocated to attract the attention to the stand. It is also important to monitor the feasibility of participating in the exhibitions, based on their significance and taking into account the trends in the development of tourist flows. In the course of preparation for participation in exhibitions and fairs, it is efficient to conduct the special events – press conferences, seminars, briefings, to publish the articles in foreign media, both before the exhibition and after it.

Within the framework of the communication policy for the promotion of the Republic of Altai as a tourist territory, an important direction is the development and implementation of a PR policy aimed at creation of a favorable attitude towards the Republic of Altai as a tourist territory. Within the framework of this policy, the communication directions, shown in Figure 4, should be implemented.

Figure 4. The main directions of the PR policy for promotion of the Republic of Altai as a tourist territory



One of the important public groups, playing the important role in the formation of a positive image of the tourist territory, is the media (Lall 2001). Accordingly, the first direction of the PR policy for promotion of the Republic of Altai should be the establishment and maintenance of the relations with the media (television, radio, the press). In turn, the establishment and maintenance of the relations with the media can take many forms:

- the publishing in the media of the information, thematic articles of non-advertising, cognitive, eventful and professional nature to attract public attention to the tourist opportunities of the territory, natural and cultural and historical attractions, territorial tourism product, tourism industry enterprises, etc.;
- the coverage in the electronic media of the visits paid by the invited prominent persons from the sending markets to the Republic of Altai with the publication of interviews in print and electronic publications;
- the active coverage in the all-Russian media and other mass media of the festivals and other mass events that gather a significant contingent of spectators, for example, the traditional national holiday "Al-Oyin", "The Springs of Altai", "Teletskoye snow rally", international and All-Russian sports competitions,
- the publishing in the media of the interviews with the tourists, rested in the Republic of Altai.

In the course of relations with the media, messages and information packages for the press are used, as well as press releases, interviews, and information trips for journalists.

The second direction of the PR policy is the participation in charitable actions, public funds, and the sponsorship. At the same time, both regional government bodies and the individual tourist enterprises and organizations should actively participate in these events. The purpose of participation in charity events, public funds and sponsorship actions is to attract the attention to tourism, individual tourism products and tourism industry enterprises, to form a holistic positive opinion of the public about the Republic of Altai as a tourist territory.

A special role in the organization and conduct of the PR activities is played by the territorial tourism management bodies, in particular, the Ministry of Economic Development and Tourism of the Republic of Altai. Therefore, it is necessary to continue and develop the representative activities of the Ministry of Economic Development and Tourism of the Republic of Altai, including the organization of exhibitions, seminars, roundtables, constant explanatory work, providing the necessary information and assistance to all interested parties, especially the tour operators and the investors. The representative activities of the Ministry provide the direct contact with potential target groups of consumers of the tourist territory, provide the information base for the subsequent stages of communication, and enhance the role of the territorial government in the development of the tourist territory.

The promotion of the Republic of Altai as a tourist territory will be supported by the fourth direction of the PR policy — the presentations of the tourist centers and individual enterprises of the tourism industry in the form of presentation days and weeks. Within the framework of such events, a wide variety of other events can be conducted, such as the press conferences, the exhibitions, the presentations of the video films about the tourist opportunities of the territory, as well as the master classes, trainings. The presentation materials (brochures, brochures, catalogs, directories, etc.) can be dedicated to a particular type of tourism, a separate tourist event, or a tourist territory and its potential as a whole. At the same time, the advertising materials prepared in the framework of the previous direction of the communication policy on the promotion of the Republic of Altai as a tourist territory can be used as the promotional materials.

One of the objectives of the PR policy, therefore, one of its directions is the popularization of specific tourist programs, services, routes. This direction can be carried out in the form of days of tourism, thematic events dedicated to specific types of tourism (exhibitions, seminars, conferences, etc.).

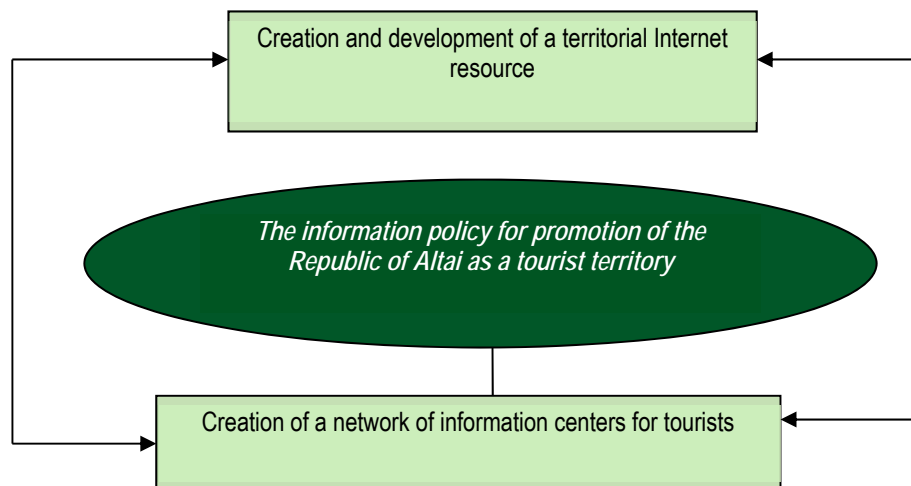
The sixth direction of the PR policy for the promotion of the tourist territory should be the organization of the information events (conferences, seminars, briefings) for the intermediaries and sellers of tourist services in order to clarify the features of the territorial tourist product, the advantages of tourist travel through the territory.

As it was mentioned above, the general direction of both the advertising policy and the PR policy for the promotion of the tourist territory is the participation in tourist exhibitions and fairs. Accordingly, in order to achieve the PR objectives, it is necessary to prepare for participation in exhibitions and fairs, to provide the measures for interaction with the media, viewing the video films, presenting the tourist opportunities of the territory, etc.

All the directions and activities discussed above are oriented mainly towards such target groups of consumers as tourists and potential investors. Therefore, the majority of activities should be carried out outside the territory, directly in places of local residence, primarily, in places of local residence of tourists (Miller and Dess 1996; Mintzberg 1994). When carrying out both advertising policy and PR policy for the promotion of the tourist territory, it is required to provide separately the activities aimed at the third target group of consumers of the tourist territory — the local population. This is necessary for the active involvement of the local population in the process of consumption of the territorial tourism product, which is especially important for the industry during the periods of

the decline of the mass entry tourist flow into the region and for the development of new territories for tourism. The third main direction of the communication policy for promoting the Republic of Altai as a tourist territory is the information policy in which two important areas can be singled out, in turn: the creation and development of a territorial Internet resource and the creation of the information centers for tourists (Figure 5) (Porter 1990).

Figure 5. The main directions of the information policy for promotion of the Republic of Altai as a tourist territory



The first direction is the creation and development of a territorial Internet resource; it involves the following activities:

- the active use of the Internet advertising of the territorial tourist product of the Republic of Altai in the form of websites, banners, and button advertising. In this case, a combination of three strategies of Internet advertising can be used: the creation of a special thematic advertising section on the tourist portal of the republic; the publishing of the relevant information on the websites of the advertising agencies and the distribution of the related advertising information on the site without separating it into a specialized thematic section;
- the creation of a specialized tourist portal (or the improvement of the existing portal) "Tourist Mountain Altai", to present directly the territorial tourist brand of the Republic of Altai and provide the consumers of tourist services with the comprehensive information about the region, its sights, can be considered as a hidden form of establishing the advertising communications;
- the improvement of the website of the Ministry of Economic Development and Tourism of the Republic of Altai, which is currently low-ranking, there is no foreign interface. The website should become an effective marketing tool for the territory and contain the detailed information intended for all subjects of marketing of tourist territories: tourists, tourist enterprises and organizations, investors and other interested parties.

The second direction of the information policy for promoting the Republic of Altai as a tourist territory is the creation of a network of information centers for tourists. The world practices, including the examples of their use in Russian conditions, show that the best way to achieve the set promotion goal is the creation of a tourist information center to provide the tourists with the information and reference, tourist and business services, as well as to perform the advertising and marketing activities. It is required to create an information center at two levels: at the level of the territory (region) and at the local level (municipalities).

At the same time, the information center becomes an important link in the system of organizing the effective functioning of the territorial tourist and recreational complex, performing a number of functions. The most positive effect will be caused by the complex use of all the measures considered within the framework of the three main directions of the communication policy of the promotion of the Republic of Altai as a tourist territory.

Conclusion

Taking into account the changing economic and natural climatic conditions, it is necessary to adjust the structure of recreational nature management. The areas with a wide tourist specialization, with the opportunities for the development of several cycles of recreational activities, are in the most favorable position. The Ongudaysky, Ust-Koksinsky, Turachaksky Districts can be taken for example.

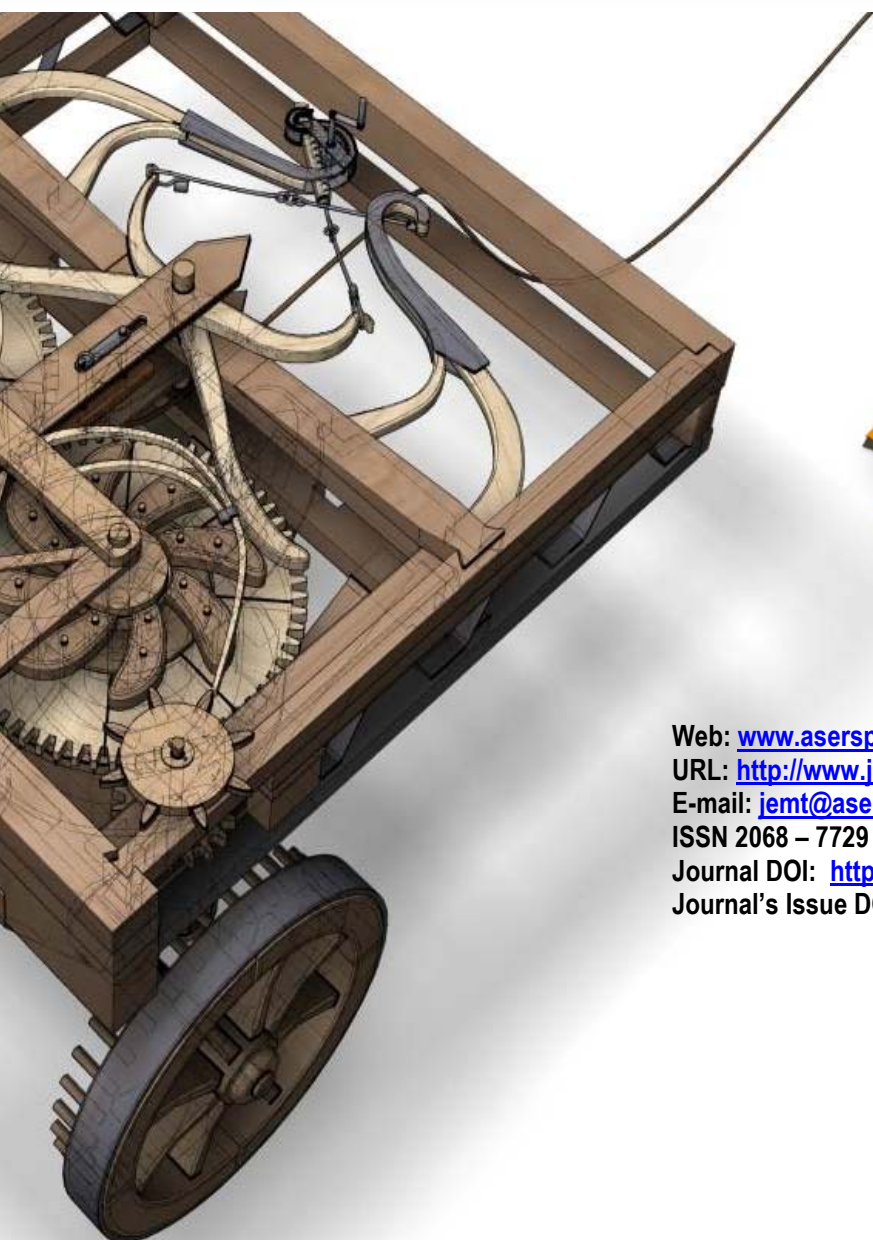
As the main strategic priority of the socio-economic development of the Republic of Altai for 2010-2020 is the diversification of the economy through the development of the interregional (Altai Territory, Kemerovo Region,

Republic of Khakassia) and international economic relations, it is advisable to develop and support the cross-border tourism. The tourism sector of the economy of the Republic of Altai is based mainly on the organization of the domestic tourism. According to the monitoring of the tourist flow, tourists from the regions of Siberia and partly from the Urals and the European part of the country make up the basis for the growth of the tourist flow. It is required to attract foreign tourists, to develop and to equip the cross-border tourist routes.

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