INTRODUCTION

The Russian Federation, with its huge tourist potential, occupies a very modest place in the world market of tourist services. The existing tourism facilities and resources need to be reconstructed. Currently, conditions to encourage private investment in the industry, including foreign investments, have not been created. There is an acute shortage of qualified specialists, a lack of scientific, advertising, and information support systems to promote the national tourist product in the domestic and foreign markets. This situation is largely due to changes in the geopolitical situation, the collapse of economic ties, decline in production, inflation, and as a result, falls of living standards, and a sharp increase in population’s income differentiation that caused a reduction in domestic tourism. The criminogenic situation in some regions of the country also does not contribute to the growth of tourism.

At the same time, insufficiently effective system of state regulation of tourism opens up opportunities for unfair competition, violations of the rights of tourist services consumers, as well as weakly stimulates the development of foreign and domestic tourism, creates opportunities for the criminalization of tourist business, and expansion of foreign firms in the domestic tourist market. Problems of the tourism and hospitality industry development were considered in detail in the works of I.V. Bogomazova (2019), A.A. Latortsev (2018), V.L. Lozitsky (2019), A.V. Petukhov (2017), N.A. Ustina (2019), T.A. Tsybulskaya (2019), and others. At the same time, existing scientific publications do not fully uncover the issues of state support for the tourism and hospitality industry in the context of digitalization.

METHODS

The theoretical and methodological basis of the research includes an abstract-logical method, methods of induction, deduction, analysis, synthesis, and systematization, used to substantiate approaches to state support of the tourism and hospitality industry in the context of digitalization, as well as graphic method employed to study the level and trends in the parameters reflecting state support for the tourism and hospitality industry. The information base of the article includes the data of state bodies, legislative and regulatory documents governing the development of the tourism and hospitality industry, as well as the results of scientific research (AGAMIROVA et al., 2017; NIKOLSKAYA et al., 2018; KOSEVICH et al., 2020). In the course of the research, it is planned to improve the methods of state support for the tourism and hospitality industry, develop measures to coordinate activities among the main participants in the tourism and hospitality industry, as well as justify the development trends of the industry in the context of digitalization.
RESULTS

Research shows that at the moment, investments in the tourism and hospitality industry are just tactical in nature and difficult due to the lack of guarantees for the return of funds and profit, the lack of pre-arranged activities and the ability to implement a long-term investment strategy. At the same time, there are certain unifying processes in the tourism and hospitality industry, though enterprises are united not so much to fill the market with a variety of tourist and hotel services but to redistribute property and spheres of influence. Besides, overcoming negative trends involves activating state policy in the tourism and hospitality industry, creating legal, organizational, and economic foundations to form a contemporary, competitive industry. Therefore, the tourism and hospitality industry is considered one of the most profitable and rapidly developing sectors of the world economy.

The development of the industry plays an important role in solving social problems. In many countries of the world, the tourism and hospitality industry creates new jobs, maintains a high standard of living, and provides prerequisites for improving the payment position of a country. In this case, the need to develop the tourism sector contributes to improving the level of education as well as the system of medical care for the population and implementing new means of information dissemination. At that, the tourism and hospitality industry has the impact on the preservation and development of cultural potential, leads to the harmonization of relations between different countries and peoples, and forces governments, public organizations, and commercial structures to actively participate in the preservation and improvement of the environment. At the same time, the current development of the industry in the Russian Federation is characterized by the presence of deep contradictions in its organizational structure, as well as the features of management entities (Figure 1).

Figure 1. The management entities in the tourism and hospitality industry

Source: Search data.

On the one hand, the current state of the tourism and hospitality industry is regarded as recessionary, associated with a sharp drop in the previously achieved range of tourist and hotel services, a reduction in the facilities and resources of the industry, and a significant nonconformity with the needs of the population in tourist and hotel services. On the other hand, one can note a high rate of construction of tourist and hotel facilities that meet the highest international standards, a significant increase in tourist trips abroad, and an increase in the number of tourist and hotel enterprises. Under these conditions, government committees in the field of tourism and hotel complex in the Russian Federation should focus on the development of tourism, seeing it as a factor that can solve not only many socio-economic problems of the country but also ensure a certain position of Russia among the world countries, most attractive for tourists. In this case, the source tourist markets are characterized, on the one
hand, by high purchasing power, and on the other hand, by the sophistication of consumers in terms of tourist offers and high requirements for the quality of service.

Due to geographical location, the Russian Federation is not and cannot become a country of mass entry of tourists for traditional summer beach holidays. Nevertheless, the country’s cultural, historical, and natural potential is huge, and with the right marketing efforts, improvement, and development of the tourist infrastructure, the number of foreign tourists arriving in Russia can grow significantly. Besides, improving the state management in the tourism and hospitality industry involves creating the Coordination Council to implement various programs, based, for example, on the experience of countries, such as France, Italy, and the USA.

This Council would carry out a package plan on harmonization of existing and developed programs, and statutory and regulatory enactments related to the development of recreational and tourist complex. This involves establishing and functioning of the center for licensing and certification of tourist services under the committees for physical culture, sports, and tourism in the regions, which would organize work on licensing and certification of tourist services, maintain a specialized regional register of tourist enterprises and organizations that have licenses and certificates for the provision of tourist services, as well as preparing proposals to improve the system of statistical accounting in the tourism and hospitality industry in the territorial context. At the same time, the creation of a modern integrated statutory and regulatory framework for tourist and hotel complexes can be done by:

- improving the current legislation in terms of tourism development, including amendments and additions to existing legal acts in the field of taxation, environmental management, ecology, and consumer protection;
- adopting the legal framework to provide financial guarantees when obtaining the right to tour operator activities;
- implementing a unified tourist confirmation and voucher throughout the country;
- adopting by state bodies of regulations on the classification of hotel accommodation facilities and assignment of all issues related to monitoring compliance with the quality of hotel services to the jurisdiction of the executive agency in the tourism sector;
- developing a mechanism to strengthen the responsibility of tourist organizations for violations on their part of the procedure for monitoring compliance with the rules of entry, exit, and stay of foreigners who are under their visa support.

Research shows that the successful development of the tourism industry and hotel business in the Russian Federation requires an influx of investments, both Russian and foreign, primarily to develop the infrastructure of a network of tourist-class hotels and, in particular, small hotels, as well as motels located on state roads that would provide comfortable living conditions at low prices. The construction of tourist accommodation facilities should be financed primarily by attracting extrabudgetary sources. The amount of investment required for this purpose can be calculated based on the needs of individual regions for modern accommodation facilities and the corresponding tourist infrastructure (roads, engineering networks, etc.). For example, in the historical cities of the North-Western region of the Russian Federation, there is a real need for three stars tourist class hotels.

At that, the wide advertising campaign of tourism opportunities of the country promotes the growth in the number of foreign tourists, and hence, the growth of income in the economy. It is also necessary to consider the significant multiplier effect of tourism, namely, the development of related economic activities, and the growth of employment. Under the condition of availability of a significant advertising volume, its regularity, and duration of exposure, an advertising campaign begins to bring economic benefits only from a certain minimum threshold. Unfortunately, with the current funding, measures to promote Russian national tourism products cannot significantly change the parameters of the existing tourist flow. Therefore, Russia must be presented widely on a single stand at major international tourism exhibitions and fairs. It is also necessary to resume the practice of noncommercial
advertising of the country's tourism opportunities in general through the publication of booklets, posters, maps, and other information and advertising printed materials in the major languages of the world.

First of all, it is necessary to publish a basic information booklet about Russia, and then advertising booklets about the tourist opportunities of the major regions. The next stage should involve publishing advertising and information catalogs for existing specialized tours (cultural and educational, environmental, extreme, fishing and hunting, and cruise), and, in parallel, a small-format booklet on basic information for tourists should be issued (containing useful information for foreigners). Currently, the tourism and hospitality industry has become a special socio-cultural phenomenon that combines both the historical and cultural heritage of the state and the most recent digital technologies (Figure 2). Many tourist startups are trying to find their niche by focusing on a particular type of tourism. Since the development of inbound tourism is important for the Russian Federation, the key criteria for making decisions on the digitalization of this tourism sector and infrastructure development should be focused on the preferences of potential and actual tourists.

Figure 2. Digitalization areas of tourism and hospitality industry

Source: Search data.

According to tourists, the main drawbacks were associated with the lack of electronic visas, which reduced the bureaucratization of the visa process, the lack of a single tourist portal of the country and cities, the low level of service, including that due to the insufficient number of modern technologies and infrastructure development outside of tourist centers, such as St. Petersburg and Moscow. At the same time, some companies have started to implement electronic vouchers, although this experience did not allow them to solve problems with enhancing the competitiveness and profitability of the business. Regions, oriented on the influx of a significant number of tourists developed interactive maps of tourist resources and sites. However, the lack of systematization and integration of regional portals into a common digital information space only repels the user.

The state also plans to allocate subsidies and provide support to market entities that implement digital technologies and develop tourism in the Russian Federation. However, the remoteness of promising regions and the subsidy-based framework of tourism development projects in these regions do not allow concluding that these investments are highly effective and that the allocated resources are likely to be reallocated for digitalization. At that, some regions are more intensively engaged in implementing digitalization in the tourism and hospitality sector. For example, the Novgorod Region of the Russian Federation uses information technologies to take into account the number of tourists in the region, using mobile phone information and Big Data technology while anonymizing the personal information of subscribers. Internet resources are also used, which are aimed at developing inbound tourism to Siberia and increasing the attractiveness of the territories for foreign investors.
DISCUSSION
The reliability of the presented approaches is confirmed by the fact that digital transformation is characterized by the dominant role and initiative of the state rather than business in the tourism and hospitality industry (DEMKINA; KOSTIKOV; LEBEDEV, 2019; NOVOLODSKAYA et al., 2018; SHISHANOVA et al., 2020). This specificity, in particular, leads to the advanced development of digital service technologies. The factors hindering the development of digital technologies in the tourism and hospitality industry include the lack of a clear regulatory and legal framework governing the interaction of entities during the transition to the digital space, including personal data protection, control of the authenticity of accounts, and information provided.

The factors supporting the development of the tourism and hospitality industry in the context of digitalization include isolation from international technology transfer, forcing domestic businesses to implement and invest into Russian developments; the effect of a low base, which can dramatically optimize business processes through modernization and implementation of information technologies; as well as prospects for changing business models that lead to the creation of new services. Considering the peculiarities of the market digitalization and development trends of the tourism and hospitality industry, it can be assumed that in the near future this economic sector will reach a new level of development, while acting as a catalyst for moving forward the transport and logistics, mainly within the organization of passenger transportation.

At the present stage, there are significant trends in digitalization, which is quite promising in the consolidation of business in the tourism and hospitality industry, in the use of new technological solutions, employment of dynamic real-time tour packaging systems, new booking services, online services for direct sales of individual services and tour packages to tourists with the ability to independently design a tour, hotel management systems, as well as Big Data-based solutions for demand forecasting and pricing management.

CONCLUSION
Summing up, it can be noted that the methods of state support should be aimed at achieving the goals of the entire tourism and hospitality industry, the state, and society in general, as well as ensuring the coherence of public and private interests. Therefore, tourism and hospitality policies should consider the goals of socio-economic policy that determines the line of reforms. Besides, the justification of tourism policy goals is complicated by the fact that goal setting has always been a bottleneck in the theory and practice of planning. The practice has shown that the tourism and hospitality industry has become a special system that combines both the historical and cultural heritage of the state, as well as the most recent information technologies in the field of territorial development and communications. In this case, tourism and hospitality companies conduct the digitization of their activities vigorously and effectively, receiving a significant income.

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Improving methods of state support for the tourism and hospitality industry in the context of digitalization

Melhorar métodos de apoio estatal à indústria do turismo e da hotelaria no contexto da digitalização

Mejorar los métodos de apoyo estatal a la industria del turismo y la hostelería en el contexto de la digitalización

Resumo
O artigo se dedica à melhoria dos métodos de apoio estatal à indústria do turismo e da hotelaria no contexto da digitalização. Está provado que a política no campo do turismo e da indústria hoteleira deve levar em conta os objetivos da política socioeconômica que determina a linha das reformas. Os autores afirmam que a indústria do turismo e da hotelaria se tornou um sistema especial que combina tanto o patrimônio histórico e cultural do Estado quanto as mais recentes tecnologias da informação no campo do desenvolvimento territorial e das comunicações, além de notar que as empresas turísticas e hoteleiras estão digitalizando suas atividades de forma rigorosa e eficaz, recebendo receitas significativas.

Palavras-chave: Mercado. Serviço. Estado. Sistema. Informação.

Abstract
The article is devoted to improving the methods of state support for the tourism and hospitality industry in the context of digitalization. It is proved that the policy in the field of tourism and hospitality industry should take into account the goals of socio-economic policy that determines the line of reforms. The authors state that the tourism and hospitality industry has become a special system that combines both the historical and cultural heritage of the state and the most recent information technologies in the field of territorial development and communications, as well as note that tourist and hotel companies are digitalizing their activities rigorously and effectively, receiving significant revenues.

Keywords: Market. Service. State. System. Information.

Resumen
El artículo está dedicado a mejorar los métodos de apoyo estatal a la industria del turismo y la hostelería en el contexto de la digitalización. Está demostrado que la política en el ámbito del turismo y la hostelería debe tener en cuenta los objetivos de la política socioeconómica que determina la línea de reformas. Los autores afirman que la industria del turismo y la hostelería se ha convertido en un sistema especial que combina tanto el patrimonio histórico y cultural del estado como las más recientes tecnologías de la información en el ámbito del desarrollo territorial y las comunicaciones, así como señalan que las empresas turísticas y hoteleras están digitalizando sus actividades de forma rigurosa y eficaz, recibiendo importantes ingresos.

Palabras-clave: Mercado. Servicio. Estado. Sistema. Información.