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Аннотация. В докладе рассматривается состояние индустрии туризма и гостеприимства в Ростовской области с элементами аналитической работы. Определены характерные черты развития данной индустрии, а также проблемные аспекты для определения возможностей в цифровой трансформации данной отрасли.

Ключевые слова: цифровизация, цифровая трансформация, туризм, рекреационная зона, проблемы развития, финансирование, муниципальный бюджет.

ЦИФРОВАЯ ТРАНСФОРМАЦИЯ ИНДУСТРИИ ТУРИЗМА И ГОСТЕПРИИМСТВА НА ПРИМЕРЕ РОСТОВСКОЙ ОБЛАСТИ

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Abstract. The report examines the state of the tourism and hospitality industry in the Rostov region with elements of analytical work. The characteristic features of the development of this industry are identified, as well as problematic aspects for determining opportunities in the digital transformation of this industry.

Keywords: digitalization, digital transformation, tourism, recreational zone, development problems, financing, municipal budget.

DIGITAL TRANSFORMATION OF THE TOURISM AND HOSPITALITY INDUSTRY ON THE EXAMPLE OF THE ROSTOV REGION

The tourism and hospitality industry, as one of the most interesting and profitable branches of recreational areas, is of the greatest importance for the analysis of this sphere, since a sufficient amount of funds for development is directed there. Within the framework of this report, the analysis of the state of the tourism and hospitality industry in the Rostov region is of the greatest interest, since the Rostov region is partially part of the recreational zone "European South of Russia" with a specialization in therapeutic recreation and educational tourism.

The most attractive factors for the development of recreation in the Rostov region are: a warm climate, a rich cultural heritage, the presence of a well-developed transport infrastructure, the proximity of natural areas of the Sea of Azov, the Tsimlyansk reservoir and other steppe zones with various agricultural landscapes. It is especially important to say that absolutely all spheres of society are developing within the framework of digitalization, and the tourism industry is no exception.

The legislative framework and at the same time the strategy for the development of tourism and hospitality in the Rostov region is the "Strategy in the field of digital transformation of economic sectors, social sphere and public administration of the Rostov region". This strategy defines a set of main problems that currently hinder the development of this sphere, namely: the lack of a unified approach to calculating the main indicators in the field of tourism, spending a lot of time on analytics and calculating statistical data, the lack of high-quality consolidated and secure platforms for the comprehensive selection and payment of tourist services[[1]](#footnote-1).

It is the government of the Rostov region that will be responsible for ensuring the digitalization of the tourism industry in the region. In this aspect, the Government of the Rostov region can help either financially or in a legal aspect (an example is given above). In the financial aspect of helping the digital transformation of the tourism and hospitality industry in the region, it is worth referring to the explanatory note to the draft regional law "On the regional budget for 2023 and for the planning period of 2024 and 2025". This document allows you to see how the Ministry of Finance of the region sees budget revenues and expenditures. Taking into account practice, we can confidently rely on this document, since with the final approval of the regional budget in the past years, minor edits were made to the explanatory notes from the Ministry of Finance. Based on the above-mentioned document, it can be revealed that the expenses for the regional budget will amount to 279,649.2 million rubles, 273,651.7 million rubles, 216,649.2 million rubles in 2023, 2024 and 2025, respectively. Analyzing this document, you can determine where large parts of the costs will go. So, most of the budget will be spent on ensuring social policy and education. Expenses will amount to 157,193.4 million rubles, 154,271.1 million rubles, 130,169.7 million rubles in 2023, 2024 and 2025, respectively, which is 56.21%, 56.37%, 60.08% of total budget expenditures. At the same time, only 55.6 million rubles will be spent on the development of digitalization of tourism in 2023 and 56 million rubles each in 2024 and 2025, which is 0.0198%, 0.0204%, 0.0258% of the total budget expenditures under the following items: financing in order to increase tourist attractiveness in the Rostov region and for the development of inbound and domestic tourism of the Rostov region and improving the competitiveness of the regional tourism product[[2]](#footnote-2).

This fact allows us to draw a reasonable conclusion that, specifically in the Rostov region, the digital transformation of the tourism and hospitality industry will take place rather slowly due to the small amount of spending on supporting this area and the orientation of the Government of the Rostov region on the development of issues of education and social policy of the population. However, despite this, it is possible to draw general conclusions that the overall digital transformation of the tourism industry in the region has already begun, which is an incomparable plus, however, in comparison with the neighboring Krasnodar Territory, the digital transformation will be slower because, in general, the Rostov region is less focused on tourism than the Krasnodar Territory with the Black Sea coast.

1. Strategy in the field of digital transformation of economic sectors, social sphere and public administration of the Rostov region dated 31.08.2022. The official portal of the Government of the Rostov region [Electronic resource]. URL: https://www.donland.ru. [↑](#footnote-ref-1)
2. Explanatory note to the draft regional law "On the regional budget for 2023 and for the planning period of 2024 and 2025" dated 10/27/2022. The official portal of the Government of the Rostov region [Electronic resource]. URL: https://www.donland.ru. [↑](#footnote-ref-2)