O121. CURRENT TOURISM TRENDS ON THE BLACK SEA COAST

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Black Sea coast has a number of natural features that define the high tourism and recreation potential of the territory. The unique combination of different resources creates conditions for the development of various forms of tourist activity. In general, current trends in the development of tourism in the Black Sea coast is determined by several factors: 1) The presence of significant historical and cultural potential and the unique culture of local communities. 2) Tourism public policy. 3) Mass sports and other events. 4) The new geopolitical and geo-economic conditions in Russia and in the world. 5) Other factors. The current trends in the development of tourism in the Black Sea coast are: 1) Development of new areas for tourism and development of existing tourism and recreation systems. 2) Integration processes in the management of tourism. 3) Increased role and participation of the state in the process of tourism development. 4) Involving local tourist market in the process of globalization. 5) Activation of event tourism to ensure the occupancy of Olympic infrastructure. 6) Transformation of hotel services market as a result of the XXII Olympic and XI Paralympic Winter Games. 7) Safety and security control. 8) Tourism market changes according to new geopolitical and geo-economic conditions in Russia and in the world. Supported by the grant from the Russian Science Foundation and the Administration of Krasnodar region №15-12-23010 a(p)