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CONCERNING INCREASING COMPETITIVENESS OF CRIMEA AS A RESORT

The sustainable development of the Crimean Peninsula is impossible without the effective performance of its sanatorium-and-health-resort complex. The paper studies how to increase the competitiveness of the Republic of Crimea as a resort at the present stage of the recreational development of the Peninsula. The study is based on official statistics and insights presented in information sources of the Government of the Republic of Crimea. It is found that the Crimean Peninsula as a resort has an insufficient competitiveness both in the domestic market and abroad as well as a low level of the image component. It has been established that the number of sanatorium-and-spa institutions of the Republic of Crimea providing medical services is insignificant and should be increased to facilitate the year-round functioning of the Crimean resorts and to enhance the average room occupancy. The paper singles out negative effects of the seasonal component of the sanatorium-and-health-resort complex of the Republic of Crimea, while the year-round functioning of the Crimean sanatorium-resort establishments of medical orientation will require significant investments and is impossible without state participation. The conclusion is that, in comparison with other resorts of the Russian Federation, the Crimean Peninsula is competitive according to prices of accommodation facilities, but the level of provided services does not meet the requirements of tourism service consumers. It is assumed that in the case of year-round operation of the Crimean resorts, the prices for services provided can be somewhat reduced. It is established that in Crimea there is a considerable potential for the development of the conference service. The necessity of the revival of the therapeutic function of the Crimean resorts is substantiated.

Keywords: sanatorium complex, sanatorium-and-spa establishment, competitiveness, image, Republic of Crimea, resort, medical function.

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XIX

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4) ; (1991 . - 2000- .).

[5, . 190-193].

(2014), ()

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1,73 %» [9]. «78,2%» [9].
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213

2.
2016 .– 2017 .*

* [10-11].

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2015–2017 .

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2015–2017 .

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50 %,

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70 %,

—25 %.

3. 2015-2017 . (), . *

2015 .	87,8	33,8	94,1	171,7	279,1	559,8	1076,7	1044	594	259	218	180	3553,6	4598,0
	1,9%	0,7%	2%	3,7%	6,1%	12,2%	23,4%	22,7%	12,9%	5,6%	4,7%	3,9%	77,29 %	
2016 .	75,6	44,5	123,3	211,7	355	759,1	1443,7	1251,7	630,6	276,8	208,9	192,6	4440,1	5573,5
	1,4%	0,8%	2,2%	3,8%	6,4%	13,6%	25,9%	22,5%	11,3%	5%	3,7%	3,5%	79,66 %	
2017 .	101,5	21,3	120,7	231,7	332,4	695,3	1357	1227,4	618,1	259,5	215,6	214,6	4230,2	5395,1
	1,9%	0,4%	2,2%	4,3%	6,2%	12,9%	25,2%	22,8%	11,5%	4,8%	4%	4%	78,41 %	

* [12-14].

4. 2015-2017 . (), % *

2015 .	22,0	/	/	/	/	38,0	59,0	66,0	46,0	34,3	28,2	20,0	
2016 .	14,4	20,0	25,0	28,0	32,0	49,0	68,0	67,8	48,2	33,0	26,0	17,0	
2017 .	16,7	24,3	29,9	33,9	33,2	46,7	64,6	64,6	42,9	31,9	27,3	21,7	

* [12-14].

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()	—	—	2970	1950	2100	3000	2700	2580
		2	2990	2326	2604	2814	3429	3464
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—	2785	1770
—	—	3276
—	—	3413
—	—	3413
—	—	5877

* [15].

71

() [16].

170

5

.7.
(65,9 %),

(12,4 %).

.7,

7.

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	50	51-100	101-150	151-200	201-250	251-300	301-350	351-400	401-450	451-500	600	850	1300	1800	
	23	19	5	4	—	1	1	2	1	—	—	—	—	—	56
	25	13	5	5	3	1	—	—	1	1	—	1	1	—	56
	6	5	4	2	2	—	—	—	—	—	1	—	—	1	21
	4	5	1	—	—	1	—	—	—	1	1	—	—	—	13
	6	4	—	—	1	—	—	—	—	—	—	—	—	—	11
	3	—	—	—	1	—	—	—	—	—	—	—	—	—	4
	1	2	—	—	—	—	—	—	—	—	—	—	—	—	3
	1	1	1	—	—	—	—	—	—	—	—	—	—	—	3
-	1	—	—	—	—	—	—	—	—	—	—	—	—	—	1
-	1	—	—	—	—	—	—	—	—	—	—	—	—	—	1
-	1	—	—	—	—	—	—	—	—	—	—	—	—	—	1
	72	49	16	11	7	3	1	2	2	2	2	1	1	1	170

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