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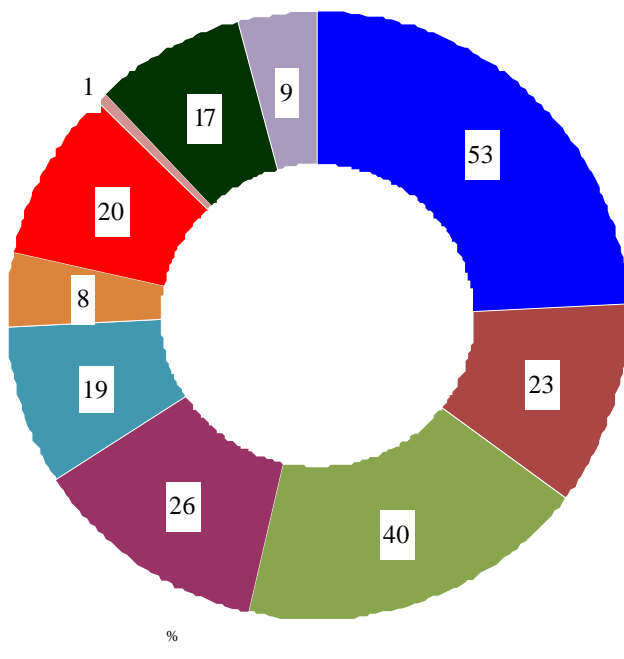
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ENTREPRENEURSHIP IN THE RECREATIONAL SPHERE UNDER RESTRICTIONS AT THE STATE LEVEL AND AT THE REGIONAL LEVEL

Recreational entrepreneurship is one of the dynamically developing areas. Entrepreneurship of this area has faced various risks and restrictions associated with the spread of the new coronavirus infection. In the conditions of an unfavorable epidemiological situation, the development of entrepreneurship in the recreational sphere was under threat. The analysis of the factors limiting activities in the recreational sphere, the analysis of measures of state support for small, medium, individual entrepreneurs and large businesses carried out, as well as the directions of business development in the recreational sphere are given in the article. It was concluded that the entrepreneurship of the recreational sector was one of the first to suffer from the new coronavirus infection, since the demand for these services has rapidly decreased as a result of restrictive measures. Directions for restoring the activities of enterprises in the recreational sector and overcoming the crisis are proposed, including the need to study the experience of other countries, introduce new digital technologies. This experience can be applied to other economic areas as well.

Keywords: restrictions; recreational sphere; factors limiting activity; support measures; development prospects; state regulation.

[1,2], [3, 4].
 2,8 %, 100 [6].
 [9], [13], [4,5], [14], [11], [7, 18, 20], [12], [1], [2], [16], [19], OVID-19
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1	2	3
-	+	-
[10]	+	-
-	+	+
	+	-
12	+	+
-	+	-
6	+	+
[10]	+	+
,	+	-
	+	-
2020 .	-	-
,	+	-
[17]		

187

1	2	3
6 -	+	+
[10]	+	+
30.06.2020 . , , , - , - , -	+	+
[10]		
2020 , - , - , -	+	+
- - - -	+	-
[10]		
[10]	+	-
) (-	+	-
15% 30 , 10%, — 5%. [10]	+	-
,	+	-
, —	+	+
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, - - -	+	-
, , , ,	+	+
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[17]	+	-

* [10, 17]

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[11].

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[15, 18];

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1. ... // ... — 2020. — 10, 2. — .837–848.
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