

## ASPECTOS ECONÔMICOS E LEGAIS DO DESENVOLVIMENTO DO EMPREENDEDORISMO NO TURISMO

### ECONOMIC AND LEGAL ASPECTS OF DEVELOPING ENTREPRENEURSHIP IN TOURISM

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#### RESUMO

**Objetivo:** A identificação do mecanismo institucional para a regulamentação estatal do empreendedorismo no turismo abre amplas oportunidades para abordagens conceituais para melhorar as políticas estatais de apoio a esse setor, a estrutura organizacional e jurídica para seu desenvolvimento e um ambiente de mercado favorável. O artigo considera os aspectos econômicos e jurídicos do desenvolvimento do empreendedorismo no turismo.

**Métodos:** O estudo usa uma abordagem sistemática para compreender a relação entre empreendedorismo no turismo, emprego e geração de renda. Os autores aplicaram métodos analíticos, como síntese, análise estatística e exame lógico da estrutura legislativa. A pesquisa também inclui dados de estatísticas estaduais russas e documentos legislativos para avaliar barreiras regulatórias e oportunidades de melhoria.

**Resultados:** A regulamentação estatal do empreendedorismo turístico é baseada em princípios institucionais (instituições formais e informais, autoridades reguladoras, mecanismos de aplicação) e inclui um conjunto de formas, métodos e ferramentas para resolver conflitos por meio de decisões de gerenciamento regulatórias, direcionadas a programas, organizacionais e de supervisão. Essas decisões são tomadas por



autoridades governamentais, instituições não governamentais e associações comerciais em nível nacional, regional e local.

**Conclusões:** A estrutura legislativa para a regulamentação estatal do empreendedorismo na Federação Russa deve ser implementada por meio de atos jurídicos regulamentares que regem os processos, como registro, obtenção de permissões e aprovações e licenciamento. O objetivo é eliminar as barreiras regulatórias e administrativas ao empreendedorismo, melhorar a eficácia das instituições formais e reduzir o número de acordos institucionais celebrados informalmente.

**Palavras-chave:** Empreendedorismo; Desenvolvimento; Economia; Lei, Regulamentação; Eficiência.

## ABSTRACT

**Objective:** Identifying the institutional mechanism for the state regulation of tourism entrepreneurship opens broad opportunities for conceptual approaches to improving state policies supporting this sector, the organizational and legal framework for its development, and a favorable market environment. The article considers the economic and legal aspects of entrepreneurship development in tourism.

**Methods:** The study uses a systematic approach to comprehend the relationship between tourism entrepreneurship, employment, and income generation. The authors applied analytical methods, such as synthesis, statistical analysis, and logical examination of the legislative framework. The research also includes data from Russian state statistics and legislative documents to assess regulatory barriers and opportunities for improvement.

**Results:** The state regulation of tourism entrepreneurship is based on institutional principles (formal and informal institutions, regulatory authorities, enforcement mechanisms) and includes a set of forms, methods, and tools to resolve conflicts through regulatory, program-targeted, organizational, and supervisory management decisions. These decisions are made by government authorities, non-governmental institutions, and business associations at the national, regional, and local levels.

**Conclusions:** The legislative framework for state regulation of entrepreneurship in the Russian Federation should be implemented using regulatory legal acts that govern processes, such as registration, obtaining permits and approvals, and licensing. The purpose is to eliminate regulatory and administrative barriers to entrepreneurship, improve the effectiveness of formal institutions, and reduce the number of informally concluded institutional agreements.

**Keywords:** Entrepreneurship; Development; Economy; Law, Regulation; Efficiency.

## 1 INTRODUCTION

The imperfection of existing legislation and the lack of state support reduce profitability and complicate the activities of organizations that often cannot provide quality services to tourism entrepreneurs. Government policies aimed at supporting



entrepreneurship in tourism are not sufficiently focused on removing administrative barriers, and there is a rational limitation of intervention by state executive authorities.

Overcoming these and other negative aspects of entrepreneurship is viewed through the improvement of administrative and legal relations, legislative support for business development, and the introduction of state guarantees for private entrepreneurs. In this process, formal and informal institutions and tourism enterprises should form a balanced and harmonious system where informal rules do not contradict formal ones, but rather complement, detail, and specify them. They create an institutional framework with the functional purpose of ensuring profitable conditions for tourism businesses. This system is historically driven and determines the institutional boundaries for tourism development.

Entrepreneurs face obstacles in obtaining bank loans due to their high costs and the lack of collateral. External financing sources for small enterprises are virtually non-existent, and non-bank financial institutions in Russia develop slowly and require government support.

Business centers, incubators, consulting firms, and regional development agencies often engage in activities that merely sustain their financial operations and do not significantly differ in their services. Various aspects of tourism have been studied by A.V. Kuchumov and E.V. Pecheritsa (2023), D.I. Popov and O.V. Zinevich (2023), V.V. Samokhin (2023), N.K. Serdyukova (2023), E.O. Tappaskhanova et al. (2015), S.K. Tarchokov et al. (2024), etc. However, the analysis of works and publications indicates that the economic and legal aspects of entrepreneurship in tourism remain insufficiently studied.

## 2 METHODS

The methodological and theoretical research is based on the theoretical concepts and developments of classical economic science, studies in tourism entrepreneurship, employment, and income and legislative and regulatory documents of the Russian Federation addressing specific issues, along with facts and statistics (Dzhancharov et al., 2023; Nesterov et al., 2022; Voskovskaya et al., 2022).

The article uses general scientific methods: a systematic approach (to study the relationship of tourism entrepreneurship, employment, and income), analysis and synthesis (to study types of employment and income), statistical analysis (to categorize



employment and income types), logical analysis (to define the methodological principles of the research topic), data generalization, and comparative analysis. Prospective studies based on state statistics were used as primary sources of information.

In the course of the research, we planned to summarize the economic and legal aspects of entrepreneurship development in the sphere of tourism, develop measures to coordinate activities among key participants in tourism entrepreneurship, and substantiate recommendations for improving the system of tourism entrepreneurship.

### 3 RESULTS

It is necessary to improve the institutional mechanism for the state regulation of small- and medium-sized tourism businesses. This includes strengthening the legal foundation for entrepreneurship, enhancing the quality of social advertising for existing institutions supporting tourism entrepreneurship, developing a system to overcome administrative barriers, justifying and implementing state programs to support business entities, modernizing the system of control, accounting, and reporting on the activities of tourism entrepreneurs, establishing public control of government executive bodies, and improving relations within small- and medium-sized business, large tourism enterprises, and government institutions.

To prevent corruption, it is proposed to strengthen control over public officials and better define their competencies, rights, and responsibilities. It is necessary to increase the influence of business associations on adopting and implementing regulatory acts concerning the development of public control over government bodies. This includes issues related to state registration, obtaining permits, licensing, certifying tourism products, and improving the industry's infrastructure.

Regional programs play a significant role in developing tourism business infrastructure (such as expanding services through one-stop centers and consultations). These programs aim to provide selective support to the most efficient and promising tourism enterprises. Moreover, a financial support program can be developed using a model of state guarantees for obtaining loans to implement socially significant projects.

Each tourism business should be viewed as possessing a specific set of opportunities and resources. Organizational and infrastructural support should be



regarded as the integration of technical and material resources, intellectual capital, additional support for investment projects, and assistance in organizing and carrying out tourism activities.

Units providing organizational and infrastructural support for tourism businesses, along with individual entities offering such support, should address the needs of tourism enterprises. The future of tourism entrepreneurship depends on state regulation which creates conditions for the functioning of tourism enterprises, coordination and regulation of their activities, the development of principles and directions for their support, the facilitation of entrepreneurial cooperation, and the maintenance of favorable conditions in the tourism sector.

Key government measures for developing the mechanism of tourism entrepreneurship include:

- Monitoring the tourism sector regarding the needs and directions of specialist training in tourism activities; establishing qualification centers for upskilling personnel in tourism businesses and educational institutions with the help of government agencies; ensuring an appropriate level of wages for specialists in the tourism sector (personnel support);
- Establishing a credit fund for the development of tourism enterprises; developing a clear mechanism for creating entrepreneurial structures and setting up a centralized institution to regulate their activities; ensuring that the tourism sector is well-informed about the areas of activity, industry classification, and regional placement of tourism businesses (technological support);
- Building information centers based on city, regional, and federal government bodies that would provide information assistance regarding the requirements for tourism entrepreneurship (information support);
- Creating a registry of consulting organizations specializing in tourism development and fostering experience exchange between tourism enterprises; placing state orders for tourism consulting services (economic and consulting support);
- Revitalizing tourism-oriented organizations, including preliminary monitoring and assessments to ensure that their service infrastructure meets modern economic conditions and the quality of their tourism services corresponds to current standards (scientific support);



- Engaging the banking sector in investment activities (as partners in implementing tourism projects) and attracting foreign investors by providing state guarantees for the execution of tourism projects (financial support);
- Ensuring proper control over agreements related to the commercialization of tourism developments; creating legally sound documentation for agreements between tourism contractors; developing a justified methodology for evaluating and pricing tourism products; implementing a system for selecting tourism offerings; improving the mechanism for purchasing tour packages (support for the commercialization of tourism services);
- Providing preferential state loans to tourism enterprises, developing a system of incentives and a mechanism for interaction between investors and tourism businesses, and organizing state buyouts of outdated tourism technologies from enterprises (service support);
- Gaining control over the enforcement of laws of the Russian Federation and decrees of its government bodies (legal support).

Achieving the strategic goals and priority directions of state policy in tourism and ensuring the alignment and satisfaction of the interests of both the state and tourism market participants can be accomplished by implementing an optimal model of state regulation and promoting entrepreneurial processes in the tourism sector. This also involves the development of a corresponding regulatory framework. This should be implemented with regard to the gradual integration of the Russian tourism market into the global tourism environment.

A key component of this integration process and an important direction of Russian foreign policy is the harmonization of Russian legislation with international standards, in particular aligning the laws and regulatory acts of the Russian Federation in tourism with the global legal system.

The foundation of the regulatory framework governing the Russian tourism services market and the regulation and management of tourism development consists of laws of the Russian Federation, presidential decrees, government resolutions, industry standards, international agreements, and other legal acts. These documents create conditions for the effective cooperation of tourism businesses with state authorities, local governments, and regional bodies responsible for regulating tourism.

According to the existing legislation, citizens have the right to rest and leisure, freedom of movement, healthcare, a safe environment for life and health, and the



fulfillment of spiritual and other needs during their traveling. The legislation introduces the rational use of tourism resources and regulates tourism activities within the Russian Federation. It determines the legal, organizational, economic, and social bases for the development of resorts aimed at utilizing natural healing resources and areas for the treatment and rehabilitation of people, regarded as the heritage of the people of the Russian Federation.

Areas and provisions that form the legal basis for entrepreneurial activities in the tourism industry are contained in the decrees of the President of the Russian Federation. Fundamental international documents that lay the legal foundations for the tourism services market include the Tourism Charter, the Global Code of Ethics for Tourism, and the Hague Declaration on Tourism.

The legal framework supporting bilateral and multilateral interstate cooperation and interaction in the tourism industry of the Russian Federation includes a significant number of agreements. These agreements declare mutual intentions to develop and strengthen cooperation in tourism between countries, exchange experiences in modernizing legal and institutional bases in the sphere of tourism, and address issues such as training specialists, conducting methodological analysis of tourism types in the context of international competition and restructuring, and promoting tourism destinations in key foreign markets.

We also recognize the importance of bilateral and multilateral relations in tourism for economic development as it is key in improving mutual understanding and promoting universal human values. It is also necessary to create and develop a common framework for tourism exchanges between countries based on the principles of equality and mutual benefit.

A distinct category of regulatory support for the tourism services market aimed at ensuring standardization within the tourism sector includes regulatory documents for standardization and certification. The primary goal of these documents is to establish rules, guiding principles, or characteristics related to activities or their results to achieve order in a specific area.

The objects of standardization in the tourism sector include tourism services and the delivery of tourism services. The existing set of regulatory documents on tourism standardization can be divided into the following categories: requirements for specific tourism services, requirements for accommodation facilities, requirements for restaurant services, and requirements for tour operations.



## 4 DISCUSSION

The reliability of our approaches is confirmed by the fact that, in the context of integrating the Russian tourism services market into the global tourism industry, harmonizing national tourism legislation with international laws is particularly relevant. This is achieved by aligning Russian laws and other regulatory acts in the tourism sector with global standards.

This is a priority of Russia's integration into the global space and a key direction of Russian foreign policy. The goals, principles, and areas of cooperation in the tourism sector, which promote the gradual integration and adaptation of national legislation, are identified by various regulatory agreements.

The results of evaluating the regulatory framework governing the tourism services market (including Russian laws, other legal acts, industry standards, international agreements, and its institutional basis in the context of enhanced state integration processes) indicate the need for harmonizing tourism legislation to align it with global legal frameworks and leading international practices in tourism business operations. This involves aligning national standards with international ones, i.e., transitioning to ISO standards in the tourism sector and adopting standards that support the sustainable development of tourism businesses.

The research results address an important scientific and practical challenge for the development of public administration, namely improving the institutional mechanism for state regulation of tourism entrepreneurship development in the Russian Federation. This improvement is based on theoretical generalizations, sociological data, and practical recommendations.

## 5 CONCLUSIONS

In conclusion, identifying the institutional mechanism for the state regulation of tourism entrepreneurship offers broad opportunities for developing conceptual approaches to improving state policy in this sector, providing organizational and legal support for its development, and creating a favorable market environment.

The state regulation of tourism entrepreneurship is based on institutional principles (formal and informal institutions, regulatory authorities, and enforcement mechanisms). It includes a set of forms, methods, and tools to resolve conflicts through regulatory,





program-targeted, organizational, and supervisory management decisions. These decisions are made by government authorities, non-governmental institutions, and business associations at the national, regional, and local levels (Dzhancharova et al., 2023; Skabeeva et al., 2022; Voskovskaya et al., 2022).

The legislative framework for state regulation of entrepreneurship in the Russian Federation should be implemented using regulatory legal acts that govern processes, such as registration, obtaining permits and approvals, and licensing. The purpose is to eliminate regulatory and administrative barriers to entrepreneurship, improve the effectiveness of formal institutions, and reduce the number of informally concluded institutional agreements.

It is necessary to consult on organizing and legally supporting tourism businesses and to simplify the interactions between entrepreneurs and officials by using a model of state guarantees for obtaining loans for socially significant projects. It is essential to scientifically justify ways to improve the state regulation of tourism entrepreneurship to strengthen the government's influence in determining the priorities of state policy aimed at creating favorable conditions for other industries through effective management decisions.

The institutional framework for entrepreneurship development involves expanding the set of management tools to align the interests of tourism businesses with those of the state and specific regions, strengthening connections in the "government-entrepreneur" system, and refining the process by which the government considers proposals from tourism business associations when improving existing legislation.

The institutional mechanism for the state regulation of tourism entrepreneurship development can be classified as a specific method of deliberate state influence on tourism businesses through tools, forms, and methods of business organization. This aims to create a favorable business environment in a region by identifying regulatory goals and means of achieving them, choosing strategies and tactics for management actions, and planning and executing decisions by government bodies under market conditions.

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