

## THEORETICAL ASPECT OF PUBLIC-PRIVATE PARTNERSHIP IN THE SECTOR OF TOURISM

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In the article the theoretical basis of public-private partnership is considered, the problem of interaction of state and business as an effective mechanism of the development of tourism in the conditions of global financial and economic crisis is investigated.

In the conditions of global financial and economic crisis new mechanisms, tools and technologies are necessary for the achievement of the aims of state policy in the sector of tourism. One of such mechanisms is the interaction between public authorities and business under the name of public-private partnership. The essence of the given mechanism consists in state creating a favorable environment to involve private business in building and operating the infrastructural objects.

The «public-private partnership» (PPP) term in foreign countries is often used practically for any forms of co-operation of government and business. In our opinion, a public-private partnership is mutually advantageous communication between the state and business for the purpose of solving actual problems of modern society in various spheres.

In the beginning of the XXI-st century tourism constitutes for a considerable part of the GDP, the employment of the population, the replenishment of the budget of various levels, it also promotes foreign currency inflow, the development of allied industries, acting, thus, as the catalyst of social and economic development in many countries of the world. Still, in the Russian Federation imperfect infrastructure and absence of support from the state leads to relatively low scale of this sector. The stream of foreign tourists used to be much smaller. In 2009 it was 2.1 million people. In the first quarter of 2010 it was 187000 people.

One of the forms of public-private partnership in the sector of tourism is the creation of special economic zones for tourism and recreation, which consists not only in tax exemption, but in granting some guarantees for the investors by the state of the protection of their property rights. In 2006 in the Russian Federation there were seven special economic zones for tourism

and recreation: the Krasnodar Region; the Stavropol Region; Irkutsk Region; the Buryat Republic; the Republic of Altai; the Altay Territory; the Kaliningrad Region. Besides, in 2010 the special economic zone for tourism and recreation in the territory of Primorski Territory was created.

In PPP both parties contribute to project development. The system of interests of the state in tourism formation is shown in the form of direct and multiple effects. The state establishes legal and standard maintenance in the field of tourism, develops certain federal, regional, and local target programs of the development of tourism, protects the rights and interests of all the persons participating in the development of tourism and others. In this connection, there is an inverse communication between the state and the business. The state establishes taxes, customs and other kinds of privileges for the realization of enterprise activity. Thereof, the allied industries connected with providing tourist services develop. The business provides the financial resources, expertize, management, and the ability to innovate. Business has an incentive in the form of a prize (income) which in turn fills up the budget through tax revenues, provides employment of the population, thus, influencing the rise in the standard of living for the local residents. As a result, the society as the consumer of better and accessible services, wins.

Thus, public-private partnership becomes a real mechanism of state policy in the sector of tourism. In this connection, it is necessary to develop a complex program of PPP in the sector of tourism, and analyze the international experience of PPP. Certainly, it will allow to improve the relations between the state and the business in the conditions of global financial and economic crisis.

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