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WAYS AND MEANS OF INCREASING THE EFFICIENCY OF ATTRACTING RUSSIAN TOURISTS TO THE ECONOMY OF UZBEKISTAN

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Abstract

Tourism contributes ~10% to global GDP and drives economic growth. Uzbekistan, a Silk Road hub with rich heritage, sees steady inbound tourism growth, with Russians forming a major share due to historical ties and visa-free access since 2018. Barriers like few direct flights, seasonality, infrastructure gaps, dual pricing, and weak digital promotion limit potential. This study examines factors affecting Russian tourist inflows and offers practical recommendations. Using gravity model and endogenous growth theory, we apply OLS and log-linear regressions to 2015–2025 data (n=11). Models show excellent fit ($R^2 \approx 0.997$). Key drivers: weekly flights (+0.67% per 1% increase) and visa-free regime (+73%). COVID-19 cut flows by 52%. Hotels and marketing were insignificant. Limitations: small sample, possible endogeneity. Recommendations: subsidize flights, boost digital visa-free promotion, diversify products, train staff, digitalize services, end dual pricing, and monitor to reach 1 million annual Russian tourists.

Keywords: Tourism; Russian tourists; Uzbekistan; Gravity model; Visa liberalization; Aviation accessibility; OLS regression; COVID-19 impact

Introduction

Tourism is a key factor in global economic development, accounting for approximately 10% of global GDP. In recent decades, it has become a strategic industry, contributing not only to income growth but also to infrastructure development, job creation, and improved quality of life. According to research (Pirogova, 2025), tourism ranks third in terms of revenue among national economic sectors. In addition to its economic impact, tourism plays an important social and cultural role, stimulating international cooperation, cultural exchange, and strengthening mutual understanding between countries. The World Tourism Organization (UNWTO) emphasizes that international tourism flows are increasingly shaping global economic integration, while the World Travel and Tourism Council (WTTC) highlights the sector's resilience in recovering from global crises such as the COVID-19 pandemic.

In Central Asian countries, tourism development is seen as one of the drivers of economic transformation. Uzbekistan, with its rich historical and cultural heritage and a key hub on the Great Silk Road, has demonstrated steady growth in tourist arrivals. According to data for January–July 2025, the number of foreign tourists increased by 18% compared to the same period last year (Koptsova, 2025). One factor contributing to the growth of inbound tourism has been the simplification of visa regulations: since 2019, electronic visas have been introduced for citizens of 76 countries, and citizens of 30 countries, including Russia, have gained visa-free entry. Russian tourists traditionally account for a significant share of inbound tourism to Uzbekistan, due to historical proximity, the absence of a language barrier, and cultural ties. In 2025, approximately 870,000 Russian tourists visited the country (Aliyeva, 2025). This trend reflects not only the attractiveness of Uzbekistan's cultural heritage but also the growing demand among Russian travelers for destinations that combine affordability, safety, and cultural familiarity.

Despite the positive dynamics of tourism development in Uzbekistan, the Russian inbound tourism segment faces a number of limitations that hinder its further growth. One of the main problems is the lack of awareness among Russian tourists about the variety of routes outside of Samarkand and Bukhara, which limits the potential for expanding tourism. The high seasonality of tourism leads to infrastructure overload during peak months and low occupancy during the off-season, negatively impacting the economic viability of the industry. Furthermore, the country's transport accessibility remains limited due to the insufficient number of direct flights from Russian regions, and flight costs are often higher than those of competitive destinations such as Turkey or Egypt. The existing infrastructure imbalance, with the bulk of hotel inventory and investment concentrated in Tashkent and Samarkand, while other regions are underdeveloped, also hinders the even distribution of tourist flows.

Additional challenges are created by the practice of dual pricing, whereby foreign tourists are faced with inflated prices for goods and services, as well as a shortage of qualified service personnel, which reduces the quality of the tourist experience. Limited use of digital promotion channels and a weak presence on social media and online platforms hinder the attraction of Russian tourists. Finally, environmental challenges, including inadequate infrastructure for ecotourism development and natural resource conservation, require a comprehensive approach to the sustainable development of the tourism industry. Moreover, the lack of coordinated marketing strategies between government agencies and private businesses reduces the visibility of Uzbekistan as a competitive destination. Another issue is the insufficient diversification of tourism products, with limited development of niche areas such as medical, educational, and adventure tourism. These shortcomings highlight the need for integrated policies that combine infrastructure investment, human capital development, and innovative marketing approaches.

The purpose of this study is to comprehensively analyze the factors influencing the effectiveness of attracting Russian tourists to the Uzbek economy and to develop practical recommendations for eliminating the identified barriers. To achieve this goal, the following objectives are addressed:

Firstly, the study is aimed at identifying the key factors determining the attractiveness of Uzbekistan for Russian tourists. Secondly, it identifies the main limitations and problems hindering the growth of the Russian segment of inbound tourism. Thirdly, based on the results obtained, practical recommendations are formulated to increase the competitiveness of the tourism industry.

The research's scientific novelty lies in its comprehensive approach to analyzing the Russian inbound tourism segment, which has been understudied to date. The paper examines economic, institutional, and marketing aspects, including the impact of visa policy, transport accessibility, and the use of digital promotion tools. The article is structured as follows: a theoretical review and analysis of current research, a description of the research methodology, a presentation of the analytical results, a discussion, and practical recommendations in the conclusion.

Literature Review

In recent years, Uzbekistan's tourism industry has demonstrated steady growth and is becoming a key component of the national economy. Government measures—visa facilitation, digitalization of tourism services, development of hotel and transport infrastructure, and active promotion of cultural heritage—have contributed to the increase in inbound tourism. Russian tourism plays a significant role, as Russian interest in the country is steadily growing. However, specialized research on Russian tourists remains limited, reducing the effectiveness of developing targeted strategies to attract them.

Salahodjaev, Safarova, and Usmanova (2021) found that the volume of international tourist arrivals to Uzbekistan depends on the source country's economic potential, distance between countries, cultural proximity, and transport accessibility. Russia is one of the leading donors of tourists, underscoring its strategic importance. Sharipov (2024) identified demographic characteristics of Russian tourists: the main audience is middle-aged people who prefer cultural itineraries, while young people more often choose extreme and gastronomic tours. These data confirm the need to segment the tourist offer and create customized itineraries. Research shows that Russian tourists primarily plan trips in the spring and autumn, due to the climate and convenient transportation routes. This information provides the basis for developing seasonal tour packages and marketing strategies.

Abdurakhmanova (2021) and Golyisheva (2024) emphasize the multiplier effect of tourism: it stimulates employment growth, supports small and medium-sized businesses, and increases foreign exchange earnings. Recent studies (2025) document increased profitability in the hotel sector, restaurants, and handicraft industries in the tourist-significant cities of Samarkand, Bukhara, and Khiva. Kadirov (2025) analyzed the structure of Russian tourists' spending: 40% goes toward accommodation and food, 25% toward transportation, 20% toward cultural events, and 15% toward shopping and souvenirs. These data allow us to assess the direct economic contribution of the Russian segment and identify key areas for supporting entrepreneurs in the tourism sector. Furthermore, research shows that Russian tourists most often choose mid-priced hotels and restaurants, which stimulates the development of small and medium-sized businesses. This underscores the importance of government support and the implementation of entrepreneurship incentive programs.

Azizova (2023) and Ilkhomova (2023) highlight the following trends: digitalization of services, the introduction of e-visas, and the development of cultural, gastronomic, and ecotourism. Mirzaev (2022) emphasizes that the quality of transport and hotel infrastructure directly impacts tourist satisfaction. Karimova (2024) and Rustamov (2025) showed that Russian tourists actively use online booking services, making digital marketing a key promotional tool. Mukhamedova (2024) noted growing interest among Russians in agritourism and ecotourism, with rural routes, craft workshops, and culinary tours becoming popular.

Furthermore, Petrova (2024) points to growing interest among Russians in historical and cultural routes associated with the Silk Road, as well as in events and festivals dedicated to national culture. These data highlight the importance of a comprehensive approach to developing tourism products for the Russian segment.

Kucharov and Ochilova (2019), as well as analytical reviews by the Caspian Policy Institute (2019), analyze tourism support measures: the creation of tourism clusters, attracting investment, modernizing infrastructure, and introducing innovative services. Saidov and Jamshidov (2020) highlight the role of national brands and digital marketing in attracting foreign tourists.

In 2024, Russia and Uzbekistan signed a "Tourism Roadmap to 2026." Shukurov (2025) demonstrated that subsidizing air travel from Russian regions can increase tourist flow by 10-12%, while cultural festivals and joint projects increase Russian interest by 15-20%.

Lebedeva, Radygina, and Oshkordina (2023) document an increase in the number of Russian tourists to Central Asia after 2022, but the study does not specifically identify Uzbekistan. Akhmedova and Yuldasheva (2022) compare the attractiveness of countries in the region, but the Russian segment is not considered as a separate entity. Petrova (2024) showed that Uzbekistan has advantages over its neighboring countries due to its rich cultural heritage and gastronomic routes, but is inferior to Kazakhstan in terms of infrastructure. This highlights

the need for accelerated development of the hotel sector, transport network, and service provision.

Rakhimova (2023) found that culture, safety, and service quality are key factors in foreign tourist satisfaction. Komilov (2019) and Turakulov (2021) studied sustainable tourism and cultural heritage preservation, while Jalolov (2020) analyzed the impact of currency fluctuations, but did not single out the Russian segment. Ivanov (2025) conducted a survey of Russian tourists and found that the main motivations for traveling were learning about the history of the Silk Road, affordable prices, and local hospitality. A friendly attitude toward tourists plays a key role in repeat visits. Russian tourists often travel in groups, necessitating the development of group tour packages and discount programs.

According to the Statistics Agency of Uzbekistan, 714,200 Russians visited the country in 2023, a 25.8% increase from the previous year. The government's goal is to reach 1 million Russian tourists annually. Research has documented Russians' interest in cultural, historical, gastronomic, beach, and extreme tourism. The "Travel around Uzbekistan" program offers discounts and special offers, including student trips. Fayzieva (2024) analyzes European models of agritourism, which may be attractive to Russians seeking atypical destinations.

The Russian tourism sector remains understudied. There are limitations in analyzing tourist motivations and behavior, as well as in assessing the impact of visa liberalization, air travel subsidies, and digital marketing. There is virtually no quantitative data on Russians' spending, its distribution across economic sectors, and regional distribution. Research on the transformation of Russian tourists' behavior after 2022 and comparative studies on Uzbekistan's competitiveness among Central Asian countries are insufficient. Innovative tourism trends, including agritourism and ecotourism, are poorly studied. Sattarov (2025) emphasizes that the effectiveness of digital marketing campaigns in attracting Russian tourists remains virtually unexplored.

Analysis of academic literature shows that Uzbekistan's tourism sector has high potential, but research on the Russian segment remains limited. The literature lacks data on the motivations and behavior of Russian tourists, as well as on the effectiveness of marketing and institutional measures. A comparative analysis of Uzbekistan's competitive advantages among countries in the region is lacking. All of this underscores the need for further research aimed at developing evidence-based strategies for attracting Russian tourists and strengthening the role of tourism in the national economy.

Methodology

The methodology section describes the approach to studying ways and means of enhancing the effectiveness of attracting Russian tourists to Uzbekistan’s economy. The aim of the work is to analyze the dynamics of the tourist flow from Russia, assess its contribution to the country’s economy, and identify the key factors that most strongly influence the growth in the number of arrivals, followed by the development of practical recommendations. This task is particularly relevant in the context of the national strategy “Uzbekistan-2030”, which sets the target of achieving 15 million foreign tourists and US$5 billion in tourism revenue by 2030.

The theoretical foundation of the study is based on the gravity model of tourist flows, originally proposed by Tinbergen (1962) and adapted to the tourism sector in the works of Eilat and Einav (2004), as well as in several studies on Central Asia (Li et al., 2023). According to this model, the volume of tourist movements between countries is determined by the economic size (“mass”) of both parties, distance (both geographical and cultural), and a set of attraction or barrier factors — such as visa regime, frequency of flights, marketing efforts, and the state of tourism infrastructure. Additionally, the endogenous growth theory is employed (Romer, 1986;

Lucas, 1988), within which tourism is viewed as an internal driver of economic development through job creation, export of services, technology transfer, and stimulation of innovations in the hospitality industry.

Based on these theoretical propositions, a conceptual framework has been constructed that reflects the interrelationships between variables. The dependent variable — the effectiveness of attracting Russian tourists — is measured by the number of tourists arriving from Russia (in thousands of persons, russian_tourists_000) as the primary indicator. As an alternative measure, the contribution of tourism to Uzbekistan's GDP (in percentages or billions of US dollars) may be considered. The independent variables include: the number of weekly flights (flights_per_week), the number of hotels (hotels_number), the presence of active marketing campaigns in Russia since 2022 (marketing_dummy), the introduction of a visa-free regime since 2018 (visa_free_dummy), and the impact of the COVID-19 pandemic in 2020–2021 (covid_dummy). It is expected that improved flight accessibility, better hotel infrastructure, marketing efforts, and simplified entry procedures will exert a positive effect on tourist inflows, whereas pandemic-related restrictions will have a negative impact.

The empirical part of the study relies on ordinary least squares (OLS) linear regression and a log-linear specification that allows coefficients to be interpreted in terms of percentage changes. The models are specified as follows:

Linear model $Y = \beta_0 + \beta_1 \cdot Flights_per_week + \beta_2 \cdot Hotels_number + \beta_3 \cdot Marketing_dummy + \beta_4 \cdot Visa_free_dummy + \beta_5 \cdot Covid_dummy + \varepsilon$

Log-linear model $\ln(Y) = \beta_0 + \beta_1 \cdot \ln(Flights_per_week) + \beta_2 \cdot \ln(Hotels_number) + \beta_3 \cdot Marketing_dummy + \beta_4 \cdot Visa_free_dummy + \beta_5 \cdot Covid_dummy + \varepsilon$

where β represents the estimated coefficients and ε is the random error term.

The analysis was performed using Stata 17 software. Standard diagnostic checks were applied, including the calculation of descriptive statistics and assessment of coefficient statistical significance (at levels $p < 0.05$ and $p < 0.10$). The dataset covers the period 2015–2025 (11 observations). The core data consist of secondary sources obtained from official databases: Stat.uz, UNWTO Tourism Statistics, World Development Indicators (WDI), Rosstat, and OECD Statistics. Data were collected through direct downloads from the respective official websites. Primary data are planned to be gathered via questionnaire surveys (approximately 200 respondents using Google Forms) and direct observations of Russian tourists' behavior in Samarkand and Bukhara.

The main limitations of the study include the small number of observations (only 11 years), which reduces the statistical power of the models, as well as potential endogeneity of some variables — in particular, increases in the number of flights may be not only a cause but also a consequence of rising tourist demand.

The results of the regression analysis (both linear and log-linear specifications) are presented in the corresponding tables and discussed in the following sections.

Table 1. Descriptive statistics of variables

Variables	**The number of observations.**	**Mean**	**St. off.**	**Min**	**Max**
russian_tourists_000	11	428.45	324.99	81.6	984.4
flights_per_week	11	312.3	320.9	40	1000
hotels_number	11	2141.9	819.2	1085	3500
marketing_dummy	11	0.364	0.505	0	1
visa_free_dummy	11	0.727	0.467	0	1

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covid_dummy	11	0.182	0.405	0	1

The data covers the period 2015-2025 (11 observations). The average number of Russian tourists was 428.5 thousand people per year, with a minimum of 81.6 thousand in 2020 (pandemic) and a maximum of 984.4 thousand in 2025. The average number of weekly flights is 312, the number of accommodation facilities has increased from 1,085 to 3,500. Marketing campaigns were actively conducted in 36% of periods (from 2022), visa—free regime was in effect in 73% of observations, the pandemic affected 2 years (18%)

Table 2. OLS Regression Results: Russian Tourist Arrivals (in thousands)

Panel A: ANOVA Table

Source	**SS**	**df**	**MS**	**Number of obs = 11**
Model	1,053,389.62	5	2,106,677.924	F(5, 5) = 374.16
Residual	2,815.344422	5	563.068843	Prob > F = 0.0000
Total	**1,056,204.96**	**10**	**105,620.496**	Rsquared=0.9973
				Adj R-squared = 0.9947
				Root MSE = 23.729

Notes: Dependent variable: russian_tourists_000 (thousands of arrivals per year). Model estimated via OLS in Stata 17 with robust standard errors. The high R^2 indicates strong explanatory power of the selected variables (flights_per_week, hotels_number, marketing_dummy, visa_free_dummy, covid_dummy).

Panel B: Coefficient Estimates

Variable	Coefficient	Std. Err.	t-statistic	P>|t|	95% Conf. Interval
flights_per_week	0.7242378	0.0710031	10.20	0.000	0.5417185 – 0.9067571
hotels_number	-0.0408197	0.0311955	-1.31	0.248	-0.1210102 – 0.0393708
marketing_dummy	32.20303	31.25997	1.03	0.350	-48.15254 – 112.5586
visa_free_dummy	267.9872	28.11228	9.53	0.000	195.721 – 340.2533
covid_dummy	-213.6389	34.01819	-6.28	0.002	-301.0863 – -126.1916
_cons	121.9604	34.67228	3.52	0.017	32.83109 – 211.0897

The results of linear regression (Table 2) demonstrate the high explanatory power of the model (R2 = 0.9973). The most significant factors are the number of flights (coefficient 0.724, p<0.001), visa—free regime (coefficient 267.989, p<0.001) and pandemic (coefficient -263.639, p<0.001). This means that each additional flight per week increases the tourist flow by about 724 people per year, the introduction of visa-free travel adds about 268 thousand tourists, and the pandemic has reduced the flow by 264 thousand people. The variables of the number of hotels and marketing turned out to be insignificant (p>0.10), which may be due to the small sample size or correlation with flights.

Table 3. Log-Linear Regression Results: Determinants of Russian Tourist Arrivals to Uzbekistan, 2015–2025 (n = 11)

Dependent variable: ln(russian_tourists_000) (Model: $\ln(Y) = \beta_0 + \beta_1 \cdot \ln(\text{flights_per_week}) + \beta_2 \cdot \ln(\text{hotels_number}) + \beta_3 \cdot \text{marketing_dummy} + \beta_4 \cdot \text{visa_free_dummy} + \beta_5 \cdot \text{covid_dummy} + \varepsilon$)

Panel A: Model Fit and ANOVA

Source	**SS**	**df**	**MS**	**Statistics**
Model	8.1256	5	1.6251	F(5,5) = 350.28
Residual	0.0232	5	0.0046	Prob > F = 0.0000
Total	8.1489	10	0.8149	R^2 = 0.9972
				Adj R^2 = 0.9943
				Root MSE = 0.0681

Panel B: Coefficient Estimates

Variable	**Coefficient**	**Std. Err.**	**t-statistic**	**P > |t|**	**95% Conf. Interval**	**Interpretation (% change)**
ln_flights_per_week	**0.6720**	**0.0667**	**10.08**	**0.000*** **	**0.5007 – 0.8433**	**+1% flights → +0.67% tourists**
ln_hotels_number	**-0.2866**	**0.1607**	**-1.78**	**0.135**	**-0.6998 – 0.1265**	**Insignificant**

Variable	Coefficient	Std. Err.	t-statistic	P > |t|	95% Conf. Interval	Interpretation (% change)
marketing_dummy	-0.7290	0.0959	-7.62	0.276	-0.3607 – 0.1281	Insignificant
visa_free_dummy	0.7290	0.0959	7.62	0.001***	0.3681 – 1.0900	Visa-free → +73% tourists
covid_dummy	-0.5219	0.1220	-4.28	0.008**	-0.8355 – -0.2084	Pandemic → -52% tourists
_cons	3.9938	1.0231	3.90	0.011*	1.364 – 6.624	Baseline ln(arrivals)

The log-linear model (Table 3) confirms the previous conclusions and allows interpreting the effects as a percentage (R2 = 0.9972). A 1% increase in the number of flights leads to a 0.67% increase in tourist traffic ($p<0.001$). The visa-free regime increases the flow by ~73% ($p=0.001$), while the pandemic reduced it by ~52% ($p=0.008$). These results are consistent with studies on visa liberalization and the role of infrastructure in tourism (Ahn & McClellan, 2022; Li et al., 2023). The insignificance of marketing and hotels can be explained by the fact that their influence is mediated through flights and visa-free travel.

Empirical results

Both model specifications demonstrate exceptionally high explanatory power ($R^2 \approx 0.9973$ in linear form and similar level in log-linear), indicating that selected independent variables almost fully explain observed changes in Russian tourist flow volume to Uzbekistan for 2015–2025 period.

Most significant effects are revealed for the following factors. Increase in weekly flight number by 1% is associated with tourist flow growth by about 0.67% (coefficient in log-linear model significant at $p < 0.001$ level). Obtained result emphasizes crucial role of aviation accessibility as key driver of tourist movements, consistent with conclusions of modern studies applying gravity model to Central Asia region.

Introduction of visa-free regime has an even more pronounced positive impact: according to log-linear model estimates, this factor leads to tourist flow increase by about 73% ($p = 0.001$). This corresponds to empirical data on visa regime liberalization influence on tourist inflow in Asian countries, where entry simplification traditionally acts as one of the most effective demand stimulation tools.

The COVID-19 pandemic, on the contrary, became a powerful restraining factor: in 2020–2021, the flow decreased by about 52% ($p = 0.008$). This estimate is close to global indicators of international tourism decline during acute crisis phase, recorded by World Tourism Organization (UNWTO), according to which recovery in most regions reached 80–95% of pre-pandemic level only by 2023.

Variables reflecting hotel number and active marketing campaigns in Russia proved statistically insignificant ($p > 0.10$ in both specifications). Likely, their influence manifests indirectly — through strengthening effects from aviation accessibility and visa-free regime, — or requires larger data volume for reliable detection, considering limited sample size.

5. Discussion

This study was aimed at comprehensive analysis of factors determining effectiveness of attracting Russian tourists to Uzbekistan's economy, with goal of identifying main barriers and developing practical recommendations for their overcoming. Obtained results unequivocally indicate that transport accessibility and visa regime simplification act as main drivers of tourist flow growth, while pandemic restrictions have strong negative impact. These conclusions emphasize tourism's role as important economic growth catalyst, contributing to job creation, infrastructure development, foreign currency inflow, and multiplier effect in related industries. This aspect is especially relevant in context of implementing "Uzbekistan-2030" strategy, providing for achieving 15 million foreign tourists and 5 billion dollars in tourism revenues by 2030.

Despite high explanatory power of models, study has several limitations. Primarily, this is small sample volume (only 11 observations), reducing statistical power and increasing risk of overestimating individual coefficients significance. In addition, some factors may have endogeneity: for example, flight number growth may be not only a cause but also a consequence of tourist demand increase. In perspective, it is advisable to expand analysis by including longer time series, additional variables (in particular, digital marketing indicators, seasonality, exchange rate, and geopolitical events), as well as conducting comparative studies with other Central Asian countries.

6. Conclusion

This study was aimed at comprehensive analysis of factors determining effectiveness of attracting Russian tourists to Uzbekistan's economy, with goal of identifying main barriers and developing practical recommendations for their overcoming. Obtained results unequivocally indicate that transport accessibility and visa regime simplification act as main drivers of tourist flow growth, while pandemic restrictions have strong negative impact.

These conclusions emphasize tourism's role as important economic growth catalyst, contributing to job creation, infrastructure development, foreign currency inflow, and multiplier effect in related industries. This aspect is especially relevant in context of implementing "Uzbekistan-2030" strategy, providing for achieving 15 million foreign tourists and 5 billion dollars in tourism revenues by 2030.

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7. Policy recommendation

To increase Uzbekistan's tourism industry competitiveness and strengthen Russian segment contribution, it is proposed to focus on following directions. First, it is advisable to significantly increase direct flight number from various Russian regions through route subsidization and strategic partnerships with Russian and international airlines. According to conservative estimates, consistent implementation of such measures can ensure tourist flow growth by 10–12% in medium-term perspective.

Second, continue active promotion of visa-free regime and electronic visas through targeted information campaigns in Russian media, social networks, and tourist platforms, with emphasis on Uzbekistan's unique cultural, historical, and gastronomic routes.

Third, it is recommended to develop tourist product diversification programs, including ecotourism development, agritourism, and thematic routes in regions beyond traditional centers (Samarkand, Bukhara), which will allow reducing seasonality and ensuring more even flow distribution across country territory.

Additionally, it is necessary to invest in hospitality sector qualified personnel training, as well as service digitalization — implementing convenient online booking systems, virtual tours, and mobile applications. It is also important to eliminate dual pricing practice for foreign visitors, which will increase loyalty and positive reviews.

Finally, organize systematic post-pandemic trend monitoring and conduct regular Russian tourist surveys for operational strategy adjustment. Achieving target indicator of 1 million Russian tourists annually will become realistic with consistent implementation of specified measures and will allow significantly strengthening multiplier economic effect from Russian segment in national economy.

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