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## STRATEGIC TRENDS THAT DETERMINE THE ACTUALIZATION OF MARKETING ELEMENTS OF PERSONNEL IN THE FIELD OF AGROTOURISM IN RUSSIA DURING THE CORONACRISIS

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### ABSTRACT

The purpose of the article is to study, generalize and analyze current trends and prospects for the development of agrotourism in Russia with the help of personnel marketing elements. The article determines that a significant constraint on the development of the sub-sector is the imperfection of the regulatory framework and the vagueness of direct state support; legislation in the field of agrotourism is only being formed, existing assistance measures do not meet the request of society. The prospects of agrotourism are connected with the process of forming an institutional environment and developing tools for targeted state support. Results: a new impulse to realize the potential of agrotourism is associated with the coronavirus pandemic and the demand for domestic travel. As conclusions, the necessity of improving the system of state regulation and support for the development of rural tourism is established; trends that will contribute to the development of rural tourism in the conditions of the coronavirus pandemic, as well as options for the development of tourism in rural areas are highlighted; the main stages are highlighted and the mechanisms for the development of rural tourism in the region are described, which are based on the joint active work of entrepreneurs, the state and non-profit organizations; the main measures that contribute to the realization of the potential of agrotourism as a promising direction of sustainable development through the prism of personnel marketing elements are identified. © 2021 EA.

**Keywords:** village tourism, farm tourism, agrotourism, rural areas, rural economy, personnel marketing.