

Socio-economical influence of services development on investment attractiveness and competitiveness of the region

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The article gives a detailed analysis of the socio-economic development of the services in Rostov region in the sector of business tourism and the industry of meetings, conferences and exhibitions (MICE). Much attention is given to defining of perspective directions of tourism services development. Risks were identified and suggestions were made to minimize them. The authors conclude that increasing of tourist flow and tourist infrastructure developing is increases the competitiveness and territory investment attractiveness.

Keywords: *MICE, services, business tourism, MICE, competitiveness, investment attractiveness*

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