**SIMULATION OF INTERNAL TOURIST FLOWS IN RUSSIA**

Big data has become the focus of many researchers due to its potential and ability to solve business problems. Tourism is one of the industries that are trying to use this concept in streamlining their business processes. Accurate tourism forecasts are essential to assist tourism businesses and governments in developing plans and efficiently managing resources. Accurate and timely tourism demand forecasts are critical to company strategy development, workforce planning, business operations and revenue management for tourism-related companies.

The relevance of this study is due primarily to the fact that ensuring the accelerated introduction of digital technologies in the economy and the social sphere was included in the list of priority national goals of the strategic development of the Russian Federation in accordance with the Decree of the President of the Russian Federation No. development of the Russian Federation for the period up to 2024”.

In domestic research, forecasting domestic tourist flows is a rather rare phenomenon, which is explained by the complexity of data preprocessing and their small amount. Many travel companies are starting to look at the possibility of using indirect data obtained from Internet data in their research, as they have more frequency and information content. In this study, the focus is on transactional and social media data, since in the current unstable situation, a tool is needed that will most fully reflect the behavior and reactions of consumers in the tourism sector. Based on the analysis of indirect data, it is proposed to build a model for forecasting the domestic tourist flow of the Russian Federation.

The purpose of this work is to increase the efficiency of the tourism business in Russia by modeling and evaluating the development of domestic Russian tourist flows.

The object of the research is the processes, regularities, system connections and data of the Russian tourist services market. Subject of study: approaches and tools for developing the concept of modeling the Russian tourism services market using machine learning methods.

To achieve this goal, the following tasks were solved:

1) the experience of forecasting tourist flows using econometric methods and the method of machine learning to determine the factors of influence was studied;

2) an analysis of domestic tourism in Russia was carried out to identify development problems;

3) factors influencing the change in demand in the tourism market have been identified;

4) data was collected from the social media sites TripAdvisor, GoogleTrends and the sites of Rostourism and Rosstat;

5) processing and analysis of the collected data for modeling tools;

6) built models of the total tourist flow;

7) recommendations were developed on the application of the developed model for forecasting and evaluating the development of domestic tourist flows.

Scientific significance: a model was built to predict the structure of domestic tourism demand for each subject of Russia with a horizon of 2 years; It is shown that the simultaneous use of Internet data and data from federal sources improves the accuracy of forecasting and better reflects the behavior of tourists.

The practical significance of the work lies in the fact that the results obtained can be applied by the Federal Agency for Tourism in the implementation of the national project "Tourism and Hospitality Industry" or by travel companies to develop plans and effectively manage enterprise resources. The federal agency, on the basis of the results obtained, can develop sectoral methodological documents in the field of tourism infrastructure development.

The following research methods were used to solve research problems: general scientific methods (description, comparison), synthesis and scientific generalization, graphical and tabular methods, methods of economic and mathematical modeling and machine learning, analysis of scientific literature on the problem under study.

In the current work, the features of the application of methods of economic and mathematical modeling in tourism using big data were studied. From the analysis of the literature, it follows that traditional forecasting, based only on federal statistics, has a number of significant drawbacks: low frequency of data, a large number of anomalies, difficulty in preprocessing, and rare updating of datasets. That is why the use of Internet data in research has recently begun to gain popularity.