

Cluster approach to tourism development in the region

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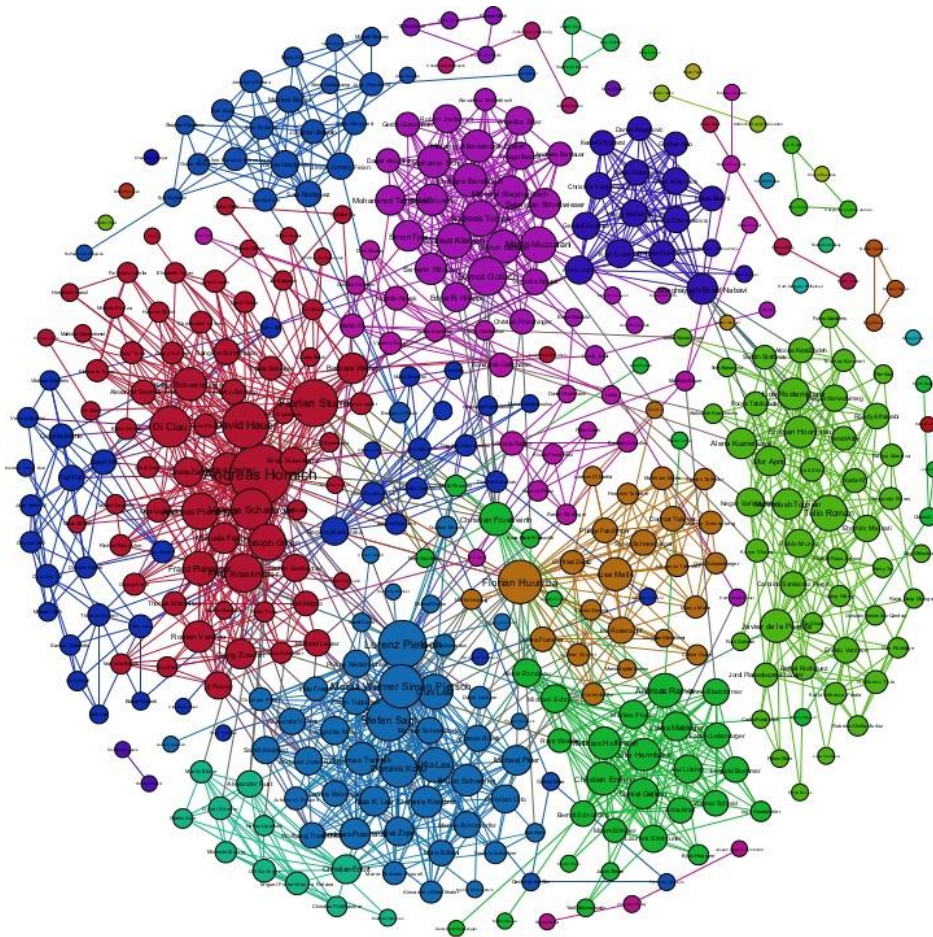
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Introduction

Aim

- to investigate cluster approach to tourism development in the region

What is tourism cluster?



How does cluster work?



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Infrastructure

+



+



Info

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What are clusters' advantages?

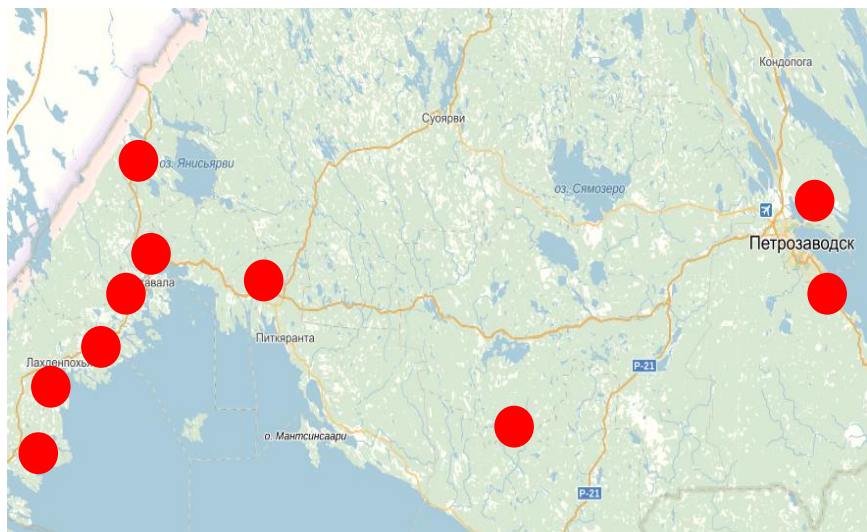
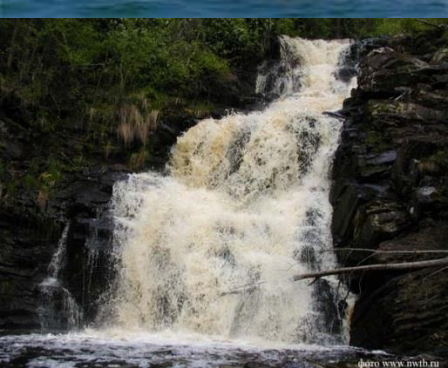
SYNERGY
 $1+1=3$

TOURISM CLUSTER





Tourism cluster «Southern Karelia» (2015-2018)

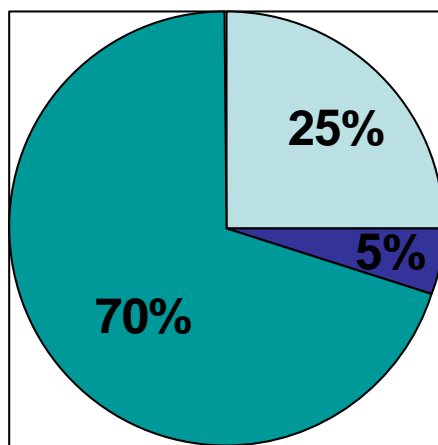


218 infrastructure objects
53 points of tourist interest



Tourism cluster «Southern Karelia»

Total cost - 2.7 billion rubles



■ Federal budget

■ Regional budget

■ Investors

250 000 persons - extra annual flow of tourists

789 new jobs places

300 million rubles of direct tax revenue from tourism

Summary

- clusters are a form of cooperation of economic actors
- stakeholders combine their activities to create a tour product
- main advantage is the synergy effect

Conclusions

- cluster approach - one of the modern methods of tourist space analysis and structuring
- tourism clusters - objects of strategic management
- high relevance of tourism cluster issues research

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Thank you for attention!

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