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Cluster analysis in tourism development

Gabdrakhmanov N., Rozhko M., Rubtzov V.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© Medwell Journals, 2016. The concepts of an image, state, region and cities turned out to be an effective instrument in the tourist industry since it handles these concepts. Tourism has an advantageous multiplier effect and serves as an accelerator of the social-economic development. As the social development is taking place within the territory and the change of the functional status of territories and cities' image is an all-around and continuous process, the evaluation of cities' role in the touristic attraction of the region is an urgent task. Holding the 27th World Summer Universiade in Kazan in 2013, the decision to hold the World Aquatics Championships in 2015, the football World Cup in 2018 raised an event attraction of tourist and recreational complex in the republic of Tatarstan as evidenced by the statistics and the increasing tourist interest in our republic. However, spatial differentiation is observed within the country, the evaluation of which is the subject of this research.

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Keywords

Cluster analysis, Regional development, Tourism, Tourism development, Touristic-recreation potential