

ECONOMICS
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Semenchenko A.G. Comprehensive analysis of hotel services sphere of tourist destination as a prerequisite of a cluster development

It is considered the questions of the relevance of developing new methods of strategic management in hotel services. A method of assessing the scope of hotel services tourist destination, on the basis of expert judgment set of criteria factors is presented. By means of the final ranking it is given the general assessment study for tourism and recreation in the region, based on what is defined "core" of the proposed cluster. As a result, recommendations for further development of tourist accommodation services study destination is proposed.

Key words: cluster of hotel services, tourist region, tourist destination, criteria factors, the method of expert estimation, rank category, the "core" of the cluster, the matrix splitting criterion factors.

South-Russian state university

of economics and service

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