



STAGES OF STRATEGIC PLANNING AND ORGANIZATION OF TOURIST AGGLOMERATIONS IN THE REGION

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Abstract: The strategic planning and organization of tourist agglomerations play a pivotal role in fostering regional development, enhancing tourism experiences, and ensuring sustainable growth. This study outlines the key stages involved in the strategic planning process, including situational analysis, goal setting, resource evaluation, spatial planning, implementation, and monitoring. A systematic framework is proposed, integrating analytical tools such as SWOT analysis, Geographic Information Systems (GIS), and stakeholder engagement to address the unique characteristics of a region.

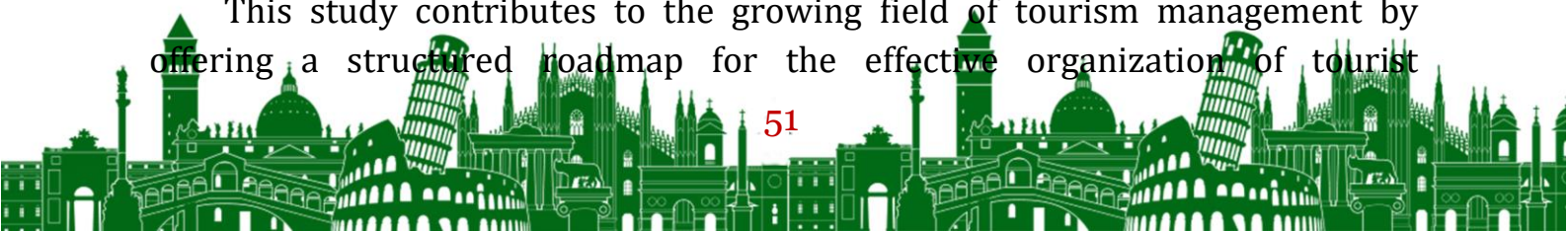
The research emphasizes the importance of aligning tourism strategies with regional priorities, environmental sustainability, and socio-economic objectives. Case studies demonstrate the application of this multi-stage approach, highlighting best practices and common challenges. The findings underscore the need for adaptive and inclusive planning methods to respond to changing trends and stakeholder demands.

This study contributes to the growing field of tourism management by offering a structured roadmap for the effective organization of tourist agglomerations, ensuring they serve as catalysts for economic and social development while preserving cultural and natural assets.

Keywords: Strategic planning, Tourist agglomerations, Regional development, Tourism management, Sustainable tourism, Stakeholder engagement, SWOT analysis, Implementation and monitoring

Introduction: The research emphasizes the importance of aligning tourism strategies with regional priorities, environmental sustainability, and socio-economic objectives. Case studies demonstrate the application of this multi-stage approach, highlighting best practices and common challenges. The findings underscore the need for adaptive and inclusive planning methods to respond to changing trends and stakeholder demands.

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Tourism is a vital driver of economic growth, cultural exchange, and regional development. Proper planning and strategic placement of tourist agglomerations – areas concentrated with attractions, services, and facilities catering to visitors – can significantly enhance the appeal of a region while ensuring sustainable development. However, determining the optimal locations for such agglomerations poses complex challenges due to the need to balance multiple criteria, including accessibility, resource availability, environmental impact, and economic feasibility.

The existing resources, natural conditions, infrastructure and tourist potential of the region will be studied. Market research and competitor analysis are carried out. Strategic planning methods: SWOT through analysis, identifying the strengths and weaknesses, capabilities and risks of the region. Through this, the competitiveness of the territory is assessed. PEST analysis analyzes rational, political, economic, social and technological factors. This method helps to develop a strategy taking into account external factors. Market segmentation, identifying the needs of tourists, categorizing them (those interested in cultural, environmental, adventure tourism, etc.) and how the region should be developed, and targeted routes and strategies for tourism are developed. A cluster approach in strategic planning, integrating and clustering all tourism resources in the area into a single system. This approach ensures the effective use of resources in the development of Tourism. In scenario planning, it is possible to develop different scenarios for the development of future tourism and foresee in what direction the region can develop under what conditions. the tourist infrastructure and services of the region will be developed. Transport, hotels, restaurants and other services are organized. Creation and improvement of transport routes and logistics systems between tourist facilities. Convenient transport services are provided to tourists. Tourist packages for tourists will be developed in the region . These packages include hotel, excursion, entertainment programs. Stages of organizing tourist agglomerations in the region and methods of strategic planning are mutually complementary processes. For the effective development of tourist agglomerations, it is important to use specific strategic planning methods at each stage.

Conclusion: The strategic planning and organization of tourist agglomerations are essential for promoting regional development, enhancing tourism competitiveness, and ensuring sustainable growth. This study has



identified and outlined the key stages of the planning process, including situational analysis, goal setting, resource evaluation, spatial planning, implementation, and monitoring. Each stage plays a critical role in creating a well-integrated and effective tourism framework that meets the region's economic, social, and environmental objectives.

The findings underscore the importance of incorporating tools such as Geographic Information Systems (GIS), SWOT analysis, and stakeholder engagement into the planning process. These tools enable data-driven decision-making, facilitate collaboration among stakeholders, and ensure that tourism strategies align with regional priorities. Additionally, adaptive and flexible approaches are crucial for responding to evolving trends, technological advancements, and shifts in tourism demand.

By following a structured and multi-disciplinary planning framework, regions can create sustainable and vibrant tourist agglomerations that serve as hubs for economic activity, cultural exchange, and environmental stewardship. Future research should explore integrating advanced technologies such as artificial intelligence and real-time data analytics to further enhance the efficiency and effectiveness of the planning process. Ultimately, a strategic approach to organizing tourist agglomerations contributes significantly to achieving long-term regional development and prosperity.

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