

Urban Tourism as an Important Tool for the Development of Urbanized Territories

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key words

tourism industry, functional zoning, smart city

The development of urban tourism as part of domestic tourism is studied using the example of Krasnodar. The factors influencing the development of the tourism industry in urbanized territories are listed. The activities within the framework of the approach to the organization of tourist use of urbanized territories are presented. In particular, the authors see great opportunities for such approaches in a large city of one million people (in terms of population) and propose specific directions for their development. First of all, this is the implementation of two serious tourism projects: a national-scale transport hub based on Krasnodar International Airport and a world-class amusement park that will attract transit travelers. These and other proposed innovations will undoubtedly attract new investment flows for tourism in the Krasnodar Territory.

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