

Development of Tourism in the Region on the Basis of Cluster Approach

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Abstract: In this study, cluster approach for management and a sustainable development of tourism in the region is considered. The main advantages of use of cluster approach to private investors, the state and locals are shown. Possibilities of formation of clusters at the regional level are considered.

Key words: Tourism, positioning, cluster, cluster approach, possibilities

INTRODUCTION

Development of territorial clusters in Russia is one of increase conditions competitiveness of domestic economy and intensification of mechanisms public and private partnership.

Territorial clusters is merger of the enterprises, suppliers of the equipment, accessories, specialized production and services, the research and educational organizations connected by the relations of territorial proximity and functional dependence in the sphere of production and realization of goods and services. Thus, clusters can be placed on the territory of one and several subjects of the Russian Federation (Gabdrakhmanov *et al.*, 2014a, b).

The concept of long-term social and economic development of the Russian Federation approved by the order of the Government of the Russian Federation from November 17, 2008 No. 1662-r is provided creation of a network of the territorial and production clusters realizing the competitive capacity of territories, formation of a number of innovative hi-tech clusters in European and Asian part of Russia.

MATERIALS AND METHODS

Taking into account branch specifics the following types of clusters are allocated: discrete clusters include the enterprises making the products (and the connected services) consisting of discrete components including the enterprises of automotive industry, the aviation industry, shipbuilding, engine-building, other branches of a machine-building complex and also organizations of construction branch and production of construction materials. As a rule, these clusters consist of small and medium-sized companies-the suppliers developing around the assembly enterprises and the construction organizations. Process clusters are formed by the

enterprises relating to so-called process branches such as chemical, pulp-and-paper metallurgical branch and also agriculture, food industry and others.

Innovative and “creative” clusters develop in so-called “new sectors” such as information technologies, biotechnologies, new materials and also in sectors of the services connected with implementation of creative activity (for example, cinematographies). Innovative clusters include a large number of the new companies arising in the course of commercialization of the technologies and results of scientific activity which are carried out in higher educational institutions and the research organizations.

Tourist clusters are formed on the basis of tourist assets in the region and consist of the enterprises of various sectors connected with service of tourists, for example, of tourist operators, hotels, sector of public catering producers of souvenir products, transport enterprises and others (Saipulaev *et al.*, 2013).

Transport and logistic clusters include a complex of infrastructure and the companies specializing in stored, maintenance and cargo delivery and passengers. The cluster can include also the organizations serving objects of port infrastructure, the company specializing on sea, river, land, air transport, logistic complexes and others. Transport and logistic clusters develop in the regions having essential transit potential (Gabdrakhmanov and Rubtsov, 2014).

RESULTS AND DISCUSSION

The purpose of cluster policy-improvement of quality of social and economic growth in the region on the basis of creation of conditions for competitiveness strengthening of the economic entities forming regional clusters. The criteria of quality of social and economic growth can be:

- High rates of economic growth in the region (higher than on average about the country)
- Increase in a share of hi-tech production in a total amount of release of an industrial output in the region
- Increase in the value added created in the region
- Strengthening of a role of knowledge in productions
- Increase of level and quality of life of the population in the region (higher rates than on average about the country)

Realization of system approach to regional cluster policy will allow to provide, in our opinion, high rates of economic growth and diversification of economy of the region due to increase of competitiveness of the enterprises, suppliers of the equipment, accessories, specialized production and services, the research and educational organizations, forming territorial and production clusters.

The main purpose of creation of a tourist cluster-is to increase competitiveness of the territory in the tourist market due to synergetic effect, including increase overall performance of the enterprises and organizations entering a cluster, stimulations of innovations, stimulations of development of the new directions (Fukuchi, 2000).

The central concept of a cluster are tourist resources. They possess a crucial role in tourism development because they are the reason of participation of people on tourist trips.

In the Act of the Russian Federation "About bases of tourist activity in the Russian Federation" the following treatment of tourist resources is given "it is natural, historical, welfare objects of tourist display and also other objects capable to satisfy spiritual needs of tourists to promote restoration and to development of their physical forces".

The essence of tourist resources is that they are a basis for formation of a tourist product and, respectively, planning and development tourism. Definition of types, specifics of resources defines demand for tourist products and indirectly on formation and maintenance of all tourist infrastructure. Identification of tourist resources gives the chance for definition of necessary elements of a cluster. Uniqueness of tourist resources, local traditions and culture of rest have impact on a specifics choice tourist cluster, process of its formation and definition of the main tourist products.

Creation tourist (or tourist and recreational) a cluster actually defines positioning of the territory and influences image formation region. Participants of a tourist cluster, except the enterprises and the organizations providing production and realization of tourist products and

services can become representatives of administration, research institutes, educational institutions, professional associations, the public representatives, etc. The tourist cluster can be formed at the local (municipal) and regional levels. There are examples of interregional tourist clusters.

Development of tourist clusters in the territory takes place some stages: from manifestation of an initiative of representatives of administration of the region, business, locals before formation of management company, definition of strategic development of the territory (development of the comprehensive program of tourist development of the region), implementation of the current management, monitoring and further development on the principles of self-organization. The management company represents the independent legal entity in which organizational principles public-private partnership is used, i.e. in management company of the administration of the region and business structure, public organizations, etc. are presented.

The similar model allows to consider interests of all active participants of a tourist cluster and also to provide sustainable social and economic development of the territory.

The cluster organization of tourist sector of economy has clear advantages. For administration they consist in the following: increases of the number of taxpayers and taxable base (control centers of small and medium business, as a rule, are in the same territory as business), appears the convenient tool for interaction with business, dependence on separate business groups decreases, there are bases for diversification of economic development of the territory.

By means of clusters authorities can use more effectively new market tendencies for social and economic development of the region, combining estimates in a cluster (as the participant of a cluster) and understanding of external macroeconomic factors, socio-political tendencies and realities.

Cluster approach provides to authorities tools of effective interaction with business, deeper understanding of its characteristic indicators and tactical tasks, gives the chance of purposeful, real and motivated strategic planning of resources of the region, development of territories.

CONCLUSION

The success of clusters strengthens and develops an economic situation in the region, promotes economic growth of the region therefore clusters have the political importance for authorities, first of all, in connection with implementation of social obligations to the population.

Within a cluster authorities can increase efficiency of initiatives of stimulation of activation of the private sector of economy. For example, subsidizing of programs of preparation and retraining of personnel opens new opportunities between businessmen, workers and experts; for business-possibility of real ensuring competitiveness of business in the future (the personnel infrastructure improves, there is an infrastructure for researches and development, expenses decrease, there are opportunities for more successful entry into the international markets), opportunity to impart positive experience and to reduce expenses, sharing similar services and suppliers.

Decrease in expenses happens owing to a scale effect which is shown at cooperation of producers and consumers. This effect is used and out of cluster educations, however the coordination depth, close partner connections participants of a cluster will be allowed to take much more benefit during the similar temporary periods. Clusters stimulate substantial increase labor productivity and introduction of innovations.

Continuous interaction promotes a formal and informal exchange of knowledge, cooperation between the organizations with complementary assets and professional skills. For small and medium-sized enterprises the cluster can significantly reduce a barrier of an exit to sales markets of production and deliveries of raw materials and materials, labor.

Using reputation of a cluster, the enterprises of small and medium business have new opportunities of access to financial resources. Image of a cluster is transferred partners, external in relation to cluster and on the separate enterprises.

The cluster gives to businessmen new opportunities for systematization of the arising problems, a choice of ways of their overcoming. Using influence and the authority of a cluster, business and the regional authorities in common can look for ways of the most effective advance of the initiatives through federal structures, including preparation of bills and lobbying at the federal level of passing of regional and branch initiatives.

As the main problems of formation and development of tourist clusters it is possible to allocate today following:

- Lack of the professional tourist shots capable to understand all advantages and benefits from a similar form of cooperation
- Low susceptibility of executives to innovations
- Lack of practice of strategic planning of tourist activity on the basis of public-private partnership
- Problems with regional infrastructure and transport availability of regions of the Russian Federation;
- Rather long period of “start” of a tourist cluster (on average, about 3 years)

Existence of standard legislative base clusters significantly simplifies procedure of the organization of similar educations on local, regional and on starting levels. The success of clusters strengthens and develops the economic situation in the region, promotes economic growth of the region therefore clusters have the political importance for authorities, first of all, in connection with implementation of social obligations to the population and creation of favorable opportunities for economic development of the region.

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