

Collaboration of State and Business as Instrument of Stable Development of Far East of Russia in Priority Development Areas (On Example of Tourist Cluster)

V. Yu. Baldina G.V. Petruk and Yu.S. Lebedinskaya
Department of Economic and Management,
Vladivostok Federal University of Economic and Service, Vladivostok, Russia

Abstract: At contemporary stage of economic system transformation a particular interest of scientists and practitioners is drawn to collaboration as poorly studied but rapidly developing and effective for of relations between business entities in diverse branches of economic. In frames of the new social-economic policy of support of regions of Far East of Russia were distinguished areas of priority development that can act as a platform for entrepreneurship development in tourism sphere, creating more competitive environment for entrepreneurial activity in relation to functioning of similar areas in Asia Pacific Region. The key principles of these areas are cardinal deregulation and large scale tax stimulation. In course of creation of priority development areas an important role is played by coordination of all alliance participants that include federal government and entrepreneurial structures. The objective of the researcher is the development of mechanism of tourist cluster functioning in areas of priority development via state-private entrepreneurship. In frames of objective set are solved the following tasks: analysis of legislation of priority development areas, estimation of condition of tourist branch and infrastructure, development of mechanism of tourist cluster functioning in priority development areas via form of state-private entrepreneurship, state franchising. In course of research were used such methods as economic-statistical, comparative analysis, graphic description. Differently from works of other researchers, authors applied complex approach to realization of mechanism of state and entrepreneurial structures interaction. In the basis of the researcher (this research) is laid the legislation base on functioning of priority development areas, cluster approaches on example of tourist branch of Primorskiy Krai. In result of conducted research are detected peculiarities of cluster approach for effective functioning of tourist branch, tourist potential of Primorsliy Krai was analyzed, peculiarities of use of state-private entrepreneurship for development of priority development areas were determined. Mechanism of state and entrepreneurial structures interaction with elements of tourist cluster in form of state franchising in priority development areas that would allow to bring internal tourist product of Promosrskiy Krai to international level is proposed. In the basis of this mechanism is laid the partnership between state sector (Franchiser) and entrepreneurial sector (Franchisee) inside of tourist cluster which in conditions of priority development areas would provide the influx of investments into development of both tourist facilities and infrastructure and also would allow to support small and medium business. Eventually this will lead to realization of strategic targets on development of Far East territories in frames of state program.

Key words: Areas of priority development, tourist cluster, state-private entrepreneurship, state franchising, Russia

INTRODUCTION

At present of the Government of the Russian Federation had concentrated its attention at problems of Far East development, territory of strategic importance both in military-political and in economic aspect. At 36% of Russia area occupied by Far East is concentrated vast and diverse quantity of commercial minerals deposits,

however it is combined with increasing depopulation, orientation of economic at resources and raw materials, poorly developed infrastructure (both transport and social) (Shashlo *et al.*, 2015). Economic of Far East is directly depending from general situation in country and also from situation on markets of Asian-Pacific region.

As one of strategic priorities of state policy in regard of support of Far East region development is selected

mechanism of implementation of modern business models development in for of Priority Development Areas (PDA) and target investment projects. In accordance to Federal Law "On areas of priority social-economic development", by order of the President of RF, starting from year 2013 at Far East are created PDA where key principles are cardinal deregulation and large scale tax stimulation. Status of PDA resident gives a range of advantages, among which is resident's exemption from profit tax, property tax, land tax, exemption from import and export custom duties and VAT within first five years. Instead of 30% of insurance polices the investor pays only 7.6% within first 10 year and has a right for free receiving of land and ready infrastructure for his business, accelerated procedure of exporter's VAT return. It is impossible to conduct the inspection of PDA resident without approval of Ministry for Development of Russian Far East, "one window" for investor, free custom zone, simplified state control, accelerated and simplified administrative procedures, including receiving of permission for construction, custom clearance.

Therefore, the resident shortens time for administrative procedures, all coordinations are held in simplified form, reduction of tax load and as consequence, the business becomes for efficient. Beside tax allowances. the state takes an obligation to create the necessary infrastructure. Introduction of large number of deregulation mechanisms is anticipated, starting from limitations on organization of PDA resident's inspections and ending with conveyance of all issues of administrative and economic nature to one body Management of the company. It is supposed that this measure would allow to offer more beneficial conditions for foreign partners, create more competitive environment for conduction of business activity in relation to similar territories functioning in Asian-Pacific region.

14 sites at Far East for PDA and 18 priority investment projects are determined at present time. It is supposed that specialization of priority development areas can have a diverse nature, at this in a range of cases separate can become multi-functional. Nevertheless, the most perspective projects are connected with industry and infrastructure which is not surprising and reflects real directions of Far East development. The intention of PDA initiators to use this sites for tourist attraction is clearly visible too.

One of reference regions of the Far East is Primorskiy Krai, distinctive for its advantageous geopolitical location and unique recreational resources. Namely in this part of the planet are generated tourists fluxes of Asian-Pacific region. In hour accessibility from city of Vladivostok there are 400 million potential tourists which creates perspective abilities for tourism. But a weak infrastructure of region,

insufficient quantity of modern hotels, neat roads, absence of convenient custom conditions, very small number of prepared moorings for river cruise tourism, ships om when passengers and tourists can be carried, interfere with development of tourist business (Lebedinskaya, 2014; Shashlo, 2016; Petruk *et al.*, 2015; Petruk, 2016). Cluster approach in tourism development, in which basis lay interaction of business and state structures, allow, in our view, to overcome these problems, establish tourist business development in areas of priority development in efficient and fast manner.

Therefore, the actuality of this theme of research is dictated by contradiction between high social-economic significance of priority development areas for successful functioning of tourist cluster and insufficiently developed mechanism of interaction of state and business sectors of economic.

Polarized development of territories via cluster formation is stipulated by the fact that regions usually have a set of branches and enterprises that have a competitive growth potential. By this are stimulated "poles and spots of growth", stimulating the growth of other enterprises and branches. By cost of leading branches emerges the agglomeration effect based on uniting of complementary types of activity in frames of certain territory (impact zones). Forming clusters have the best conditions for formation an development of "growth poles". In this case priority development areas can acr as comfortable site for development of business in tourist sphere. It is necessary to note that in process of PDA creation an important role is played by coordination of all alliance participants, including federal government structures and financial-industrial groups. This confirms the need of development of theory and methodical base and also development of scientifically grounded mechanism of tourist cluster functioning in priority development areas via collaboration of state and business which is namely the objective of this researcher.

MATERIALS AND METHODS

Areas of priority development are related to objects with a special regime of business functionin which specific peculiarities are considered in scientific works by Smorodinskaya N.V., Abdokushin A.F., Sharapov S.A. etc. Theoretical and methodological issues of tourist cluster functioning were researched in scientific researcher of Kol O.D., Kropinov E.G., Boiko A.E., Kizim A.A., Mitrofanov A.V., Lysikov O.V. etc.

Advantages of cluster as symbiosis of cooperation and competition are shown in brief review of researcher by: Gyseinov A.G., Markushina E.V., Mindlin Yu.B., Pomitov S.A., Lenchuk E. B., Vlaskina G. A.

In scientific literature to researches of forms of state-private entrepreneurship is dedicated a sufficient large number of publications of both foreign and Russian researchers, such as V.G. Varnavskiy, M.V. Vilisov, M.A. Deryabin, J. Baily, L. Sharinger, S. Linder etc.

However, due to the fact the the problem of interaction of state and business sectors of economic is complex and multi-dimensional there still are multiple issues requiring further development. So, issues of state-private entrepreneurship for successful functioning and development of tourist cluster are disclosed insufficiently, problems related to organizational economic interaction of state and business structures in form of state franchising are researched to insufficient degree which namely actualizes researches in this direction. Significance of research is also actualized by poor development of PDA functioning mechanism in practice, in spite of acceptance of law in 2014.

On basis of stated above, a rather actual task in modern conditions is the development of mechanism of organizational-economic interaction of state and business economic subjects for efficient functioning of tourist cluster in priority development areas.

Methodology and instrumentum of research is based on analysis of tourist branch of Primorskiy Krai. To major methods of research can be related economic-statistical, comparative analysis, graphic description. Separation of cluster approach advantages their peculiarities, properties of phenomena, analysis and systematization of scientific knowledge, forms of interaction of state and business sectors of economic is based on application of theoretical analysis.

Advantages of application of cluster approach to development of region economic sectors: Content analysis of a range of scientific theoretical-methodological researches of M. Porter, P. Sruff, A. Thompson, J. Schumpeter, G.D. Boush etc., allows to distinguish the following advantages of cluster approach:

- Concentration of manufacturing, presence of enterprises producing monotypic production and competing with each other at limited territory
- Concentration of infrastructure, joint use of production, innovation and social infrastructure of region. Enterprises are jointly developing labor market, use specialized services (education, health care, information, consulting, transport-logistic etc.), receiving joint advantages from proximity and degree of development of infrastructure

- Export orientation. Cluster is always oriented at production of finished products intended for export and not for satisfaction of the region itself. Rather frequently clusters are acting on external markets jointly which also amplifies their abilities and competitiveness
- Competition inside cluster that is not only mandatory sign but a driving force of its development. M. Porter draws a simple dependency: the higher is the competition in cluster, the higher is the labor productivity and, therefore, competitiveness of cluster in general

Balanced impact on development of these aspects leads not only to development of the cluster itself but also to development of region in general. Clusters also have a large capability to innovations due to the following reasons:

- Participants of cluster, by virtue of concentration in one region, are capable to response to needs of buyers more adequately and fast
- Access to new technologies is facilitated in frames of cluster
- In innovation process are involved suppliers, manufacturers and consumers, i.e., all links of technological chain
- In result of inter-company cooperation costs of R and D are reduced
- Perception of innovations is accelerated by competitive pressure inside of cluster itself

It's not a coincidence that in countries leading in innovation development the policy in regard of innovation clusters is a subject of separate consideration in process of formation of economic policy of region or country. Successful development of innovations in clusters is stipulated by the fact that accordance to specific branch requirements (amplification of innovation constituent of cluster) is achieved by cost of flexible setting of cluster infrastructure itself.

Major advantage of cluster based on territorial concentration both final manufacturers and necessary infrastructure allows to flexibly response to market needs and thus provide a high competitive ability of finished product. Activation on communications in cluster allows to achieve maximum fast adaptation of cluster infrastructure, all its elements to needs of cluster.

Cluster, being a complex network organization, is capable of more fast and accurate adaptation to conditions of particular markets and also to conditions of particular territory where it conducts its activity.

Due to reasons stated above, one of the most required methods in modern economic allowing to consider the region on complex and interconnections becomes cluster approach that gives the following abilities:

- Cluster allows to consider manufacturing in all complex of its interconnections (infrastructure of manufacturing, consumption, sale)
- Cluster allows to compare regions with each other in global scale and determine their competitive ability and also estimate the effectiveness of clusters and regions

RESULTS AND DISCUSSION

Analysis of condition of resource potential of tourist branch of primorie: Primorskiy region is one of perspective for development of internal and external tourism (Table 1). Geopolitical location of region determined its orientation of APR countries that are steadily increasing their share in tourist fluxes of the world.

Primoriye annually receive tourists from >50 countries of the world: these are CPR, the Republic of Korea, USA, Japan, KPDR ant others. At this, in average, >80% of incoming tourists are citizens of CPR.

According to data of Border administration of FSS of Russia of Primorskiy Krai, in 2015 the territory of region received 464787 foreign citizens. This is for 14% more than indexes of 2014. Countries-leaders of growth of incoming tourist fluxes in Primorskiy Krai are Chinese People Republic (incoming flux 329,434 persons) and Republic of Korea (32,961 persons which is for 16% >2014). The basis of tourist fluxes growth by Chinese direction is the Agreement between the Government of RF and the Government of CPR on visa-less group tourist travels. In frames of this Agreement the tourist flux increased nearly twice: in 2015 cam 120149 Chinese tourists while in 2014 a little >60 thousand persons.

Tourist sector of Primorskiy Krai economic has a powerful resource potential. There are >2 thousand

archeological and historical monuments in Primorie. The 875 of them belong to era of primitive communal system and Medieval era. Primorskiy Krai occupies the leading position in FEFP by concentration of cultural-historic objects.

Territory of Primorskiy Krai had uniqueness and singularity that undoubtedly attract travel enthusiasts. So, in region are located 10 mountain peaks and structures that are objects of alpinism and rock climbing; 160 known karst cavities (underground creepholes, niches, grotts, caves) among which ~40 are objects of caving. Objects of water towing are 15 rivers of Japan sea water basin with total “towing” length of approximately 5000 km and 7 rivers of river Ussuri water basin with total “towing” length of paaroximately 40 km. Local historians and tourist know >30 waterfalls and >3000 lakes. Beside that: national parks “Call of tiger” (RF Government executive order of June 02, 2007, No. 708-p) and “Legend of Udege” IRF Government of June 09, 2007, No. 745-p) founded on territory of region; thirteen federal natural reserves; six federal natural reserved including sea and lake Hanka aquatory where combination of Thurgai and Poltava flora creates uniqueness of region nature. Undoubted interest for tourists is represented by botanic garden of FEP RAS and Three Nursery of mountain-taiga station of academic V.L. Komarov; sanatoriums: “Sadgorod”, “Amuskiy zaliv”, “Primorye”, “Oceanskiy”, “Lazurniy”, “Sokol”, “Express”; children recreation center “Ocean” and many other sanatorium-resort organiation and touristbases of Primoskiy Krai.

In region are located 184 units of stat and public museums, picture galleries, art galleries; >2000 units of monuments of history and culture (urban construction, architecture, monumental and visual art, archeology); 9 theaters, 20 movie theaters, 2 circuses, 1 oceanarium; >60 orchestras, concert organizations, culture centers; >300 units of leisure institutions, approximately 30 units of large sport complexes, 10 stadiums, 7 specialized exhibition centers. In frames of general conception of Primorskiy Krai development the abilities of leisure entertainment sector are extending. Creation of tourist recreation special.

Table 1: Tourist flux of Primorskiy Krai in 2008-2015 persons

Name of index	2008	2009	2010	2011	2012	2013	2014	Forecast 2015
Foreign tourists	67179	52952	67771	82414	95440	138900	191000	211152
Absolute changes (+/-)		-14227	14819	14643	13026	43460	52100	20152
Growth rates (%)		78.82	127.99	121.61	115.81	145.54	137.51	110.55
Internal tourists	529900	614900	786040	882200	755531	1390000	1639000	1950410
Absolute changes (+/-)		85000	171140	96160	-126669	634469	249000	311410
Growth rates (%)		116.04	127.83	112.23	85.64	183.98	117.91	119.00
Total tourist flux	597079	667852	853811	964614	850971	1528900	1830000	2161562
Absolute changes (+/-)		70773	185959	110803	-113643	677929	301100	331562
Óäüü ðîñà (%)		111.85	127.84	112.98	88.22	179.67	119.69	118.12

Lebedynskaya, 2014

economic zone on territory of Russkiy island (RF Government Executive Order of March 31, 2010, No. 201) and gambling zone “Primorye” on territory of Artemovsk municipal precinct (RF Government Executive Order of August 20, 2009, No. 1213-p) gives a new impulse for development of entertainment infrastructure.

Physical infrastructure of Primorskiy krai is presented by network of automobile roads, railways, sea and river ways. The region is a largest transport hub in Far East with unique combination of practically all types of transport.

Hospitality infrastructure of Primorskiy Krai is characterized by process of active development. There are ~450 enterprises conducting the receiving of tourists in Primorye, including 200 leisure bases, tourist bases and pansionates.

In 2014 the hotel industry of Primorskiy Krai included 242 enterprises. Dynamics and place of region in FEFP by this index are presented in Table 2 (State Program of Primorskiy Krai, 2012).

As can be seen from Table 2, Priorskiy Krai in FEFP holds a leading position by number of hotels. Number of hotels in Primorskiy Krai in 2014 increased in 2.5 times by comparison to 2009. Total number of employees in sphere of Collective Means of Accommodation service (CMA) is the region is ~6 thousand persons. Infrastructure of services provided to tourists is represented by network of institutions, among which >200 vacation bases, 151 hotels, 23 sanatorium-resort institutions, nearly 1100 meals enterprises, >100 transport enterprises conducting passenger transfers. However it is necessary to note that in district centers of region there is a non-accordance to level of international quality standards of provided hotel product.

On basis of above stated, tourist-recreational resources and hotel industry of region are promoting realization of its tourist potential. However a range of barriers in development of tourist industry of Primorskiy Krai has to be noted.

So, transport infrastructure is weakly connected to tourist branch and anticipates mostly cargo transfers. In majority of federal documents regulating the development of transport in Primorskiy Krai there are none targets reflecting promotion of development of regional tourist sphere by transport branches. In “Conception of development of RF transport” are anticipated International Transport Corridors (ITC) passing through territory of Primorskiy Krai (Table 3), oriented at cargo fluxes and not at passenger fluxes which significantly complicates the entrance of foreign citizens in territory of region via sea routes.

A rather significant meaning for tourism development had a condition of region's transport system. Analysis showed that automobile roads and other transport arteries intended for tourism in limits of Primorskiy Krai are in unworkable condition for comfortable transfers of passengers. Besides, there is no adequate service of tourists at transfer along tourist route.

In general the major part of tourist infrastructure is in a hard situation and has a tendency to shortening. So, within last 10 years the number of cultural-leisure institutions decreased for 125 units and a number of collectives of folklore, musical, theatrical and other orientation for 840 units.

Table 2: Number of hotels and similar means of accomodation in FEFP, units

Region/area	2009	2010	2011	2012	2013	2014
Republic of Sakha (Yakutia)	104	98	109	121	129	137
Kamchatka Krai	36	34	36	38	50	47
Primorskiy Krai	94	110	142	151	150	242
Khabarovsk Krai	92	90	98	95	107	180
Amur region	70	76	87	92	97	126
Magadan region	15	14	12	17	18	22
Sakhalin region	59	56	56	58	54	55
Jewish autonomous region	9	9	8	7	8	9
Chukotka autonomous region	9	11	14	12	11	9

Composed by: Hospitality industry in Primorskiy Krai 2013: Statistic collection/prepared by V.A. Agafonova, N.G. Baukova, M.I. Karpova, L.N. Krivoborod, E.A. Filonova. M: Primorskstat, 2014, pp: 40

Table 3: International transport corridors, passing through the territory of Primorskiy Krai

Names	Route	Specialization
Transsib	Berlin-Warsaw-Minsk-Moscow-Yekaterinburg-Vladivostok (Nakhodka)	International transit for directions Japan, Korea, China (Shanghai), Taiwan, countries of Western Europe, Near East, Afganistan
NSW (North sea way)	Vlasivostok-Arctic-sea ports of Europe	Through traffic of ships for international transit
Primorye-1	Harbin-Suifenhe-Pogranichniy-Vladivostok (Nakhodka/Vostochniy)-ports of APR Suifenhe-Pogranichniy-Ussuriysk-Vkladivostok (Vostochniy/Nakhodka)	Provision of growth of international trade with Heilongjiang province, with APR countries and sea ports of South China
Primorye-2	Hunchun-Kamyshovaya-Posyet (Zarubino)-APR ports Hunchun-Kraskino-Posyet (Zarubino)	Provision of external trade relations with Jilin province, with APR countries and sea ports of South China
East-West	Harbin-Pogranichniy-post Vostochniy-ports of west coast of USA	Provision of trade of north-east provinces of CPR and USA
Transkorean through-passage Transsib	Pusan-Rajin-Khasan-Baranovskiy-Transsib	Provision of external trade between the Republic of Korea, KPDR and countries of Western and Eastern Europe

State Program of Primorskiy Krai, 2012

Forms of interaction of state and business sectors of economic.	
State-private partnership	State-private entrepreneurship
- Concession agreements	- State franchising
- Agreement on production division	- Outsourcing of certain management functions of state institutions
- Construction contracts	
- Agreement of lease / leasing	
- Joint ventures	

Fig. 1: Forms of interaction of state and business sectors of economicaldina (Baldina and Masyuk, 2014; Baldina, 2015)

Therefore, for functioning of tourist cluster in areas of priority development a complex of measures is needed which would allow to create a developed transport and cultural-leisure infrastructure on basis of partnership of state and business.

Researchers propose to use the mechanism of interaction of state and business sectors via state franchising as form of state-private entrepreneurship.

Analysis of form of interaction of state and business sectors of economic: Requirements of market environment force to approx interests of state and business sectors of economic, this is expressed via emergence of different forms of interaction which is shown in Fig. 1.

According to this scheme, forms of interaction are divided into two groups: state-private partnership, where belong concession agreements, agreements on production division and others and state-private entrepreneurship that includes state franchising and outsourcing of certain management functions of state institutions.

In Table 4 are presented major differences of state-private partnership from forms of state-private entrepreneurship. From this table is seen that state-private partnership is a form of partnership with a big business. Such mechanisms of strategic partnership as state franchising and outsourcing of state services are directed at interaction of state structures with small and medium business (Lebedynskaya, 2013).

In order to attract small and medium business into especially significant in socially-economic sense branches of economic and use of its potential in system of strategic partnership of state and business, particularly in priority

development areas, in our view, is rational to apply such form of interaction of state and business sectors of economic as state-private entrepreneurship.

This for of interaction is base upon pro-activity and mutual advantageousness of state and business sectors of economic; direction of activity at significant in social and economic sense sectors of economic; paternalist approach from side of state to enterprises; decrease of business and investment risks; orientation of enterprise's activity at public demand.

Therefore, state-private entrepreneurship would allow business sector (small and medium enterprises) to: decrease risks, receive state support, develop business and to state sector to: increase a share of small and medium business in GDP of region, solve the issue of population employment, increase effectiveness of state policy in part of support and development of small and medium business, provide motivation of business activity in strategically important and socially-significant branches of economic.

One of the forms of state-private entrepreneurship is a state franchising which is one of the forms of interaction of state and business structures for provision of dynamic functioning of tourist cluster in newly created priority development area (Fig. 1).

To peculiarities of state franchising belong exclusive right for product of state structure; special characteristics of product; establishment of privileged prices for production and service of enterprise-franchisee; use of principles and methods of business economic management; support and guarantees of state sector; attraction of small and medium business in branches, significant in social and economic sense.

Table 4: Difference of SPP projects from outsourcing of state service and from state franchising

	SPP (concession)	State franchising	Outsourcing of state services
Partners of state	Big business	Small and medium private companies	Small and medium private companies
Agreement's term	From 10 to 40-50 years	3-10 years (with right of prolongation)	1-3 years
Conveyance of right of state property	For period of agreement validity	For period of agreement validity	None
Degree of participation of private companies	Management of ready projects and also construction or capital transformation	Management of ready infrastructural projects	Management of ready infrastructural projects
Risk management	State and private companies, jointly	State and private companies, jointly	State; private company manages only risks of profit loss

Milshina Yu.V. Mechanisms of management of state-private partnership projects in conditions of financial-economic instability//autoabstract of dissertation-2013

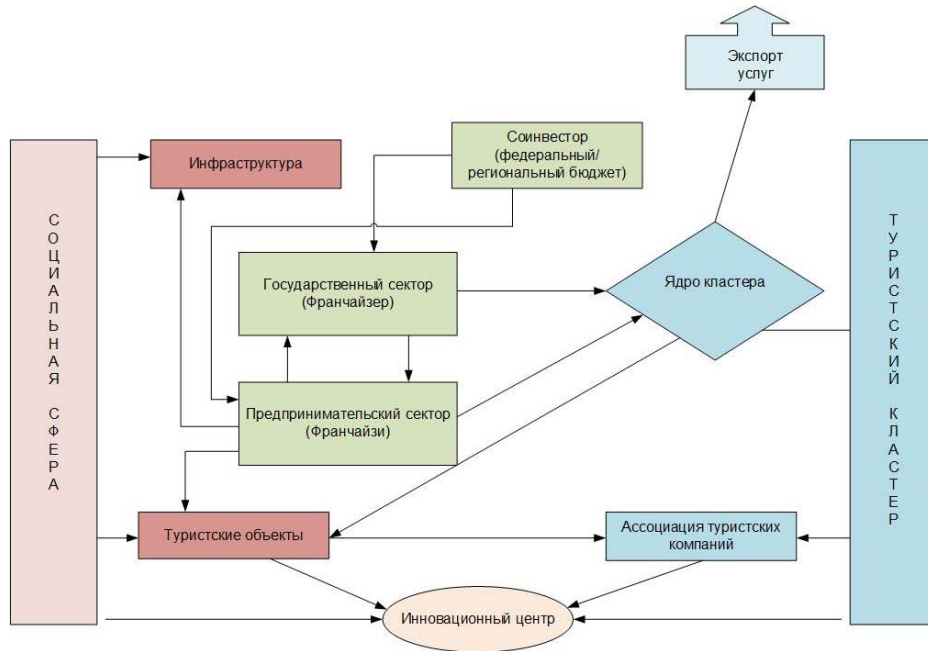


Fig. 2: Mechanism of organizational-economic interaction of state and business structures on conditions of state franchising (Composed by researchers: Services export; Social Sphere; Infrastructure; Co-investor (federal/regional budget); State sector (Franchiser); Cluster core; TOURIST CLUSTER; Business sector (Franchisee); Tourist facilities; Tourist companies association; Innovation center

State franchising as a form of interaction of state and business structures would allow interacting entities to solve the following tasks: state sector and local authority to provide realization of support development program of Far East region via mechanism of creation of priority development areas; to create conditions of growth in socially and economically significant branches by cost of attraction of small and medium business with their resources as a driving force, particularly for development of tourist branch of Primorskiy Krai and Far East region; to create new working places which in condition of crisis has a great significance for region; to provide support of small and medium business; to realize executive resource in solution of tasks of import replacement; to accelerate growth of business activity in tourist branch and for small and medium business - to reduce risks and receive state

guarantees at opening of new business (purchase of state franchise) to participate in socially and economically significant projects; to receive profit at minimum costs; to use abilities of free business conduction.

In Fig. 2 is shown the mechanism of organizational economic interaction of state and business structures in form of state franchising which would allow the tourism cluster in priority development areas in Primorskiy Krai and in Far East region to function effectively.

In the basis of this mechanism are laid interrelations of entities of state sector (franchiser) that provide entities of business sector (franchisee) by trademark, product, marketing support etc. of profile tourist operators of Primorskiy Krai. Business sector, in its turn would be able to open new or develop existing business without risk and excessive investments. Advantageous conditions for

investors created in frames of PDAs activate the influx of investments in tourist branch. Authority structures (regional, federal budget) act as co-investor and guaranteeing body.

A connecting link and major tool of tourist cluster development for co-investor is a social sphere via which management are realizing major measures on management of cluster development.

As important element of proposed mechanism of interaction acts infrastructure provision which is a system of management of business and its life-provision. An important direction of infrastructure provision improvement is the protection of interest of business entities at acceptance of decisions by state bodies, consulting services, sanitation of business structures activity and forecasting of possible consequences of proposition's implementation. Information-consulting activity is directed at provision of aid to manager in diverse issues related to business structure functioning.

Association and innovation center are key elements of developed mechanism of interaction of social sphere with tourist cluster, because they are providing a search for the most optimal forms of cooperation between state sector (Franchiser) and business sector (Franchisee) inside of cluster.

Therefore, the proposed mechanism would allow to increase investment of funds in development of tourist facilities and infrastructure, thus making a beneficial impact on tourist product of Primorskiy Krai and would allow internal tourism of Primorskiy Krai to enter the international level of development.

Besides, interaction of state and business structures on form of state franchising would allow to involve small and medium business in successful tourist cluster functioning in priority development areas of Primorskiy Krai. In their turn, priority development area create special conditions for development of small and medium business and the developed mechanism would unite abilities of state and business sectors for development of tourist cluster as the most perspective branch of Primorskiy Krai economic.

CONCLUSION

Priority development areas act as a comfortable site for business development, including tourist sphere. Status of PDA resident creates a whole range of advantages at business conduction for both foreign and

Russian entrepreneurs which created more competitive environment for business activity conduction in regard of similar territories functioning in Asian-Pacific region.

However, weak infrastructure of Primorskiy Krai interferes in development of tourist business. Cluster approach in tourism development, in which basis lay interaction of business and state structures, allow, in our view, to overcome these problems, establish tourist business development in areas of priority development in efficient and fast manner. Polarized development of territories via cluster formation is stipulated by the fact that regions usually have a set of branches and enterprises that have a competitive growth potential. By this are stimulated "poles and spots of growth", stimulating the growth of other enterprises and branches. Forming clusters have the best conditions for formation an development of "growth poles". In course of creation of priority development areas an important role is played by coordination of all alliance participants that include state and entrepreneurial structures. Mechanism of interaction of state and entrepreneurial structures with major elements of tourist cluster in form of state franchising, proposed by authors, would allow to approach to realization of modern business-model of priority development areas, effective tourist cluster development and support of small and medium business in Far East region in a complex manner.

REFERENCES

- Baldina, Y.V. and N.N. Masyuk, 2014. Strategic partnership of state and business: Global outsourcing and state franchising. *Econ. Entrepreneurship*, 12: 453-456.
- Baldina, Y.V., 2015. Formation of scientific definition of state franchising phenomenon. *Sci. Rev.*, 13: 279-282.
- Lebedinskaya, Y.U.S., 2014. Organizational mechanisms of social sphere abilities application for development of tourist cluster of Primorye. *Econ. Sci.*, 113: 41-46.
- Lebedynskaya, Y.U.S., 2013. On policy of primorskiy kraii in sphere of tourist cluster development. *Newsl. Pac. Fed. Econ. Univ.*, 3: 43-47.
- Lebedynskaya, Y.U.S., 2014. Organizational model of social sphere abilities application for development of tourist cluster of Primorye. *Successes Mod. Natural Sci.*, 5: 141-144.
- Petruk, G.V., 2016. Development of concept apparatus of knowledge cluster vector of Togliatti Federa University. *Ser. Econ. Manage.*, 1: 62-70.

- Petruk, G.V., O.I. Shestak and A.A. Vlasenko, 2015. Contemporary state and strategic directions of developing the information environment of the North-eastern regions in Russia. *J. Int. Banking Commerce.*, 20: 2-13.
- Shashlo, N.V., 2016. Formation and estimation of effectiveness of corporate management system in joint-stock companies of Primorskiy krai of RF Vector of science of Togliatti Federal University. *Ser. Econ. Manage.*, 1: 77-83.
- Shashlo, N.V., I.A. Krylova and A.A. Shingareva, 2015. External economic policy of Russia in confition of multi-polar world formation strategies of stable development of national and global economic. *Collect. Articles Int. Sci. Pract. Conf.*, 2015: 221-226. State program of Primorskiy Krai 2012. *Development of Tourism in Primorskiy Krai for years 2013-2017.* Vladivostok, Vladivostok, Russia,.