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CLUSTER APPROACH IN THE SYSTEM OF INDUSTRIAL TOURISM

The aim. The study is based on the need for a more thorough systematization and justification of the cluster approach to the development of the tourism industry in Ukraine, as well as the study of regional features of the clustering process of industrial tourism market.

Methodology. The methodological base of the study is the theory of economic clusters, as well as individual elements of the concepts of territorial production complexes and regional intersectoral complexes that were developed before it. The study used various theoretical methods and techniques of scientific geographical research, in particular analysis, synthesis, systematization and others.

Results. The essence of the cluster approach and the features of tourism clusters in the context of industrial tourism are briefly described. The analysis of world experience in improving the competitiveness of regions through the implementation of cluster policies and the targeted creation of territorial tourism clusters is carried out. The structure of production-tourist clusters, the features of establishing their boundaries are shown. We believe that the modern concept of production-tourism clusters, as sets of technologically connected and geographically concentrated enterprises, is quite capable of combining and absorbing the existing socio-geographical categories such as “territorial-recreational complexes” and “recreational-tourist complexes”. In our opinion, the formation of several industrial-tourist clusters in each of the regions of Ukraine looks justified in the current socio-economic conditions.

Scientific novelty. Based on the existing approaches to the definition of tourist clusters, the

concept of a production-tourism cluster is formulated. By the latter, we understand the territorial enterprises combination of industry, agriculture, transport, services, or any other segment of the economy that have tourist attractiveness and conduct excursions to their facilities. In addition, the necessary elements of tourism infrastructure (transport, hotel and restaurant services, etc.) should be presented as part of such a cluster. A scheme for the gradual development of regional production-tourism clusters is proposed.

Practical significance. The results of the study can be used in the formation of regional strategies for socio-economic development, as well tourism development programs in the regions of Ukraine. The formation of production-tourism clusters will strengthen the promotion of domestic tourism. Host production tourism may well become a kind of platform for local development, and successful promotion of the region will positively affect its economy. Clustering can be a powerful tool to increase the level of tourism activities. The cluster approach will provide greater combination and interpenetration of various types of recreational and tourist activities. This will make recreational activities more effective, as more recreational needs will be met per unit of time.

Key words: cluster approach, production tourism, production-tourist clusters.

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