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THEORETICAL ASPECTS OF CLUSTER AS INNOVATIVE MODELS OF DEVELOPMENT OF TOURISM INDUSTRY

We can boldly say that tourism on the modern level is a significant indicator of civilisation development. It is a uniform method of perceiving outer world, cultural growth and health recreation.

According to the reality, competitiveness of the region is connected directly with the effective usage of its resources and welfare growth of the population. It defines the place of the region in the economy of the country, due to which cluster approach can become effective means for stimulating economic development of the region as well as of the whole country. It naturally requires the provision of theoretical and methodological proof to create innovative tourist cluster in economics.

Of course it would be reasonable to try to understand cluster from the position of the whole theory of the system, which is used by several scientists in their conclusions. It is important that in all the researches, where they give detailed discussions of the cluster structure and contents, there is an unambiguous definition that it represents an open, complex self-organized and not linear system. Its separate elements are united by material, informational and financial flows. Systemic approach means to perceive it as a whole systemic formation, which for its part consists of many interactive elements and sub-systems. Alongside, one of the main issues is the analysis of organization mechanisms, which conditions new integration processes in the whole system.

A kind of a result of integration processes going on in economics is the formation of synergetic interaction of cluster systems, the aim of which is to develop connection among economic entities in order to realize personal and common interests.

From this point, researches that take into account cluster approaches of economic development, are gaining special scientific and practical importance.

The study of cluster approaches is focused on practical aspects of its collaboration or/and on the examples of success factors, which is a guarantee of economic development. In the conditions of nonexistence of complete explanation and existence of multiple interpretations, cluster policy has caused diversity of understanding. The problem of actuality of each of them, in specific conditions of Georgia, from scientific point of view, has not been discussed yet.

In separate works or articles, significant attention is paid to the issues concerning the influence of clusterisation. Herewith, up to date, the study of specific issues of cluster policy stays beyond the attention of scientific circles, especially nonproductive, among them in tourism sphere.

The aim of the article is to analyze theoretical base of cluster researches in tourism industry and collaboration/preparation of individual, appropriate for the region basis.

Key Words: *tourism, regional development, cluster, products.*

Setting the problem. In special and economic literature specialists define cluster as complex capacity notion and means “the group of industrial companies and other organizations geographically interconnected with each other, which act in a definite field and are characterized by the unity of work or/and mutual supplement”, or even more, it is “a group of companies and organizations working on common issues” [Porter 2008:602].

According to the acknowledged classification, tourist, tourist-recreational cluster belongs to industrial (branch) that is why it represents traditional sphere in economics [1].

Key elements of a cluster are:

- Geographical concentration;
- Specialization;
- Abundance of active actors;
- Rivalry and cooperation;
- Critical mass;
- Life cycle of a cluster;
- Innovation ability.

Analysis of recent publications. Essential basics of economic cluster formation and development was prepared and implemented by foreign authors (mainly European and American). The given issue was studied from different angles and it was studied by E. Dahmann, E Limerom, M. Porter, I. Tolenado, P. Fisher and others. In Georgia increasing interest towards cluster is also expressed in the number of scientific articles, among them are L. Korganashvili, E, Baratashvili, N. Nadareishvili, I. Gagnidze, B. Gechbaia and others. It is possible to look up the information on the given topic in the separate reports of World Tourism Organization as well as of different scientific centers.

On the basis of studies and conclusions of leading authors, who focus mainly on separate aspects of essence tourist-recreational clusters, it is possible to speak about the eminency approach for the field of tourism, which, on the one hand, is explained by the specific peculiarities of tourist activity and its result (tourist product, service), and on the other hand, by effective positive results, which also is gained by the implementation of cluster projects. Consequently, it gives us possibility to speak about several main factors contributing to cluster system formation in the given sphere, among them are:

- Technological specifics of formation and realization of the tourist product, which is conditioned by specially complement character of tourist activity;
- By space localization of a tourist product;
- By organization of tourist route territory;
- By the share of small and medium business involved in the formation and service sphere of tourist flows.

Unsolved parts of the problem is defined by the study of theoretical and methodical character problematic in tourism cluster development.

Aim of the article represents generalisaton of theoretical basis and collaboration of methodic recommendations.

To reach the goal we have tried to analyse such an important issue as:

- To study the formation of cluster policy and its western experience as theoretical and methodical basis of innovative development;
- In 1890, while studying British industry, English scientist Alfred Marshal described the so called “industrial zones” which are in direct correspondence with the modern cluster according to their structure. Its characteristic features are:
- Access to qualified labor;
- Assisting and growth of supporting and helpful fields;

- In production process, specialization according to different stages and segments of separate firms.

Marshal's contemporary "Filler" theory, which was collaborated in France, was considerably close to the cluster approach. Roelandt, outstanding theoretician and practitioner of cluster approach of economic development, notes that industrial agglomerates and clusters are exactly of the same age as industrial economics [5].

Cluster policy can be understood as the support of governing bodies to collaborate and develop interrelation especially among clusters at regional as well as at inter-regional level. For cluster formation cluster policy should have definite resources that belong to such elements of innovative infrastructure as:

- Innovative institutions (techno parks, innovative technological centres, business incubators);
- Informational institutions (informational and technological centres);
- Financing institutions (funds, investment centres, and insurance companies).

Let us discuss the essence of innovative development. The definition given by I. Karmishev discusses the essence of "innovative development" more or less thoroughly. According to the author, it is a special innovative direction of "aims, ways and achievement. Or furthermore, it is a government mechanism having influence on economics and market self-organization, which itself is conditioned by advantageous orientation in producing goods and services in economics itself" [6].

In order to understand social and economic essence of "innovative development", it is necessary to reveal the principles of its organization that above all create pre-condition of its realization (such as innovative environment and innovative system).

It is possible to achieve the effectiveness of innovative development only in definite conditions that are generally created by innovative environment. Right this latter represents the pre-condition of the innovative system. Thus, it is necessary to discuss the essence of the mentioned category even in more details.

According to Michael Porter theory, cluster is geographically close interrelated companies (suppliers, producers, mediators) and organizations (educational, government, infrastructural companies) that work in the definite sphere filling each other with individual specializations. Thus, cluster means the network of industrial and service firms in order to form united chain of pricing with participation of suppliers, technologies and now how creators (universities, scientific-research institutions, engineering companies), market institutions (brokers, consultants) and consumers [4].

Porter reckons that prospective, rival advantages of the country are created in the inner markets, and only afterwards is formed national rivalry. According to Porter's analysis that was based on 100 enterprises of ten countries, it is clear, that more or less rival companies are located in definite countries as after succeeding big transnational firm spreads its influence around throughout the region. Densely connected firms that increase mutual rivalry, are called clusters. The direction of the mentioned union through which cluster profit is spread, consists of:

- New producers from other branches;
- Swapping information, accordingly, swapping novelties in a cluster;
- New opportunities for rivalry and development;

- New combinations of people and resources.

The main idea of cluster formation is to create conditions for re-equipment of high convertation enterprises (collaboration of new generation equipment, mechanical engineering, new materials-polymer, nano-technologies) and prepare industrial and technological package of profitable investment [4].

Alongside with "the cluster" it is possible to separate out other terms that will be used to mean geographical connection of enterprises, among them:

- Industrial region;
- New industrial place;
- Territorial industrial complex;
- New Marshal knots;
- Regional innovative environment;
- Network districts;
- Educational regions.

In special scientific literature the mentioned terms are often used as words containing each other, apart from this, in the science, there are several forms of defining cluster that are given in appendix 1, where we can single out common methods of approach:

- The existence of connection among firms in the cluster;
- Joint location of companies in the cluster;
- Functional specialization.

Georgian scientist L. Korganashvili explains clusterization and its profit in the following way: "Sectoral approach of management of economic development on the modern stage, that causes isolation and resistance interests of different sectors and segments of the market economy lost its actuality. The management of business units got network character. Accordingly, on the modern stage the effectiveness of business development is connected with the usage of clusters and other network enterprise systems.

Cluster as a network organization form of intercompany relationship, creates possibility for urgent reaction on changes that occur in the environment. It takes into account the inion of creative, technological and financial resources by grouping territorially localized but interconnected enterprises and institutions and on the basis of rivalry they strengthen their rivalry advantages as well as of the whole cluster. The main peculiarity of the cluster is to create a completely dynamic system (without unification), in order to achieve maximum effectiveness and competitiveness.

Territorial scale of the cluster is quite different – starting with the local and finishing with the whole country or several countries located geographically close. Also the number of enterprises entering in the cluster is different, correlation of small and medium companies, the levels of relationship of firma, organizations and institutions". "… We think, on the modern stage, in Georgia, it is advisable to use dirigisme cluster policy. Alongside, significant attention must be paid to the selection and formation of prospective clusters for development of Georgia and its regions. Collaborate adequate strategies for regional development. Furthermore, we have to internalize that the cluster is the means of business development and not the aim. Focusing on the latter can lead to negative results" [8].

I. Gagnidze notes: "In the modern world, cluster based rivalry project or Cluster Initiatives – CI has become widespread means of defining economic policy and assisting economic

development. In the middle of 90-s of the last century, cluster initiatives was associated with the economy of only developed countries, but afterwards was started the usage of cluster theory in economic policy in developing and transitive countries" and concludes that "it is effective to plan clusters of economic activity in prism and is especially profitable in case of several countries as here the possibilities are wide and the synergetic effect is bigger. As for the development of the region, the effort to this direction is given great importance. We believe that appropriate action coordination of government and educational institutions and establishment of modern teaching standards, collaboration of united investment policy and union of other efforts, will also regulate complicated political processes among Caucasian peoples" [7].

According to L. Korganashvili, in the economics of Georgia, it is possible to develop clusters in the following directions: "realization of cluster policy must firstly occur in strategic fields of the country. One of such fields is agriculture that plays a significant role in the sustainable development of the country as well as of its separate regions and in the formation of socially oriented market economics. Apart from this, here exist special pre-conditions of realizing cluster policy: some features of the cluster are characterized to the agro-industrial complex and its transformation is needs to develop market economy principles and new vision" [8].

L. Chagelishvili notes that for integration in tourism field it is important to join the country's tourist system and participate in international activities. If we take into account that cluster represents the group of economic entities and institutions functionally connected with each other, which are territorially located near each other and create specific advantages, subsequent to their closeness and contacts. Its development potential and integration in Euro space is diverse. Namely, it is possible to develop and integrate cultural tourism (archaeology, history, agriculture, and ethnography), adventure tourism (travelling, mountain hiking, skiing, horse racing etc.), eco-tourism (observing birds, active eco tours), agro-tourism, special interest tourism (for wine lovers and gourmets, photo-session), resort and recreational tourism as well as meeting and conference tourism[9].

Professor O. Solvel developed M. Porter's cluster theory with his work "cluster – balancing means of evolutionary and constructional powers" and singled out actors influencing on cluster level:

1. Industry (consumers, suppliers, connected sectors, small and medium enterprises, service);
2. Government institutions, local authority (self-governments), agencies;
3. Finances (banks, venture capital);
4. University (colleges, technology transferring offices, laboratories, technological parks);
5. Media;
6. Collaborative organizations (formal and informal nets, trade organizations, cluster organizations) [2].

Result: In order to form tourist cluster in Georgia, it is necessary to collect together all the abovementioned subjects, unite their efforts and coordinate joint activity. The reason of the mentioned is that the quality of impressions of tourist business visitors depends not only the places they are offered (e.g. beach or historical sightseeing) but on the level of comfort received from the service of regional hotels, restaurant service, safety, training and rescue

service, medical and insurance service, infrastructure conditions of airports and transport, the level of preparation of educational institutions, availability and quality of souveniers and so on.

On the basis of the analysis of the existing explanations, we can conclude that Georgian researchers discuss tourism as a primary field of clusterization. Accordingly, cluster approach, particularly in tourism, which initially was used for competitiveness studies, gradually widened its area and covered such issues as:

- The analysis of rivalry of the state, region, field;
- Basis of general state industry policy;
- Collaboration of regional development programs;
- Stimulation of innovative activity;
- Assisting cohabitation of big and small business.

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ТЕОРЕТИЧНІ АСПЕКТИ КЛАСТЕРУ ЯК ІННОВАЦІЙНОЇ МОДЕЛІ РОЗВИТКУ ТУРИСТИЧНОЇ ІНДУСТРІЇ

Можна стверджувати, що на сучасному етапі туризм являє собою важливий показник розвитку цивілізації. Він є своєрідним методом сприйняття світу, підвищення рівня культури та відновлення здоров'я. Безсумнівно, конкурентоспроможність регіону безперечно пов'язана з ефективним використанням його ресурсів та підвищенням добробуту населення. Вона визначає місце регіону в економіці країни, внаслідок чого кластерний підхід може стати ефективним засобом стимулювання економічного розвитку не лише регіону, а й країни в цілому. Це, природньо, потребує теоретичного обгрунтування та методичного забезпечення створення системи інноваційного туристичного кластеру.

Звичайно ж, було б доцільно оцінити кожен туристичний кластер з точки зору позиції

єдиної теорії системи, як це роблять більшість вчених. Важливо, що в кожному дослідженні, у якому детально вивчені структура та склад кластеру, однозначно відмічено, що він являє собою відкриту, складну, самоорганізовану, а не лінійну систему, окремі елементи якої, об'єднані матеріальними, інформаційними та фінансовими потоками. Системний підхід має на увазі його сприйняття, як єдиного системного утворення, що складається з багатьох елементів та підсистем, які взаємодіють між собою. Разом з тим, одним з найважливіших постає питання аналізу механізмів організації, який визначає нові інтеграційні процеси в єдиній системі. Своєрідним підсумком інтеграційних процесів, що мають своє місце в економіці, є формування синергетичних взаємодій кластерних систем, ціллю яких є розвиток зв'язків між економічними суб'єктами для реалізації приватних та загальних інтересів.

Ключові слова: *туризм, регіональний розвиток, кластер, продукція.*

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ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ КЛАСТЕРА КАК ИННОВАЦИОННОЙ МОДЕЛИ РАЗВИТИЯ ТУРИСТИЧЕСКОЙ ИНДУСТРИИ

Можно утверждать, что на современном этапе туризм представляет собой важный показатель развития цивилизации. Он является своеобразным методом восприятия мира, повышения уровня культуры и восстановления здоровья. Несомненно, конкурентоспособность региона непосредственно связана с эффективным испол-ьзованием его ресурсов и повышением благосостояния населения. Она определяет место региона в экономике страны, вследствие чего кластерный подход может стать эффективным средством стимулирования экономического развития не только региона, но и страны в целом. Это, естественно, требует теоретического обоснования и методического обеспечения создания системы инновационного туристического кластера.

Конечно, было бы разумным понять туристический кластер с точки зрения позиции единой теории системы, как этот делают многие ученые. Важно, что в каждом исследовании, в котором детально исследованы структура и состав кластера, однозначно отмечается, что он представляет собой открытую, сложную, самоорганизующуюся, а не линейную систему, отдельные элементы которой объединены материальными, информационными и финансовыми потоками. Системный подход подразумевает его восприятие, как единого системного образования, состоящего из многих взаимодействующих элементов и подсистем. Вместе с тем, одним из важнейших является вопрос анализа механизмов организации, который предопределяет новые интеграционные процессы в единой системе. Своеобразным итогом интеграционных процессов, имеющих место в экономике, является формирование синергетических взаимодействий кластерных систем, целью которых является развитие связей между экономическими субъектами для реализации частных и общих интересов.

Ключевые слова: *туризм, региональное развитие, кластер, продукция.*