

PROSPECTS OF THE DEVELOPMENT OF THE TOURIST - RECREATIONAL CLUSTER IN SAMARA

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Abstract

In the conditions of the market functioning of tourism industry enterprises is changing significantly. Under these conditions, studying the problems of tourism sphere becomes an integral element in developing a region's elaboration strategy and acts as one of the starting points for substantiating long-term programs, indicative, strategic development plans for the Samara Region. The sharply increased interest in the tourist and recreational development of region compels us to seek new theoretical and methodological approaches to the search for innovative methods of regionalization. Clusters are a modern effective and widely used form of the territorial organization of the economy in developed countries. This approach greatly simplifies the solution of the problem of managing the development of the region. The choice of the research topic presented in this article was determined due to the fact that tourism is developing quite successfully in modern Russian society, and the state declares the task of turning tourism into one of the leading sectors of the national economy.

Key Words: *tourism, cluster, region, competitiveness, development, innovation*

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Introduction

Recently, when designing the changes of territories, regions of the world are increasingly paying attention to the development of the tourism sector

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as an opportunity to diversify the economy. A similar trend is observed in those destinations that are single-industry status. By developing related and alternative economic sectors, including tourism, the regions have a chance to get real opportunities to improve the economic system. Currently, there is an increased interest in the tourism research sector, since the creation of cluster models in tourist destinations has become a priority for public policy.

The topic of creating clusters is associated with the development of tourism in the Samara region has been developed since 2011. At this time, the regional target program for the development of the tourist and recreational cluster from 2011 to 2014 began to operate, but it did not bring visible results. The mistake was that only individual projects of tourist complexes were developed. However, some of the projects began to develop and their further promotion can lead to a tourist flow, the emergence of relations between the subjects of the tourism business and government.

The socio-economic development strategies of many subjects of the Russian Federation are to some extent focused on the emergence of such management elements as clusters in the regions. In recent years, more and more often when designing the development of territories, Russian regions pay attention to the development of the tourism sector as an opportunity to diversify the economy. Similar trend is observed in those destinations, which are non-diversified status. It is thanks to the development of related, related and alternative industries, including tourism, that these regions have a chance to get real opportunities to improve the economic system. A comprehensive approach and analysis should be applied to the development of tourism in the region, which can be implemented by clustering the industry. The presence and accounting of relationships (not only territorial) of individual tourist objects unites these objects in clusters, which can later be considered as separate tourist and recreational associations. This approach significantly reduces the size of the task of managing the development of the region. The purpose of creating tourism and recreation clusters is to increase the competitiveness of the territory in the tourist market due to the synergetic effect, including: improving the efficiency of enterprises and organizations that are part of the cluster, stimulating innovation, stimulating the development of new directions. The creation of a tourist cluster actually determines the positioning of the territory and affects the formation of the region's image (Shepelev & Markova, 2014).

For Samara region history and culture are an important factor providing spiritual development, economic growth, social stability, development of civil society institutions. Cultural life in Samara province is rich and diverse. Together these factors make possible the creation of programs of Patriotic nature with the use of high technology in close cooperation of education, science and tourism.

A total of 706 of cultural heritage (monuments of history and culture) of Federal and regional significance and 23 the archaeological heritage of Federal importance are located in the region. There are 11 theatres, 58 museums in Samara region. Samara regional Local History Museum named after P.V. Alabin, founded in 1886 has several branches throughout the area. Art Museum in Samara — is of the largest museums of Russia. On the basis of Zhigulevsky State Natural Reserve and National Park "Samarskaya Luka" created the middle Volga biosphere reserve and included in the world network of biosphere reserves 27 October 2006. Moreover this unique area is full of monuments of history and culture. Sightseeing tourism, Volga cruises, therapeutic recreation, environmental, event, rural and ethnographic tourism, caving, cycling and horse riding routes are developed in Samara region. During the advertising companies and the city's excursion it should be underlined that even sovereigns, starting with Alexander I made educational-study tour to Samara and its environs before the revolution (Alekseeva et al., 2016).

Therefore, in 2015, the state program "Development of a tourist-recreational cluster in the Samara region" was adopted until 2025. This may become a point of growth and development of the tourist and recreational cluster in the Samara region.

Research on this problem is based on the results of a previous analysis of the applied problems of the tourist-recreational cluster and focuses on the development of practical recommendations for its development. When forming a tourist cluster, its geographical boundaries are identified and climatic factors are taken into account. Geographic boundaries create transport communications (the state of roads, the development of small aviation, water transport), which connect the main centers of attraction for tourists.

When developing a strategy, development and sustainability can be taken as the main directions. The competitiveness of the final tourist product will depend on the management able to bring the product to the market, and on

the specialists who serve them. The main competition in recent decades has shifted from price competition to innovation. For successful implementation of the strategy, it is necessary to properly organize work with the aim of staying ahead in innovative areas. Leading the way in innovation differs from the strategy that was implemented in previous eras, when the strategy was based on minimizing costs.

Innovative processes in economy are caused by the competition on a commodity market and services. However, being the generator of innovations, the market in view of essential instability and variability is not capable to start innovative processes in the necessary directions and scales, is not capable to provide uniformity and a continuity of process of innovative development in economy (Krayneva, et al., 2017).

Economic conditions include the investment climate in the cluster, which is able to ensure the establishment of the basic elements of the cluster. The quantity and quality of labor resources are also significant in the functioning of the cluster.

In the establishment of the research criteria, the traditions and culture of the local population are taken into account - sociocultural conditions that directly affect the hospitality industry. The political situation in the cluster is of great importance.

The authorities' policy in the field of tourism development, its support, research, constant monitoring are the most important conditions for the formation of a cluster. Particular attention in the formation of a tourist cluster is given to the interconnections between its elements. This connection is based not only on the economic benefits of the participants, but also it is focused on the creation and implementation of quality tourist services that satisfy the needs of both tourists and the territory. This is expressed in the relationship ("transport - accommodation facilities – food") as the basic services of the cluster.

According to the study, the cluster approach involves the concentration within a limited territory of enterprises and organizations involved in the development, production, promotion and sale of tourism products, as well as activities related to tourism and recreational services.

Successful development technologies fulfilled in several "pilot" tourist - recreational clusters are supposed to be extended to all promising (from the

point of view of the establishment of domestic and inbound tourism) regions of the country, thereby ensuring optimization of the return of both state and private investments.

Along with the development of tourism infrastructure, improving the training system and pursuing a balanced and effective advertising policy, the cluster approach allows us to activate the work of regional enterprises in various sectors of the economy to meet the growing needs of tourists. The data presented in the article clearly demonstrate that most of the research tasks are being successfully implemented.

Technologies for the development of tourist - recreational clusters

Tourism - recreational clusters are an integral part of a market economy. They are formed in accordance with the laws of the market. The state, together with other interested organizations, may be one of the initiators of the process of cluster formation, but it does not play a major role in their organization and functioning. In many countries of the world there is the practice of creating tourist and recreational clusters at the national and local levels, as well as the development of thematic clusters (sports, adventure, cultural and educational and others).

Currently, Russia is in the process of forming a number of regional and local clusters, which are being formed with the support of the Federal Target Program. Tourism - recreational clusters are a set of interacting elements that function as separate organizations and enterprises of various ownership forms and affect the development of both the tourist - recreational clusters sphere and related industries of the region.

Acting as a progressive form of the territorial organization of the region's productive forces, tourist and recreational clusters are characterized as a set of technologically and economically interconnected enterprises concentrated in a limited territory and using its resources and a unified infrastructure. In accordance with this, tourist - recreational clusters include a combination of specialized tourism and recreational enterprises. They function as a complex and consist of production, technological, resource and infrastructure subsystems. Consequently, they interact on the basis of general processes of production and the provision of high-quality tourist - recreational services to the population.

In general, talking about successful implementation of projects to create clusters is possible only if there is a coordinated and legislatively fixed development strategy. To develop tourist - recreational clusters in isolation from the general concept of regional development is inefficient. To achieve the set development goals of the territories, regional strategies and strategies for the development of individual clusters must be agreed upon.

World experience shows that the cluster approach involves the development of various forms of public-private partnerships, the implementation of program-targeted methods and requires the effectiveness of a regional management system. At the same time, the functioning of the cluster is ensured not only due to individual territories with a high level of tourist and recreational potential, but also by involving the entire territory of the region in the cluster. Such an approach can ensure the creation of a multi-level system of regional clusters and create conditions for the regional development of domestic and inbound tourism (Markov, 2015).

Thus, the formation of a tourist and recreational cluster contributes to the creation of a modern competitive tourist complex. Its functioning provides ample opportunities to ensure local employment and meet the needs of Russian and foreign citizens in tourist services.

The significant contribution to the development of the economy is made through tax revenues to the budget, the influx of foreign currency, an increase in the number of jobs, the preservation and rational use of cultural and natural potential. The creation of a tourist cluster actually determines the positioning of the territory and affects the formation of the image of the region.

Depending on the coordination mechanism between cluster members:

- sustainable market clusters;
- short-term coalition;
- clusters with long-term relationships based on hierarchical construction.

Depending on the level of development in accordance with modern approaches, several types of clusters are distinguished:

1. "Living cluster", in which a high level of cooperation and competencies of the participants was achieved, and which really works.

2. "Emerging cluster", in which there is already a "critical mass" of potential participants, but the interaction and cooperation between them are not well established.
3. "Potential cluster", which has the necessary elements and conditions for creating a successful cluster. However, its participants have not yet realized the benefits of cooperation.
4. "Clusters governed by politics". In this case, the authorities choose a specific sector of the economy to create a cluster, using the administrative resource and the existing potential of the region. As a rule, these are only primary initiatives, on which everything ends.
5. "Dream cluster". As a rule, such a cluster is invented and declared politically, although it lacks the necessary elements and conditions. In this case, the transformation of such a cluster into a "living" is unlikely (Boyko, 2009).

Depending on the main focus of tourism activities, clusters are divided into: cultural - educational; tourist - recreational; cultural-entertainment and others. Consider the positions of various authors on the kinds of clusters. The tourist- recreational cluster, according to Professor V.I. Kruzhalin, is a group of geographically neighboring and interacting companies, scientific, educational-public organizations, related government bodies that form and serve tourist flows that use the tourist-recreational potential of the territory (Rudchenko, 2014).

Dunets (2010) justified a model for managing a tourism cluster, the structure of which is interconnected by functional complexes: service-system-forming, social-service, production, natural resources and conditions. At the same time, the basis of the cluster is formed by professional associations, specialized enterprises providing tourist-recreational services, which allows you to get a full cycle of consumption of a tourist product (Dyshlova, 2010).

Boyko considers the possibility of building a model of a tourism cluster from the perspective of studying the interaction and mutual influence of a combination of conditions: sociocultural, economic, political, natural. Therefore, insufficient attention is paid to the allocation of the components of these conditions and the establishment of direct and indirect links between them, which contributes to the emergence of problems in the identification of tourism resources to determine the necessary elements of the cluster (Boyko, 2009).

Dyshlova (2010) considers the tourism cluster from the perspective of institutionalization of entities directly involved in it. This model provides exclusively for the interaction of subjects and does not take into account the typology of nature- climatic conditions and the relationships that arise between the constituent elements of the cluster.

In this case, in our opinion, it is advisable to explain the functional responsibilities of the cluster entities, which will eliminate duplication of their powers (Markov, 2015). In substantiating the model of the functioning of the tourism cluster, Garmider (2015) relies on his own point of view regarding the essence of the concept of the tourism cluster, which, according to the author, is a synthesis of the views of Russian and foreign scientists (Rutko, 2009; Dunets, 2010).

In this connection, the tourism cluster is proposed to mean "the unification upon the voluntary and mutually beneficial terms of geographically localized tourism enterprises and related industries in order to create a competitive tourism service, enhance the advantages of its participants and generate income" (Markov, 2015).

Based on the above statements, we can conclude that there are different points of view regarding the approach to building a model of a tourist cluster. This is due to the complexity and versatility of the investigated issue. However, one can draw a general conclusion on the investigated problem (Alekseeva et al., 2015)

The tourist and recreational cluster is represented as a group of geographically neighboring and interacting companies, scientific, educational - public organizations, related government bodies that form and serve tourist flows that use the tourist and recreational potential of the territory.

So, the theoretical foundations of the cluster approach to the development of the region, the concepts of the tourist - recreational cluster, its role in increasing the competitiveness of the region were revealed. The goal of creating tourist - recreational clusters is to increase the competitiveness of the territory in the tourism market due to the synergistic effect, including increasing the efficiency of enterprises and organizations included in the cluster, stimulating innovation and developing new directions.

Innovative technologies in tourism cluster management

One of the promising directions in the development of tourism is the use of innovative technologies in cluster management. The degree of use of innovative technologies in the management of tourist clusters is a qualitative and quantitative characteristic. It reflects the merger of the cluster of centers for the activation of scientific knowledge, centers for the intensification of business ideas, centers for the training of highly qualified specialists, the release of innovative and knowledge-intensive products, and the characteristics of the markets for the sale of these products.

The difference of such a cluster from other forms of economic formations is that the cluster organizations do not go to a complete merger, but form a mechanism of interaction that gives an additional impetus to the economic and innovative development of the region. For the introduction of advanced information technical and telecommunication technologies, it is necessary to introduce modern forms of organizational - managerial activity.

The main promising goals of the government of the Samara region are the search for new opportunities to support the implementation of the latest developments in the tourism industry. Establishment of communications between participants in innovative activities, intensification of the transfer of scientific and technological developments to the real sector of the economy and tourism, preparation of innovative companies in the Samara region to enter the private capital market and enter new tourist products into the commodity markets through the formation of artificial attractions - all these factors will help attract additional tourist flow to the region (Belozerova, 2015).

The need to develop program activities is due to:

- the impact of tourism on the socio-economic development of the Samara region;
- increasing of the importance of tourism in shaping the image of the Samara region;
- intensive development of interregional and international cooperation;
- goals on the formation of tourist activity in the framework of regional and federal programs.

The developers of the program offer a system of events that the Department of the Samara Region will be able to take as a basis for the establishment of a tourism management system in the region. Actions will include the

main directions of state policy in the field of tourism support, which are grouped in the following areas:

1. Organization of tourism activities and tourism development management in the Samara region.
2. The formation of the tourism cluster as a single center for the development of tourism in the Samara region.
3. Assistance in attracting investment in the tourism industry of the Samara region.
4. The implementation of tourism projects and the formation of tourism infrastructure.
5. Reconstruction and construction of accommodation facilities.
6. The development of interregional and international relations of the Samara region in the field of tourism.
7. The development of folk arts and crafts.
8. Personnel maintenance in the field of tourism.
9. Advertising and information support.
10. Sources and volumes of financing.

Innovative technologies in the field of recreation and tourism are aimed at creating a new or changing an existing product, improving transport, hotel and other services, developing new markets, introducing advanced information and telecommunication technologies, modern forms of organizational and managerial activities (Novikov, 2012).

Technological advancements into all parts of our social and economic lives. Moreover, it appears necessary to build an international cooperation in the sphere of regulation of the digital economy with the purpose of linking databases and joining efforts for higher efficiency and safety of all the parties involved (Neshcheret, et al., 2019).

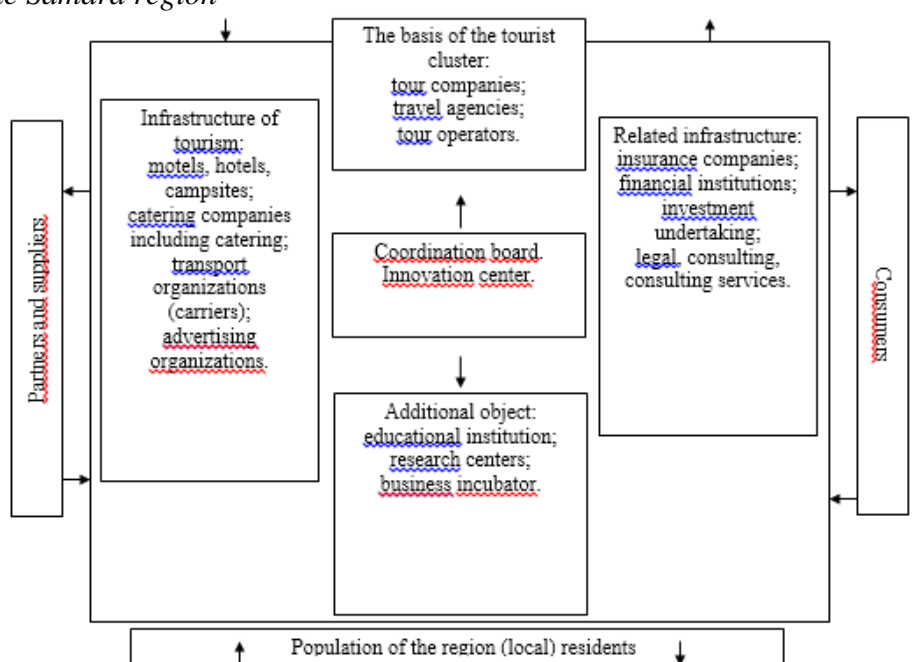
Most modern training programs intended for the early socialization of young people, completely ignoring the need for storage of their cultural potential. A system factor of human integrity, mainly is the national culture. However, the poll we conducted shows that our young people are absolutely not focused on regional and urban problems, at the same time looking for ways to interact with different people and social groups; seeks to learn the traditions of family and social upbringing. In their future activity young people would like to take into account both material-economic and spiritual and moral beginning.

For the successful functioning of the innovative management model, three main components are required:

- leading enterprises in the industry;
- a developed network of service organizations;
- a favorable business climate.

Analysis of the management models of tourist - recreational clusters allows us to identify the structure and composition of the participants in this entity, shown in the figure.

Figure 1: *The management structure of the tourist - recreational cluster of the Samara region*



Source: *Authors*

There are representatives of government agencies (legislative authorities, executive authorities, local governments), business entities (tourism and related industries, service providers), additional facilities (educational institutions, research and consulting organizations, business incubators), related facilities (insurance companies, financial institutions, investment enterprises, legal, consulting firms), as well as the population of the region and locals in the list of participants in this cluster.

In such a way, the implementation of the tourism-recreational cluster management model based on innovative technologies as an integrated system for managing the tourism and recreation industry, taking into account cluster interactions, will allow us to establish stable relations between its participants. This will predetermine the development of intersectional cooperation, the strengthening of specialization, the intensification of innovation and a positive impact on the competitiveness of tourism services.

The study of cluster management entities showed that in most cases, the control is carried out by two entities (Zavyalov, 2014):

- an advisory board (cluster council, cluster board of directors, board of trustees of the cluster, general meeting of cluster members) that carries out strategic planning, control over operational and financial management;
- executive authority (a cluster management company, a cluster secretariat, an executive committee), representing the interests of the cluster in the external environment, coordinating the activities of cluster members, implementing and monitoring current activities, and managing working groups in areas.

The introduction of the proposed organizational structure into the practice of managing regional tourist clusters will make it possible to increase the efficiency of using various control methods due to a clear delineation of responsibility for their implementation between participants in the management process. It is especially necessary to dwell on the legal status of the Innovation Center of the tourist cluster.

In accordance with the Civil Code of the Russian Federation, it is advisable to register it in the form of a non-profit organization. The members of this organization will be educational institutions providing training for cluster companies in educational programs at various levels of education; scientific organizations, consulting organizations and cultural institutions, in the department of which there are natural and historical-cultural objects visited by tourists.

Consequently, the Innovation Center is defined as a special element of the cluster, which is the center of communication and the provision of specialized services in the field of analytical, consulting, personnel and technological support for its activities. According to the authors, the model "Specialized Center for Association" is most suitable for the development

of a tourist and recreational cluster. This model implies that the Innovation Center of the cluster performs more complex functions than simply facilitating the access to the innovations. The innovation center is designed to act as a kind of point of "attraction" and coordination of cluster enterprises, an instrument for coordinating positions and interests.

The implementation of the proposed activities within the framework of this research will contribute to the establishment of the tourism industry as a profitable sector of the Samara region's economy, the strengthening of the tourism material base, the creation of new tourist routes, the development of other sectors of the region's economy (agriculture, transport, communications, trade and catering, construction and reconstruction roads, landscaping of cities and settlements and more). The implementation of these actions will also entail an increase in the influx of Russian and foreign tourists into the Samara region and an increase in financial revenues to the regional budget.

Conclusion

In the framework of this study, the authors adhere to a systematic approach to designing a tourist cluster management mechanism; however, they use an expanded set of elements of such a mechanism. Along with such classical elements as the object and subject, goals and objectives, principles and methods, the authors distinguish such elements as forms and means of control. As a result of the research, a model of the organizational and economic mechanism for managing the tourism and innovation cluster at the regional level is formed.

The authors propose introducing an innovation center into the tourist-innovation cluster management entity that implements the functions of monitoring, analyzing and forecasting the market, providing personnel, organizing communications of cluster participants and forming complex tourism products, branding and marketing them. The goals of managing the tourism and innovation cluster are grouped by us depending on the types of synergy that arises within the cluster, and in an enlarged form include such tasks as: ensuring the efficient use of resources, strengthening positions in the international market, increasing the competitiveness of the tourism industry, and intensifying the interaction of target groups.

Using the proposed organizational economic mechanism for the management of the tourism and innovation cluster will streamline the

management processes and interactions within such a cluster. The novelty of this model is the emphasis on interaction not only with direct stakeholders (suppliers and consumers of cluster products), but also with other regional and urban development groups (local population, state authorities in the region, local governments and industrial enterprises). It should be considered that the development of the tourism sector is provided by small and medium-sized businesses, whose activities, on the one hand, contribute to increased competition, and, on the other, the development of relations between them.

Thus, the development of the tourist and recreational cluster in the Samara region urgently requires the modernization of the entire tourism industry, the widespread use of international experience, including the active promotion of the tourism potential of the region in the global and regional tourist markets.

The most important result for the economy of a particular city or territory when a cluster appears will be guaranteed job retention for people working in business structures (including in the tourism sector, related and related industries). Also a plus will be increasing the share of employed in small and medium-sized businesses, maintaining and increasing the tax base, reducing unemployment benefits, etc.

For the economy of the state as a whole, clusters serve as points of growth of the domestic market. Cluster formations help to strengthen the competitive advantages of individual companies, and, consequently, the structure as a whole, which allows you to achieve a specific economic effect. Clusters are an alternative to an individual enterprise or industry object of study and forecasting, and at the same time, they are the object of support in the framework of regional development strategies.

Therefore, the main aim of the tourism partnership of business and education should be the development of the minds of youth moral sensibility and intelligibility, and the formation of their views, based on which the consumers of tourist services could develop its own system of beliefs and guiding principles.

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