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FOREIGN EXPERIENCE OF CLUSTER DEVELOPMENT AND STATE REGULATION OF THE TOURISM INDUSTRY

At the moment, the cluster approach to the organization of the tourism sector is particularly popular in the world. This is justified by the fact that the work is carried out in a complex, allowing for greater employment, a convenient scheme of maneuvers between a travel agency, museums and nature reserves, souvenir shops, transport and other related industries in tourism. In addition, for tourists themselves, it is a large selection of entertainment, a choice of comfortable living conditions and movement, as well as the purchase of the highest quality goods, for which all cluster participants are responsible, concluding an agreement on the quality of goods and services.

The cluster today is the most effective tool for managing the economy in the context of globalization. This method not only contributes to improving the competitiveness of enterprises, but at the same time is the basis of innovative economic development. The key concepts of the cluster: concentration, integration, cooperation and competition – in the relationship give effect.

Due to the rapid development of the global tourism industry, clusters as integrated groups of enterprises in the field of tourism business represent a global phenomenon. They appeared primarily in developed countries, but now they have begun to appear in developing countries, as well as in countries with economies in transition, providing a significant part of the state's income.

Keywords: cluster, tourism, state regulation, foreign experience, resources, industry

Introduction

In world practice, the cluster approach to the development of economic sectors has traditionally been applied to industrial production. Cluster systems

were researched and formed at a high level in the electronics industry of Japan, the automotive industry of the USA, the chemical and technological industry of Germany, the shoe industry of Italy, the woodworking industry of Sweden.

Meanwhile, as noted above, clusters, cluster systems and cluster initiatives play an important role in the development of all sectors and spheres of the economy. The tourism industry in the world practice is also an object for the formation of cluster systems and cluster initiatives 1,2].

Materials and methods

The following methods were used to write the article:

- 1 the movement of thought from the particular to the general, knowing individual facts, one can come to the law underlying them;
- 2 analysis – decomposition of an object into the parts that make it up;
- 3 synthesis – combines the conclusions obtained during the previous research method into a single whole.

Results and discussion

Tourism clusters have become a global phenomenon over the past decade. They are primarily inherent in the vast majority of developed countries and countries with developing economies in transition. At the same time, specific centers of attraction are formed in each cluster, examples of which are presented in Table 1 [3,4,5].

Table 1 – Examples of specific centers of attraction in cluster systems of foreign countries

A country	Characteristics of the center of attraction
USA	Napa Valley Wine Tourism Cluster
Australia	Tourist cluster in Queensland
Mexico	Cancun Resort
Indonesia	Bali Island Resort

Tourism clusters are developing in many directions in many countries. So in 1999, South Africa adopted a State program for the construction and development of clusters. The state also announced the creation of tourist clusters in such countries as: [6]

- Macedonia;
- Jamaica;
- Sri Lanka;
- Croatia;
- Slovenia.

In the USA, in Napa Valley (California), the tourism industry began to develop at the turn of the 1970s – 1980s, as an auxiliary production of wine craft.

The open system of vineyards and the possibility of wine tasting began to attract tourists. Near the wine-making industries, the first enterprises for the accommodation of tourists appeared, which worked according to the «Wee» system & Vgeak».

The tourist cluster began to play a great role for the wineries and the intensification of their cooperation. The tourism cluster also showed how enterprises can achieve competitiveness.

The core of the wine tourism cluster were:

- natural and climatic conditions of unique superior comfort;
- cultural and historical resources;
- rich and diverse culture;
- availability of world heritage sites;
- the presence of world-famous tourist images.

In Europe–an countries, the active stage of the formation and development of tourist clusters occurred in 1990. During this period, there is a rapid growth of domestic and inbound tourism.

In foreign practice, tourist clusters are designed, put into practice and developed on the principles of public-private partnership. The state sets the impetus for cluster development primarily at the initial stage of cluster initiatives. There are various models, forms and mechanisms of state support for cluster initiatives in the tourism industry. The main priorities of state support for cluster initiatives are presented in Figure 1.

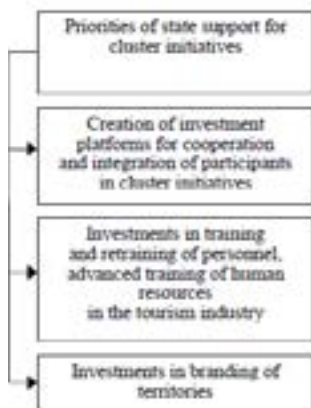


Figure 1 – The main priorities of state support for cluster initiatives

World practice shows that in a tourist cluster, the value accumulation system includes successively four types of «chains» of added values:

- services of transport companies;
- accommodation and entertainment services for tourists;
- services of tour operators and travel agents.

As an economic consequence, tourism in a number of geographically attractive territories provides more than 24 % of the gross territorial product.

In world practice, the tourism industry has a number of features that give a specific and high relevance to the cluster approach within the framework of the dynamic development of the sphere of recreation and travel of citizens [7].

The tourism industry is distinguished by such attributes as:

- breadth and versatility of intersectoral relations;
- the predominance of fragmentary structure;
- a significant number of service enterprises of small and medium-sized businesses;

- a collective approach to the development of the tourism industry;
- the versatility of the spheres and areas of cooperation of tourist organizations.

Travel companies cooperate in such areas as:

- development of marketing in tourism;
- development of effective forms of cooperation;
- development of ecological tourism and solution of environmental problems.
- implementation of projects in the field of public-private partnership;
- development of general plans and strategies;
- general focus on creating and increasing the level of attractiveness of territories.

Despite the cooperation, the theory of clusters confirms the fact that in world practice there is competition within the cluster when tourist enterprises offer the same or similar, similar goods and services. Despite the latter fact, in a certain historical period they form strategic alliances [8].

Conclusions

In the complex, world practice shows that the general patterns of formation and functioning of clusters, taking into account their specifics, goal-setting, are confirmed in the tourism industry.

In the tourism industry, the essence and effectiveness of clusters is revealed through the integral relationships of its member enterprises and organizations, which represent a chain of added values.

In tourism, value added is the value of goods and services that are combined by each tourist enterprise included in the cluster system. The more tourist

enterprises in the cluster, the higher the value added at the exit, which is financed by consumers – tourists [9,10].

In order to achieve a competitive advantage of the tourism cluster and revenue growth in the tourism industry, global tourism corporations are constantly optimizing both their own value chains and external chains connecting them with suppliers and consumers.

Dynamically developing tourist clusters in the world practice concentrate many different value chains, the totality of which forms a value accumulation system (value system).

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**А. М. Бексултанова*

ИНЕУ жоғары колледжі, Қазақстан Республикасы, Павлодар қ.

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ТУРИСТІК САЛАНЫҢ КЛАСТЕРЛІК ДАМУЫ МЕН МЕМЛЕКЕТТІК РЕТТЕУДІҢ ШЕТЕЛДІК ТӘЖІРИБЕСІ

Қазіргі уақытта әлемде туризм саласын ұйымдастыруға кластерлік тәсіл ерекше танымал. Бұл жұмыстың кешенді түрде жүргізілуіне, туристік агенттік, мұражайлар мен қорықтар, кәдесый дүкендері, көлік және туризмдегі басқа да салалар арасындағы ыңғайлы маневрлік схеманы қамтамасыз етуге мүмкіндік береді. Сонымен қатар, туристердің өздері үшін Бұл ойын – сауықтың үлкен таңдауы, өмір сүруге және қозғалуға ыңғайлы жағдайларды таңдау, сонымен қатар кластердің барлық қатысушылары тауар мен қызметтің сапасы туралы келісім жасай отырып жауап беретін ең сапалы тауарларды сатып алу.

Кластер бүгінде жаһандану жағдайында экономиканы басқарудың ең тиімді құралы болып табылады. Бұл әдіс кәсіпорындардың бәсекеге қабілеттілігін арттыруға ғана емес, сонымен бірге экономиканың инновациялық дамуының негізі болып табылады. Кластердің негізгі ұғымдары: шоғырлану, интеграция, кооперация және бәсекелестік – өзара байланыста нәтиже береді.

Әлемдік туризм индустриясының қарқынды дамуына байланысты кластерлер туристік бизнес саласындағы кәсіпорындардың интеграцияланған топтары ретінде жаһандық құбылыс болып табылады. Олар ең алдымен дамыған елдерде пайда болды, бірақ қазір олар дамушы елдерде, сондай-ақ өтпелі экономикасы бар елдерде пайда бола бастады, бұл мемлекет табысының едәуір бөлігін қамтамасыз етеді.

Кілтті сөздер: кластер, туризм, мемлекеттік реттеу, шетелдік тәжірибе, ресурстар, өнеркәсіп.

*А. М. Бексултанова

Высший колледж ИнЕУ, Республика Казахстан, г. Павлодар.

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ЗАРУБЕЖНЫЙ ОПЫТ КЛАСТЕРНОГО РАЗВИТИЯ И ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ ТУРИСТСКОЙ ОТРАСЛИ

В мире на данный момент особой популярностью пользуется кластерный подход к организации сферы туризма. Это обосновано тем, что работа ведется в комплексе, позволяя обеспечивать большую занятость, удобную схему маневров между турфирмой, музеями и заповедниками, сувенирными магазинами, транспортом и другими смежными отраслями в туризме. Кроме того, для самих туристов – это большой выбор развлечений, выбора удобных условий проживания и передвижения, а также покупка наиболее качественных товаров, за что несут ответственность все участники кластера, заключая договоренность о качестве товара и услуги.

Кластер сегодня – это наиболее эффективный инструмент управления экономикой в условиях глобализации. Этот метод не только способствует повышению конкурентоспособности предприятий, но и одновременно является основой инновационного развития экономики. Ключевые понятия кластера: концентрация, интеграция, кооперация и конкуренция – во взаимосвязи дают эффект.

По причине быстрого развития мировой индустрии туризма, кластеры как интегрированные группы предприятий в сфере туристского бизнеса представляют собой глобальное явление. Они появились в первую очередь в развитых странах, но сейчас стали появляться и в развивающихся странах, а также в странах с переходной экономикой, обеспечивая значимую часть доходов государства.

Ключевые слова: кластер, туризм, государственное регулирование, зарубежный опыт, ресурсы, промышленность.

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Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

«Toraighyrov University» баспасы

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

8 (7182) 67-36-69

e-mail: kereku@tou.edu.kz

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