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METHODOLOGICAL BASIS OF DEVELOPMENT OF TOURIST-RECREATIONAL AND RESTAURANT CLUSTERS IN REGIONS

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МЕТОДОЛОГІЧНИЙ БАЗИС РОЗВИТКУ ТУРИСТИЧНО-РЕКРЕАЦІЙНИХ ТА РЕСТОРАННИХ КЛАСТЕРІВ У РЕГІОНАХ

Tourist-recreational and restaurant clusters in the regions are quite a new phenomenon in the domestic economy. In particular, such a cluster is a new economic category, which not only arose at the intersection of different theoretical platforms of regional development but also created a platform based on balance-sheet correlation systems. The article is aimed at concretization and generalization of the methodological basis of the development of tourist-recreational and restaurant clusters in regions. Within the framework of the research, the methodological basis is considered as regularities, principles, functions, and methods of investigation of tourist-recreational and restaurant clusters show themselves only in regional planes, by definition of the content and the aggregate of actions on the development of such formations in time and space and organizational structure of influence, which is formed and transferring through the general institutional environment. The specific regularities of the methodological basis of tourist-recreational and restaurant clusters are: the efficiency

of the system of balancing the working load; the effectiveness of clusters in the national economy. The principles of the methodological basis of tourist-recreational and restaurant clusters are: unity; regulation of the development model; targeted orientation based on state support; fair distribution of income among the elements of the cluster. The functions of the methodological basis of tourist-recreational and restaurant clusters are: connected to the conditions of activity; the high quality of the product being produced; the definition of the common line of behavior; adaptability. The combination of activities on the development of tourist-recreational and restaurant clusters has a general nature. The system laying of such development actions and the above-mentioned components of methodological basis allows to allocate of the following basic methods of cluster development in regions: steps to define or transform cluster model in the region; steps to form cluster network at the horizontal level; steps to form cluster support network; steps to form organizational structure of influence; steps to achieve a unified impact on the cluster network.

Туристично-рекреаційні та ресторанні кластери у регіонах є новим явищем у вітчизняній економіці. Зокрема, такий кластер є тією економічною категорією, яка не просто виникла на перетині різних теоретичних платформ розвитку регіонів, а сама створила таку платформу на базі систем балансових співвідношень Броншпака Г. К. та Чернишова С. І. Відтак, стаття орієнтована на конкретизацію та узагальнення методологічного базису розвитку туристично-рекреаційних та ресторанних кластерів у регіонах. У межах дослідження методологічний базис розглянуто як закономірності, принципи, функції та методи розвитку туристично-рекреаційних та ресторанних кластерів, що проявляють себе виключно у регіональних площинах (через визначення змісту дій з розвитку таких утворень у часі та просторі та організаційної структури впливу, яка формується та транлюється через загальне інституціональне середовище). Специфічними закономірностями методологічного базису туристично-рекреаційних та ресторанних кластерів є: ефективність системи балансування робочого навантаження; ефективність

кластерів у національній економіці. Принципами методологічного базису туристично-рекреаційних та ресторанних кластерів є: єдність; регламентація моделі розвитку; цільове спрямування (на основі державної підтримки); справедливий розподіл доходів між елементами кластера. Функціями методологічного базису туристично-рекреаційних та ресторанних кластерів є: прив'язка до умов діяльності; висока якість продукту, що виробляється; визначення спільної лінії поведінки; адаптивність. Сукупність дій з розвитку туристично-рекреаційних та ресторанних кластерів має загальну природу. Відтак, системне накладення таких дій та наведених вище складових методологічного базису дозволяє виділити наступні методи розвитку кластерів у регіонах: кроки з визначення або трансформації моделі кластерів в регіонах; кроки з формування мережі кластерів на горизонтальному рівні; кроки з формування мережі підтримки кластерів; кроки з формування організаційної структури впливу; кроки з досягнення єдності впливу на мережу кластера.

Keywords: *networks of tourist-recreational and restaurant clusters; organizational structure; transformation of the model; region.*

Ключові слова: *мережі туристично-рекреаційних та ресторанних кластерів; організаційна структура; трансформація моделі; регіон.*

Problem setting (description of the problem being analyzed in general and its connection with important academic or practical tasks). Tourist-recreational and restaurant clusters in the regions are quite a new phenomenon in the domestic economy. In particular, such a cluster is a new economic category, which not only appeared at the intersection of different theoretical platforms of development of regions but also created such a platform based on balance-sheet relations systems Bronshpak G. K. and Chernyshova S. I. Introduction into economic science, along with the cluster category, the concept of balance relations systems allows to solve problems that arise in the internal environment of the region, oriented on the development of tourist-recreational and restaurant spheres. This is because the main problem is caused by the existence of

interrelations between the cluster members, which form a single internal environment that needs protection from failures through effective organization of economic activity (as we have shown in previous research of authors [2-5]). The specified specificity needs to be specified as the methodological basis for the development of tourist-recreational and restaurant clusters in the regions, namely, the presentation of a new view on the regularity, principles, functions, and methods of the irreversible, directed, legislative change of such formation based on the use of balance-bearing systems Bronshpak G. K. and Chernyshova S. I.

Analysis of research and publications Among the research and publications in which the solution of the problem of identification of regularities, principles, functions, and methods of development of tourist-recreational and restaurant clusters is started, we have allocated groundwork: N.O. Mykytyuk [5], V.N. Pidhirnoi, O.M. Danilova [6], O.M. Kalchenko [1] and others. At the same time, the main problem is the lack of coverage of the methodological basis for the development of tourist-recreational and restaurant clusters, due to the lack of orientation of the outlined works on principles or legislation of the basic model of the chain of value creation in conditions of cluster development of tourist-recreational and restaurant spheres. At the same time, the complex teaching of a new view on the regularity, principles, functions, and methods of development of such a cluster has not been carried out at present. Taking into account the restated problem, in the medical research authors relied on their scientific research, which has already outlined some aspects of the issue, which is devoted to the given article.

Formulation of the aims of the article (setting the task). The purpose of the article is to specify and generalize the methodological basis of the development of tourist-recreational and restaurant clusters in regions.

The paper's main body with full reasoning of academic results. We state that the authors pay attention only to those laws, principles, functions, and methods of investigation of tourist-recreational and restaurant clusters, which show themselves only in regional planes, by definition of the content and complexity of actions on the development of such formations in time and space and organizational structure of

influence, it is formed and transmitted through the general institutional environment. Scientists applied to the contents of the theory of balance-sheet correlation systems Bronshpak G. K. and Chernyshova S. I., as such, which is ideal for the cluster model of regional development of a certain sphere of economy, clearly specifying all possible changes concerning: organizational structures; mechanisms of regional development; institutional environment. At that, it is obvious that in the conditions of application of the theory of balance relations systems Bronshpak G. K. and Chernyshova S. I. the methodological basis of the cluster gets qualitatively new properties, due to the orientation of laws, principles, and functions, which are characteristic of it. In particular, elements of the cluster and removal of uncertainty; risks of loss of resources and income, which can lead to the risk of a "domino effect"; coordination of positions and co-legal decision-making on development and corresponding coordination of cluster participants through special methods of development. Therefore, the methodological description is described [2-3]:

1. specific laws, in particular: (1) efficiency of the system of balancing the workload (which will be evidenced by the positive values of the elements constituting the value of the cluster's products); (2) effectiveness of clusters in the national economy (which is ensured according to their internal development, functioning and state support according to the criteria of development, functioning and state policy);

2. principles of providing for the exploration of tourist-recreational and restaurant clusters, in particular: 1) the principle of unity (is that the irreversible, directed, legislative change is supported by all the cluster participants, and their main interest is indivisible; coordination of actions of all participants, on the part of a single body of influence; control on the part of a single body of influence on the market of services of non-regional competitors); 2) principle of regulation of development model (availability of developed normative documents on cluster development model; development of normative documents on planning and support of cluster; formation of "goal tree" of development of regions and coordinated vision of the future cluster, in which all participants could unite with the purpose of positive changes); 3) target orientation on the basis of state support (subsidies and preferential taxation of certain

branches or enterprises, infrastructure provision by the state, creation of research developments, introduction of innovative scholarships, guarantees under scientific programs; scales of crediting of small, medium, venture business); 4) fair distribution of income between elements of the cluster (principle can be built into the decision of the system of algebraic equations);

3. specific functions of providing for the exploration of tourist-recreational and restaurant clusters, in particular: 1) linking to the conditions of the activity (in particular, taking into account when coordinating the cluster's activity is important its direct focus on minimizing risks to the activity of each participant or the territorial entity, which is the territorial unit of the primary level); 2) high quality of the tourist product produced (formation of such quality elements that would provide the best conditions for competitiveness of the tourist product, such as a carrier of specific properties); 3) definition of a common line of behavior (formulation of such generalized priorities, which for the region would serve as guidelines for influencing the environment of the tourist product realization within the framework of a single process involving all participants of the cluster and their formation by the territorial units of the primary level); 4) adaptability (manufacture and sale of tourist products that meet market expectations and needs of target customers of the cluster, its production possibilities in the region).

We note that the combined activities on the development of tourist-recreational and restaurant clusters have a general nature (shown in Figure 1).

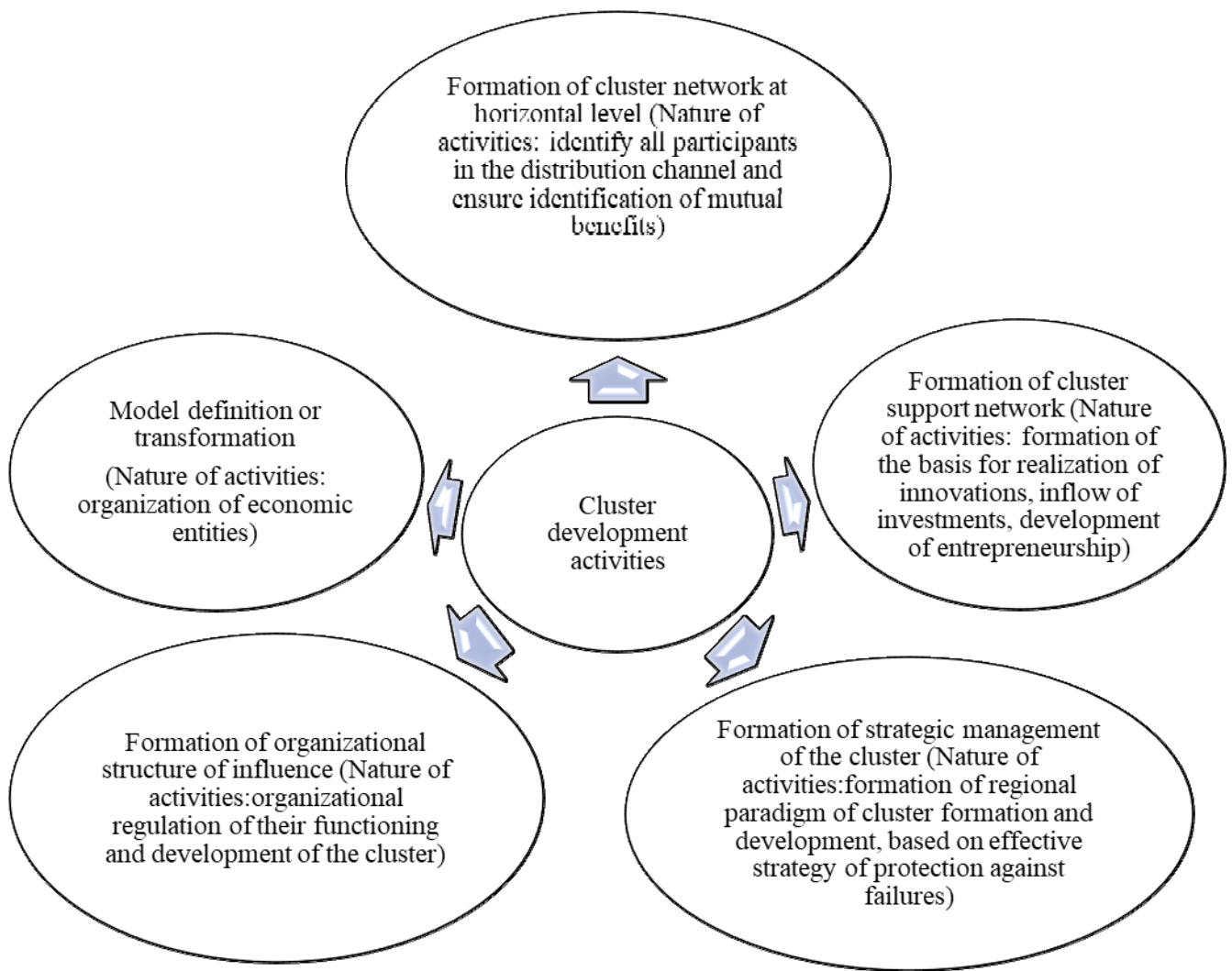


Fig.1. General nature of activities on development of tourist-recreational and restaurant clusters

Source: formed on the basis of [2-3]

Accordingly, this aggregate of actions summarizes:

1) actions to define or transform the model of tourist-recreational and restaurant clusters in the region (the basic tasks are oriented on the identification of the leading subjects; identification of the subjects who are in the same chain of value creation or between which there is a relationship under this chain);

2) actions on the formation of a network of tourist-recreational and restaurant clusters at the horizontal level (basic tasks are oriented on the identification of objects, using similar sales channels; producing additional products and complementary services, etc.);

3) actions on the formation of a support network of tourist-recreational and restaurant clusters (the basic tasks are oriented on the identification of economic activities subjects, which will support the cluster by providing specialized knowledge and technologies; information; capital; infrastructure; service);

4) actions on the formation of the organizational structure of influence (the basic tasks are oriented on the creation of a unified organizational structure of management);

5) actions to achieve unity of impact on the cluster network (the basic tasks are focused on integrating efforts to ensure its viability and sustainability).

Thus, the systematic introduction of such development actions and the above-mentioned components of methodological basis allows to allocate and outline of the basic methods of development of tourist-recreational and restaurant clusters in regions (or systematic combination of steps, which should be carried out on realization of each concrete action and its basic tasks).

The combination of steps to define or transform the model of tourist-recreational and restaurant clusters in the region:

Step 1 – Identify network members that are joining or joining a cluster. For this purpose, an initiative group of participants is formed and an agreement is shown to participate or join the cluster approved by signing in the protocol of intent; the presence of the driving forces of the cluster development or preconditions of its transformation is determined. It should be noted that the primary definition of the model of tourist-recreational and restaurant clusters in the region should be based on the presence of the driving forces of development shown in the figure. 2.

Step 2 – Development of a cluster object (according to its default structure) or a cluster transformation project. To form a cluster object (according to its default structure) or a cluster transformation object, the underlying forces of development must be defined. Integration indices can be used for this purpose, calculated based on absolute and relative characteristics of the driving forces of their development the next algorithm uses: 1) calculation of integration indices, by each of the development driving forces of the cluster; 2) the method of the main component is used to reduce the size of index construction, which allows getting maximum information from input data; 3)

providing high informality of the main component by the criterion of explanatory dispersion; 4) the construction of the primary main components, with their values normalized by the estimation scale and the assumption that the higher values of the components correspond to the best conditions for the formation of the cluster of the region; 5) ranking of territories by the meaning of each driving force with the application of rank estimation.

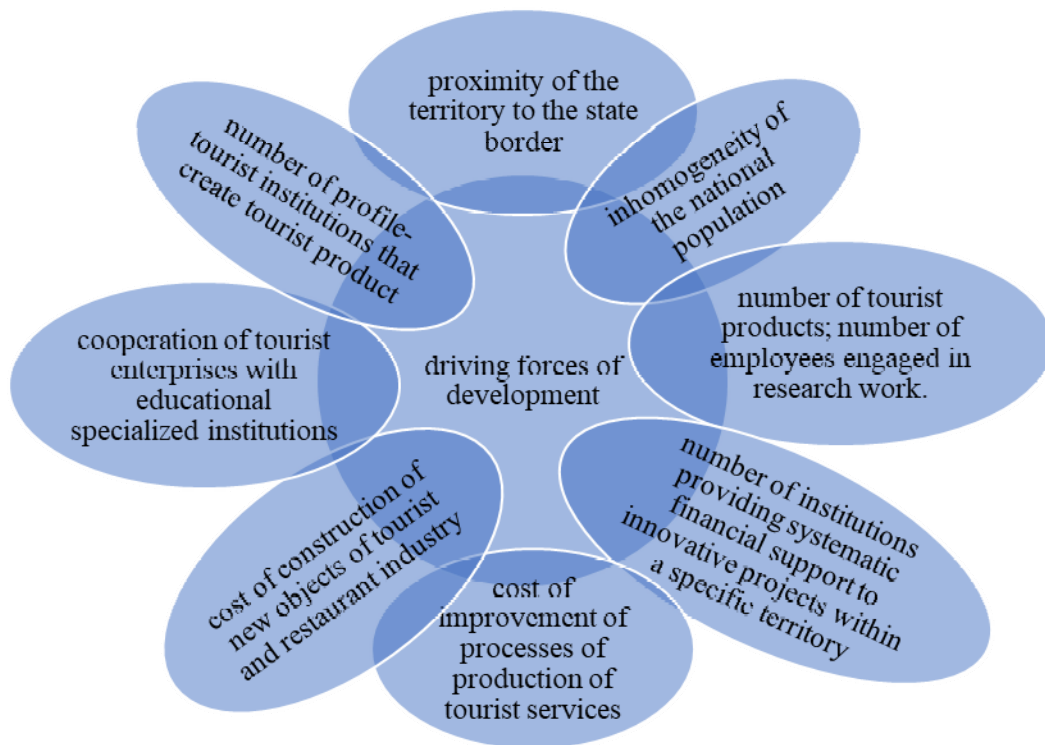


Fig. 2. The development driving forces of tourist-recreational and restaurant clusters

Source: formed on the basis of [4; 5]

Step 3 – Promote the organization of the participants’ actions based on the creation of the Coordination Center. The process of organizing economic entities in Ukraine is low. To initiate cluster formation, it is necessary to create a community of citizens with the function of a cluster coordination center or cluster Council. Parallel application of public-private partnership is possible.

The aggregate of the steps to define or transform the model of tourist-recreational and restaurant clusters in the region is effective only at a high level of organization, which is uncharacteristic of potential or real Ukrainian cluster participants.

The combination of steps in forming a network of tourist-recreational and restaurant clusters on the horizontal level is as follows:

Step 1 - Testing the progress of the development of the horizontal association using technical analysis with the help of the trends (lines of formation and development of the cluster network at the horizontal level, which are located on the diagram of the points representing the data from a certain range of data, by economic entities).

Step 2 – Development of cooperation with the homogeneous groups of economic entities that will form the basis of the horizontal association (on a contractual basis). Such a network should include providers of specialized factors; service providers; sales or consumption of services; specialized infrastructure providers and infrastructure agencies.

Step 3 - creating a climate of trust and information “transparency”. However, the step is because all members of the horizontal association have to obtain clear and predictable benefits.

Formation of the network is possible when potential members of the distribution channel are interested in cooperation. To establish horizontal networks, it is necessary to identify all participants of the distribution channel and to ensure the identification of the benefits received by them.

The combination of steps to form a network of support for tourist-recreational and restaurant clusters is the following:

Step 1 - Testing the support processes of the tourist-recreational and restaurant clusters at the expense of technical analysis (in particular, trends of change use of the trend lines).

Step 2 – Development of the support network of tourist-recreational and restaurant clusters. For this purpose: Assistance of state and regional authorities; participation of financial and banking structures; cooperation with existing scientific and research institutions and educational institutions and innovative infrastructure. This is possible at the initiation of joint projects.

The formation of structural models of tourist-recreational and restaurant clusters in Ukraine is effective only with the presence of associations that have a developed network of support of scientific institutions and innovative infrastructure.

A combination of steps to form an organizational structure of influence. Such steps should complicate the relationship between the completion and definition of the cluster and the regulation of the activities of its participants. Among such steps are the following:

Step 1 – the organization of the central leadership of the cluster (eliminates the chaotic influence on the achievement of completeness and certainty).

Step 2 - identification of the main goals, tasks, rights, and duties of the participants. Under such conditions, appropriate organizational regulation of the development of participants operating under the cluster environment and regulation of the participants' behaviorism is required.

Step 3 – work to increase the level of support of the participants of the clusters of organizational development regulation.

The process and procedure of work within the tourist-recreational and restaurant cluster and at the level of each particular participant is effective if it is realized based on the regulated processes. It is expedient to apply the system of internal organizational regulations.

A combination of steps to achieve a unified impact on the cluster network. These steps are necessary because one can predict the link between the spread of negative events and the short time. For this purpose, it is necessary to manage the strategic center effectively, based on:

Step 1 - integrate efforts to ensure its viability and sustainability.

Step 2 - implementation of an effective strategy of protection against the failures in the regional paradigm of management of development of tourist-recreational and restaurant clusters.

The systematic set of actions on cluster development and the above-mentioned components of methodological basis allows: to define the basis for the process of organization of economic entities; to establish horizontal associations, it is necessary to

identify all participants of the distribution channel and to provide identification of mutual benefits; to form the basis for the realization of innovations, the inflow of investments, development of entrepreneurship, to form an effective strategy of protection against failures.

Conclusions from this study. Within the framework of the research, the methodological basis is considered as regularities, principles, functions, and methods of investigation of tourist-recreational and restaurant clusters, which show themselves only in regional planes, by definition of the content and the aggregate of actions on the development of such formations in time and space and organizational structure of influence, which is formed and transferring through the general institutional environment. According to the results of the study, the following conclusions were made:

1. To specify the methodological basis of tourist-recreational and restaurant clusters, one should be guided by the theory of balance-bearing systems Bronshpak G. K. and Chernyshova S. I. as such, which is ideal for the cluster model of regional development of a certain sphere of economy. In the conditions of application of the theory of balance-bearing systems, the methodological basis of the cluster receives qualitatively new properties, due to the orientation of its laws, principles, and functions on: elements of the cluster and overcoming of uncertainty; risk of loss of resources and income lead to the "domino effect"; processes of position coordination and co-legal decision-making on development and corresponding coordination of cluster participants through special methods of development.

2. The specific regularities of the methodological basis of tourist-recreational and restaurant clusters are: the efficiency of the system of balancing the working load and; the cluster's effectiveness in the national economy. The principles of the methodological basis of tourist-recreational and restaurant clusters are: unity; regulation of the development model; targeted orientation based on state support; fair distribution of income among the cluster elements. The functions of the methodological basis of tourist-recreational and restaurant clusters are: connected to the conditions of activity;

the high quality of products being produced; the definition of the common line of behavior; adaptability.

3. The combination of activities on the development of tourist-recreational and restaurant clusters has a general nature. Thus, the systematic laying of such development actions and the above-mentioned components of methodological basis allows to allocate and outline of the following basic methods of development of tourist-recreational and restaurant clusters in regions: steps on definition or transformation of model of tourist-recreational and restaurant clusters in the region; steps on the formation of a network of tourist-recreational and restaurant clusters at the horizontal level; steps to form a network of support for tourist-recreational and restaurant clusters; steps to form an organizational structure of influence; steps to achieve unity of influence on the cluster network.

The prospects of further developments in this direction lie in the possibility of using the results for the algorithm for the creation of tourist and recreational clusters in Ukraine.

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