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Basis of the tourism clustering in the Russian regions (using the example of the Ivanovo region)

The article addresses the problem of the tourism industry development and the application of the clustering approach. The authors propose tourism clustering around the current landmark attractions in the regions. In the context of insufficient investment resources it is necessary to select the most effective landmarks for tourism clustering. To this end, the authors propose to take into account the factor space of influence and evaluate the effectiveness of operation of newly established clusters using the integral indicator of the anticipated effect. The main objective of this article is to study the business development prospects of domestic tourism and potential tourism clustering in different regions of the country using the example of the Ivanovo region. The authors have developed an algorithm of tourism clustering actions and identified the main groups of factors of influence on clustering validity. In the present-day world subject to globalization, the tourism industry, which generates an impressive share of income for the budgets of many countries, is becoming increasingly important. The problem of domestic tourism development in Russia is relevant in the context of the socio-economic development of Russian regions. Due to the unemployment and regional budget deficit, potential reserves of economic growth and a reasonable approach to the development of the tourism industry must be identified, taking into account the current characteristics and preferences of the population. The proposed approaches and methods are planned to be used in the Ivanovo region selected for tourism clustering.

Keywords: *tourism cluster, factor space of influence, integral indicator of clustering, domestic tourism development, able-bodied population employment rate*

Currently, the Russian Federation pays great attention to the public policy in the field of domestic and inbound tourism, that has economic and social effects¹.

Tourism is now seen as a source of financial income for budgets at all levels, a means of increasing employment and quality of life, a way to maintain the health of citizens, the basis for the development of socio-cultural environment, the nurture of patriotic feelings among young people, a powerful educational tool and a vehicle for the formation of a moral platform for civil society [1].

The level of tourism development is of great importance for the state as a whole, as well as for individual subjects of the Russian Federation and municipalities, what explains the relevance of the topic¹.

Key areas of tourism development in the Russian Federation are reflected in the strategy for tourism development in the Russian Federation for the period up to 2035 (approved by the Government of the Russian Federation on September 20, 2019, No. 2129-r), as well as in the national project "Tourism and the hospitality industry" adopted in 2021¹.

The strategic goal and objectives of the Strategy are aimed at implementing the scenario of intensive development of the Ivanovo region. Its main strategic goal until 2024 is to improve the quality of life for the region's population so that it reaches the average level in the Central Federal District, and to set the stage for the development of human capital based on the unlocking of its industrial, scientific, cultural and tourist potential².

The above documents draw particular attention to the development of tourism infrastructure, also using the cluster approach.

Currently, the tourism cluster can be seen as an element of a complex system, which allows the interests of business partners and competing groups at the regional and inter-regional level to achieve synergies [2].

The clustering strategy is considered as a strategy of the modernization scenario of social economic development of the region, based on the stimulation and support of innovation processes towards the formation and development of regional cluster systems in the tourism sector [3].

To apply the proposed clustering algorithm (Fig. 1), it is necessary to determine the factor space of influence, which identifies the need, opportunities and efficiency of clustering and the operation of the tourist cluster in a given region of the country [4].

Let's consider the main groups of factors that determine the opportunities, potential and feasibility of clustering and the operation of the tourist cluster in a particular region [5]:

- infrastructure factors;
- the availability of landmarks, attractions, nature reserves, recreation areas, etc.;
- the availability of human resources;
- the interest of professionals, service personnel;
- the interest of regional and local authorities in improving the economic and social climate in the region;

¹ On the Strategy for the development of tourism in the Russian Federation for the period up to 2035 : Decree of the Government of the Russian Federation of September 20, 2019, No. 2129-r.

² Summary of the Ivanovo region socio-economic development strategy up to 2024.

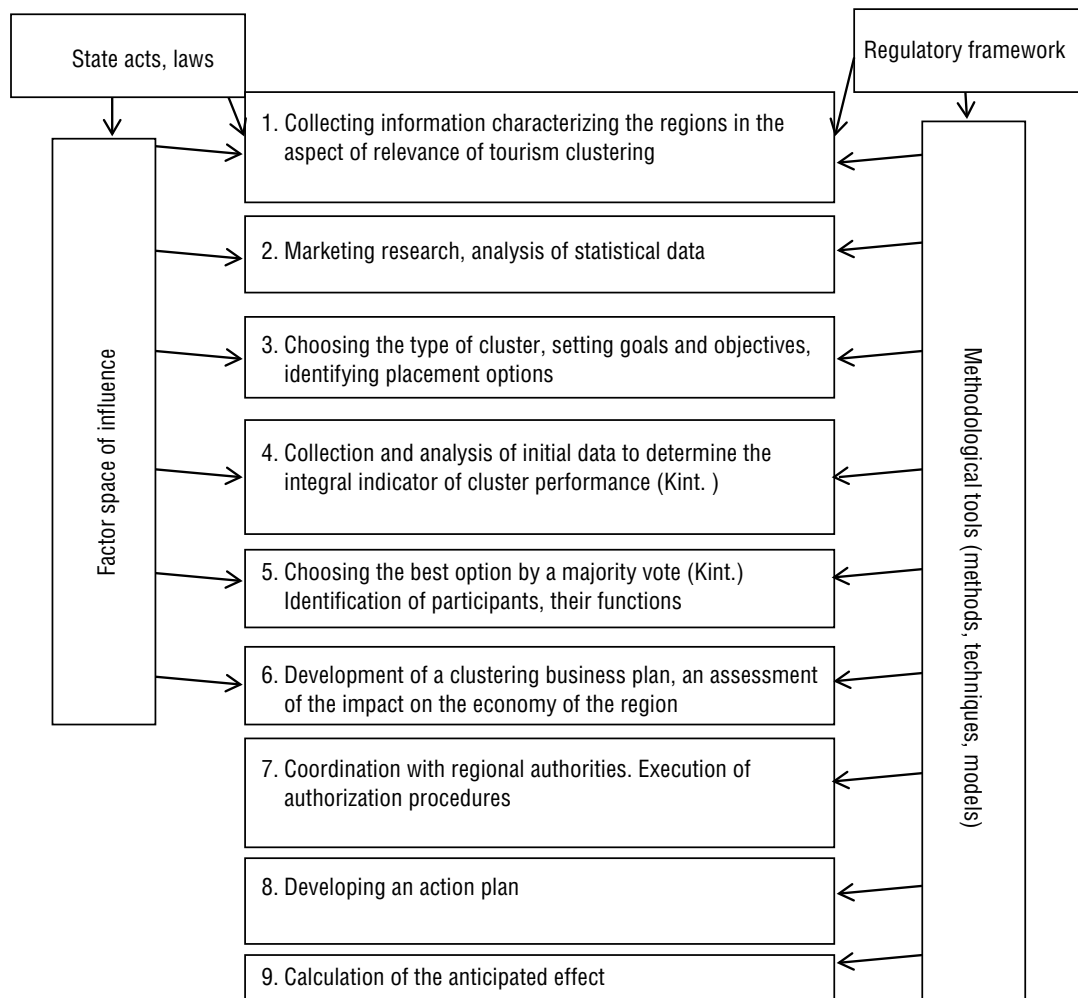


Fig. 1. Algorithm of creating a tourist cluster

- financial factors or availability of funding sources;
- the possibility of applying various organizational and managerial forms, including PPP.

Unlocking the potential of the tourism industry in the Russian Federation is possible for the following reasons.

1. Investing in the development of tourist and backbone infrastructure.
2. Increase in tourist flows in the Russian Federation, including higher loading level of hotel infrastructure. This, in turn, is possible by reducing the influence of the seasonality factor in the tourism business.
3. Reducing bureaucratic barriers hindering the development of the industry, increasing its openness and transparency.

To develop and justify the tourism clustering procedure, we chose the Ivanovo region as a region with high potential and opportunities for the development of tourism. This includes the presence of ancient cities, towns, historical monuments, natural conditions and sufficient labour potential, in view of the closure of some production facilities².

Despite the fact that the tourist potential of the Ivanovo region is not considered to be the highest (the region is not on the list of the top 20 regions of Russia in terms of the tourist potential, according to the 2020 rating), it is more due to the underdeveloped tourist

infrastructure and lack of appropriate information, rather than lack of places of attraction to explore.

It should be noted that the landmarks of the famous "Golden Ring" are also located in the Ivanovo region, among the most attractive places are the following ancient cities: Plyos, Kineshma, Yurievets, Vichuga, Rodniki, Ivanovo, Lukh, Puchezh, Shuya, Palekh, Holui, Yuzh, Gavrilov Posad.

The centre of the region is the city of Ivanovo, which is historically considered the textile capital of Russia. Ivanovo is a part of the "Golden Ring of Russia" and has a rather attractive geographical location in terms of the accessibility of tourist destinations. It should also be noted that the most important transport highways (water and railway) pass through the Ivanovo region. In addition, the travel infrastructure includes highways, road maintenance and civil aviation facilities (an airport).

The environmental situation is relatively good in the Ivanovo region. There are no large ecologically dangerous production facilities in the region, and vast forest areas (they occupy 48 % of the territory of the region — 1,037,5 thousand hectares), evenly distributed throughout the region, compensate the negative impact, made on the nature by anthropogenic activity.

Natural recreational resources of the Ivanovo region are complemented by numerous cultural and historical monuments with truly

► priceless historical and cultural heritage. The region takes one of the top positions in Russia in terms of the number of monuments, primarily architectural and archaeological ones. There are 1,618 monuments (1,770 facilities) in the region, of which 57.4 % are architectural monuments, 12.4 % are historical monuments, 26.3 % are archeological monuments, and 3.9 % are monumental art pieces [6].

The fact that the Ivanovo region has the second largest portion of the Volga River increases its competitiveness in the development of tourist and recreational clusters.

As of the year-end of 2019, the tourist flow in the region reached 824.6 thousand people, which is 3 % more than in 2018 (800.6 thousand people). The most visited cities of the region are Ivanovo, Kineshma, Palekh, Shuya and Plyos. This indicator was increased by the development of transport logistics: river navigation in Kineshma, a larger number of electric trains "Lastochka", reconstruction of roads and improvement of tourist attractive cities of the Ivanovo region (Ivanovo, Yurievets, Kineshma, Gavrilov Posad, Ples).

In the context of the tourism development in general, its forms and types, in particular, new tourist realities appear and spread, one of which is industrial tourism. In 2020, the Ivanovo region was added to the list of pilot regions of the Russian Federation selected for the development of industrial tourism. Proposals were drafted for 16 enterprises participating in the pilot project on behalf of the Ivanovo region².

Tours to the enterprises of the region for official delegations and production partners, as well as regular tourists, will attract additional travellers to the region and, consequently, serve to sustainably improve the socio-economic and tourist attractiveness of the region [7].

The development of tourism in the Ivanovo region complies with the objectives of socio-economic development of the region (a decree), which suffers from the following problems [8].

1. The lack of investment in the development of tourist infrastructure.

2. The absence of a system of comprehensive (organizational) support for the development of tourism from the executive bodies of government authorities of the Ivanovo region.
3. The lack of a system of information and advertising support needed to inform potential customers about the services.
4. Substantial physical deterioration of material resources.
5. Insufficiency of advanced tourist and entertainment industry facilities, display and entertainment facilities.

Obviously, the main problem is inadequate financial support.

In addition, in our opinion, there is no systematic approach to planning the development of tourism, based on a multi-factor analysis of the situation to quantify the complex tourist integral potential of a particular region, city, district, allowing to choose the most appropriate option with regard for the economic and social aspects. Also, this region enjoys little attention from the federal authorities and has neither federal, nor regional target programmes [9].

For the effective development of tourism in the Ivanovo region, even in the presence of a serious potential of historical, cultural, entertainment and other destinations, a systematic approach is needed, including, among other things, the formation of a sustainable and attractive tourist brand of the region [10].

As already mentioned, a serious obstacle to the development of tourism in the region is the lack of financial resources. This problem must be solved together with regional and local authorities using the anticipated economic and social effect. A real opportunity to promote the idea of creating a tourism cluster is to choose the right organizational and managerial form. It is proposed to establish a public-private partnership, which will raise public funds and private investments [11, 12].

Based on the strategic objectives the authors propose a mechanism and a model for a public-private partnership of a tourism cluster (Fig. 2).

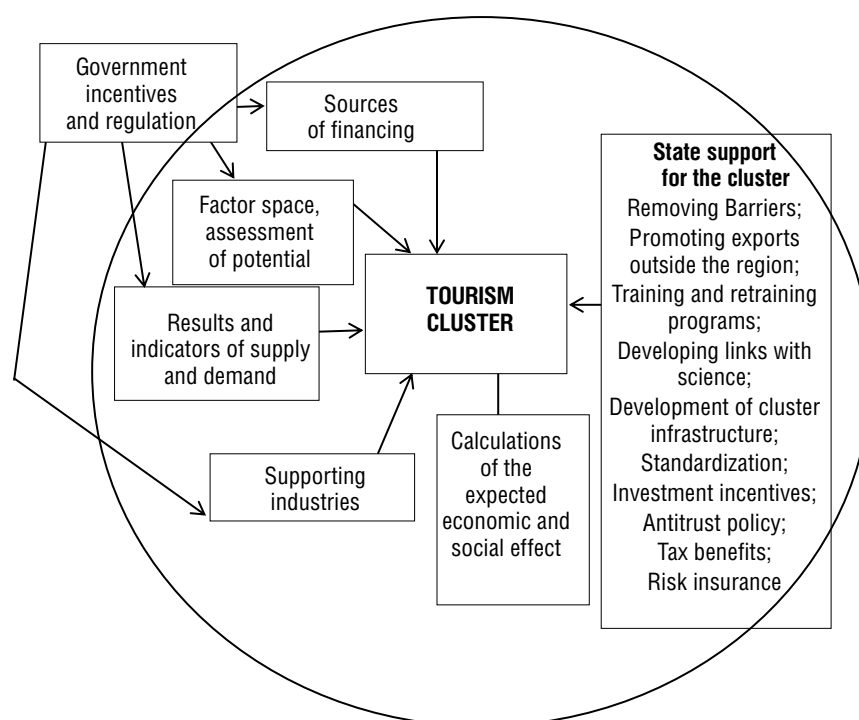


Fig. 2. The model of a public-private partnership within the framework of tourism clusters

Two target federal and regional programmes, including "Development of domestic and inbound tourism in the Russian Federation (2019–2025)" and the strategy for socio-economic development of the Ivanovo region until 2024, were studied to address this issue³.

CONCLUSIONS

Development of tourism in the Ivanovo region will improve the socio-economic environment in the region, rise its economic efficiency, overcome its economic development delay and, most importantly, improve the living standards in the region.

This programme will undoubtedly give a powerful impetus to the tourism industry by using the potential of the cluster approach.

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3 On approval of the Concept of Federal Target Program "Development of domestic and inbound tourism in the Russian Federation (2019–2025 years)" : Decree of the Government of the Russian Federation from May 5, 2018 No. 872-r (ed. from July 11, 2019).

Обоснование создания туристических кластеров в регионах России (на примере Ивановской области)

В статье рассмотрена проблема развития туристической отрасли с использованием кластерного подхода. Предлагается создавать туристические кластеры на основе имеющихся в регионах интересных объектов притяжения туристов. В условиях дефицита инвестиционных ресурсов необходимо отобрать наиболее результативные варианты объектов, где планируется создание туристических кластеров. С этой целью авторы предлагают учитывать факторное пространство влияния и оценивать эффективность функционирования создаваемых кластеров с помощью интегрального показателя ожидаемого эффекта. Основной задачей данной статьи является изучение перспектив развития бизнеса в области внутреннего туризма и возможностей создания туристических кластеров в различных регионах страны на примере Ивановской области. Авторы разработали алгоритм действий по созданию туристического кластера, определили основные группы факторов влияния на обоснованность организации кластеров. В современном мире в условиях глобализации все большее значение приобретает туристическая отрасль, которая приносит в бюджеты многих стран внушительную долю дохода. Проблема развития внутреннего туризма в России является актуальной в аспектах социально-экономического развития регионов страны. В связи с наличием безработицы и дефицита региональных бюджетов необходимо изыскивать возможные резервы экономического роста и обоснованно подходить к вопросам создания туристической индустрии, учитывая нынешние особенности и предпочтения населения. Предложенные подходы и методы планируется использовать на примере Ивановской области в аспекте создания там туристического кластера.

Ключевые слова: туристический кластер, факторное пространство влияния, интегральный показатель эффективности создания кластера, развитие внутреннего туризма, занятость трудоспособного населения

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