



SECTORAL MARKETS AND MARKET INFRASTRUCTURE

348

DOI 10.18413/2411 -3808-2019-46-4-641 -651

INTEGRATION PROCESSES OF CLUSTERING OF TOURISM AS A MECHANISM OF DIVERSIFICATION OF INDUSTRIAL SPECIALIZATION OF THE REGION

• •
M.S. Oborin

() « , 614070, , . , 57;
 « , 614990, , . , 15;
 « , 614990, - , . 23;
 « , 354000, , . , 26- »

Plekhanov Russian University of Economics, Perm branch
 57 Gagarin Boulevard St, Perm, 614070, Russia;
 Perm State National Research University,
 15 Bukireva St, Perm, 614990, Russia;
 State Agro-Technological University named after Academician D.N. Pryanishnikov,
 23 Petropavlovskaya St, Perm, 614990, Russia;
 Sochi State University,
 26-A Sovetskaya St, Sochi, 354000, Russia

E-mail: recreachin@rambler.ru

Abstract

The article discusses the processes of clustering of tourism in Russian and foreign regions with tourist and recreational specialization. Conditions of macroeconomic and geopolitical instability contribute to the

search for effective methods, technologies and strategies for the development of tourist and recreational activities. The cluster approach has proved to be a positive mechanism for diversification of the region's economy. this experience should be used in the industrialized regions of the Russian Federation, which have the potential for sustainable growth of industrial tourism. Industrial tourism is a relatively new direction of the service sector, the economic effect of its development is to attract solvent demand in the regions with the material base of industrial production, the growth of income from visiting objects that are in varying degrees of deterioration. The indicators of tourism statistics in Russia are studied, on the example of the Sverdlovsk region promising directions of economic diversification on the basis of the formation of clusters of industrial tourism are proposed. The model of functioning of the cluster, the main services of which are several interrelated types of tourism, is proposed.

Keywords: tourism cluster, tourism sector, integration, industrial specialization, industrial tourism.

4 % , 2022 [^., 2019]. 10 %

« (2019-2025) 1 5 3,4 % ^, 2018]. 53

2017; , , , 2017].



:

.

. 2019.

46, 4

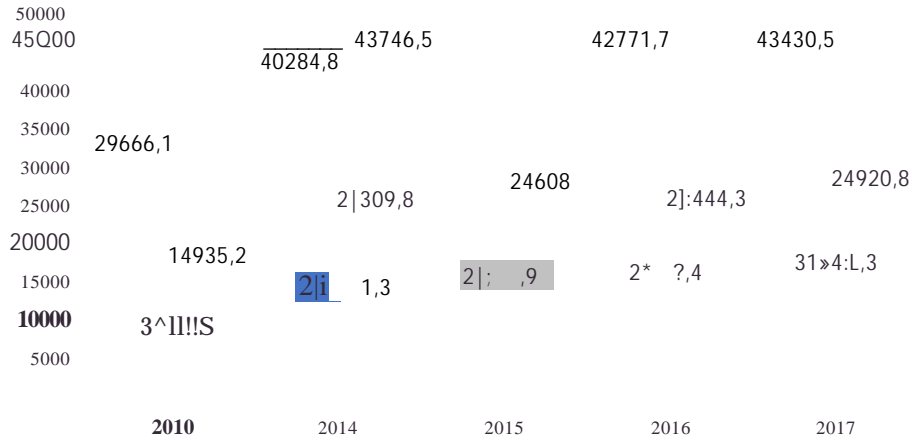
643

,

,

,

(. 1).



. 1.

[

^, 2019]

2010-2017 .,

Fig. 1. Dynamics of growth of tourist services in the regions of the Russian Federation in 2010-2017, mln. rub. [Official website of Rostourism..., 2019]

- (146,4 % 166,8 %),
 2,2
 166,7 % 2017

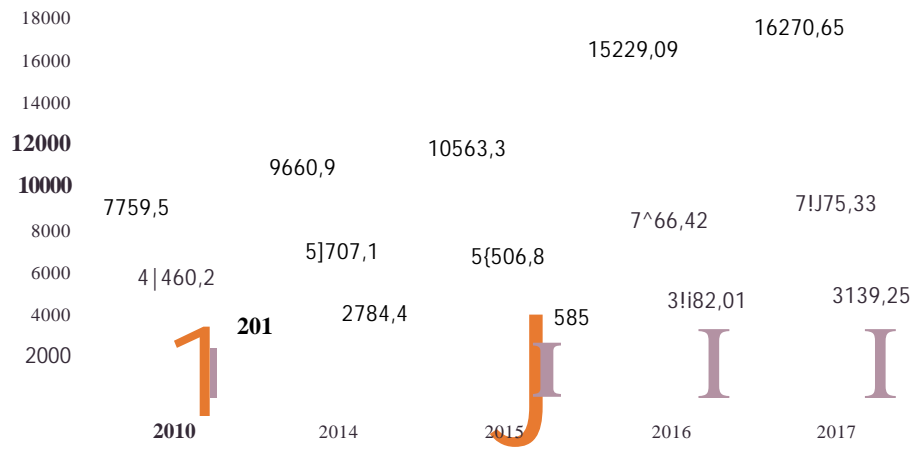
2010 .

(. 2).

165,3 %;

209,6 %.

178,8 %;



. 2. [^, 2019] 2010-2017 . . .
 Fig. 2. Dynamics of the number of persons placed in the DAC in the regions of the Russian Federation in 2010-2017, thousand people [Official website of Rostourism..., 2019]

2019]:

- 1)
- 2)
- 3)
- 4)



:

.

. 2019.

46, 4

645

. 80-

20-

- 1)
- ;
- 2)
- 3)
- 4)
- 5)

:

7

AQUIO Thermes

2009

[, 2019]:

- 1)
- ;
- 2)
- 3)

Thermalisme

(1500)

41

4 - : , , , . ,
[^, 2019].

, , 2008 ,
(-) -

14

- , 4 6 -

2011

4 ()

2009 .

[Health Tourism Cluster^, 2019].

(- , 3 :
) , -

- 1)
- 2)
- 3)
- 4)
- 5)

1-2 2020 ;

(31 % 19 %) ,

5400

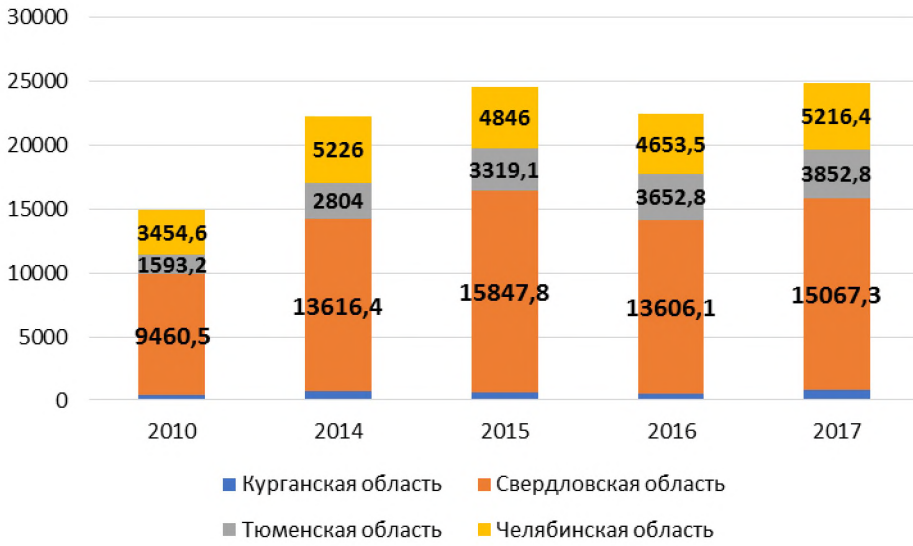


Fig. 3. Dynamics of growth of tourist services in the regions of the Ural Federal district in 2010-2017, million rubles [Official website of Rostourism..., 2019; development Strategy..., 2019]

: 79,8 % 2010 , 60,4 % 2017

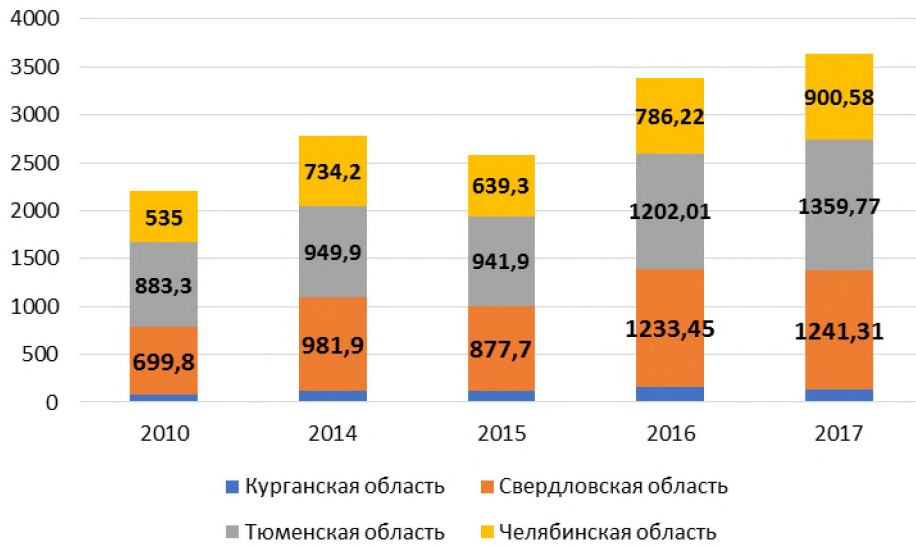


Fig. 4. Dynamics of the number of persons placed in the DAC in the regions of the Ural Federal district in 2010-2017, thousand people [Official website of Rostourism..., 2019; development Strategy..., 2019]

4,
 (-)
 -10
 1,3
 -

1
 Table 1

2012-2017 .
 Key performance indicators of travel companies
 Sverdlovsk region in 2012-2017

	2012 .	2014 .	2016 .	2017 .
- , :	317	363	704	714
	9	1	13	10
	149	35	117	60
	152	319	551	644
	7	8	23	12
:	166,2	169,6	157,0	192,0
	40,7	43,7	68,6	52,8
	125,5	125,8	88,4	139,2
- , :	8380,2	11699,6	11905,5	13964,8
	1056,8	1320,3	2758,3	2492,4
	7323,4	10379,3	9124,7	11472,4
,	324,1	356,4	332,9	405,3
	69,1	69,0	129,4	103,6
	255,0	287,4	203,5	301,7

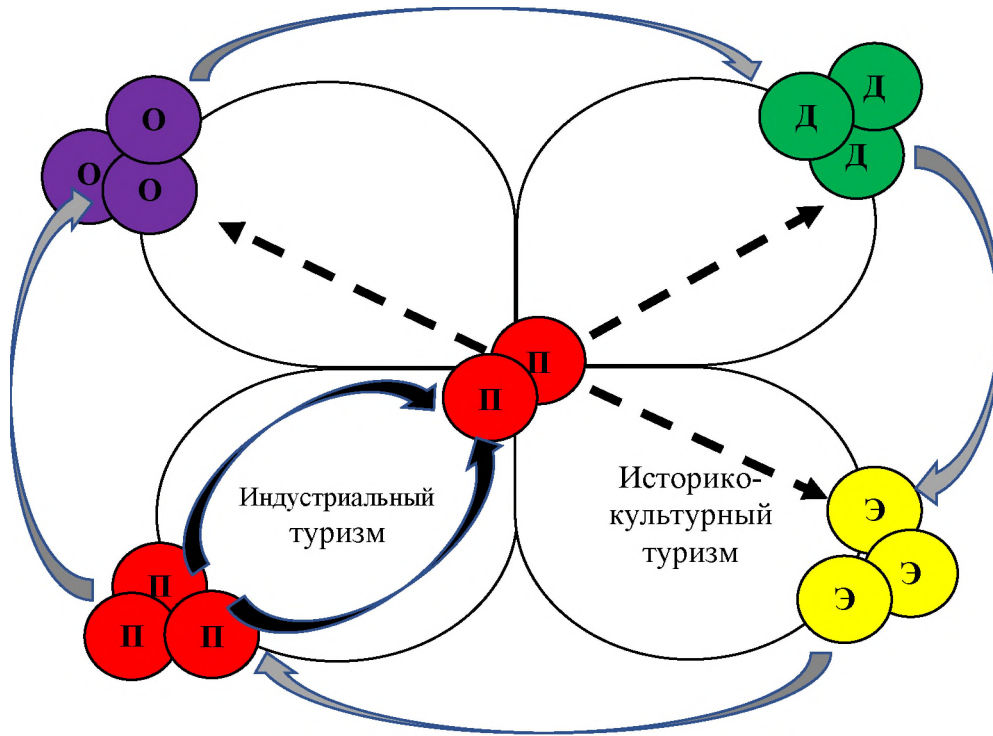
: [^, 2019].

(. 2).

2030 ,

(. 5).

:



. 5.

Fig. 4. Cluster model of Sverdlovsk region with elements of network interaction (developed by the author)

10 % 2022

1. 2017. . Journal of new economy. 4(72). . 19-27.
2. 2017. . 8. . 130-138.
3. . URL: <http://www.litcare.com/homeru> (: 02.07.2019).



4. « (2019-2025), URL: <http://static.government.ru/media/files/FoFftF1dhGs4GZzEBPQtLCFVtB12hHQD.pdf> (: 02.07.2019).
5. URL: <https://www.russiatourism.ru/contents/statistika/statisticheskie-dannye-po-rf-2018/> (: 05.09.2019).
6. - (). URL: <https://cyberleninka.ru/article/n/formirovanie-i-razvitie-turistsko-rekreacionnyh-klasterov-regiona-zarubezhnyy-opyt> (: 02.07.2019).
7. 2030 URL: http://economy.midural.ru/sites/default/files/files/strategiya_razvitiya_turizma_sverdlovskoy_oblasti_do_2030_goda.pdf (: 05.09.2019).
8. Health Tourism Cluster. Health republic - Estonia. 200 years of spa culture. URL: <http://www.estonianclusters.ee/estonian-clusters-2/health-tourism-cluster-2/> (: 02.07.2019).

Refences

1. Vlasova N.YU., Golubchikov O.YU., Kurilova E.V. 2017. Industrial'nyj turizm v prodvizhenii staropromyshlennyh regionov [Industrial tourism in the promotion of old industrial regions]. Journal of new economy. 4(72). S. 19-27.
2. Zyryanov A.I., Korolev A.YU., Myshlyavceva S.E., Safaryan A.A. 2017. Organizaciya territorij aktivnogo turizma na Urale [Organization of territories of active tourism in the Urals]. Sovremennye problemy servisa i turizma. 8. S. 130-138.
3. Klaster medicinskogo turizma Litvy [The cluster of medical tourism in Lithuania]. Available at: <http://www.litcare.com/homeru> (accessed: 02.07.2019).
4. Koncepciya Federal'noj celevoj programmy «Razvitie vnutrennego i v"ezdnoogo turizma v Rossijskoj Federacii (2019-2025 gody), utv. Rasporyazheniem Pravitel'stva RF ot 05.05.2018 872-R [The concept of the Federal target program "Development of domestic and inbound tourism in the Russian Federation (2019-2025)]. Available at: [http://static.government.ru/media/files/FoFftF1dhGs4GZzEBPQtLCFVtB12hHQD .pdf](http://static.government.ru/media/files/FoFftF1dhGs4GZzEBPQtLCFVtB12hHQD.pdf) (accessed: 02.07.2019).
5. Oficial'nyj sajt Rosturizma. Statisticheskie dannye po RF [Official website of the Federal tourism Agency. Statistical data on the Russian Federation]. Available at: <https://www.russiatourism.ru/contents/statistika/statisticheskie-dannye-po-rf-2018/> (accessed: 05.09.2019).
6. Sozieva Z.I. Formirovanie i razvitie turistsko-rekreacionnyh klasterov regiona (zarubezhnyj opyt) [Formation and development of tourist and recreational clusters in the region (foreign experience)]. Available at: <https://cyberleninka.ru/article/n/formirovanie-i-razvitie-turistsko-rekreacionnyh-klasterov-regiona-zarubezhnyy-opyt> (accessed: 02.07.2019).
7. Strategiya razvitiya vnutrennego i v"ezdnoogo turizma v Sverdlovskoj oblasti na period do 2030 goda [Strategy of development of domestic and inbound tourism in the Sverdlovsk region for the period up to 2030]. Available at: http://economy.midural.ru/sites/default/files/files/strategiya_razvitiya_turizma_sverdlovskoy_oblasti_do_2030_goda.pdf (accessed: 05.09.2019).
8. Health Tourism Cluster. Health republic - Estonia. 200 years of spa culture. Available at: <http://www.estonianclusters.ee/estonian-clusters-2/health-tourism-cluster-2/> (accessed: 02.07.2019).

For citation

. . . 2019.

. 46 (4): 641-651. DOI 10.18413/2411-3808-2019-46-4-641-651

Oborin M.S. 2019. Integration processes of clustering of tourism as a mechanism of diversification of industrial specialization of the region. Belgorod State University Scientific Bulletin. Economics. Information technologies. 46 (4): 641-651 (in Russian). DOI 10.18413/2411-3808-2019-46-4-641-651