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USE OF CLUSTER STRUCTURES IN THE DEVELOPMENT OF UKRAINE TOURISM INDUSTRY

In article features the introduction of innovative model of stability and economic development of the region through the use of tourism clusters as a tool for economic growth in Ukraine.

Currently, there are several key components and concepts of recreation development of regional tourism, which are used in scientific and practical activities. There has widely used by travel agents and recreation commercial paradigm as to obtain maximum profit from doing this type of work. This concept of regional tourism, unfortunately, lying to some extent in relation to the base recreation and authorities of different levels, because of the urgent need to replenish the local, regional and state budgets.

His place is taken and recreation technological paradigm that considers recreation as a system of technological methods of production or provision of recreational services at the regional level. An important concept is the paradigm of regional socio-cultural tourism, which examines the sociocultural phenomenon recreation as recreation and health of citizens, with a focus on increasing the accessibility of his people, as well as historical and cultural values that are in the area of recreation. However, the most significant in overall economic terms, in our view, is the paradigm of tourism development concept of regional political economy. It is a nationwide character, as regards recreation in terms of usefulness for citizens of Ukraine (treatment, rehabilitation, development of physical strength, knowledge, raising the cultural level), i.e. recuperation rights in the expanded reproduction of labour or another human potential.

Tourism cluster – a system of intensive production and technical information exchange and tourism enterprises, suppliers of basic and additional services

aimed at creating a joint tourist product. To the tourist cluster group owned businesses concentrated geographically in the region that share tourism resources, specialized tourist infrastructure, local labour markets, carry out joint marketing and promotional information activities.

Geographical cluster size can vary from town to the scale of countries or groups of neighbouring countries:

Potential clustering – the presence of competitive advantages industry, infrastructure companies and organizations that are in the region, the possibility of combining these strengths and use them to boost innovative activity in the industry, its competitiveness.

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