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DEVELOPMENT OF TOURIST CLUSTER OF ZAPORIZHZHYA REGION

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The relevance of the article is that in the modern economy, the tourism industry is of strategic importance for the development of the region's economy. To increase competitiveness in the markets, the economy of the Zaporozhye region needs the development of components of the tourism cluster. This development can help to quickly adapt to changes in the external environment and compensate for the lack of jobs in other sectors of the economy. Zaporizhzhya region is an attractive investment area with a developed industrial complex and infrastructure. In accordance with the Regional development strategy of the Zaporizhzhya region for the period until 2020, the main strategic goals are to stimulate investment attraction, the development of small and medium-sized enterprises, and the development of domestic tourism. The purpose of the research is to clarify the essence of the category “tourist cluster”, determine the characteristics of the tourist potential of the Zaporizhzhya region, form a SWOT-analysis of the tourist cluster of the Zaporizhzhya region, develop new and improve the existing directions of tourist routes as part of the Zaporizhzhya region development Strategy for the period until 2020. The indicators of the tourist industry of the city of Zaporozhye are analyzed. Tourist routes for a duration of 2 days by thematic species are proposed. The article suggests directions for the further development of the tourism cluster of the Zaporizhzhya region. In particular, the travel product “Travel to Zaporizhzhya Region / “Welcome to Zaporizhzhia Land” with the corresponding routes. The following types of tourist routes are proposed: Cossack, industrial, cultural and educational, green, recreational religious and geological tourism.

Keywords: tourist cluster, tourism potential, SWOT analysis, internal tourism, tourist product.

DOI: 10.32434/2415-3974-2019-10-2-64-72

Introduction

In modern conditions, the economic role of tourism in the socio-economic development of the economy gradually grows. The tourist cluster of Zaporizhzhya and Zaporizhzhia region is an effective form of regional development of innovative processes. Such type of associations is able to form characteristic economic space which executes the functions of important elements of the global system. These associations expand the areas of free trade, free movement of people and capital. Competitiveness in the domestic and international markets of the region's economy requires the development of components of the tourism cluster.

Formulation of the problem

The research topic is related to the strategic importance of tourism for the development of the region's economy and the growth of its role in the structure of the global economy. Tourist clusters

connected with hotel business, transport, agriculture and food production. The basic tasks of economic activity of tourist industry of region is creation of tourist product and grant of tourist services, forming of market of tourist services, improvement of infrastructure of tourism, development of domestic and foreign tourism. It is important to analyze the dynamics of economic indicators of the tourist cluster of Zaporizhzhia region and to identify its strengths and weaknesses using the method of SWOT analysis. This analysis can help to quickly adapt to changes in the environment and to develop measures to improve tourist routes. It confirms actuality of the chosen topic of the scientific research.

Analysis and research of publications

The problems of tourist cluster development were considered in their works by scientists like Porter M., Gerasimenko V., Timchyshyn-Chemeris Y., Zaitseva V., Basyuk D., Teletov O., Muzichenko-

Kozlovskaya O., Zheleznyak A. and others [1–9]. Basyuk D. notes that the development of tourism potential can activate investment activities, increase revenues to regional budgets, increase employment, increase demand for domestic goods [4, 17]. Topalova O. notes that green, rural, industrial, ethno-tourism and other types of domestic and foreign tourism are gaining popularity [10, 113]. The potential of their development is represented by a considerable amount of tourism and recreational resources, which the Zaporizhzhia region possesses. But, despite the rapid development of new tourism destinations, the list above does not include geological tourism. In the Regional development Strategy of Zaporizhzhia region for the period up to 2020, it is noted that the development of domestic tourism is one of the main strategic goals [11]. According to the regional development Strategy of the Zaporizhzhia region for the period up to 2020, the main strategic goals are to stimulate investment attraction, development of small and medium-sized enterprises, development of domestic tourism. The analysis of literary sources [5,6,7] confirms the relevance of researching the advantages of the cluster model of tourism business organization. There is a certain amount of research on the development of the tourism cluster. This theme needs further research.

Tourism is an important factor in ensuring the economic growth of the country as a whole and its regions in particular. Experts note the steady growth of its role in the structure of the global economy [8, 108]. The tourism sector remains one of the least explored in the world economy. Therefore, exploring the opportunities and experience of implementing a tourism cluster is important.

The purpose of the article

The purpose of the research is to investigate the essence of the tourist cluster category and further refine the structure of the tourist cluster. It is important to consider the indicators of the tourism industry of the city and to analyze the strengths and weaknesses of the tourism cluster of Zaporizhzhia region. The rationale for domestic and foreign tourism development in the region requires the development of new tourist products. These measures are part of the regional development Strategy of Zaporizhzhia region until 2020.

Statement of the main material

The tourist industry needs to be supported and developed at the state level. Its economic activity is to ensure efficient use of existing and create a new logistics base for tourism. This will increase budget revenues and increase employment. The main tasks of economic activity of the tourist industry of the region are as follows: creation of tourist product and provision of tourist services, formation of the market of tourist services, improvement of tourist

infrastructure, development of domestic and foreign tourism. A tourism cluster is a concentration in a specific area of tourism enterprises. These companies cooperate with each other to create a tourism product. Enterprise groups share tourism resources, infrastructure, the labor market, and complement each other. Leading role in the tourism cluster is played by tourism enterprises that export services outside the region, country [2]. The tourist industry has its own specific features. It includes a number of tourist sites (hotels, catering establishments, tourist complexes, transport companies, etc.) where you can trade in both goods and services. The tourist product can only be used at the place of its production. The tourist product has three main components: tourist excursion services, excursions, consumer goods. Excursions include accommodation, meals, transportation, excursions and other services related to the purpose of the trip. A tourist trip is a trip where the purpose of staying outside the permanent residence is realized. Tourist services depend on the tourist potential of a certain area. The tourist potential of the territory is a complex multidimensional concept that encompasses a range of natural, cultural and historical resources. In order to develop tourism in a particular area, there must be interaction between all links in the tourist industry. A cluster is one type of cooperation that can produce the expected positive results. As a result of references research [4,5,6] it was established that the main advantages of the cluster model of organization of tourist business in the region include:

- the impact of the scale of economic efficiency of joint activities of enterprises integrated into the tourist cluster;
- increasing the competitiveness of the regional tourist product;
- increase of investment attractiveness of the region, promotion of innovative investment projects in the sphere of tourism;
- coordination of efforts of government, business and public organizations to develop tourism infrastructure;
- reduction of the cost of tourist services at the expense of preferences for cluster participants, exchange of resources, coordination of business strategy and tactics;
- marketing and advertising activities, participation in tourist exhibitions and fairs, development and promotion of the tourism brand of the regions;
- expansion of opportunities for development of innovative forms and directions of tourist activity.

In the structure of the tourist cluster it is customary to allocate four main sectors (Fig. 1). But this structure is not permanent.

A tourist cluster shows by itself the group of

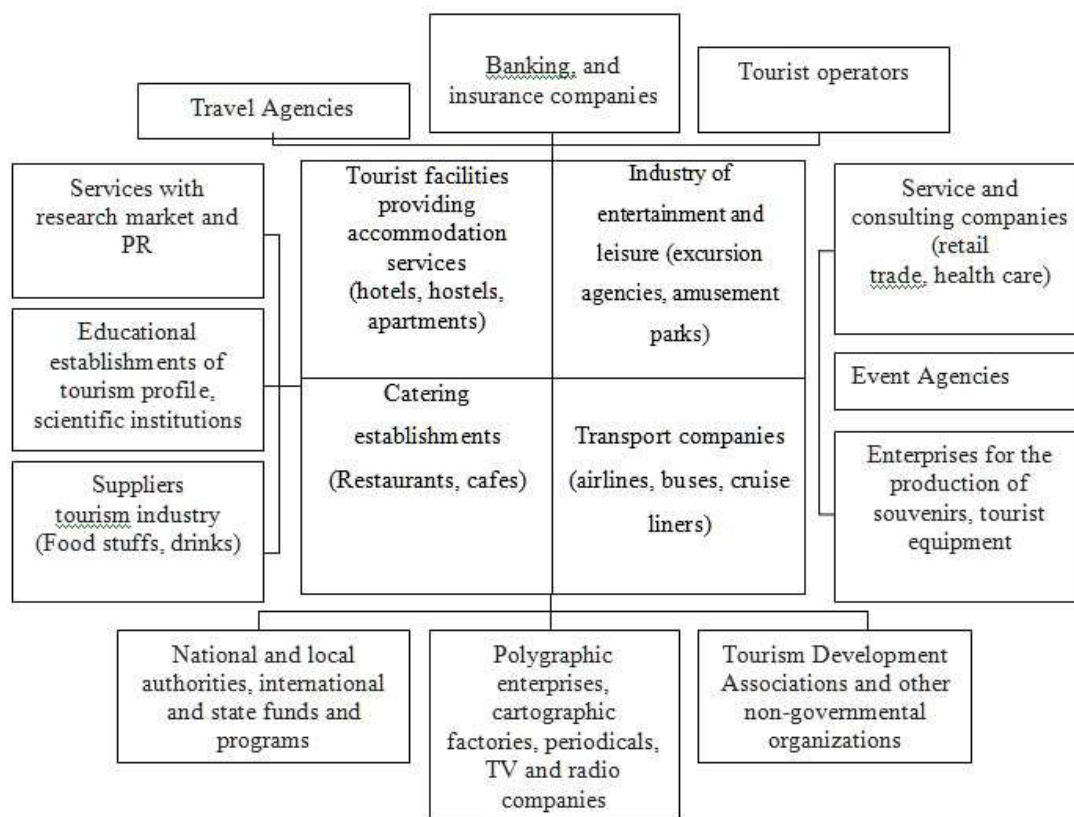


Fig. 1. The structure of the tourist cluster (developed by the authors on the basis of [2, 7])

enterprises concentrated on certain territory industries of tourism and industries (health protection, connection, transport) related to it, which complement each other in the process of creation of complex tourist product of region. Cluster associations are a very effective form of regional development and a form of organization of innovative processes. In this case, not individual companies compete in the market, but complexes that can reduce their own costs due to the joint technological cooperation of companies.

In 2017, Zaporizhzhya tourist companies provided services to 47 675 people. It is 18.1 percent more than in 2016. On average, tourists spend eight

days in Zaporizhzhya. Of all tourists, 11864 are foreigners [12]. For the period from 2014, an increase in the amount of travel tax receipts in the city budget was recorded. Information on quantitative indicators is systematized on the basis of information provided by the Tourist Information Center of the city of Zaporizhzhya (Fig.2).

Tourist tax is actually the only direct economic benefit of visiting tourists. This indicator is constantly increasing. It is also important to understand that an increase in the number of tourists and tourism tax, respectively, leads to a more effective synergistic interaction between the cluster components. Investigation of scientific information on the

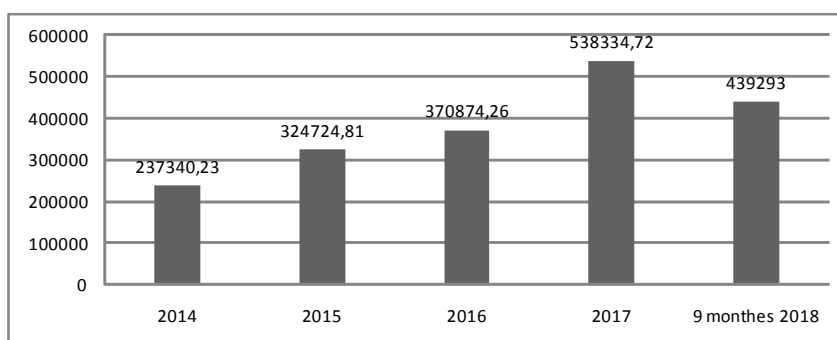


Fig. 2. Dynamics of tourist collection of Zaporizhzhya city in 2014–2018, person

Table 1

SWOT analysis of tourist cluster of Zaporizhzhya region

Strengths	Weaknesses
<p>1. Presence of unique cultural-historical heritage – history, culture, traditions of Zaporizhzhya Cossacks.</p> <p>2. The presence of well-known potentially branded objects and cultural-historical phenomena (Khortytsia Island, Dnipro River, DniproGES, Zaporizhzhya Cossacks, etc.).</p> <p>3. Favorable transport and logistics location of the city, transport accessibility of the city by all modes of transport.</p> <p>4. Significant transit tourist flow, the potential of which is practically not used today.</p> <p>5. Presence of historical, cultural and tourist-recreational resources on the territory of the region.</p> <p>6. Available potential for the development of several areas and forms of tourism on a wide range of topics and for different categories of consumers.</p> <p>7. Considerable internal demand of inhabitants on services of local tourism and excursion activity</p> <p>8. High level of development of economy of city on the whole, volume and structure of city budget, and also human, financial and other resource potential.</p> <p>9. Availability of protected area objects and territories within the city.</p> <p>10. Specific spatial planning of the city, combination of urban development with recreational areas.</p> <p>11. The Dnipro River as a water artery, a recreation area and a place for various events, a stop point for cruise ships.</p> <p>12. Own power, industrial and build powers.</p> <p>13. High concentration of human capital, availability of scientific institutions and student youth.</p>	<p>1. Insufficient development of tourism infrastructure. Low quality of commercial and individual municipal services (transport, public toilets, street cleaning)</p> <p>2. Weak informational support of the tourism industry, including insufficient representation of the city in the open information space (Internet, all-Ukrainian mass media, outdoor advertising, etc.).</p> <p>3. Non-use of tourist potential of the region, intra-regional and interregional cooperation for the development of the tourist industry of the city.</p> <p>4. The current lack of well-known tourist-attractive events of national and international importance with the current demand, marketing and other resource support.</p> <p>5. Insufficient number of modern newly built tourist-attractive objects in the field of entertainments, recreation, family holidays and other mass entertainment events.</p> <p>6. Non-use of opportunities for alternative financing of projects in the field of tourism development and related industries (projects of international technical assistance, sponsorship, grants).</p> <p>7. Low level of cooperation, partnerships, clustering of services There is no productive link between city and regional tourist organizations.</p> <p>8. Problems with urban improvement, high "natural" litter and neglect of certain territories.</p> <p>9. Low activity of the community of the city as a whole, including in the field of tourism, services, development of client-oriented small and medium business.</p> <p>10. Image of Zaporizhzhya as an industrial center with a high level of pollution.</p>
Opportunities	Threats
<p>1. Availability of modern information technologies and their further development.</p> <p>2. Increased demand for tourism products in the domestic market.</p> <p>3. The proximity of regional centers and other settlements with a total number of more than 10 million people (as markets)</p> <p>4. Availability of a transit tourist flow through Zaporizhzhya (to the Black Sea and Azov coast)</p> <p>5. Further development of partnerships with twin cities.</p> <p>6. Interested in the historical and cultural heritage of the Ukrainian diaspora, and foreign representatives of other national minorities living in Zaporizhzhya.</p> <p>7. Alternative sources of project financing (local government support funds, international technical assistance projects)</p> <p>8. Horizontal cooperation with other cities and regions (directly, through association of cities and other associations)</p> <p>9. The presence of demand from tourists in the field of cognitive, industrial and "green" tourism.</p>	<p>1. Unsatisfactory state of the country's transport infrastructure, low quality of transportation services.</p> <p>2. Budget deficit, inability to finance projects due to unfair distribution of the "center-region" budget</p> <p>3. Competition from other cities and regions of Ukraine.</p> <p>4. The deterioration of the ecological situation in the city (region).</p> <p>5. Ineffective state administration of the tourism industry as a whole.</p> <p>6. The deepening of macroeconomic crisis phenomena in the national and world markets.</p> <p>7. Lack of support of government initiatives in the field of tourism development by business and public, central authorities.</p> <p>8. Closeness to combat operations in the east.</p> <p>9. Lower consumer purchasing power and demand for travel services.</p>

functioning of the tourist cluster allowed to formulate a matrix SWOT-analysis of the tourist cluster of Zaporizhzhya region (Table 1).

The Zaporizhzhya region has the potential for developing a tourist cluster. However, this potential can be solved in the conditions of system development of the territory with the solution of infrastructure problems, synergistic interaction of the constituent clusters of Zaporizhzhya region and related investments.

The city of Zaporizhzhya currently operates a tourist information center. The brand of the city «Seven Ways to Advent» was developed. However, at the level of the Zaporizhzhya region issues of distillation, its branding in our opinion is not developed enough. Therefore the development of tourist routes in the Zaporozhia region and promotion of tourist products among Ukrainian and foreign tourists is actual.

From the marketing position of tourist destination you can consider the Zaporizhzhya region as a tourist product, offered for sale in the form of a complex of material and immaterial attractions. They

can be: sights of history, architecture, folk art (life, folklore, products and products of traditional areas of the industry and activities), nature, events, etc. The work suggests such tourist destinations with the corresponding routes.

For further development of tourist cluster of Zaporizhzhya region you can offer tourist product «Welcome to Zaporizhzhia region» with the following types of tourist routes: Cossack, industrial, cultural and educational, green, recreational, religious and geological tourism. In the framework of Cossack tourism, for the purpose of developing a cluster of the Zaporizhzhya region, two-day tours are offered for domestic and foreign tourists to choose from. The authors believe that such a term is optimal given the strengths and weaknesses of the cluster of the Zaporizhzhya region. Thus, tourists can choose tours based on their preferences.

The work proposes such components of the «Welcome to Zaporizhzhia Land» tourist product as Cossack tourism, industrial tourism, museum tourism, green tourism, recreational tourism, religious tourism, geological tourism. Let us consider them

Table 2

The proposed routes of Cossack, industrial and museum tourism within the tourist product «Welcome to Zaporizhzhia Land» (approximate route time – 2 days)

No.	Routes of Cossack tourism	Routes of industrial tourism	Routes of museum tourism
1	<ul style="list-style-type: none"> – Museum of the Zaporizhia Cossacks – “Zaporizhka Sich” cultural complex – Theater of Cossack Fighting "Sich Cossacks" – Horse Theater "Zaporozhye Cossacks" 	<ul style="list-style-type: none"> – Museum of Automobile Technology "Phaeton" – JS “Zaporizhstal” – DniproGES – Museum of Engineering. Boguslayev – Zaporizhia Automobile Building Plant "ZAZ" 	<ul style="list-style-type: none"> – Zaporizhzhya regional museum of local history – Tokmak museum of local history – Polohi museum of local history – Gulyaypil local history museum – Berdyansk museum of local history
2	<ul style="list-style-type: none"> – Museum of the Zaporizhia Cossacks – Zaporizhzhya Sich cultural complex – Theater of Cossack Fighting "Sich Cossacks" – Horse Theater "Zaporozhye Cossacks" – Museum of Navigation “Chaika” 	<ul style="list-style-type: none"> – Phaeton Museum of Technology – SC “Zaporizhia Ferroalloy Plant” – DniproGES – Boguslayev Museum of Engineering – Energodar, Zaporizhzhya NPP 	<ul style="list-style-type: none"> – Museum of Experiments – Theater-Laboratory of Contemporary Art "VIE" – Orekhov Local History Museum – Memorial House Museum. Schmidt – Museum "Podvig"
3	<ul style="list-style-type: none"> – “Zaporizhka Sich” cultural complex – Theater of Cossack Fighting "Sich Cossacks" – Horse Theater " Zaporizhia Cossacks" – Museum of Navigation “Chaika” 	<ul style="list-style-type: none"> – Zaporozhye confectionery factory – Aqua Fontana LLC – bakery "Harvest" – Distillery “Khortytsa” – PJSC “Carlsberg” 	<ul style="list-style-type: none"> – Burlay Museum of Applied Ceramics and Painting – Theater Laboratory of Contemporary Art "VIE" – Zaporizhzhya Art Museum – Brodsky Art Museum – Schmidt Memorial House Museum
4	<ul style="list-style-type: none"> – Museum of the Zaporizhia Cossacks – “Zaporizhka Sich” cultural complex – Horse Theater ““Zaporizhka Sich” – Museum of Navigation “Chaika” 	<ul style="list-style-type: none"> – DniproGES – JS “Zaporizhstal” – JS “Zaporizhia Ferroalloy Plant” – “ATTA” Ltd. Porcelain Factory – Energodar, Zaporizhzhya NPP 	<ul style="list-style-type: none"> – “Victoria” History Museum of Weapons History – City Museum of Local History – The “Kamyana mogyla” Museum – Berdyansk History Museum – Museum "Podvig"

in greater detail. In the table 2 shows the proposed routes of Cossack, industrial and museum tourism within the «Welcome to Zaporizhzhia Land» tourist product.

Within the framework of Cossack tourism, alternative two-day tours for domestic and foreign tourists are offered in order to develop the cluster of Zaporizhzhya region. Such a term is optimal considering the strengths and weaknesses of the cluster of Zaporizhzhya region. Tourists can choose tours based on their preferences. Table 3 presents the proposed routes for green, recreational and religious tourism.

Green tourism is gaining popularity in Ukraine and in the world. It is interesting for both adults and children, and can be important and interesting for people with disabilities. Religious tourism has its own peculiarities, including: seasonal with date-specific attachment.

Religious tourism is of social importance. This refers to the promotion of religious freedom and tolerance in society.

The great advantage for the development of the region is that the tourism industry has a multiplier effect. For example, the development of rural tourism has a positive effect on the development of other related businesses such as: equipment rental, construction business, passenger transportation, supply of products, sale of ethno-cultural things. On the whole, it is possible to distinguish such positive

economic and at the same time social functions of development of tourism cluster of Zaporizhzhia region:

- creation of new workplaces is for a local population;
- promotion of traditional forms of nature management, production of environmentally friendly food;
- increased investment in both infrastructure and service and nature conservation;
- increase in the welfare of the local population and the development of special education aimed at acquiring tourism and environmental professions;
- development of handicrafts;
- development of local self-government;
- formulation of development plans «from the inside», taking into account the interests of local residents.

Zaporizhzhya region has a diverse geological structure that can become the basis for the development of geological tourism. According to the authors, particular attention should be paid to «geological tourism» or «geotourism». This is actually a completely new term for Ukraine.

In Zaporizhzhya region, 34 geological monuments can be singled out. Therefore, it can be argued that the Zaporizhzhya region has the potential for the development of geological tourism. Among them, 14 have the status of geological monuments

Table 3

Green tourism, recreational and religious tourism routes within the “Welcome to Zaporizhzhia Land” tourist product

No.	Green tourism routes	Recreational tourism routes	Routes of museum tourism
1	<ul style="list-style-type: none"> – Ostrich farm "Strauss-South" – Aquazoo Petropol – Zoo in Vasylivka – Peterzon Farm 	<ul style="list-style-type: none"> – Estate of Popov – Stone Graves Reserve – Ascania Nova Reserve 	<ul style="list-style-type: none"> – Buddhist stupa – Armenian Church – Highlight Rose Synagogue – Church of Peter and Paul – A monastery in honor of Ambrose Optinsky
2	<ul style="list-style-type: none"> – Green mansion "Alley of roses" – Scythian Megalithic Park – “Safari” Zoo – Peterzon Farm 	<ul style="list-style-type: none"> – Biryuchi Island – healing sources of Terpenie – “Panske” lake – healing springs at Schastlivtsevo 	<ul style="list-style-type: none"> – Church of the Transfiguration – Sanctuaries of Khortytsia – burial mound “Skifski stan” – Monument to Prince Svyatoslav – The place of Svyatoslav's death
3	<ul style="list-style-type: none"> – Ostrich farm "Strauss-South" – Green estate "Pearl of the steppe" – “Safari” Zoo – Burial mound “Skifski stan” 	<ul style="list-style-type: none"> – “Kamyana mogyla” reserve – Ascania Nova Reserve – healing springs at Schastlivtsevo – Biryuchi Island 	<ul style="list-style-type: none"> – Stonehenge of Kichkas – St. Nicholas Temple – Church of St. Nicholas – Holy Assumption Convent – Church of the Nativity of the Blessed Virgin
4	<ul style="list-style-type: none"> – Green estate "Divosvit" – Aquazoo Petropol – Zoo in Vasylivka – Peterzon Farm 	<ul style="list-style-type: none"> – “Panske” lake – Estate of Popov – healing sources of Terpenie – “Kamyana mogyla” reserve 	<ul style="list-style-type: none"> – Church of St. Nicholas – Sanctuary of God the Most Merciful Father – Highlight Rose Synagogue – Holy Intercession Cathedral – Cathedral of the Holy Trinity

of local significance. They do not have the established visiting regime, which facilitates their visit and promotes the development of geological tourism in the Zaporizhzhya region.

Conclusions

The development of tourism is gaining momentum in the world. Zaporizhzhya region has a great potential for development in the field of tourism. However, this potential is not well-known and needs to be promoted in Ukraine and in the international tourist services market. Zaporizhzhya region today is one of the main centers for the development of Ukraine's economic, technological and intellectual potential. Zaporizhzhya region is among the most attractive regions of Ukraine for investing due to its large industrial potential, the availability of natural resources, its own energy resources, high scientific and technical potential, developed transport infrastructure, developed banking system and access to the markets of Ukraine, countries of Europe and Asia.

It is determined that the development of tourism potential of the region is promising for the economy of Zaporizhzhya region. Increasing the number of tourists and, accordingly, the tourist charge leads to a more efficient synergistic interaction of the cluster components. The essence of the category «tourist cluster» is researched in the article. The features of tourism potential of Zaporizhzhya region are determined. As a result of the SWOT-analysis of the tourism cluster of Zaporizhzhya region, it was established that Zaporizhzhya region has the potential for the development of the tourism cluster. To develop this potential, synergistic cooperation of elements of the cluster of Zaporizhzhya region and corresponding investments. However, along with such strengths as the unique cultural and historical heritage and geographical location, there are threats to the tourist flow, namely poor state of transport infrastructure of the country, poor quality of transportation services, deterioration of the environmental situation in the city, close distance to hostilities in the east of the country.

The scientific novelty is that in order to unveil the economic potential of the development of the tourism cluster of Zaporizhzhya region, the tourist product «Welcome to Zaporizhzhya Land» with appropriate routes was proposed. The indicators of the tourism industry of the city of Zaporizhzhya and Zaporizhzhya region were analyzed, as well as the trends of increase of tourist tax. The authors suggested tourist routes on thematic types of tourism. The following types of tourist routes are offered: Cossack, industrial, cultural and educational, green, recreational, religious and geological tourism. Increasing tourist routes will contribute to the economic development of the tourist cluster of Zaporizhzhya region.

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Received 28.09.2019

Reviewer: Doct. of Econ. Sc., Ass. Prof. Fedulova S.O.

РОЗВИТОК ТУРИСТИЧНОГО КЛАСТЕРУ ЗАПОРІЗЬКОЇ ОБЛАСТІ

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Актуальність теми дослідження пов'язана з тим, що у сучасній економіці туристична галузь має стратегічне значення для розвитку економіки регіону. Для підвищення конкурентоспроможності на внутрішньому та міжнародному ринках економіка Запорізької області потребує розвитку складових елементів туристичного кластеру. Такий розвиток може допомогти швидко пристосуватися до змін у зовнішньому середовищі та компенсувати відсутність робочих місць в інших галузях економіки. Запорізька область є інвестиційно привабливою територією з розвинутим індустріальним комплексом та інфраструктурою. Згідно зі Стратегією регіонального розвитку Запорізької області на період до 2020 року основними стратегічними цілями є стимулювання залучення інвестицій, розвиток малого та середнього підприємництва, розвиток внутрішнього туризму. Метою дослідження є уточнення сутності категорії «туристичний кластер», визначення особливостей туристичного потенціалу Запорізької області, здійснення SWOT-аналізу туристичного кластеру Запорізької області, розробка нових та удосконалення існуючих напрямів туристичних маршрутів у рамках Стратегії регіонального розвитку Запорізької області на період до 2020 року. Проаналізовано показники туристичної галузі міста Запоріжжя. Запропоновано туристичні маршрути на 2 доби за тематичними видами. В роботі запропоновано напрями подальшого розвитку туристичного кластеру Запорізької області, а саме туристичний продукт «Мандруй Запорізьким краєм» / «Welcome to Zaporizhzhia Land» з відповідними маршрутами. Запропоновано такі види туристичних маршрутів: козацький, індустріальний, культурно-пізнавальний, зелений, рекреаційний, релігійний та геологічний туризм.

Ключові слова: туристичний кластер, туристичний потенціал, SWOT-аналіз, внутрішній туризм, туристичний продукт

РАЗВИТИЕ ТУРИСТИЧЕСКОГО КЛАСТЕРА ЗАПОРОЖСКОЙ ОБЛАСТИ

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Актуальность темы исследования связана с тем, что в современной экономике туристическая отрасль имеет стратегическое значение для развития экономики региона. Для повышения конкурентоспособности на внутреннем и внешнем рынках экономика Запорозжской области нуждается в развитии составных элементов туристического кластера. Подобное развитие может помочь быстро адаптироваться к изменениям внешней среды и компенсировать отсутствие рабочих мест в других отраслях экономики. Запорозжская область является инвестиционно привлекательной территорией с развитым индустриальным комплексом и инфраструктурой. В соответствии со Стратегией регионального развития Запорозжской области на период до 2020 года основными стратегическими целями являются стимулирование привлечения инвестиций, развитие малого и среднего предпринимательства, развитие внутреннего туризма. Целью исследования является уточнение сущности категории «туристический кластер», определение особенностей туристического потенциала Запорозжской области, проведение SWOT-анализа туристического кластера Запорозжской области, разработка новых и усовершенствование существующих направлений туристических маршрутов в рамках Стратегии регионального развития Запорозжской области на период до 2020 года. Проанализированы показатели туристической отрасли города Запорозжья. Предложены туристические маршруты длительностью 2 суток по тематическим видам. В работе предложены направления дальнейшего развития туристического кластера Запорозжской области, а именно туристический продукт «Путешествуй Запо-

рожским краем» / «Welcome to Zaporizhzhia Land» с соответствующими маршрутами. Предложено такие виды туристических маршрутов: козацкий, индустриальный, культурно-познавательный, зеленый, рекреационный религиозный и геологический туризм.

Ключевые слова: туристический кластер, туристический потенциал, SWOT-анализ, внутренний туризм, туристический продукт

DEVELOPMENT OF TOURIST CLUSTER OF ZAPORIZHZHYA REGION

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The relevance of the article is that in the modern economy, the tourism industry is of strategic importance for the development of the region's economy. To increase competitiveness in the markets, the economy of the Zaporozhye region needs the development of components of the tourist cluster. This development can help to quickly adapt to changes in the external environment and compensate for the lack of jobs in other sectors of the economy. Zaporizhzhya region is an attractive investment area with a developed industrial complex and infrastructure. In accordance with the Regional development strategy of the Zaporizhzhya region for the period until 2020, the main strategic goals are to stimulate investment attraction, the development of small and medium-sized enterprises, and the development of domestic tourism. The purpose of the research is to clarify the essence of the category "tourist cluster", determine the characteristics of the tourist potential of the Zaporizhzhya region, form a SWOT-analysis of the tourist cluster of the Zaporizhzhya region, develop new and improve the existing directions of tourist routes as part of the Zaporizhzhya region development Strategy for the period until 2020. The indicators of the tourist industry of the city of Zaporozhye are analyzed. Tourist routes for a duration of 2 days by thematic species are proposed. The article suggests directions for the further development of the tourism cluster of the Zaporizhzhya region. In particular, the travel product "Travel to Zaporizhzhya Region" / "Welcome to Zaporizhzhia Land" with the corresponding routes. The following types of tourist routes are proposed: Cossack, industrial, cultural and educational, green, recreational religious and geological tourism.

Keywords: tourist cluster, tourism potential, SWOT analysis, internal tourism, tourist product

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