

World Experience in Creating Tourist Clusters

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USA Thematic Tourism Cluster

The North American experience of creating tourism clusters is presented in thematic form. Usually, thematic tourism clusters are created, devoted to specific topics. For example, sports, adventure or cultural and educational. From the business point of view, the narrow focus of thematic tourism clusters is transformed into a homogeneous segment of the tourism market, covering a certain product niche. This creates a target product of the tourism market.

Through thematic clusters, which are embedded in the value chain and system of value accumulation, the tourist gets the relevant experience and becomes the tourist experience. An example of a thematic tourism cluster is a cluster of wine tourism, formed in the NAPA valley (California, USA). NAPA valley, North of San Francisco, is a world-famous wine and tourist area. Every year it registers up to 5 million arrivals for tourism purposes, mainly for visits to vineyards and wine tasting [1, p. 2-3].

Wine tourism cluster NAPA valley (USA) characterizes the figure 1.

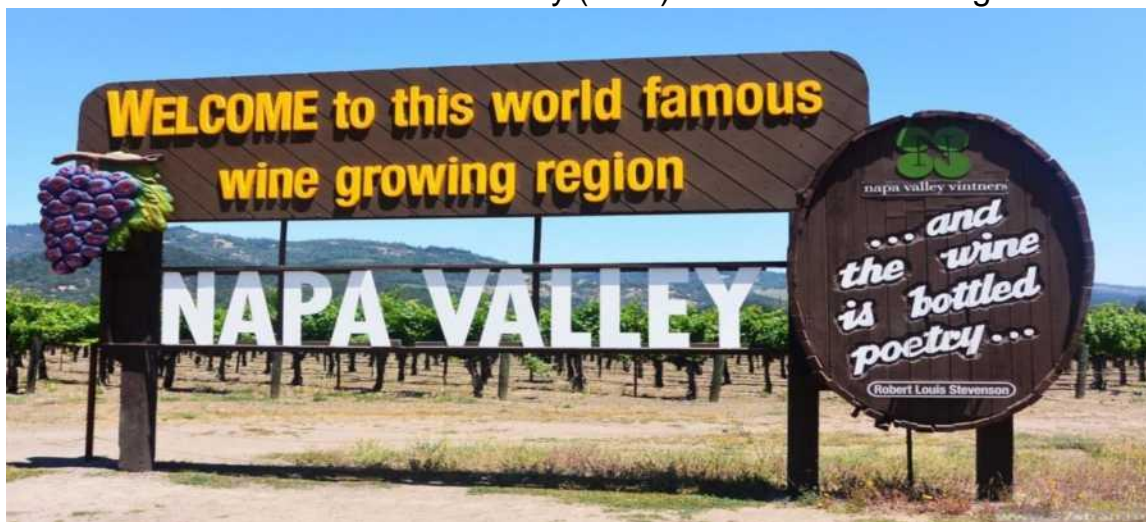


Figure 1 - NAPA valley wine tourism cluster (USA) [2]

In the United States, in the NAPA valley (California), the main wine region of the country, the tourism industry began to develop at the turn of 1970-1980 as an auxiliary production. With the opening of vineyards to visit and tasting activities area began to attract tourists. There were the first means of accommodation, working under the scheme "Bed and Breakfast". The experience of successful cooperation of winemakers was of great importance for the formation of a tourist cluster in the NAPA valley. From the 1960s years, they exchanged methods of growing grapes, and participated in joint marketing events etc. Their consolidation

became a good example of achieving competitiveness [3].

1980-1990 years fell on the formation and development of the tourism cluster. The NAPA valley economic development Corporation was established to address the challenges. The NAPA valley economic development Corporation was established on the basis of public-private partnership and is embarking on a strategic plan to diversify the local economy. Provides state support to the tourism cluster. It was conducted in four directions:

- NAPA valley marketing. Creating a positive image of the territory and its promotion in the American market at the same time in two qualities as a center of winemaking and as a tourist area;
- training and retraining;
- improvement of transport infrastructure;
- simplification of licensing procedures for wine and hotel activities.

Further development of the cluster went in the direction of diversification of the tourist offer. It included a visit to restaurants with fine cuisine, hot mineral springs and much more, much attention was paid to offseason tourist products. But its basis still remained wine tours [4, p. 4-5].

The Tourism Cluster of South Africa

In South Africa, public authorities and local governments implemented a cluster policy in the field of tourism in 3 main areas:

- 1) promoting the institutional development of tourism clusters through the involvement of an international consulting organization and the establishment of a specialized Management group;
- 2) assistance in the modernization of tourism products and their promotion, attracting investors, development of mechanisms and tools to support cluster projects;
- 3) creating conditions for the development of tourism clusters by supporting vocational education and ensuring security. Many obstacles to the development of tourism in South Africa have been overcome in whole or in part in the process of cluster formation. Despite the fact that the growth of tourist indicators was lower than expected, the country has come to realize its socio-economic importance [5, p. 109].

The district of Khayelitsha, located near Cape town - the oldest city in South Africa and a major international tourist center was chosen as a testing ground for the creation of one of the four local tourist clusters. Undeveloped tourism industry, increasing competition from other tourist areas of the country, tense crime situation-these were the starting conditions for the formation of a tourist cluster in Khayelitsha. The initiative of its creation came from the tourist administration of the Cape province, which provided financial support to the initiative and the Tyger municipality. The management group has developed an action plan for the following strategic areas - training, marketing and security. The members of the international consortium TCC, which provided consulting services, played an active role in this stage. The peculiarity of cluster formation was that the initiative came from below, all stakeholders worked together on the spot to develop a development strategy with the support of the decision-making process from above

[4, p. 6-7].

Tourism Cluster in Australia

Australia is an exotic, multicultural and multinational country. Australia is distinguished by a huge natural resource potential, especially mineral resources. The ideal climate for recreation contributes to the development of tourism. It's never cold or hot in here. Tropical Northern Queensland, Queensland, Australia-tourist zone (Fig. 2). It became popular in the 1980s thanks to the joint efforts of local tourism enterprises and the regional Bureau for the promotion of the territory in the domestic and international travel markets. The relatively small size of the tourism industry and the proximity of enterprises have contributed to low-cost cooperation and trust between them. It is through cooperation that enterprises have been able to achieve growth and competitiveness [5, p. 109].

Further development of public-private partnership contributed to the joint development of the marketing strategy of the territory, the formation of a favorable and attractive image of the tourist area, a number of programs to protect the environment.

In this rapidly growing area of Australia, tourism accounts for over 24% of gross regional product. The great barrier reef and tropical rainforests, listed as world natural and cultural heritage sites, aboriginal culture, and comfortable climatic conditions attract large flows of visitors. The city of Cairns is the international gateway to the region. Here is a large airport, designed to receive foreign and domestic passengers and occupies the fifth place among the airports of the country in terms of passenger traffic. Cairns- the third most important tourist center in Australia after the capital Sydney and Brisbane-the administrative center of Queensland [1, p. 3].

Tourist Cluster of Mexico «Cancun»

In Mexico, the tourist cluster is the resort of Cancun. Cancun is one of the most popular tourist destinations in the Caribbean. The resort is famous primarily for its beautiful beaches, as well as the ancient ruins of the Maya. Cancun is located on the Yucatan Peninsula. In ancient times, Cancun was a favorite place for the rest of the Maya emperors, so for Mexicans the word "Cancun" is associated with holidays and recreation. Cancun remained a small fishing village, which only in the seventies of the XX century began to develop dynamically as a seaside resort. Today, Cancun is a favorite place for recreation of citizens of the United States, and our tourists also, if going to Mexico, especially in Cancun. The resort offers more than 25 thousand hotel rooms. It offers a variety of restaurants, Nightclubs and other entertainment options [6].

After the creation of the Cancun tourism cluster in Mexico, this resort began to bring a third of the GDP created in the tourism industry of the country, annually it is visited by about 2.5 million people, and the average annual load of the hotel base is 81% (in the se-zones-peak - 90%) [7, p. 50].

Elblag Tourism Cluster (Poland) [8, p. 111 - 113]



Figure 2 - Brand Elblag cluster (Poland) [8, p. 111]

Elblag Tourism Cluster (ECT) unites 41 members. Cluster members are firms, agro-tourism enterprises, specialized housing operators, tour operators, and other service providers related to the tourism industry, working in related industries and institutions cooperating with them.

The cluster is engaged in the development of tourism products in such areas: business tourism, urban and cultural tourism, tourism in rural areas, recreational, active and specialized tourism, border and transit tourism.

Cluster members have developed excursion programs for individual tourists and tourist groups:

- Bicycle tour of the track.

The tour includes a visit to one of the five inclined surfaces on the channel Elblag - Eleni. This is a real miracle of the world scale and one of the seven wonders of Poland. In the village of Jelonki located arcades at home is commendable. Next in Marvice is to stay near the Palace of the 19th century Walter Craig. Be sure to also look into the low-lying location in Poland (1.8 m below sea level), it Raczki Elblag.

Feast with the Vikings

One of the greatest archaeological sensation of the twentieth century was the opening of bibleoscope archaeologist Mark Jagodzinska" "Troy of the North", the legendary meeting place of European cultures - the coward. The settlement was located near what is today the old town, on the Eastern shore of the lake Together. Ecofarm "Vitalis" - a household in the village Zastavna located in a picturesque place on Wysoczyzna Albanskaj surrounded by forests, in a clean environmental area. It is an ideal place to organize events- planners for companies and enterprises.

Bus tour: Traces Mennonitov Loop of Zulawski. Attractions: Madman - Mennonite cemetery and arcade house 1799.

Walk through the beautiful preserved Imperial village with the Palace of Emperor Wilhelm II. In Kadyny is growing millennial Oak of Jan Bazhanskogo is one of the oldest monuments in Poland, a circumference of 10 m and a height of 25 m.

Frombork is a town and fishing port over the Vistula river, the ancient seat of the diocese of Warmia (from the XIII century). It is known primarily for its Nicolaus Copernicus, who was associated with the city life and work.

Tourist Cluster e-KOLOT "land of milk and honey" (Poland) [8, p. 114-115]



Figure 3 - Brand Tourist Cluster e-KOLOT "The Land of Milk and Honey" (Poland) [8, p. 114]

Tourism Cluster e-KOLOT "the Land of milk and honey" brings together enterprise in the territory Kluczborski and Olesko counties in the Opole Voivodeship. The region has great potential for rural tourism and production, consumption and environmental education. The cluster includes industry, governments, Opole University and the science and technology Park Opole.

Cluster proposals

- * active holidays in rural and ecotourist farms throughout the year for different groups, in particular for families with children and the elderly;
- * organization of club (business groups) and special events;
- * educational blocks for preschool children and young people-thematic lessons that are implemented on the territory of individual farms or on the territory of ecological farms;
 - * educational workshops, including crafts and bard contests;
 - * classes in regional education, including the Museum of beekeeping. E. Dzierzonia, in the apiary in Macejova, a medieval town in Byczyna "the mirror of the past";
 - * training camp equestrian therapeutic riding - hippotherapy, agoragalerij, the ability to use happy in general;
 - * runs - including family, Bicycle/horse-on the track "Mirror of the past" or "Wooden churches";
 - * planners for artists and athletes;
 - * international meetings of generations;
 - * cultural (concerts, author meetings, picnics), organized in the original stage design;
 - * service of individual and group tourists in Polish, Russian, Ukrainian, German, French, English through a guide and / or a guide;
 - * personal transport on state and foreign lines;
 - * products of local entrepreneurs of the dairy industry and confectionery beekeeping.

One of the main products of the cluster is the "Mirror of the past" - a tourist product certified for fans of cultural tourism, which allows you to get acquainted with interesting places, visit unique monuments, get acquainted with the local culture, customs and traditions. The proposal includes paragraphs:

"Before and Today", which aims to develop the traditions and customs associated with weddings. The idea of this project is to organize performances in

which the locals revive traditions.

"The way of dying skills" are a few places associated with undervalued in daily life skills that are slowly forgotten. The route includes: a forge and a bakery, a farm that is engaged in folk handicraft, drawing with a needle.

"The way of wooden churches" is a tourist route through the objects of wooden sacred architecture.

Cluster Health Resort Suprasl (Poland) [8, p. 116 - 117]



Figure 4 - Cluster Brand Suprasl health resort (Poland) [8, p. 116]

The health resort of Suprasl (Uzdrowisko Suprasl) located in Knyszynska Forest, one of the most beautiful in Poland. The cluster in its actions focuses on creating an image Knishinsky the Forest as an attractive tourist destination and health resort thanks to its climate and medicinal mud baths. In addition to the beautiful nature, Pushcha can offer unique cultural attractions and historical sites. This place has great potential for the development of tourism and recreation. The cluster consists of 30 members.

The main objective of the cluster is to increase the number of tourists visiting Podlaskie Voivodeship through the coordination of advertising activities, the creation of new tourism products and the organization of training in the field of tourism.

Cluster proposals

Services of the health centre. The city of Suprasl was a healthimproving place before world war II. The mud deposits discovered here are defined as one of the best baths in Poland. From a medical point of view, staying in Suprasl is recommended to people after surgery for recovery, those who suffer from rheumatism, cardiac and respiratory diseases. The proposal in the framework of the health Resort of Suprasl is also suited to people seeking to lose weight.

Sports and recreation. An additional offer of stay are services from the field of sports and recreation. Pushcha creates a perfect base for the development of Hiking, horse riding, Cycling, kayaking and skiing. Golf courses, sports fields and natural water bathing areas are also available. Services in the field of sports and recreation are in addition to the package of stay, can also be an independent offer for Amateurs.

A multicultural adventure in which the enterprises United in the cluster offer products related to the traditions of the peoples: Lithuanian, Belarusian, Tatar, German, Gypsy and Polish. The offer covers cultural routes and thematic villages representing the cuisine, customs and traditions of the peoples.

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Аннотация

Международный опыт кластерной политики в сфере туризма характеризуется поддержкой институционального развития туристских кластеров, продвижения туристических продуктов, привлечения инвесторов. Международная кластерная политика в сфере туризма содержит механизмы разработки кластерных проектов, поддержки профессиональному образованию и обеспечения безопасности.

Аннотация

Туризм саласындағы кластерлік саясаттың халықаралық тәжірибесі туристік кластерлердің институционалдық дамуын қолдау, туристік өнімдерді жылжыту және инвесторларды тарту арқылы сипатталады. Туризм саласындағы халықаралық кластерлік саясат кластерлік жобаларды дамыту тетіктерін, кәсіптік білім мен қауіпсіздікті қолдауды қамтиды.

Annotation

The international experience of the cluster policy in the field of tourism is characterized by the support of the institutional development of tourism clusters, the promotion of tourism products, and the attraction of investors. The international cluster policy in the field of tourism contains mechanisms for the development of

cluster projects, support for vocational education and security.

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