

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Foreign experience of the tourist clusters' functioning

Bondarenko Yu.H.

Senior Instructor at Department of Organizational Management,
National University "Lviv Polytechnic"

Kulyniak I.Ya.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Organizational Management,
National University "Lviv Polytechnic"

Strakhorchuk K.O.

Student,
Institute of Economics and Management,
National University "Lviv Polytechnic"

The use of the cluster model has the great importance for the development of tourism, which is one of the most dynamic and attractive sectors of the modern economy. Over the past decade, the tourism has become an important socio-economic factor that determines the development of both regions and countries.

The practical experience of many countries shows that the cluster model contributes to the high efficiency of the state's economy, thus improving the welfare of its citizens.

The article analyzes and summarizes the foreign experience of the tourist clusters' operation by using the example of European and Asian countries, the United States and the Russian Federation.

In the article it is proved that the cluster model is one of the best organizational forms of tourism enterprises' interaction that are concentrated geographically and use common tourist and recreational resources in their activities.

Much attention is paid to the experience of the tourism cluster in Italy. In particular, the analysis of the responsible tourism as a new form of the tourist accommodation clusters

that have been developed in some villages and valleys in Italy.

It is studied the development strategy of the tourist cluster in Croatia, which is a diversify strategy of the economy.

There are many started and successfully operating tourist clusters in Russia. For example, it is the Republic of Karelia.

It is noted that the special attention should be paid to examples of development of the tourist clusters in Poland. There are about 11 tourist clusters in the Republic of Poland.

The cross-border cooperation is a form of the cluster model development. It is the extremely urgent and necessary process of formation of economic, social, and especially scientific and technical relations between local communities. Also under preparation there is another cross-border tourist cluster between Eastern Poland and Western Ukraine.

The article highlights the factors that influence the development of the tourist cluster, including: resources (natural, human, financial, information, science and technology); auxiliary industries that do not directly affect the development of the tourist cluster; administrative barriers; public authorities.

The article also determines the measures required for Ukraine to be taken in order to address the problem of the tourist cluster development. It offers directions for utilization of foreign experience in the establishment and

functioning of the tourist clusters in Ukraine.

Thus, the economy stimulates the emergence of new forms of cooperation, integration and clustering at the present stage of globalization.