

THE RESOURCE SUPPORT OF THE CLUSTERS DEVELOPMENT IN RECREATIONAL AND TOURIST COMPLEX OF THE REGION

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The article is devoted to the resource potential in tourism and recreation of Carpathian region, Transcarpathian oblast in particular. The analysis of the influence of clusters on socio-economic development of the region has been analysed. System of existing and potential tourism cluster resources have been defined as well as their possible usage have been analysed. To the key resources we refer the tourist and recreational resources of the region, and secondary resources needed for the effective operation of the tourism cluster are: informational, marketing, innovative, financial, human (personnel), natural and climatic, administrative/legislative, institutional, tourism and recreation.

One way to gain competitive advantage on the market, to improve the attractive-

ness of the territories for potential tourists is to create such a territorial-branch association as a tourist cluster. Trends in the development of the regions of Ukraine, as well as the transformational processes taking place in the national economy, indicate that resource support is the main factor determining this process. Along with tourist and recreational resources, the auxiliary resources (intellectual, financial, labor) begin to play a decisive role in the formation and development of the economy of the state and its regions. That is why it is extremely important to determine the resource potential of the region and to find ways to use it rationally, because it depends on this on the level of socio-economic development of the region.