

INNOVATIVE CLUSTERING OF THE REGION IN THE CONTEXT OF INCREASING COMPETITIVE POSITIONS OF THE ENTERPRISES OF THE TOURIST-RECREATIONAL DESTINATION

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Abstract: The article deals with the implementation of the theoretical and methodological platform on the complementary innovation clustering of regions in the context of enhancing the competitive market of assets of enterprises of the tourist-recreational destination. The methodological tools of tourist regionalism are substantiated. The method of estimating the integral value of the potential of tourist-recreational destination in the structure of regional clusters is determined, taking into account consumer demand for innovative assets according to the basic indicators of resource and consumer approaches. The integral value of the potential of tourist-recreational destinations in the structure of the South, Carpathian, Central, Dnieper, East Podolsk and Polissia clusters is analyzed, and their competitive positions are identified. The typology of the development of the territories of the tourist-recreational sphere of Ukraine is determined. The distribution of consumers forming the client base for innovative assets of enterprises of the tourist-recreational destination was carried out.

Key words: Regional clusters, tourist-recreational destinations, innovative assets, tourism enterprises, tourism products

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INTRODUCTION

Globalization processes, which, according to the dynamics of growth of sectoral profitability, have covered all spheres of the world economy, have formed strategic directions of development of tourist-recreational potential of Ukraine due to favorable geographical location, availability of natural resources, climatic conditions, historical and cultural traditions. However, the current reform of the economic processes in Ukraine, which are rapidly occurring in connection with the change of political direction of the state, significantly influences the attraction of innovations in the tourism sphere, which is the driver of high profitability of the economic sectors and social development of the country, considering generating opportunities for the resource potential of regions and public relations of individual enterprises in the production, distribution, exchange and consumption of tourism products (services) that arise in the implementation of tourism and a number of related types of activity (Kala et al., 2017).

The development of a tourist-recreational destination and its ability to provide employment to the population in the tourism sector, the formation of transport links within the tourism industry, often have quite different criteria for attracting and servicing tourists – from planning and preparation of routes to the rapid construction of hotel complexes, from cooperation with clients to the expansion of the tourist infrastructure of individual recreation, treatment, entertainment and business areas (Provalova et al., 2019). However, relationships in the tourist-recreational destination, in the highly competitive market and the expansion of the role of global corporations, make most businesses seek ways to integrate for the purpose of entrepreneurial activity. And, one of the promising forms of economic integration is the formation of regional innovation clusters by group of enterprises, firms, organizations and institutions whose activities are in one (or related) business spheres of economic interests and territorial characteristics (Dunets et al., 2019).

The most important indicator of the activity of clusters is to ensure high competitiveness of their products in the market, which in conjunction with the tourist-recreational destination of individual regions allows effective functioning of the modern innovation economy of the country. Of greatest interest in this issue are the papers of Bunakov et al. (2018), Byrkovych (2014), Carlo (2014), Nikolayeva (2015); the

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problems of tourism development are becoming more acute and relevant in the writings of the following scientists: Gerasymenko (2013), Golovashenko (2016), Bellini and Pasquinelli (2016), Sharifzadeh Aghdam et al. (2020), Yamashkin et al. (2019).

Studies of the theory of innovation development in tourism have been reflected in many works of the scientists, in particular: Booyens and Rogerson (2016), Carlisle et al. (2013), Li et al. (2018), Guo et al. (2017), Myhaylichenko (2012a; 2012b). Given the considerable scientific potential, the issues regarding integrated planning schemes, the rational use of tourism resources and the innovative model of the functioning of tourism at the regional level remain unresolved. The issues of development of economic clusters were discussed in the publications of Ukrainian regional scientists: Irtyshheva (2016), Almeida et al. (2017), Yamashkin et al. (2020), Diekmann and McCabe (2016), Coca-Stefaniak (2019). The results of their research were as follows: formed objects of cluster groups (natural, cultural heritage, educational institutions, objects of tourist infrastructure, design and scientific organizations, regional economic (including tourist) cluster systems). At the same time, there is no clear understanding of the forms of interconnection between the regions' innovation potential and the clustering of tourism economic development assets. There is still uncertainty in the sectoral and spatial aspects of the development of the tourist-recreational destination of the regions. The implementation of the theoretical and methodological platform on complementary innovation clustering of regions in the context of increasing the competitive market of assets of enterprises of the tourist-recreational destination is the direction of our research.

METHODOLOGY

Ukrainian tourism and recreational regionalism in cooperation with European integration processes has allowed formulating a methodology for balancing the risks and profitability of tourism products and services, to distinguish hypothetical provisions on the possibilities of minimizing losses through various forms of attraction and placement of resources, and thus its scope. Accordingly, the forms of various tourism products and services provided to consumers within the tourist-recreational destination based on the developed technologies, qualification of staff and resource availability as a local tourism system (territorial unit), allows to distinguish common features between traditional and domestic concepts of recreational geography of territorial recreational systems.

We propose a method for estimating the integral value of the potential of a tourist-recreational destination in the structure of regional clusters, which allows to determine consumer demand for innovative assets according to the basic indicators of the resource approach (the volume of natural-recreational, cultural-historical and innovative) and consumer approach (the intensity of the use of tourist flows, which are related to the number of tourist services and the duration of the reproduction period).

The methodological approach to assessing the target criteria for investment and innovation clustering of regions includes the components of integrated, programmatic, environmental, and cultural approaches that ensure the planning of the client base of enterprises of the tourist-recreational destination. The implementation of a set of quantitative indicators that shape the tangible and intangible benefits of enterprises of the tourist-recreational destination and their life cycle, from the point of view of relationships with consumers, is based on the symbiosis of the theory of value and value promotion of investment and innovative assets in the market.

The regional approach to the formation of innovative clusters, based on the competitive advantages of the assets of the destination, proves the effectiveness of complementarities in such areas as: tourism and agriculture = rural or farm tourism, tourism and nature reserves = green or scientific tourism; tourism and advanced industrial and business activity = industrial tourism and other combinations grouped by industry (group of related industries that successfully complement each other) or spatial attributes (group of geographically concentrated companies in related areas producing similar or complementary activities) products and is characterized by the presence of information systems and technologies of exchange between companies, their employees). At the same time, the spatial cluster is a tourist route that allows you to design the program and balance over time the provision of services that meet the needs of tourists and form a close connection of all participants in the process of service in a single investment and innovation system.

RESULTS AND DISCUSSION

Tourist-Recreational Destination

The role of the tourist-recreational destination in relation to the investment and innovation clustering of the regions of Ukraine for the development of the tourism sector on a national scale is difficult to overestimate, taking into account the objectivity of the influence of historical, geographical, cultural, economic, political, social and other perspectives. The tourism sphere is an interbranch economic complex of regions, specializing in the production and sale of quality tourism product (services) of the subjects of tourist activity, capable of satisfying the specific demand of tourists, through a system of interaction of anthropogenic recreational needs and recreational opportunities of historical, cultural and natural potential of the territory. This area is a multiplier for the growth of macro- and meso- indicators of the regional economy (a manifestation of the synergy of economic, social and environmental components of the concept of territorial development (Brida et al., 2016).

The destination is an extremely complex entity because its operation is the result of the interaction of private companies with various sectors of the tourism and related markets, represented mainly by small and medium-sized businesses. The whole system is controlled or can be controlled by local authorities directly or through publicly-established marketing organizations (Bianchi, 2018). Indeed, the complexity of tourism demand and the combination of tourism product are the reasons why individual businesses, even large in production and sales, cannot control tourist flows to the destination. They can only be coordinated if the subjects of the tourist market of the destination are coordinated, and conflicts of interest may arise between them. The players of the local tourist services market, sometimes even competing with each other, are forced to act together in terms of attracting tourists and meeting consumer demand. Only in cooperation the competitiveness of the territory has been born, because if the quality of a product of a certain group of market entities falls, then the attractiveness of the destination as a whole also falls (Carmignani and Moyle, 2019).

It should be noted that the integration set of various tourism projects for the creation of leisure and entertainment facilities, the development of local transport and communications, the formation of tourism infrastructure and mostly regional tourist and recreational destinations have administrative boundaries, attractive for the temporary stay of tourists, includes the resources of the system "Six A", by categories "attraction", "accessibility", "comfort", "intermediaries", is the purpose of travel and access to "transport communications" (Kim et al., 2017). In view of the existing generally accepted methodological tools of tourist regionalism, it is still not necessary to consider the destinations and equate them to the regional socio-ecological and economic system (Mazaraki et al., 2013).

It is quite obvious that in large spatial tourist centers it is possible to distinguish at least several destinations, which have specific features and characteristics, are relatively autonomous for tourist activities, although they have close territorial interconnections. Taking into account these circumstances, we have proposed the structure of the regional tourist-recreational sphere as a local geographical and territorial unit, which has the form of spatial organization of tourist activities and a platform for the location of concentrated tourist objects in order to attract and meet the needs of a certain number of tourists (Figure 1).

The complementarities and harmonization of tourism relations in the temporal and spatial plane enable the achievement of the fast and maximum profit of the enterprises of the tourist-recreational destination, and the use of innovative resources within the restoration process (optimization of these relations), provide the needs of the international tourist geography and international tourism promotion of tourist flows to new areas (clean and protected areas, inaccessible places without certain restrictions), improve the economic conditions of development of local communities, individual potential destinations and tourist sites (or, conversely, minimize tourist interference in the conditions of development of individual communities).

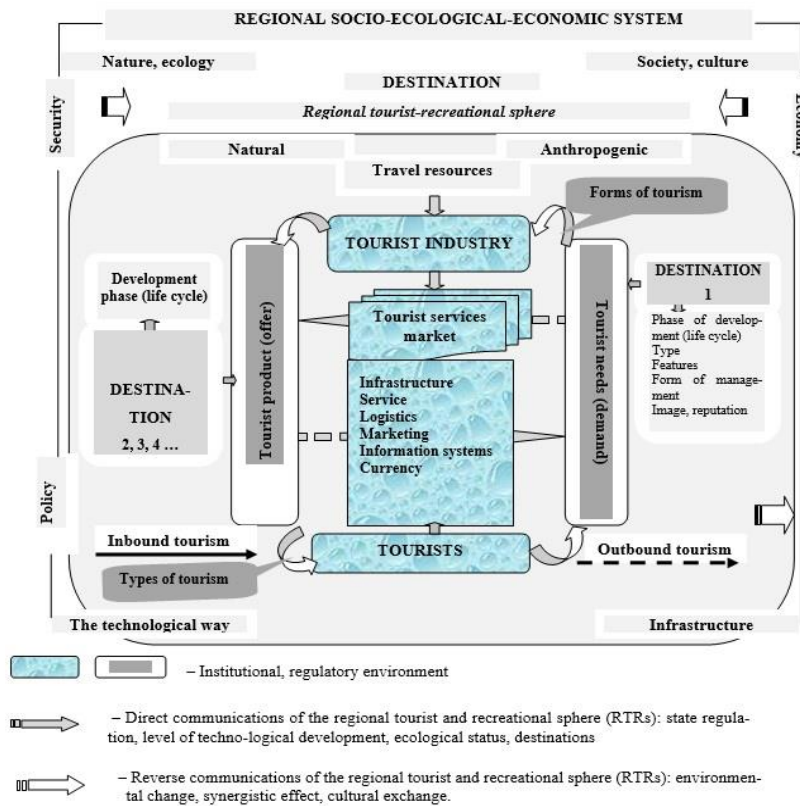


Figure 1. Structure of the regional tourist-recreational sphere (RTRs)

The integral value of the potential of the *i*-th tourist-recreational destination in the structure of the regional cluster (I_i), taking into account the available investment and innovative assets of tourism enterprises is represented by the formula (Basova, 2006):

$$I_i^P = \sum_{i=1}^2 \frac{(w_i^r \times v_i^r) \times (w_i^s \times v_i^s)}{Q_i^k} \quad \text{Equation 1}$$

where, w_i^r, w_i^s – the volume of resource and consumer potential of the *i*-th tourist-recreational destination in the structure of the regional cluster; v_i^r, v_i^s – the weight value of the indicator (the ratio of the value of innovative assets in the structure of the resource and consumer potential of the group of the surveyed enterprises of the tourist-recreational destination); Q_i^k – the value of the investment and innovation potential of the regional cluster as a whole.

In order to increase the indicators of the resource and consumption potential of the tourist-recreational destination in the global and national markets, it is necessary:

1. The promotion of information and advertising policy on the formation and presentation of a national tourism brand, which is able to influence the target segments of potential tourists for a positive perception of the offer of tourism products. Features such as natural and climatic and cultural resources, landmarks and historic sites are the basis for the formation of an interactive tourist space of Ukrainian destinations to promote national tourist products in the information space. Within the global tourism market, the problem of activation of information and advertising policy in the tourism sphere should be solved from the point of view of determining strategic priorities for the development of national tourism and in the regions in particular.

2. Improving the innovation attractiveness of the tourism sector through indicators that reveal the impact of public policy on attracting innovation, the duration of the process of entrepreneurial activity in tourism, state priorities in the development of the tourism industry, respect for private property rights, the prevalence of foreign ownership, foreign investment management, stability of socio-economic and political situation. To activate the innovation potential of tourism, it is important to determine the impact of complementary innovation factors on the growth of tourist attractiveness. Despite the temporary exemption from the taxation of the income of the tourist companies, obtained from the provision of hotel services, it is necessary to: formulate optimal criteria for investing in tourism innovations, taking into account the specific activity of tour operators and travel agents; developing not only a system of attracting innovation potential of other sectors of the economy, but also a regulated mechanism for its use; implementation of specific government programs to support investment projects based on a programmatic approach.

3. Strengthening the effectiveness of the legislative framework for environmental regulation and state environmental control in terms of irrational exploitation of natural resources, inefficient management of environmental activities and lack of environmental awareness of the population. We believe that in this context it is important to increase the protected area of national territories in accordance with the requirements of international and national environmental organizations.

4. The state of the transport infrastructure needs to be significantly improved, as there are objective deficiencies in the capacity of airports; low level of implementation of modern information technologies in the process of servicing tourists during the trip; pollution, congestion of transport communications and low-cost airlines.

Innovative Clustering of Regions of Tourist-Recreational Sphere

The conflict of interest within each tourist-recreational destination is dynamic and multifactorial and is in the plane of cluster associations, which forms the mechanism of partnership between all stakeholders of the tourism process. The process of clustering is a form of internal integration and cooperation that is capable of providing both a resilience and a synergistic effect of counteracting the pressure of global competition from monopoly transnational companies (TNCs) (Habib et al., 2019). In this context, it should be noted that each stakeholder has its own assets, but part of the multi-vector target interests, according to the law of the market, conflicts with the interests of other stakeholders. However, having a common interest in increasing the tourist flow, forming a high level of tourist satisfaction from staying in the destination area, preserving and developing the resource potential of the destination, as a basis for common prosperity, requires coordination of efforts, especially in terms of providing investment and innovation clustering of regional regulating regions the effects of the use of tourism assets and their value in the destination. Modification of the criteria of the innovation policy in the tourism sphere ensures the complementarity of the target levers, which differentiate the amount of payment for resources according to their value; in accordance with the rules and conditions of use of tourism assets, determine the effectiveness of partnerships of state (central, regional and local), public and business organizations, as well as other interested investors in the development of regional destinations. The constructive relationship with consumers is ensured by the use of appropriate methods, which are formed in the value-oriented and marketing format of the use of innovative assets of enterprises of tourist-recreational destination (Figure 2).

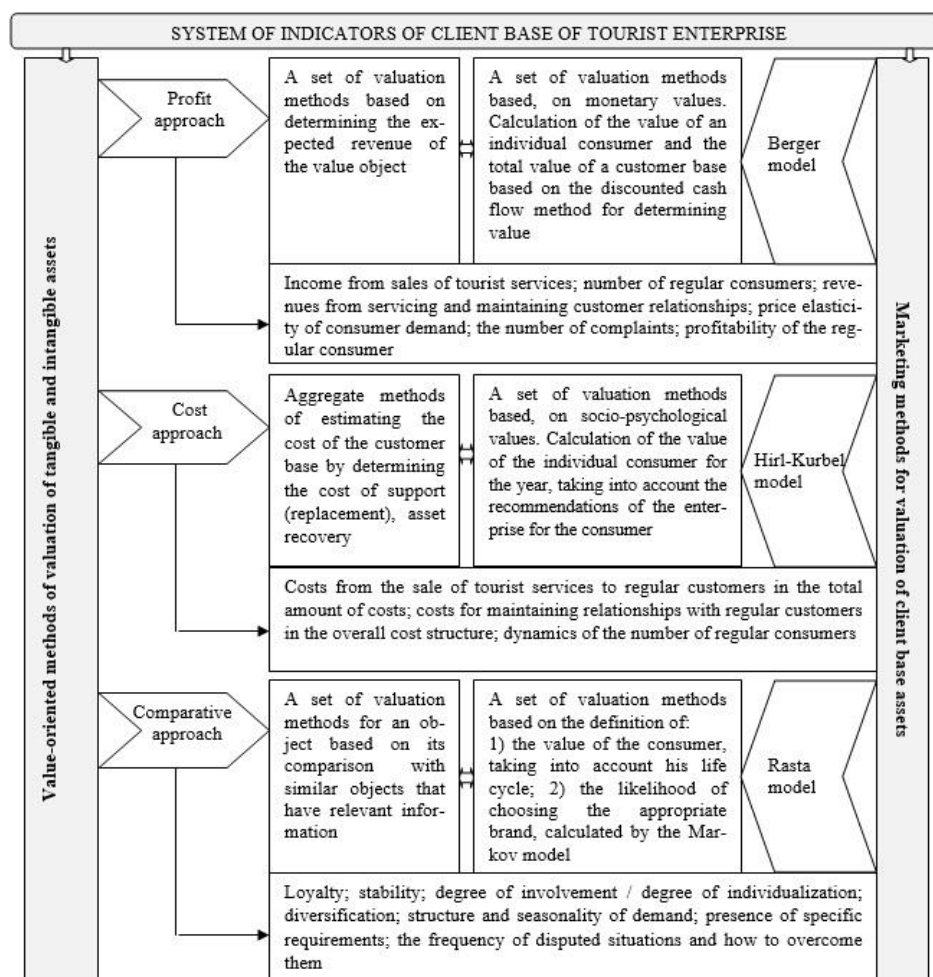


Figure 2. Implementation of enterprise customer base indicators of tourist-recreational destination

The effectiveness of value-oriented and marketing symbiosis depends not only on the functional filling of tangible and intangible assets of the client base, but also on the innovative component of regional clusters aimed at implementing the strategy of development of enterprises of tourist-recreational destination. In this context, we present a functional model of profit that provides the life cycle of enterprises of tourist-recreational destinations in the time interval of the use of investment-innovative assets of the i -th regional cluster (Gerasyenko, 2013):

$$Q = Q_0 \times X_1^{t1} \times X_2^{t2} \times \dots \times X_n^{tn} \quad \text{Equation 2}$$

where, Q – the profit function with time interval of the use of innovative assets of enterprises of tourist-recreational destination of the i -th regional cluster; $X_1...X_n$ – the most significant factors influencing the profit of the enterprise of the tourist-recreational destination (including the costs of realization of innovative assets in the structure of regional clusters); t – the average chronological value, that is, the average value among the relative values of the factors of the previous time interval to the next one in the aggregate number of the value period.

The average chronological value (t) is calculated as follows (Gerasyenko, 2013):

$$t = \frac{0.5 \times a_1 : a_2 + (a_1 - a_2) : a_2 + (a_2 - a_3) : a_3 + \dots + (a_{n-1} - a_n) : a_n + 0.5 \times a_{n-1} : a_n}{n} \tag{Equation 3}$$

where, $a_1...a_n$ – is the value of the factor for a certain period of time; n – is the number of periods. The model can be modified to take into account a wide range of alternative coefficients that determine the optimal symbiosis of target value-oriented and marketing criteria for the use of innovative assets of enterprises in the tourist-recreational destination in the middle of the regional cluster (Hall and Williams, 2008):

$$Q = Q_{n-1} + k_1 X_1^{t1} + k_2 X_2^{t2} + \dots k_n X_n^{tn} \tag{Equation 4}$$

where, $k_1...k_n$ – the structural coefficients that are determined for each case.

As X^t the latent variables of model (2) should be used, namely: the value of fixed assets (investment-innovative assets); attractiveness of the hotel as a location for investment and innovative assets; the share of beds “all amenities” and increased comfort in the total capacity of the placement of innovative assets; share of costs for implementation of innovative assets in the total costs of the enterprise of the tourist-recreational destination.

In our opinion, the implementation of the innovation platform according to the classical approach of cluster theory should presuppose directions of aggregation and formation of regional clusters, and the close relationship between cluster partnership and competitiveness of firms in related branches of tourism should characterize innovative innovation. Accordingly, synergy in this aspect is an integrating tool in a single innovation chain of a regional cluster that models the functionality of enterprises of the tourist-recreational destination. The formation of a competitive market for investment and innovation assets leads to the creation and promotion of the brand of tourist-recreational destination as a unit of the regional cluster, since the practice of tourism operates with sets and combinations of tourist-recreational services, forming a complex package, which is usually backed up by tourist activities, can be called clusters (Voytenko, 2014; Gray, 2018; Britchenko et al., 2019).

We have proposed a basic investment and innovation model of the regional cluster of tourist-recreational sphere, which combines cluster subsystems of destination, provides them with the latest investment and innovative technologies (assets) and satisfies the needs of tourists through the functional and branch locality of the state level (Figure 3).

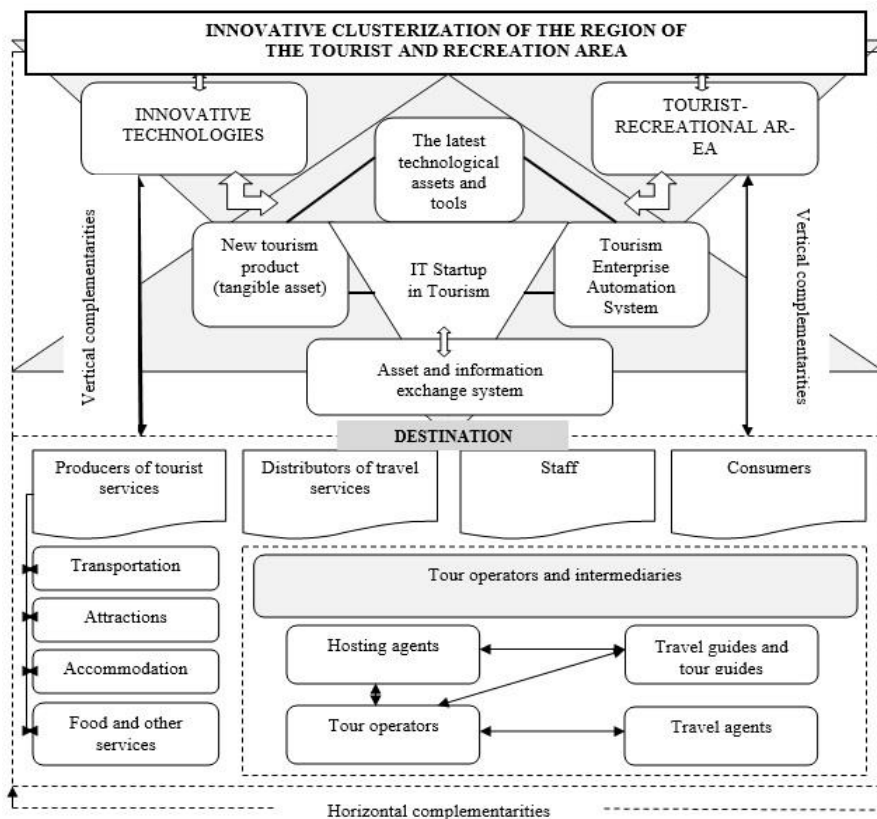


Figure 3. Basic innovative model of the regional cluster and cluster subsystems of tourism-recreational destinations

Separation of innovative clustering of regions by resort, cultural-cognitive, business, sports, environmental and entertaining sub complexes of a destination allows to open new opportunities for innovative IT-start-ups (IT-projects), to create attractive investments and categories of population, in the presence of the following three components: tourism and recreation, innovation technologies, and asset and information technology sharing systems. As a result, the introduction of an innovative model of the regional cluster and cluster subsystems of the tourist-recreational destination allows to evaluate the economic efficiency of this synergy in terms of income from

services of sale of innovative assets and tourist rent (monopoly, differential, absolute, quasi-rent, consumer rent, environmental rent, which is defined as follows (Myhaylichenko, 2012a):

$$R_{ij} = S_i \left(\frac{1}{n} - b_{ij} (p_{ij} - \bar{p}) \right) \quad \text{Equation 5}$$

where, R_{ij} – the income from the sale of the i -th innovation asset and tourist rent by an enterprise of a tourist-recreational destination in a separate j -th regional cluster; S_i – income from the sale of i -th innovative asset and tourist rent in the whole country; n – number of tourist-recreational destinations providing these services; b_{ij} – variable of demand for innovative assets, which indicates the dependence of the market share of the enterprise of the tourist-recreational destination on the price for its services in the structure of the j -th regional cluster; p_{ij} – price of services of sale of the i -th investment-innovative asset and tourist rent of the j -th tourist-recreational destination; \bar{p} – average price of competing similar services in other regional (international) clusters of tourist-recreational sphere.

The multicomponent of the regional cluster on the innovation platform and cluster subsystems of the tourist-recreational destination allows to: coordinate joint actions to enhance the exchange of information, experience, innovative technologies, use of service infrastructure facilities; to train and improve the skills of the staff of tourist support and service; compare the performance of competing firms and the effectiveness of their activities; to provide the workforce with a destination of appropriate qualifications; apply a special taxation and investment regime; to regulate legal norms and norms of tourist activity, to provide subsidies.

The Features of the Integral Value of Tourist-Recreational Potential Destinations in the Structure of Regional Clusters

Innovation clustering of the region in the context of increasing the competitive position of enterprises of tourist-recreational destination influences the formation of a single network of tourist flows, allows annually replenishing the state budget of Ukraine up to \$ 4 billion USD (Tourist streams, 2019). Thus, during 2015-2018 the volume of outbound tourist flow in Ukraine increased by 19.8% (in 2015 it amounted to 23.2 million people, in 2018 – 27.8 million people). However, the growth rate of foreign tourist inbound (+ 10.0%) relative to 2017 decreased by 200,000 in 2018 (Figure 4).

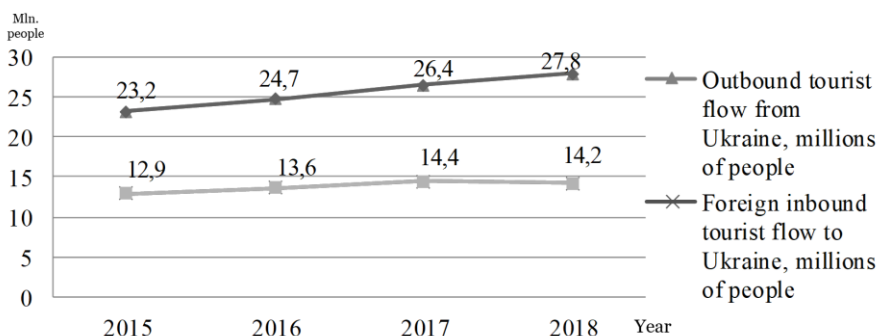


Figure 4. Dynamics of tourist flows in Ukraine, million people
(Source: http://www.ukrstat.gov.ua/operativ/operativ2007/tyr/tyr_u/potoki2006_u.htm)

It should be noted that border countries (Moldova, Belarus, Russia, Poland, Hungary, Romania, Slovakia) are traditionally leaders in the number of visits to Ukraine, which makes up 82.3% of the total inbound tourist flow. There is a positive upward trend for foreigners from the UK by 47.3%, China – by 38.8%, Lithuania – by 23.4%, Israel – by 21.7%, the United States – by 19.7%, the Czech Republic – by 16.0%, Italy – by 15.4%, Germany – by 13.3%, France – by 9.2%, Bulgaria – by 7.9% (Figure 5).

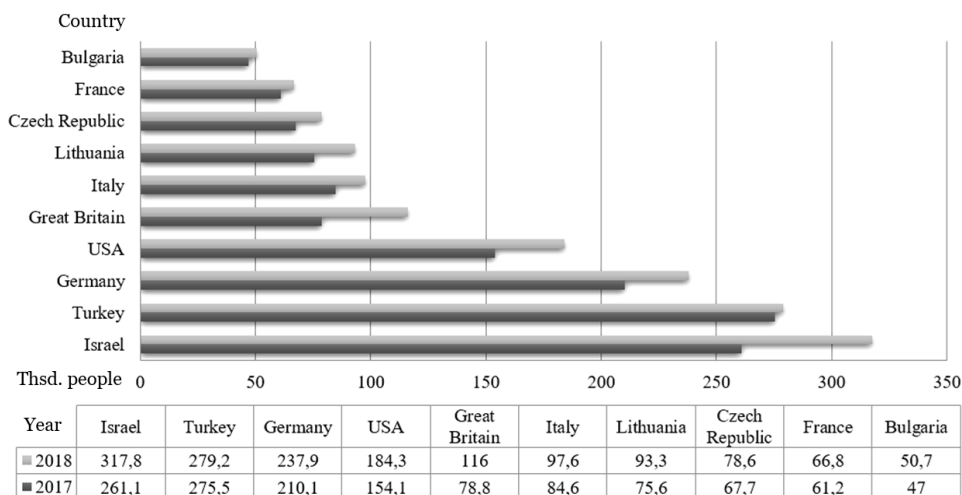


Figure 5. Inbound tourist flow of foreign citizens to Ukraine, thousand people
(Source: http://www.ukrstat.gov.ua/operativ/operativ2007/tyr/tyr_u/potoki2006_u.htm)

Structural diversification of tourist-recreational destinations in the country contributes to the intensification of economic, socio-cultural ties and processes, accompanied by the unification of uniform standards of service and articulation of regional geopolitical trends in

international and national geospatial. There are regional cluster resorts in the territory of Ukraine: Truskavets, Morshyn, Myrgorod, which are united for the promotion of tourism products (assets), formed on the basis of natural sources and resources of sanatorium and resort territories, and which have not lost their investment and innovative component (thanks to the initiative individual innovators who build up the infrastructure component and provide the brand of “resort-type destinations”).

One of the successful regional cluster associations of cognitive, adventure and ethnographic types is Kamyanets-Podilskyi tourist innovation cluster, cluster “Oberig” (Khmelnitsky region); Voznesensk cluster (part of the Southern Golden Ring of Ukraine); tourist-recreational cluster “Dniester Canyon” (Ternopil); clusters of rural green tourism in Odessa, Kherson, Carpathians. This proves that there is an effective public-private partnership in Ukraine for the sake of achieving tourism development in the regions, quality tourist services, stimulating consumer demand at the proper level, and providing jobs for local residents. In this sense, cluster formations provide competitive demand for enterprises of tourist-recreational destinations and are a kind of a “prism” of regional socio-economic and international relations. The integral value of the potential of tourist-recreational destination in the structure of regional clusters, given the available innovative assets of tourist enterprises of Ukraine is shown in Figure 6.

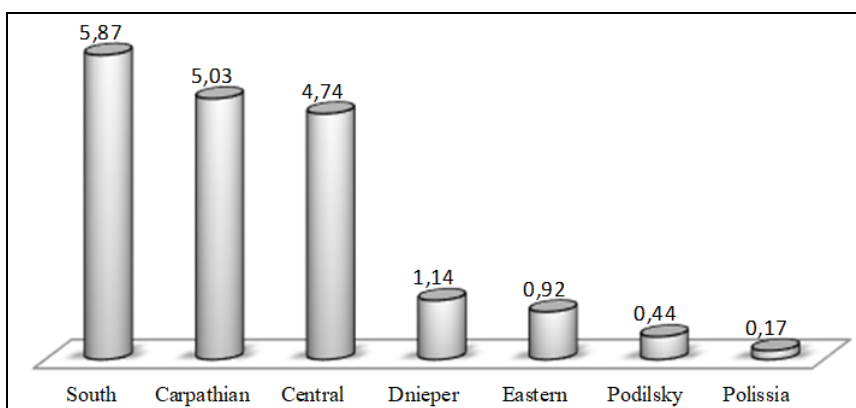


Figure 6. Integral value of tourist-recreational potential destinations in the structure of regional clusters, in the presence of innovative assets of tourism enterprises in 2015-2018

It is found that the South, Carpathian and Central regional clusters are attractive, they have a balanced potential of tourist-recreational destinations with dynamic development of the resource base and branched infrastructure for the use of innovative assets of tourism enterprises (the integral value of the potential of destinations for the period of 2015-2018 is 5.87; 5.03 and 4.74 respectively). Positive trends in the growth of the innovative component of the tourist-recreational destinations of the Dnieper and Eastern regional clusters (1.14 and 0.92 respectively) identify their competitive positions, which are focused on the partial introduction into the tourist-recreational sphere of the newest innovative technologies tourism business territories. The slight positive dynamics of the potential of the tourist-recreational destinations of Podilsky and Polissia clusters (0.44 and 0.17 respectively) is due to insufficient conditions for promotion of marketing offers on the market for the suspension of stagnation and depressed state of development.

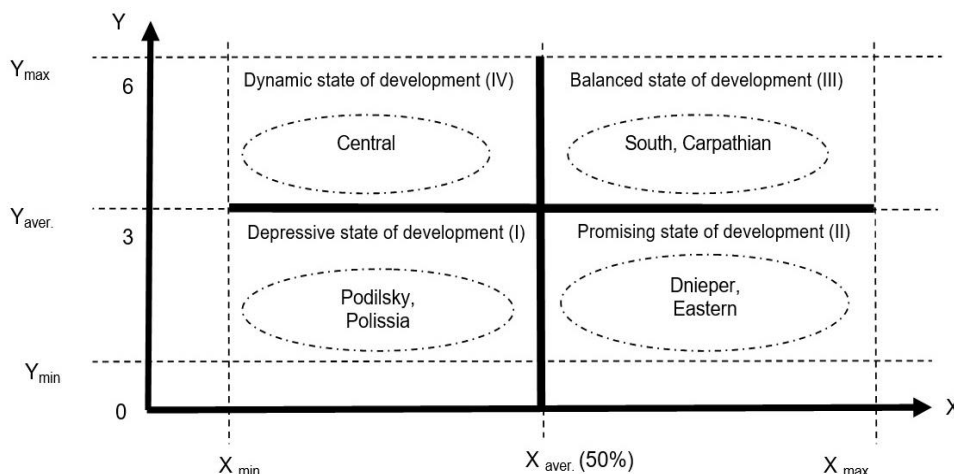


Figure 7. Typology of development of territories of tourist-recreational sphere of Ukraine in coordinates “integral value of potential of tourist-recreational destination” (Y axis) – “average annual growth rate of income from services of sale of innovative assets in the regional cluster, %” (X axis)

* Growth rates of income from services of sale of investment-innovative assets in regional clusters and growth rates of tourist flows served by enterprises of tourist-recreational destinations, including non-settlement services in accommodation establishments according of 2015-2018 pp

Transformation of local tourism markets requires the introduction of diversification of investment offers that stimulate consumer demand for targeted innovative assets (technologies) in the tourist-recreational sector. However, the attractiveness of the destination in the middle of the regional cluster is ensured not only by the positive perception of the magnitude of the potential, but also by the effective levers of increasing the competitiveness of national tourism enterprises. Thus, the positioning of regional clusters in the coordinates: “the state of development of infrastructure of tourist-recreational destinations” – “the state of development of tourism enterprises that determine the infrastructure provision of development of tourist-recreational destinations”; “volume of use of innovative assets of the regional cluster” – “share of the volume of used innovation assets of the regional cluster in the total volume in Ukraine” allowed to construct a coordinate matrix “integral value of the potential of tourist – recreational destination (Y axis)” – “average annual

growth rate of income from the sale of innovative assets in the regional cluster, %" (*X axis*) and to determine the typology of the development of territories of the tourist-recreational sphere of Ukraine for the period of 2015-2018 (Figure 7).

A combination of the KAISM (Key Account Identification and Selection Matrix) matrix and the results of the ABC – XYZ quadrant analysis, which generates the “volume of tourist products purchased by consumers with investment-innovative assets” and the “regularity of acquisition of tourist products provided with investment-innovation assets” allowed to determine the differentiation of the process of realization of economic interests of enterprises of tourist-recreational destination within one regional cluster (the total sample is formed of 190 tour operators, travel agents, distributors, resort and recreational, cultural and cognitive sub-complexes and entertainment destinations of the South, and Central Carpathian clusters tourist market) (Table 1). The balanced development quality matrix includes: a basic matrix of the relationship between the growth rate of income from the sale of innovative assets in regional clusters and the target value-oriented and marketing criteria for the use of innovative assets of tourism and recreation enterprises in the region; the matrix of probable trajectories of tourist flows by these parameters.

Table 1. Balanced system of economic interests of enterprises of tourist-recreational destination within one regional cluster

Economic interests of enterprises of tourist-recreational destination	Number of enterprises of tourist-recreational destination within one regional cluster	Share of enterprises of tourist-recreational destination within one regional cluster, %	Limit value of potential (socio-economic value) of tourist-recreational destination within one regional cluster (U)
Balanced economic interests	3	4.69	$0.75 \leq U \leq 1$
Expansive economic interests	12	18.75	$0.5 \leq U \leq 0.75$
Focused economic interests	36	56.25	$0.25 \leq U \leq 0.5$
Passive (non-motivated) economic interests	13	20.32	$0 \leq U \leq 0.25$
	64	100	–

The results of the study of the enterprise of the tourist-recreational destination are differentiated according to the peculiarities of realization of their economic interests, which influence the integral value of the potential (socio-economic value) of the destination within one regional cluster of the tourist market (Table 2).

Table 2. Distribution of consumers forming a client base for innovative assets of tourist-recreational destination enterprises

ABC-analysis	XYZ-analysis			
	X	Y	Z	Number of consumers forming the structure of the client base for investment-innovative assets, %
A	18.45	1.58	2.28	22.31
B	11.25	1.17	0.42	12.84
C	57.40	7.34	0.11	64.85
Regular purchase of tourist products provided with investment and innovative assets, a%	87.10	10.09	2.81	100

It is established that the segment “enterprises of tourist-recreational destination with balanced economic interests” is formed by three large tour operators, which provide activity of resorts in the mixed (internal and external) tourist market. The basic concept of their balanced system of interests is aimed at: improving the consumer characteristics of innovative assets; the balance of the tourism offers in the context of the proportionate number of types of tourism products targeted at “new” and “old” markets; reinvesting revenues into the latest innovative technologies to counteract the impact of demand restriction waves on tourism products; the parties' interest in integrating intellectual and information resources. The segment “focused economic interests” is formed by tour operators and travel agents, which are monoprofile by types of promotion of innovative assets, their economic activity is focused on the projection “development and implementation of innovative business projects” for target consumers who are sensitive to price policy of health resorts, cultural-educational and entertaining sub-complexes of the Southern, Carpathian and Central tourist market clusters. In practical terms, this is reflected in the reduction of costs for the production and sale of tourism products and the superficial differentiation of the tourist offer. Enterprises of tourist-recreational destinations with passive (non-motivated) economic interests include tourism entities that do not have the resource and consumer potential to introduce new segments of the tourist market, focus on protecting market positions with adaptation of economic activity to fluctuations in demand competitive status of some types of tours relative to others.

According to the results of the experimental symbiosis of matrix quadrants of development of territories of tourist-recreational sphere of Ukraine it is established that during 2019-2020 increase of income from services of sale of innovative assets and tourist rent by 72.5% will allow to provide 22.31% of regular consumers who form the structure of the client base for innovative assets (class A), and the regularity of the purchase of tourism products provided with innovative assets (class X) will be 87.1%. In the process of modeling the ABC-XYZ analysis matrix, it was found that key consumers (AX, AY, AZ quadrants) have stable, long-term relationships with enterprises of the tourist-recreational destination, they are not sensitive to pricing policy. Prospective consumers (BX, YY, BZ) need an individualized approach to intensify the acquisition of tourism products provided with innovative assets. The quadrants CX (the segment with the largest number of consumers), CY, CZ are concentrated consumers who make seasonal purchases.

Changes in the structure of the client base for innovative assets of enterprises of the tourist-recreational destination allow the segmentation of consumers in order to stimulate personal contacts regarding the sale of tourism products, with the possibility of providing feedback. It has been found that in a situation where the subject of a tourist-recreational destination offers new types of tourism products or plans to enter new markets for sales of innovative assets, it only has a segment of saturation of the class X consumer market, but at the same time, consumers can enter Class Z or Y. That is, tourist-recreational destination businesses have a stable customer base for innovation assets, if Class X, Class Y, and Z segments are represented by a small number of consumers.

In a concrete form, the results of the diagnostics of the customer base value for the innovative assets of the enterprises of the tourist-recreational destination are the basis for modeling forecasts on the sales of volumes of tourist products, developing initiatives to support each segment of the client base (for the AX, AY, AZ segments, it is necessary to increase consumer loyalty to increase the segment on innovative assets; BX, BY, BZ – stimulation of new consumer needs, CX, CY, CZ – development of new types of tourism products). Thus, the presence of key customers of the client base on innovation assets provides enterprises with additional competitive advantages in the destination, and the permanent growth of income from the services of sale of innovative assets in the regional cluster will positively influence the economic interests of the tourist business entities.

CONCLUSIONS

The search for adequate, fast-changing ways of economic cooperation of enterprises of the tourist-recreational destination should be aimed at optimizing the use of tangible and intangible resources, increasing the efficiency of competitiveness growth in the domestic and foreign markets. Priority of directions of innovative development of regional clusters of tourist market necessitates concentration of efforts on “point” territorial zones of tourist flows and concentration of consumers on the formed value of tourism products, modern means of marketing policy to ensure the system of criteria and leverage of integrated potential of tourist-recreational destination. In addition, the strategy for the development of tourist-recreational destinations should be interdependent with the strategy of territorial development of clusters, and, organically, to integrate the interests of entrepreneurs, state and local authorities, tourists and local population, the center of attraction of which are historical, architectural and natural resources. The competitive model of the tourist-recreational destination should systematically combine the influences of personal, social, environmental factors and a set of incentives to travel, forming and realizing the effectiveness of such tactics in order to meet the needs of certain segment groups on innovative assets and better coordination of communications.

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