

Cluster Approach for Development of Tourism Infrastructure Based on the Supply Chain Management in the Region

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Abstract- In article authors describe value of tourism infrastructure in the region. Tourism infrastructure is a complex system which consists of a set of elements of various branch accessory. Uniform development of each element is possible only thanks to the supply chain management. Owing to the complexity, tourism infrastructure and its components are an object of regional government. The instrument of development of tourist infrastructure is adoption of various programs of development of tourism in regions. Authors believe that a perspective way of development of tourism infrastructure of the region and in general the tourist industry is creation of a tourist cluster. The tourist cluster represents the merging of the enterprises of various sectors serving clients concentrated in a certain territory, and also investments and innovations. Hotels, food objects, tourist operators and tourist agents, transport enterprises, entertainment complexes can treat such enterprises. The purpose of creation of tourist clusters is improving competitiveness and formation of image of the region in the tourist market thanks to effective work of the organizations and enterprises entering a cluster. The main essence of a cluster – an opportunity for business and for the region to develop not by inertia. Tourist clusters are formed on the basis of operation of the mechanism of public-private partnership and scientifically based decisions that allows to create the best conditions for development of tourism infrastructure and related services. Along with development of tourism infrastructure, cluster approach allows to stir up activity of the regional enterprises of the different branches of economy for satisfaction of the growing needs for high-quality tourist services at increase in regional tourist streams.

Keywords- *tourism, cluster, tourist resources, tourist infrastructure, tourist product, supply chain management.*

1. Introduction

Today tourism develops in high gear and with its development need of fast access to a certain destination, comfortable conditions of stay in it

comes. Existence of tourist resources certainly is the main component of the industry of tourism, but not only. Availability of a tourist resource, comfort of stay of the tourist in the place of visit are provided by the developed infrastructure thanks to which there is possible placement, food, the organization of leisure, availability of information to tourists and, one of the most important, transport service. Tourism infrastructure also has huge influence on economy of a certain country or the region. First, this creation of jobs and financial security of workers of the sphere of tourism, secondly, interaction of various industries, in the third is growth of tax revenues and involvement of the means received from realization of services of the tourist enterprise [1]. The Republic of Tatarstan on dynamics of development of the branch of tourism occupies one of the leading positions in the Russian Federation, showing steadily high growth rates of a tourist stream and tourist infrastructure. The republic entered in top-10 the best tourist directions of Russia according to the TripAdvisor portal and the analytical agency "Turstat", and number of tourists for 2018 made 3,4 million people, gain of 10% in comparison with 2017. Thanks to the weighed and thought over policy of public authorities in the Republic of Tatarstan the investment stream in the tourist sphere considerably increased, growth of quantity of the tourist objects attracting the bigger number of tourists is also observed. In the Republic the State program "Development of the sphere of tourism and hospitality in the Republic of Tatarstan for 2014-2020" which defines the main directions of development of tourism in the region is adopted.

2. Methods

Today existence of unique tourist resources and cultural heritage are not the only condition of development of tourism as the competitiveness of tourism of the region in many respects depends on creation and development of the corresponding

infrastructure, professional staff, the wide sphere of entertainments and so on. Tourism infrastructure is a complex system which consists of a set of elements of various branch accessory. Uniform development of each element is possible only thanks to the centralized management. Owing to the complexity, tourism infrastructure and its components are an object of regional government. The instrument of development of tourist infrastructure is adoption of various programs of development of tourism in regions [2]. Perspective way of development of tourism infrastructure of the region and in general the tourist industry is creation of a tourist cluster. The tourist cluster represents the merging of the enterprises of various sectors serving clients concentrated in a certain territory, and also investments and innovations. Hotels, food objects, tourist operators and tourist agents, transport enterprises, entertainment complexes can treat such enterprises. The purpose of creation of tourist clusters is improving competitiveness and formation of image of the region in the tourist market thanks to effective work of the organizations and enterprises entering a cluster [3]. The main essence of a cluster – an opportunity for business and for the region to develop not by inertia. Tourist clusters are formed on the basis of operation of the mechanism of public-private partnership and scientifically based decisions that allows to create the best conditions for development of tourism infrastructure and related services. Along with development of tourism infrastructure, cluster approach allows to stir up activity of the regional enterprises of the different branches of economy for satisfaction of the growing needs for high-quality tourist services at increase in regional tourist streams.

3. Results and Discussion

For the first time the idea of creation of clusters for improving competitiveness of the region was stated by the American economist M. Porter. According to M. Porter, the integral target attribute and the main property of a cluster – its competitiveness in the national and world economy. Also Porter considers that in the concrete territory specialized factors of development of a cluster in the form of the developed infrastructure, skilled workers and the capital have to be created. These specialized factors also give to a cluster competitive advantage. In a tourist cluster there is a steady cooperation of its industries, information and marketing communications between the organizations of a cluster develop thanks to what the general

standards of production are formed and actively the tourist brand develops. Integration of the enterprises of various industries and functioning them in one cluster stimulates application of innovative approach in creation of a tourist's product for what investment resources are attracted. That is, all enterprises of a cluster are constantly in close connection with each other, their main task is creation of the new, modernized tourist product, of course, on condition of existence of appropriate resources [4]. Creation of this new tourist product means huge inflow of investments into the corresponding infrastructure without which realization of a tourist product is impossible [5]. The new tourist product and investment infrastructures enclosed in creation also promote improving competitiveness of the region. In Russia one of the perspective directions of development of tourism is applications of cluster approach of development of tourism. The Republic of Tatarstan is also not an exception [6]. Within the state program of the Russian Federation "Cultural development and tourism" for 2013-2020 in 2021 from the federal budget funds for creation of the providing infrastructure of a tourist cluster "the Volga Bulgaria" were allocated. Also tourist cluster "the Volga Bulgaria" aimed at the development of internal and entrance tourism in the Republic of Tatarstan is included in the draft of the concept of the federal target program of development of internal and entrance tourism in the Russian Federation for 2019 - 2025. Positive experience of participation of the Republic of Tatarstan in the similar program already is. So, in 2017 a tourist cluster Sviyazhsk within the federal target program "Development of Internal and Entrance Tourism in the Russian Federation for 2011 - 2018" from the federal budget funds for improvement of tourist infrastructure of the island hail Sviyazhsk were allocated. Also big contribution to development of these clusters was made by the project "Cultural heritage: island hail Sviyazhsk and Ancient Bulgarians" Vozrozhdeniye fund. Not only federal funds, but also investor contributions were allocated for implementation of the project. In the territory of Bolgar and Sviyazhsk historical monuments and architectural complexes are restored, all 16 objects of cultural heritage were restored, modern infrastructure for locals and tourists is created. In Bolgar the Cool Ghali hotel - a Spa resort on 25 hectares with a complex from 7 baths in the territory was open. The flow of tourists increased in tens of times. In 2018 the city of

Bulgarians was visited by 521 420 people, and the island hail Sviyazhsk – 510 853 people.

4. Summary

Proceeding from the aforesaid, cluster approach of development of tourism is the most perspective way of development of infrastructure of the region, and as a result and acts as a factor of improving competitiveness of the region. The first necessary condition of creation of a tourist cluster is existence in the territory of unique tourist resources. Tourist capacity of the cities of the Republic of Tatarstan, their rich cultural heritage is the basis of development of tourism [7]. However a necessary factor of development of the tourist industry is availability of a tourist resource, comfort of stay in the territory having this tourist resource, a possibility of carrying out leisure within a certain destination [8]. All this as it was already noted, is possible thanks to the developed infrastructure. Creation of a cluster also serves as the beginning of development of infrastructure due to investment activities. As the potential city for creation of a tourist cluster in the Republic of Tatarstan the city of Yelabuga acts. Yelabuga was located on the high right river bank Kama to the east from the capital of Tatarstan, the city of Kazan, in 2007 noted the millennium. The city has unique historical and cultural heritage as a historical part of Yelabuga from the middle of the 19th century remained in an invariable look. In the 2000th year the city received an award of UNESCO – "A palm branch of the world" for preservation of historical heritage. For maintaining rich cultural and historical heritage in 1989 the Yelabuga state historical and architectural and art museum the reserve was created. Yelabuga is also known for the famous natives and inhabitants who left a mark in historical heritage of the city: House of memory of the poetess Marina Tsvetaeva, memorial estate Nadezhda Durova's cavalryman maiden, house museum of the artist Ivan Shishkin, Museum of district medicine of V.M. Bekhterov. Besides the above-stated objects, the memorial estate includes the following museums: Literary museum of M. Tsvetaeva, museum of history of Yelabuga, Museum workshop of arts and crafts, museum theater "Traktir", Library of a silver age, Art salon, Showroom, Art gallery. In N. Durova's memorial estate the exhibits telling us about life of the heroine of war with Napoleon are presented, military uniforms of military divisions, samples of oruzhiya of the beginning of the 19th century are presented.

Memorial house museum of I.I. Shishkin transfer the atmosphere of merchant life of the 19th century, and the museum exposition is presented by the memorial section and art gallery. The monuments established here draw special attention: monument to a samovar, monument to the janitor and monument to the operator and mail carrier. One of the most surprising exhibits of Yelabuga – "The Damned Ancient settlement" - the lonely tower located on the abrupt bank of the river of Kama is the most ancient monument of architecture in Tatarstan which remained in domongolsky the period of the Volga Bulgaria. White stone Spassky Cathedral, one of the main Orthodox churches and architectural symbol of the city of Yelabuga, its five-level bell tower - the best informal observation deck, having risen by which it is possible to see all city. Other already equipped observation deck is in the park of the 1000 anniversary of Yelabuga, at top of the step artificial hill the special tent is put. The main Muslim sanctuary of the city of Yelabuga is the mosque Dzhamig located on the highest point of the city and has the richest furniture. Speaking about the hotel industry, Yelabuga has no large number of means of placement. Due to the lack of the competition of housing price not the lowest. In the city two-star hotels are widespread in the basic, and in a historical part of the city hotels and hotel complexes of higher category are presented. For example, Alabuga city hotel, hotel and restaurant Shishkin complex, BlackBerry mini-hotel. Through Yelabuga there passes federal highway M7, distance from Kazan to Yelabuga 210 km., and from Moscow – 1030 km. It is also possible to get to the city down the river Kama, the city pier is located under the abrupt coast at "Damned ancient settlements". Here tourist motor ships from Kazan, Chistopol and Nizhnekamsk stop. However the river way of the message has seasonal nature. The nearest railway station is in the city of Naberezhnye Chelny from where to Yelabuga city buses and minibuses go [9]. In Yelabuga for the last four years considerable gain of a tourist stream is observed (Fig. 1.).

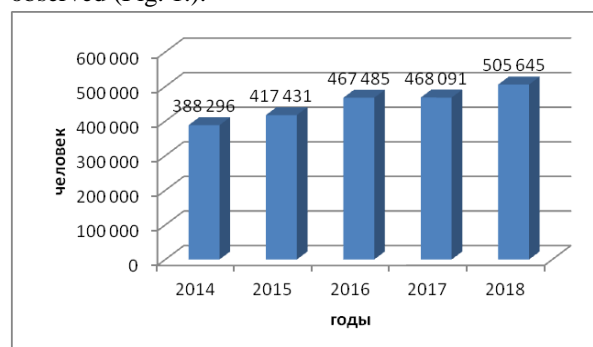


Figure 1. Dynamics of visitors of the city of Yelabuga by years

The city of Yelabuga has unique cultural and historical heritage, and respectively and the huge potential for creation of a tourist cluster here. Today the main flow of tourists visit Yelabuga within the excursion tours and do not consider rest here in the long term [10, 11]. There is a certain need for creation of necessary infrastructure for attraction of bigger number of tourists who will be able to be late here for longer time. Need of creation of a tourist cluster for the region for an innovative contribution to development of the region and creation of a new tourist product or services is possible. Creation of competitor companies of various industries which in a cluster will promote improvements of quality of a tourist cluster or service is also necessary.

5. Conclusion

First of all the cluster Yelabuga needs creation of new competitive tourist infrastructure, first of all, opening of new modern means of placement and recreation facilities, and also objects of the entertaining industry is necessary.

Creation of the improved infrastructure for the water transport, construction of the bridge to the island and its improvement, creation of the beach area with guest lodges, restaurant and the boat mooring, creation of a complex of fountains on a water smooth surface, creation of the platform for a karavaning and a camping is supposed, creation park with bicycle rental is necessary. Also creation of a botanical zone with observation platforms and greenhouses and zones of active holiday with aquapark, hotel and a Spa complex is supposed.

Creation of such cluster will allow to improve considerably infrastructure of the city and will attract a bigger flow of tourists and also the number of days of stay of tourists in the city of Yelabuga will increase.

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