

## DEVELOPMENT OF INSTITUTIONAL PARADIGMS OF CLUSTER CONCEPT IN TOURISM

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This article deals with tourism features as a branch of economy, reveals concepts of tourism cluster and development of it using concept, basic principles of the formation and functioning this clusters in Ukraine. There are leading domestic and foreign economists who had problem with clustering, as well as one of the first cluster definitions used by Michael Porter. There are four main cluster types according to the level of tourist attraction in the regions of Ukraine. Advantages of the cluster tourism business model of organization in different regions of the country have been analyzed. The problems of existence and development of tourism cluster in Ukraine, as well as the application of regional strategies for successful management development in this field is considered. The main advantages of the cluster model of organization of tourist business in the regions are revealed. The reasons for the necessity of cluster formation at different territorial levels are indicated - country, region, city, industry, business structure. Particular attention is paid in order to introduce innovative technologies in tourism, an interconnection of cluster concept and innovative development. Necessity of cluster development implementation has been revealed, which has obvious advantages from the point of view in innovative managing development of any life sphere, significant stimulation of regional and global economies. In appropriate way the creation basically mutual exchange system of new knowledge and technologies, promotion and “aggregate innovative product” dissemination, obtaining synergistic effect through the network of interconnections in the overall regional and economic space, improving the quality of products and services. It is shown that for the tourism transition to innovative way of development and introduction of competitive production technologies and provision of services, it is possible to create technological platform. Essence of the “touristic product” concept and difference in perception of it by producers and consumers are revealed, that helps each participant to realize himself as a human being. The cluster essence is revealed through the interconnection of enterprises that are partly link in the chain value. It is proved that enterprises that cooperate within a cluster are also competing within it.

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