

## RESEARCH OF THE CLUSTERIZATION PROCESS FACTORS IN THE TOURIST INDUSTRY AS A PREREQUISITE FOR ITS INNOVATIVE DEVELOPMENT

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The article examines factors of cluster-forming processes in tourism, which provides opportunity to identify and implement innovative potential in this sector of economy. Cluster forms an organization development management of tourist sphere that create conditions for full-fledged innovative development thanks to the liberal organizational and managerial model which is used to cluster formations.

The presence of a wide range of professional carrier's knowledge and unlimited options for its interaction greatly simplifies the exchange of information between them and creates the possibility of various combinations of factors to achieve competitive advantage. The result of the optimal combination horizontal and vertical advantages form of cluster members' interaction organization is the emergence of an innovatively productive environment, which acts as a powerful generator of new ideas and concepts. At the same time, the application of a flexible network management structure, which is the most sensitive to new ideas and innovations, provides the optimal sequence and timing by transformation of innovative ideas into competitive advantages.

The implementation of the cluster approach in the field of tourism, due to its inherent innovative characteristics, allows solving comprehensive problems of increasing its competitiveness by creating additional opportunities to increase innovative activity and to spread innovation. Participation in the tourism cluster accelerates the creation and promotion of innovative tourism products and services and contributes to the growth of added value and improves the quality of work of other organizations that provide tourists with additional and secondary services. Within the tourist cluster there is an interaction of intersectional organizations and contractors, which allows the transition from narrow specialization in the field of tourism to integration into organizational and managerial and service and production activities.

Also, we note that the interaction of economic entities in the field of tourism leads to the emergence of cross-cutting goals, which, affects the balance of demand and supply in the market of tourist services. In addition, mutual consideration of the interests of all participants in the tourism cluster helps to maintain favorable investment and business climate, which provides growth of quantitative and qualitative service production indicators and investment in the expanded reproduction of tourism products and services.

The use of an environmental approach in determining clustering factors is proposed. The expediency of this approach is based on the fact that tourism industry and direction of consumer demand depends on the availability and condition, socio-economic and historical and cultural resources within particular location. On the other hand, these resources create the base for the formation of supply by companies that provide tourist services.

In the process of their development, tourist clusters have significant impact on the parameters of the environment in which they operate. Improving the quality of these parameters affects clusters, stimulates the involvement of new participants and sources of funding, which accordingly creates qualitatively new conditions for increasing communication combinations and expanding the base of innovation. These characteristics determine the high viability and economic efficiency of cluster entrepreneurship format in touristic sector.

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