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MODELING OF THE CLUSTER ORGANIZATION OF DEVELOPMENT OF TOURIST AND RECREATIONAL BUSINESS ON THE BASIS OF MARKETING

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Introduction. The model of cluster organization of tourism and recreational entrepreneurship development on the basis of marketing has been improved, built on the basis of economic and mathematical modeling methods.

The hypothesis of scientific research is in substantiation of management of the cluster organization of development of tourist and recreational business on the basis of marketing.

The purpose of the study is a substantiation of features of the cluster organization of development of tourist and recreational business on the basis of marketing.

Research methodology there are general scientific and special research methods: dialectical – for analysis and understanding of the essence and content of the categorical series "tourist and recreational entrepreneurship", monographic – in highlighting the views of scientists on the research issues; strategic analysis – to determine the priority areas of intensification of cluster development of tourism and recreational entrepreneurship on the basis of marketing.

Conclusions and prospects for further research. The novelty of the approaches is to create an integrated model for assessing the level of loyalty of tourist and recreational services from the standpoint of its perception by the client, which allows to assess the level of innovativeness of tourist and recreational services by key parameters, which will ultimately allow tourism and recreational enterprises to determine their management decisions. competitiveness. The proposed author's scientific and methodological approach to assessing the level of loyalty of tourist and recreational services will comprehensively assess the service, customer interface, system of tourist and recreational services technology, identify possible areas for improvement, accounting for which will allow tourism and recreation companies to determine a set of management decisions. competitiveness.

Keywords: cluster development; competitiveness; tourist and recreational entrepreneurship; marketing bases of tourist and recreational entrepreneurship development.

NUMBER OF REFERENCES	NUMBER OF FIGURES	NUMBER OF TABLES
10	1	0

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МОДЕЛЮВАННЯ КЛАСТЕРНОЇ ОРГАНІЗАЦІЇ РОЗВИТКУ ТУРИСТИЧНО-РЕКРЕАЦІЙНОГО ПІДПРИЄМНИЦТВА НА ЗАСАДАХ МАРКЕТИНГУ

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Вступ. Удосконалена модель кластерної організації розвитку туризму та рекреаційного підприємництва на основі маркетингу, побудована на основі методів економічного та математичного моделювання.

Гіпотеза наукових досліджень полягає в обґрунтуванні управління кластерною організацією розвитку туристично-рекреаційного бізнесу на основі маркетингу.

Метою дослідження є обґрунтування особливостей кластерної організації розвитку туристично-рекреаційного бізнесу на основі маркетингу.

Методологія дослідження: загальнонаукові та спеціальні методи дослідження: діалектичний – для аналізу та розуміння сутності та змісту категоріального циклу «туристично-рекреаційне підприємництво», монографічний – для висвітлення поглядів науковців на проблеми дослідження; стратегічний аналіз – визначити пріоритетні напрямки інтенсифікації кластерного розвитку туризму та рекреаційного підприємництва на основі маркетингу.

Результати: запропоновано науково-методологічний підхід до оцінки

рівня лояльності туристично-рекреаційних послуг дозволить комплексно оцінити послугу, інтерфейс клієнта, систему технологій туристичних та рекреаційних послуг, визначити можливі напрямки вдосконалення, облік яких дозволить компаніям з туризму та відпочинку визначити сукупність управлінських рішень. конкурентоспроможність.

Висновки та перспективи подальших досліджень. Новизна підходів полягає у створенні інтегрованої моделі оцінки рівня лояльності туристично-рекреаційних послуг з позиції сприйняття його клієнтом, що дозволяє оцінити рівень інноваційності туристично-рекреаційних послуг за ключовими параметрами, які зрештою дозволить підприємствам туризму та рекреації визначити свої управлінські рішення. конкурентоспроможність.

Ключові слова: розвиток кластеру; конкурентоспроможність; туристичне та рекреаційне підприємництво; маркетингові основи розвитку туристично-рекреаційного підприємництва.

Formulation of the problem. Intensification of socio-economic development of Ukraine requires the formation of the market of tourist and recreational services, in which a significant role directly or indirectly belongs to the policy of the state, which performs market regulation functions, including tourism and recreation in the innovative model of development. Modern conditions put forward realities in which tourist and recreational services must be considered in different areas: qualitative and quantitative, which uses methods of statistical research and economic and mathematical modeling, as all sectors of the economy, including the market of tourist and recreational services, are a system of a certain hierarchy, structure, proportions and relationships.

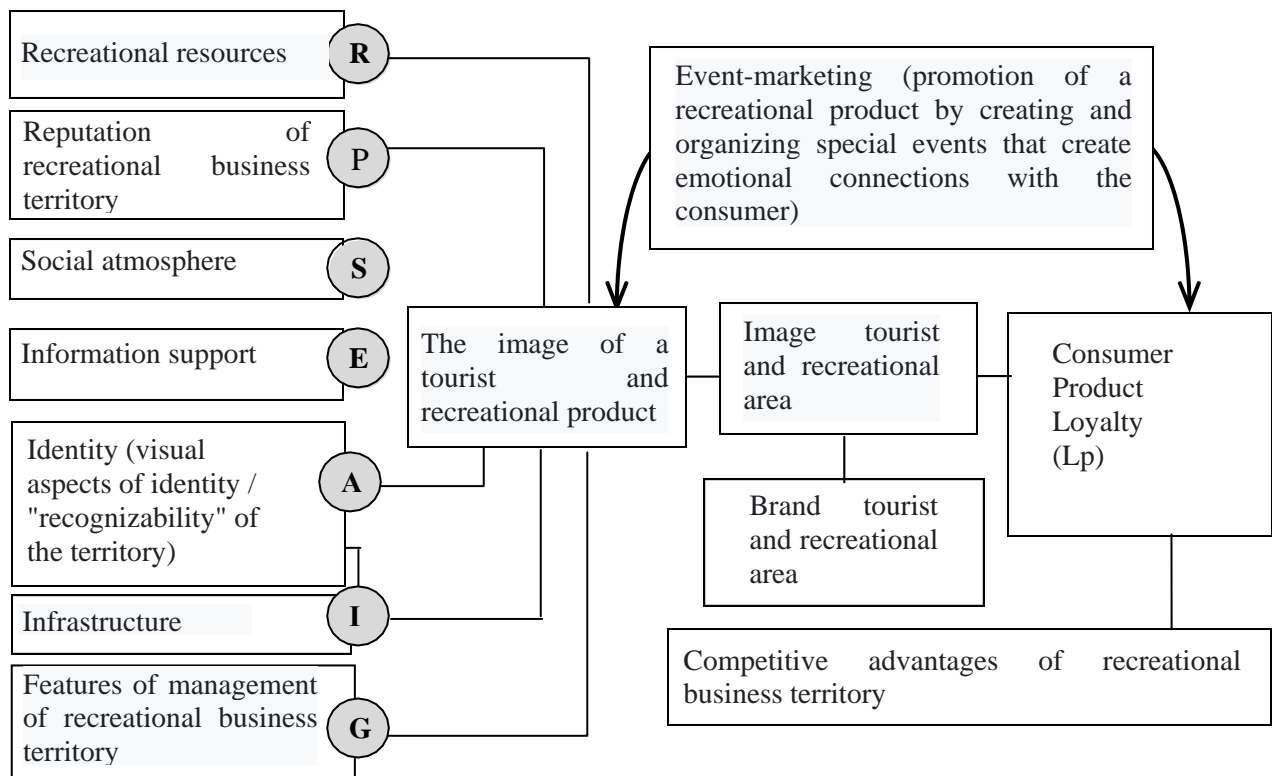
Analysis of recent research on the problem. Foreign studies of the formation and development of local innovative marketing systems in the tourism and recreation sphere are represented by the works of D. Aaker, V. Kumar, J. Day, O. Ishchenko, A. Kostecki, S. Kostina, F. Kotler, K. Asplund, I. Raine, D. Haider and others. Questions of the impact of innovative transformations on the efficiency of social production, research in the field of the concept of innovative cluster business activity are contained in the works of such scientists as L. Bogatchyk, Y. Bondarenko, M. Voynarenko, L. Hanushchak-Yefimenko, I. Kulinyak, K. Strakhorchuk and others.

The purpose of the study is a substantiation of features of the cluster organization of development of tourist and recreational business on the basis of marketing

Presentation of the main material The complex nature of tourist and recreational services inevitably affects many different actors and areas, creates space for innovative combinations of consumer values and priorities, as well as expands opportunities to attract new customers and achieve the integration of used tourist and recreational business resources. Among other things, the assessment of the level of innovative development of tourism and recreational business services is especially important in a saturated market and increasing rates of change in consumer demand and benefits in tourism and recreation, which make their rules in quantitative and qualitative evaluations of these services. The high level of development of indicators of the image of the tourist-recreational territory is connected with the level of loyalty of consumers of the tourist-recreational product that as a result provides development of competitive advantages of the tourist-recreational business complex. The approach used to study the dependence of these elements of the tourist and recreational business complex allowed to develop a model of formation of competitive advantages of the tourist and recreational business complex (Fig. 1).

According to the proposed model of formation of competitive advantages of tourist and recreational business territory, its image, image and brand of tourist and recreational business territory are the main components of territorial

marketing – an important element of economic development of tourist and recreational business complex. recreational product (residents, business community, visitors, investors and exporters). The proposed scientific and methodological approach to determining the level of loyalty of consumers of tourist and recreational product is based on a comprehensive evaluation system that concentrates seven determinants of loyalty (tourist and recreational resources, reputation, social atmosphere, information support, identity, infrastructure and management). type of loyalty (high, stimulated, potential and inertial) and characterizes the uniqueness of the tourist and recreational territory of Ukraine, creates opportunities for the development of its competitive advantages. One of the current purposes of the marketing system of tourist and recreational areas is to provide justification for decisions on the effective use of the potential of tourist and recreational areas by the relevant enterprises of the tourist and recreational sphere, the main purpose of which is to meet the needs of tourism and recreational services. The management system, a component of which is considered the marketing of tourist and recreational areas, is able to ensure integrated coordination of market interests, non-profit institutions and consumers, which allows to develop and implement effective policies for tourism and recreation, with the necessary management structures, powers, levers of influence.



Source: author's development.

Fig. 1. Model of formation of competitive advantages of tourist and recreational business complex

Research Findings and Prospects. The main purpose of marketing tools in the management of tourist and recreational areas is the ability to balance the interests of many regional market actors and implement the priorities of the socio-economic system of the tourist and recreational complex in the direction of sustainable development. The developed model of formation of competitive advantages of tourist-recreational territory and scientific-methodical approach to definition of level of loyalty of consumers of tourist-recreational product, allow to estimate level of satisfaction of needs of the population in tourist-recreational product, to use tourist-recreational potential effectively, to balance interests of set of subjects. -recreational market; to implement the general orientation of the socio-economic system of the tourist and recreational complex of Ukraine. The complex nature of tourist and recreational services inevitably affects many different actors and areas, creating space for innovative combinations of consumer values and priorities, as well as expands opportunities to attract new customers and achieve the integration of resources used. Innovations in tourism and recreation services are often seen as technological innovations that can be innovative insofar as they are integrated with new technologies. The analysis of the achieved level of innovative development of tourist and recreational services requires improving the mechanism of marketing management of this development, to build cognitive models of marketing-oriented management of tourist and recreational complex of Ukraine, which will provide a basis for modeling marketing-oriented management of tourist and recreational complex of Ukraine.

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