

Tourist cluster as a factor of sustainable regional development

V.S. Makeeva

*Department of theory and methods of basketball
Russian state university of physical education,
sport, youth and tourism (SCOLIPE)
Moscow, Russian Federation
vera_191@mail.ru*

Z.S. Tinkova

*Department of theory and methods of the
chosen sport
Oryol state University name of I. S. Turgenev
Oryol, Russian Federation
foxunet@mail.ru*

I.V. Tinkov

*Department of theory and methods of
the chosen sport
Oryol state University name of I. S.
Turgenev
Oryol, Russian Federation
foxunet@mail.ru*

Abstract—The article deals with the problems of socio-economic development in the Oryol region. An effective way to solve the problems of communication within the tourist cluster is described. The results of interaction between the tourism cluster and future bachelors of physical culture are presented.

Keywords—*tourist cluster, the economy of the Oryol region, development prospects.*

I. INTRODUCTION

The industrial and agricultural nature of the economy of the Oryol region determines the development strategy of the region. The main strategic emphasis was on the development of agricultural land which include 2085,7 thousand hectares, the share of agriculture in the gross regional product is 12.9%. At the same time, even in the years of economic development, the indicators of the Oryol region were lower than the average for the regions of Russia.

According to the rating of the socio-economic situation of the regions of the publication "Russia today" in 2018, the Oryol region took 69 place, which is a low result based on a sufficiently high economic potential.

The favorable geographical location of the Oryol region, a huge historical and cultural potential, as well as the presence of a variety of recreational resources makes the region attractive for domestic and foreign tourism. In our opinion, this factor should be developed as the main one in the formation of investment stability.

Therefore, the strategy of socio-economic development of the Central Federal district allowed to include a new direction of attracting investments in the Oryol region with the support of the Department of economic development and investment activities – cluster tourism development.

The development strategy of the tourist cluster of the Oryol region is aimed at creating a favorable environment for the implementation of tourist and recreational, historical and cultural potential..

II. METHODS

Economic development with the inclusion of the region's strengths is the guarantor of the successful formation of the investment climate in any region. The emergence of a tourist cluster in the Oryol region by attracting Federal funding, as well as well-coordinated marketing communication allowed to create and promote a tourist product at a qualitatively high level.

The search for new forms and ideas, a comprehensive variation of tourist and recreational programs, the

development of tourism business infrastructure are an indicator of a competitive environment, which in turn has also changed against the backdrop of the active work of the tourist cluster.

At the same time, it should be noted that the main problem for the implementation of most projects and programs is the lack of qualified personnel who are able not only to design their own product and promote tourism services in their segment, but also effectively interact within the cluster itself. The problem is not only effective dialogue, but also cooperation in the implementation of large-scale tourism projects. In our opinion, this problem should be solved by using young professionals at the stage of professional development. The introduction of young specialists in the work of the tourism cluster will enable representatives of the tourism business to form a positive attitude towards beginners, and future specialists at the training stage will be able to implement their own ideas, which will help them to further prioritize professional development.

Professional tourism – a popular element in the labor market in the Oryol region. Oryol state University named of I.S. Turgenev is one of the main universities of the country and is one of the largest educational institutions in the Central Federal district, producing highly qualified personnel for tourism, recreation, physical culture and sports.

But, despite the fact that the region operates such a University, there is a shortage of personnel in the Oryol region. This problem is related to a lack of constructive communication with the tourism cluster of Oryol state University named of I.S. Turgenev. Solving this problem, we have developed a project on the interaction of representatives of the tourist cluster of the Oryol region and the faculties that produce specialized specialists.

To begin with, a questionnaire and a test were developed, the criteria of which were determined by the expert group. The main purpose of the questionnaire was to identify the motivation of professional growth in tourism and recreation. The test was aimed at identifying the key knowledge on the profile that is necessary for professional development in the conditions of the Oryol region.

Along with diagnostics, the project includes: an additional theoretical course for students, in the development of which employers of the sphere of recreation and tourism took part; a number of meetings with representatives of the tourist cluster; participation in the implementation of their own project.

Partial implementation of the project took place on the basis of OSU named of I.S. Turgenev in the direction of training 49.03.01 Physical culture. In the educational process, an additional course on the choice of "Implementation of the author's project" was introduced, which allowed students not only to develop and protect their project, but also to get the opportunity to practically implement it. Along with this, meetings were organized with a representative of the tourist cluster in the person of Savushkin I.V. – General Director of Safari LLC. The meetings were organized in the form of interactive lectures, where students were given the opportunity to immerse themselves in the problems of tourism business in the region and get clear recommendations for professional development from the current employer.

III. RESULTS

Twenty-one students have the opportunity to communicate directly with the customer of projects for the development of tourism in the Oryol region and projects in the field of physical culture, to determine specific criteria and requirements that determine the success in their practical implementation. Get applied skills to form the offer of tourist services based on the specifics of the eagle market and the Oryol region.

Repeated questionnaire testing proves the effectiveness of this form of communication (Fig. 1).

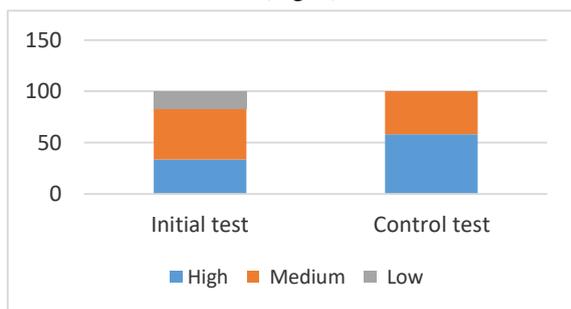


Fig. 1. Results of theoretical knowledge testing.

The visible increase in high and medium levels after organized classes confirm the effectiveness of communication. It should be noted that the questionnaire was seen a positive trend in indicators: motivation, self-confidence, the ability to make quick and correct decisions.

As a result of this interaction, four projects developed by student creative groups were implemented, the developers and organizers of which were able to find employment in Safari LLC.

IV. CONCLUSION

Based on the results obtained, it can be concluded that the method of direct interaction between the educational institution and the tourist cluster forms a favorable environment for the development of a new direction of the region's development strategy, which generally affects the stabilization of investments against the background of an increase in tourist flow, which should increase, according to representatives of the tourist cluster, by 8 % by 2025.

The project developed by the authors for the development of communication between the tourist cluster, which acts as an employer and an educational institution that produces specialized areas, in this case, the Oryol state University

named of I.S. Turgenev increased the level of creation and promotion of tourist product in the region. For the first time in the region, co-authorship with employers was used in the development of the training program, which helped students to gain applied skills and in-depth knowledge of the peculiarities of work in the Oryol region. The employer, knowing about the content of the training program and directly influencing it, will hire a young specialist who already has experience of cooperation.

This experience can be used in regions with a similar situation in the development of tourism business, it can be a significant component in the construction, design, promotion and variation of tourism products and recreational services.

REFERENCES

- [1] M.S. Motyshina, A.S. Bol'shakov, V.I. Mikhailov, *Tourism management : textbook for secondary vocational education*, 2nd ed., rev. and exp., Moscow: Yurait Publ., 2019, 282 p.
- [2] G.A. Akhinov, S.V. Kalashnikov, *Social policy: textbook*, Moscow: NITs INFRA-M Publ., 2014, 272 p.
- [3] V.S. Bogolyubov, *Management in tourism and hotel industry : textbook for academic bachelor*, 2nd ed., rev. and exp., Moscow: Yurait Publ., 2019, 293 p.
- [4] N.A. Kolodii, *Marketing technologies in tourism: Economics of sensations and impressions: textbook for secondary vocational education*, Moscow: Yurait Publ., 2019, 326 p.
- [5] N.A. Kolodii, *The economy of feelings and experiences in tourism and management : a textbook for the magistracy*, Moscow: Yurait Publ., 2019, 326 p.
- [6] V.S. Makeeva, "Training of specialists for the development of the direction "Sport for all", *Sovremennye problemy teorii i praktiki fizicheskoi kultury, sporta i turizma [Modern problems of theory and practice of physical culture, sports and tourism]*, vol. 1, Kursk: Kursk state University, 2010, pp. 77-80
- [7] V.S. Makeeva, "Activization of recreational and tourist activities in the region", *Sport i turizm: administrirovanie i razvitie – 2014 [Sport and tourism: administration and development – 2014]*, Kaliningrad – Warsaw, 2014, pp. 178-183
- [8] V.S. Makeeva, D.O. Polyakov, G.A. Yamaletdinova, "Amateur tourism in the integration of formal and non-formal education of University students", *Vysshee obrazovanie segodnya [Higher education today]*, № 8, 2015, pp. 70-72
- [9] V.S. Makeeva, D.O. Polyakov, V.N. Pushkina, *Tourism in the formation of professionally significant personal qualities of students in the field of physical culture*, *Rossiiskij psihologicheskij zhurnal [Russian psychological magazine]*, vol. 12, 2015, pp. 46-54
- [10] V.S. Makeeva, *On the development of event tourism in the Gzhel region*, *Ekonomika i upravlenie. Problemy, resheniya [Economics and management. Problems, solutions]*, № 12, Moscow: "Scientific library" Publ., 2016, pp.103-115
- [11] M.A. Morozov, N.S. Morozova, *Tourism Economics : textbook for secondary vocational education*, 5th ed., rev. and exp., Moscow: Yurait Publ., 2019, 291 p.
- [12] M.S. Motyshina, A.S. Bolshakov, V.I. Mikhailov, *Management in socio-cultural service and tourism : textbook for academic bachelor's*, 2nd ed., rev. and exp., Moscow: Yurait Publ., 2019, 282 p.
- [13] G.Kh. Musina-Maznova, I.A. Potapova, O.M. Korobkova, I.A. Sorokina, I.V. Tarasova, *Innovative methods of practice in social work [Electronic resource] : a textbook for the Magister*, Moscow: Dashkov and K Publ., 2014, 320 p.
- [14] E.N. Pristupa, *Social work. Dictionary of terms*, Moscow: FORUM, 2015, 231 p.
- [15] E.P. Tavokin, *Social policy: textbook*, Moscow: NITs INFRA-M, 2015, 157 p.
- [16] Yu.L. Kuzhel, *Tourist geography. Central Europe. Textbook for academic undergraduate*, Moscow: Yurait Publ., 2018, 513 p.