



Наукові перспективи
Видавнича група

ISSN 2786-5274 (Print)
DOI:10.52058/2786-5274-2024-6(34)

*Ми їстимось за те, чому
немає чини в усьому світі —
за Батьківщину.*
О. Довженко



Наукові інновації та передові технології

СЕРІЯ "УПРАВЛІННЯ ТА АДМІНІСТРУВАННЯ"

СЕРІЯ "ПРАВО"

СЕРІЯ "ЕКОНОМІКА"

СЕРІЯ "ПСИХОЛОГІЯ"

СЕРІЯ "ПЕДАГОГІКА"

№ 6(34) 2024

Всеукраїнська Асамблея докторів наук із державного управління



у рамках роботи Видавничої групи «Наукові перспективи»

«Наукові інновації та передові технології»

(Серія «Управління та адміністрування», Серія «Право», Серія «Економіка», Серія «Психологія», Серія «Педагогіка»)

Випуск № 6(34) 2024

Київ – 2024

Ukrainian Assembly of Doctors of Sciences in Public Administration



within the work of the Publishing Group «Scientific Perspectives»

«Scientific innovations and advanced technologies»

(Series «Management and administration», Series «Law», Series «Economics», Series «Psychology», Series «Pedagogy»)

Issue № 6(34) 2024

Kyiv – 2024



ISSN 2786-5274 Print
УДК 001.32:1 /3/(477)(02)

DOI: [https://doi.org/10.52058/2786-5274-2024-6\(34\)](https://doi.org/10.52058/2786-5274-2024-6(34))

**«Наукові інновації та передові технології» (Серія «Управління та адміністрування»,
Серія «Право», Серія «Економіка», Серія «Психологія», Серія «Педагогіка»):
журнал. 2024. № 6(34) 2024. С. 1674.**

*Рекомендовано до друку Президією Всеукраїнської Асамблеї докторів наук з державного управління
(Рішення від 06.06.2024, № 2/6-24)*

*Свідоцтво про державну реєстрацію друкованого засобу масової інформації:
серія КВ № 24962-14902Р від 13.09.2021 р.*

*Журнал видається за наукової підтримки: Інституту філософії та соціології Національної Академії Наук
Азербайджану (Баку, Азербайджан), громадської організації «Асоціація науковців України», громадської організації
«Християнська академія педагогічних наук України» та громадської організації «Всеукраїнська асоціація педагогів і
психологів з духовно-морального виховання».*



**Згідно наказу Міністерства освіти і науки України від 30.11.2021 № 1290
журналу присвоєно категорію "Б" із права**

**Згідно наказу Міністерства освіти і науки України від 01.02.2022 № 89
журналу присвоєно категорію "Б" із педагогіки**

**Згідно наказу Міністерства освіти і науки України від 07.04.2022 № 320 журналу
присвоєно категорію "Б" із економіки та державного управління**

**Згідно наказу Міністерства освіти і науки України від 20.06.2023 № 768 журналу
присвоєно категорію "Б" зі спеціальностей 073 - менеджмент, 076 - підприємництво
та торгівля, 015 - професійна освіта**

**Згідно наказу Міністерства освіти і науки України від 23.08.2023 № 1035 журналу
присвоєно категорію "Б" зі спеціальності 053 - психологія**



*Наукове видання включено до міжнародної наукометричної
бази Index Copernicus, міжнародної пошукової системи Google
Scholar та до міжнародної наукометричної бази даних Research Bible.*

*Журнал заснований з метою розвитку вітчизняного наукового потенціалу у галузях державного управління,
права, економіки, психології, педагогіки та його інтеграції у світовий науковий простір, шляхом оприлюднення
результатів наукових досліджень.*

**Головний
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Статті розміщені в авторській редакції. Відповідальність за зміст та орфографію поданих матеріалів несуть автори.

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UDC 338.48

[https://doi.org/10.52058/2786-5274-2024-6\(34\)-305-339](https://doi.org/10.52058/2786-5274-2024-6(34)-305-339)

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METHODOLOGICAL PRINCIPLES OF TOURISM DEVELOPMENT IN TERRITORIAL COMMUNITIES

Abstract. Methodological principles of research of tourist-recreational potential of territorial communities, that unlike existing, are considered in the article, includes the estimation to activity of tourist-recreational sphere of regions; analysis of payment tourist recreational sphere in the economy of communities; an exposure of ponderability of factors of influence is on forming and increase of potential of tourist-recreational sphere of territorial communities. The basic problems of complex evaluation of tourist potential of territorial communities are educed in present tense; expediency and necessity of quantitative evaluation of tourist attractiveness are well-proven at the level of society, sphere or certain region; the model of evaluation of potential of tourist industry is offered on the different levels of his realization. Certainly, that a main task for development of industry of tourism in territorial communities is determination of effective methodical principles in relation to the estimation of resource potential of recreational-tourist territories for the sake of providing of the balanced development of territories are in harmony with nature and maintenance of natural resources.

In the modern world tourism becomes the important socio-economic phenomenon and is considered one of the most perspective forms of development of society. Role of sphere of tourism it is difficult to over-estimate in economic, social and cultural development of both country and every separate region. She presents the difficult dynamic system, that straight or mediated combines various industries



of economy, co-operates with the organs of state administration and influences on all spheres of vital functions of man. The various orientation of vectors of influence of tourism on the vital functions of society embraces the economic, sociocultural and ecological constituents of tourist activity, that is why development of this sphere is an original impulse for providing of the economy growing, achievement of social stability, cultural and educational becoming of society and others like that. n the other hand, a sphere of tourism is very sensible to influence of many factors the recreation of that stipulates corresponding changes. The special influence on functioning of tourist activity is rendered by innovations that can substantially change technology of development and grant of tourist services. In this context priorities of development will depend on success of processes of forming of regional politics of innovative development, necessity of study of that, next to the exposure of conformities to law and regional specific, predetermine expediency and timeliness of conducted researches.

Keywords: tourism, tourism potential, evaluation of tourism potential, complex evaluation, tourism industry.

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МЕТОДОЛОГІЧНІ ЗАСАДИ РОЗВИТКУ СФЕРИ ТУРИЗМУ В ТЕРИТОРІАЛЬНИХ ГРОМАДАХ

Анотація. В статті розглянуто методологічні засади дослідження туристично-рекреаційного потенціалу територіальних громад, який на відміну від існуючих, включає оцінку активності туристично-рекреаційної сфери регіонів; аналіз внеску туристично рекреаційної сфери в економіку громад; виявлення вагомості чинників впливу на формування та нарощення потенціалу туристично-рекреаційної сфери територіальних громад. Виявлено основні проблеми комплексного оцінювання туристичного потенціалу



територіальних громад в теперішній час; доведено доцільність та необхідність кількісного оцінювання туристичної привабливості на рівні громади, сфери чи певного регіону; запропоновано модель оцінювання потенціалу туристичної галузі на різних рівнях його реалізації. Визначено, що головним завданням для розвитку галузі туризму в територіальних громадах є визначення ефективних методичних засад щодо оцінки ресурсного потенціалу рекреаційно-туристичних територій задля забезпечення збалансованого розвитку території в гармонії з природою та збереженням природних ресурсів.

У сучасному світі туризм стає важливим соціально-економічним явищем і вважається однією з найперспективніших форм розвитку суспільства. Роль сфери туризму в економічному, соціальному та культурному розвитку як країни, так і кожного окремого регіону важко переоцінити. Вона представляє складну динамічну систему, що прямо або опосередковано поєднує різноманітні галузі економіки, взаємодіє з органами державного управління та впливає на всі сфери життєдіяльності людини. Різнманітна спрямованість векторів впливу туризму на життєдіяльність суспільства охоплює економічні, соціокультурні та екологічні складові туристичної діяльності, тому розвиток цієї сфери є своєрідним імпульсом для забезпечення економічного зростання, досягнення соціальної стабільності, культурного та освітнього становлення суспільства тощо. З іншого боку, сфера туризму є дуже чутливою до впливу багатьох чинників, відтворення яких обумовлює відповідні зміни. Особливий вплив на функціонування туристичної діяльності чинять інновації, які можуть суттєво змінити технологію розробки і надання туристичних послуг. У цьому контексті пріоритети розвитку залежатимуть від успішності процесів формування регіональної політики інноваційного розвитку, необхідність вивчення яких, поряд із виявленням закономірностей та регіональної специфіки, зумовлюють доцільність та своєчасність проведених досліджень.

Ключові слова: туризм, туристичний потенціал, оцінка туристичного потенціалу, комплексне оцінювання, туристична галузь.

Introduction. Tourist industry is one of the most perspective in an economy countries of the world and positively influences on development of transport, connection, trade, restaurants, production of souvenir goods, building and others like that. Tourism is the important channel of cross-cultural communication, assists maintenance of historical heritage, provides the rational use and maintenance of natural, ecological, cultural, historical and informatively-cognitive resources of territory. For today tourist potential of Ukraine is not examined as a factor of consolidation of society, that will allow flexibly to react and answer on the real calls and necessities of tourist industry and society on the whole. The low level of tourist potential requires forming in Ukraine of hi-tech tourist industry able to satisfy the growing requirements of Ukrainians and foreign citizens. According to strategic





directions of Ukraine of development of internal tourism and in connection with distribution of COVID - 19 in our country must be provided favourable terms for national development on state, regional and local levels . That is why, in Ukraine, forming of tourist potential is one of key questions of state building. Actuality of study of theoretical and methodological bases of estimation of tourist potential of Ukraine is predefined by the presence of problem, that is characterized by contradiction between the sharp necessity of support of tourist industry of Ukraine, grant of advantage to development of internal tourism as bases of increase of incomes from tourist activity of Ukraine, and insufficiency of development of conceptual positions, in relation to state influence on forming tourist.

Analysis of recent research and publications. Development of theoretical, methodical and practical principles is determination of theoretical and methodological bases of estimation of tourist potential of territorial communities on the basis of the systematized indexes and determination of possibilities of strategic development of tourist industry of our state. The study of tourist-recreational potential of territorial society begins in greater part of the advanced studies from popularization of tourism, and estimation of level of tourist potential of region and availability to the recreational resources mostly investigated in scientific publications.

Scientists offer the different going near research of term " tourist and recreational potential". Theorists expose description of tourist-recreational potential, and a wide concept "potential" is explained by the variety of objects to that it is used to that.

Setting objectives. Given the chosen direction of scientific research, it is necessary to dwell on the interpretation of the concept of "economic system of the region". The term "system" from the ancient Greek "σύστημα" means "combination", "whole", "connection". From the standpoint of the systemic approach, a system is a set of interconnected elements that form a certain integrity that resists its environment.

The most general interpretation of systems is presented in the specialised and scientific literature, which summarises the views of different schools and areas of scientific thought. For example, the Soviet encyclopaedic dictionary defines a system as "a set of elements that are in relations and connections with each other, forming a certain integrity, unity" [14].

Based on the above definitions, it can be concluded that any system is not formed without purpose, i.e. it has its own internal tendencies (e.g. to resist the environment), which are related to maintaining its vital activity. Life, in turn, can be described by such processes as functioning and development.

From the point of view of management science, the classics of which are: A. Fayol, G. Emerson, F. Taylor, A. Ford, M. Albert, K. Keller, F. Hedowry, D. Sachs, F. Larrain, functioning is a set of actions aimed at maintaining and preserving the existing functions that determine the integrity, qualitative certainty and main



essential characteristics of the system. Development, according to the classics of management science, involves a set of actions aimed at acquiring new and eliminating outdated unhelpful qualities in a changing environment [7].

Let us turn to the essential content of the category "socio-economic system". Socio-economic systems are specific systems of material, energy and information relations between individual subjects, their groups and communities. These systems have a number of special properties that must be taken into account when studying them (Fig. 1)

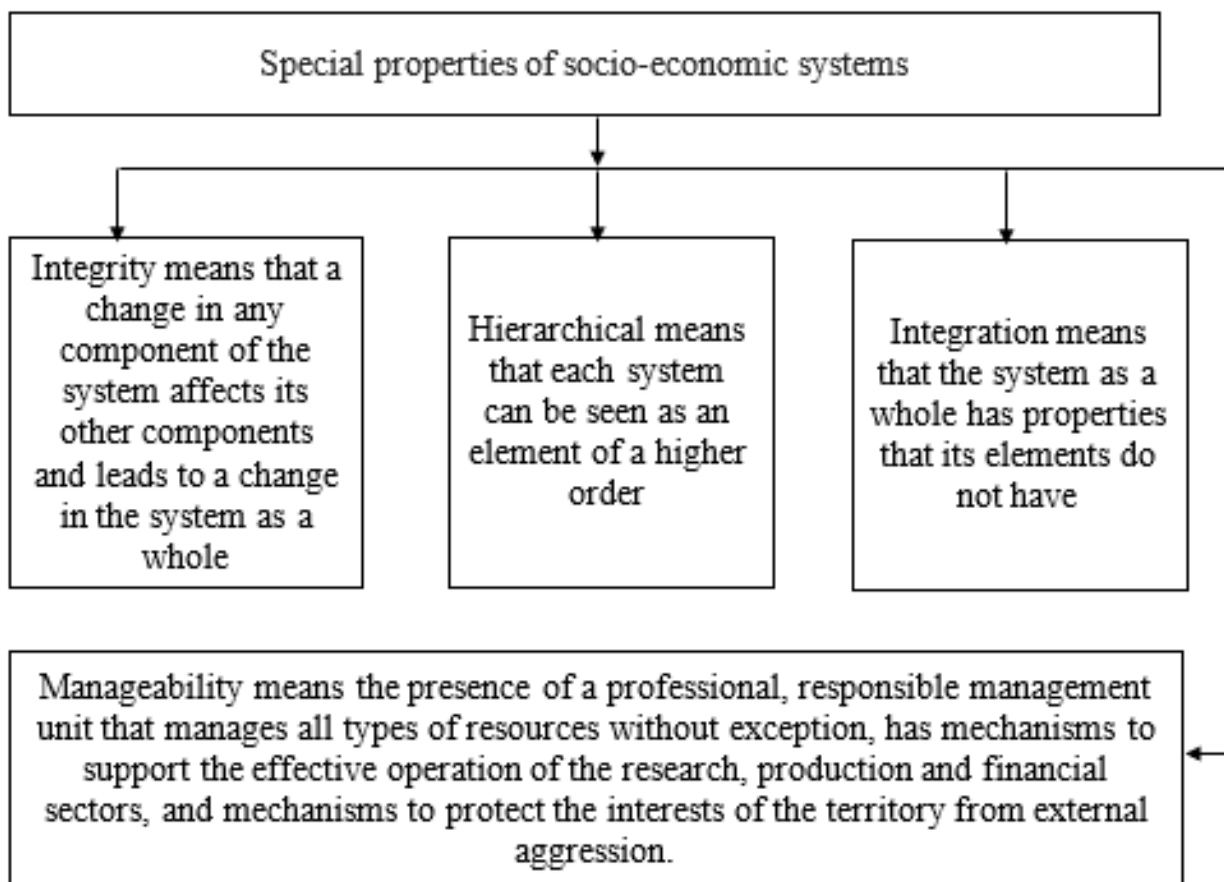


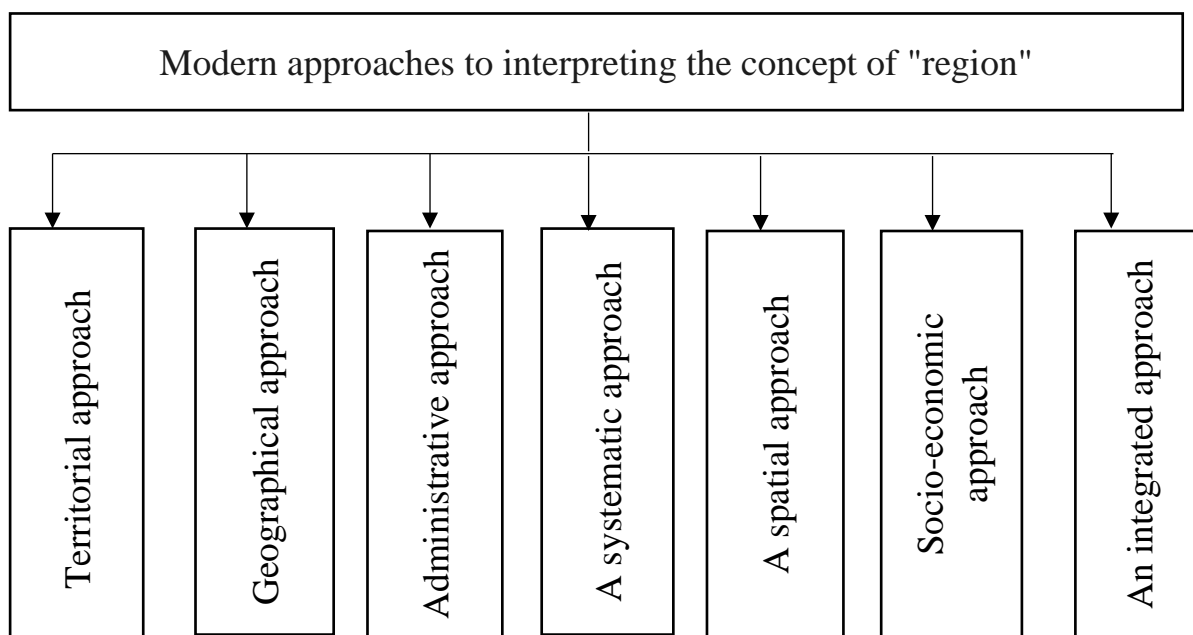
Fig. 1. Special properties of socio-economic systems
Source: compiled by the authors [11].

The authors of this study fully agree with the importance and necessity of taking into account such a property as mobility, and also consider it necessary to expand the interpretation of the concept of "manageability", since the concept presented in the figure does not take into account the presence of feedback that ensures timely signalling of the failure of system elements and the balance of management actions to eliminate these failures, and also does not reveal the features of the system's input and output, which should be taken into account, since they are often overlooked from a practical point of view [10].

Based on the figure and the preceding considerations, we see that, on the one hand, ownership of the means of production expresses the social content of the system, and on the other hand, it is a form of its economic implementation. Given that the economic system is not only a set of production relations, but also serves as the basis for the social form of combining labour with the means of production and determines the method of appropriation, this is what allows us to consider the system from a socio-economic point of view.

Since the socio-economic system has boundaries in economic time and space, as well as historical, geographical, ethnic, spiritual, and political boundaries, it is logical to assert that in the course of socio-historical development, changes occur not only in the socio-economic system itself, but also in the interrelationships of individual components of its development, which in turn leads to the emergence of different approaches to the interpretation of the concept of "region"[14].

Modern science has several approaches to the concept of region, among which the following approaches are the most widespread (Fig. 2):



*Fig. 2. Modern approaches to interpreting the concept of "region".
Source: Compiled by the authors [12].*

Based on this, in previous studies, some authors define a region as "a part of the territory with more or less homogeneous natural conditions, specific economic, demographic, and historical conditions, where a certain set of industries, production and social infrastructure operates".

Other researchers look at the region through the prism of the economic system, arguing that it is "a part of the territory where a system of connections and dependencies between enterprises and organisations located there functions and develops" [6].



Some scholars argue that a region is "a subsystem of the country's socio-economic complex, and at the same time a relatively independent part of it with a complete cycle of reproduction that has its own specifics". In our opinion, all of these points of view have the right to exist and are appropriate based on the field and purpose of their authors' research interests. However, each of them has certain disadvantages in view of the chosen area of research. For example, the definitions of the supporters of the socio-economic approach do not pay attention to the key aspects of "self-management" (links: their existence, reversibility, manageability, etc.), i.e., they do not take into account the administrative-territorial division, despite the fact that from the reproductive point of view, a particular region is not a closed system, as it is closely connected with other regions and functions in the context of interregional integration and interregional exchange. Conversely, supporters of the geographical, territorial, and administrative approaches do not focus on the socio-economic characteristics of the territory [11].

Moreover, modern science has not come to a single conclusion regarding the interpretation of the concepts of "region" and "territory", which in turn complicates the search for a universal definition of the concept of "economic system of a region". In addition, according to the Constitution of Ukraine, the basic administrative-territorial unit is the "oblast", and the region is considered to be a territory, which explains the spread of the territorial approach in socio-economic practice and research.

Firstly, having analysed the definition of the concept of "territory", we came to the conclusion that the territory is primarily a natural environment. Thus, the Geographical Encyclopaedic Dictionary defines territory as "a part of the earth's surface with its inherent natural and human-made properties and resources".

Secondly, defining the concept of "region", one cannot be based only on geographical or economic aspects, such as its economic specialisation, rational allocation of productive forces, development of integration processes, etc., leaving aside the interests of the population as a socio-territorial community, and not taking into account social factors, the importance of which is growing dramatically in the course of modern economic transformations. In this regard, the primary task of regional policy is to improve the living standards of the region's population by creating effective employment; creating favourable conditions for its natural reproduction; increasing the level of social and environmental protection; developing education and culture, which ensures sustainable development of the region [14].

Thirdly, it is necessary to take into account the fact that a region, as a taxonomic unit of the territorial and production structure, has a number of characteristics peculiar to it, which determine specialisation, sectoral structure, production and economic relations, cultural and ethnic, dynamic and other characteristics.

It should be noted that, unlike a territory, a region is a broader concept. It is endowed with complex powers and is an open system, with a set of productive forces



and production relations. Each region has identifiable socio-economic, natural and geographical features. The region has its own complex economic structure, which is used to ensure reproduction processes [5].

Thus, the study defines the socio-economic system of a region as an integral set of different types of productive forces and production relations capable of self-development through the dynamic growth of the population's creativity and improvement of innovation processes that develop in certain proportions and interdependence in a certain territory, as well as integrate with other systems to maintain the sustainability of a single economic space.

In order to determine the peculiarities of interaction between the tourism sector and the socio-economic system of the region, it is necessary to clarify several key aspects, such as: the nature and patterns of formation and development of the system; a set of functional subsystems, individual production and socio-economic elements; peculiarities and structure of the tourism sector itself.

The analysis of scientific points of view on a set of functional subsystems, individual production and socio-economic elements has revealed the existence of different approaches. Some authors distinguish four subsystems (L. Shevchuk, A. Haiduk, V. Bondarenko, T. Kryshal): 1) material production; 2) production infrastructure; 3) population and related social and household infrastructure; 4) natural resources and their territorial structures [12].

By structuring the performance indicators of the region's economic complex, it is possible to identify the most significant financial sources for regional development and focus programme funds on solving regional problems.

The interaction of state and regional tools with the subsystems of the SESR (resource, market, production, etc.) makes it possible to formulate priorities and stages of regional development in advance, and to identify the most effective methods and ways to solve key problems at each stage.

Joint actions of state and regional regulators allow for prompt coordination of measures to optimise sectoral and regional programmes, as well as coordinate actions to implement them in the format of a unified system of measures for a specific element of the territorial entity [14].

First of all, it should be noted that the proposed author's development is an open system that interacts with the external environment. The external environment is a set of factors that constantly influence the functioning of the SESR, both directly and indirectly. The main task of all actors of the SESR is to carefully monitor and, if necessary, minimise the risks associated with the unpredictability of the impact of environmental factors.

The narrow management loop is a set of elements of the SESR, such as: features, goals, priorities, and tools. They are developed jointly by all entities of the region's economic complex. For example, the tourist complex of a particular region, which is a priority in view of its specialisation, strategic provisions for the



development of the territory are developed simultaneously at three levels: enterprises, industry, and local authorities [12].

Next, we systematise the indicators that determine the effectiveness of the SESR. As a result of the systematisation (grouping), we obtain the output parameters, taking into account the impact of the external environment, management and regulators' actions. All these processes take place at the entrance to the system.

"State" shows the set of interrelationships of elements in the multilevel SESR. The efficiency of the economic complex of the region is ensured through the use of optimal methodological support and the current regulatory framework of the state, regional and local levels [9].

The system's output includes a criterion-based assessment of the effectiveness of management decisions aimed at optimising the EDMS and the relevance of data coming from the external environment. All information is subject to professional processing and interpretation, which, in turn, allows us to get an idea of the state of the SESR in an informationally convenient presentation.

The main task of the controller is to monitor changes in the parameters of the controlled object (directly or with the help of observers) and respond to their changes by acting in accordance with the specified control parameters.

In this case, the regulators of the SESR adjust the "input" and "state" parameters using the legal framework for regional development and regional legal regulation of the process of forming an optimal SESR.

In the event of minor deviations of the "input" indicators from the normative values, the "regulators" independently influence the final result (the "small" control loop), and in case of significant deviations, the correction is made through the "control", which will eventually change the parameters of the "regulator" (the "large" control loop) [14].

Management, in turn, is responsible for performing such functions as: analysing the state of the system and deviations of its functioning indicators from the normative values; determining the optimal methods of influencing deviations; correcting initial conditions in order to eliminate the conflict between the external environment and the "state"; making decisions on the choice of "regulator" parameters; developing recommendations for more effective management.

In the process of solving the above tasks, it is necessary to regularly monitor and forecast the degree of impact, changes in the functioning and development of industries, and the adaptability of the SESR. In other words, a monitoring system should be created to help improve the efficiency of the SESR management.

Tourism is one of the constituent elements that is part of the SESR and needs to be monitored and forecasted. In today's world, tourism is seen as a significant socio-economic phenomenon, as it directly and indirectly affects the development of the entire socio-economic system, and is based on a high level of development of the service, transport, and social sectors.





This makes the tourism sector a highly profitable component of the economy. Thus, according to the World Travel and Tourism Council, the direct contribution of tourism to global GDP in 2023 was 10.4% of global GDP or \$8.3 trillion. Every tenth job in the world is related to tourism, which employs about 313 million people. Between 2022 and 2023, the tourism industry grew by 4.6%, which is higher than the global GDP growth (which is 3%) [14].

The economic subsystem of tourism is represented, first of all, by the tourism market, which is characterised by self-organisation, hierarchy, structuredness, interdependence and connection with the external environment, integrity, purposefulness of behaviour of the subjects of relations arising in the field of tourism. It includes various types of activities and sectors of the region's economy, as well as social relations in the field of tourism entrepreneurship. According to Art. 6 of the Law of Ukraine "On Tourism" "...the State proclaims tourism as one of the priority directions of economic and cultural development and creates conditions for tourism activity..." In turn, persons engaged in tourism (tour operator and travel agency) activities, along with other entities providing services in the field of tourism, as well as objects and means of entrepreneurial activity (objects of educational and sports purposes, accommodation facilities, vehicles, etc.), are an integral part of the tourism industry (Article 5 of the Law of Ukraine "On Tourism") [4].

Based on the above, it can be argued that the purpose of the economic regional tourism subsystem is to create a multiplier effect in the regional economy and a competitive national tourism industry capable of self-development, which ensures the realisation of environmental, social, cultural and other goals of the tourism sector in addition to economic ones.

It is worth noting that the result of the interaction between the tourism sector and the socio-economic system of a region can be both positive and negative. The positive impact of tourism on the regional economy occurs only if tourism in the region develops comprehensively, i.e. does not transform the regional economy into a service economy. In other words, the economic efficiency of tourism implies that tourism in a region should develop in parallel with other sectors of the regional economy [7].

The economic efficiency of the tourism sector means the ratio between the achieved result and the used resources from the organisation of tourism on a regional scale, tourist services for the population of the region, and the production process of tourism companies. It is expressed through a set of certain criteria and indicators and is an integral part of the efficiency of social labour, which gives grounds to assert that it is expedient to study the problems of tourism efficiency on the basis of an integrated approach [13].

The direct impact of tourism on the socio-economic system of a region can be assessed by comparing the tourist's expenditures on the purchase of tourism services and goods in the dynamics. The money spent by tourists creates income and triggers a chain reaction: Expenditure → income → expenditure → income. In the modern scientific literature, there are several models of multipliers (Table 1)



Table 1

Multipliers of tourism impact on the socio-economic system of a territorial community

№	Name multiplier	Characteristics
1	Revenue multiplier	It includes three aspects of the impact of tourism spending: - direct impact (tourist spending on leisure: providing direct income to hotels, restaurants, bars, museums, various shows, sports, etc.); - indirect impact (tourist spending on commercial operations for hotel reservations, commissions of travel agencies - suppliers of goods); - stimulant (tourist spending generates additional revenue for the region, which leads to increased consumption, providing an incentive for economic activity).
2	Commercial operations multiplier	Reflects the growth in the turnover of enterprises as a result of increased tourist spending. Additional demand for goods and services requires additional production, which in turn leads to the development of industries that produce consumer goods: souvenirs, local handicrafts, etc.
3	Sales multiplier	Measures additional revenue from sales of tourism enterprises as a result of increased tourist spending.
4	Issue multiplier	The output multiplier measures the amount of additional output or services produced by increased tourist spending. In contrast to the sales multiplier, the output multiplier measures the change in the volume of output, but not necessarily sales.
5	Investment multiplier	It is defined as the impact of capital investments on total income. Increased investment in tourism has an impact on the entire socio-economic system of the region, and especially on the economic complex.
6	Employment multiplier	It characterises the number of jobs created by additional tourist spending. On the one hand, it is considered as a ratio of the number of jobs created in the tourism industry itself.

The indirect impact of tourism on the regional economy is manifested through the generation of secondary demand for goods and services, i.e. the indirect contribution to the regional economy is expressed in the effect of repeated spending by tourists on the purchase of services and goods at a certain time and place. This effect is called the "multiplier effect" or "multiplier". The method was developed by the famous economist V. Leontief in the 20s of the previous century [14].

The interaction of tourism and the GMS creates an effect of increasing the total income in tourism, which is of great territorial importance. The total income of the tourism sector consists of income from tourism activities and regional income [3].

It is substantiated that the income from tourism activities is the revenue of organisations and enterprises from the sale of services and goods to tourists, and the



income of the region is the taxes received from this revenue, which remain at the disposal of the region. Thus, it can be concluded that tourists' money is attracted to the socio-economic system of the region when a tourist organisation purchases local (regional) goods and services. The multiplier effect of tourism on the economic component of the GMS is manifested through the chain reaction "expenditures → income → expenditures → income ...". It manifests itself in the following way: the income received from the consumer goes to the producer of the tourism product. The latter, in turn, uses the income to cover the costs associated with the creation of a tourism service, payment of salaries to employees, payment of taxes, creation of a savings fund, etc. Then, having received a high-quality tourist product, it is offered to the market, where it is purchased not only by tourists but also by the consumer who is involved in its creation. In other words, the salary received is spent on the created tourist product and the cycle repeats. In this case, the income is accumulated within the region [12].

In addition, the regional tourism sector stimulates the development of other industries that make up the GMS. These include trade, catering, accommodation, transport, communications, services, souvenir production, agriculture, construction and others. Based on the above, it can be stated that tourism itself is one of the driving factors of the region's socio-economic development.

The social sphere of tourism is manifested not only through the impact on the social component of society, but also by the creation of a social tourism system that functions as a non-profit sector with the support of the state and local authorities, state extra-budgetary funds, and employers' funds.

The social subsystem includes state and local tourism authorities, state and private enterprises, institutions providing various tourism services, non-profit educational and research organisations, social service institutions, health resort organisations, etc [14].

The peculiarity of the tourism sector is manifested in the fact that, on the one hand, tourism is an independent system in itself, and on the other hand, being a component of the GMS, tourism is a special subject of life and economic relations. Each component, despite its internal complexity, is an element of a higher level system (social sphere, economy, etc.).

Thus, tourism has its own goals, which are also the goals of the ESSD. These goals, as well as the subsystems, are harmoniously interconnected and are in constant interaction, striving for balance. Elements of subsystems and goals can be characterised by different states and properties depending on the current needs and objectives of tourism. It should be noted that goals can be transformed over time, as well as migrate from one subsystem to another [8].

As mentioned earlier, the development of tourism in a region can have a positive and negative impact on the socio-economic system of the region. The grouping of positive and negative impacts from the interaction of the tourism sector with the socio-economic system of the region is presented in (Table 2).



Table 2.

**Key positive aspects of tourism cooperation
 with the socio-economic system of the territorial community**

Scope	Economic impact	Social impact	Environmental impact
Accommodation.	Employment and income for local people; markets for local goods and services; infrastructure development	Preventing migration outflows, especially from remote or rural areas; preserving the traditional style of architecture	Alternative to other, more destructive activities; protection of adjacent natural areas
Cruises	Increased participation in the international division of labour; employment and income for the local population, positive image abroad	Concentration of activities near terminals	Creation of funds for research and protection of natural objects
Entertainment industry	A basis for starting to diversify the local economy	Contribution to the development of local traditions	Establishment of national parks and nature reserves
Food	Increased consumption of local goods; linkages with other sectors of the economy, etc.	Support for traditional forms of business	Creating preconditions for the consumption of natural products (reducing the use of GMOs, harmful dyes, etc.)
Transport	Stimulating the development of related industries; increasing tax revenues to the region's budget	New opportunities for cultural and social exchange	Creating preconditions for the use of transport with the least negative impact on the environment (electric vehicles, etc.)

Source: compiled by the authors [14].

Thus, the tables above show the positive and negative impact of each element of the tourism sector: accommodation, food, entertainment, cruises and transport, with key components of sustainable development. In other words, the peculiarities of interaction between the tourism sector and the socio-economic system of the region are demonstrated.

The value of this approach lies in its simplicity and clarity, which in turn simplifies the work of local governments in the process of developing a regional development strategy, programmes and plans for its implementation. In addition, such detailing, in conjunction with the fundamental scheme of the region's socio-economic system, allows for a multiplier effect in the following areas: [16].



- promotes the development of sport as a separate sector of the national economy;
- stimulates the development of accommodation and catering facilities;
- The increase in the utilisation of accommodation and catering facilities leads to an increase in the income of enterprises and expands their investment opportunities;
- contributes to the achievement of regional policy goals related to the formation and functioning of infrastructure (resources received from tourism are used for the construction and reconstruction of highways, development of communication systems and organisation of road services);
- boosts retail trade and service sector sales;
- revitalises the social component of the region (increase in the number of jobs, growth in incomes, and improvement in the quality of life of the region's population);
- leads to the rationalisation of natural resources management;
- contributes to the conservation of the region's biological diversity;
- helps to preserve the cultural identity of the local population;
- stimulates environmental education;
- helps to restore mental and physical health;
- meets not only the needs of tourists for a developed infrastructure, but also the needs of the local population;
- generates secondary demand for goods and services (multiplier effect), which is obtained through the turnover rate of tourist spending;
- allows to receive additional financial resources from tax revenues to the regional budget, which, if used for their intended purpose, can be used to preserve historical and architectural monuments, improve cities and rural settlements.

Taking into account the fact that all goods and services related to tourism are also consumed by local residents (this also applies to transport, catering, leisure, etc.); tourists consume tourism and non-tourism goods, and tourism activities produce tourism and non-tourism products (hotels offer consumer services, business services, beauty services, etc.), it is difficult to assess the result of the tourism sector functioning, so there is a need to generalise methodological approaches to analysing the functioning of the reg [13].



Table 3.

Key negative aspects of the interaction between the tourism sector and the socio-economic system of the territorial community

Scope	Economic impact	Social impact	Environmental impact
Accommodation.	Increased cost of land lease; loss of economic independence	Seasonality of employment, low status of positions for local workers	Intensive use of resources, water pollution, increased waste, loss of agricultural land
Cruises	Enclave structures; usurpation of power by foreign companies	Use of cheaper labour from foreign workers	Massive solid waste pollution; use of fuel with harmful impurities
Entertainment industry	Outflow of hard currency and traditional employment sectors	Borrowing foreign cultural values, clash of material and mental interests. Consumer attitude to local culture - the "zoo" effect	Noise impact on the environment; degradation of landscapes
Food	Increased consumption of imported goods, which directly reduces consumption of domestic products, inflation	The emergence of the "demonstration effect", i.e. imitation in consumption, lifestyle, etc.	Growth in plastic packaging; pressure on agriculture due to increased food consumption
Transport	Unbalanced development of the territory, dependence on international economic conditions	Seasonality of employment, instability in income	Environmental pollution by harmful air emissions

Source: compiled by the authors [14].

In this regard, an important point in conducting a comprehensive analysis of the functioning of the regional tourism market is the allocation of two levels of research, namely, theoretical and conceptual and empirical:

The theoretical and conceptual level of analysis of the functioning of the regional market of tourist services, aimed at supporting the study by putting forward hypotheses and theories, laws and patterns of development of the market of tourist services, methods of cognition of cause and effect relationships, substantiation of the conceptual apparatus [6].

As for general logical methods, among them it is necessary to distinguish and consider such methods as analysis and synthesis, induction and deduction, analogy and modelling, monitoring and forecasting. Taking into account that a comprehensive



analysis of the functioning of the regional tourism services market primarily involves specifying the general idea of it, it is therefore necessary to first dismember it (mentally or physically) into its components. Then, each component should be studied, with the need to highlight the properties and characteristics, their role in the system of the whole and establish the relationship links. After that, the parts must be combined into a single subject and a specific-general view must be formed, i.e. a view that is based on a deep knowledge of the internal nature of the regional market of tourist services. All of this allows for the above set of procedures [10].

Dividing the regional market of tourist services into its component parts for the purpose of their comprehensive study allows for analysis. In this regard, A.D. Sheremet notes that with the help of analysis, real reality is studied - facts, processes, that is, the primary material that is subject to research. The task of analysis is to reveal the essence of phenomena behind their appearance, to understand the connections between them, to find out the reasons for their occurrence and development trends. Penetration into the essence of the phenomena under study is possible with the help of scientific research methods. The use of analysis as a method of comprehensive scientific research allows to characterise the regional market of tourist services in terms of its competitiveness, investment attractiveness, innovative development, etc.

Synthesis makes it possible to combine the previously identified parts of the regional tourism services market into a single whole. The use of the synthesis method in the study of the regional tourism services market allows to combine the results obtained in the process of analysis, and then, on their basis, to justify the strength (degree of intensity) and direction (trends) of the influence of certain processes and phenomena on others. For example, the synthesis method allows us to determine how (to what extent) the frequency of purchases and standard norms of distribution of tourist goods and services affect the innovative development or investment attractiveness of a region [13].

Induction facilitates the construction of a general conclusion on the basis of private inferences, i.e. it is a kind of summation in which a general conclusion is drawn from individual premises. This is a method of cognition that is associated with the generalisation of the results of observations and experiments, and the derivation of general judgements, which can be empirical and theoretical laws, hypotheses, and generalisations. The method of induction allows us to identify the relationship between phenomena, build empirically based hypotheses, and helps to establish the relationship between the frequency of purchases and standard norms of distribution of tourism goods and services and market capacity, market capacity and investment attractiveness of the region, investment attractiveness of the region and innovative development, etc. [15].

Deduction has the opposite meaning to induction and represents the transition from the general to the specific. In the article, Y. Budovych substantiates that increasing the efficiency of economic and theoretical research is achieved by



applying the specific-deductive method in macroanalysis and the widespread use of research results of other economic sciences.

The theoretical knowledge created in this way determines the further course of empirical research and sets the vector for building new inductive generalisations. In general, induction prevails at the initial stage of scientific research, and deduction begins to dominate in the course of the development and substantiation of scientific knowledge. An example of the use of this method is the study of the state of the environment and the determination of the impact of its individual factors on the frequency of purchases and standard norms of distribution of tourism goods and services, or the strength of the impact of a factor on the functioning of the regional tourism market [14].

In the context of the analogy, it should be noted that in modern science, this method is understood as a state in which, based on the similarity of objects in some features, a conclusion is made about their similarity in other features. Thus, when F. Kotler studied buyers of goods and services, he used the segmentation method, which involves dividing the market into distinct groups of consumers, each of whom may need a specific product or marketing complex [11].

At the same time, a prerequisite for market segmentation is the definition of criteria, and on their basis, the target segment is further identified, which, in fact, should be focused on the tourism product or marketing complex. By analogy, we can segment the regional tourism market. In this case, it is worth noting that the state pays special attention to identifying problem segments, i.e. those that require additional support. These are, first and foremost, uncompetitive groups of people whose income level is below the average, who need to improve their health, but due to insolvency, cannot afford a holiday.

These groups include young people who have reached working age, the elderly, the disabled, and women with children. The segmentation method can be used to identify potential opportunities on the supply and demand side of the tourism market, and further determine the prospects for its effective functioning, on the one hand, and meeting the needs of vulnerable groups of the population, on the other, thereby creating a social effect. Conclusions by analogy, which are broadly understood as the transfer of information about one object to another, form the epistemological basis of modelling [5].

Modelling, in turn, involves the study of the regional tourism services market by creating and researching its copy (model), which is able to replace the original from certain aspects of interest. The model always corresponds to the original in the properties to be studied, but at the same time differs from it in a number of other ways, which makes the model the most convenient for studying this object. The need for modelling is caused by the disclosure of uncertain aspects of objects, i.e. those that cannot be directly studied. Models used in everyday and scientific cognition can be divided into two broad classes: material and ideal. The former are natural objects that are subject to natural laws in their functioning. The latter are ideal entities that



are fixed in the appropriate sign form and function according to the laws of logic that represent the world. For example, the Input-Output Model is a powerful tool for describing and understanding sectoral relationships in the economic system, as well as assessing the contribution of individual industries to the economy. This model allows us to analyse inter-sectoral relationships in the national and regional economy and identify possible areas for optimising the sectoral structure. Given that tourism belongs to the category of consumption, it is advisable to study the impact of tourism on macroeconomic indicators on the basis of analysing the relationship between supply and demand [17].

The input-output method helps to identify the relationship between the tourism sector and all productive sectors of the economy. Such analysis provides objective and comprehensive information that allows us to justify and develop tourism development programmes at various levels of the tourism sector, as well as to formulate tourism policy with a deeper understanding of its consequences.

The UNWTO International Recommendations for Tourism Statistics (IRTS2008) note that the advantages of this approach include the fact that the input-output model can represent not only traditional costs, but also environmental costs that are quantified, and output can include waste, greenhouse gas emissions and other by-products that have a significant impact on the environment. There is a wealth of experience abroad in using input-output models to analyse economic performance in tourism [1].

The current conditions of development of science and technology have led to the need to intensify the use of computer modelling in practice.

The arsenal of modern economic science includes a rather progressive method - monitoring, which allows a comprehensive approach to analysing the functioning of the regional market of tourist services, timely detecting negative (positive) manifestations of its impact on the economy as a whole in interaction with other sectors of the economy, as well as its impact on the quality of life of the country's population, economic districts and regions. Monitoring of tourism resources and tourism industry facilities provides an objective picture of the interaction of various sectors of the economy in order to comprehensively assess the areas of improvement and efficiency of related industries, and to eliminate inter-sectoral imbalances that negatively affect the overall development of the territory. In particular, monitoring contributes to the formation of a positive tourist image of the region. In addition, monitoring on an ongoing basis allows state and local authorities to receive timely information on trends in the development of the tourism market, respond promptly to negative changes, adjust the programmes and plans for the development of the tourism industry, develop recommendations for their adjustment in a balanced and timely manner, and improve the efficiency of the tourism industry management in general [4].

Thus, the presented methodological approaches to the analysis of the functioning of the regional market of tourist services of the theoretical level, in



combination with the empirical approaches, which are presented in more detail below, are intended to become fundamental information in the development of tourism development strategies, strategies for socio-economic development of territories, programmes to promote the development of the tourism sector, programmes to improve the standard of living and quality of life of the population of regions, increase the level of income, etc. The stochastic factor analysis allows to analyse the functioning of the regional market of tourist services and the strength of its influence on the economic development of the region using various mathematical methods. Next, we will consider the empirical level of scientific and methodological support for the analysis [14].

2) The empirical level of analysis of the functioning of the regional market of tourist services is aimed primarily at comparing specific phenomena and processes taking place in the regional market of tourist services, collecting, compiling and grouping information, experimentation, as well as classifying and describing the results of the study. This level of knowledge is represented mainly by such methods as observation, measurement and experiment. Comparative methods also include the method of measuring formal efficiency, the so-called DEA (Data Envelopment Analysis).

In general, effectiveness is defined as the ability to maximise the potential of inputs to maximise the results of an investment. The higher the results obtained from a certain amount of inputs, the more effective the impact. In assessing efficiency, the task is not the optimal combination of inputs (efficiency of resource allocation), but the ratio of inputs to outputs compared to the production capacity limit.

Observation is the initial method of empirical knowledge that allows obtaining primary information about the objects of the surrounding reality. Scientific observation has the following features: [13].

- focus (fixation of views on the task at hand);
- consistency (action according to a plan);
- activity (involvement of accumulated knowledge and technical means).

In addition, the method of observation is divided into direct, indirect, and indirect.

Direct observations are aimed at depicting certain properties and aspects of an object using only the senses.

Indirect observation is the study of an object using certain technical means. The emergence and development of such tools has largely determined the enormous expansion of the method's capabilities that has taken place over the past four centuries.

Indirect observations are observations not of the object itself, but of the result of its impact on other objects. We consider it appropriate to use this type of observation in the process of analysing the functioning of the regional market of tourist services, since in our case it is impossible to observe a large number of processes (micro-objects) occurring in the said market with the help of senses or devices. Therefore, observation is carried out not by micro-objects, but by the results of their actions using statistical data, data obtained from surveys, etc. [14].



Any observation, although based on sensory data, requires the involvement of theoretical thinking, which is used to formalise it in the form of certain scientific terms, graphs, tables, and figures. In addition, it is based on certain theoretical positions. This is especially evident in indirect observations, since only theory allows us to establish a connection between the phenomenon that is observed and the one that is not. Einstein said in this regard: "Whether a given phenomenon can be observed or not depends on your theory. It is the theory that must establish what can be observed and what cannot be observed"[13].

There are many units of measurement that correspond to the multitude of objects, phenomena, their properties, sides, and relationships that need to be measured in the process of scientific cognition. At the same time, units of measurement are divided into basic units, which are chosen as the basis for building a system of units, and derivative units, which are derived from other units using certain mathematical relations.

According to the way results are obtained, there are several types of measurements in modern science: static and dynamic, direct and indirect [13].

Statistical measurements are determined by the nature of the quantity/time relationship. For example, in static measurements, the value we measure remains constant over time, for example, the tourist potential (sea, mountains, climate). Dynamic measurements measure a variable that changes over time, such as the rate of growth (decline) of tourist flow, the rate of growth (decline) of tourist income, etc.

In direct measurements, the output value of the measured quantity is obtained by comparing it directly with a reference. In an indirect measurement, the output value is determined on the basis of the existing mathematical relationship between this value and other values obtained by direct measurement. Indirect measurements are widely used in cases where the output quantity is impossible or very difficult to measure directly, or when direct measurement gives a less accurate result.

Despite the importance of observation and measurement in scientific research, they have a drawback (these methods do not imply active intervention of the subject of knowledge in the natural course of the process), which leads to the addition of the methods under consideration to a more progressive one - the experiment [14].

An experiment is a method when changes in the conditions, direction or nature of the process under study create artificial opportunities to study an object in a relatively "pure" form. It involves active, purposeful and strictly controlled actions of the researcher on the object under study to clarify certain aspects, properties, and relationships. An experiment includes preliminary methods of empirical research, i.e. observation and description, as well as an empirical procedure, i.e. measurement.

Experimentation also has several types. For example, an exploratory experiment allows you to identify new, previously unknown properties of an object. The result of such an experiment may be conclusions that do not follow from the existing knowledge about the object of study. A verification experiment is used to test and confirm certain theoretical constructs [8].



Qualitative experiments are exploratory. They do not involve obtaining quantitative correlations, but rather reveal the effect of certain factors on the phenomenon under study. Quantitative experiments most often follow a qualitative experiment. They are aimed at establishing a clear quantitative relationship in the phenomenon under study. Applied experiments are close in nature to scientific fundamental experiments. The main task of applied experiments is to find opportunities for the practical application of a process or phenomenon.

One of the types of applied experiment is the method of expert evaluation, which is based mainly on the experience and intuition of specialists familiar with the state of affairs and prospects for the development of a particular object and is considered a method of heuristics. The expert evaluation process includes the presentation of forecast hypotheses to experts, their personal assessment by each of the experts and the determination of the degree of plausibility of the hypothesis based on the generalisation of the assessments [11].

Its main advantage is that specialists can use not only information based on statistical time indicators, but also irregular, one-time information that is purely qualitative and contributes to an objective view of the problems of the regional tourism market. It is used in the case of limited data and can be useful for conducting a comprehensive analysis of the functioning of the regional tourism market.

A significant disadvantage of this procedure is that the conclusion of the expert group may be significantly influenced by the authority of the most experienced, active members of the group. According to the method of measuring objects, expert assessments are divided into ranking, pairwise and direct comparison. Ranking is aimed at arranging objects in ascending or descending order by any property. Ranking allows you to select the most important factors from the studied set of factors [14].

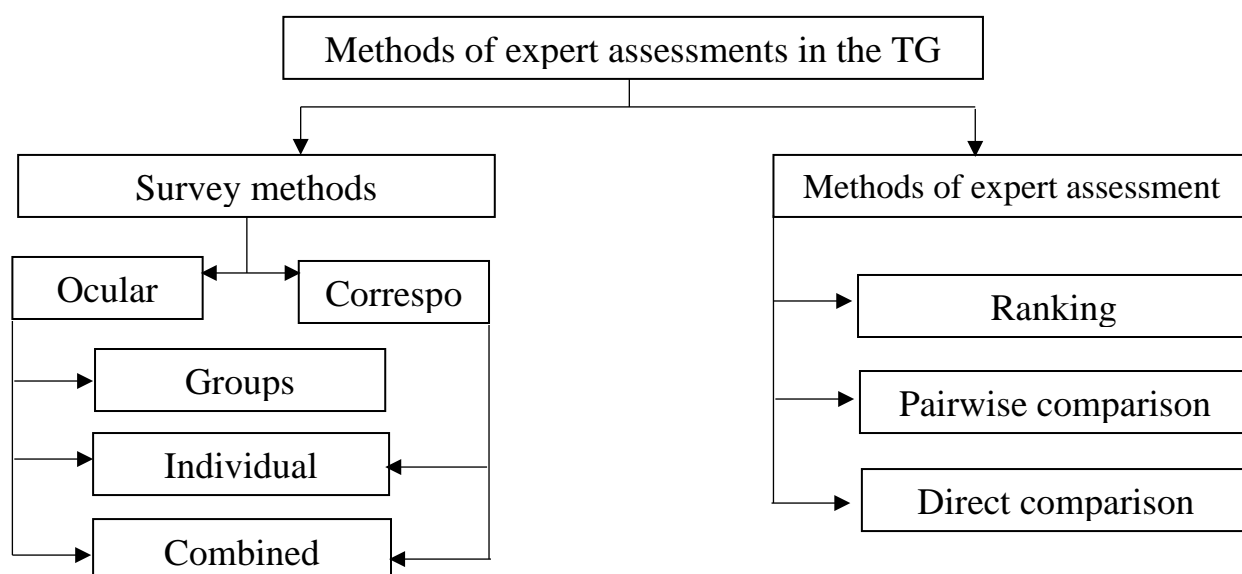


Fig. 3. Methods of expert assessments of TFs



It should be noted that scientifically based methods of conducting expert work are not yet sufficiently used. In practice, the opinion of a single expert is often used to resolve various issues. However, such opinions are usually subjective. Expert opinions of working groups and commissions are also widely used, but even in these cases, the reliability of the results obtained is not assessed.

Pairwise comparison involves determining the preferences of objects by comparing all possible pairs. Here, you do not need to sort all the objects, as in ranking, but rather identify a more significant object in each pair or establish their equality [16].

The direct evaluation method is the most common method in decision-making practice. It allows the expert to use a more sensitive tool for mutual comparison of options. When using this method, the expert is tasked with assessing the qualitative properties of the criterion indicator in points (the range of changes in this assessment is pre-set, for example, from 0 to 10). In other words, they have to show the degree of compliance of the option with the property in question, and the points are an artificial numerical assessment. The direct evaluation method is sometimes also called the scoring method.

Along with the above methods of analysing the functioning of the regional tourism market, there are a number of conceptual approaches and methods for assessing the economic impact of tourism in modern practice. The most widespread methods are those based on the construction of satellite accounts and input-output methods. A satellite account is a tool for reconciling basic economic data with tourism statistics [12].

Tourism Satellite Accounts (TSA method) provide an opportunity to conduct a macroeconomic analysis of the impact of tourism on the economy, with their help it is possible to estimate the GDP of tourism, to establish the direct contribution of tourism to the economy.

Indicators of auxiliary (satellite) accounts allow to study structural shifts in the production of and demand for tourism products, to establish economic imbalances in the tourism industry, to assess the impact of tourism on the country's GDP, employment, investment, etc. In other words, they help to determine the multiplier effect in tourism.

At the meso-level, satellite accounts are a means of obtaining the necessary indicators describing tourism enterprises and organisations to identify the various business opportunities available, to assess the volume and intensity of tourism as a business, and to depict the degree of interconnectedness between private and public tourism networks and clusters [10].

The information basis for a comprehensive analysis of the functioning of the regional market of tourist services is the indicators that characterise the structure and potential of the tourist market, its balance, capacity, flexibility, etc. The research is based on the data of the State Statistics Service of Ukraine, the Main Department of Regional Statistics, the Ministry of Economic Development, Trade and Agriculture,



the Ministry of Culture and Information Policy of Ukraine, information obtained from sociological and marketing research, research of scientific institutions, etc.

Summing up all the above, it should be noted that the purpose of a comprehensive analysis of the regional market of tourist services is to form an objective characteristic of the functioning of the regional market of tourist services, which is obtained as a result of generalisation of conclusions about its state and development prospects, obtained on the basis of the study of economic and social characteristics, quantitative and qualitative parameters [14].

The main parameters that characterise the state of the regional tourism market include changes in the volume of the tourism market in physical terms, changes in tourist flow, tourist preferences, trends in the personnel policy of travel companies, the dynamics of development of travel companies in the Ukrainian market (potential and existing licensees), the dynamics of average sales and prices for travel packages, infrastructure support of the tourism market, etc.

An important direction in analysing the functioning of the regional market of tourist services is to identify and describe the general development trend (trend) of the phenomenon under study, the regularity of changes in the levels of the series. This can be achieved through the use of special methods of time series analysis. Their specific use depends on the nature of the initial information (dynamics of socio-economic processes in the regional tourism market) and is determined by the objectives of the study [12].

Observing the changes in the series of dynamics, conclusions are drawn about the (non) homogeneity in strength, direction and time of the impact of a particular factor or group of factors on an object or phenomenon. Permanent factors have a significant impact on the functioning of the regional tourism market and form the main development trend in the time series. The influence of other factors is manifested periodically and causes fluctuations in the levels of the time series, which are repeated over time. The effect of one-off (sporadic) factors is reflected in random (short-term) changes in the levels of the time series. It should also be noted that the key aspects to focus on are both the direction of change in indicators determined by processing reported and statistical data (trend) and the establishment of growth or decline trends on this basis.

The use of the methodological approach proposed by contributes to a more objective vision and understanding of the current situation, taking into account the interests of the most interested parties, identifying the most promising areas of regional development, accelerating the innovative development of the region, attracting investment, and aligning the chosen strategy with a set of operational measures that, in turn, contribute to the effective development of the region and territorial communities [10].

The instrumentarium for the formation of innovation clusters in the tourism sector requires, first of all, establishing the essence of the concept of "innovation cluster" and detailing the process of innovation clustering in the tourism sector. To



do this, it is necessary to conduct an in-depth analysis of existing scientific developments in these categories.

According to these authors, a cluster is primarily "a group of interdependent or complementary industrial companies and organisations located in a region, operating in a particular area and characterised by the fact that the product of one industry is used for the needs of several others".

Modern science has greatly expanded the boundaries of understanding the cluster today. Contemporary authors consider clusters through the prism of not only regional industry, regional industrialisation, but also logistics, use economic and innovative approaches in interpreting this concept, and try to use it in various fields of activity (trade, tourism, etc.).

Based on the above, it can be stated that there are at least three approaches to the interpretation of the concept of "cluster", which explains the branching of the categorical apparatus [14].

The absence of a unified approach to defining clusters is also evident at the level of regulatory acts. Thus, a generalisation of legal norms suggests that the current legislation is dominated by numerous disparate bylaws. In particular, the essence of the concept is defined differently and unreasonably (for the first time since 2003, the concept of "cluster" is used without any definition or explanation).

From the methodological point of view, in order to formulate a correct definition of the concept of "innovation cluster in the field of tourism of a territorial community", it is necessary to identify the key features of the "cluster".

The main essential features of clusters are revealed in the works of Russian economists T. Levchenko and E. Tungusov. The authors draw attention to the expediency of distinguishing two approaches to understanding clusters: geographical and sectoral. They believe that it is the geographical and sectoral principles that together are the key features of clusters. The authors came to this conclusion, firstly, because cluster members are united by the proximity of their geographical location - "organisations are located separately in the same region".

Secondly, belonging to the same field of activity - "the participants belong to the same industry or sector of the economy, or may be linked by a single value chain".

Given the current trends, we consider this approach to be narrow, as the proposed features can be identified as the most general, i.e. those that are typical of other similar spatial and organisational structures, such as industrial agglomerations, industrial districts, etc. A cluster, in the modern sense, has its own specific characteristics [13].

We believe that a broader interpretation of the essence of clusters should take into account the systemic approach. Thus, T. Levchenko, E. Tungusova noted that cluster policy is the basis of innovative development, adding the following: "the essence of the cluster is that it is not just a sectoral affiliation, not just a territory, but a set of logically related entities that achieve a common goal".



Based on the above, we conclude that the author, reflecting on the nature of the origin of clusters, like most scientists, is based on a systematic approach that "requires considering all objects and phenomena within the framework of the whole - as parts of a single entity... as a result of multilateral, organic interconnection and interaction of its individual elements, fundamentally new properties are revealed that are absent in the parts that make up the entity" [14].

Table 4

Key features of clusters in territorial communities

№	Feature.	Characteristics
1	The presence of competitive capable enterprises	A key condition for cluster development is the presence of market-competitive enterprises in the cluster. Indicators of competitiveness may include: a relatively high level of productivity of the companies and sectors included in the cluster; high level of exports of products and services; high economic performance of companies (such as profitability, shareholder value).
2	Competitive advantages in the region	Availability of competitive advantages in the region for cluster development. For example, a favourable geographical location; access to raw materials; availability of specialised human resources, suppliers of components and related services, specialised educational institutions and educational programmes, specialised R&D organisations, necessary infrastructure, and other factors.
3	Geographic concentration and proximity	Key cluster participants are located in geographical proximity to each other and have opportunities for active interaction. The geographical scope may vary depending on the type and characteristics of the cluster and cover one or more regions of the country.
4	A wide range of participants and	A cluster may consist of companies producing final products and services, usually exported outside the region, and a system of suppliers of components and equipment,
5	the presence of a "critical mass"	specialised services, as well as professional educational institutions, research institutes and other support organisations. Indicators may include indicators that characterise the high level of employment in the enterprises and sectors that make up the cluster.
6	Existence of connections and interaction between cluster members	These ties can be of a different nature, including formalised relationships between the parent company and suppliers, between suppliers themselves, partnerships with equipment suppliers and service providers, and links between companies, universities and research institutes in the framework of cooperation in joint R&D and educational programmes. Contacts between small and medium-sized companies may also be related to the coordination of their efforts to collectively promote goods and services to existing and new markets.

Source: compiled by the authors [10].

Thus, all of the above definitions have a common feature, namely, different authors, regardless of the area of research interests, approach or period of research,



point out that a cluster is a certain set of economic entities . As we can see, the definition already contains the key features that characterise a cluster - "the presence of a set of economic entities" and "links" between them, but this list of features is far from exhaustive[17].

Thus, in this paper, a cluster is understood as a complex dynamic system that is capable of maintaining or improving its organisation in the face of changes in the external or internal conditions of its functioning and development, taking into account past experience.

Due to global trends and the new paradigm of economic development, when the construction of a knowledge-based economy comes to the fore, the creation of new clusters and the development of existing ones acquire a new focus - innovation orientation. Therefore, another characteristic feature of a modern cluster is the spread of innovations to the entire product creation chain or "the ability to generate an innovative component as the basis for competitiveness in markets". The analysis of previous scientific studies suggests that the category of "innovation cluster" is sufficiently developed. Most definitions of an innovation cluster, as well as of a "cluster", interpret it as a set of interrelated and interdependent enterprises and organisations.

The difference in interpretations lies in the fact that some authors emphasise the relationships between the participants of the innovation cluster (inter-organisational, interpersonal, permanent, periodic) that contribute to the achievement of different types of innovations in a particular industry.

Let's take a closer look at each feature shown in the figure [12].

1) The basis for generating and implementing joint innovative R&D projects is public-private partnership, which is the basis for developing joint innovative projects and implementing the activities of the innovation cluster.

2) Close and mutually beneficial cooperation between science, education and industry. Vocational education and training is linked to industry at the following stages: formation of the student contingent, education and training at the educational institution, employment and internships, and the use and upgrading of specialists' qualifications. There are various forms of organising the link between education and industry. University integrative complexes.

Establishment of training stations and testing grounds, experimental research plants and workshops, and educational, research and production complexes. The partnership between education, science and business includes cooperation with local authorities, which results in the creation of technology parks and business incubators. A good example of such an association is the Sapporo Valley Microcomputer Research Cluster, which was established in Japan in 1976.

3) Availability of highly qualified personnel. The essence of this feature is manifested in the concentration of highly qualified personnel who ensure the innovation process. For an innovation cluster, this feature plays a dominant role, as evidenced by the activities of the Boston Biopharmaceutical Innovation Cluster



(USA), which, as of 2019, involved more than 70,000 pharmacists and medical equipment manufacturers and 450,000 people in the healthcare sector.

All of the above allows us to identify the key features of innovation clusters (Fig. 4).

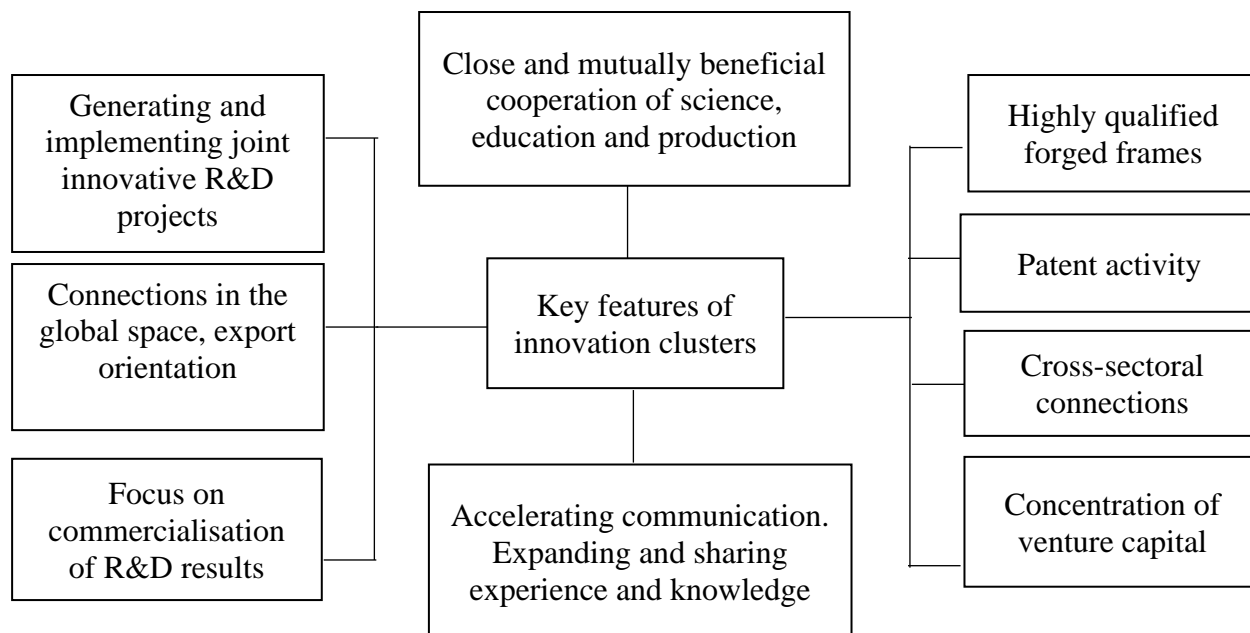


Fig.4. Key features of innovation clusters in territorial communities

Source: compiled by the authors [11].

4) Patent activity. First of all, it should be noted that a patent is a document that certifies the exclusive right, authorship and priority of an invention, utility model, industrial design or breeding achievement. Based on the definition, it can be argued that patent activity is a quantitative indicator of qualitative results. Obtaining a patent provides a guarantee of profit for a certain period. This period varies from country to country. In Ukraine, according to the Law "On Protection of Rights to Inventions and Utility Models", a patent for an invention is valid for 20 years, and a declarative patent for an invention is valid for 6 years from the date of filing an application with the Institution. The US innovation clusters can serve as an exemplary example of patent activity. Thus, as of January 2021, 15830 patents were granted in the information technology industry, 1019 in the automotive industry, 247 in the aerospace and defence industry, and 222 in the business services industry. According to the annual report of the State Enterprise of the Intellectual Property Institute "Ukrpatent", in 2022, 3,968 applications for inventions were filed nationwide, which is almost 11,862 patents less (300%) than in individual US clusters [15].

5) Since an innovation cluster is a complex of interrelated industries, its normal functioning is impossible without inter-industry linkages. In this case, we



consider inter-industry linkages between the core (leading) industry and secondary (related) industries. Inter-industry linkages are important for innovation clustering, since it is at the intersection of different industries that innovations emerge. This fact is proved by the Triple Helix Model, which will be discussed later.

6) Concentration of venture capital. An analysis of scientific points of view suggests that the formation of an innovation cluster is ensured primarily by attracting venture capital. Venture capital, according to the US Small Business Investment Support Programme, adopted in 1958 by the US Congress, is "a specific risky form of direct equity investment in companies that, being at the initial stages of development, demonstrate rapid economic growth through the development and practical use of original innovative ideas". An example is the Silicon Valley innovation cluster, where one third of the capital is made up of attracted capital (venture capital).

7) Accelerating communication. Expansion and exchange of experience and knowledge. Well-established communication links play an important role in an innovation cluster, ensuring the exchange of information between cluster members, which allows them to gain additional competitive advantages and create a synergistic effect. The success of the cluster depends, among other things, on communication in the exchange of knowledge (mutual learning). In general, mutual learning is a process whereby "one teaches all and all teach one". Mutual learning, as one of the most important aspects of an innovation cluster's activities, involves active and continuous interaction between innovation cluster members to share knowledge or experience.

8) Focus on prompt and effective commercialisation of R&D results. Based on the work of M. Porter, who noted that clusters increase the productivity and efficiency of operations, stimulate innovation, promote commercialisation and the formation of new businesses [61], we consider it appropriate to view the economy through the prism of clustering. The commercialisation of the result in any case contributes to an increase in labour productivity, the latter having a positive impact on the qualitative and quantitative characteristics of the innovative product and the final result, which is expressed in the growth of GDP per capita.

9) Connections in the global space, export orientation. First of all, it should be noted that export activity is an important aspect of the innovation cluster's activity, since innovation clusters are subjects of economic globalisation and need to have established ties with the world and take into account modern global challenges. In general, the analysis of scientific points of view on the essence of the concept of "innovation cluster" has revealed its focus on attracting foreign capital. For example, the Norwegian seafood innovation cluster NCE Seafood Innovation Cluster sells its products in more than 70 global markets. The Bangalore Information Technology Cluster (Karnataka, India) accounts for almost 40% of India's IT exports and employs 1 million direct and 3 million indirect workers, respectively [9].

Taking into account the scientific points of view of our predecessors, as well as the key features of innovation clusters, we believe it is necessary to propose that

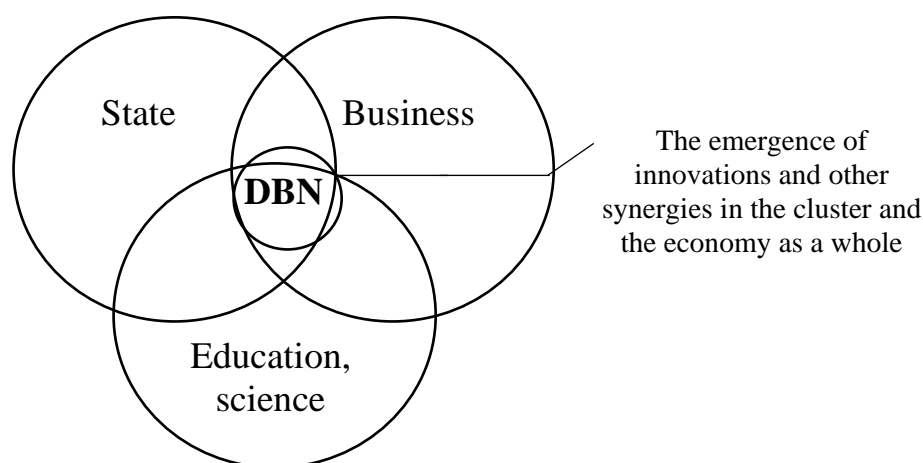


an innovation cluster is a complex dynamic system that produces innovations, and whose participants, when external or internal conditions of functioning and development change, are capable of improving their own activities based on past experience.

In addition, they concluded that a characteristic feature of a modern cluster is the spread of innovations throughout the entire product creation chain or "the ability to generate an innovative component as the basis for competitiveness in markets". The specific structure of the cluster, which combines internal cooperation with internal competition, facilitates the creation of innovations by cluster members. Innovations are most effective when competition is conducted on a level playing field in economic, social and legal terms, and unfair behaviour is stopped by the state.

This explains the shift in government policy priorities from the creation and development of industrial clusters to innovation clusters. It should be noted that innovation clusters are, in fact, a practical embodiment of the Triple Helix Model (Fig. 5) developed by Stanford University Professor G. Itzkowitz [16].

Currently, many countries are implementing investment and innovation policies, as well as regional economic policies, based on the concept of cluster development, the essence of which is to increase the competitive advantages of geographically close economic entities. The competitive potential of such geographically close economic entities is based on their effective interaction with each other, sharing technologies, innovations, highly qualified personnel, specialised services, infrastructure, etc. within the same cluster.



*Fig. 5. Triple Helix Model concepts by G. Etzkowitz.
Source: compiled by the authors [6].*

The model illustrates the interaction of the state, business, education and science, which are the main factors of innovation activity at all stages of creating an innovative product, as well as the tools for influencing these institutions [11].



Based on the table data, it can be concluded that almost all of the authors of the definition of the concept of a tourism cluster are based on the list of participants in tourism activities: tourism and recreation enterprises; tour operators; enterprises of other sectors of the economy; representatives of local communities; tourists; local authorities, etc. The author of this study fully agrees with this.

However, at the same time, it should be noted that tourism activities involve enterprises that are not directly related to the provision of tourism services: suppliers of specialised services; financial institutions; producers of related services; specialised infrastructure providers; organisations that provide specialised training, information gathering, research and technical support (e.g. universities); infrastructure agencies that have a significant impact on the functioning of the cluster. Therefore, we consider it necessary to take this feature into account when forming the concept of a tourism cluster [14].

The article also establishes that the proposed definitions focus on some essential features of a tourism cluster (clearly defined territorial boundaries; allocation of the final product group; presence of heterogeneous network interrelationships between participants; presence of enterprises of supporting industries, etc.), they lose sight of innovation as an integral attribute of such an entity as a cluster and the most important characteristic of the results of its functioning.

Table 5

The essence of the concept of a tourist cluster in a territorial community

Definition.	Author.
A system of production, technological and information interaction between tourism enterprises and suppliers of basic and additional services to create a joint tourism product.	S. Busniuk pp. 23-28.
A community of various enterprises and organisations in a certain territory that are directly or indirectly related to the provision of tourism services.	M. Gritsayenko, pp. 52-57.
A complex of geographically localised and interconnected business structures of various sectors of the economy of a large city, whose activities are aimed at creating conditions for the spiritual and emotional experiences of the consumer of tourist services, and increasing the city's competitiveness in the domestic and international tourism markets.	I. Kovalchuk pp. 148-153
An organisationally formalised voluntary association, a set of representative offices of local authorities, enterprises, organisations and individual entrepreneurs of various industries (construction, agricultural, industrial, communication, scientific, educational, investment, folk crafts) located in a certain territory with the aim of establishing close cooperation for sustainable collective development and increasing the competitiveness of the territory.	L. Matveeva, Z. Aguzarov pp. 77
A tourism cluster is a network of complementary economic entities united by the participation of each entity in the tourism product value chain.	V.F. Semenov, O.V. Basyuk pp. 78

Source: compiled by the authors [8].



However, the most important condition for the existence of a cluster is the formation of complex cooperative ties and competitive relations that allow participants to carry out activities, so the innovation cluster in the tourism sector of the region will be understood as a set of complementary economic entities united by the participation of each entity in order to create an innovative tourism product [14].

Conclusion. Thus, in this article proves that the innovative development of tourism in territorial communities should be understood as a complex process of qualitative changes resulting from the process of creation, development, implementation and dissemination of innovations based on the achievements of scientific research and scientific and technical achievements, which results in consumer satisfaction in tourism services and ensures a positive financial result for tourism entities in TCs.

It has been determined that the innovative development of tourism in territorial communities is influenced by various factors that create conditions for its functioning and development. The classification of the main factors into external and internal, static and dynamic allowed to characterise the conditions of functioning, development and restrictions of the tourism sector. It is substantiated that external factors influence the tourism sector of the region through levers created at the macro level. Internal factors are the consequences of the processes of functioning of the spatial socio-economic system of the territory. The integration of these factors creates a certain environment that determines the nature of innovative development of the tourism sector in the community and the region as a whole.

Generalisation of practical approaches to defining the principles of sustainable development of tourism in territorial communities has allowed to consider this development as a reproduction of the processes of production and improvement of the tourism product, provided that a balance or positive effect is achieved between the environmental, socio-cultural and economic components of tourism activity and its consequences. It is established that the main task of this development is to reduce the negative effects of tourism development in territorial communities against the background of positive effects of tourism activity.

The components of the tourism sector in territorial communities in the context of the socio-economic system of the region are proposed to be understood as a set of productive forces and production relations of tourism activity. It has been proved that the purpose of the tourism subsystem is to create a multiplier effect in the region's economy. It is established that the components of the tourism sector develop in certain proportions and interdependence and integrate with other systems.

The section partially outlines the positive and negative aspects of the interaction between the tourism sector and the socio-economic system of the territorial community, which allowed to identify problems in managing the innovative development of the territory. It is proved that the identified features create the basis for developing a mechanism for managing the innovative development of regional tourism systems. A scientific-methodological approach to the analysis of



the functioning of the tourism sector of the region, based on theoretical-conceptual and empirical methods, has been proposed.

The methodological foundations of socialisation as a priority direction of functioning of regional tourism systems are improved, the actual problems of ensuring the security of tourism in the context of innovative priorities in the face of growing threats to the external environment are outlined. The directions of regional policy in the field of tourism, based on the principles of socialisation and the paradigm of innovative development, are allocated - administrative, managerial, educational, scientific, socio-cultural, organisational, infrastructural, technological, environmental, and informational.

The article substantiates promising from the point of view of innovation directions of tourist specialisation of Ukrainian regions - rural, ecological and gastronomic tourism. Approaches to regulating the development of these types of tourism have been developed, which allow optimal use of all components of the region's tourism potential in the context of the need to develop and implement innovative products.

Innovative directions of tourism development at the institutional, regional and local levels are allocated and characterised, the role of territorial communities in the process of regulating innovation activity is emphasised. The following principles of the regional policy of innovative tourism development are formulated: objectification, convergence, sub-segmentation, balance, and sustainability. Two models of innovative tourism development in the region have been developed - stationary and synergistic, each of which consists of three stages.

The directions (institutional, organisational, social, spatial), goals, priorities and expected results of the strategy of innovative tourism development in the region are substantiated. In the functional dimension, the allocated directions are implemented through the influence of the regulatory system on a number of objects and processes of innovative tourism development in the region (types of tourism; forms of tour organisation; vehicles and routes; accommodation facilities; concepts and technologies of restaurant service; quality management; management of tourism enterprises; public administration in the field of tourism; marketing of tourism services; tourism branding of the region; tourism clustering).

In order to ensure the socio-economic efficiency of agrotourism development in the region, the degree of agrotourism attractiveness of rural settlements in the region is assessed using the developed algorithm, as well as the economic efficiency of the agrotourism model development. Agritourism activity creates prerequisites for transforming agritourism into an important factor in the socio-economic development of the region.

The state regulation of the recreational and tourist complex should be carried out with the help of both administrative and legal, as well as financial and economic methods. To improve the regulation process, it is more justified to use financial and economic methods of influence on the tourism industry.



A logical generalisation of the foundations of the formation of innovation clusters in the tourism sector of the region has made it possible to make sure that an "innovation cluster" is a dynamic system that produces innovations, and participants, when changing external or internal conditions of functioning and development, are able to improve their own activities, taking into account past experience and develop effective tools for the formation of innovation clusters. The development of tourism and recreation in territorial communities within the framework of creating a single recreational and tourist cluster is not only an effective method of developing this sector of the economy, but also a mechanism for increasing the level of socio-economic development of territorial communities, improving the image perception of its territory by the population of other communities (regions).

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