

Study the effectiveness of cluster development

Ayagoz Erzhanovna Zhansagimova, Doctor, PhD, Tourism

Eurasian National University, 010000 Kazakhstan, Astana city. Mirzoyan, 2,
Phone: +7 7172 709500, Fax: +7 7172 709457, E-mail: enu@enu.kz, Website: www.enu.kz

Abstract: Interactions within cluster, often entirely unexpected, leading to the development of new ways to compete and generate entirely new possibilities. Human resources and ideas form new combinations. A cluster is a means to overcome the isolation on domestic issues, inertia, intransigence, inflexibility, and collusion between competitors that reduce or completely block the beneficial effects of competition and the emergence of new firms. Thus, the presence of a cluster allows domestic industry to maintain its advantage, and not give it to those countries that are more inclined to upgrade. The presences of a cluster of industries accelerate the process of establishing the factors where there is a group of domestic competitors. All firms in the cluster of related industries are investing in specialized, but related technology, information, infrastructure, human resources, leading to a massive emergence of new firms. Thus, national competitiveness is largely dependent on the level of individual clusters. This fact is a great importance for public policy and strategy.

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Introduction

Generally, previous studies in numerous service disciplines have shown that customer satisfaction measures how well a customer's expectations are met and customer loyalty measures how likely customers are to return and to spread positive words about destinations to others. (Chen, C. Tsai, D. 2007, "How destination image and evaluative factors affect behavioural intentions?" *Tourism Management*, vol. 28, pp. 1115-1122.)

The founder of the theory of cluster development is M. Porter, who has studied this problem by examining the competitive position of more than 100 branches in the different countries. M. Porter pointed out that the most competitive on an international scale the same industry firms usually do not haphazardly scattered in various developed countries, and tend to concentrate in the same country, and sometimes even in the same region of the country.

Competitiveness extends up the processing chain. Businesses make up the cluster quality of delivered them semi-finished and, thus, forcing their suppliers to also enhance competitiveness. Competitors of the cluster leader settled in a bitter struggle on the domestic market and have gained experience of successful counter the strongest companies in the world, created a competitive product compared to its products. So fierce competition of the cluster of firms in the domestic market and abroad poured into the joint expansion. Firms of cluster, because of the mutual lapped, become to carriers of the same "business ideology" and, leaning on her, win overseas aliens. World leading market large

companies and firms are need of a large number of technologies adapted to their equipment, materials, etc., which creates a large market for small companies with innovative orientation, which in the future becomes a generator of competitive advantage. The cluster provides employment and a host for small firms - suppliers of simple parts, that is structure of the cluster, in principle, copies the structure of the national community of companies, but with one important distinction: it contains the country's business elite, which determines the international competitiveness of the nation.

In the core of the process of cluster formation is the exchange of information about needs, techniques and technologies between industries - customers, suppliers and related industries. The competition between companies of the cluster can affect to the exchange of information, since each of them wants to use it yourself. The fact that the mutual exchange gives profitable terms to all local firms in their competition with foreign rivals does not eliminate fully the concerns of his own position in the market. The mechanisms that contribute to the exchange between the clusters are those conditions that contribute to an easier flow of information and coordination of the interests of both horizontally and vertically related firms. Factors determining the coincidence of objectives and compatibility within the clusters: family or near family ties within the cluster between firms (which is especially important for countries in the Asian mentality) common ownership within the industry group, equity participation in share

ownership, the interaction between the directors of companies; national patriotism.

The tourism industry is highly competitive due to the globalization of markets and the rapid changes demanded by consumers (San Martín 2005). In order to compete effectively, destinations must design and implement appropriate strategies and marketing initiatives to position themselves in their target markets (Hawkes & Kwortnik 2006; San Martín 2005). (Jung, S. H., Yoon, H. H. & Kim, J. Y. (2012), "Effects of Culinary Employees' Role Stress on Burnout and Turnover Intention in Hotel Industry: Moderating Effects on Employees' Tenure", *The Service Industries Journal*, 32(13), 2145-2165.)

While maintaining a high level of competitiveness in the industry is the result of a well-functioning "golden section" of the economic system, is rarely so that, the whole system existed from the beginning. Taken separately favorable factor often gives an initial impetus to a particular industry, often - around a single firm. Sometimes the important role played by the case.

Tourism clusters are formed on the basis of tourism assets in the region and consists of enterprises of different sectors related to the servicing of tourists, for example, tourist operators, hotels and catering sector, producers of souvenirs, transportation companies and others. The purpose of creating of the tourism cluster – to improve the competitiveness of the territory of the tourist market through synergies, including improving the efficiency of enterprises and organizations belonging to the cluster, stimulating innovation, promoting the development of new directions.

Definition of species, specific resources determine the demand for tourism products and indirectly - on the formation and maintenance of the entire tourist infrastructure. Identification of the tourist resources allows for determination necessary elements for the cluster.

In 2002, UNWTO jointly with UNCTAD has created a "Sustainable Tourism - a pledge to eradicate poverty» (ST-EP).

Table - 1 " The comparison of stable and mass (conventional) tourism"

Factors for comparison	Sustainable Tourism	Mass (Traditional) tourism
The Attraction of tourists	Volumes of providing tourist services in line with the socio-economic, environmental features area, which determine the nature of tourism activities.	Tourist activity is focused a permanent increase in tourist flows. The volume of provision tourism services are limited only by the capacity of the material and technical base.
The behavior of tourists	Visitors during their stay follow a definite pattern of behavior in accordance with the culture of the visited areas. The behavior of visitors does not cause damage to natural resources, traditions and customs of the local population.	Customers bring their way of life and behavior in the area of recreation.
The attitude to nature	For visitors the very important value the existence of natural objects, rather than the consumer value.	Dominated by consumerist attitude of visitors to natural sites. Natural objects are evaluated on the basis of their usefulness to humans.
The relationship of visitors and local people	Friendly, respectful relationships whose purpose is to recognize the new culture.	Formal relations. Visitors find themselves masters, which should serve.

There are currently a number of international programs for the implementation of sustainable tourism. One of them is a program of integrated coastal zone management (Integrated Coastal Zone Management), which has the status of the Code and adopted by most countries in Europe, intensively developed in America, is relevant for Russia. The purpose of this program: accounting of specific social and environmental conditions of marine coastal life in the organization and management of coastal zones.

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Literature Review

The phenomenon of the cluster as an object of economic agglomeration of interconnected companies in a certain territory, known since the days of handicraft production. But only since the last quarter of XX century, industrial clusters have begun to show itself as an important factor in regional economic

development. Among the economists in the world is becoming increasingly recognized view that the regions in which clusters are formed, are leaders in economic development. (Khodadadi, M. *What is in a Name? Evoking Associations in Cultural Tourism Marketing of 'Persia' and 'Iran'*. PhD Networking Conference, Exploring Tourism III: Issues in PhD Research, 1-2 July 2009, Nottingham University Business School, Nottingham, UK. (2009). 89).

There are two basic categories of clusters formed in the spatial and functional axes. When the distinction between clusters of functionally-related systems, which are less strictly limited to certain regions, coinciding with the original definition of Porter (1990, see Table. 1), usually related to industrial clusters. Spatial grouping of similar and related firms and industries related to regional clusters.

Table 1. A variety of definitions of the cluster

Author	Year	Source	Definition
Porter	1990	The competitive advantage of nations	Industrial cluster – is a number of industries related through buyer-supplier relation, or supplier-buyer or through a common technology, common procurement or distribution channels or common labor union.
Schmitz	1992	On the clustering of small firms	Cluster – is a group of companies belonging to the same sector and operating in close proximity to each other.
Swann and Prevezer	1996	A comparison of the dynamics of industrial clustering in computing and biotechnology	Clusters – are groups of firms within the same industry located in the same geographic area.
Enright	1996	Regional clusters and economic development	Regional clusters - are industrial clusters in which the firm's members are in close proximity to each other.
Rosenfeld	1997	Bringing business clusters into the mainstream of economic development	Cluster – is the concentration of firms that are able to produce a synergistic effect due to their geographical proximity and interdependence, even though their scope of employment can not be pronounced or prominent.
Porter	1998	On competition	Cluster – is a geographically close group of related companies and institutions interacting in a particular field, linked communities and complementarity.
Feser	1998	Old and new theories of industry clusters	Economic clusters are not just related and supporting industries and institutions, but rather related and supporting institutions that are more competitive on the basis of their relationships.
Swann and Prevezer	1998	The dynamics of industrial clustering	"Cluster" refers to a large group of firms in related industries in a particular locality.
Elsner	1998	An industrial policy agenda 2000 and beyond	Cluster – is a group of firms that are functionally related, both vertically and horizontally. The functional approach emphasizes the quality of existing relationships between firms and institutions that support the cluster, and these relationships are determined by the market.
Steiner and Hartmann	1998	Learning with clusters	Cluster – is a series of complementary firms (in manufacturing or service sectors) of public, private and semi-public research institutions and development institutions, which are related labor market and / or cost constraints - release, and / or technological constraints.
Roelandt and den Hertag	1999	Cluster analysis and cluster-based policy making in OECD countries	Clusters can be characterized as networks of producers strongly interdependent firms (including specialized suppliers) linked to each other in a value-added production chain.
Simmie and Sennett	1999	Innovation in the London metropolitan region	We define an innovative cluster as a large number of related industrial and / or service companies that have a high level of collaboration, typically through the supply chain and operating under the same market conditions.

Bergman and Feser	1999	Industrial and regional clusters	Industrial clusters can be defined in general terms as a group of businesses and nonprofit organizations for which group membership is an important element of individual competitiveness of every member of the firm. The cluster associated with the transaction of sale or shared technology, common buyers or distribution channels, or labor union.
Bergman and Feser	1999	Industrial and regional clusters	Regional clusters - are industrial clusters that are geographically concentrated, usually in the region, which forms a metropolitan area, the labor market and other functional business units.
Egan	2000	Toronto Competes	Cluster – is a form of industrial organization, which depends on the networks of highly specialized, interconnected firms and institutions of the private sector the public sector, whose end products penetrate markets outside of the central (metropolitan) region.
Crouch and Farrell	2001	Great Britain: falling through the holes in the network concept	A more general concept of a cluster implies something broader: the tendency for firms of this type of business located close to each other, though without possessing a particularly important presence in the region.
Van den Berg, Braun and van Winden	2001	Growth clusters in european cities	The popular term - the cluster is most closely associated with local or regional scale networks... Most definitions share the notion of clusters as localized networks of specialized organizations, whose production processes - are closely connected through the exchange of goods, services and / or knowledge.
OECD	2001 2002	World congress on local clusters Regional clusters in Europe	Regional clusters are geographic concentrations of interconnected companies limited and can be used as a keyword for older concepts like industrial districts, specialized industrial agglomerations and local production systems.
Visser and Boshma	2002	Clusters and networks as learning devices for individual firms	Clusters are defined as geographic concentrations of firms involved in similar and related activities.
Andersson et al.	2004	The cluster policies whitebook	Clustering in general is defined as a process of co-location of firms and other actors within a concentrated geographic area, functional cooperation around a specific niche, and establishing close working relationships and alliances to enhance their collective competitiveness.

Clusters - the zone of growing new model for regional development decisions. These technology packages that are created in the cluster can be replicated in different parts of the country, forming a regional strategic employment sites, including through the involvement in the country, who left earlier from her staff.

Thus, one way to enhance and improve the innovation environment in the region can be considered as the cluster approach in the implementation of innovation policy. The heterogeneity of levels of socio-economic development makes it necessary to develop the differentiated regions, the actual consolidation of their role in the economy of the district and territorial structure of the economy. The process of creating clusters of innovation must take place with the specific regions: the levels of regional innovation capabilities, financial support of regional budgets,

innovative activity of enterprises in the region, levels of industrial development. (Prayag, G. (2009), "Tourists' Evaluations of Destination Image, Satisfaction, and Future Behavioral Intentions: The Case of Mauritius", *Journal of Travel and Tourism Marketing*, 26(8), 836–853.)

Methodology

Innovation processes take place in international and national control systems of tourist activity, the development of new technologies (e-commerce, the creation of virtual travel agencies); forms of marketing, creating a tourist product.

Methodology of the research were the fundamental works of foreign scholars devoted to the tourism, clusters, innovation management, the fundamental scientific principles of the regional economy, the cluster theory of innovation and innovation, research domestic and foreign scientists,

set out in the periodical literature, proceedings of scientific conferences, theses and monographs, revealing patterns of innovation areas at the regional level.

In the declaration, "Peace and Tourism" it was proclaimed: "We aim to promote cooperation in the exchange of knowledge, information, technology and human resources related to tourism areas between developed and developing countries; to cooperate to make knowledge-based tourism industry and to fill the missing links in the economic, social and cultural environment and technology; also to contribute in the social development and prosperity of mankind."

Sustainable tourism development requires an adequate participation of all stakeholders which are relevant to this field and needs the strong political leadership to the same extent to ensure wide participation and attainment of consensus. The attainment of sustainable tourism is a continuous process requiring constant monitoring of the environmental impact by introducing, if necessary, appropriate preventive and / or corrective actions.

Results

Clustering can provide a number of obvious advantages of the regional economy:

1. Regional Development.
2. The convergence of basic science and practice of integrated development, which leads to the emergence of new types of products and improve the conditions of production of the old.
3. The development of industrial infrastructure through the introduction of innovations.

In addition, the formation of clusters and a number of advantages to companies forming part of the clusters. Experts identify the following mechanisms acting on all companies within the cluster:

1. cost-distribution (allowing optimal use of capacities of all firms within the cluster, to ensure the sharing of information and production resources);
2. credit co-operative (provides mutual lending participants in the cluster, as well as the possibility of mutual guarantees and warranties);
3. tax-optimization (includes various methods of reducing the tax base);
4. innovation (technology transfer grace);
5. information (provision of benefits for each brand of the cluster members, as well as the formation of a common information space in order to ensure effective communication).

Since 1993, Kazakhstan is an active member of the World Tourism Organization. The governments of many states consider Kazakhstan a promising partner with great potential for tourism and the number of

bilateral and multilateral agreements on cooperation in tourism is increasing from year to year.

In 2011, the number of tourist companies continued to grow, in particular, the number of tourist firms increased from 1252 (in 2010) until 1515, of which 808, that's, the majority located in Almaty city.

The number of visitors served fell in 2011 to 135,237 compared with 157,988 in 2010, indicating that the crisis phenomena in the industry, including in Almaty decline occurred almost doubled (from 30,604 to 17,249).

The measures taken by government regulation, development of tourism in the RK is very slow. The existing legal framework regulating the tourism activity is not complete and perfect.

The main causes inhibition of tourism development are:

- lack of an integrated system of state regulation of tourism in the regions;
- subordination of tourist accommodation facilities, spa, fitness and recreational facilities to various ministries and departments, as well as other bodies of executive power;
- slow growth of investment in the development of material base of tourism;
- discrepancy between the vast majority of tourist facilities to international standards and require significant investment;
- insufficient supply of qualified tourism professionals;
- lack of state support and an integrated approach to advertising of the national tourism products in domestic and international tourism market;
- lack of methodological, organizational, informational and material support to the tourism industry of entrepreneurs from the state;
- tendency to reduce the number of hotel enterprises;
- high taxes;
- unsatisfactory state of tourism, service and information infrastructure in the areas of highways and international transport corridors.

To solve the identified problems need a program of reforming the travel industry and its transition to sustainable development, which should include the following elements:

Improvement of the existing legislative framework and the establishment of effective mechanisms for its implementation; training of skilled and responsible professionals; development and implementation of financial and economic instruments for sustainable tourism development as a priority.

The development of national tourism can not be based solely on market mechanisms, because tourism

is not only an economic phenomenon, but also deeply social, spiritual and cultural. Therefore, a public policy of tourism development in Kazakhstan. Also important is the need to establish mechanisms to facilitate the construction of new facilities and renovation of existing tourist and resort infrastructure. Need to create a system of tourist information centers - an element of tourism industry, the creation of tourist offices abroad. Significant role in the implementation of these tasks can play a cluster approach.

Recreational resources, cultural and historical potential of Kazakhstan can find its niche in the global tourism market and to achieve rapid growth tourist industry in the country. This extensive growth of the tourism market will boost employment and income of the population involved in the tourism industry, as well as development related to tourism industry and most importantly, increase the flow of investments into the Kazakh economy.

Understanding the role of tourism in the economy and well-being of the population growth, tourism in the Republic of Kazakhstan on the national level is recognized as one of the priority sectors of the national economy. The Programme of Strategic Development of RK tourism industry's as one of the priorities of economic development, prominently.

The tourist industry is allocated to one of the clusters in the system of national clusters, among which along with tourism are oil and gas engineering, food and textile industries, transport logistics, metallurgy and building materials. These sectors are paramount and that they hoped-as a means of avoiding raw material orientation of the country's economy.

At the same time, the beginning of the state independence of the Republic of Kazakhstan tourist branch has not been the principal structural and content changes. No attention was paid to the integrated forecasting, long-term planning and territorial organization of tourism and non-tourist structures. Moreover, the situation in the tourism sector is particularly adversely affected the systematic reorganization of the government, were responsible for the development of tourism and a reduction in funding for their content. Obstacle to development in the industry was the failure to recognize the priority of tourist activity on the part of local government, despite the fact that the majority of revenue comes from tourism to the local budget.

During the development of tourism industry's in the Republic of Kazakhstan from 1991 to 2012, observed the following trends in the tourism sector:

- The growth of the firm engaged in tourist activities;
- The reorientation of domestic tourists to outbound tourism to the domestic
- Increasing the volumes of inbound tourism;

- Increase the number of strategic international agreements on cooperation in the tourist industry;
- Reorganization and improvement of the state structures of tourism management;
- The development and successful use of the State Program of development of the tourism industry;
- Kazakhstan's continued participation in international tourism exhibitions and conferences;
- Modernization of the legislative framework in the regulation of tourist activities.

Thus, during the years of state independence of Kazakhstan, a number of important measures to promote national tourism industry's of the Republic, signed 22 international agreements on cooperation in tourism, with huge potential of social efficiency. At the same time the development of the tourism industry is fast enough, in recent years has stagnated for a number of indicators. All this makes the actual development of the tourism cluster in the Republic of Kazakhstan, especially in the area of Shchuchinsk-Borovoe.

Authors:

Ayagoz Erzhanovna Zhansagimova doktor PhD
Tourism
Eurasian National University
010000 Kazakhstan, Astana city. Mirzoyan, 2,
Phone: +7 7172 709500
Fax: +7 7172 709457
E-mail: enu@enu.kz, Website: www.enu.kz

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