The theoretical basis of system development of tourism [6, 7, 9] is the basis of integrated tourist planning. More and more often we come across options for development planning of not some tourist facilities, but their combinations, as well as the desire to create a tourist and recreational environment on vast territories.

The government, public, and business in some regions of Russia have come to understand that due to a single, even very prosperous, tourist facility we cannot reach a new level of tourist traffic. The integration of a region into international tourism development can only be possible using the entire territory.

Modern processes of tourism development, for example, in Perm krai, indicate the ineffectiveness of the existing approaches to the planning of this area. Almost all key tourist dominants of the region have passed the growing and maximum stages of interest towards them and are experiencing stagnation, if not a decline. As an old tourist area, Perm krai is undergoing a crisis. It is expressed in a reduction in the interest towards traditional tourist sites and centers in the absence of new tourist areas and original proposals.

In order to bring the tourist area of the region to the Russian and, possibly, international level, we should change the principles of planning. We must move from the development of individual projects to a system of tourism development in the region, which will achieve fundamentally different scales of operation. For this, the cluster–dominant approach can be applied.

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The cluster approach in tourism is an approach from the standpoint of tourist business and recreational development. This approach is similar to that of an entrepreneur and organizer of service facilities and infrastructure. Recreational development as the development of an area through the design of tourist and recreation businesses is interested in moving from a single object to the formation of a united set of objects in the form of clusters. A number of Russian regions (Republic of Karelia and Vologda oblast) begin to apply the cluster approach in the planning of tourism development. There are scientific studies on this subject [5, 8].

Geographically, the cluster concept is largely similar to the teachings of the domestic concept of territorial production complex (TPC). Both concepts (cluster and TPC) reflect the territorial combination of enterprises in a certain area, which, owing to the mutual spatial proximity and interconnection, provides an additional effect. The main similarities and differences between clusters and territorial—industrial units of the Soviet type have been thoroughly analyzed by A.I. Kostyaev [4]. They are disclosed in the example of the agroindustrial sector. The significant differences between these concepts will be more apparent from the content of this article.

Domestic economic geographers correctly note the weak possibility of the practical application of the concept of clusters as compared to those used in the TPC study [1]. The slender TPC theory contributed to the development of the economy of the Soviet Union and to the formation of large-scale industrial units in different economic areas. However, the study of territo-
CONCEPT OF “TOURIST CLUSTER”

Let us consider the appearance and disappearance of a tourism cluster. Let us imagine an homogeneous environment of some tourist area. Each company with a tourism and recreation profile is self-contained and more or less efficient. They all act on the same local market, locate in the same habitat, and compete with each other. This is the situation when there is no cluster yet.

When there is some kind of dominant in an area and competing companies begin to interact, the space acquires more features, tourist traffic considerably increases, and enterprises run more efficiently. The socioeconomic landscape is structured based on the dominant. This results in a cluster.

Gradually, each firm again becomes self-sufficient. The landscape with a node is gradually transformed into a homogenous one. The tourism dominant turns into one of the ordinary elements of the market. The tourist environment is again relatively homogenous. The cluster disappears.

Thus, a cluster is a temporary interaction between enterprises spatially subordinated and competing in one market. Their cooperation may begin and occur in connection with the emergence of an enterprise-leader, as a result of which the effect is achieved.

The main difference between a cluster in the tourist field from the majority of industrial, agroindustrial, services, and other clusters is in its route-type territorial organization. A tourist route and the corresponding tourist traffic link objects, transforming them from competing into interactive elements of the system. Clusters are formed thanks to the tourist flow.

The dominant of a tourist cluster can be either an infrastructural object (an accommodation facility) or an object of tourist interest (such as a ski resort), but, in any case, the main condition for the development of a tourist cluster is the presence or appearance of routes and tourist flows. A tourist cluster can result from the activation of tourism on the territory in relation to a cultural event, causing tourist flows.

To better understand the nature and structure of a tourist cluster, let us apply the approach of P.Ya. Baklanov [1] related to the search for a simple system. Let us try to describe an elementary tourist cluster using a specific example to find its primary elements and a simple connection between them.

In Perm, two closely located Middle Urals cities—Chusovoi and Gubakha—have popular ski resorts. They compete in one local market. Consumers of their services are mostly city residents of Perm, preferring one of the two ski resorts owing to their differences in many aspects. In recent years, many citizens of Perm have changed traditions and begun to spend only one of the two days off at each center; the second day they spend skiing on the second resort. Thus, a tourist route and a flow between Chusovoi and Gubakha have spontaneously formed. Two former competing companies were forced to become partners. In this case, the tourist cluster should be considered to include the Chusovoi and Gubakha skiing companies, as well as the tourist traffic between them.

Thus, an elementary cluster consists of two competing enterprises (objects) and the tourist flow between them, which reflects their interaction. Here a dominant (an impetus to dynamics) is the external factor—the desire of some residents of Perm to get a greater variety of impressions during the winter holidays. Therefore, maybe Perm should be included in this elementary tourist cluster as a generator of the flow. The cluster in this form exists during the winter mountain skiing season from January to March. The territory of the Middle Urals with its specific tourism and recreation specialization and abundant skiing enterprises must have a very obvious dominant. Its concept will be revealed below.

Technologically, the use of the cluster approach to the development of tourism in a region is as follows:

1. It is necessary to determine the major competitive tourist advantages of the region in Russia and, possibly, in the world and to identify the areas where the marked advantages are most pronounced. The concept of “competitive advantages of a region” is quite common. Strictly speaking, there can be no competitive advantages in a region because the concept of economic competition belongs to the activity of an enterprise rather than to a territory. Instead of benefits, it would be more correct to speak about the prerequisites of competitive advantages of a region and its tourist possibilities.

2. Then follows the tourist zoning of the region in view of its main competitive advantages in the field of tourism. It is necessary to identify areas that would differ owing to the existence of a basic benefit. In this case, each area could offer special tourist products and the areas would complement each other in the regional system. On the basis of tourist areas, territorial combinations of enterprises—tourist clusters—are formed or can be formed, so it is possible to determine the spatial structure of the future clusters (proclusters or preclusters according to the terminology of A.V. Mitrofanova [8]) and to implement their zoning.