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## SPATIAL ASPECTS OF MODERNIZATION OF REGIONAL TOURIST SYSTEMS

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**Abstract:** The relevance of the research is due to the need to form a methodological basis for research on the spatial dimension of modernization processes in the tourism sector of the region, which due to the current global threats are of particular importance. The purpose of the article is to develop theoretical and methodological foundations for the study of spatial patterns of modernization of the tourism sector of the region from the standpoint of a systematic approach. The key in the research are the system approach, as well as the modernization paradigm of regional development, which allow to form a comprehensive concept of spatial development of tourism in the region. The article formulates the main provisions of the spatial dimension of modernization processes in the region; the stages of recreational development of the territory are singled out; the interrelations between the development of tourism and the processes of urbanization are analyzed; the essence of tourist clustering is substantiated and the principles of cluster formation in this sphere are singled out; the effect of “expansion” of tourist space in destinations is characterized. The results of the study can be useful for scientists researching the spatial aspects of tourism development as a type of economic activity and as a social phenomenon at the regional level, as well as for practitioners of state and regional government, representatives of the tourism business.

**Keywords:** spatial development, clustering, economic efficiency, urbanization.

### INTRODUCTION

In the conditions of transition of social systems to new technological ways and economy of knowledge the question of definition of directions of development of non-productive sphere becomes especially relevant. Such areas can be successfully justified

using the concept of innovative development. However, innovative development, emphasizing the priorities of innovation management at different hierarchical levels of economic systems can not simultaneously change the structure and direction of development of the system. The process of innovative development is continued and often covers only the latest types of economic activity, slightly exaggerating their prospects and economic efficiency (Tymchyshyn-Chemeris, 2015). At the same time, traditional approaches used in a number of industries also need to be revised and improved (Leiper, 1979; Porter, 1990; Cherchyk, 2012). Issues that arise in this context go beyond the traditional understanding of innovation and require new approaches, which, for example, in the field of tourism, should be interpreted within the concept of modernization (Holod, 2017), in particular on the basis of a systematic approach. Important for the field of tourism is the spatial dimension of modernization processes, which is in the center of attention of some scientists (Dmytryshyn, Pavlyuk, 2014; Kozhukhivska, 2018), but its research has not yet acquired a systemic nature and has no established methodological basis (Vinichenko et al., 2018c).

In modern economics, the concepts of transformation and modernization of economic systems are quite related and methodologically close. Given that modernization is becoming an imperative of the modern economy at all levels, the key task of tourism modernization is to meet the needs of tourism services, which change adequately with the intensification of integration processes under the influence of endogenous and exogenous factors (Davydova, 2015; Karavans'kyj, 2015; Felenchak, 2019; Kerimov et al., 2018a). Modernization of regional tourist systems, in contrast to the transformation, is a qualitatively new process. However, in the case of transition of regional tourist systems to a new state, the parameters (goals and objectives) of modernization change. The basis of the transformation of regional tourist systems is deep transformations under the influence of environmental regulators and system entropy, and modernization is self-regulation and interaction of systems of different spatial and functional levels (Lapidus et al., 2018a; Lapidus et al., 2018b). Thus, the transformation should be considered a change in attitudes, states of a particular system. At the same time, when it comes to progressive changes, improvements, preservation of positive trends - it is advisable to analyze the modernization process. For the regional tourism system, transformation and modernization are interrelated processes at different levels (Borodin et al., 2019; Ridho et al., 2018). Modernization of the regional tourist system can be interpreted as its institutional dynamics for the purpose of qualitatively new development through a combination of traditional and new specializations using knowledge, ethno cultural features, socio-humanitarian and natural resource opportunities in accordance with social needs and world standards, which will ensure a self-sustaining sustainable reproduction process through the involvement of innovative factors (Holod, 2017; Bulatov et al., 2020a; Bulatov et al., 2020b). Given the peculiarities of the functioning of regional tourist systems in modern conditions, which are characterized by the intensification of integration processes, especially important are the principles of modernization, which allow more fully realize the competitive advantages of spatial social systems. Modernization as a basic factor in achieving these goals requires the implementation of a system of principles of functioning and qualitatively new development of regional economic systems, the use of a set of methodological approaches and ways to learn the essence of these processes (Vinichenko et al., 2018a; Vinichenko et al., 2018b). The purpose of the article is to develop theoretical and methodological



foundations for the study of spatial patterns of modernization of the tourism sector of the region from the standpoint of a systematic approach.

## MATERIALS AND METHODS

The development of regional tourism systems in terms of the modernization paradigm inevitably actualizes the role of internal structural mechanisms that determine the competitiveness of a particular region in the national and international tourism markets. Given the specifics of tourism, such internal mechanisms must be spatial in nature. The concept of destinations does not meet all the requirements for the modernization of tourism development in the region, because the modernization of the destinations themselves is only one of the components of the modernization of regional tourist systems. Obviously, the necessary mechanism should be based on processes of a higher level than just the emergence and functioning of tourist destinations and guarantee a synergistic effect that covers all subsystems of regional tourism systems. The concept of economic clustering, which is extremely popular but still not widespread in Ukrainian realities, meets all these requirements (Bulatov et al., 2019). The processes of economic integration in modern conditions inevitably involve the intensification of innovation and its institutionalization in the form of various spatial entities. Innovations in tourism are traditionally divided into product, technological, organizational, managerial and service. One of the organizational and managerial innovations, as well as a promising form of economic integration is innovation clusters – groups of enterprises and organizations whose activities are in one (or related) areas of business by economic interests and regional characteristics. According to the existing approaches, the concept of clusters, in particular tourism has different interpretations and a broad scope of spatial localization. According to M. Porter's (1990) classical definition, a cluster is interpreted as “a group of interconnected companies, suppliers, related industries and specialized institutions operating in a particular field and concentrated in one geographical area”. The main purpose of the cluster is to increase productivity and ensure the competitiveness of the region and the state at the international level (Ziyadin et al., 2019). The role of clusters is considered as specific traditional forms of spatial organization of economic activity (economic centers and nodes) and extraterritorial innovation structures (IT clusters, cross-border clusters). Spatially, clusters can cover several regions of the state, as well as a set of enterprises and organizations within a particular locality. The tourism cluster allows to increase the efficiency of the participating organizations and is characterized by an innovative core, which is formed on the basis of investments and covers such components as information, scientific and technical, program-target infrastructure, venture business (Holod, 2017; Kerimov et al., 2018b). Thus, the cluster approach can significantly enhance the economic efficiency of the tourism business at the regional level through the development and improvement of recreational and tourist infrastructure, creation of tour products and organization of destinations taking into account the requirements of environmental safety, improving the quality of services.

## RESULTS

### Spatial Dimension of Modernization Processes

The processes of modernization of regional tourist systems have a pronounced spatial dimension, which can be summarized in the form of four main provisions:

1. The reform of the administrative-territorial system is associated at the present stage of development of the state and with the processes of decentralization of power. The transfer of part of the powers to local governments in the long run should be combined with changes in the administrative-territorial division of the regions of the state by, first of all, the consolidation of the relevant territorial units (Kerimov et al., 2019). This process involves simplification and improvement of regional governance mechanisms. Of course, in the process of decentralization and reform of the administrative-territorial division it is necessary to take into account the peculiarities of tourism development in the respective territorial units, because rationally conducting district boundaries allow more effective differentiation of program goals of tourism development strategy the system of regulating the development of tourism at the regional level provides for the provision of powers to solve local problems to local governments. Thus, the effective structure of the region, in accordance with the current provisions of the reform of the administrative-territorial system, is an important factor in the effectiveness of the powers granted to the modernization of tourist destinations.

2. Formation of tourist clusters. Unlike clusters in other types of economic activity, tourist clusters have a pronounced spatial dimension, because they are mostly confined to areas that concentrate attractive tourist resources and facilities. The factor of distance for the formation of tourist clusters is also important, because the tourist activity itself involves movement in space.

3. Development of transport infrastructure. The transport network, which is closely connected with the implementation of tourist activities, has perhaps the most significant impact on the intensity of tourist flows, both intra-regional and external. On the other hand, the location of transport hubs, such as international airports, railway stations, seaports, is also important. Thus, in combination with the settlement system, the transport network of the region is a substrate for the formation of all other subsystems of the regional social system, and accordingly is an important prerequisite for the modernization of regional tourist systems.

4. Development of differentiated tourist routes in compliance with the requirements for the safety of tourists and destinations. The specificity of tourist activity, in addition to its significant dependence on the resource component, is also the formation of specific spatial structures - routes that are independent objects of tourist travel, although they combine a number of specific excursion or tourist destinations, each of which can and not be particularly attractive from a tourist point of view.

An important requirement for the development of tourist routes in the region is their clear differentiation according to the characteristics of certain types of tourism and the specifics of the categories of tourists for whom such routes are developed. In modern conditions, the more differentiated the network of tourist routes in the region, the more attractive it is for tourists, destinations and tourism business in the regional tourist system, and the more effectively allows the region to improve its international competitiveness. Of course, the substantiation and development of such routes is the task not only of tourism enterprises and organizations, but also of educational and scientific institutions, the links between which are mainly functional, but within specific tourism clusters can acquire spatial features.



## Recreational Development of the Territory

Recreational development is an important factor in the territorial organization of society, the process of adaptation of the territory (or water area) for certain types of recreational activities. An important component of the functioning of the regional tourist system is the presence of a developed recreational and tourist infrastructure, represented by a set of facilities and networks that serve recreational activities in a particular area. In our opinion, in the process of recreational development of the territory, from the standpoint of the formation of tourist infrastructure, there are several stages:

1. Primary recreational development, which is represented by self-organized forms of recreational activities. Its main prerequisite is the availability of attractive recreational resources and facilities. At this stage of recreational development, the existing infrastructure is used – transport routes, accommodation, food, etc.

2. Formation of the actual tourist infrastructure. At this stage, the use and transformation of recreational resources and objects of a certain area for profit begins. The main feature of this stage of recreational development is the formation of the “image” of the recreational area and the definition of its recreational specialization.

3. Expansion of tourist infrastructure and increase in the number of vacationers. At this stage, the formation of a recreational and tourist center (centers) on the basis of existing (and in some way adapted to the needs of vacationers) recreational resources and facilities. Functional links are being established between neighboring recreational and tourist centers and the formation of a recreational and tourist area is beginning.

Thus, the provision of the territory with recreational resources, their quality and accessibility are important factors that determine the development of the recreational sphere of the region. At the same time, it should be noted that the intensive development of tourist infrastructure, in addition to the positive impact, which is manifested in the improvement of economic indicators of the study area, has negative consequences. First of all, this applies to natural recreational and tourist facilities, which, due to intensive infrastructure development and increasing recreational load, lose their natural properties, which, in turn, can significantly reduce their tourist attractiveness and environmental safety

## Urbanization and Tourism

Despite the fact that recreational and tourist activities are primarily aimed at meeting the needs of the population for recreation and health outside the place of permanent residence, the importance of urban settlements in its provision is extremely high. Given even the active development of rural and agricultural tourism, eco-tourism, etc., the advantages of cities in terms of quality and range of recreational and tourist services remain undeniable. Recreational and tourist specialization is especially noticeable in cities with a rich historical and cultural heritage and favorable natural conditions and rich tourist resources of the surrounding areas. In the process of growth of such cities both monospecialized tourist agglomerations and wide-profile economic centers are formed. It is obvious, in our opinion, that the spread of recreational and tourist activities, on the one hand, causes the intensification of urban agglomerations, and on the other – the growth of such agglomerations, accompanied by population growth and, in some cases, raising the standard of living is a significant factor in the development of the recreational sphere of a certain area (Mansfeld, Pizam, 2005; Slepikova, 2012). It is

obvious that in order to solve the current problems of the agglomeration it is necessary to develop a sound strategy for its development, the key position of which should be the priority development of recreational and tourist activities. An important task is also the development of tourist routes that would cover all the main recreational facilities of the territory, especially its mountainous part.

The priority of the recreational and tourist component of the development of any urban agglomeration, in our opinion, does not depend on its main specialization. This is due to the fact that even in large industrial agglomerations the problem of meeting the recreational needs of the population needs to be addressed as a matter of priority. Since, obviously, the most accessible for urban residents are recreational facilities in the suburban area, they can become points of growth of the respective agglomerations and the formation of settlements with a pronounced recreational and tourist specialization. In our opinion, the recreational and tourist development of the suburban area of large cities is a sufficient alternative to much more expensive outbound and interregional domestic tourism. However, the rational use of recreational and tourist resources of the suburban area is impossible without a detailed analysis and development of practical recommendations to optimize the development of relevant destinations. Promising recreational and tourist development of any region is based on a set of its advantages – features of geographical location and relief, favorable climate, rich natural, historical and cultural potential. However, the role of individual economic centers in the formation of regional recreational and tourist potential should not be neglected. It is in this aspect that suburban areas play an important role, whose involvement in the development of tourism and recreational activities contributes to the expansion of the urban environment to improve living conditions, sustainable socio-economic and spatial development of cities, effective use of surrounding areas. Thus, the city's opportunities to provide tourist services increase the number of recreational, medical, preventive and sports facilities are expanding. At the same time, the recreational and tourist potential of the region and the state as a whole is growing. So, in our opinion, the rational use of such an important recreational area as a suburban area is of strategic importance not only for tourism but also for economic development of the region as a whole. An important aspect of recreational and tourist use of the suburban area is to ensure environmental safety. In view of this, the rational use of nature in suburban areas should be comprehensive and consistent not only with the development planning of a large city, but also with regional strategic documentation

### **Tourist Clustering**

Tourist clusters by their nature cannot be extraterritorial, as they are always based on the use of specific tourist resources and destinations. At the same time, it is also impossible to limit the tourist cluster to the level of the tourist center, because tourist flows are mostly not "closed" even at the largest tourist centers, but go beyond them in the form of radial routes covering nearby destinations. Thus, the tourism cluster in our understanding should preferably cover at least a few destinations, i.e. have sufficient internal diversity, which is one of the competitive advantages of the cluster and determines, among other things, the role of clustering as a mechanism for modernizing regional tourism systems (Buribayev, Khamzina, 2019). Also note that in our interpretation the terms "cluster formation" and "clustering" are not synonymous. We consider cluster formation as a consistent change in the stages of formation and



development of destinations, which ultimately lead to the formation of a tourism cluster, where the innovation core should be the entity with the most significant resource potential. Clustering is actually the stage during which a tourist cluster is formed on the basis of destinations with the appropriate institutional support from the standpoint of effective municipal and regional management. In our opinion, in the context of modernization of regional tourist systems, it is important to adhere to the following principles of tourism clustering.

1. Integrativeness. It consists in the unity of recreational and tourist activities with a number of branches of services. In fact, on the basis of the tourist cluster, institutions of culture, trade, entertainment, consumer services, education and science are united, the development of transport infrastructure is intensified, and the settlement system is being transformed. Such a multifaceted and multiplicative impact of tourism is most fully manifested in the example of the functioning of tourism clusters.

2. Systematic. Is the presence of extensive internal and external links of tourism clusters. It should be noted that, depending on the nature of such connections, the system of functioning of the tourist cluster is diverse. In particular, we can talk about: strategic management as a manifestation of systemic management; consistency of tourist clusters with the existing settlement system and their timing to the transport system of the region. The last two aspects have a spatial dimension and characterize the location of tourism clusters within the regional social system. At the same time, the presence of certain stages or stages of development, which are naturally interconnected, in the development of the tourism cluster indicates the temporal nature of the system as a principle of cluster formation in tourism.

3. Resource orientation. It is that tourist clusters are formed only on the basis of concentrated in space tourist resources and objects. While tourist enterprises, accommodation and restaurants can operate independently of tourist destinations, and be focused primarily on the settlement system, it is the tourist clusters that must contain objects that have a tourist attraction, which is the primary and central component of such clusters.

4. Socialization. It consists in the primacy of the social component in the creation and operation of tourist clusters, because the main purpose of their operation is to meet the needs of tourists and at the same time improve the quality of life of the population of the destination. It is clear that tourism should be considered primarily as a social phenomenon that has economic meaning, and not vice versa. Thus, the social aspects of the functioning of tourism clusters are leading.

5. Self-organization. The fact is that tourism clustering, like similar processes in other sectors of the service sector, is often carried out spontaneously according to the laws of synergy. However, the synergistic nature of the development of the tourist cluster can be discussed in the initial stages of its formation (before the institutionalization of the respective tourist destination). At the same time, the presence of such self-organization, of course, contributes to the formation of tourist clusters in areas with high tourist attractiveness and in areas with high population density.

In general, unlike other economic activities, tourism in terms of cluster formation is highly dependent on the role of space. First, tourist services are provided outside the place of permanent residence of the individual, and, secondly, it is the spatial concentration of tourist resources and facilities within a particular destination and determines its tourist attractiveness (Buribayev et al., 2020). In most cases, it is necessary to note a certain relativity of the tourist space in this sense. After all, for tourism, often only the final point

of travel (actually a tourist route) is important, but moving from the place of permanent residence to the starting point of the tour – is of a secondary nature and is perceived as a necessity. Thus, considering the movement of tourists from the region of permanent residence to the region of destination, we can talk about the “compaction” of the tourist space between these two regional tourist systems and vice versa – its “expansion” in the place of temporary stay. This effect of “expansion” of space, of course, is a factor that activates the economic component of the functioning of tourist destinations, because it allows to saturate them with a significant number of economic entities with a wide range of goods and services, which in the place of permanent residence of the tourist would be considered as excessive and insignificant. The effect of “expanding” the tourist space of the destination also allows you to modify the pricing policy of enterprises that provide services to tourists in the direction of increasing prices. Thus, tourists who try to save significantly on the cost of the tour in the process of booking it, already in the place of temporary stay tend to spend quite a lot of money, not considering such costs as excessive.

The concept of modernization of regional tourist systems, of course, must also consider the effect of “expansion” of the tourist space (Khamzina et al., 2020). After the arrival of tourists in the destination, their perception of threats to personal safety is often inadequate and is formed on the one hand through stereotypes and patterns of behavior imposed in the place of residence, which sometimes exaggerates the level of security threats when traveling, and on the other – because the effect of “expansion” of space, which creates the idea of low significance and concentration of existing threats and their underestimation. In our opinion, due to the interaction of the network of tourist clusters, the maximum efficiency of the regional tourist system can be achieved, and the predominance of clusters within the final stage of its formation indicates a close to optimal modernization state of the system (Khamzin et al., 2015). The formation of tourism as a priority area of economic development necessitates a comprehensive study of the possibilities of using the territory for tourism. The growing pace of development of the tourism industry, which is characterized by a clear resource orientation, leads to an increase in anthropogenic pressures on recreational areas. In the scientific literature there are several definitions of the term “recreational mastery”. In particular, this term is defined as the result of the process of recreational development of the territory, which characterizes the level of saturation of this territory with species and objects of recreational and tourist activities (Zorin, Kvartalnov, 1999); as the level of transformation of the initial space in the process of recreational activities (Nykolaenko, 1998); as a result of the process of recreational development and use of the territory, which consists in a continuous natural change of moments of adaptation of the territory to perform various recreational functions and meet the recreational needs of society (Yakovenko, 2005; Borodin, 2005; Sokolov, 2006). However, despite the differences in wording, the content of the above definitions of recreational development is to reflect the level of transformation of a particular area in the process of recreational activities.

According to some authors, the spatial interaction of tourism entities can be described using mathematical models (Dmitryshyn and Pavlyuk, 2014). However, this approach, in our opinion, is too idealized and does not consider specific regional features. Also, in the age of widespread Internet technologies, it is doubtful to assume that the intensity of information interaction between tourism entities depends on the distance between them. In view of this, the spatial modeling of the development of regional tourist systems in terms of their modernization should be carried out on the basis of real indicators in their spatio-temporal differentiation and taking into account the unique



features of specific regional social systems. In economics in recent years, a cluster approach to optimizing the spatial and functional structure of economic systems at different levels, based on the concept of M. Porter and his followers, has become widespread. Supporters of the cluster approach (Chuzhykov, 2008; Kraynik, 2012; Kovaleva, Alisheva, 2008) analyzed the problems and ways to optimize the formation of economic clusters, substantiated the directions of regional cluster policy, studied the evolution of cluster models in the global economy. Some authors (Tymchyshyn-Chemeris, 2015; Goretsky, 2013.) focused their attention on the issues of formation and development of clusters in the recreational and tourist sphere of the state. At the same time, the problems of applying cluster models to optimize the development of the hospitality industry at the regional level (Kozhukhivska, 2018) only in the last few years are beginning to become the subject of economic research and require more detailed analysis.

## CONCLUSIONS

In our opinion, the optimal strategy for managing the sustainable development of the region in the field of tourism and the corresponding program of measures to modernize tourism should be developed considering several patterns. In particular, measures at the regional level to control by local authorities over the tourist use of local natural resources, to promote the development of environmentally friendly types of tourism, such as ecotourism, agricultural tourism, will be quite adequate. A more difficult task at the regional level is to develop measures for the even distribution of recreational and tourist load in spatial and temporal terms. Thus, only the optimal combination of different measures can ensure the sustainable development and modernization of tourism in certain recreational areas. Particularly promising in this regard are the suburban areas of large cities, which, in general, are multifunctional areas, but from the point of view of the development of recreational and tourist activities are of great economic and social importance. The priority of the recreational and tourist component of the development of any large city, in our opinion, does not depend on its main specialization. This is because even in large industrial centers, the problem of meeting the recreational needs of the population needs to be addressed as a matter of priority. Since, obviously, the most accessible for urban residents are recreational facilities in the suburban area, they can become points of growth of the relevant tourist clusters and the formation of settlements with a pronounced recreational and tourist specialization. One of the main mechanisms of modernization of regional tourist systems is the formation of tourist clusters. The emergence of such innovative structures based on certain tourist destinations allows to optimize their development, minimizing threats and through strategic planning to ensure adequate response to challenges. After analyzing the main components of the spatial dimension of modernization of regional tourist systems, it is necessary to emphasize the need to coordinate regional and local priorities of tourism development, as well as to develop a forecast spatial model of the region's tourism sector, which would contain existing and projected destinations, tourist centers based on agglomerations, recreational suburban areas and tourist clusters, including cross-border.

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