

economic associations, as well as in the emergence and development of international economic institutions and transnational companies in modern community.

If nearly only one form of its realization – international trade was inherent in early steps of the international economic integration, then the globalization stage along with it assumes movement of labor, capital, scientific and technical knowledge and information in planetary scale.

Thus, at the globalization stage international economic integration gets not only more significant quantitative characteristics but also the new, more developed forms.

Vazhova, E.
Research supervisor: M. Kitik
ASU (Astrakhan)

FORMATION OF TOURIST CLUSTER IN THE ASTRAKHAN REGION AS A TOOL FOR THE DEVELOPMENT OF INTERNAL TOURISM IN RUSSIA

One of the priorities of economic development of the Russian Federation is development of tourism activities. The tourism industry is a source of financial income, means of increasing employment and quality of life. The main issue for discussion at the tourist and economic conferences, and scientific and practical conferences is to create a unified tourist space in Russia. The development of tourism is very valuable not only for the country as a whole, but also for the subjects of the Russian Federation.

Today tourism is one of the most important areas of import substitution in our country. Russians are increasingly choosing Russian resorts for holidays. According to the Ministry of Culture, last year the internal tourist flow amounted to almost 50 million people.

Russia has a huge potential for the development of internal, inbound tourism, but at the same time it must be noted the gap between the tourism industry and international standards. The creation of tourism clusters is one of the solutions to this problem.

Clusters are closely related industries which complement each other and contribute to the growth of their competitiveness. Efficient operation of all elements of the tourism cluster helps to supplement the budget area significantly, form the new

workplaces and attract the involvement of new capital. In addition, the operation of the cluster allows you to keep the cultural and historical monuments, natural parks, etc.

In the Astrakhan region tourist cluster is actively formed. Tourism associated primarily with fishing. Tourists are offered a large number of recreation facilities, tour programs and special fishing or hunting tours. Furthermore, the Astrakhan region is rich in tradition and cultural heritage. The first cluster projects such as the "Calendar of events" that allows inhabitants and visitors to get complete information about the cultural life of the region, "Volga palette" which offers many cultural and entertainment venues throughout the area are now running. Problems of development of transport began to be addressed. For example, last year regular flights on the route Moscow - Astrakhan – Moscow were launched by low-cost airlines "Victory".

However, the Astrakhan region for the formation of a full-fledged tourism cluster has a sufficient number of unresolved problems. Some of these are:

- poor training of personnel for the hotel and tourism environment
- underdeveloped IT-technology in the tourism sector
- lack of advanced technologies for the construction of tourist facilities
- poor quality of transport services
- poor development of the market of souvenirs

These problems can be solved by inviting experts from other regions where the tourism cluster has already been formed. The organization of international tourist forums for the exchange of experience with foreign colleagues and to attract tourists from other countries also can help. Apart from this, it is necessary to expand the range of excursions, pay attention to the development of tourism infrastructure and carry out interaction of tour operators, hotels and museums.

After solving all these problems, the Astrakhan region will be the cultural and business center, which attracts Russian and international tourists.