

THE INTERSECTORAL CLUSTER APPROACH FOR THE DEVELOPMENT OF TOURISM AND THE TOURIST DESTINATION

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Abstract

The aim of the study is working out a conception for the intersectoral cluster approach in tourism. The object under study is the intersectoral cluster with representatives in tourism (known as intersectoral cluster in tourism). The subject of the work is the nature and role of the intersectoral cluster approach for the development of competitive tourist sector in specific regions or tourist destinations along with achieving sustained socio-economic results of significance to the entire destination and also harmonized with the ecological processes and functions in the long run. In this connection there have been accomplished the following tasks:

- generalization and presentation of the characteristics of the intersectoral cluster in tourism;
- generalization and formulation of the necessary conditions and factors for creating the intersectoral cluster in specific regions and destinations;
- clarification of the role and the synergic importance of the intersectoral cluster for sustainable development;
- formulation of the guidelines for the development and use of the intersectoral cluster approach for the development of tourism in specific regions and tourist destinations in Bulgaria.