

**Zinaida Zhyvko**  
*D.Sc. in Economics, Professor,  
Professor of the Department of Economics,  
Academy of Economics and Pedagogy Prague;  
Institution of Higher Education "Private Joint-Stock Company  
"Lviv Institute of Management"*

**Yuliia Borutska**  
*PhD of Geological Sciences,  
Associate Professor of the Department of Tourism,  
Lviv National Environmental University*

**Svitlana Rodchenko**  
*C.Sc. in Economics, Associate Professor,  
Associate Professor of the Department of Finance Accounting  
and Business Security,  
O. M. Beketov Kharkiv National University of Urban Economy*

DOI: <https://doi.org/10.36059/978-966-397-337-1-6>

## **FUTURE FUNCTIONING OF AGRITOURISM CLUSTERS IN LVIV REGION**

The four stages of cluster development typically refer to the evolution of business clusters, which are geographic concentrations of interconnected businesses, suppliers, and associated institutions in a particular field. These stages, as outlined by Michael E. Porter, a renowned economist, are:

### **1. Initiation Stage:**

–In this initial stage, a cluster begins to take shape with the emergence of a few pioneering firms or organizations in a specific industry. These early entities might recognize the benefits of proximity and collaboration, leading to the formation of a rudimentary cluster. During this phase, there may be limited formal structure, and interactions among cluster members may be informal.

### **2. Expansion Stage:**

–As the cluster gains momentum, more firms and supporting institutions become attracted to the location due to the advantages of agglomeration. This leads to an increase in the number of businesses operating within the cluster. Collaboration becomes more structured, and specialized supporting institutions, such as research centers or training facilities, may be established to further support the industry.

### **3. Consolidation Stage:**

–At this stage, the cluster is well-established and experiences further growth and specialization. The businesses within the cluster become more interconnected, and the supporting institutions mature. There is often

increased collaboration in research and development, knowledge sharing, and innovation. The cluster's reputation grows, attracting more talent, investments, and businesses to the area.

#### 4. Maturity Stage:

-In the maturity stage, the cluster reaches its full potential. The concentration of businesses and supporting institutions is high, leading to a self-sustaining and competitive ecosystem. The cluster becomes a global or regional hub for the industry, with a well-developed infrastructure, a skilled workforce, and a reputation for innovation. Collaboration among cluster members is extensive, and the cluster plays a significant role in driving economic growth in the region.

It's important to note that the development of a cluster is not always a linear progression through these stages, and clusters may experience periods of decline or revitalization based on various factors such as changes in technology, market conditions, or government policies. Additionally, clusters can coexist and interact with each other, creating a dynamic and interconnected economic landscape.

The first stage is characterized by a large number of enterprises, organizations, entrepreneurs, other representatives of business structures, but cooperation is practically not carried out, there is no coherence, minimal trust, because not all stakeholders know each other at this stage largely dominated by disparate actions.

The emergence stage is characterized by the beginning of active acquaintances, regular stakeholder meetings, understanding of the importance of cluster initiatives' cooperation and cooperation already prevails. Also, here the development of joint projects already begins and the basis for future development is laid.

The growth stage is characterized by the implementation of major joint initiatives, events, projects in which all stakeholders are involved, i.e. the community, private entrepreneurs and teachers, speakers, trainers who will provide the educational function.

Tourist clusters are united by a single technological process of service to visitors of the destination. At the same time, all cluster partners not only cooperate their efforts, but also enter into competition with each other, as predicted by market relations. Actually, such circumstances can be regarded as one of the engines of cluster structure development. This voluntary association, which at the same time is a product of the market economy, is also guided by its principles. Under such conditions, both local self-government bodies, and public organizations, and individual activists can be willing and act as initiators of cluster creating, supporting all initiatives in the future [2–4].

Agraricultural clusters (or agroclusters) are not just associations or cooperatives, it is a much broader concept. This "symbiosis" of agricultural

production, educational and outreach activities, innovation, creative approaches, gives remarkable and effective results for the socio-economic development of the region.

If we focus our attention on Lviv region, on the basis of basic models of agrotourism development, we can declare the development of a cluster model of agroecotourism:

- creation of quality infrastructure for the provision of services through the development of small and medium-sized businesses in the field of rural tourism, increasing employment, increasing the number of new jobs, attracting citizens to a new type of activity, lifestyle and means of income – providing services for agro-ecotourism;
- Integration in the provision of rural tourism services of the main actors of tourism activities;
- attracting the cooperation of private producers, local government, public organizations and unions that are not indifferent to the state of the environment on the territory of the Lviv region;
- continuous monitoring of investment microclimate, demand for certain services in the market of tourist services and the creation of an information database of innovative projects in the field of rural tourism;
- formation of strategic vectors for foreign, public and private investments in the territory of Lviv region;
- creating an interactive map of ecotourism routes and trails, as a significant attraction component of the green tourism;
- expanding the diversity of services for the recreational component of agroecotourism, attracting new territories with natural recreational and tourist resources;
- new platforms and expansion of opportunities for educational and eco-educational activities for children, pupils and students, individuals-entrepreneurs, in general, various segments of the local population.

### **References:**

1. Materialy Kruhloho stolu «Rozvytok turizmu v Ukraini: problemy, vyklyky ta perspektyvy», Lviv, 26 veresnia 2019 r. Lviv: LNUVMtaBT, pp. 8–13.
2. Shulgina L. M., Zinchenko A. I., Krahmaleva N. A. Marketing activity of enterprises in the market of green tourism services. URL: [management.fmm.kpi.ua/wp-content/uploads/2015/04/Zelenij.turizm.pdf](http://management.fmm.kpi.ua/wp-content/uploads/2015/04/Zelenij.turizm.pdf)
3. Shulgina L. M. Marketing of enterprises of tourist business: monograph. Kyiv: National Trade and Economic University, 2005. 597 p.
4. Strategy and program of development of agro-tourist cluster "Gorbo Mountains" up to 2022. Analytical report. Lviv, 2019. 42 p.
5. Yakovenko V. D., Arbuzova Y. V. Perspective directions of development of green tourism in Ukraine. *Information technologies in education, science and production*, 2013. Vol. 3 (4). P. 121–125.