

– overcoming of the unawareness of the tourist potential of the oblast by carrying out of the active image policy. For that purpose, it is necessary realize the development of the virtual tourism as the way to attract real tourists to the region.

The major participants of the tourist cluster are: tourist companies, companies providing accommodation and catering services, transport companies.

One of the main condition of the tourism development is road and driveways construction, providing accessibility of the tourist facilities of East Kazakhstan, creation of the roadside infrastructure including construction of the campings equipped with telecommunication devices. Herewith, it is necessary to focus all your efforts on the most popular tourist destinations and areas such as recreational areas of the Bukhtarma Lake, the Sibinskiye Lakes, the Alakol Lake, and the Katon-Karagay National Park.

Within the scope of the automobile cluster which is being created on the basis of «Asia-Auto» JSC, it is advisable to establish an off-road vehicles leasing company.

Taking into consideration the long distances from the oblast center and Semey city to many of the tourist destinations, and for the purpose of their transport accessibility, it is necessary to establish and develop small aircrafts companies. You don't need to construct new airports; it is enough to reconstruct those available in many of the rayon centers.

The extra participants of the tourist cluster are sport facilities; cultural establishments; guides; various tourist instructors; souvenirs manufacturers; mass media; municipal and household services providing companies; trade institutions (stores, markets, leasing companies); communication and telecommunication companies.

The cluster mechanism of the tourism development requires complex development of the recreational areas. Thus it is necessary to stimulate the development of **the relevant participants of the cluster** – industrial and agricultural companies, producing food, clothing and all the other necessary goods.

The creation of the tourist cluster will lead to the formation of the competitive tourist recreational industry in the East of Kazakhstan, providing not only satisfaction of the demand of the Kazakhstan and foreign consumers for the tourist recreational services, but also significant contribution to the social economic development of the region by means of the revenue side increase of the local budget, investment inflow, the increase of the workplaces in rural and distant parts of the oblast, the population health improvement, preservation and efficient use of the cultural-historic and natural heritage.

The work is submitted to the International Scientific Conference «Priority directions of development of a science, technologies and technics», Italy (Rome-Florence), April, 10-17, 2012, came to the editorial office on 22.03.2012.

MANAGING STRATEGIC DEVELOPMENT OF INDUSTRIAL CENTER

(monograph)

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Formation of «new economy» is the main idea of the development of Russia at its modern stage. A significant element of this process is structural improvements of industry that specializes in raw materials. It is especially typical for eastern regions of the country, where in terms of establishing free market conditions it obtained hypertrophied forms and scales. Economic system that is directed towards initial limits that produce products of low added value has been formed. It limits reproductive abilities of Far East and is provided by a shortening in its demographic potential. If such trends go on, geostrategic interests of Russia can suffer seriously, especially if we consider our neighborhood with densely populated countries with dynamic economy and rare raw materials.

A presence of price-raising factors with a trend to grow is an objective term of Far East. Therefore, an effective economy can ground on such recourses and production of such goods and services, which value in Russia and all over the world will grow. These are wood, minerals, fuel and energy, biological and spatial recourses as well as economic-geographic position of Russian Far East. However, these foundations can not provide for strategic sufficiency and growth in significant mass of residents. The point is that sectors of prospecting of the described recourses require specific workforce and can not provide a full employment and qualitative reproduction for the whole population. Therefore, an increase in scientific-technical level of the economy that is based on the development of innovative production is necessary. It is why the Strategy of social-economic development of Far East and Baikal region for the period up to 2025 sets objectives of full-scale technological modernization in production, development of new economic sectors that provide for deep processing of raw materials, and creation of enterprises of innovative direction.

Of course, not everywhere within far-east region terms for high-technological industry that define high speed in economic development, are provided. And not everywhere they are necessary if we refer to abilities to provide favourable terms for human reproduction. However, the fact that they are necessary in the South of the region is non-discussable. This very territory corresponds to the «criteria of favourability» in its climate conditions that are not best for life, but absolutely acceptable for the formation of human potential.

Industrial centers –areas of intense and diverse development that give impulse to neighbor regions must become organization-territorial mechanisms of industrial development of Far East. Studying this process – that creation of highly-effective and competitive industrial complex – is the main purpose of this book.

The object of the research is the approach towards managing the development of an industrial center on example of the city of Komsomolsk-on-Amur. Principles of strategic development lie in its basis. Processes of development of industrial centers of Far East, peculiarities and competitive advantages of Komsomolsk-on-Amur are studied; the mission and possible scenarios of its development are formulated; strategic goals,

aimed for main mechanisms of their realization are developed.

Strategic development of the city of Komsomolsk-on Amur is considerably defined by geostrategic demands of the country and the region and is dependent on factors and terms of the outer order. It conditioned the usage of the system approach in link with the strategic plan for the regional development which is not, in our opinion, studied sufficiently in our country.

The work is submitted to the International Scientific Conference «Modern problems of science and education», Russia (Moscow), February, 27-29, 2012, came to the editorial office on 18.01.2012.