

CRITICAL ELEMENTS TO EVALUATE THE POTENTIAL OF THE REGIONS FOR THE FORMATION OF TOURIST CLUSTERS

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The geographic concentration of companies, is currently presented as a key element of competition between actors in the tourism sector. So the study and promotion of forms of production organization supported it, particularly the clusters, resulting in a strategic alternative that contributes significantly to the competitiveness and economic development of regions, as these are developed, from improving the performance of companies and institutions that comprise them, as a result of the integration process between these and the synergistic effect thereof. The economic and social impacts of the clusters are in turn associated with the coherence of his training with existing conditions, expressed these in a set of factors that have to be evaluated from a systems perspective. It is in this context that this paper addresses the determination of the critical elements to assess the formation and development of tourism clusters in a region, based on it providing a way forward in terms of methodology.

KEY WORDS: *clusters concept, tourism clusters, clusters formation*