



International Forum for Health Tourism- Edition 2019

CLUSTERS AND SMART SPECIALIZATION IN TOURISM

Dipl. Ec. Christina Leucuta

Senior Advisor -CLUSTERO-Romanian Cluster Association

Associate Researcher IPE-Romanian Academy

M: 0040-724208980; M: 0040- 755024863

E-mail: christina.leucuta@gmail.com

E-mail: christinaleu@yahoo.com

BUCHAREST 29, October, 2019

General remarks on clusters and smart specialization



Clustero

- **Clusters play an important role in driving competitiveness, innovation and jobs creation in the EU regions;**
- **Clustering is a team activity and need a common approach in the regional innovation system;**
- **All clusters are unique differing in objectives, strategy, priorities of development, adjustment to external circumstances, management excellence, financing etc;**
- **EU Cluster policies and regional smart specialization strategies move into the centre of attention in the implementation of regional economic growth and competitiveness strategy;**
- **Clusters become even more visible and attractive if they have strong linkages with related clusters and smart regions in other regions and countries;**
- **The European Cluster Panorama 2017 identified 3043 strong clusters with up to 40% of the European workforce employed by companies in such clusters;**

General remarks on clusters and smart specialization



- Innovation cannot prosper in isolation and clusters are a proper environment where people and entities with different backgrounds work together to find answers to common challenges;
- Clusters are well aligned with the modern approach of “Open Innovation” which depends on the strong interaction between RDI entities, the dynamic entrepreneurship, public administration and the civil society;

“Smart specialisation strategy means the national or regional innovation strategies which set priorities in order to build competitive advantage by developing and matching research and innovation own strengths to business needs in order to address emerging opportunities and market developments in a coherent manner”;

Entrepreneurship is the key to the success of an economy and a source of local development; it's not only about job creation, but also about enhancing upward mobility and increasing citizens ' self confidence so they become active agents of development; the city leaders can boost entrepreneurship and create innovation eco-systems providing a framework for sustainable growth;

Cluster development in Romania



- **2009- the first cluster policy in Romania as part of the industrial policy**
- **2010-Romanian Cluster Mapping (in collaboration with GTZ Germany) and the project INOVCLUSTER launched by the Ministry of Economy-Directorate for Industrial Policy (for dissemination of the cluster concept in the 8 development regions and elaboration of the Guide for implementation of the cluster concept)**
- **2011 - CLUSTERO –Romanian Clusters Association was founded to support clusters development and internationalization (47 members)**
- **2011-2018 Romanian cluster policy is focused on strengthening innovation within clusters and SMEs, on supporting the new jobs creation and cluster internationalization**
- **“Bottom-up” approach from the regional level being mainly industry driven ; “four clover Model”-business sector-R&D institutions-public sector-catalyst institutions;**
- **2019-76 clusters (3 with gold label; 11 silver label and 44 bronze label-based on ESCA analysis); 5 regional consortia; 3 national sectorial networks**

CLUSTER DEVELOPMENT IN ROMANIA



- **Economic sectors: automotive, high tech; agro-food, energy, aerospace, mechatronics, creative and cultural sectors, tourism, ICT, health and medical sciences, constructions, maritime, textiles, furniture, green energies, logistics and today clusters have a cross-sectorial approach;**
- **The main challenges for the Romanian clusters: cluster management excellence, innovation, trust, number of SMEs, financing, setting objectives and monitoring performance, human resources upgrading, branding and internationalization;**
- **Majority of clusters have not a legal form but the cluster management organization has a legal form (majority NGOs with 2-3 members)**
- **Cluster managers have 5-9 years of experience on clusters and in the private sector or in research and networking**
- **Cluster revenue comes 75% from private sources (membership fees, sale of services, private projects, consultancy fees etc) and 25 % from national and EU funds;**
- **Romanian clusters are members in various networks: SEE ; Balkan and Black Sea Region; ECCP; ADC networks-logistics, mechatronics, agro-food and modern housing; and partners in projects (INTERREG Europe; INTERREG Danube; COSME, Horizon 2020 etc)**

Innovation actors support Romanian clusters



Linkages between the innovation actors are very important for the innovation eco-system. Romania is a modest innovator ranking last in Europe to innovation.(European Innovation Scoreboard 2018)

The Ministry of Research and Innovation is in charge of research, development, innovation and financing of innovative clusters while the Ministry of Economy is responsible for cluster policy as part of industrial policy ;

29 Universities are members of various clusters and R&D Institutes, centers for technology transfer and formation centers are also members of clusters (i.e. Institute for Economic Forecasting that is part of the Romanian Academy is member in 3 clusters).

Small and medium-sized enterprises (SMEs) are the weakest part of the national innovation system (51,36% of the enterprises have directed at least 1% of the total investments towards innovation in 2018 and only 1490 SMEs are members of clusters); Clusters facilitate business opportunities and internationalization for SMEs that activate in cities and regions;

A new Romanian cluster policy

www.economie.gov.ro



- **The Romanian government needs to do more to coordinate its policies in the areas of export, industry, innovation, clusters and access to finance, human resources development, cities development;**
- **Integrated policy measures are essential in order to allow SMEs to increase their value creation and competitiveness.;**
- **In Romania, clusters are essential, but to be effective they need the right framework of funding, commitment, and support for smart specialization and creating an open space for cross-fertilization. Building trust is critical for cooperation and involves focusing on strengths, adding value and connecting the right people in certain expertise domains;**
- **Romania has a new industrial policy document with a main component of cluster policy and an action plan that stipulates concrete measures for financing innovation in clusters, attracting foreign direct investments, cluster management excellence, facilitating the access of SMEs in global value chains, promotion of skills development, protection of intellectual property, promotion of technological upgrading etc**



Tourism –a new challenge for the Romanian clusters

- Tourism is a smart specialization sector with a huge potential but insufficiently exploited; a trans-sectorial approach could be developed;
- 19 clusters are active in the sector (9 with bronze label) –in health and medical sciences, creative and cultural sectors, rural development, business tourism, agro-tourism, adventure, leisure, eco-tourism etc; few networks of clusters (i. e. MEDRO –Romanian Medical Cluster Network); <https://www.cluster-analysis.org>
- Tourism in Romania has not a strategy or a specific legislation; the support of public administration is insignificant; Romania has not an inventory where investors could invest (inclusively the Romanians from abroad);
- Destination Management Organizations versus clusters where innovation could be the driver and facilitator for exchanging best practices; the National R&D Institute for Tourism is strongly involved in national and European projects (INTERREG; Horizon; eea grants etc)
- Main challenges: digitalization; access infrastructure; staff training (competences and skills); strategies-vision; financing (national and European funds); promotion; investment; competition, risks etc; the need to find solutions;



Tourism and smart specialization

- Smart specialization should be promoted at all levels in Romania
- Tourism need to be included in the revised smart specialization regional strategy and the in the National R&D&I Strategy;
- Clusters are used today as tools to implement the Regional Smart Specialization Strategies (areas of excellence) and they will be financed in the next programming period 2021-2027;
- Building trust is critical for cooperation and involves focusing on strengths, adding value and connecting the right people in certain expertise domains;

Cluster challenges in tourism: Increasing the role of clusters in generating and promoting alternative public policy proposals with regional, national impact; involving clusters in developing ecosystems-integrate business into value chain; digital tourism; access to EC Tourism Business Portal; collaborative projects and public-private partnerships; platforms for the development of new products and services, better brand visibility etc

Romanian clusters in tourism



- Transylvania Regional Balneo-Tourism Cluster e-mail: clusterbalneo@gmail.com
- Transylvania Lands Cluster e-mail: transylvanialands@gmail.com
- Bio Danubius Cluster e-mail: dragomirbogdan13@gmail.com
- Bucovina Tourism Regional Cluster e-mail: chasovschi@gmail.com
- INOMAR Cluster e-mail: office@inomar.ro
- ROHEALTH Cluster e-mail: rohealth@rohealth.ro
- Health Romania The Medical Cluster e-mail: office@sanatateromania.ro
- TurOItInnoTT Oltenia Cluster e-mail: office@adroltenia.ro
- Dunarea turistica Cluster e-mail: office@dunareaturistica.eu
- Regional Cluster Health Lower Danube e-mail: asociatiasmurdgalati@gmail.com
- Carpathian Tourism Cluster e-mail: macedonschi@tourism-cluster-romania.com
- TRACIALAND Network of clusters e-mail: office@tracialand.ro
- Health Tourism in South West Oltenia SanoTour Cluster e-mail: office@adroltenia.ro
- Clustur Banat e-mail: gabriela@ultramarintu.ro
- ROVEST Cluster e-mail: ilin.gabriela@yahoo.com
- Transalpina Drumul Regelui Cluster e-mail: asociatia.ranca@yahoo.com
- Tinutul Neamtului Cluster e-mail: bpuscasu@gmail.com
- Balneo-Turistic Regional Cluster North Transilvania e-mail: dorin.apahidean@caaries.ro
- Cluster Regional Balneoturistic Muntenia e-mail: victorprimar@yahoo.com

The future is in your hands!



Thank you for your attention!