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WAYS TO IMPROVE CLUSTER APPROACH IN TOURISM

Tourism development as one of the strategic sectors of the economy becomes an objective necessity in the conditions of innovative development of the economy and formation of digital economy

Uzbekistan is one of the countries with the highest tourist potential. This article highlights the benefits of using the cluster mechanism to improve the competitiveness of the industry, the production of modern tourism products, and the provision of tourism services. The stages and features of the organization of tourist clusters have been analyzed and the experience of Italy in tourism clustering has been studied. Proposals for the organization and development of tourism clusters are provided.

Key words: tourism, cluster, tourism cluster, competition, competitiveness, tourism industry, innovation, innovative economy, tourism products, services.

TURIZMDA KLASTERLI YONDASHUVNI RIVOJLANTIRISH YO‘LLARI

Iqtisodiyotni innovatsion rivojlantirish va raqamli iqtisodiyotni shakllantirish sharoitida iqtisodiyotning strategik tarmoqlaridan biri hisoblangan turizmni rivojlantirish obyektiv zaruriyat kasb etmoqda. O‘zbekiston yuqori turistik salohiyatga ega bo‘lgan mamlakatlardan biri hisoblanadi, turizmning barcha turlarini rivojlantirish imkoniyatlari mavjud. Mazkur maqolada turizm sohasi raqobatbardoshligini oshirish, zamonaviy turizm mahsulotlari ishlab chiqarish va turistik xizmatlar ko‘rsatishda klaster mexanizmidan foydalanish va uning afzalliklari ko‘rsatilgan. Turistik klasterlarni tashkil etish bosqichlari va o‘ziga xos xususiyatlari tahlil etilgan bo‘lib, turizm klasterlashtirish bo‘yicha Italiya tajribasi o‘rganilgan. Turizm klasterlarini tashkil etish va rivojlantirish yo‘nalishlari bo‘yicha takliflar keltirilgan.

Tayanch so‘z va iboralar: turizm, klaster, turistik klaster, raqobat, raqobatbardoshlik, turizm industriyasi, innovatsiya, innovatsion iqtisodiyot, turistik mahsulot, xizmatlar sohasi.

ПУТИ СОВЕРШЕНСТВОВАНИЯ КЛАСТЕРНОГО ПОДХОДА В ТУРИЗМЕ

Развитие туризма как одного из стратегических секторов экономики становится необходимостью в инновационных условиях и формировании цифровой экономики.

Узбекистан является одной из стран с самым высоким туристическим потенциалом. В этой статье освещаются преимущества использования кластерного механизма для повышения конкурентоспособности отрасли, производства современных туристических продуктов и предоставления туристических услуг. Изучен опыт Италии в кластеризации туризма, а также

этапы и особенности организации туризма туристических кластеров. Даны предложения по организации и развитию туристических кластеров.

Ключевые слова: туризм, кластер, туристический кластер, конкуренция, конкурентоспособность, индустрия туризма, инновация, инновационная экономика, туристические продукты, услуги.

Introduction

Today the tourism becomes a profitable and fastest growing strategic sector of the economy. That's why many countries around the world are trying to develop this sector and bring the relevant infrastructure to the level of world standards.

According to statistics provided by the World Tourism Organization (UNWTO): "... tourism is the third in profitability, fourth in exports of goods and services, and its share in the gross domestic product is 10%." [4].

Uzbekistan has all the necessary resources for the development of modern tourism industry. The fact that our country is located on the Great Silk Road, has favorable natural-climatic conditions and rich historical and cultural heritage, and the state support for the development of tourism provides great opportunities for the development of both domestic and international tourism.

According to the address which was directed to the Parliament by the president of Republic of Uzbekistan, Shavkat Mirziyoyev, development of pilgrimage and medical tourism, increment the number of objects on the routes, inclusion of new facilities in Uzbekistan into the UNESCO World Heritage and Intangible Heritage List are very essential for making tourism sphere strategic sector of the economy [1].

The Strategy of Action on the five priority areas of development of the Republic of Uzbekistan for 2017-2021 also identifies the priorities for "accelerated development of the tourism industry, increasing its role and share in the economy, diversification and quality of tourism services, expansion of tourism infrastructure" [2].

In order to obsess economic development, in the era of the innovation and digital technology, it is necessary to effectively create clusters, which are "modern innovations and quality factors of economic growth" to promote tourism.

Literature review

The cluster approach was first introduced in industrial production. M. Porter, one of the founders of the cluster theory, popularized the idea of creating industrial clusters to enhance regional competitiveness. To date, clusters are organized in many industries, such as agriculture, tourism and etc.

Formation and development of tourism clusters, the nature and features of tourist clusters are reflected in the work of many economists around the world. "The cluster is a useful tool for performance companies with a key role in regional development, so it is important to analyze the potential in the tourism sector" [5].

A tourism cluster is a geographic concentration of interconnected firms and local institutions that compete but also cooperate in the domain of tourism. These organizations together generate a supply of products and services that configure a

holistic tourism experience for tourists visiting a destination [6].

In the work “Competitive Advantage of Nations”, based on an analysis of the economic processes of 10 countries, M. Porter suggested that the competitive advantage of these countries is due to the concentration of enterprises in similar or related industries, ensuring the interaction of cluster members, realizing their competitive advantages, and activating activities by facilitating access to qualified personnel, simplifying the processes of organizing production, disseminating innovations, and increasing competition[7].

Shilchenko T. N. describes the cluster as “geographically bounded” and the tourism cluster is the joint activity of the interconnected businesses that provide tourism services [13].

According to F.A.M. Chotchaeva, in the tourism cluster various tourism enterprises are connected, such as travel agencies, tour operators, hotels, etc. and they will ultimately form the cluster infrastructure [8].

Scientists from Uzbekistan M.Rakhmatov and B.Zaripov described the cluster as follows: “In general, clustering is a group of enterprises that are concentrated in a single geographical area and are focused on a single chain of management. they are inextricably linked to each other, a science-based process that integrates the workforce together to foster collective competitiveness, promoting innovation, and, of course, economic growth” [9].

T. Juraev and M. Khamidov define clusters as a structure that includes all the manufacturing (service) enterprises that are linked to a “single technological chain” at the regional or intersectoral level, participating in the creation of end products and services. were given. They argue that at present, when traditional methods of economic development do not provide sufficient efficiency and competitiveness, the transition to innovative development requires the creation of new economic clusters [10].

In his research, B.Safarov proposed a model of tourism-recreational cluster, with particular emphasis on economic, natural, socio-cultural and legal factors [11].

Analysis and results

Clusters are an integrated form of production that ensures rapid economic development. The process of clustering is considered as a market mechanism that enables the economy to qualitatively reform.

The fact that industry specialists are focusing on clustering of the economy as a tool for improving the competitiveness of the economy is explained by the “flexibility” of the clusters.

Today, it is becoming proved that the cluster is one of the most effective forms of innovation. The integration of enterprises into a cluster does not create a “spontaneous” concentration of various innovations, but is a well-balanced system for the dissemination and transfer of innovation, technology and new knowledge.

Cluster performance shows a number of advantages over other forms of economic activity (Figure 1).

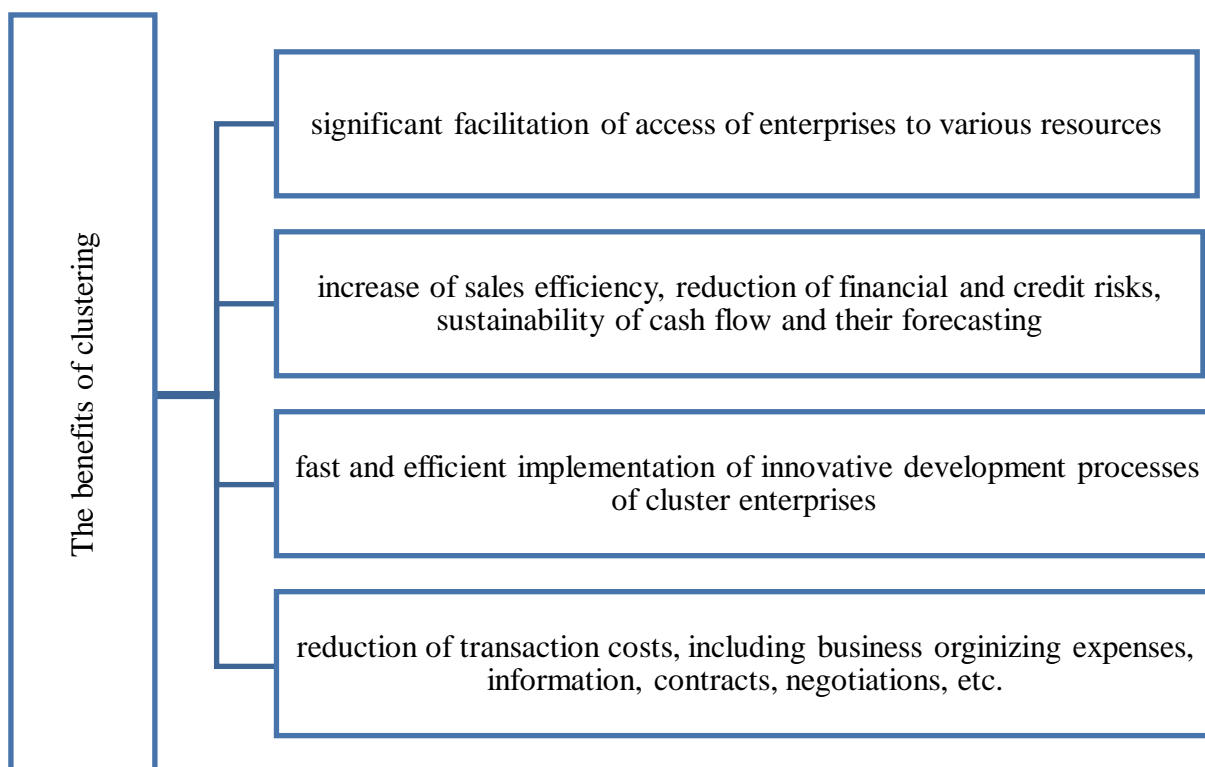


Figure 1. Advantages of the cluster mechanism for economic activity organization

The establishment of clusters in the national economy is a practical mechanism for the territorial development method of forming productive forces. Experience of developed countries shows that clusters play an important role in the production of competitive goods that meet the modern requirements, increase investment activity and attractiveness, encourage innovation and, ultimately, promote socio-economic development.

The use of the cluster mechanism is one of the criteria for achieving high efficiency in the development of the tourism sector, which is one of the strategic sectors of the economy.

Tourist clusters ensure the production, promotion and sale of tourism products, as well as the interconnected areas of businesses and organizations involved in tourism and recreation services.

The number of enterprises and organizations providing tourism services is increasing in our country.

**Table 1
Number of tourism enterprises and visitors in Uzbekistan[15]**

Indicators	2016	2017	2018
Hotels	750	816	916
Tourism enterprises and organizations	433	449	502
Sanatorium-resort facilities and recreational facilities	434	460	484
The number of arriving visitors, million people	2,07	2,69	5,3

Statistical data shows that the number of tourist enterprises, hotels and leisure facilities operating in the country is growing per annum. In recent years, the quantity of tourists visiting our country has also increased and the volume of services provided by tourist enterprises and organizations has been increasing.

Tourist clusters include businesses in various sectors related to tourism services in the region, such as tour operators, hotels, catering, workshops, museums, transportation companies and more. The purpose of creating a tourism cluster is to increase the competitiveness of the region in the tourism market, including: increasing the efficiency of enterprises and organizations within the cluster, encouraging innovation and more. Creating tourist clusters in a particular area also helps shape the image of the area.

It is advisable to establish tourist clusters in the region in the following three stages. In the first step, the area where the cluster will be created will be analyzed in detail and will be done as follows: analysis of the sustainability of the geographic areas for Cluster organization;

- Analyzes the unique tourist resources and attractions in the area;
- Analysis of infrastructure and business entities and their inter relationships;
- To establish whether there are state, non-profit organizations in the cluster and how they are related to the cluster.

On the basis of what has been accomplished in the first stage and as an integral part of it, the second stage is carried out. The first step, that is, the cluster boundaries, its elements and properties are analyzed after determining if the cluster is intended to meet the requirements:

- The geographical structure and boundaries of the cluster will be defined;
- Once the boundaries are established, its elements, namely the clusters, infrastructure facilities and service providers, will be identified;
- Selected elements will be analyzed in detail, as well as the specifics and features of the tourist cluster.

In the third phase, it is better to carry out both internal and external cluster analysis. Internal analysis examines the existing shortcomings and problems in the cluster, and analyzes the adequacy or inconsistency of the cluster entities' interactions;

- All factors affecting the performance of the tourist cluster, including political, social, environmental, etc., are analyzed during the external analysis;
- At this stage it is necessary to emphasize the following: human resources in the region, licensing and certification of tourist services, etc.

The analysis process described above will determine whether or not to create a tourist cluster in the region, and if so established, the opportunities and effectiveness it offers.

In many countries of the world with tourism potential, tourism clusters are operating effectively. Many sources and online publications show that Italy has great experience in tourism clusters. At the same time, we think it is advisable to study the Italian experience of clustering in tourism.

As the Italian experience shows, there are the following main areas of tourism clusters:

- the importance of the tourist area (attractiveness, available amenities);
- Opportunities to develop several types of tourism at the same time (for example, mountain skiing, alpine skiing, business, sports tourism);
- unification of opportunities of public and private entrepreneurship, availability of tourist resources, systematic organization of production of tourism products.

It is important to highlight the following important aspects of the Italian experience in tourism clusters:

First of all, there is a systematic policy aimed at creating favorable and stable environment for businesses to increase their competitiveness and innovation potential. Secondly, the involvement of and encouraging experts to establish a co-operation mechanism and innovation clusters.

In general, according to the Italian experience, tourism clusters unite tourism entities, including various businesses and many industrial facilities. The peculiarity of the cluster approach in Italian practice is that it provides some of the functions of private companies with government support for clusters. [14].

Initially, the main purpose of the integration of tourist business enterprises was to attract financial resources to increase their chances of survival in the face of strong competition, but today the cluster formation is to provide benefits for innovation, increasing quality and competitiveness.

Conclusion and proposals

Effective activity of tourist clusters will increase the prestige of the tourism industry in the socio-economic life of the country, stimulating the growth of foreign currency earnings, creation of new jobs and infrastructure, and ensuring the effective functioning of the competitive tourist complex.

Uzbekistan has a great opportunity to create and develop tourist clusters. The natural climate and geographical location of our country are very important. The regions also have great potential and untapped potential. The following directions are important for the establishment and development of tourism clusters:

- Organization of pilgrimage tourism clusters, taking into account the historical sites and places of worship in ancient cities such as Samarkand, Bukhara, Khiva and Tashkent;
- Formation of mountain, sanatorium and resort clusters in Jizzakh, Surkhandarya and Fergana Valley regions;
- Creation and development of clusters on fastest growing types of tourism such as agro-tourism, eco tourism, medical and desert tourism, etc.

To sum up, tourist clusters unite tourism entities, including various businesses and many industrial facilities close to the industry, to promote both domestic and foreign tourism and serve as one of the key factors in creating a competitive economy.

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