



IMPROVEMENT AND FORMATION FEATURES OF TOURIST CLUSTERS

Yulduz Fakhriddinovna Dushanova-Department of Tourism and Hotel Business,
Bukhara State University, Bukhara, UZBEKISTAN

Email id: y.f.dushanova@buxdu.uz

ABSTRACT: *mainly this article analysis development and formation of tourist cluster. According to experts, clusters cover 50 percent of the economies of the world's leading countries. For example, today more than half of the organizations operating in the US economy are covered by clusters, which account for almost 60 percent of the country's GDP. In the European Union, there are about 2,000 clusters, which account for 38% of the world's working age population. Today, cluster technologies are widely used in the world economy: forestry cluster in Finland, marine technology in Norway, biotechnology cluster in the UK, footwear cluster in Italy, chemical cluster in Germany and Belgium and others. Thus, a cluster approach to the development of the region's economy can serve as a key organizational and economic mechanism that provides an integral link between the private sector, large organizations, government agencies and educational institutions.*

Keywords: *cluster, tourism, transnational cluster, cross-border cluster, theme park,, wine and gastronomic tourism, mountain tourism, mountain tourism clusters.*

INTRODUCTION

Uzbekistan attracts the attention of the whole world with its cultural and architectural wonders, modern entertainment venues with rich natural reserves, rich history. In accordance with the Resolution of the President of the Republic of Uzbekistan dated August 16, 2017 No PP-3217 "On priority measures for the development of tourism in 2018-2019", the Council of Ministers of the Republic of Karakalpakstan, regions and Tashkent establishment of thematic parks, cultural facilities (national museums, galleries), tourist and recreational areas and clusters, construction of separate tourist facilities and implementation of other image projects from city administrations and other entrepreneurs. Proposals for state support for the implementation of major investment projects in the field of tourism and the development of infrastructure related to the sector through the



attraction of funds from foreign and domestic investors, loans from commercial banks, extra-budgetary funds of local executive authorities. orders are reviewed annually.

Currently, the organization of tourist and recreational areas and clusters, the construction of separate objects of tourism and the image

Implementation of major investment projects in the field of tourism and development of related infrastructure is becoming a pressing issue due to the involvement of foreign and domestic investors in the implementation of other projects, loans from commercial banks, extra-budgetary funds of local executive authorities. .

According to statistics, the number of foreign tourists visiting Uzbekistan is growing rapidly.

In the first quarter of 2019, the number of foreign tourists visiting our country amounted to 1.3 million people, an increase of 42% compared to the same period last year (in the 1st quarter of 2018 - 972.2 thousand people). At the same time, the number of foreign tourists from the CIS and far abroad increased by 38%, while the number of tourists from Central Asia increased by 44%. Most of the tourists visiting our country from far abroad and CIS countries come from the Russian Federation, Turkey, Afghanistan, China, Korea and other countries.

In the first quarter of 2019, 40 hotels with more than 2,000 rooms were built in Uzbekistan. Today, there are 966 hotels with a total of 21,300 rooms in Uzbekistan.

The object of the research is the concept of cluster, the study of the application of the cluster approach in the field of tourism. The study also provides definitions of international clusters: transnational and cross-border clusters, mountain tourism, mountain tourism clusters, theme parks, wine tourism, wine tourism clusters.

LITERATURE REVIEW

As a result of the analysis of various scientific literature on cluster and cluster approach, social and economic knowledge about the research object is generalized. The concept of "cluster" was first introduced in 1990 by Michael Porter in "Competitive Advantage of States." After analyzing the development history of 10 industrialized countries, Michael Porter came to the conclusion that the emergence of clusters is an integral part of the process of economic development and industrialization. Thus, a cluster is a form of



merging of interconnected enterprises, which allows to increase the competitiveness of the region's economy.

According to M. Porter, the cluster model of regional development is to create a single industrial-territorial complex and achieve a level of economic maturity and self-sufficiency, diversity of interaction between all participants in cluster education and is possible only when the maximum frequency level is reached. According to the author, such communication should be based on the following four basic principles - a sufficient level of a single resource base available for joint consumption, the availability of modern production infrastructure and the possibility of use by enterprises involved in cluster formation, or the volume of market demand for the services provided, it is worth noting that there is a positive situation in the relevant sectors and in the external environment of the cluster in general.

Cluster theory was further developed by M. Enright, a student of M. Porter. Martin and Sunley, Saun and Prevezer, Jackson and Murphy argue that the application of the concept of clusters to the tourism industry is highly appropriate, as the product interacts with local bases and supports the joint efforts of related companies to form agglomerates. Ukrainian scientist M.P. According to Voynarenko, it provided "5I" conditions for the creation and development of highly efficient clusters. A famous economist of the XIX century. A. Marshall noted that business associations play an important role in creating clusters. Scientific views on the stages of formation and development of clusters were grouped by Nauwelaers, Kanishchenko, Kovalyova, Voinarenko, Denisova, Diebrov, Ibrahimkhalilova.

METHODOLOGY

The creation of a tourism cluster is based on the principles of competition and cooperation. The competitive advantages of the region in the tourism market are created by combining innovative enterprises and organizations, new directions of industrial development, which contribute to the location of the region and shape the region's image, determine its sustainable development at the regional and national levels. Competitiveness of tourism clusters in a market economy is formed by socio-economic conditions, labor and investment potential. Competitive relationships are formed both within the cluster and in the external environment.



In this regard, the author proposes to emphasize the following advantages in the creation of tourism clusters.

1. Cooperation at the cluster level has a positive impact on expanding the specialization opportunities of tourism market entities in the same region and at the interregional level, primarily due to additional competitive advantages and increased potential for cooperation;

2. Opportunity to formulate a single strategy for the implementation of competitive advantages, which is especially important in the context of increasing the risk of doing business in the field of tourism and hospitality;

3. The cluster structure of the organization of commercial activity in the tourism market will allow each of its subjects to use the sources of financing and expand the opportunities for the growth of projected revenues;

4. Clustering as a continuous process can increase efficiency in various areas of tourism and related areas. These include the creation of common tourism products, improvement of transport infrastructure, public safety, search for investors to implement innovative ideas, activation of management staff of tourism cluster entities in order to increase the level of authority, etc. ;

5. Clusters help disseminate knowledge, innovations and best tourism practices. All this leads to the strengthening of the competitive position of each of the subjects of the tourism cluster, which seems very difficult for an individual company or enterprise;

6. Cooperation with educational and scientific institutions provides access to the results of practical study of the tourism market and its development trends, taking into account changes in the needs and requirements of potential customers, regardless of geographical location;

7. Clustering allows more efficient use of existing factors of production, which in turn leads to a reduction in the total cost of production and allows the use of a large-scale economy in the context of the tourist market;

8. The existence of cluster education will further contribute to the economic development of the region, increase the number of additional jobs and improve the living conditions and living conditions of the local population by improving the system of social guarantees by employers;



9. The subjects of the tourism cluster can have a significant impact on the external environment, supporting their interests not individually, but through joint efforts.

RESULTS AND DISCUSSIONS

According to experts, clusters cover 50 percent of the economies of the world's leading countries. For example, today more than half of the organizations operating in the US economy are covered by clusters, which account for almost 60 percent of the country's GDP. In the European Union, there are about 2,000 clusters, which account for 38% of the world's working age population. Today, cluster technologies are widely used in the world economy: forestry cluster in Finland, marine technology in Norway, biotechnology cluster in the UK, footwear cluster in Italy, chemical cluster in Germany and Belgium and others. Thus, a cluster approach to the development of the region's economy can serve as a key organizational and economic mechanism that provides an integral link between the private sector, large organizations, government agencies and educational institutions. At the same time, the main task of the government is to identify the necessary clusters based on the socio-economic capabilities of the regions, develop a strategic plan for their formation and development, create a regulatory framework and integrate existing intellectual, scientific, material and technical resources.

Analyzing the foreign experience in the formation of tourist and recreational clusters (TRC), we can conclude that the main factors in their formation are as follows.

- availability of network communication strategy in the cluster.
- creation of an appropriate management mechanism, socio-economic development of the region, including its organizational, managerial and financial-economic components;
- effective policy of government agencies. Only if there is a well-thought-out state policy in the region, the investment climate in the tourism and recreation complex can be significantly improved, which will increase the number of its facilities, increase the flow of tourists and improve the region's tourism and health. helps increase the number of jobs.

The word "cluster" is derived from English, and "cluster" means "cluster", "bunch". The concept of "cluster" was first introduced in 1990 by Michael Porter in "Competitive Advantage of States." After analyzing the development history of 10 industrialized countries, Michael Porter came to the conclusion that the emergence of clusters is an integral part of the process of economic development and industrialization. Thus, a cluster is a form of



consolidation of interconnected enterprises, which increases the competitiveness of the region's economy. In terms of organizational form, a cluster is a vertically integrated structure. [1]

The cluster approach has generally been used to integrate industrial enterprises. The U.S. electronics and automotive industries, the German chemical industry, the Italian footwear industry, and the Swedish forestry and woodworking industries are relatively well studied, and cluster research in tourism and other services is almost non-existent. It should be noted that clusters play a key role in the formation of tourist centers, attracting tourists to them and increasing their competitiveness. Jackson and Murphy (2002) argue that the application of the concept of clusters to the tourism industry is highly appropriate, as the product interacts with local bases and supports the joint efforts of related companies to form agglomerates. Although Porter (1998) developed research, especially in traditional fields, he emphasized the importance of elements in the tourism cluster, arguing that meeting the needs of tourists depended not only on the attractiveness of the location but also on the efficiency and quality of hotels, restaurants, shopping malls and transportation.

According to Russian scientist NA Korchagina, "Clusters are open systems that stimulate competition. Their purpose is not to keep fixed prices (fixation) or to limit competition. The exchange of necessary information does not limit competition in joint research or export-oriented activities, but rather increases the competitiveness of organizations. The main mechanisms for the effective operation of the cluster are the coordination of the needs and desires of the interconnected organizations through horizontal and vertical links, as well as the conditions for the movement of information.

The cluster approach for small and medium enterprises has a number of important advantages. This means that barriers to market entry are significantly reduced due to consolidation within the cluster, rational allocation of resources (human, financial, technological, technical) and distribution to all positive participants of the cluster. It will also provide employment in the region, attract qualified professionals and develop social infrastructure. The famous economist of the XIX century. A. Marshall noted that business associations play an important role in creating clusters. Undoubtedly, small and medium-sized businesses have their own challenges at a time when an entrepreneurial association is able to solve its problems more effectively than an individual entrepreneur.



Numerous scientific studies have been conducted in domestic and foreign practice, the aim of which was to give an idea of the reasons for the emergence and development of cluster structures.

The main distinguishing feature of the cluster is its innovative orientation. Innovation is an important aspect of a cluster. Relying on advances in science and technology and the intellectualization of key factors of production, developed countries that have pursued a policy of clustering their economies have been able to achieve GDP growth of 75% to 90%. Another feature of the cluster is its geographical location. In the context of increased competition between countries and regions in terms of investment and placement of the most promising activities in their territories, the unique competitive advantages are not at the national level, but at the level of specific enterprises operating in regions with high concentration of interconnected industries. It became clear.

The effectiveness of the cluster approach is also determined by getting rid of the narrow economic perspective of the regional economy. In contrast to the sectoral approach, which radically changes competition by protecting the interests of an industry or company and consequently the flow of benefits to one industry, clustering is a state policy for the development of regions, taking into account the capabilities of regional economic entities. It allows you to look in all directions.

Research in the field of cluster approach is mainly related to the manufacturing sector, and there is almost no similar research in the field of tourism. An important work on this issue was considered by AY Aleksandrova in the article "Tourist clusters: structure, boundaries, mechanism of operation." In this paper, the cluster is considered as a system capable of creating a special environment conducive to increasing competitiveness and regional development. Such a system has a number of unique features, the main of which are the geographical proximity of business units. All the general laws of formation and activity of the cluster are reflected in the field of tourism. This is reflected in the interaction of the enterprises of the cluster, the harmony of cooperation and competition, as well as the fact that they operate on the basis of public-private partnership. According to the concept of AY Aleksandrova: "Tourism has a number of features that are consistent with the cluster approach to the development of recreation and tourism. The tourism industry is characterized by the breadth of inter-sectoral relations, the predominance of small and



medium-sized businesses, the intangible nature of tourism products, different perceptions by producers and consumers, and so on.

M. Shereshova identified four characteristic features of the tourism cluster as a form of inter-sectoral interaction of organizations:

existence of a group of directly and indirectly combined geographically centralized enterprises;

common cultural and social environment: is the establishment of special relationships between cluster members working in one or another but interrelated processes that make up a common or cultural, social environment. There are two main forms of interaction within a company: partnership and collaboration. Collaboration is a vertical relationship with market participants at different levels of the chain of creating and distributing the value of a tourist product. cooperation - a horizontal relationship between organizations located at the same level of the chain of creation and distribution of the value of tourism products, including competitors and organizations seeking to cooperate for mutual benefit;

industry specialization (often a combination of companies operating in related fields);

s network of public and private institutions supporting economic agents operating within the cluster.

Additional features to determine the nature of tourism clusters as a result of existing research include:

availability of tourist resources in the area where geographical interregional and internal networks are localized;

presence of consumers of tourism products in clusters.

The above allows us to propose the following definition of a tourist cluster: a tourist cluster is primarily a tourist cluster, such as the existence of a group of geographically centralized enterprises with a certain set of necessary and sufficient functions; tourism and direct contacts, general cultural and social environment, specialization of special industry, the owners of participants of public and private institutions act as consumers of tourist resources - economic goods, tourism products.



The tourist cluster is considered as a system of interaction of tourist enterprises, suppliers of basic and additional services aimed at creating a tourist product. A leading role in the tourism cluster is played by large tour operators that export their services to the region or outside the country. Service organizations are travel agencies, as well as enterprises for accommodation, catering, transportation of tourists, provision of relevant services and production of tourist products. They all come together in a common business, resources, ideas, technologies, data, complementing each other and collaborating to create a coordinated coordination of actions.

Tourism clusters are the co-operation of several specialized enterprises and organizations directly or indirectly related to the provision of tourism services in a particular area.

CONCLUSION

Cluster-level cooperation has a positive impact on expanding the specialization opportunities of tourism market entities in the same region and at the interregional level, primarily due to additional competitive advantages and increased potential for cooperation. There is an opportunity to formulate a single strategy for the implementation of competitive advantages, which is of particular importance. Clustering as a continuous process can increase efficiency in various areas of tourism and related industries. These include the creation of common tourism products, improvement of transport infrastructure, public safety, search for investors to implement innovative ideas, activation of management staff of tourism cluster entities in order to increase the level of competence, etc.

REFERENCES

1. Alimovich, F. E., Habibulloevna, K. S., & Bahodirovna, D. N. (2020). Central features of halal tourism and halal food. *Academy*, (3 (54)).
2. Samatovich, R. S., Olimovich, D. I., & Jafarbekovna, K. N. (2020). Functional improvement of hotel staff as a key to develop the quality of services in bukhara hotels. *Proceeding of The ICECRS*, 6.
3. Bakhtiyarovich, T. M., Fakhriddinovna, D. Y., & Temirkuliyevich, U. J. (2020). The role of national tourism resources in the development of domestic tourism. *Economics*, (4 (47)).



4. Davronov, I. O. (2021). Economic Development Mechanisms of Innovative Services in Bukhara Hotels. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(6), 500-509.
5. Cunha, S. K. D., & Cunha, J. C. D. (2005). Tourism cluster competitiveness and sustainability: proposal for a systemic model to measure the impact of tourism on local development. *BAR-Brazilian Administration Review*, 2, 47-62.
6. Kizi, S. S. F. (2021). The importance of marketing activities in placement tools. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(4), 693-699.
7. Dushanova, Y. F., & Radjabov, O. O. (2021). Importance and development of tourist clusters in Uzbekistan. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(5), 342-347.
8. Estevão, C., & Ferreira, J. J. (2012). Tourism cluster positioning and performance evaluation: the case of Portugal. *Tourism Economics*, 18(4), 711-730.
9. Salimova, S. F. (2021). JOYLASHTIRISH VOSITALARIDA MARKETING FAOLIYATINING AHAMIYATI. *Scientific progress*, 1(6).
10. Fernando, I. N., & Long, W. (2012). New conceptual model on cluster competitiveness: A new paradigm for tourism?. *International Journal of Business and Management*, 7(9), 75.
11. OLIMOVICH, D. I., BAXTIYOROVICH, T. M., & CHORIEVICH, B. A. Description of Technological Processes in Restaurant Services. *JournalNX*, 6(05), 248-252.
12. Davronov, I. O., & Farmonov, E. A. (2019). The impact of Innovations in tourism and hospitality. *International Multilingual Journal of Science and Technology*, 4(9), 658-660.
13. Ferreira, J., & Estevao, C. (2009). Regional competitiveness of a tourism cluster: A conceptual model proposal. *Encontros científicos–Tourism & management studies*, 37-51.
14. Davronov, I. O. (2021). Economic Importance of Innovative Technologies for Improving Hotel Services. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(3), 169-175.



15. Fundeanu, D. D. (2015). Innovative regional cluster, model of tourism development. *Procedia Economics and Finance*, 23, 744-749.
16. Olimovich, D. I. (2020). The impact of innovative technologies for improving economy of hotels. *Asian Journal of Multidimensional Research (AJMR)*, 9(5), 194-201.
17. Ibragimov, N. S. (2020). "DIGITAL DIVIDE" AS A FACTOR OF DESTINATION COMPETITIVENESS OF UZBEKISTAN'S TOURISM SPHERE. *Central Asian Problems of Modern Science and Education*, 2020(3), 36-47.
18. Olimovich, D. I., Samatovich, R. S., Farmanovna, E. A., Khabibulayevna, K. S., & Saymurodovich, N. Z. (2020). The economic impact of innovations in tourism and hospitality. *Journal of Critical Reviews*, 7(9), 258-262.
19. Kachniewska, M. (2013). Towards the definition of a tourism cluster. *Journal of entrepreneurship, management and innovation*, 9(1), 33-56.
20. Kayumovich K. O. et al. Opportunity of digital marketing in tourism sphere //International Journal of Psychosocial Rehabilitation. – 2020. – T. 24. – №. 8.
21. Kayumovich, K. O., Alimovich, F. E., Khudoynazarovich, S. A., Shavkatovna, S. S., & Supiyevna, B. M. (2020). Opportunities of mobile marketing in tourism. *Journal of Critical Reviews*, 7(12), 94-98.
22. Olimovich, D. I., & Khudoynazarovich, S. A. (2020). The cost-effectiveness of improving the quality of hotel services. *Academy*, (4 (55)).
23. Kim, N., & Wicks, B. E. (2010). Rethinking tourism cluster development models for global competitiveness.
24. Nurov, Z. S., & Nurova, G. N. (2021, March). Conceptual framework for factors affecting the feasibility of the isi. In *E-Conference Globe* (pp. 276-280).
25. Olimovich, D. I., Temirkulovich, U. J., & Bakhodirovna, M. M. (2020). Mechanisms of improving staff training. *Academy*, (2 (53)).
26. Nurov, Z. S., Khamroyeva, F. K., & Kadirova, D. R. (2021, March). Development of domestic tourism as a priority of the economy. In *E-Conference Globe* (pp. 271-275).
27. Davronov, I. O. (2019). Innovative ways of improving excursion service around the touristic destinations. *Мировая наука*, (4), 508-510.



28. Nurov, Z., & Nurova, G. (2021). Results of ISI Implementation in Uzbekistan (in The Example of Uzbek Automotive Industry): Achievements and Negative Outcomes. *International Journal of Business, Technology and Organizational Behavior (IJTOB)*, 1(3), 214-225.
29. Davronov, I. O., & Ismatillayeva, S. S. (2019). The role of innovative technologies for improving economy of hotels.
30. Olimovich, D. I., Kudratovna, F. S., & Sayfitdinovich, I. B. (2020). The importance of marketing analysis for predicting the prospects of restaurants in Bukhara hotels. *Economics*, (1 (44)).
31. Odinkova, T. (2019). Tourism cluster as a form of innovation activity. *Economics. Ecology. Socium*, 3(2), 1-11.
32. Olimovich, D. I., Khabibovna, K. M., & Samadovich, R. S. (2020). Improving tourist season in Bukhara region. *Вестник науки и образования*, (1-2 (79)).
33. Душанова, Ю. Ф. (2021). ОСОБЕННОСТИ ФОРМИРОВАНИЯ ТУРИСТИЧЕСКИХ КЛАСТЕРОВ. In *АКТУАЛЬНЫЕ ВОПРОСЫ СОВРЕМЕННОЙ НАУКИ И ОБРАЗОВАНИЯ* (pp. 288-297).
34. Olimovich, D. I., Khabibovna, K. M., & Alimovich, F. E. (2020). Innovative ways of reducing tourism seasonality of tourist areas. *Достижения науки и образования*, (1 (55)).
35. Porter, M. (2005). *Konkurentsiya. M.: Izdat. dom «Vilyams*, 24
36. Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving of personnel training in hotel bussines. *Academy*, (2 (53)).
37. Samatovich, R. S. (2021). Importance of Marketing in Tourism and Hotel Industry. *International Journal of Business, Technology and Organizational Behavior (IJTOB)*, 1(2), 79-84.
38. Olimovich, D. I. (2015). Tourism potential of Uzbekistan. *Lucrările Seminarului Geografic "Dimitrie Cantemir"*, 40, 125-130.
39. Olimovich, D. I. (2020). Role of investment in tourism development. *Academy*, (5 (56)).



40. Sharifovich, Y. K. (2021). Ways to Improve Information and Consulting Services in the Field of Tourism. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(2), 98-104.
41. Davronov, I. O. (2021). THE ECONOMIC IMPACT OF INNOVATIVE SERVICES IN THE HOTEL INDUSTRY. In *EUROPEAN RESEARCH: INNOVATION IN SCIENCE, EDUCATION AND TECHNOLOGY* (pp. 26-27).