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Авторами представлен всесторонний анализ проблем подготовки квалифицированных кадров для туризма и гостиничного бизнеса, трансформация технологии проектирования туристских и гостиничных услуг в условиях кризиса, нормативно-правового регулирования в туристской и гостиничной деятельности, формирования и развития туристско-рекреационного комплекса в Российской Федерации, перспектив цифровой трансформация в туризме и гостиничном бизнесе, внедрения инноваций в туроператорской и турагентской деятельности, экскурсионном и музейном деле.

Редакционная коллегия сохранила авторское видение проблем и оригинальность изложения материала.

Материалы предназначены для специалистов сферы туризма и гостиничного бизнеса, научных работников, преподавателей, аспирантов, магистрантов, студентов учебных заведений сферы туризма и гостеприимства.

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INTERNATIONAL EXPERIENCE AND PROSPECTS FOR CREATION OF TOURIST CLUSTERS IN BUKHARA REGION

Narziev M.M.

Abstract: One of the approaches to the development of the tourism industry at the regional level, based on market rules and principles, is the creation and development of a tourism cluster. The article provides examples of the best tourist clusters in different countries of the world and based on international experience, proposes to create new tourist cluster. The benefits for cluster members and a region as a whole from the cluster development approach are revealed.

Keywords: Tourism, international tourism cluster, synergistic effect, related areas of the economy.

Despite the many definitions of a cluster, they are based on the theoretical views of M.Porter, according to which a cluster is “a group of geographically adjacent and interconnected companies and related organizations operating in a certain area and characterized by common activities and complementary to each other” [1].

The defining moments in the formation of a cluster are: unification of enterprises and organizations (cluster members) located on a geographically limited territory; the presence of motivation uniting the cluster members (economic, scientific, industrial, social, etc.), a well-functioning mechanism for coordinating activities and intersectoral cooperation; real prospects for the economic performance of each participant due to their interaction.

When analyzing the global experience for organization of clusters, it should be noted that there are two approaches to formation of a cluster [2]: In 80–90ies M. Porter has proposed classic liberal approaches based on the „open market”, which is a self–regulation of economic players. Such mechanisms have no direct government intervention and/or aid.

Contemporary European approach called „competitiveness pole”, which has been developed in France [3] from 2006, and based on the partnership between business, government and local authorities. The state has its interest in global competitiveness of economics and to reach the world level with „competitiveness pole”, expressed in the form of providing different types of state aid. Such support is granted by implementation of the territorial development policy.

Tourist clusters are a global phenomenon. They are inherent primarily in developed countries, but also forming in developing countries. In the USA, in the

Napa Valley, there is a wine tourism cluster; in Australia, an ecotourism cluster of the state of Queensland has been formed. In South Africa in 1999 a national tourism cluster development strategy was adopted. In Mexico, the resort of Cancun can be considered as a tourism cluster, and in Indonesia – a resort on the island of Bali. Macedonia and Jamaica, Sri Lanka and Kazakhstan announced the creation of tourist clusters. Croatia and Slovenia have agreed to create a cross-border tourism cluster.

An example of a thematic tourism cluster is a wine tourism cluster in the Napa Valley (California, USA). The Napa Valley is a world renowned wine and tourism region. Annually, it registers up to 5 million in tourist profits, mainly for visiting vineyards and wine tasting. The California Wine Cluster is one of the largest clusters in the United States. The creator of the idea, R. Mondavi, conceived to turn the Napa Valley into the main wine-growing region of the United States, where the best American wines would be produced. He combined the latest American advances in technology, management and marketing with European art and winemaking traditions and changed the relationship between winegrowers and wineries. His innovations became widespread, conditions were created for the formation of a cluster. Subsequently, the wine-making cluster has acquired connections with other organizations and clusters, including tourist clusters [4].

Companies producing the same or similar products and belonging to the same link in the value chain are direct competitors, but at the same time, they often form joint strategic alliances.

This is confirmed by the development of the ecotourism cluster Tropical North Queensland, Australia. In this rapidly growing area of Australia, tourism account for over 24% of the gross regional product. The popularity of Tropical North Queensland as a holiday destination began to grow in the 1980s, thanks in large part to the joint efforts of the local tourism industry and the regional bureau to promote the area in the domestic and international travel markets.

At this early stage of development, the few travel companies worked closely with each other. The relatively small size of the tourism industry and the geographical proximity of enterprises facilitated cooperation with very low transaction costs – indirect, associated costs of organizing a business, obtaining information, negotiation, finding suppliers, concluding and executing contracts, providing legal protection and establishing trust relations between them. Only together could they achieve growth and competitiveness.

Thanks to the development of tourist clusters, South Africa is now positioning itself as a priority tourist destination. The tourism industry was formed here, which has since become an important source of funding and job creation. The activities of state bodies, business structures and labor unions of tourism organizations were aimed at creating a national cluster, two thematic and four local tourism clusters. A

feature is complete state control and funding from the state budget at the stage of creating a cluster [5].

In recent years, Uzbekistan has been working to develop tourism on a cluster basis. Tourism services are expanding and new entities are emerging to offer them. In particular, taking into account the fact that the geographical location of Bukhara region corresponds to the desert zone, a number of new tourist organizations began to offer new tourist routes during the low tourist season and hot weather.

Combining the above international experience and tourism entities, it's proposed to create a new tourism cluster called "Bukhara Summer Surprises" in Bukhara region.

Table 1 - New Tourist Cluster "Bukhara Summer Surprises"

№	Name of cluster participant	Activity	Website
1.	Bukhara Desert Oasis & Spa (Located in Romitan district)	We offer you various and interesting types of our services. You will be satisfied with our cuisine, the atmosphere and the greatness of the spirit of our buildings built in the heart of a desert that is closely connected with ancient history. You will be surprised to see how beautifully and aristocratically we managed to restore life in the middle of the desert.	http://www.bukharadesert.uz/
2.	"Silk Road Family Resort" (Located on the coast of the Tudakul reservoir)	This tourist facility also includes various additional services such as a beach, a swimming pool, a water park, small attractions, a hotel with 50 seats, resting beds, a restaurant in the form of a ship, a summer terrace, a spa, a house in nature, a medical corner, wellness center, sports lodge, equestrian area, parking and private water transport.	http://bukhara-group.uz/pages/resorts.html
3.	"Jayron" nature reserve (located in the South-West of the Kyzylkum desert)	We are considering to create modern and tourist-friendly facilities such as a visit-center and a museum with international standards. In order to facilitate all visitors - domestic, foreign, individual, in big groups, a detailed information based on the scientific research carried out in the reverse will be displayed and the history of its establishment will be told.	https://uzbektourism.uz/en/newnews/view?id=1228
4.	Hotels, restaurants, guides, transportation, government	During the low tourist season, as a member of a tourism cluster, they can increase their income, strengthen the relationship between the participants and attract investment and innovation.	https://uzbektourism.uz/en

	agencies and other participants		
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Through this new tourist cluster, there will be an opportunity to attract tourists in the summer, to organize additional services in the coastal and desert areas. This, in turn, will have a positive impact on the creation of new jobs, efficient use of tourist resources, increase tax revenues to the regional budget and the socio-economic development of the cluster area.

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МЕЖДУНАРОДНЫЙ ОПЫТ И ПЕРСПЕКТИВЫ СОЗДАНИЯ ТУРИСТИЧЕСКИХ КЛАСТЕРОВ В БУХАРСКОЙ ОБЛАСТИ

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Аннотация. Одним из подходов к развитию туристической индустрии на региональном уровне, основанным на рыночных правилах и принципах, является создание и развитие туристического кластера. В статье приведены примеры лучших туристических кластеров в разных странах мира и на основе международного опыта предлагается

создать новый туристический кластер. Выявлены преимущества кластерного подхода для участников кластера и региона в целом.

Ключевые слова: туризм, международный туристический кластер, синергетический эффект, смежные области экономики.