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IMPORTANCE AND DEVELOPMENT OF TOURIST CLUSTERS IN UZBEKISTAN

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ABSTRACT

This article analysis the development and importance tourist clusters in hospitality business. As currently it is very important to develop tourist cluster in region economy. Also the purpose of article is to study the theoretical and practical methods of applying the "clustering" process in the field of tourism, to adapt the tourist clusters created for each type of tourism based on world experience, using the existing tourism opportunities. The main goal of article is to determine the stages of formation of the tourist cluster and the system of interests of the participants of the tourist cluster. Main relevance of the research is to eliminate problems in the clustering process, to determine the direct role of the state in clustering, to create opportunities for cluster members to operate in a geographically close environment determined by the research requires the study of tourism clusters used by developed countries around the world, as well as the possibility of their introduction in our country.

KEYWORDS: *Cluster economy of region, touristic resources, services, hospitality, tourism industry, innovative products.*

INTRODUCTION

Currently the funds of foreign and domestic investors, loans from commercial banks, extra-budgetary funds of local executive authorities for the establishment of tourist and recreational areas and clusters, the construction of separate tourist facilities and the implementation of other image projects. The implementation of major investment projects in the field of tourism and the development of industry-related infrastructure is becoming a pressing issue due to the involvement of

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

METHODS AND RESULTS

The methods of the research are to study the effective ways of using tourism clusters based on world experience in the research process and to highlight the essence of the tourism cluster and its impact on the economy on the example of the same country.

Objectives of the research work - to determine the features of the application of the cluster approach in Uzbekistan. To achieve the goal, the following tasks are set:

1. To clarify the concepts of cluster, tourist cluster, cluster approach in tourism;
2. To study the application of clustering in the field of tourism;
3. Analysis of foreign experience in the cluster approach in tourism;
4. Review of the quality and international standards of clustering in tourism;
5. Analysis of measures taken in Uzbekistan to create tourism clusters;
6. To study the prospects of creating tourist clusters in Bukhara region.

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 reputation, determine its sustainable development at the regional and national levels. Competitiveness of tourism clusters in a market economy is

formed by socio-economic conditions, labour and investment potential. Competitive relationships are formed both within the cluster and in the external environment.

In this regard, the author suggests emphasizing 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 increased 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 the changing 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, improving the living conditions and living conditions of the local population by creating additional jobs and 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.

DISCUSSIONS

A free tourist zone is compared to a free financial zone. The arrangements of the enactment on free monetary zones, including the advantages and inclinations accommodated free financial zones and their members, will apply to a free traveller zone and business substances enrolled as members in a free tourist zone. The little traveller zone is likened to a little modern zone. The arrangements of the enactment on little mechanical zones apply to little traveller zones. An uncommon traveller zone is an assigned exceptional region, which contains vacationer assets and objects of the travel industry, which offer types of assistance to sightseers through the arrangement of a particular vacationer item around here. While setting up an uncommon traveller zone, conditions, advantages and inclinations might be set up for the members of this zone.

A tourist cluster is a bunch of autonomous associations and individual business visionaries giving complex traveller services and other extra services expected to address the issues of sightseers and adventurers.

Tourism clusters structure, advance and sell the travel industry items to give far reaching the travel industry services, increment the seriousness and nature of the travel industry exercises.

Tourist zones are situated inside specific limits, where at least one traveller assets (regular, authentic, socio-social, clinical and sporting offices, too as different offices that can address the issues of sightseers and adventurers), inbound the travel industry and home-grown the travel industry, the territory made for the improvement of the travel industry, assurance and level-headed utilization of vacationer assets is a tourist zone. Tourist zones are coordinated at the idea of government offices and different associations, just as lawful substances and people occupied with business exercises. Traveller zones are coordinated at the public or nearby level.

A free tourist zone is likened to a free economy zone. The arrangements of the enactment on free financial zones, including the advantages and inclinations accommodated free economy zones and their members, will apply to a free traveller zone and business substances enrolled as members in a free vacationer zone. The little traveller zone is compared to a little mechanical zone. The arrangements of the enactment on little mechanical zones apply to little vacationer zones. An uncommon traveller zone is an assigned exceptional region, which contains vacationer assets and objects of the travel industry, which offer types of assistance to sightseers through the development of a particular vacationer item around here. While setting up an extraordinary vacationer zone, conditions, advantages and inclinations might be set up for the members of this zone.

CONCLUSION

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 reputation, determine its sustainable development at the regional and national levels. Competitiveness of tourism clusters in a market economy is formed by socio-economic conditions, labour and investment potential. Competitive relationships are formed both within the cluster and in the external environment.

In this regard, it is proposed to emphasize the following advantages in the creation of tourism clusters.

- 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;
- Opportunity to formulate a single strategy for the implementation of competitive advantages, which is especially important in the context of increased risk of doing business in the field of tourism and hospitality;
- The cluster structure of the organization of commercial activity in the tourism market allows each of its subjects to use the sources of financing and expand the opportunities for projected revenue growth;

- 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 authority, etc .;

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