

CLUSTER SYSTEM AND ITS IMPLEMENTATION CHARACTERISTICS IN THE FIELD OF TOURISM

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Annotation: Today, special attention at the government level is paid to the development of the tourism sector, increasing the tourist attractiveness of the regions Based on this, this article is devoted to the creation and development of

Keywords: tourism, tourist cluster, tourist zone, competitiveness of the tourist zone, special economic zone.

The President of our Republic set the formation of "Clusters" as a new economic management system with a small level of integration as one of the important tasks.

The purpose of forming clusters is to combine the same industry enterprises located within the city, district and region and their educational, scientific, engineering, consulting, standardization, certification, and other services in a single technological chain - to direct the creation of competitive goods based on the organization of innovative production. . The important aspect of providing employment to the population also manifests itself in this.

The term "cluster" is a French word, and the Uzbek translation means "connection", "group", "gathering".

Clustering can be considered as a new economic system that fully meets the requirements of national and regional development in order to increase the competitiveness of enterprises on the basis of accelerating their innovative activities and resisting the strong influence of global competition.

A cluster is usually distinguished by several main descriptive aspects. Among such signs, we can include: the interaction of the participants and the geographical integration of the network in one place, competition between the participants, an excessive number of small and medium-sized business enterprises.

The cluster policy envisages the implementation of a set of measures with a regulatory description, aimed at eliminating obstacles to the establishment of mutual relations, exchange of knowledge and experiences between different participants of the cluster. Local government bodies play an important role in the implementation of the clustering process. State policy is extremely important in supporting clusters that are now on their feet or improving the activities of clusters that have been operating for a long time.

Clusters do not always stimulate the development of innovations, in some cases, innovation processes are curbed, and protective behavior prevails.

"Cluster initiatives" - projects and programs of active subjects (entrepreneurs and specialists) who play an important role in the development and formation of clusters actively stimulate the development of cluster strategy processes. led to the entry.

In addition to the fact that a lot of scientific and research work is being carried out in our country on the practice of clustering, it has also been strengthened from a legal point of view. According to the Law of the Republic of Uzbekistan No. 604 dated February 17, 2020 "On Special

Economic Zones", a cluster is a set of one or more types of special economic zones. According to this document, there are the following types of special economic zones:

- free economic zones;
- special scientific and technological zones;
- tourist and recreational zones;
- free trade zones;
- special industrial zones.

Analyzing the approaches to the interpretation of the concept of tourist cluster, the opinions and opinions of economists in this regard, shows that there are a number of shortcomings in clarifying the concept of tourist cluster:

1. Although the main focus on clarifying the content and essence of tourist clustering is focused on the economic aspects of the organization of tourist clusters, almost no attention is paid to the issue of the social, cultural, moral and educational importance of tourism for society, the role and importance of the state in the market of tourist clusters and tourist services in general is not enough not focused. Most researchers recognize the role of the state in the development of the market of tourist services only in terms of regulatory and legal regulation. But today, taking into account all the possibilities of scientific and technical development, the issues of introducing innovative technologies to the market of tourist services and developing cluster structures have not been sufficiently researched;

2. When talking about the nature of tourist clusters, most researchers are mainly limited to a certain area. Moreover, the study of the nature of tourist clusters is based on a narrow approach, focusing only on tourism activities.

Among the general functions of the tourist cluster, we can include the following:

Socio-economic. The development of cooperative relations between the subjects of the tourist cluster structure creates opportunities for the stable development of the regional tourist services market and rapid growth of the regional gross product.

Regional development. Elimination of social and economic imbalances within the country ensures comprehensive development of territorial structures.

Innovative. In the process of designing and providing touristic and related services, it is ensured to focus on the use of innovative products and technologies as much as possible.

Among the special functions of the tourist cluster, it would be appropriate to include the following:

Health. Development of sanatorium-resort complexes and medical tourism programs, creation of favorable conditions for prevention of diseases and provision of public health;

Cultural and educational. Expanding perceptions about the environment, ensuring people's enjoyment of cultural and historical monuments with the help of modern forms and means of planning and organizing recreation and leisure;

Scientific and educational. This, in turn, implies the implementation of practical and fundamental scientific-research works, working in cooperation with scientific and educational institutions, training highly qualified specialists in the field of tourism.

Based on the above, we can highlight the following specific positive aspects of the organization of tourist clusters:

1.Cultural and educational. Expanding perceptions about the environment, ensuring people's enjoyment of cultural and historical monuments with the help of modern forms and means of planning and organizing recreation and leisure;

2.Scientific and educational. This, in turn, implies the implementation of practical and fundamental scientific-research works, working in cooperation with scientific and educational institutions, training highly qualified specialists in the field of tourism.

Based on the above. We can single out the following specific positive aspects of the organization of tourist clusters:

1. Interactions within the cluster allow to expand the possibilities of interregional specialization of the participants of the tourism market even within the borders of the same region.

2. It becomes possible to form a single strategy related to the implementation of competitive advantages. It is especially relevant now, which is characterized by the increasing risks of business processes in the field of tourism.

3. At the expense of the cluster structure, it is possible to expand the opportunities of each subject of the cluster structure related to access to financial resources and increase potential income.

4. By implementing the cluster structure as a continuous process, it is possible to increase efficiency in various directions of tourism and related industries. Among them, in order to improve the level of competences implemented, we can include such things as creating an integrated structure of the tourist product, increasing the quality level of the infrastructure of transport networks, ensuring social security, and finding investors for the consistent introduction of innovations in the field of increasing the activity of the management structure of tourist cluster entities.

5. By applying the cluster structure, the possibilities of spreading knowledge, innovative solutions and practical tourism solutions will expand, which in turn will increase the competitive position of each participant in the cluster.

6. Due to the cluster structure, it will be possible to cooperate with various educational and scientific institutions, and as a result, it will be possible to widely implement the results of scientific research on the tourism market, taking into account the needs of potential consumers and their changes.

The use of clusters makes it possible to use the available factors of production more efficiently, as a result of which the cost of tourism products is correspondingly reduced and the opportunity to use economies of scale in the market of tourism services is created.

The existence of the cluster structure gives an additional impetus to the economic development of the region by creating additional jobs and improving the social package by the employer, improving the housing and living conditions of the local population.

The practical use of cluster structures in other countries shows that financial and credit organizations, commercial banks, investment companies and various funds can be active participants in cluster processes. This allows us to implement investment projects, attract additional material and resource base. This situation is of urgent importance today, when the tourist services market is going through a crisis.

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