



## The Importance Of Tourist Cluster In The Effective Development Of The Regional Economy

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**Abstract:** Modern forms of development of the tourism sector in our country, increasing the competitiveness of the economy of individual regions, and using a cluster approach in attracting foreign investments to the industry have been analyzed. A tourist cluster is a collection of business entities, state institutions, and public organizations that are geographically close, and whose activities are directly or indirectly related to tourism. is to develop a competitive tourist product.

**Keywords:** Tourist cluster, special tourist regions, international order, tourist systems, transport system, thematic tourist zones, tourist enterprises, tourist-recreational zone, tourism business.

### Introduction.

Currently, tourism is a socio-economic phenomenon that affects the development of the world economy, the international order, the politics of most regions and countries of the world, and as a result of its development, employment of the population is provided, the integration of the transport system, the hotel business is taking place. In the Republic of Uzbekistan, tourism is also used to diversify the national economy, accelerate the development of regions, create new jobs, increase the income and livelihood of the population, and complex measures to increase its level and develop it as one of the strategic industries that ensure the country's investment attractiveness is being implemented step by step. In the concept of tourism development in the Republic of Uzbekistan in 2019-2025, the task is to create attractive and competitive tourist products, thematic tourist zones, and clusters in the country's regions[1].

The Republic of Uzbekistan has great potential for the development of tourism, and at the same time, it is an important task to increase its competitiveness by developing new forms of territorial organization. Today, tourist clusters are recognized as important elements of the territorial system of tourism. This approach can fundamentally change the composition of the regional economy, including the tourism sector.

The Concept of the development of the tourism sector in the years 2019-2025 implemented in the Republic of Uzbekistan includes the task of creating attractive and competitive tourist products, including thematic tourist zones and clusters in the regions of the country.

Clusters, including tourism clusters, are a unique innovative system that can be the basis for effective development of the economy of the entire region, increase its competitiveness, and strengthen cooperation between science, personnel training systems, and business. Various aspects of the formation and development of clusters to develop the country's regions and increase the competitiveness of the economy have been analyzed in the works of many economists. In particular, M. Porter's scientific work has made a great contribution to the research conducted on the ability of a country or region to achieve a competitive advantage. According to M. Porter, a cluster is a group of mutually partnering companies and related organizations operating in a certain field



characterized by the commonality of their activities and complementing each other geographically [10].

### Literature review.

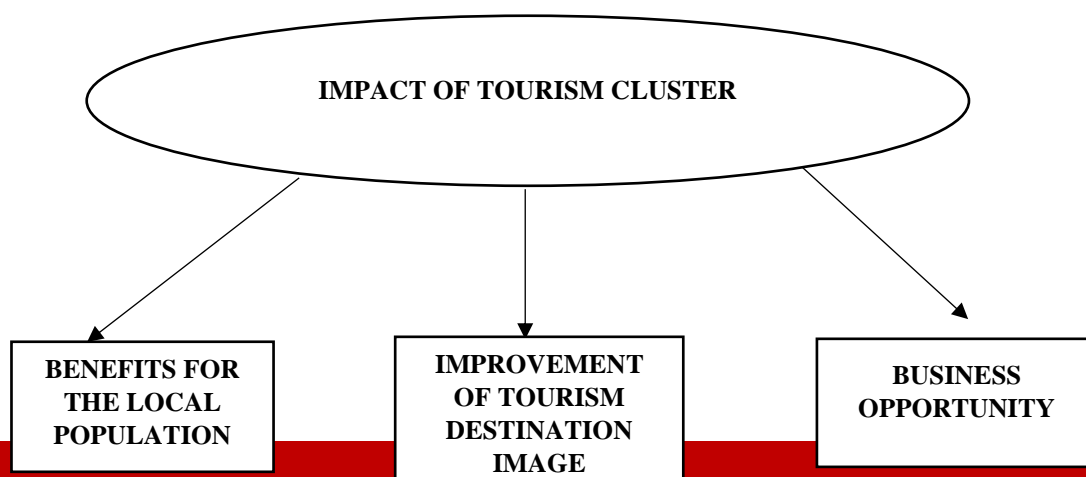
After the studies conducted on clusters of industrial sectors, the cluster began to be considered a key element of studies conducted by the World Tourism Organization (UNWTO) in various sectors of the economy, as well as in the field of tourism. At the conference on tourism and recreation held in 2010, the tourist cluster was interpreted as “companies that are geographically adjacent, that form and serve the flow of tourists, that use the recreational potential of the region, and that interact with social organizations and state administration bodies.”

Several studies have been conducted in our country on the issues of developing the tourism sector, increasing the competitiveness of the economy of individual regions, and using the cluster approach to attract foreign investments to the sector. In particular, B.D.Ollanazarov said that “due to cooperation established in the tourist cluster, conditions for the creation of new products and services, innovative and business competitive environment are created”. Many tourist clusters are constantly strengthening relations with enterprises of partner industries and supporting clusters, for example, sports and tourist equipment, food products, beverages, mass media, protecting natural and cultural monuments[6].

Thus, a touristic cluster consists of a set of business entities, state institutions, and public organizations that are geographically close, whose activities are directly or indirectly related to tourism, and which use and develop the innovation potential of the area where the main goal of their mutual cooperation and influence is located. development of a high-quality, competitive tourist product.

The following opinions can be found in the scientific literature on the nature of the tourist cluster:

- touristic cluster is a system of tourist enterprises, entities providing basic and additional services operating in mutual relations regarding production, technological and information exchange in connection with the creation of tourist products;
- a touristic cluster is a gathering of companies and institutions engaged in tourism activities in a geographical area. These companies and institutions include suppliers, service providers, government institutions, universities;
- a tourist cluster is an area that includes additional auxiliary institutions, transport infrastructure, educational and professional training systems, consulting and other service providers, in addition to the institutions directly related to the tourism sector.





### 1-picture. Impact of Tourism Cluster<sup>1</sup>

Thus, tourism clusters are characterized by specific territorial boundaries, specialization in the development of competitive tourism products, the presence of various interactions between cluster participants, and the presence of supporting networks. At the same time, it is necessary to pay special attention to the innovative characteristics of clusters as a structure and their role in the economic provision of the region. The main goal of the organization and development of tourist clusters is to develop high-quality, competitive tourist products using the natural, socio-economic resources and innovation potential of the region. The touristic-recreational cluster of the regions makes it easier to increase the efficiency of the economic entities included in it. As a result, opportunities for them to exchange information and introduce news, facilitate joint actions, and jointly use tourist coordination service facilities will expand. The application of cluster policy in the development of tourism, the processes of formation and development of clusters take place in the conditions of a favorable institutional environment consisting of a set of formal and informal institutions that regulate mutual relations between cluster subjects.

Without denying the need for state participation in the formation of a tourist cluster, it is necessary to emphasize that the main place in the formation and operation of such structures belongs to business entities. The readiness of business entities for integration, effective and open cooperation, well-established cooperative relations, and the development of informal relations are important for the formation and development of clusters in the region. An educational institution is important in the formation of a touristic cluster

is a social institution that provides qualified personnel to business entities located in. The innovative nature of tourism clusters depends on the activity of scientific research institutes operating in the cluster. The introduction of innovations created by scientific research institutes makes tourism products more competitive.

It should be noted that in the following years, special attention is being paid to the formation of tourist clusters in our country. The Law of the Republic of Uzbekistan "On Tourism" adopted on July 18, 2019, defines tourist clusters as follows: "A tourist cluster is a set of independent organizations and individual entrepreneurs providing complex tourist services and other additional services necessary to satisfy the needs of tourists and excursionists. Tourist clusters form, promote, and implement tourist products to provide complex tourist services, and increase the competitiveness and quality of tourist activity" [1].

Also, the issue of the establishment of special tourist areas, including clusters, in the country was approved by the Decree of the President of the Republic of Uzbekistan dated January 5, 2019, No. PF-5611 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan" Development Concept is given a special place, including through the creation of thematic tourist zones and clusters in the regions of the country, as well as promising types of tourism (pilgrimage, educational, ecological, ethnographic, gastronomic, sports, healing-healing,

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<sup>1</sup> Author work



rural, industrial, business, etc.) taking into account the task of developing new tourism programs [2].

The analysis of the characteristics of tourist clusters showed that there is an opportunity to form tourist clusters in many regions of our country. The potential of natural-recreational, historical-cultural resources, the active participation of small enterprises in the development of tourist products, and the existence of a system of regional organizations for the regulation of tourism development are important factors in cluster formation. At the same time, in solving this task, it is necessary to create an effective institutional environment for the development of clusters. The joint activity of the state and law, civil society, entrepreneurship, scientific, and educational institutions is important in forming a favorable institutional environment for the establishment of tourism clusters.

### **Methodology.**

It should be noted that the possibilities of the cluster approach in the development of tourism in the regions of our republic are not being used until today. Since tourism has unique characteristics, the issue of researching the cluster approach to tourism development and its wide implementation is of particular importance. The essence of interactions between cluster members in a tourist cluster is that the good performance of one of them is a guarantee of the success of other participants and represents a mutual collective market. Therefore, all companies in the tourism cluster will benefit from the cooperation activities in the form of a very wide range of opportunities and final total revenues. Due to cooperation established in the tourist cluster, conditions for creating new products and services, an innovative and business competition environment are created. Many tourism clusters are constantly strengthening ties with nearby, partner industries and supporting clusters, such as sports and tourism facilities, food and beverage, mass media, and natural and cultural monuments.

### **Result.**

One of the interesting examples of the organization of free economic regions to stimulate regional development is the creation of touristic (tourist and recreational) special zones as a means of increasing the attractiveness of the region for tourism development. Tourist and recreational special zone is a geographically limited territory of the state, within which tourism is regulated by law

preferential economic regime, as well as appropriate measures ensuring competitive advantages and sustainable development of tourism. Tourist-recreational zone - it includes modern touristic infrastructure facilities (hotel complexes, cultural wellness, trade-entertainment and other touristic facilities), special activity and seasonal recreational recreation zones that provide the necessary conditions for providing services to tourists. the territory to be established for the implementation of investment projects related to construction.

According to the legislation of the Republic of Uzbekistan, external and internal tourism is defined as one or more tourist resources (natural, historical, socio-cultural, medical, and health facilities, as well as other facilities that can satisfy the needs of tourists and excursionists) with specific borders, the territory established for the development of the tourist industry, protection of tourist resources, and their rational use is a tourist zone.

Tourist zones are organized according to the proposal of state bodies and other organizations, as well as legal entities and individuals carrying out business activities. When determining tourist



# The Peerian Journal

Open Access | Peer Reviewed

Volume 36, November, 2024

Website: [www.peerianjournal.com](http://www.peerianjournal.com)

ISSN (E): 2788-0303

Email: [editor@peerianjournal.com](mailto:editor@peerianjournal.com)

zones, the presence of tourist resources in them, as well as the potential opportunities for the development of tourism types in these areas are taken into account. The owners and owners of the tourist industry object under construction when tourist resources are being built and used in the territories of the tourist zones, the existing residents of these objects.

it is necessary to envisage its integration with the socio-economic, historical, scientific, artistic, cultural environment or other organizational-purpose environment and infrastructure environment. When organizing and implementing their activities in the tourist zones, the entities of the tourism sector must ensure a careful attitude towards the natural environment, objects of cultural heritage, and protected natural areas [1].

## Conclusion.

In the world experience, free economic zones are distinguished - natural, historical, and tourist recreation zones. Natural zones are zones with unique natural conditions, land, and water resources, which are protected by the state due to their ecological and scientific importance. Historical zones are of historical and cultural importance, and tourists can visit these zones to see historical, cultural, and architectural ensembles.

will come Tourist-recreational zones are recreation zones, and the necessary infrastructure must be created for tourists to come here. The first tourism development zones appeared in Egypt, Tunisia, Morocco, Mexico, Indonesia, Kenya, Tanzania, Gambia, and Caribbean countries (Jamaica, Barbados). They were visited mainly by tourists from European countries (UK, France, Holland, Spain, Germany, Portugal), as well as Japan and the USA. [4]

At the same time, the impact of tourism activities on the lives of residents of host countries, and the environmental conditions, has some negative consequences in these zones:

- intensive use of tourist resources led to deterioration of environmental quality and pollution;

- the difference between the cultural characteristics of the local population and the guests has created several social and ethno-cultural problems. The State Committee for Tourism Development of the Republic of Uzbekistan will further develop the tourism potential of Jizzakh, Namangan, and Surkhondarya regions and increase their efficiency, create maximum favorable conditions for improving the system of attracting foreign investments, modern hotel complexes, cultural and health improvement, trade and entertainment, eco and construction of agrotourism and other tourist facilities, modern engineering infrastructures in the regions, as well as additional work in remote mountainous areas projects on the development of special tourist zones were developed in Jizzakh, Namangan and Surkhondarya regions to create places. The organization of tourism clusters in the use of the innovation potential of the region and its expansion provides the following opportunities:

- coordination of joint actions of tourism business, science, and state management organizations;

- increasing the effectiveness of tourism cluster participants based on the expansion of access to resources (information, innovation, and technology) and the reduction of costs, including transaction costs, through joint use of infrastructure facilities;

- to accelerate the process of creating innovative products and bringing them to the market based on strengthening the interaction between producers and consumers of tourism services;



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Volume 36, November, 2024

Website: [www.peerianjournal.com](http://www.peerianjournal.com)

ISSN (E): 2788-0303

Email: [editor@peerianjournal.com](mailto:editor@peerianjournal.com)

- formation of a favorable investment environment in the region due to the availability of benefits for investors participating in the formation of the cluster;
- stimulation of competition due to the improvement of the conditions for the creation and development of new businesses;
- the formation of a closed chain of added value growth as a result of gathering all the necessary links of the supply of tourist products to consumers in one area.

One of the interesting examples of the organization of free economic regions to stimulate regional development is the creation of touristic (tourist and recreational) special zones as a means of increasing the attractiveness of the region for tourism development.

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