



USING THE CLUSTER DEVELOPMENT MODEL TOURIST SECTOR

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ABSTRACT

The article examines the features of the formation of tourist clusters as a special form of territorial organization of the production of tourist products in a market economy.

KEYWORDS:- Tourism, tourism cluster, infrastructure, tourism services, regional development, cluster policy.

INTRODUCTION

Tourism is the main economic activity that has a positive effect on economic growth and employment in the country, since it has a huge impact on such key sectors of the economy as transport, services of hotels, restaurants and other public catering facilities, trade, construction, production of consumer goods and a lot others.

Tourism is an important tool for strengthening the opinion of Uzbekistan in the world, shapes our values and contributes to the development of the country's attractiveness, which is the result of centuries of cultural exchange, linguistic diversity and creativity. In addition, tourism is becoming an increasingly important aspect in the lives of citizens who travel more and more for business or leisure purposes. As an activity that affects the cultural and natural heritage, as well as traditions and modern culture in the country, tourism provides an opportunity for economic growth and sustainable development of Uzbekistan.

THE MAIN RESULTS AND FINDINGS

Based on the foregoing, tourism is a complex multifaceted complex that requires a systematic

approach to regulating the socio-economic interaction of many sectors of the economy, both at the state and regional levels.

The strategy for the long-term development of the national economy assumes an increase in its competitiveness in all sectors. It is aimed at a significant increase in the quality of human capital and the dynamics of labor productivity, ahead of the development of high-tech industries and the transformation of innovative factors into the main source of economic growth. To solve these problems, it is necessary to create a system of clear interaction between the state, business, science and education based on the use of effective tools for innovative development, among which the cluster approach should play an important role. Therefore, the use of the cluster model of business organization as an adequate tool for modernizing the economy has no alternative. The experience of developed countries shows that the interdependence and interrelationships between the processes of clustering, enhancing competitiveness and accelerating innovation activity is a new economic phenomenon that meets the requirements of national and regional development.



As you know, the scientific concept of "cluster" was introduced into the economic literature by Michael Porter (1990). According to his definition, a cluster is geographically concentrated groups of interconnected companies, specialized suppliers, service providers, firms in relevant industries, as well as related organizations in certain areas, competing but at the same time working together. {1}

The world practice of the functioning of the most successful economic systems shows that high competitiveness and stable economic growth are provided, first of all, by factors that stimulate the spread of new technologies. Considering that modern competitive advantages are almost entirely determined by the advantages in production technologies, management, organization of goods promotion, the successful development of the competitiveness of the economic system is possible with the active and comprehensive use of the advantages of the cluster mechanism and modern directions of innovative development.

Therefore, many countries - both economically developed and just beginning to form a market economy - are increasingly using cluster mechanisms to support the most promising areas and forms of entrepreneurial activity, in the formation and regulation of national innovation systems. The main characteristics of clusters are the following:

- geographic concentration (closely located firms are attracted by the opportunity to economize on fast production interaction, the exchange of social capital and learning processes);
- specialization (clusters are concentrated around a certain field of activity, to which all participants or authors are related);
- a plurality of economic agents (the activities of clusters cover not only firms that are part of them, but also public organizations, academies, financial intermediaries, institutions that promote cooperation, etc.);
- competition and cooperation (as the main

types of interaction between firms - members of the cluster);

- Achievement of the necessary "critical mass" in the size of the cluster (to obtain the effects of internal dynamics and development);
- Cluster viability (long term);
- involvement in the innovation process (firms and enterprises that make up a cluster are usually included in production processes). In the last decade of the twentieth century, most clusters specialized in the production of consumer goods and were created with the aim of increasing the competitiveness of certain regions and territories.

The tourism industry has a number of features that give relevance to the cluster approach in the development of the field of recreation and travel. Tourist clusters are a global phenomenon. They successfully operate both in developed countries, for example, in the USA, a wine tourism cluster is functioning in the Nala Valley, and in developing countries, countries with economies in transition, for example, an ecotourism cluster of the state of Queensland has been formed in Australia. In South Africa in 1999, a national strategy for the development of tourism clusters was adopted. In Mexico, the resort of Cancun can be considered as a tourist cluster, and in Indonesia - a resort on the island of Bali. {1}

Clusters are more innovative due to the following reasons:

- enterprises - cluster members are able to respond more adequately and faster to the needs of customers;
- Cluster members get easier access to new technologies used in various areas of economic activity;
- suppliers and consumers, as well as enterprises of other industries, are included in the innovation process;
- as a result of cooperation, the costs of research and development are reduced;



- enterprises in the cluster are under intense competitive pressure, which is exacerbated by the constant comparison of their own economic activities with the work of similar companies.

Clusters are formed and operate on the principles of state private partnership. The state plays an important role in the formation of a tourism cluster and its development, especially at the initial stage, but it does so in close, moreover, a strategic plan with the tourism business. There are different forms, models and mechanisms of interaction between the public and private sectors, which have shown their effectiveness in practice. {1-2}

CONCLUSION

The state helps the development of local cluster initiatives by creating a platform for a dialogue between different cluster factors, improving the skills of the local workforce through the implementation of additional education and retraining programs, creating a brand of the region to attract foreign visitors, etc. {2}

In Uzbekistan today, special attention is paid to the comprehensive development of the tourism industry, large-scale measures are being taken to improve the tourism infrastructure, expand the range of tourism services, improve the quality of service provided and diversify the tourism product in general.

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