

DEVELOPMENT TRENDS AND PROSPECTS OF TOURISM INDUSTRY OF UZBEKISTAN

Xudoyarov Anvar Aidjanovich

O‘zbekiston xalqaro islom akademiyasi “Islom iqtisodiyoti va moliyasi, ziyorat turizmi” kafedroasi dotsenti

Abstract

According to the World Tourism Organization, tourism accounts for about 10% of the turnover of the market of industrial and services in the world. According to the results of the analysis, by 2022, revenues from international tourist attractions are expected to increase. Tourism in the world is increasingly being used as a tourist potential. The rapid growth of this rate in our country was achieved in the autumn.

Introduction

Uzbekistan has created great opportunities for rapid development of various sectors of tourism, effective and prompt measures on state regulation and development of tourism are being carried out, legal foundations are not being improved. The Concept for the Development of the Tourism Sector in 2019-2025 in the Republic of Uzbekistan has the task of creating attractive and competitive tourism products, including thematic tourist zones and clusters in the regions of the country.

Clusters, including tourist clusters, are a kind of innovative system that will become the basis for the effective development of the economy of the whole region, increasing its competitiveness, strengthening cooperation between science, training system and business. Various aspects of the formation and development of clusters for the development of regions of the country, the increase of competitiveness of the economy are analyzed in the works of many economic scientists. In particular, M. Porter's scientific work has made a significant contribution to research on the ability of a country or region to achieve a competitive advantage. At the same time, economic scientists of our country N. T. Tuxhliyev, M. Pardaev, M. M. Mukhammedov, I. S. Tuxhliyev, R. Khaitbaev, N. E. Ibadullayev, R. S. Amriddinov, N. Norchayev and others covered economic, social and theoretical aspects of the development of tourism in our country, improvement of methods of state regulation and management of the tourism sector, directions in the development of tourism in the country's economy, at the same time in the employment of people.

Cluster policy mechanisms in the development of the national tourism industry by increasing the competitiveness of the national tourism industry have been put forward by Soha experts, stating that "clusters will be given a special place in the competitive struggle in the tourism industry, which will ultimately enable them to increase the efficiency of other institutions of the market economy, namely the government, universities, companies, logistics services, etc."¹

¹Xudoyarov A.A. “Ўзбекистонда зиярат туризмни ривожлантиришнинг ташкилий-иқтисодий механизмлари” монография. – Т.: «СОМПЛЕКС ПРИНТ» нашриёти, 2021. 285-бет.

Thus, a tourism cluster consists of a collection of business entities, government agencies, community organizations whose activities are directly or indirectly related to tourism, geographically located and whose main objective of interaction and impact is to develop a high-quality, competitive tourism product while harnessing and developing the innovative potential of tourism.

In the scientific literature one can see the following opinions on the essence of the tourist cluster:

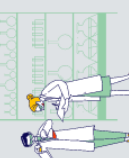
- Tourist cluster is a system of tourism enterprises, basic and additional services entities operating in the interaction of production, technological and information exchange for the creation of tourist products;
- Tourist cluster is the concentration of companies and institutions engaged in tourism activities in a geographical area. These companies and institutions include various relevant institutions, government agencies, private sector representatives, suppliers, service providers. This means that tourist clusters are characterized by such features as having a clear territorial boundary, specializing in the development of competitive tourism products, the presence of various interactions between cluster participants, the presence of support networks. At the same time, it is necessary to pay special attention to the innovative features of clusters as a structure and their role in ensuring the economic development of the region.

Taking advantage of the innovative potential of the region and the creation of tourism clusters in its expansion will provide an opportunity:

- coordination of joint efforts of tourism business, science and government organizations;
- increasing the efficiency of the activities of the participants of the tourist cluster by expanding access to resources (information, innovation and technological) and reducing costs, including transaction costs, through the joint use of infrastructure facilities;
- accelerating the process of creation and promotion of innovative products based on enhancing the interaction between producers and consumers of tourism services;
- formation of a favorable investment climate in the region due to the availability of privileges for investors participating in cluster formation;
- stimulating competition due to improving conditions for the creation and development of new businesses;
- the formation of a closed chain of value added growth as a result of the concentration of all the necessary components of the supply of tourist products to consumers in one territory.

Application of cluster policy in tourism development, formation and development of clusters take place in a conducive institutional environment, consisting of a set of formal and informal institutions that regulate the interaction between cluster entities. Regarding the effectiveness of cluster policy in the tourism industry, M.T. Alimova stated that "The need to develop new theoretical approaches to increasing the competitiveness of the tourism region in Uzbekistan requires a study of world experience.

Analyzing the practical and theoretical experience gained in this regard, it is noted that tourism



clusters based on innovative approaches are one of the most effective ways to increase the competitiveness."²

With the support of this idea, the analysis of the features of the development of tourist clusters created in the EU countries, their success, the procedure for the formation of contractual relations between the cluster participants and the introduction of practical experience will contribute to the development of the sphere. The leading position in this regard should belong to the institutions of the state and law. In particular, the state can stimulate the development of relations between them by attracting business entities, investors, representatives of science and education to the cluster.

It should be noted that in subsequent years in the country special attention is paid to the issue of formation of tourist clusters. The Law of the Republic of Uzbekistan "On Tourism" adopted on July 18, 2019 defines tourist clusters as follows: "A tourist cluster is a complex of independent organizations and individual entrepreneurs that provide complex tourist services and other additional services necessary to meet the needs of tourists and excursionists.

Tourist clusters are engaged in the formation, promotion and sale of tourist products in order to provide comprehensive tourist services, increase the competitiveness and quality of tourist activities.³

In addition, the issue of creating special tourist zones, including clusters, in the "Concept for the development of the tourism sector in the Republic of Uzbekistan for 2019-2025", approved by the Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. UP-5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan",⁴ is given a special place.

In conclusion, as a result of the analysis of current theoretical and practical experience in the world economy in the sector, we believe that clusters based on innovative approaches in the tourist markets are one of the most effective forms of ensuring the competitiveness of pilgrimage tourism. If we pay attention to the practice of the world economy, the process of cluster formation has been dynamically dynamic for twenty years.

In our country, which is increasingly integrated into the world economy and the world community, the organization of clusters becomes more and more important economic importance.

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² Change and trends in regional tourism market (on the example of Samarkand region). PhD thesis. – Samarkand, 2017.

³ Law of the Republic of Uzbekistan "On Tourism". Tashkent city, July 18, 2019, No. ZRU-549. National database of legislation, dated July 19, 2019, No. 03/19/549/3446 <http://www.lex.uz/docs/4428097>.

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