

DEVELOPMENT OF THE INNOVATION POTENTIAL OF THE REGIONAL TOURISM CLUSTER

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Abstract

The article discusses ways to develop the innovative potential of a regional tourism cluster as one of the key factors in increasing the competitiveness and sustainability of the regional economy. The main attention is paid to the analysis of modern approaches to the formation of an innovative environment, the development of partnerships between cluster members, the introduction of digital technologies and environmentally sustainable practices. Successful examples from the practice of domestic and foreign clusters are considered, as well as recommendations for improving the efficiency of innovation processes are proposed.

Keywords: Innovation potential, regional tourism cluster, tourism development, innovation, digital technologies, sustainable development, partnership, regional economy, tourism industry.

Introduction

The high tourist potential of Uzbekistan with its own characteristics of natural and historical-cultural tourism resources, the presence of UNESCO-listed World Heritage sites are one of the main tools for the development of the national economy, in particular, the tourism sector. There are many attractive and even unique tourism facilities in the regions of Uzbekistan, the development of which is one of the priorities for the realization of national policies in the field of Tourism. The creation of a network of clusters aimed at developing and realizing the competitive potential of regions in our country and the formation of innovative high-tech clusters will be carried out in accordance with the concept of development of the tourism sector in the Republic of Uzbekistan in the period up to 2025. The cluster approach is one of the least developed in modern science, but promising areas of research and modeling in the field of Tourism. Clusters as integrated and coordinated groups of enterprises and organizations, the activities of which are carried out in the field of tourism, are developing widely, both nationally and even globally. They are primarily characteristic of both economically developed countries and countries with a transitional economy. The basic concept of cluster theory in the field of tourism is a conglomerate, a unified integrity, in order to combine individual elements and fulfill certain functions in their interaction or achieve a set common goal. In the tourism sector,



clustering is associated with globalization processes as an important indicator, covering almost all sectors of the economy.

Analysis of thematic literature: the article used scientific work from V.Molchanova (Cluster approach in the innovative development of regions of recreational and tourist specialization), Yu.V.Semashko, D.A.Alyoshkevich, D.V.Bradinskaya (Innovative development of tourist clusters as a strategic factor in increasing the competitiveness of the region), Yu.V.Semashko, D.A.Alyoshkevich, D.V.Bradinskaya (Innovative development of tourist clusters as a strategic factor in increasing competitiveness A.V.Bubnov (Innovative development of Russian tourism based on the cluster approach), L.I.Kulakova (Cluster approach to tourism development).

Research Methodology

In the process of research, scientific justification of the cluster approach in the field of Tourism, consideration of transformational processes in the field in the process of determining the factors of the development of the tourism cluster, methodological study of the formation of the tourism cluster, examination of the opinion of specialists in this regard, the econometric and systematic approach, comparative and comparative analysis, statistical.

Analysis and Results

The Central Link or core of the developing tourist cluster can be a group of companies of tour operators and travel agencies or infrastructure facilities (for example, accommodation facilities) or objects of tourist interest (for example, museums, and large tourist complexes). At the same time, the main condition for the development of the cluster in any case is the presence of its tourist routes and streams in the region. Tourism can be activated in connection with cultural activities that generate sustainable tourist flows as an example of tourism clusters that arise on this basis [1.3-10]. The problem of cluster formation on a regional scale and the Real reality of tourism cluster policy are also reflected and supported at the level of state bodies. Thus, in the concept of the development of the tourism sector in the Republic of Uzbekistan for the period until 2025, the state cluster policy is recognized as a new complex institution that will help to remove administrative and other obstacles in the development of the system of economic relations.

The use of the innovation potential of the region and the organization of tourism clusters in its expansion gives the following opportunities:

- coordination of joint actions of tourism business, science and state management organizations;
- to increase the efficiency of the activities of participants of the tourist cluster on the basis of reducing costs, including transaction costs, by expanding access to resources (information, innovation and technology) and using infrastructure facilities together;
- accelerating the process of creating and bringing innovative products to the market on the basis of strengthening the interaction between manufacturers and consumers of tourism services;
- the formation of a favorable investment climate in the region due to the availability of benefits for investors participating in the formation of a cluster;



- promotion of competition due to improved conditions of creation and development of new business;
- the formation of a closed chain of Value-Added growth as a result of the accumulation of all the necessary links of supply of tourist products to consumers in one area[2.17-22].

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 functioning of such structures belongs to business entities. The readiness of business entities for internalization, effective and open cooperation, the well-established cooperation relations and the development of informal relations are important in the formation and development of clusters in the territory [3.17-22]. According to A.E.Boyko, the effective functioning of all cluster structures will allow - the formation of a wide employment area for local residents, the preservation of historical and cultural sites, separately protected areas, natural areas, improving the environmental situation, the development of the service sector, improving the specialized tourist and other infrastructure of the territory, redirecting tourists to rest in the country[4.224-228].

In our opinion, the application of a cluster approach to the development of domestic and entry tourism in our country demonstrates the following conditions and opportunities:

- development of the small business sector within tourist clusters and other specialized tourist-recreational areas; the effective use of the existing capacity of tourist resources and infrastructure facilities at the national and territorial levels to attract both domestic and foreign tourists;
- to attract the attention of local residents, the general public, representatives of the government to the problems of the development of domestic and entry tourism in the country and its individual regions;
- using a system of mechanisms and measures of Public-Private Partnership for the development of the tourism industry on the basis of the CEC cluster approach;
- increasing the attractiveness of the national tourism market for foreign and domestic investors;

the creation of new jobs – especially in areas with a shortage of labor per se or, conversely, high unemployment.

However, despite all the existing attractiveness of the cluster strategy for the development of domestic and incoming tourism in our country, the above processes are significantly hampered by risk. Thus, the main goal of the programs under development for the development of tourism in the country or the strategy for the development of tourism is to attract foreign tourists. Consequently, the achievement of this goal is directly related to the formation of a positive image of the Republic to the main countries supplying tourists. Considering the level of socio-economic development of the country today, there are huge opportunities and resource potential for the development of Tourism.

So, the definition of tourist clustering should be interpreted as appropriate regulatory legal acts (programs, strategies, concepts) and a system of technology, measures aimed at the formation and development of tourist clusters. Tourist cluster, on the other hand – existing tourist resources and specialized infrastructure, a single governing body-as a complex of geographically close and interconnected facilities specializing in the service of tourists



operating on the basis of innovation activity of organizations under the cluster administration, together they can effectively meet the needs of tourists by offering competitive tourist products and services.

N.V.Shabalina distinguishes the following as the main problems of the formation and development of tourist Clusters[6]: the lack of highly qualified specialists capable of realizing and implementing all the advantages and benefits of clustering; low innovation culture of entrepreneurs in the tourism industry; insufficient development of activities based on strategic planning and public-private partnerships; infrastructural problems of Regions; a long period of; the normative legal framework for tourist clustering is, first of all, imperfection at the regional level.

Conclusion

1. Special attention should be paid to the work of organizing advertising and information work on the placement of clusters in the national and international tourism markets. In fact, the proposed program provides only for the formation of clusters, but their successful functioning depends on the state of their separate structures for the benefit of access and domestic tourism.
2. In our country, we can see cluster projects developing at the national, territorial levels. Regional tourist clusters operate mainly in the form of tourist structures, which include one or more tourist centers, and include a number of economic entities and enterprises and organizations.
3. The process of clustering is an innovative method in the development of the economy of our country in general, in particular, the tourism sector, and is one of its significant trends for the state. It should be noted that the innovation component of the cluster approach is determined by completely different internal and external environmental conditions and factors than administrative and legal and political ones.
4. The innovation potential of the tourism cluster is realized through the entire system of suppliers of innovative products and developments, which includes: all regulatory functions of national and territorial network structures (ministries, agencies, departments of tourism); representatives of business circles cooperating with authorities and governing bodies within the cluster in accordance with the model of Public-Private Partnership; educational institutions and organizations engaged in; the local community, which has been acting with various initiatives in the development of tourism, etc.

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