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Innovation Development of the Tourist Destinations Based on the Cluster Approach in the Conditions of Uzbekistan

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Abstract: Analyzing the potential in the tourism sector while utilizing some innovation advances is crucial since the cluster is a beneficial tool for performance companies that play a significant part in regional development. The study identifies a model relevant to Uzbekistan on the basis of touristic potential, tourism diversity, strengths and limitations of the region, and local distinctiveness, drawing on research on innovations that have highlighted patterns in tourism. By offering a conceptual model of cluster innovation as a catalyst for regional development, this research seeks to identify the cause of the formation of tourism clusters in the area and to develop the key characteristics of the cluster. The concept and typology of clusters and cluster models applicable in tourism, as well as the application of methods of study of tourist sites, are the foundation of the theoretical and methodological approach for this model. The competitive advantages of the tourist industry enable governmental policies and competitiveness strategies of private businesses and organizations to be targeted toward the tourism industry.

Key words: Methodological principles, innovations, business models, tourist destinations, innovative cluster, tourism sector, fragmented structure.

Introduction

Both the domestic and international tourist systems underwent structural and functional changes as a result of Covid19 (the pandemic time). The macroeconomic growth of the economy can be significantly influenced by the development of the tourism industry in Uzbekistan, which has a large amount of untapped tourism potential.

There is a need to develop the methodological principles and innovations of the integrative approach given a growing competition, declining stability and efficiency of economic actors functioning, disparities in the development of the national tourism system, inconsistencies in economic relations between the tourism market participants, low effectiveness of strategic interaction between the tourism

activity subjects, and lack of optimal business models of economic cooperation. Cluster system innovations will deliver high performance and combine the efforts of tourism firms and government agencies to produce a high-quality tourism product to satisfy both the current and future demand from tourists. Pavlovic et al. (2014), Sokolenko (2011), Szekely (2014);

In the context of globalization, tourism is an area of national interest, according to Buhalis and Darcy (2011) and Small, Darcy, and Packer (2012). This is emphasized by national and regional development plans as well as by international trade strategies through small and medium players in the global industry.

Finding workable strategies to boost the recovery of tourism potential requires understanding how the many local players may compete to ensure the promotion and enhancement of tourism.

The contemporary demands of regional Uzbekistan tourism within the context of the knowledge economy, which resulted in major changes from the economic, social, and structural-organizational points of view, serve as the beginning point of the study.

As a result, new types of membership organizations and innovative clusters emerged, encouraging innovation and boosting the resources of many economic sectors.

Because economic activities are carried out through partnerships between businesses, institutions, and authorities, the advantage that is received by the final consumer, is what determines how to address economic and social development through the cluster concept.

In the area of tourism, associations between tour operators, travel agents/tour guides, local and national tourism suppliers, the leisure industry, transportation companies, universities, training institutions, and other pertinent organizations can be established. The main goal of these associations is to gain competitive advantages.

Literature review

The first model of business organization for regional and industrial cooperation emerged in the middle of the 20th century (Marchall, 1964), and Porter coined the term "cluster" in the middle of the previous century as the best method for enhancing the competitiveness of businesses, industries, and regions through the aggregation of connected organizations that work together, are distinguished by the proximity of activities and complement each other (Porter et al., 1980).

These business organization types are significant from both a theoretical and practical standpoint, according to a critical study of economic knowledge about cluster growth. (Porter et al., 1998, 2002; Bergman et al., 1999; Andersson et al., 2004; Ketels et al., 2004; Berg et al., 2001; Sokolenko, 2002; Ashley et al., 2007; Tkachenko, 2007; Tretiak, 2011; Brandenburger et al., 2011; Faizova, 2015).

At the same time, it must be acknowledged that theoretical advancements lack a thorough method for analyzing the establishment of tourism clusters and determining how well they perform. The lack of a scientifically supported foundation for the development of tourism clusters leads to the escalation of current imbalances and the appearance of new ones in their efficient growth.

An interconnected structure, the cluster relies on organizational and economic forces to function. Since the majority of research suggest organizational and economic processes for a given industry, there is no agreement on the components of this mechanism. It should be highlighted that it is impossible to imitate what is happening in other regions while creating a cluster policy for the development of regions. Effective clusters are built on regional features that are turning into sources of competitive advantage (Alimova, M. T., Nasimov, A. R., & Rakhmonov, 2020)

The interconnectedness between NGO members, travel companies and suppliers, as well as between these businesses and other pertinent institutions, is emphasized by Porter's (1990, 2013) idea of the

cluster. This strategy is beneficial for the tourism industry, which has a fragmented structure made up of small and medium-sized businesses and a network of participants working in related fields. The move from the conventional strategy focused on the attractiveness of the destination to the competitiveness of the destination approach was made by Crouch and Ritchie (2000) using Porter's diamond idea. They discovered that using both distinct tourism components, four key factors govern how competitive a tourist site is.:

- determining factors (location, safety, cost);
- destination management (administration, marketing, management, information services);
- basic resources and attractions (physical geography, culture, and history, activities, special events);
- supporting factors and resources (infrastructure, accessibility, resources, support)

Methodology

The research methodology is based on the recommendations of economic theory, management theory, cluster and synergetic concepts, and scientific works on cluster interaction. It presents techniques related to the defining circumstances and factors that influence the cluster development, tourist appeal of the deployment for the innovative cluster development, the entry of participants into the cluster system, and the evaluation of the cluster's functioning efficiency.

This will improve cluster management effectiveness and hasten the execution of cluster initiatives in Uzbekistan's tourist areas.

Result and Discussion

Large corporations dominate the global tourism business and provide customers with appealing, uniform goods and services at affordable prices. They create a global strategy to make the most of local potential everywhere.

Large businesses in the tourism sector are few in number, but they account for more than half of the sector's overall revenue.

Local SMEs in the tourist industry are not completely aware of the impact they have on the perception of the tourism product and the travel experience of customers, as well as the role they play in developing and controlling local supply.

The relationships between them within the company affect how competitive a certain tourism destination offering is on the market.

If collaboration between SMEs results from an unplanned effort and constitutes a spontaneous consolidation of SMEs, then this collaboration helps to develop tourism products and destinations.

The best type of association for SMEs actively participating in the development of goods and tourism destinations is a cluster.

It manifests when the institutional environment is strengthened to take advantage of the proximity of SMEs to one another and the presence of capital inflows.

The Samarkand Region possesses tourist attractions and human tourism resources, but the infrastructure is underdeveloped and their potential is not fully realized.

The Samarkand region has ideal conditions for the growth of a variety of tourist kinds, including cultural, monastic, hunting and fishing, spelunking, spa, health, rural, business, and science. This is because of its geographical location and diverse historical and cultural traditions.

Understanding how numerous interconnected local elements might contribute to assuring the promotion and enhancement of tourism and improving competitiveness requires an integrated approach to tourism in the Samarkand region.

Due to their expertise in performing audits to promote tourism and tourism-related products, regional and local tourist agencies in Uzbekistan are coordinating local cluster activities.

The information on housing and tourism offerings in the area recognized for SMEs, which are the most significant and largest components of the tourism value chain, serves as the beginning point for the construction of tourism clusters.

We want to emphasize that the innovative development of clusters has been associated with the development of the tourism industry with the following objectives after studying the global experience of the cluster approach in the development of the national economy as a whole and in individual regions:

- enhanced economic competitiveness of each member;
- development of a shared tourism brand to promote Uzbekistan's regions as tourist destinations on a national and worldwide scale;
- developing a regional plan for analyses based on tourism development;
- promote the identification and promotion of trails and tours;
- encourage research, development, and innovation in the tourist industry's production and marketing of integrated packages;
- improve the staff's professional abilities in the tourism industry;
- internationalization;
- a collaboration with local, regional, and national governments to ensure the region's sustainable development;
- advocacy on behalf of the region at the national and international levels.

Since the small and medium-sized economy is the most significant sector of each nation's economy, special attention should be paid to the development of SME-based clusters.

The tourism industry must adopt an operational model in which SME clusters engaged in the sector manage products and tourist destinations.

Conclusion

One of the most significant forms of economic development is the tourist cluster, which is based on the participation and collaboration of the business environment, research institutes and innovation, educational system, public authorities, and pertinent tourism organizations.

The Samarkand region needs an innovative strategy and a rigorous assessment of tourism potential since it lacks the capacity to handle the expectations of contemporary tourism.

A flexible and associative cluster can be formed to maximize the potential of Uzbekistan's tourist sites, giving each actor a competitive edge.

The regional tourist cluster can be represented by a broker coordinator, who will temporarily be involved in initiating and collecting funds from grants, for the planned and integrated growth of tourism.

Since there are many SMEs engaged in the tourism industry throughout Uzbekistan, it is challenging to coordinate the creation of functional clusters. Because competing connections have a prominent position

in opposition to the cooperative relationship, SMEs demonstrated mistrust in cooperation between them and with public authorities.

One strategy to assist the sustainability of tourism is through the promotion and funding of measures to entice businesses to join cluster tourism and to highlight the benefits. In an environment where rivalry exists not only between individual enterprises but also across clusters, new business models are evolving.

Regardless of motivation, cooperation between local organizations forms the foundation of clusters and makes a substantial contribution to the development of an innovative, integrated tourism zone, which has a favorable impact on competitiveness.

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