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Cluster Approach to the System of Modern Tourism

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Tour guide at the Registan
Ensemble

Abstract. The paper discusses the necessity to view contemporary tourism complexes as integrated clusters. Additionally, there is a need for scientific and methodological foundations for the development and application of cluster logical-structural models in the analysis of the spatial organization of tourism. Internet sites, journals, and books were used to get the data.

Key words. Modern tourism, economic sectors, concepts, processes, local tourism.

The tourism sector is currently expanding into high-tech, very contact areas that require people that are educated, communicative, and professionally trained. The tourism industry adopts concepts, processes, and management priorities that have been created in other economic sectors, such as frequent assessment or efficient communication techniques.

Modern tourism is as contradictory as the globalization processes currently in motion because, in addition to generating income, it can also cause problems. These problems can be environmental, social, economic, or even political. Examples of these problems include eutrophication of water bodies, mono-employment, prostitution, drug addiction, and others.

But in the twenty-first century, travel and tourism ought to rank among the best means of creating a set of shared values. The unification of the world's variety through tourism can help ensure that everyone's right to free development is a precondition for everyone's progress. These include overnight stays in unusual circumstances, the production and consumption of tourist goods, the geographic setting, and the tools of the trade (hotels, historical and cultural sites, transportation, etc.).

Tourist services are the collective term for all activities that give travelers various conveniences when buying goods and services while traveling and away from their place of residence.

The tourist entity and the tourism facility are the two subsystems that make up the tourism cluster. A

traveler who seeks possibilities to suit their demands by utilizing particular tourist services is the subject of tourism. The provided services will be promoted as a tourism destination. Any object that could serve as the reason for travel is regarded as a tourist attraction. The tourist region or destination (address), the tourist organization, and the tourist enterprise make up the three basic parts of the object of tourism (tourism industry). The tourist attraction is a trip. The usefulness (efficiency of consumption) of goods and services that can satisfy these requirements at this time determines it. At this level, the particular requirements of travelers are satisfied. These include overnight stays in unusual circumstances, the production and consumption of tourist goods, the geographic setting, and the tools of the trade (hotels, historical and cultural sites, transportation, etc.). Tourist services are the collective term for all activities that give travelers various conveniences when buying goods and services while traveling and away from their place of residence.

The so-called cluster approach is currently evolving rather quickly in economic research on local tourism. Nearly all documents outlining the sector's strategic development, which are actively generated at both the national and regional levels of government, mention the necessity to preserve and grow tourist clusters. In this regard, the problems of identifying tourist clusters, assessing their impact on the regional economy, as well as managing the development of cluster formations in the field of tourism are becoming increasingly important.

The State Committee of the Republic of Uzbekistan for Tourism, together with interested departments, enterprises and organizations of the tourism industry, carried out work to popularize the revived tourist centers - the ancient city of Bukhara. The work was aimed at increasing the tourist flow, the formation of tourist routes and programs in connection with the opening and commissioning of new display facilities, as well as improving the quality of tourist services provided. It was possible to provide regular transportation between Samarkand and Khiva and Bukhara and Tashkent, as well as to cater to tourists and increase excursion services. The State Historical-Architectural and Art Museum and the republican travel agencies organized groups of citizens and visitors of the republic's capital and carried out routine excursions for them.

Every international business that choose Uzbekistan as its base of operations considers the country's proximity to the five largest and most stable growing markets. These include the Middle East, South and Southeast Asia, Central and Eastern Europe, and the CIS nations. Another factor is the abundance of natural resources and raw materials in the Navoi region, which lowers the cost of production and transportation in the area. Uzbekistan is the location of a crucial transport route in the Eurasian transportation network. The closest railway to Central Asia, the CIS, Southeast Asia, Europe, the Middle East, and the Persian Gulf is also located here, in addition to the E-40 expressway that connects Europe and China. Costs will be reduced appropriately.

The reality of a tourism cluster and the many examples demonstrating its adaptability might support the aforementioned notion. This made the development of theoretical and methodological approaches to studying the existence of clustering and its constants in applied tourism necessary. Because there are so many tourist services available in contemporary tourism markets, it can sometimes be challenging for customers to choose between their affordability, price, and quality. Advertising services are then employed. It is common knowledge that without advertising, services—no matter how excellent or affordable—can be disregarded. On the other side, the success of promotional efforts reveals how, when, where, and to what extent they are created. It also indicates their cost.

Due to the unique attractiveness and dependability of each company in the global market for tourism services, the planning and arrangement of advertising expenses in the Samarkand tourism cluster should be done in the way that was established throughout the research phase. They offer different services, and their costs vary. However, there are a variety of strategies that travel companies and agencies can use to draw clients. The ones based on financial interests are the most successful. In order to target and target spending, a strategy for marketing the sale of national tourism services must be developed.

The implementation of the cluster approach in the Uzbekistan regions' tourism industries is accompanied by a number of challenges, such as a lack of prior experience, a dearth of methodological advancements in the area of managing the formation and operation of tourism clusters, and a shortage of qualified professionals with experience managing tourism clusters. As you are aware, researchers like Mitrofanova AV, Shepelev IG, Markova YA, Ulyanchenko ALA, Gritsai AA, Mayevsky DP, and Kulagina E. were investigating different tourism groupings. Scientists present several interpretations and additions to the term "cluster approach," including those made by Iordakhe K., Chiochina Yu., Asandey M., Adamova K.Z., and Zorin I.V. L.S. M.A. Markov and Yagolnitser noted that there are twenty definitions of the idea of "cluster" in the most famous works of foreign scientists.

The study of the economic and social viability of interactions between businesses and organizations, institutions, and clusters is relevant given the following. Therefore, in order to employ cluster logical-structural models in the analysis of the spatial organization of tourism, there is also a need for scientific and methodological grounds for their creation and use.

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