

# ECONOMIC SIGNIFICANCE OF CLUSTERING IN TOURISM AND WORLD EXPERIENCE IN THIS FIELD

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**ABSTRACT:** This article highlights the role and importance of the cluster in tourism, the fact that today labor productivity and high profits are achieved through clustering of sectors of the economy, and the world experience in this regard. Tourism is a catalyst for the socio-economic development of countries and regions that are not only developed, but also developing, and even relatively underdeveloped. There are different views in the scientific literature on the role and importance of tourism in the development of the national economy. In particular, one new job created in the field of tourism will be 20 times cheaper than in the industrial sector, every 30 tourists visiting a country will be able to create one or two new jobs directly, and so on.

**KEYWORDS:** tourism, clustering, tourism development, knowledge-based economy, tourism activity, Tourism potential, administrative center, demand, tourist, travel, the Silk Road, potential tourist, tourism industry.

Tourism is a powerful "catalyst" for the economic development of developed and developing countries, provides the inflow of foreign currency and investment, promotes the rapid growth of industries close to it, helps to solve employment problems and enhances its prestige in the world community.

Today, tourism is one of the most lucrative types of business in the world, it has become an integral part of a market economy and a rapidly developing strategic sector in many countries around the world.

In today's world, there is an objective need for the effective formation of "clusters", which are a "qualitative factor of modern innovation and economic growth" to ensure the development of tourism. The use of a cluster mechanism in the development of desert tourism, which is currently on the path of development, is one of the key factors in ensuring the development of the industry.

The huge tourist potential of Bukhara region provides an opportunity to form and develop a desert tourism cluster in the region. At the same time, there is an objective need to use logistics to increase the competitiveness of tourism enterprises, improve the quality of services and products, and reduce economic risks between enterprises.

The ongoing socio-economic reforms in our country also pay special attention to the development of tourism and logistics. In particular, the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 sets out the priorities for "accelerated development of the tourism industry, increasing its role and share in the economy, diversification and improving the quality of tourism services, expanding tourism infrastructure."

Such priorities determine the relevance of the research work, creating the need for research to develop the use of logistics in the formation of a desert tourism cluster.

In the context of the transition to a "knowledge-based economy", tourism is one of the fastest growing sectors of the world economy. International tourism is one of the three largest export sectors after oil production and the automotive industry. According to other sources, tourism is the most profitable sector of the world economy.

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From the first years of independence, special attention has been paid to the rapid development of tourism in our country, making it one of the strategic sectors of the economy. Consistent and systematic reforms have been carried out in this area and certain results have been achieved.

Tourism is a system that penetrates all social and economic spheres, representing a wide range of interrelated activities and services from the regional to the global level.

The development of tourism in the national economy has its own characteristics, which include:

- ✓ Tourism is a complex system with a multifaceted functional structure aimed at meeting the needs of tourists, as well as the specific forms and methods used in the provision of services;
- ✓ The tourism market offers a unique tourist product for tourists. The tourist product has a complex description and is presented in the form of a "package" of services necessary to meet the demand that arises during the trip;
- ✓ The main difference between tourism and material production is that the achievement of the final result of the provision of tourist services occurs with the direct participation of the consumer, and the consumption process takes place directly in the presence of tourist resources;
- ✓ Demand for tourist services has a high impact on changes in the socio-economic environment in relation to market conditions. In this case, the security of tourism services will be of particular importance.

Legislation and regulatory framework in the field of tourism are being formed, aimed at creating favorable conditions for the activities of the tourism industry. The mechanism of eliminating all barriers and obstacles to the development of tourism, simplification of visa and registration procedures, passport and customs control, state management of the tourism sector and market-specific regulation is being optimized. Measures to encourage entrepreneurship in the tourism sector and develop competition in the market of tourism services, as well as the system of statistical accounting in the tourism sector are being improved.

The experience of developed countries shows that clusters play an important role in the production of modern competitive goods, increase investment activity and attractiveness, encourage innovation and, ultimately, ensure socio-economic development.

Tourism clusters include enterprises in various sectors related to tourism services in the region, such as tour operators, hotels, catering companies, souvenir manufacturers, transport companies, and others.

A tourism cluster is a group of interconnected enterprises and organizations engaged in the production, promotion and sale of tourism products, as well as tourism and recreation services in a single limited area.

The purpose of creating a tourism cluster is to increase the competitiveness of the region in the tourism market, including: improving the efficiency of enterprises and organizations that are part of the cluster, encouraging innovation, and more. Establishment of tourist clusters in a certain area also helps to form the image of the area.

The creation of clusters in the field of tourism will increase the tourist attractiveness of the region in the international arena and develop domestic and foreign tourism. The establishment of tourism clusters will increase the competitiveness of tourism services and ensure the development of modern business.

A key feature of the cluster approach to tourism development is the integration of network enterprises, which not only increases the efficiency of tourism, but also the quality of services provided.

Opportunities for the creation and development of tourism clusters in Uzbekistan are also very high. The natural climate and geographical location of our country is a very important factor. There is also huge potential and untapped potential in the regions. Tourism clusters unite tourism entities, including various enterprises, many industrial facilities close to the industry, ensure the development of domestic and foreign tourism, and serve as one of the key factors in building a competitive economy.

In short, in today's globalization and deepening economic integration, the tourism industry is one of the main forces that increase the competitiveness of the national economy. In today's conditions, the cluster mechanism serves as a program to determine the development of the tourism industry. After all, the cluster is a qualitative factor of economic growth and modern innovation.

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