



## Tourism Cluster Approach in Destination Management

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**Abstract:** This article covers the importance, advantages of a cluster approach in the management of tourism destinations. The term tourism destination clusters has been circumscribed. Definitions given to the term cluster by our foreign and domestic scientists have been studied, and signs of tourist clusters have been studied.

**Key words:** Tourism destination, life cycle, destination concept, stages of development, tourism clusters, recreation, cluster models.

### INTRODUCTION

The term "cluster" has become popular among economists since the late 1980s. Now the application of the cluster approach is considered as one of the most effective methods for the development of territories.

Harvard Business School professor Michael Porter, Harvard Business School professor, one of the most influential researchers studying the competitiveness of countries and regions of the world, the author of the concept of industrial clusters gives the following definition: "cluster - geographically adjacent companies and related organizations, a group of organizations that operate in a specific area and have common activities and complement each other. The geographical scale of the cluster can vary from one city or state to a country, even to a number of neighboring countries"<sup>1</sup>.

The cluster has a number of distinctive features. In the Porter concept, the focus within the cluster is on intra - cluster communications between its members-Key Manufacturing Enterprises, subsidiary (related) industrial enterprises, as well as various institutions: universities, research organizations and government agencies. A cluster is a much more complex phenomenon than a simple grouping of firms for joint marketing activities or a consistent purchasing policy. This value implies their deeper technological cooperation based on participation in savings systems. At the same time, firms are not only included in the cooperation process, but they continue to compete in certain areas, choosing each other. This competitive neighborhood is the driving force behind constant product and technological innovation aimed at increasing the productivity of all factors of production, ensuring the rapid spread of innovation. A unique innovative environment is being formed in the cluster, which serves to increase the competitiveness of member firms and increase the well-being of the area. "So," writes M. Porter, - cluster can be defined as a system of interconnected firms and organizations, the importance of which in general exceeds the simple sum of its components".<sup>2</sup>

<sup>1</sup> Портер М. Конкуренция. – 2-е изд. – М.; СПб.; Киев: Вильямс, 2006.

<sup>2</sup> Портер М. Конкуренция. – 2-е изд. – М.; СПб.; Киев: Вильямс, 2006.

The Republic of Uzbekistan gives the following definition to tourism clusters in the law “on tourism”: “the complex is a tourist cluster, as well as a set of independent organizations providing additional services necessary to satisfy the needs of the tourist and the excavator, as well as individual entrepreneurs. Tourist clusters form, promote and realize the tourist product in order to provide complex tourist services, increase the competitiveness and quality of tourist activities”<sup>3</sup>.

In the scientific literature, there is an active debate about the characteristics, composition and classification of tourism clusters.

Researchers note the following signs of the tourist cluster<sup>4</sup>:

1. The presence of unique tourist resources. Unique tourist resources greatly simplify the creation of a competitive tourism product by tour operators and its introduction into the national and world markets. There are world - famous objects-brands ("business cards" of countries) that many dream of seeing, and people learn about them long before buying a travel package.

2. The presence of tourism organizations that sell competitive tourism products in the area. The presence of such tourist products, on the one hand, indicates that the area is interesting for tourists, and on the other hand, the development of tourism-related industries provides the basis for attracting local residents to tourism activities.

3. The presence of sufficient infrastructure for the organization of tourism activities in the territory. Tour operators rely on the tourist resources and infrastructure of the region in doing business. Even with a high level of attractive characteristics of tourist resources, without transport communications, communication facilities, municipal infrastructure and other facilities and structures, it is impossible to carry out a tourism business for a wide range of consumers.

4. The presence of stable economic ties between organizations aimed at meeting the rest needs of the population. This property is directly M. Follows from the cluster definition given by Porter.

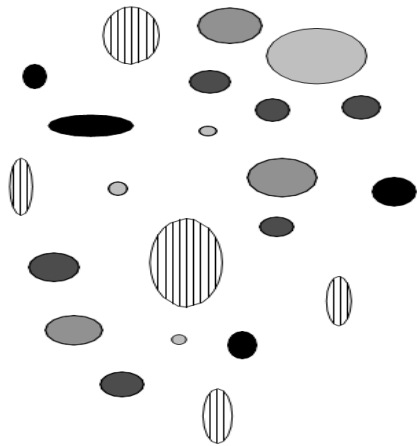
5. The ability of travel agencies in the area to attract highly demanding tourists to the quality and content of tourist services. Such tourists are foreign citizens and VIP persons. The presence of this category of tourists among consumers of tourist services suggests that this area has its own characteristics that are interesting for tourists with dozens of alternative options for recreation, and the local tourist complex is able to create such tourist products and recreational conditions. acceptable for demanding tourists.

6. The presence of state and non-profit institutions to support tourism activities in the region. Such institutions are manifested as the fact of recognizing the importance of this activity for the economy of the territory and the conscious need to regulate and develop tourism business in the region.

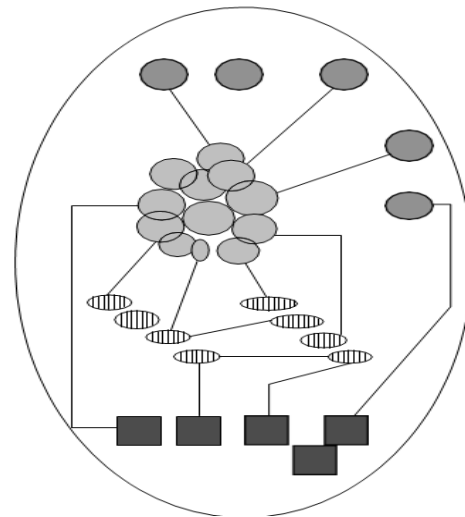
7. The features listed above make it possible to determine the presence or absence of a tourist cluster in the territory under study. (1.1 and 1.2 figures).

<sup>3</sup> O'zbekiston Respublikasi “Turizm to'g'risida”gi qonuni 19 modda

<sup>4</sup> Александрова А.Ю. Кластеры в мировой индустрии туризма: [региональная экономика и агломерация взаимозависимых фирм] // Вестн. Моск. ун-та. Сер. 6. Экономика. – 2007. – Сент./окт. (№ 5). – С. 43–62.



1.1 figure. *Traditional model of interaction between enterprises in the region*



1.2 figure. *Interoperability between enterprises in the region cluster model*

M. From the definition of the cluster given by Porter and the proposed signs of the existence of the tourist cluster, one can distinguish between the concepts of “destination” and “tourist cluster”. Comparing these terms, it can be concluded that any tourist recreational cluster is a local destination, but not every destination can be recognized as a cluster. The concept of “location” is much wider. In the definition of the cluster, the main focus is not on the area of interest to tourists, but on the regionally localized group of economic entities engaged in tourism and related industries. If the area has certain properties (proposed above), then it can be called a cluster, and for an area called a “target”, the presence of such properties is not necessary.

Cluster infrastructure includes the following components:

- general infrastructure-a set of engineering, transport, communications, energy and other facilities and facilities that ensure the normal life of the territory;
- special tourist infrastructure. It has access roads on the territory of tourist facilities, footpaths, autonomous sewage and disposal systems, separate networks and energy facilities, telecommunications;
- Information infrastructure, which includes information centers, websites, tourist offices in target markets and media located in settlements (stalls, information tables, street signs, etc).

The entire infrastructure of the cluster not only creates a certain platform for its operation, but also determines its spatial and functional limitations. The infrastructure that cannot meet the needs of a tourist cluster in terms of the level of development becomes its bottleneck, hindering overall development and deforming the geographical base and structure of the cluster. The development of a tourist cluster is greatly influenced by its external environment: economic, political, socio-cultural and natural environment.

In place of the conclusion, we can say that the management of tourist routes on the basis of a cluster approach creates favorable opportunities for the systematic implementation of work.

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