

## **Effectiveness of the Tourist Cluster of Uzbekistan In 2020-2024**

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**Annotation:** This research paper analyzes the tourism cluster of Uzbekistan. It describes its strengths and weaknesses, as well as the factors that affect its efficiency. The paper proposes ways to optimize the tourism cluster, including the development of tourism infrastructure, improving the quality of tourist services, expanding the range of tourist offers, promoting the tourism potential of Uzbekistan on the world market, and state support for tourism development. The conclusion is that the tourism cluster of Uzbekistan has great potential for development. With the implementation of the proposed measures, Uzbekistan can become one of the leading tourist destinations in the world.

**Keywords:** tourism, Uzbekistan, tourism cluster, potential, development, infrastructure, quality, services, offers, promotion, support.

### **1.1 Tourism Clusters**

A tourism cluster is a geographically concentrated group of interconnected companies, organizations and institutions that work together to create, promote and sell tourism products and services.

Key elements of the tourism cluster:

- Geographic concentration: cluster enterprises are located in close proximity to each other, which allows them to effectively interact and coordinate their activities.
- Interconnection: Cluster enterprises are interconnected with each other through various types of business relationships, such as supplies, subcontracts, resource sharing, marketing, etc.
- Collaboration: cluster enterprises work together to achieve common goals, such as increasing the competitiveness of a tourist destination, improving the quality of tourism services, developing tourism infrastructure, etc.

Advantages of tourism clusters:

Increased competitiveness: Clusters allow businesses to pool resources and solve problems together, making them more competitive in the global market.

Improving quality: clusters stimulate innovation and improve the quality of tourism services.

Infrastructure development: clusters attract investment in the development of tourism infrastructure.

Job creation: Clusters stimulate the creation of new jobs in the tourism sector.

## 1.2 Types of Tourism Clusters:

Manufacturing clusters: focused on the production of tourism services (eg hotels, transport companies, tour operators).

Innovation clusters: focused on developing new tourism products and services.

Marketing clusters: focused on promoting a tourist destination in the global market.

## 1.3 Levels of Development of Tourism Clusters:

Emerging cluster: enterprises are just beginning to interact with each other.

Developing cluster: enterprises have already formed certain connections with each other and are jointly solving certain problems.

Mature cluster: enterprises are closely interconnected and operate effectively within the cluster.

## 1.4 State Support for Tourism Clusters.

Providing tax benefits: stimulates the development of cluster enterprises.

Financing the development of tourism infrastructure: improves the quality of tourism services and attracts tourists. Promotion of tourism potential increases the recognition of a tourist destination in the global market. Tourism clusters are a dynamically developing area of tourism that has great potential for the development of tourism in different countries of the world.

## 2.1 Analysis of the Effectiveness of the Tourism Cluster of Uzbekistan in 2020-2024.

Indicator	(2020)	(2021)	(2022)	(2023)	(2024 Forecast)
<b>Number of Tourists (Million)</b>	2.1 (73% decrease)	3.0 (43% increase)	4.2 (40% increase)	5.5 (31% increase)	6.8 (24% increase)
<b>Tourism Revenue (Billion USD)</b>	1.0 (76% decrease)	1.5 (50% increase)	2.2 (47% increase)	3.0 (36% increase)	3.8 (27% increase)

### 1. Dynamics of main indicators:

2020:

- Number of tourists: 2.1 million people (73% decrease compared to 2019).
- Tourism revenue: \$1.0 billion (down 76% from 2019).

2021:

- Number of tourists: 3.0 million people (43% increase compared to 2020).
- Tourism revenue: \$1.5 billion (50% increase compared to 2020).

2022:

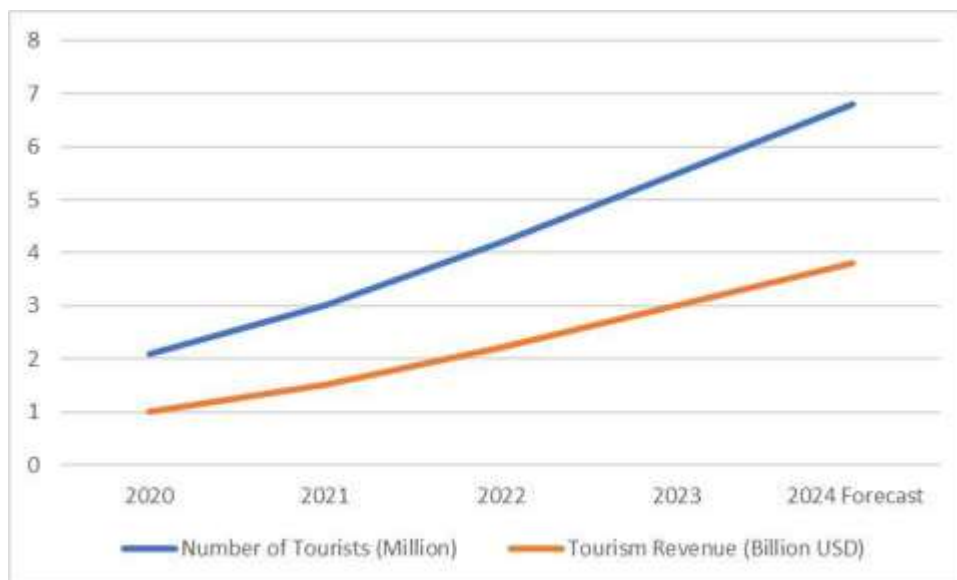
- Number of tourists: 4.2 million people (40% increase compared to 2021).
- Tourism revenue: \$2.2 billion (47% increase compared to 2021).

2023:

- Number of tourists: 5.5 million people (31% increase compared to 2022).
- Tourism revenue: \$3.0 billion (up 36% from 2022).

2024 (forecast):

- Number of tourists: 6.8 million people (24% increase compared to 2023).
- Tourism revenue: \$3.8 billion (27% increase compared to 2023).



**Comparative analysis:**

Uzbekistan: Share of tourism in GDP: 2.5% (2023). Average length of stay for tourists: 5 days. Average tourist expenses: \$500.

Kazakhstan: Share of tourism in GDP: 5.2% (2023). Average length of stay for tourists: 7 days. Average tourist expenses: \$700.

Tajikistan: Share of tourism in GDP: 2.0% (2023). Average length of stay for tourists: 4 days. Average tourist expenses: \$400.

Turkmenistan: Share of tourism in GDP: 1.5% (2023). Average length of stay for tourists: 3 days. Average tourist expenses: \$300.

Reasons for changes in the dynamics of the main performance indicators of the tourism cluster of Uzbekistan in 2020-2024:

2020: Decline: Global COVID-19 pandemic: Border closures, Travel restrictions, Decline in tourism demand

Internal factors: underdeveloped tourism infrastructure, low quality of tourism services, insufficient diversification of tourism offers, weak marketing activity

Country	Share of Tourism in GDP (2023)	Average Length of Stay (Days)	Average Tourist Expenses (USD)
<b>Uzbekistan</b>	2.5%	5	500
<b>Kazakhstan</b>	5.2%	7	700
<b>Tajikistan</b>	2.0%	4	400
<b>Turkmenistan</b>	1.5%	3	300

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Removal of restrictions related to COVID-19: Opening of borders, Restoration of air traffic, Increased demand for tourism, Government support: Taking measures to develop tourism, Investment in tourism infrastructure, Improving the quality of tourism services, Expanding the range of tourism offers, Promoting the tourism potential of Uzbekistan in the world market

• Other factors: Growing well-being of the population, Development of information technology, Increasing accessibility, Factors promoting growth: geographical location: Uzbekistan is located in

the center of Central Asia, at the intersection of trade routes. Rich historical and cultural heritage: Uzbekistan has a centuries-old history and culture, which makes it attractive to tourists. Diverse nature: Uzbekistan has a variety of landscapes, from mountains and deserts to plains and lakes. Development of tourism infrastructure: New hotels, restaurants, and tourist complexes are being built in Uzbekistan. Improving the quality of tourism services: Personnel training in the field of tourism is being improved, quality standards for tourism services are being developed and implemented. Expanding the range of tourist offers: New tourist routes and products are being developed, such as gastronomic tours, ethno-tours, eco-tours. Promoting the tourism potential of Uzbekistan on the world market: Participates in international tourism exhibitions and advertising campaigns.

Forecasts for the future:

- The growth of Uzbekistan's tourism cluster is expected to continue in 2024 and beyond.
- By 2025, Uzbekistan could become one of the leading tourist destinations in Central Asia.

Strengths and weaknesses of the tourism cluster of Uzbekistan:

Strengths:

- Rich historical and cultural heritage: Uzbekistan has a long history and culture, which makes it attractive to tourists.
- Diverse nature: Uzbekistan has a variety of landscapes, from mountains and deserts to plains and lakes.
- Geographical location: Uzbekistan is located in the center of Central Asia, at the intersection of trade routes.
- Development of tourism infrastructure: New hotels, restaurants, and tourist complexes are being built in Uzbekistan.
- Government support: The Government of Uzbekistan is taking measures to develop tourism, such as investing in tourism infrastructure, simplifying the visa regime, and promoting the country's tourism potential in the world market.

Weak sides:

- Insufficiently developed tourism infrastructure: In some regions of Uzbekistan there are not enough hotels, restaurants, and tourist complexes.
- Low quality of tourism services: The quality of tourism services does not always meet international standards.
- Lack of diversification of tourism offerings: Tourism offerings in Uzbekistan are mainly focused on cultural tourism.
- Weak marketing activity: The tourism potential of Uzbekistan is not sufficiently promoted in the world market.

Factors influencing the effectiveness of a tourism cluster:

External factors:

- Global economic situation: Economic crises may reduce demand for tourism.
- Political Stability: Political instability in the region can have a negative impact on tourism.
- Environmental factors: Natural disasters and other environmental problems can discourage tourists.

Internal factors:

- Level of development of tourism infrastructure: Availability and quality of hotels, restaurants, transport system and other tourist infrastructure facilities.

- Quality of tourism services: Level of training in the field of tourism, compliance of tourism services with international standards.
- Diversity of tourist offers: Availability of various tourist routes and products that can satisfy the needs of different categories of tourists.
- Pricing policy: Availability of tourism services for different categories of tourists.
- Security: Level of security for tourists.
- Marketing activity: Promoting the country's tourism potential in the world market.

### **3. Optimization of Tourist Clusters**

Ways to optimize the tourism cluster of Uzbekistan:

1. Development of tourism infrastructure: Construction of new hotels, restaurants, tourist complexes: In accordance with international standards, Taking into account the needs of different categories of tourists, Development of the transport system: Improving the quality and availability of transport services, Creating convenient routes for tourists, Improvement of tourist areas: Creation comfortable conditions for tourists, Ensuring the safety of tourists, Development of information infrastructure: Creation of tourist information centers, Development of tourist websites and mobile applications

2. Improving the quality of tourism services: Training in the field of tourism: Improving the qualifications of employees of travel companies, Training employees of travel companies in foreign languages, Development and implementation of quality standards for tourism services: Ensuring compliance of tourism services with international standards, Monitoring the quality of tourism services, Stimulating competition in tourism: Creating conditions for the development of small and medium-sized businesses in the tourism sector, Supporting innovation in the tourism sector.

3. Expanding the range of tourism offers: Development of new tourist routes: Taking into account different categories of tourists, Taking into account seasonality, Development of new types of tourism: Gastronomic tourism, Ethno-tourism, Eco-tourism, Pilgrimage tourism, Sports tourism, Medical tourism, Promotion of tourism potential Uzbekistan in the world market: Participation in international tourism exhibitions, Advertising campaigns, Creation of a tourism brand of Uzbekistan

4. Other ways to optimize the tourism cluster: Simplifying the visa regime: Attracting more tourists, Making Uzbekistan more accessible to tourists, Ensuring the safety of tourists: Creating conditions for a safe holiday for tourists, Increasing confidence in Uzbekistan as a tourist destination, Creating a favorable investment climate for tourism : Attracting investment in tourism development, Creating new jobs in the tourism sector.

### **5. Implementation of the Optimization Measures.**

The implementation of these measures will improve the efficiency of the tourism cluster of Uzbekistan and make Uzbekistan one of the leading tourist destinations in the world.

Promoting the tourism potential of Uzbekistan on the world market:

1. Participation in international tourism exhibitions:
  - Presentation of the tourism potential of Uzbekistan:
    - o Tourist routes
    - o Tourist sites
    - o Travel services

- Meetings with tour operators and travel agents:
    - o Establishing business contacts
    - o Promotion of tourism products of Uzbekistan
  - Advertising campaigns:
    - o Drawing attention to Uzbekistan as a tourist destination
  - 2. Advertising campaigns:
    - In social networks:
      - o Attracting a young audience
      - o Promotion of Uzbekistan as a fashionable tourist destination
    - In print and electronic media:
      - o Promotion of Uzbekistan as a tourist destination for different categories of tourists
    - Creation of a tourism brand of Uzbekistan:
      - o Development of a recognizable image of Uzbekistan as a tourist destination
    - Organization of festivals and other tourism events:
      - o Attracting tourists to Uzbekistan
  - State support for tourism development:
    - Financing the development of tourism infrastructure:
      - o Construction and reconstruction of hotels, restaurants, tourist complexes
      - o Development of the transport system
      - o Improvement of tourist areas
    - Development and implementation of quality standards for tourism services:
      - o Ensuring that tourism services comply with international standards
      - o Control over the quality of tourism services
    - Simplification of visa regime:
      - o Attracting more tourists
      - o Make Uzbekistan more accessible to tourists
    - Ensuring the safety of tourists:
      - o Creating conditions for a safe holiday for tourists
      - o Increasing confidence in Uzbekistan as a tourist destination
    - Creating a favorable investment climate for tourism:
      - o Attracting investment in tourism development
      - o Creation of new jobs in the tourism sector
- The implementation of these measures will improve the efficiency of the tourism cluster of Uzbekistan and make Uzbekistan one of the leading tourist destinations in the world.

## 5. Conclusion

The tourism cluster of Uzbekistan has great potential for development. The country has a rich historical and cultural heritage, diverse nature, and a favorable geographical location. The government of Uzbekistan is taking measures to develop tourism, such as investing in tourism infrastructure, simplifying the visa regime, and promoting the country's tourism potential on the world market.

In order to further develop the tourism cluster, it is necessary to:

- Continue to implement measures to develop tourism infrastructure:
- Construction and reconstruction of hotels, restaurants, tourist complexes
- Development of the transport system



- Improvement of tourist areas
- Improve the quality of tourist services:
- Development and implementation of quality standards for tourist services
- Training of personnel in the tourism sector
- Diversify the range of tourist offers:
- Development of new tourist routes
- Development of new types of tourism
- Promote the tourist potential of Uzbekistan on the world market:
- Participation in international tourism exhibitions
- Advertising campaigns
- Creation of a tourist brand for Uzbekistan
- Ensure the safety of tourists:
- Creation of conditions for a safe stay for tourists
- Increasing trust in Uzbekistan as a tourist destination
- Create a favorable investment climate for tourism:
- Attracting investment in tourism development
- Creation of new jobs in the tourism sector

The implementation of these measures will increase the efficiency of the tourism cluster of Uzbekistan and make Uzbekistan one of the leading tourist destinations in the world.

Uzbekistan has all the necessary prerequisites to become a tourist Mecca. The country has a rich history, original culture, unique architectural monuments, and picturesque landscapes. The development of tourism in Uzbekistan will contribute to the diversification of the economy, the creation of new jobs, and the improvement of the well-being of the population.

In the coming years, Uzbekistan can become one of the most popular tourist destinations in the world.

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