

TOURISM CLUSTERS IN THE SAMARKAND REGION

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Annotation. The article outlines the problems of development of tourist clusters in the Samarkand region. An analysis of the survey among the heads of travel companies is presented.

Keywords: cluster, region, business, model, legal framework, tourism policy, state

INTRODUCTION. By its essence and structure, cluster policy is precisely the complex of measures that can contribute to solving the main task: improving the competitiveness of the national economy through the development of competitive markets, increasing the innovativeness of tourism and related industries, accelerated development of small and medium-sized businesses, stimulating local initiatives and enhancing interaction between the state, business and the scientific community.

The approach to regional development based on the clustering of territories has proven its effectiveness abroad, and is also finding increasing understanding in our country. Despite its popularity and significant global application practice, there are many unresolved problems related to both theoretical and practical aspects of its use.

ANALYSIS AND RESULTS. Such unresolved issues, in our opinion, include the underdevelopment of the domestic regulatory framework for regulating the processes of creation and functioning of cluster formations, as well as insufficient in-depth study of organizational, financial, economic and other schemes for the formation of clusters and attracting their potential

participants. It is clear that without the participation of public authorities and the use of the potential of scientific personnel, it is impossible to solve these problems.

Having studied the world experience of the cluster approach in the development of the national economy as a whole and individual regions, we want to emphasize that cluster policy differs in a variety of practical approaches and does not exist, at least in the form of a clearly defined set of tools. Based on the study of the world practice of clustering, three models of cluster development management can be conditionally distinguished: North American, Western European and Asian. Each of these models is characterized by a set of specific features that allow it to be identified. Among such signs should be attributed the role of public authorities in the management of cluster development.

The Uzbek model of cluster development management should include, according to the author, the most effective components developed by the world practice of clustering, and the maximum effect will be achieved through their combination and taking into account domestic specifics. Therefore, it is necessary to emphasize that cluster policy should be implemented only taking into account the specifics of the spatial structure of the economy of Uzbekistan, and its regional characteristics. This, first of all, determines the development of the structure of the regional tourist cluster, as well as the methodology for the formation of a tourist cluster in the regions of Uzbekistan.

Special attention should be paid to the interrelationships between its elements when forming a tourist cluster. This connection is based not only on the economic benefits of the participants, but is also focused on the creation and implementation of high-quality tourist services that meet the needs of both internal and external consumers of tourist services.

Currently, international practice shows that the development of public-private partnership in a particular area depends on the degree of readiness of regional/local authorities and businesses for such interaction.

Thus, the conducted research, during which representatives of the tourism sector, the public organizations, the education sector of the Samarkand region were interviewed, showed that despite the obvious advantages of cooperation in the cluster, many tourism links do not understand the essence of joint successful strategic and operational interaction, do not have a vision of joint common future development or even common research goals.

The cluster approach in the development of the Samarkand region, the concept itself is still completely unfamiliar to most people in this sector. To the question how do you understand the essence of the cluster, 89% replied that they do not understand this term, 10% replied that they read something, 1% understand about the essence of the cluster. In response to the question of whether it is important to have good ties and cooperation between tourism enterprises, 100% of

all participants replied that travel companies will benefit a lot if they unite or even just coordinate their efforts together.

To the question: "How would you assess the level of interaction and cooperation between tourist links in the Samarkand region?" 25% of respondents answered that they do not see any links between enterprises and tourism organizations in the region. 38% rated the cooperation between tourism links as "average". Only 2% indicated "good" cooperation. To answer the question, please list up to five organizations that represent important sources of information and assistance in work (this may be, for example, a university, a khokimiyat, competitors, customers, suppliers, or consultants). 67% rated suppliers, 34% of customers.

Only 3% of khokimiyats, 5% universities, 2% consultants. To the question "Name no more than three organizations that you have recently helped in some way (for example, gave advice, shared information, lent equipment, transport) and forms of assistance (consulting, production, rental)." 86% of participants could not give complete and accurate answers. More than 60% replied that it was not possible to provide assistance to their partners, since no one asked for it. 57% helped the city, the khokimiyat for various events. To the question "Name a company in the field of tourism in your region that you consider innovative," more than 96% named a company created under SAMISI.

To the question why do you think this company is innovative, 46% of the participants answered because it interacts with the University, the Khokimiyat. 72% answered because she conducts joint projects with all participants of the tourism sector in Samarkand (Samarkand regional office of NK Uzbektourism, Khokimiyat, other travel companies). 3% said that it introduces innovations in its tourism product.

To the question "Do you think the Samarkand region needs projects to promote joint tourism products", 100% of the participants answered that such projects are needed. Studies have also shown that in most cases (83% of respondents) financial support of the state in such projects is necessary, it is a kind of guarantee of such a partnership. Respondents (representatives of regional authorities and business) identified the priority of state support as follows:

- A. 22% - demand guarantee/tariff regulation;
- B. 20% - regulation of financial instruments and financial institutions to attract and support private investment;
- C. 19% - financial support;
- D. 16% - project initiatives;
- E. 13% - legal support;
- F. 5% - general management/project management;
- G. 3% - other support;

Н. 2% - training.

The survey results show that there is a big gap between the desired level of cooperation and the actual level of integration of tourism links.

CONCLUSIONS AND SUGGESTIONS. Lack of trust, lack of opportunities for a better exchange of practices and lack of a favorable institutional environment are the main reasons why cooperation relations in the field of tourism are not developing. Thus, the development of a cluster model of public-private partnership in tourism requires, firstly, the creation of a favorable institutional environment, and secondly, the development of special methods for the initiation and development of various forms of partnerships in tourism.

Modern state and regional authorities should assume a coordinating function in tourist clusters, act as an active initiator and participant of tourist clusters. In this regard, it is necessary to activate the activities of national and regional structures, the formation of new key managerial competencies conducive to interaction with business, that is, the improvement of the organizational and economic mechanism of regulation of the industry.

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