



INNOVATION DEVELOPMENT OF THE TOURISM INDUSTRY

To'xtamishov Aziz Qahramonovich

*Independent researcher of the International University of Tourism and cultural heritage "Silk Road",
aziztukhtamishov@univ-silkroad.uz*

Abstract: *This article analyzed the use of cluster models of foreign tourism, the main contradictions of the cluster development of the tourism industry, the conditions for the cluster development of the tourism industry, approaches to the contradictions of the cluster development of the tourism industry, the significance and directions of the cluster approach in tourism in increasing the competitiveness of the tourist territory.*

Key words: *cluster models, tourism industry, contradictions, tourism cluster, tourism territory, competitiveness.*

It is important to apply foreign tourist cluster models in our republic. To eliminate the conflict between the principles of the network and the regional cluster, it is necessary: a) to pay more attention to the organizational and managerial structure of the tourism cluster; B) to develop the information and communication system of the tourism cluster; C) to unite the members of the cluster and increase the level of cooperation; g) to increase the level of entrepreneurship and corporate

The main contradiction of cluster development in the tourism industry is the confrontation between network competition and cooperation, which occurs both at the level of organizations participating in a single tourism cluster and at the level of several network clusters with interaction within a specific area or region. Such opposition is already dialectically inherent in the essence of clustering and is clearly characterized by the phrase "compete, cooperate", which requires not to eliminate this opposition, but to achieve the necessary state of balance between integration and competing components.

This contradiction is initially based on the fact that the tourist cluster is the most effective and successful form of achieving the required level of competitiveness of a particular tourist area or a country as a whole, a competent organizational form of corporate cooperation between various organizations (service sector, souvenir and food industry, financial institutions, authorities and governing bodies, educational and scientific organizations, non-profit organizations). The tourism cluster provides the opportunity for all participants to have additional competitive advantages under the combined influence of the scale of activity, its level of coverage, synergy and emergence.

The above approaches are based on the fact that in terms of cluster development of the tourism industry, it is necessary to strive not to isolate vertical and horizontal links within and between the cluster, but to combine such links. Noting that the main driving force of the tourism cluster is not a network and territorial unit, but an innovation component, we note that the innovation of the tourism cluster is impossible without taking into account and analyzing all types of existing communications. It is impossible to develop a cluster without horizontal connections, which will ensure that entrepreneurs perceive innovations approximately equally and adopt relevant state policies in the field of tourism.



Innovative Society: Problems, Analysis and Development Prospects (Spain)

In one of his works¹ O.V.Lavrov defines a whole system of contradictions of Cluster Development.

1. Regional authorities are actively involved in supporting entrepreneurial activity in the field of tourism. Therefore, the cluster approach is intended to develop competitive relations between organizations and form an innovation system, and to create the most favorable conditions by state authorities at the level of Tourism Policy.
2. One should not deny the existence of intra-territory competition for investment resources between individual organizations and local structures in the field of tourism, which creates contradictions between participants in the tourism cluster and authorities in the goals and directions of the development of territorial tourism.
3. Individual tourist organizations located in the territory directly compete in various forms for material and other resources: capital investments, loans and debts, investments in authorized capital, leasing, etc. Competition occurs not only with organizations in other regions, but internally – with tourist organizations of the same territory or cluster. Accordingly, the confrontation of the interests of tourism organizers leads to serious conflicts and prevents the integration of entrepreneurs within the framework of tourism cluster projects.
4. The competitive struggle for external resources always negatively affects the socio-economic development of the territory and is undesirable for the authorities of state power and administration. The positive role of competition (especially between local structures) in some cases leads to the fact that some economic entities in the territory harm others, which weakens the importance and economic potential of the territory in terms of Tourism Development. The contradiction here lies in the presence of a strong players lobby in the tourism market and its support for the detriment of weak tourism organizations, which are pushing back the development of the tourism cluster by regional authorities and local organizations.
5. The organization of tourist clusters should be carried out on a clear territorial basis. The main role here can be played by regional tourism organizations with vertical integrations. Effective state and territorial tourism policies are necessary so that the goals of the clusters do not contradict the mission of such integrated corporate structures. Using the cluster approach, it is possible to ensure both scope and flexibility in terms of further development of both the cluster itself and its individual enterprises.

“Economic development of territories on the basis of the creation and promotion of tourist clusters implies the initiative and activity of business entities, as well as the joint efforts of business entities and the government. The role of entrepreneurship and power in the creation and development of clusters is different in different areas, but essentially complementary. An industrial cluster with a horizontal structure will never come into conflict with a vertically integrated business”. This point of view should be supplemented by the fact that there are two more contradictions related to the development of tourism clusters at the state and territorial levels.

One of them is “inextricably linked with the fact that the cluster approach in tourism is directly related to the increase in the competitiveness of the tourist area, which not only affects productivity and employment at the same time, but also eliminates the contradictions between them. The level of labor productivity in the tourism cluster is increasing due to the specialization and outsourcing of non-basic tourism activities, and the level of population employment is increasing due to the involvement and formation of new business entities in the tourism sector”².

¹ Lavrov O.V. Formation of a cluster-oriented economic strategy / O.V.Lavrov // Economics and efficiency of production organization-2007: proceedings of the VII International Scientific and Technical Conference. – Bryansk: BGITA, 2007. – p. 28.

² Bobrova S.Ya. Topical issues of cluster formation as a tool to increase the competitiveness of the region / S.Ya.Bobrova, N.V.Zhukova, V.V.Yarovova // Fundamental research. - 2007. – No. 12. – pp. 508-509.



Innovative Society: Problems, Analysis and Development Prospects (Spain)

Conclusions on the effective use of the innovation potential of tourism cluster initiatives based on the analysis of theories on existing tourism clusters in the Republic and abroad should include:

- planning and creation initiatives of tourist clusters are promoted by representatives of local structures and provinces and state authorities and management bodies to redirect the state regulatory system by moving from a “top-down” regulatory model to a “bottom-up” regulatory model;
- within the framework of any tourist cluster, it is necessary to carry out the formation of an appropriate territorial-functional structure with a specific system of Communications, one of the main elements of which will be the educational and scientific sector;
- to increase the innovation activity of enterprises in the field of tourism, as well as to establish protocluster structures on the basis of partnerships in the form of “business-state-educational-science” for this;
- the innovative nature of the cluster development of tourism should also take into account the marketing (market) aspects, in particular, focus primarily on the Real needs of the regional and national tourism markets, and be one of the goals of the development of domestic and introductory tourism Tourism;

To increase the innovation activity of cluster structures, it is necessary, first of all, to revise the methodology for designing and planning clusters, taking into account the geographical features of the territory and the available tourist resources, by moving from the territorial and network paradigm to the organizational-management and marketing paradigm.

On the basis of a targeted regional tourist cluster in cross-border regions, not only resources and conditions in a specific area are envisaged, but also carefully selected elements of tourist potential, taking into account the wishes and requirements of consumers in neighboring countries. The formation of this tourist cluster implies a sequence of tasks within the framework of certain stages, the basis of which is the determination of the demand of potential consumers.

In order to practically realise the cluster approach in the development of recreation, a favorable external environment is necessary to ensure that potential participants are interested in merging into the cluster. It is important to create a favorable investment climate from both an economic and organizational and managerial point of view, to maintain an active (preferential) credit policy by the executive authorities of the territory, to promote the development of foreign relations between foreign countries and small business and private entities of the territory by the state, to promote the full use of opportunities.

REFERNCES:

1. Andrianova S.I. Cluster approach and territorial recreational systems / S. I. Andrianova, A. A. Nifontova, D.Yu. Andreyanov // *Service in Russia and abroad*. – 2016. – Vol. 10, No. 7. – pp. 72-79.
2. Bobrova S.Ya. Topical issues of cluster formation as a tool to increase the competitiveness of the region / S.Ya.Bobrova, N.V.Zhukova, V.V.Yarovova // *Fundamental research*. - 2007. – No. 12. – pp. 508-509.
3. Boikova N.A. Theoretical approaches to definition – regional power supply cluster / N.A.Boikova // *Polythematic network electronic scientific journal of Kuban State Agrarian University*. - 2011. – No. 74. – pp. 368-377.



**Innovative Society: Problems, Analysis
and Development Prospects (Spain)**

4. Lavrov O.V. Formation of a cluster-oriented economic strategy / O. V. Lavrov // Economics and efficiency of production organization-2007: proceedings of the VII International Scientific and Technical Conference. – Bryansk: BGITA, 2007. – p. 28.