



# Innovation Aspects of the Factors of Cluster Development in Tourism

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**Abstract:** *The article studies the factors and conditions for the development of tourist clusters in our country, the possibilities and directions of the socio-economic effect from the development of tourist clusters, the levels of promotion of the cluster approach in the field of tourism.*

**Key words:** *tourism, tourism cluster, tourism industry, factors, technological base, economic efficiency, incentives.*

There have been many studies devoted to the mechanisms of formation and development of tourism clusters, in which various views and approaches have been developed on the creation of tourist clusters, the implementation of tourism cluster policies. It is important to ensure compliance between demand and supply in the tourism market, increase the efficiency of tourist services, achieve synergistic effect in the industry and increase the competitiveness of tourist products and services. Therefore, in the field of tourism, the introduction of a cluster and the research of the factors and directions of effective development of clusters are of particular relevance.

The issues of formation and development of tourism clusters have been little studied in the economic literature. In Particular, M.M.Mukhammedov<sup>1</sup>, M.Q.Pardaev<sup>2</sup>, M.T.Alimova<sup>3</sup>, V.A.Vasilev<sup>4</sup>, T.E.Kurmaev<sup>5</sup>, V.I.Novichkov, M.Y.Polozkov<sup>6</sup> such as Polozkov have written textbooks, tutorials and other educational and scientific literature devoted to Tourism Economics, tourism clusters. But in these works, the issues of the introduction of the cluster in the field of tourism are not studied in detail.

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1 Mukhammedov M.M. etc.Theoretical foundations of the service sector and the development of Tourism.Monograph. Zarafshan publishing house, 2017. – P. 300.

2 Pardaev M.Q. etc. Development of the service, service and tourism sectors: problems and their solutions. Tutorial. - T.: "Economy-finance", 2008. - P. 133.

3 Alimova M.T. Features and trends in the development of the regional tourism market (on the example of the Samarkand region) // I.f.D. diss. - Samarkand: SamIES, 2017. – pp. 25-26.

4 Vasiliev V.A. Creation of clusters of small hotels. Improving their competitiveness / V.A.Vasiliev // Next Stop. – 2008. – № 1.

5 Kurmaev T.E. Tourist clusters as an inclusive recreational field / T.E.Kurmaev // Problems and prospects of education development in Russia. – 2015. – № 37. – pp. 177-179.

6 Novichok V.I., Polozkov M.Yu. Analysis of the experience of state regulation of tourism in developed countries //Journal of New Economy. – 2008. – №. 3 (22). – pp. 46-49.8.



The principles of network and planning of sustainable development of the economy are currently losing their decisive role, and in this case, the creation of innovative organizational and economic mechanisms and forms that actively and comprehensively affect the development of the country and its territories within the framework of the national system of reproduction by creating a system of favorable conditions for increasing the

It is necessary to classify the main types of innovations used in tourism entrepreneurship in order to determine whether the tourism industry is an innovative direction of Cluster Development and to highlight its relevant factors in particular directions.

**These innovations include:**

1. **Product innovation** is the creation and implementation of a new tourist product that forms a market offer with an innovative description that is not available both in competitors in its territory and in competing tourist organizations in other regions and states.
2. **Product innovation** is the most common option for their development at the first stage of the existence of tourist clusters, since in this situation, innovation will not consist in the use of innovative developments and technologies for the formation of a tourist product, but in the creation of a new route of the proposed excursion, the novelty of the market.
3. **Innovation process** - to improve the efficiency of tourist services on the basis of the introduction of modern techniques and technologies and digital services, automation of the activities of tourist firms and organizations. In this case, process innovations are often combined with product innovations and increase the attractiveness and efficiency of the introduction of tourist products and services in the market. A classic example of such innovations is the use of modern automated booking systems by tour operators and tour operators.
4. **Management innovation** is the implementation of the system and methods of innovation management within the entire tourism industry and a separate Tourism Organization. Such management innovations often include: a) internal corporate management systems and standards; b) the introduction of an Institute of self-regulation; v) new types of corporate interaction; g) the development of a complex of business development strategies and marketing strategies; D) the development of new directions and methods of organizing the activities of a travel company; e) acceptance of professional requirements related to employees of the tourism industry.
5. **Consumer-oriented innovations**-the choice of ways to organize a business aimed at meeting consumer needs, forming consumer loyalty, improving the image of a tourism organization in front of consumers, developing new channels of communication between consumers and tourism firms and organizations, providing individual tourism services. Large travel organizations create an electronic database of their customers to provide discounts and personal travel services to customers.
6. **Marketing innovations** – the development of a complex of marketing strategies used in tourist firms and organizations: it consists of: the main elements of the market-the achievement of demand and supply compatibility; the formation of specialized systems and distribution channels; active activities in the direction of forming a new tourist product, bringing it to international and national tourist markets; the development of appropriate pricing strategy and tactics.
7. **Logistics innovations** are aimed at making new strategic decisions on the supply, distribution, placement of tourists, the organization of their movement. Such innovations provide for the development of inevitable new solutions for the movement of tourists through complex connecting air transport nodes with the support of connecting flights, which are



associated with integrated information systems in tourist organizations and tourist centers. Recent innovation trends represent the movement of information flows in a virtual space where information and intellectual logistics are calculated.

8. **Institutional innovations** are aimed at the formation of the tourism industry, as well as the role of the state in the management of related industries and other regulatory systems and normatively firmly established rules. Such innovations are formed on the basis of three types of communicative cooperation: 1. *The mechanism of Public-Private Partnership is the most optimal and effective method*; 2. *Establishing symbiotic interactions along the drawing "administration-entrepreneurs - representatives of education and science-Local Government"*; 3. *Conflicts and contradictions related to the disparate aspects of the interests of entrepreneurs and public authorities*.
9. **Resource innovations** - the further formation and movement of new tourist products and services, design, development of specialized tourist and recreational areas are associated with the use of various types of resources (natural, infrastructure, historical-cultural, material, financial, Personnel, Management, etc.) to ensure the safety of tourist resources.
10. **Organizational and economic innovations** are aimed at creating new territorial and extraterritorial forms of organization and development of tourism business within the framework of specialized tourist destination. Organizational and economic innovations make it possible to achieve competitive advantages by cooperating the production of innovation, concentration, specialization, coordination and service tourism. Consequently, any cluster projects in tourism are innovational in their content due to the fact that they are organizational, economic and managerial innovations.

The need to introduce an "environment" approach (understood in this context as a triad combination of resource-geographical, socio-cultural and organizational components) is fundamental in tourism, natural, historical-cultural and socio-economic resources that determine the specificity and direction of the formation of supply by organizations providing demand and tourist services by tourists.

In this case, it is necessary to constantly pay special attention to the regulatory and organizational and managerial role of various state institutions, the legal system, the system of tourism management bodies at the level of the Republic and its territories, the foreign economic and trade policy of the state.

By implementing the state policy for the priority development of tourism, it is necessary to determine the conditions and factors that support the cluster system in the field of tourism, first of all, taking into account the environment, available resources and population needs (especially tourists from other regions and countries).

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