

THE ROLE AND IMPORTANCE OF ORGANIZATIONAL AND ECONOMIC MECHANISMS IN THE DEVELOPMENT OF THE TOURISM INDUSTRY OF UZBEKISTAN

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According to the World Tourism Organization, 10 per cent of the turnover of the production and services market on our planet is contributed by the tourism sector. According to the results of the analysis, by 2024, the income from international tourist trips is expected to increase. This means that the world is trying to make more and more effective use of tourism. This indicator is expected to proliferate in our country.

In Uzbekistan, great opportunities are created for the rapid development of various areas of tourism, effective and rapid measures are being taken to regulate and support tourism by the state, and legal bases are being improved. The concept of tourism development in the Republic of Uzbekistan in 2019-2025 includes the task of creating attractive and competitive tourist products, including thematic tourist zones and clusters in the regions of the country.

Clusters, including tourism clusters, are a unique innovative system, which is the basis for the effective development of the economy of the entire region, increasing its competitiveness, and strengthening cooperation between science, personnel training system and business. Various aspects of the formation and development of clusters to develop the country's regions and increase the competitiveness of its economy have been analyzed in the works of many economists. In particular, M. Porter's scientific work has made a great contribution to research on how to achieve a competitive advantage in a country or region.

In addition, among the economists of our country, NTTukhliyev, M.Pardaev, MMMukhamedov, ISTukhliyev, R.Khayitboyev, NEIbodullayev, RSAmriddinov, N.Norchayev and others, economic, social and theoretical aspects of tourism development in our country, improvement of state regulation and management of the tourism industry, the directions of tourism in the development of the country's economy, as well as employing the population, are highlighted.

By increasing the competitiveness of the national tourism industry, the experts of Sokha put forward the mechanisms of cluster policy in its development, "clusters are allocated a special place in the competition in the tourism industry, as a result, it allows to increase the efficiency of other institutions of the market economy, in particular, the government, universities, companies, logistics services, etc. " ¹.

¹Khudoyarov AA "Organizational and economic mechanisms of development of pilgrimage tourism in Uzbekistan" monograph. - T.: "COMPLEX PRINT" publishing house, 2021. p. 285.

Thus, the touristic cluster consists of a set of business entities, state institutions, and public organizations that are geographically close, whose activities are directly or indirectly related to tourism, and the main goal of their mutual cooperation and influence is to develop a quality, competitive tourist product, using and developing the innovation potential of the region.

The following opinions can be found in the scientific literature on the nature of the tourist cluster:

- A touristic cluster is a system of touristic enterprises, subjects providing basic and additional services operating in mutual relations regarding production, technological and information exchange in connection with the creation of touristic products;
- a tourist cluster is a gathering of companies and institutions engaged in tourism activity in a geographical area. These companies and institutions include various related institutions, state institutions, private sector representatives, suppliers, and service providers.

Thus, tourism clusters are characterized by specific territorial boundaries, specialization in the development of competitive tourism products, the existence of various interactions between cluster participants, and the existence of supporting networks. At the same time, it is necessary to pay special attention to the innovative characteristics of clusters as a structure and their role in ensuring the economic development of the region.

Using the innovation potential of the region and expanding it, the organization of tourism clusters provides the following opportunities:

- coordination of joint actions of tourism business, science and state administrative organizations ;
- increasing the efficiency of tourism cluster operators based on the expansion of access to resources (information, innovation and technology) and the reduction of costs, including transaction costs, through joint use of infrastructure facilities;
- to accelerate the process of creating innovative products and bringing them to the market based on strengthening the interaction between producers and consumers of tourism services ;
- formation of a favourable investment environment in the region due to the availability of benefits for investors participating in the formation of the cluster;
- stimulation of competition due to the improvement of the conditions for the creation and development of new businesses;
- the formation of a closed chain of added value growth as a result of gathering all the necessary links of the delivery of tourist products to consumers in one area.

The application of cluster policy in the development of tourism, the processes of formation and development of clusters take place in the conditions of a favourable institutional environment consisting of a set of formal and informal institutions that regulate the interaction between cluster subjects. Regarding the effectiveness of the cluster policy in the tourism industry, MTAlimova said, " The need to develop new theoretical approaches aimed at increasing the competitiveness of the tourist area in Uzbekistan requires studying the world

experience.

If we analyze the accumulated practical and theoretical experiences in this regard, tourism clusters based on innovative approaches are considered to be one of the most effective ways of increasing competitiveness.²

In support of this opinion, an analysis of development features of tourism clusters organized in EU countries, their success, the procedure of formation of contractual relations between cluster participants, and the implementation of practical experience serving to develop the field. In this regard, the leading place should belong to the state and legal institutions. In particular, the state can stimulate the development of relations between them by attracting business entities, investors, and representatives of science and education to the cluster.

It should be noted that in recent years special attention has been paid to the formation of tourist clusters in our country. The Law of the Republic of Uzbekistan "On Tourism" adopted on July 18, 2019, defines tourist clusters as follows: "Providing complex tourist services and other additional services necessary to satisfy the needs of tourists and excursionists a set of independent organizations and individual entrepreneurs is a tourist cluster.

Tourist clusters form, promote and implement tourist products to provide complex tourist services and increase the competitiveness and quality of tourist activities.³

Also, on the issue of the establishment of special tourist areas, including clusters, the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan" is given a special place in the "Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025" approved by the decree⁴.

In conclusion, as a result of the analysis of today's theoretical and practical experiences in the field of the world economy, we believe that clusters based on innovative approaches in tourism markets are one of the most effective forms of ensuring the competitiveness of pilgrimage tourism. If we pay attention to the practice of the world economy, the process of formation of clusters has had a rapid movement for twenty years.

In our country, which is becoming more and more integrated into the world economy and the world community, the organization of clusters is becoming more and more important economically.

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⁴ Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan". <http://lex.uz/docs/4143188>.

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