



THE CONCEPT OF TOURIST CLUSTER AND ITS ECONOMIC-SOCIAL ESSENCE

Jakhongirov Kamoliddin Asomiddin ugli,
Intern Teacher of the Department of Islamic Economy and
Finance, Pilgrimage Tourism, International Islamic Academy of Uzbekistan,
e-mail: kamoliddin6564@gmail.com, Tel. mobile: (97) 765-65-64

Abstract

The article talks about touristic clusters and their socio-economic nature. Information is also given about the formation of clusters, their types and definitions, as well as the structure and basic principles of touristic clusters. The conclusion talks about the role of clusters in the field of tourism and the importance of tourist clusters in the economically stable growth of the country.

Keywords Tourism cluster, company, innovation, ethnographic, technology, communication, regional economy, cluster system, geographic concentration, synergy, transaction, recreation, conference, tour operator, infrastructure, agglomeration, integration, diversification.

Annotatsiya

The article describes tourist clusters and its socio-economic nature. Information is also provided about the origin, types, and descriptions given to it, as well as the structure and basic principles of tourist clusters. The summary discusses the role of classrooms in tourism and the importance of tourist clusters in the country's economically sustainable growth.

Keywords: tourist cluster, company, innovation, ethnographic, technology, communication, regional economy, cluster system, geographical concentration, synergy, transaction, recreation, conference, tour operator, infrastructure, agglomeration, integration, diversification.

Annotation

The article talks about tourist clusters and their socio-economic nature. Information is also given on the formation of clusters, their types and definitions, as well as on the structure and basic principles of tourist clusters. In conclusion, it is said about the role of clusters in the field of tourism and the importance of tourism clusters in the economically stable growth of the country.

Keywords: Tourism cluster, company, innovations, ethnographic, technologies, communications, regional economy, cluster system, geographical concentration, synergy, transaction, recreation, conference, tour operator, infrastructure, agglomeration, integration, diversification.

Travel is one of the fastest growing industries in the world and is currently the main source of income in foreign currency for many developing countries. Tourism serves as an incentive for the development of mankind's great potential, natural resources and science.



The socio-economic importance of tourism has not been adequately acknowledged by governments and people for many years. But over time, the emphasis on tourism has grown. Today, tourism has been proven to be an important resource in restoring the forgotten national values of peoples and providing employment for its people.¹²

Tourism plays an important role in the economy of the country or region. In general, it is possible to determine its economic role in improving the quality of social life through its relationship with the main branches of the entire economic system, contributions to the formation and use of national income, inflation, the flow of investments or the impact on infrastructure.³

Today, the tourism industry is recognized as a key factor in economic development. Tourism, along with being a high-income industry, plays an important role in addressing such issues as improving the ecological situation and ensuring social equality. Therefore, special attention is paid to tourism development in other countries of the world. To do this, classrooms are being organized on the basis of state initiative in areas with high tourist potential. Because classrooms are considered an effective tool for solving complex issues, such as improving the productivity of regions and ensuring employment for the population. As a result, the quality of life of the population is improving in the areas where tourist classes are located. N.N.Volkova and T.V. Sakhno emphasize that classrooms perform their duties for the government, firstly, the most modern, convenient tool in economic policy, secondly, the best environment for cooperation between the public and private sectors, and third, assistance to local authorities in addressing problems in the region. In its place, the government is responsible for addressing factors that hinder innovative development in the establishment of classrooms and improving poor conditions.⁴⁵

Since the 1980s, globalization and the competitive tourist market have consistently improved comparable characteristics such as prices and products, required sustainable trends in quality and efficiency, and led to the emergence and development of new forms of economic activity in accordance with the market. Thanks to this, clusters have become one of the most popular concepts of local and regional development for research and practice.⁶

The concept of classrooms in the economy began to be used at the end of the 20th century. The class (English cluster - link, collection) was described by Michael Porter in 1998 as a geographical merger of the concentration of enterprises.⁷ That is, clusters are a geographical concentration of interconnected companies, specialized suppliers, service providers, firms in relevant fields and relevant institutions

¹ Crouch, G., Ritchie, J., „Tourism, Competitiveness, and societal Prosperity”, Journal of Business Research, Vol.44, 1999, p. 13

² Bottle, L., Camprubi, R., Torres, O., (2008). Tourism and Regional Development: Small Bussinesses and Social Network for Competitiveness, Entrepreneurship and Small Business Research XXII, Universidad Beira Interior, Covilhã

³ Iordache, C. (2008). Economy Tourism, Publishing Independența Economic, Pitești

⁴ Volkova N.N., Sakhno VT. Industrial cluster. – Poltava: Asmi, 2005. – 271 p.

⁵ Iordache, C., Cebuc, I., Hoarcă, D. (2009). Technique operațiunilor of tourism, Publishing Independența Economic, Pitești

⁶ BergamnAnd. Feser, E., „Industrial and Regional Clusters: Concepts and Comparative Applications”, University of West Virginia, <http://www.rri.wvu.edu/WebBook/Bergman-Feser/contents.htm>.

⁷ Porter M. Competition / Lane. with eng. Armenian. –M.: Publishing House «Williams», 2001. – 49 p.



(e.g. universities, standard agencies and trade unions).⁸ He believes that to organize a classroom in a network, the following are required to accommodate classroom participants in a single area; to be able to form clusters in the area and to have leading competitive companies with the potential to attract companies that support and serve them; and to interact with class participants.

According to Rosenfield, clusters are a merger of companies that juggle juggling high performance due to close location and interdependence in the hierarchy.⁹

In his research, Gray describes the class as follows: "The cluster is the integration of the strengths and capabilities of businesses with common interests in order to achieve high efficiency."¹⁰

Delgado, on the other hand, describes the class as a geographical concentration of businesses that are interconnected with knowledge, skills, income, demand or other aspects.¹¹

George Mayer-Shtamer proposed a universal classification of cluster structures that are widely known in foreign practice in the early 90s of the last century. This classification can be used in tourism. Figure 1 shows the structure of this classification.

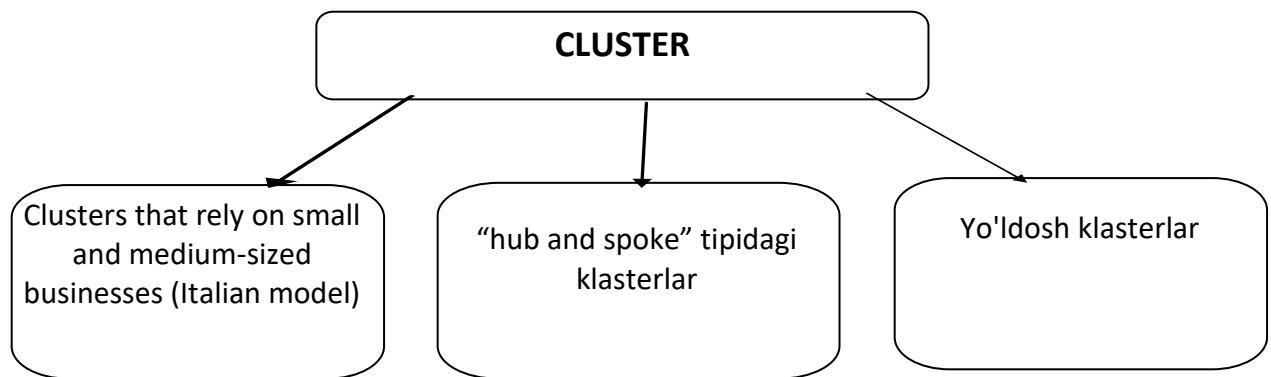


Figure 1. Universal classification of classrooms (according to George Mayer-Stamp)¹²

The first group in foreign literature is often called the "Italian model." This type of clusters is first recorded in relation to the industrial regions of the country. The foundation of such clusters is made up of small and medium-sized enterprises that are highly specialized and competitive. The purpose of such enterprises is to maximize customer expectations and expectations both in quality and in the number

⁸ Porter, M. E. (1998). "Clusters and the new economics of competition", Vol.76 No.6, p 78.

⁹ Rosenfeld, S., „Bringing Business Clusters into the Mainstream of Economic Development”, European Planning Studies, Vol. 5, N^o 1, 1997, p. 13

¹⁰ Gray B. Conditions facilitating interorganizational collaboration // Human Relations. – 1985, № 38(10). – P. 913.

¹¹ Delgado, M., Porter, M. E., & Stern, S. (2015). "Defining clusters of related industries.", Journal of Economic Geography, Vol.16 No.1, p. 11.

¹² N S. Tourism Clustering & Innovation – Paths to Economic Growth & Development // European Tourism Research Institute/ Mid-Sweden University/ SE831 25 Ostersund, Sweden. - 2011 г.- 186 p.



of economic benefits generated under this structure. High levels of cooperative relationships and the speed of interaction between subjects provide a network characteristic of the internal cluster structure. A distinctive feature of the cluster structure is its high elasticity. This fact provides a quick response to changing market conditions at the local and regional level, as well as internationally.

The Hub and spoke cluster is a socio-economic platform. Within this platform, large transnational corporations and networking associations will be able to interact with the small and medium-sized business sectors in a particular area. Such clusters work without losing the flexibility of business processes. Takes into account the increase in competitive advantages.

A characteristic feature of the satellite clusters is that they are dominated by small and medium-sized businesses that depend on third-party enterprises that are part of the cluster. This leads to a decrease in the efficiency of joint activities in the trade sector, as well as a lack of reasonable use of the limited economic resources they possess. In the hospitality industry, this type of class can be illustrated by classrooms in business tourism.

Another class classification is the universal classification proposed by the Organization for Economic Cooperation and Development (OECD). Specifically, the classrooms available in this classification are divided according to the criteria for the development of innovative processes in the internal environment of the cluster. Figure 2 shows the universal classification of clusters proposed by the Organization for Economic Cooperation and Development (OECD).

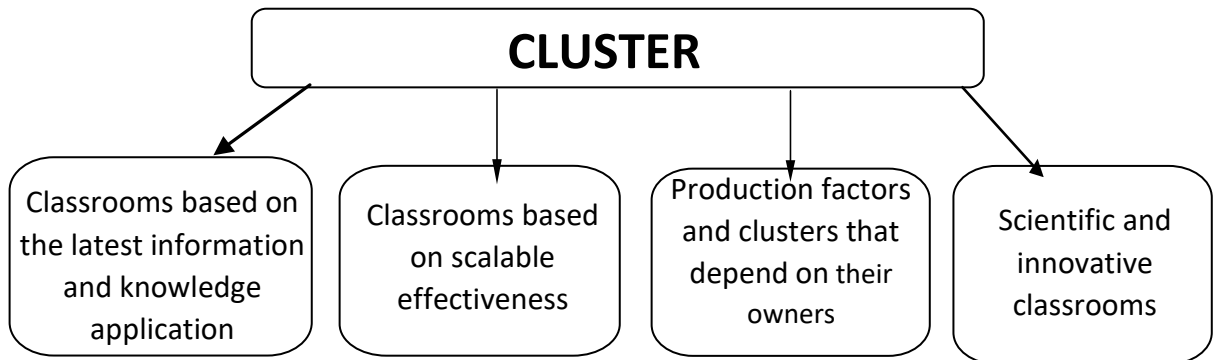


Figure 2. Klasterlarning universal Classification (OECD will beyicha)¹³

Classrooms, the basis for using the latest scientific information, are widely used in various sectors of public administration, such as aircraft engineering, chemical engineering, pharmaceuticals, electronics and other fields. Immediate access to the results of scientific and technical development and the study of leading enterprises in various areas of business plays an important role in the development of such structures. The presence of good relations with research centers, as well as universities, is necessary for the growth of this type of classroom education.

¹³ OECD, Cities and Regions in New Learning Economy, Paris. - 2001. - 234 p. 168. Perroux F. Economic space: theory and applications // Quarterly Journal of Economics. – 1950. – V. 64. – P. 89-104.



The basis of the second type of clusters is to have an advantage due to the use of "scale efficiency". An example of this type of class is a cluster established in the food industry, automotive and machinery. (Matthew 24:14; 28:19, 20) Jehovah's Witnesses would be pleased to discuss these answers with you. This happens through the introduction of the latest technology and innovation. The result of this cluster's activities will be based on the rational and excellent application of innovation in manufacturing. At the same time, it is important to fulfill the obligations in such a cluster in terms of the volume and quality of the economic products offered on the market. An example of such clusters in the tourist industry is those with large tourist flows, such as beach tourism.

Third-class classes are more pronounced in agriculture, forestry and mining. If we are talking directly about the tourism industry, then here the structural clusters associated with such clusters will interact with the areas listed above. For example, rural and ethnographic tourism can be a vivid reflection of innovative approaches to this sector of the national economy.

The fourth type of cluster is clearly focused on scientific research. The field of information technology and communications can be an example of this cluster.

Today, the transformation of companies into clusters is a natural process: in this case, governments can promote the improvement of emerging clusters by supporting the efforts of a group of companies to achieve complete potential mergers. This means that companies in the cluster can be integrated alone or formed on the basis of strategic plans of local governments. In the opinion of Baselt et al., while most of the literature on clustering is devoted to networking relationships between firms, it is important to start by reviewing the training process being conducted within the firm before moving towards the aspect of interdependence between firms. This will be observed initially in educational institutions. Managers with a strong communications network through clustering will have access to information in their companies faster for quick action and will be able to use it at the same time as necessary.¹⁴¹⁵

Thanks to the synergy created in the classroom system, members of companies are creating a data network within companies to transmit information to each other, thus increasing competitiveness and contributing to their national and regional economies.

The main idea of classrooms is to "work together". Sometimes, the heads of companies in clusters mistakenly believe that working with their competitor firms in the same value chain can be harmful to their companies. True, they may not be able to work together and get their share of these markets, but by working in the classroom system, they will be able to increase the size of their shares in other markets and find new markets.

However, clusters do not always allow companies to find new markets. Instead, companies will be able to reduce costs, meet their needs for employees, or increase their reach through cooperation in clusters. A cluster means a network that includes companies, their customers, suppliers, and all relevant factors, including materials and disposable parts, equipment, training, finance, etc. It represents educational institutions and research institutes that provide a large part of human and technological capital.¹⁶

¹⁴ Iordache, C., Ciochină, I., & Asandei, M. (2010). "Clusters-Tourism Activity Increase Competitiveness Support.", *Theoretical & Applied Economics*, 17(5) 101.

¹⁵ Bathelt, H., Malmberg, A., and Maskell P. (2004) "Clusters and knowledge: local buzz, global pipelines and the process of knowledge creation.", *Progress in human geography*, Vol.28 No.1, p. 36.

¹⁶ Kachniewska, Magdalena. (2013) "Towards the definition of a tourism cluster.", *Journal of Entrepreneurship, Management and Innovation*, Vol. 9 No. 1, p. 35.



As many classroom definitions say, one of the most important needs for classrooms is the geographical concentration, which allows cluster companies to create synergy in this atmosphere and collaborate with each other. After the creation of a specialized industrial cluster, the demand for specialized services and materials will intensify at the firms of this cluster. This will give impetus for suppliers to be with these firms to establish important markets. Located close to these markets, suppliers will be able to have a large-scale economy and deliver most of their products at low prices (e.g. without transaction or transport costs).¹⁷

After Porter's research on industrial sector clusters, the cluster began to be viewed as a key element of research conducted in various sectors of the economy, as well as in tourism, in particular by the World Tourism Organization (UNWTO).

At the 2010 conference on tourism and recreation, the tourist cluster was interpreted as "companies that are geographically adjacent, form and serve the flow of tourists, use the recreational potential of the area, and interact with social organizations and governmental authorities."¹⁸

According to Chotchayev, in the tourist cluster, various tourism companies are united by tourists, tour operators, hotels, and as a result of piracy, they shape classroom infrastructure.¹⁹

N.A. Pelevina, on the other hand, considers the tourist cluster to be covered not only vertically but also horizontally by various enterprises and organizations in the tourism industry as a large independent, inter-network economic complex. The tourist cluster is characterized as a interconnected complex of networks and production in the regional economy. Its only functional task is to meet the needs of the population for a wide variety of leisure and travel and to develop the rational use of all available tourist resources in the region.²⁰

A tourist cluster is the collection of enterprises, firms, and institutions involved in the production and sale of tourist products and whose activities are interconnected with tourism and leisure services in a particular limited area.

Tourism clusters are the result of the co-location of companies complementing each other, who do not always participate in the same sector, but can benefit from the dynamics of previously existing network membership and the alliance. Networks of classrooms created and operated provide an approach to knowledge, resources, markets or technologies for firms. They also provide opportunities for participants in the tourist cluster to participate in the joint development of tourist products or services and the distribution of theoretical and practical knowledge: one of the members of the network (cluster) is affected by the experience of another.

The general direction of the objectives of organizing clusters in the typezm sanoati is determined by the principles of the sticky cluster. The following basic principles are set for type sticky cluster:

¹⁷ Bathelt, H., Malmberg, A., and Maskell P. (2004) "Clusters and knowledge: local buzz, global pipelines and the process of knowledge creation.", *Progress in human geography*, Vol.28 No.1, p. 37.

¹⁸ Tourism and recreation: Fundamental and Applied investigations // Transaction In International Scientific and Practical Conference MSU them. M.V. Lomonosov, geogr. fact, Moscow, 28–29 April 2010. – SPb.: D.A.R.K., 2010. – 708 p.

¹⁹ Chotchaeva F.A.M. Clustering Tourism how prerequisite Growth Investment Attractiveness region TERRA ECONOMICUS (Economic newspaper Rostov State University). T. 7. – 2009, No 3.– P. 177.

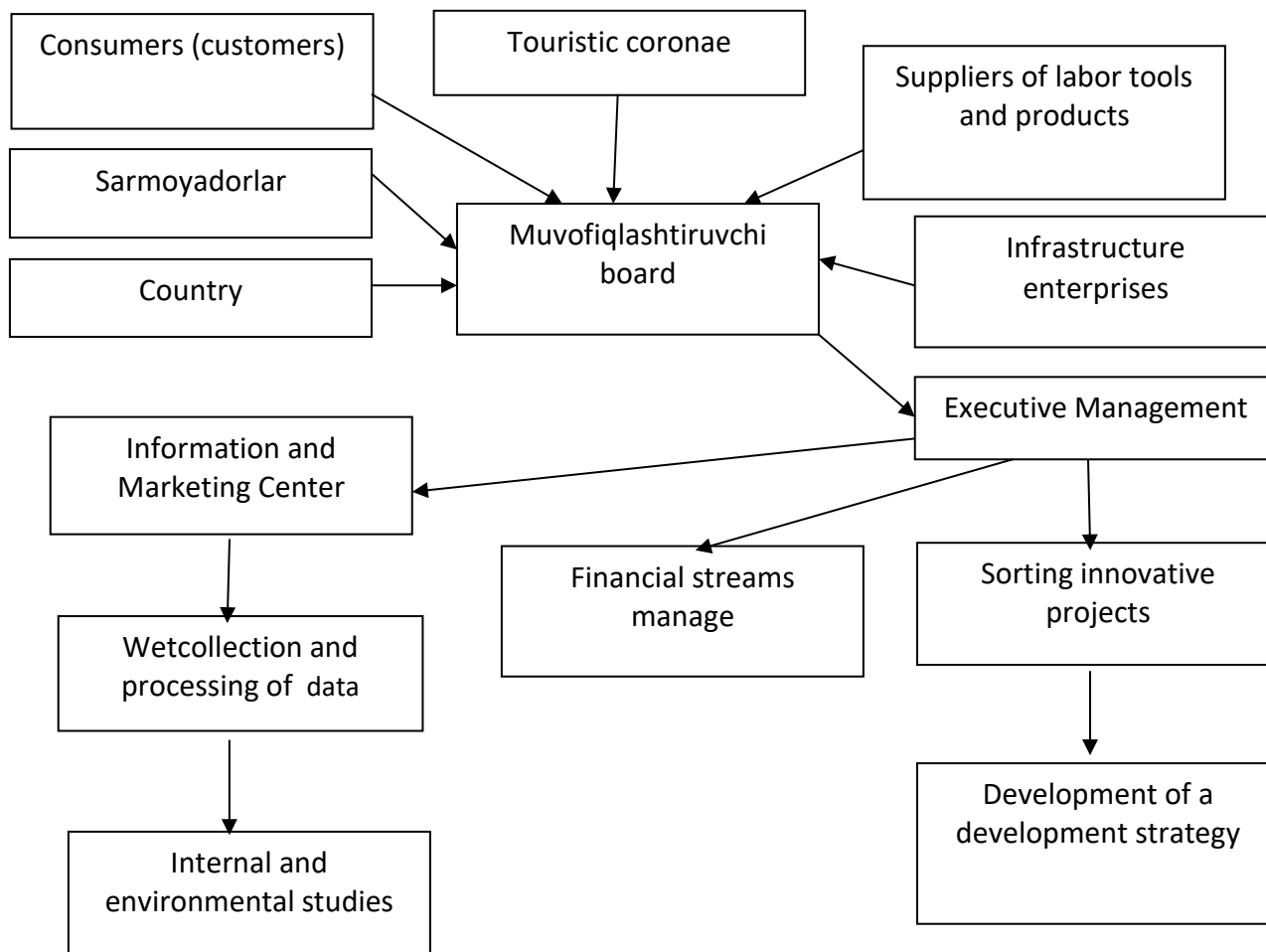
²⁰ Pelevina, N. A. There are Charyn and Kolsay, and tourists are bored // *Kazakhstanskaya Pravda*, 2013. — 28.10. — № 292–293. p. 5.



- 1) readiness for mutual understanding and cooperation among all participants of the process;
- 2) equal rights of all participants in constructive dialogue;
- 3) voluntary selection of forms of cooperation;
- 4) fulfilling the agreed and accepted obligations of the class participants in accordance with the economic agreements made directly in the country.

Almost every tourist destination has agglomeration features; therefore, the geographical concentration can be considered as an important component. However, not every group of tourist enterprises with geographical density can be called tourist clusters because they need time to organize themselves, establish networks of interaction and then properly manage this organization. Therefore, as Ferrera and Estevo noted, a tourism cluster is a geographical concentration of companies and institutions that are interconnected in the tourist activities.²¹

Thus, the tourist cluster consists of a collection of business entities, government agencies, and public organizations located close to the region, whose activities are directly or indirectly related to tourism. Participants in the tourist cluster and their relationship can be summed up in the following ways.



3-rasm. Tourist clown salting

²¹ Ferreira, J., & Edward, C. (2009). "Regional competitiveness of a tourism cluster: A conceptual model proposal.", Meetings scientists–Tourism & management studies, p. 39.



Professor M. P. Voynarenko believes that the following five conditions must be met so that the classroom can be formed as a life-style, self-governing, successful and effective organization:

- 1) Initiative - to prove and intrigue the usefulness of classrooms for both the region and its members by employing entrepreneurs, government officials, public organizations, educational institutions as initiatives and dignitaries;
- 2) innovations - the use of modern technologies that offer new opportunities in manufacturing, selling, financing, management and competition struggle;
- 3) information – creation of databases and web pages that allow you to have the labor market, the sale of products, the skilled workforce and other information, and exchange knowledge;
- 4) integration - provides fan and government support for firms' use of new technologies ahead of networks and throughout the region;
- (5) Benefits refer to the interests of participants in classroom associations, which are the main prerequisite for the survival of business or public structure, and ensure that they receive economic benefits.²²

Travel clusters are based on creating an additional set of attributes that serve to meet consumer needs, creating more and more opportunities for firms that choose to co-locate with each other. Thus, tourist-based cluster structures can increase reproduction and external influences and serve to expand opportunities for new forms of economic wealth that can lead to their results, creating demand for a number of additional activities.²³

Unlike other products offered by manufacturing or service companies, tourism products vary widely: they are complex and consist of many additional components offered by various public and private sector suppliers. In other words, because of the variety of travel types, there is a great opportunity to develop cooperation and networking in tourism.^{24,25}

The most popular type of tourist clusters are technological (innovative) clusters. The unique aspect of technology clusters is that the innovative technologies that form their basis can be used in various industries, helping to improve the country's competitiveness. It is also clear that these modern technologies contribute to the strengthening, development and support of priority networks.

Among the main tasks of technological clusters in tourism are the following:

- Cooperate firms interested in expanding consumers with recommended services within the scope of a cluster of companies that have innovative technologies, ignoring the form and scope of property;
- Creation of a technological chain for the production of finished products based on the best innovative technologies in the world, decision-making of a unified technological platform;

²² Voynarenko, M.P. *Tourism: evolution, structure, marketing*. — M.: «Os-89», 2012. — 160 p.

²³ Michael, E. (2006). *Micro-clusters and networks*. Routledge, Victoria.

²⁴ Kachniewska, Magdalena. (2013) "Towards the definition of a tourism cluster.", *Journal of Entrepreneurship, Management and Innovation*, Vol. 9 No. 1, p. 40.

²⁵ Lade, C. (2010). "Developing tourism clusters and networks: Attitudes to competition along Australia's Murray river.", *Tourism Analysis*, 15 (6), p. 655.



- Providing comprehensive technological services to various manufacturers across diversified networks;
- Effective cooperation between enterprises within the classroom and consumers of classroom services;
- Create conditions for the regular development of existing technologies, both quality and quantity, as well as expand the types of technological capabilities of classrooms;
- Development of directions for strategic development of the technological capabilities of participating enterprises in the cluster.

Over the past decade, interest in creating technological (innovative) clusters has grown considerably. At the same time, the economic development of tourism by developed countries has been viewed, not through the integration of companies, networks or sectors into traditional groups, but from the point of view of creating clusters. Tourism's classroom structure is better aligned with the sources of competition and competitiveness, which means that participants in the classroom do not compete directly with each other because they serve different industries.

The vast majority of successful tourist clusters operate in the field of ecotourism, which is an alternative to achieving economic growth, minimizing the negative impact on the world's climate zones and biosphere.

The tourism industry, ecological tourism in general, can be considered from a variety of perspectives, such as the source of society's development, as a mechanism that ensures the safety and integrity of the ecological system of each country or region. All of this is carried out on the condition that a number of criteria and principles are met, which are the foundations of social, biological, cultural, administrative, and economic responsibility.

In modern times, ecotourism is often presented as a strategy aimed at stimulating the activities of individual regions of the world. This strategy has been tested in the creation of small and medium-sized business tourist clusters capable of developing policies that meet market requirements as possible in the field of advancement and sales of related tourist products. At the same time, the inhabitants of the bottom of a particular area are involved in this process.

Thanks to ecological tourism, problems such as the socio-economic situation of the poor in countries will be solved. At the same time, it takes a small amount of costs to train and train employees. Here is an example that confirms the above statements. In 2010, the Nepali government conducted research in Royal Chithan, the most popular tourist cluster in Asia. About 8,700 working-class people lived in the immediate part of the garden, of which 1,100 worked in the field of ecotourism. About 6% of the population had income from tourist services. The average annual income of households was \$ 600. This indicator is considered very high for residents of this area. A similar figure is lower in neighboring countries - India, Bhutan and Bangladesh.

Instead, we can say that tourist classes can not only contribute to the development of tourism, but also socially contribute to the country's economically sustainable growth in providing employment for its people and improving the well-being of society. In view of this, it is possible to establish classrooms in



areas with tourist potential for the accelerated development of the tourism industry, thereby improving tourism inflation in the country, as well as creating an acceptable and affordable tourism environment.

List of Available Publications

1. Crouch, G., Ritchie, J., „Tourism, Competitiveness, and societal Prosperity”, *Journal of Business Research*, Vol.44, 1999, pp. 139
2. Bottle, L., Camprubi, R., Torres, O., (2008). *Tourism and Regional Development: Small Bussinesses and Social Network for Competitiveness*, *Entrepreneurship and Small Business Research XXII*, Universidad Beira Interior, Covilhã
3. Iordache, C. (2008). *Economy of tourism*, Editura Independența Economică, Pitești
4. Iordache, C., Cebuc, I., Hoarcă, D. (2009). *The technique of tourism operations*, Independența Economică Publishing House, Pitești
5. Volkova N.N., Sakhno T.V. *Industrial cluster*. – Poltava: Asmi, 2005. – 271 p.
6. Bergamn, E., Feser, E., „Industrial and Regional Clusters: Concepts and Comparative Applications”, *University of West Virginia*, <http://www.rri.wvu.edu/WebBook/Bergman-Feser/contents.htm>.
7. Porter M. *Competition / Per. from English*. – M.: Izdatel'skii dom «Williams», 2001. – 49 p.
8. Porter, M. E. (1998). “Clusters and the new economics of competition”, Vol.76 No.6, p 78.
9. Rosenfeld, S., „Bringing Business Clusters into the Mainstream of Economic Development”, *European Planning Studies*, Vol. 5, N^o 1, 1997, p. 13
10. Gray B. *Conditions facilitating interorganizational collaboration // Human Relations*. – 1985, N^o 38(10). – P. 913.
11. Delgado, M., Porter, M. E., & Stern, S. (2015). “Defining clusters of related industries.”, *Journal of Economic Geography*, Vol.16 No.1, p. 11.
12. Nordin S. *Tourism Clustering & Innovation – Paths to Economic Growth & Development // European Tourism Research Institute/ Mid-Sweden University/ SE831 25 Östersund, Sweden*. - 2011 r.- 186 p.
13. OECD, *Cities and Regions in New Learning Economy*, Paris. - 2001. - 234 p. 168. Perroux F. *Economic space: theory and applications // Quarterly Journal of Economics*. – 1950. – V. 64. – P. 89-104.
14. Iordache, C., Ciochină, I., & Asandei, M. (2010). “Clusters-Tourism Activity Increase Competitiveness Support.”, *Theoretical & Applied Economics*, 17(5) 101.
15. Bathelt, H., Malmberg, A., and Maskell P. (2004) "Clusters and knowledge: local buzz, global pipelines and the process of knowledge creation.", *Progress in human geography*, Vol.28 No.1, p. 36.
16. Kachniewska, Magdalena. (2013) "Towards the definition of a tourism cluster.", *Journal of Entrepreneurship, Management and Innovation*, Vol. 9 No. 1, p. 35.



Academica Globe: Inderscience Research

ISSN: 2776-1010 Volume 3, Issue 12, Dec., 2022

17. Tourism and recreation: fundamental and applied research // Proceedings of the V International Scientific Practical Conference of Iomonosov Moscow State University, geogr. fact, Moscow, 28–29 April 2010. – SPb.: D.A.R.K., 2010. – 708 p.
18. Chotchaeva F.A.M. Clustering of tourism as a prerequisite for the growth of investment attractiveness of the region // TERRA ECONOMICUS (Economic Bulletin of Rostov State University). T. 7. – 2009, No 3.– P. 177.
19. Pelevina, N. A. There are Charyn and Kolsay, and tourists are bored // Kazakhstanskaya Pravda, 2013. – 28.10. – № 292–293. p. 5.
20. Ferreira, J., & Estevao, C. (2009). “Regional competitiveness of a tourism cluster: A conceptual model proposal.”, *Encontros científicos–Tourism & management studies*, p. 39.