

THE EFFECTIVENESS OF MECHANISMS FOR STATE REGULATION AND SUPPORT OF TOURISM

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ABSTRACT

In today's globalized world, the international tourism industry is of great importance as a significant source of high income. The impact of tourism on the socio-economic life of the country is evident in foreign exchange earnings, job creation, the development of small businesses and private entrepreneurship, and the preservation of culture and values. Today, tourism is a vital component of the global economy, making a significant contribution to the socio-economic well-being of countries worldwide. World Tourism Organization. According to statistics from the UNWTO, "...tourism ranks third in terms of profitability and fourth in terms of exports of goods and services, and its share in world gross domestic product (GDP) averages 10.0 percent ..." [1].

In the world, and to provide the population with new jobs in the regions, there is a growing need for scientific research that will create a basis for improving organizational and economic mechanisms for the effective use of tourism facilities. In our country, during the years of independence, the necessary organizational and legal mechanisms for developing the tourism industry have been established, and relevant regulatory documents have been adopted.

Opportunities for the rapid development of various sectors of tourism, effective and prompt measures are being taken to regulate and support tourism by the state, and the legal framework is being improved. The Concept for the Development of the Tourism Sector in the Republic of Uzbekistan for 2019-2025 sets the task of creating attractive and competitive tourism products, including thematic tourist zones and clusters in the regions of the country. Clusters, including tourist clusters, are a unique, innovative system that serves as the basis for the effective development of the entire regional economy, increasing its competitiveness, and strengthening cooperation between science, the personnel training system, and business. Various aspects of the formation and development of clusters for the development of the country's regions and increasing the competitiveness of its economy have been analyzed in the works of many economists. In particular, the scientific works of M. Porter have made a significant contribution to research on the ability of a country or region to achieve competitive advantage.

At the same time, our country's economic scientists N.T. Tukhliyev, M. Pardaev, M.M. Mukhammedov, I.Tukhliyev, R. Khayitboyev, N.I. Bodullayev, R. Amriddinov, N. Norchayev, and others covered the economic, social, and theoretical aspects of tourism development in our country, improving the methods of state regulation and management of the tourism sector, and the ways in which tourism can develop the country's economy and provide employment to the population.

Industry experts have put forward the mechanisms of cluster policy to develop the national tourism industry by increasing its competitiveness. "Clusters play a special role in the competitive struggle in the tourism industry, which ultimately allows other institutions of a market economy to increase their efficiency, in particular, the government, universities, companies, logistics services, etc. [2]."

A tourist cluster is a group of closely located businesses, government bodies, and public organizations connected to tourism. Their cooperation aims to create competitive tourist products by developing the region's innovative capacity.

In the scientific literature, one can find the following opinions on the essence of a tourist cluster:

- a tourist cluster is a system of tourist enterprises, entities providing basic and additional services, operating in production, technological, and information exchange relations to create a tourist product;

- A tourism cluster is a geographical area of companies and institutions engaged in tourism activities. These companies and institutions include various relevant institutions, government agencies, private sector representatives, suppliers, and service providers.

Thus, tourist clusters are characterized by such features as having a clear territorial boundary, specialization in the development of a competitive tourist product, the presence of various interactions between cluster participants, and the presence of supporting networks. At the same time, special attention should be paid to the innovative properties of clusters as a structure and their role in ensuring the economic development of the region.

The establishment of tourism clusters provides the following opportunities to utilize and expand the region's innovation potential:

- coordination of joint actions of tourism business, science, and government organizations?
- increasing the efficiency of the activities of tourism cluster participants by expanding access to resources (information, innovation, and technology) and reducing costs, including transaction costs, through the joint use of infrastructure facilities;
- Accelerate the process of creating and bringing innovative products to the market by strengthening interaction between tourism service providers and consumers.
- creating a favorable investment climate in the region due to the availability of incentives for investors participating in the formation of the cluster;
- Stimulation of competition due to improved conditions for the creation and development of new businesses;
- the formation of a closed chain of added value growth as a result of the concentration of all necessary links in the delivery of tourist products to consumers in one region.

The application of cluster policy in tourism development, the processes of cluster formation and development occur in a favorable institutional environment consisting of a set of formal and informal institutions regulating the interaction between cluster entities. Regarding the effectiveness of cluster policy in the tourism industry, MTAlimova noted that "the need to develop new theoretical approaches aimed at increasing the competitiveness of the tourist region in Uzbekistan requires the study of world experience.

"If we analyze the accumulated practical and theoretical experience in this regard, it is emphasized that tourism clusters based on innovative approaches are one of the most effective ways to increase their competitiveness. "

In support of this idea, it is necessary to analyze the development features of tourist clusters established in the European Union countries, their success in the formation of contractual relations between cluster participants, and the introduction of practical experience. In this regard, the leading role 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, 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: "A tourist cluster is a set of independent organizations and individual entrepreneurs providing complex tourist services and other additional services necessary to meet the needs of tourists and excursionists.

"Tourism clusters form, promote, and sell tourism products in order to provide comprehensive tourism services and increase the competitiveness and quality of tourism activities [4]. "

Also, the issue of creating special tourist areas, including clusters, in the country is given a special place in the "Concept for the Development of the Tourism Sector in the Republic of Uzbekistan for 2019-2025", approved by the Decree of the President of the Republic of Uzbekistan No. PF-5611 dated January 5, 2019 "On Additional Measures for the Accelerated Development of Tourism in the Republic of Uzbekistan" [5].

In conclusion, our analysis of theoretical and practical experiences in the world economy leads us to argue that clusters based on innovative approaches in tourism markets are among the most effective ways to ensure the competitiveness of pilgrimage tourism. The global trend of accelerating cluster formation over the past twenty years further supports this view.

As our country becomes increasingly integrated into the global economy and the global community, the organization of clusters is becoming increasingly relevant and of significant economic importance.

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