



THE ENTREPRENEURSHIP DEVELOPMENT ON THE BASIS OF GOVERNMENT – PRIVATE PARTNERSHIP AND CLUSTERING IN THE TOURISTIC SPHERE

Kamoliddin Shodiev

Samarkand State Institute of Architecture and Construction, Chief Specialist of
the Education Quality Control Department.

kamoliddin.shodiyev@bk.ru

Abstract:

This article intends to short investigate the implementation of new types of institutional transformations, such as the government – private partnership and clustering in tourism.

They allow developing entrepreneurship, avoiding negative consequences of the global crisis on the national economy, and touristic sphere, to strengthen enterprises competitiveness and improve the quality of services. The functioning of the touristic clusters in regions and government – private partnership generate the synergy effect, allows to open new job places, penetrate usage of internet and ICT. All in all reduce transaction costs of firms, speed up innovations and increase the economic efficiency.

Keywords: product, partnership, cluster, effect, management, tourism

Introduction

Taking into account the rapid trends in the process of globalization of the world economy, it is especially important to ensure the sustainable and effective development of the sectors involved in the international division of labor, the private tourism industry in the Republic of Uzbekistan. An analysis of the development of the republic's tourism industry in recent years shows that there are opportunities to ensure its sustainable development, increase the competitiveness of the industry's enterprises, making full use of its rich natural, cultural and national potential.

Uzbekistan can further enhance the role of the industry in the national economy by effectively working in the international tourism business and supplying tourism products to world markets.



In order to mitigate the negative impact of the global crisis on the socio-economic development of the country, the President of the Republic of Uzbekistan signed a decree "Additional measures have been taken and are being implemented in practice."

Analysis of relevant literature

In the context of globalization, it is necessary to diversify tourism services, remove barriers to entrepreneurship in this sector and provide alternative development of the public and private sectors. To do this, it is necessary to develop the national tourism market by attracting foreign investment in this area, increasing the competitiveness of national tourism products in the international market and the quality of services, training and strengthening marketing services. Analysis of changes in the world in the process of globalization, a comprehensive analysis of the impact of the global financial and economic crisis on tourism development, expansion and strengthening of cooperation with large transnational companies (TNCs) on the basis of modern strategic management and marketing strategy, requires the widespread use of information and communication technologies.

From scientists of the Russian Federation. A.V.Ignatiev [8,9, 11,12] Strategies for the development of the Russian tourism industry in the context of globalization, their improvement, L.B.Nuremberg [10] analyzed organizational and economic structures and their strategies in the implementation of institutional reforms.

One of the scientists of our country A.F. Saidov [1], Organizational and economic mechanism of tourism management in the transition period and its improvement, B.Kh. Turaev [2,7] Introduction to tourism management, the state and prospects of domestic and foreign tourism. tourism in Uzbekistan, A.A. Norchaev [3] the impact of the development of international tourism on economic growth, O. Khamidov [4] determination of the company's competitive strategy in the market of tourist services, N.R. Rakhmonova [5] marketing of tourist services, S.S. Ruziev [6] research of the cultural market tourism.

Although the scientific work of Uzbek scientists deserves a high assessment, it should be noted that they paid close attention to the problems of further development and improvement of the tourism industry in Uzbekistan, as well as the theory and practice of the development of the hospitality industry. However,



in these studies, little attention is paid to the issues of public-private partnerships, the formation of tourism clusters and the development of tourism on this basis, arising in the context of innovation.

Research methodology

The research methodology is based on a deductive approach, systematic and logical thinking and methods of analysis.

It is important to widely apply the tasks in the field of further development and liberalization of the country's economy in the tourism sector.

In this regard, it is advisable to introduce public-private partnerships in the industry.

Participants in such a partnership for the production of tourism products may be public sector entities that manage tourism activities in the regions.

Various categories and areas of private sector tourism organizations can participate.

The following table systematically describes the forms of public-private partnerships in tourism and their relationship with public enterprises.

1. Table Possible forms of public-private partnership in tourism

Type of travel organization	forms of public-private partnership				
	Service contract	Management contract	Lease agreement	Joint ventures	Concession agreement
1. Multidisciplinary travel organizations of small business and private entrepreneurship	No	No	Yes	No	No
2. Large tourism businesses in many areas	No	Yes	Yes	Yes	No
3. Small business, small business and private entrepreneurship, travel organizations	No	No	Yes	No	No
4. Крупные туристические предприятия с низкой отраслью	Yes	Yes	Yes	Yes	Yes
5. Multidisciplinary tour operators	Yes	Yes	Yes	Yes	Yes
6. Low sector tour operators	Yes	Yes	Yes	Yes	Yes

A source: MIDDLE. L.B.Ignatiev [8,9, 11,12], Author's development based on the generalization of Nuremberg's ideas [10].

The entry of these tourism organizations and their associations into clusters based on their goals and interests to meet the regional demand for tourism products is carried out on a voluntary basis. These interests of the organizations should be consistent with the goals of regional governments.



It should be noted that the organizations included in the cluster become members not only economically, but also for the purpose of dialogue and negotiations.

Analysis and results

In order to mitigate the impact of the coronavirus pandemic on the competitiveness of tourism enterprises and their economic situation, measures are recommended to reduce production costs, reduce production costs, and save transaction costs. Measures will be taken to provide soft loans to financially insolvent enterprises, create conditions for the repayment of bank loans, stimulate a reduction in the consumption of energy and other raw materials, include local producers in localization programs, and increase domestic demand for their products. Measures are being taken to diversify production by expanding through new products and activities, increasing the range and quality of products and services, increasing their value-added potential, expanding sales channels and markets, providing employment and self-employment.

The communication aspect in management is of great importance in the development of long-term strategies. Long-term strategies are currently being developed by a small number of large tourism organizations as they have a strong market position.

The study of strategic management and relations with partners of large tourism companies in foreign countries requires the division of the tourism business into problematic complexes and the use of a network approach.

The cluster relationships are shown in the following figure:

Marketing complex	Quality assurance complex	Complex for creating innovations	Financial and investment complex
Complex of building relationships with partners	Cluster of strategic development of tourism services		Service sales complex
Personnel complex	Coordination complex	Planning is hard	Infrastructure development complex

Picture-1. Strategic management of a tourism enterprise on a cluster basis

Source: Authoring

The role of innovation and financial complexes in the strategic management of a tourism enterprise on a cluster basis is great and they are closely interrelated.



Creation and implementation of new tourism products	Development and application of new technologies in the tourism business	Formation of improved organizational structures in the management of the tourism business.
Application of new intellectual materials and knowledge in the provision of tourism services	Innovative strategic management structure	Mastering the markets of new tourist services
Manage your own investment resources	Formation and management of new financial resources related to competitors	Management of zaemnymi investitsionnymi sredstvami

Picture -2. Innovation in the strategic management of a tourism enterprise

Source: Authoring

The implementation of the innovative strategy of a tourism enterprise includes several programs. This includes:

Expanding the structure and quality of tourist services, increasing the level of tourist services, expanding the capabilities of the enterprise's infrastructure, ensuring the environmental safety of tourist business facilities. When organizing public-private partnerships in tourism, it is advisable to collect information on all targeted programs in the region and conduct a comprehensive analysis of it, as well as study information flows in order to find a mechanism for systematic management of this process.

When planning regional development programs, special attention should be paid to the creation of an existing and future cluster model in the production of tourism products and services. In a market economy, it plays an important role in the regulation of the service sector. There are all opportunities for the development of clusters in the field. Because in regional tourism all conditions have been created for the development of inbound tourism. The tourism sector is a growing sector based on innovation and care should be taken to implement it. tourism is a field that easily accepts innovation. Within the framework of the cluster, conditions will be created for adaptation to market requirements, development of priority areas of the region, creation and implementation of innovations at tourism enterprises.

The enterprises and organizations included in the cluster can be divided into four types:

- Creators of tourism products: travel organizations - tour operators, hotels, catering and transport organizations.



- specialized organizations that provide additional services: for example, excursion bureaus, sports and medical services, educational institutions.
- Public organizations (non-governmental and non-profit) bring together industry representatives.
- Objects of innovation infrastructure, directly or indirectly related to tourism.

It is necessary to formulate a methodology for assessing the integrity of the relationship of tourism enterprises with consumers, the introduction of audit services and monitoring the quality of tourism services. It is necessary to use a marketing strategy to ensure the development of the tourism industry, recommendations aimed at increasing economic efficiency and forecast indicators for the future development of the tourism industry in the republic until 2030.

Conclusions and offers

Increasing the share of this sector in the national economy based on the formation of a modern infrastructure of the international tourist complex in Uzbekistan, ensuring its efficiency and competitiveness is one of the key issues of the economic development of our country. The modernization of this complex and the diversification of products should be at such a level that it is recommended to increase employment in the national economy, increase foreign exchange and tax revenues, preserve the rich historical and cultural heritage of our people and efficiently use natural resources. ... In pursuance of the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No. PF-4947 "On strategic measures for the further development of the Republic of Uzbekistan for 2017", it is recommended to pay more attention to increasing the number of hotels and their accommodation, innovation, widespread use of the Internet and ICT. The organization of clusters in the prospective development of travel companies in the regions of the Republic of Uzbekistan, the establishment of public-private partnerships, the expansion of the use of ICT and its new generation in management processes, the modernization of the industry, innovation will help increase the competitiveness of the tourism business.

References

- [1] Саидов А.Ф. Организационно-экономический механизм управления туризмом. Докт. дисс. – Т., 1995, 252 с.
- [2] Тураев Б.Х.¹ Совершенствование системы менеджмента в туристской деятельности. Канд. дисс. – Самарканд, 2005, 140 с.
- [3] Норчаев А.А. Халқаро туризмни ривожлантиришнинг иқтисодий ўсишга таъсири. Номз. дисс. – Т., 2004, 135 б.
- [4] Хамидов О.Х. Выбор конкурентной стратегии предприятия на рынке туристских услуг Узбекистана. Канд. дисс. – Самарканд, 2006, 145 с.
- [5] Рахмонова Н.Р. Особенности формирования стратегии маркетинга на рынке туристских услуг. Канд. дисс. – Т., 2010, 128 б.
- [6] Рузиев С.С. Узбекистон маданий туризм бозори ва унинг истиқболлари. Номз. дисс. – Т., 2009, 145 б.
- [7] Тураев Б.Х. Выездной туризм Узбекистана: реалии и перспективы // Вопросы экономических наук. М.: 2008. №2. 89-92 стр.
- [8] Игнатъев А.В. Российский туризм в эпоху глобализации: стратегия, конкурентоспособность, перспективы. М.: «Палеотип» 2007, 280 стр.
- [9] Игнатъев А.В., Тебекин А.В. Инновационная стратегия управления туристическим бизнесом в эпоху глобализации. М. «Палеотип» 2008, 340 стр.
- [10] Нюренбергер Л.Б., Архипов А.Е., Карулева Е.А. Современные тенденции формирования экономических структур и особенности стратегического управления фирмой // Проблемы современной экономики. – 2008. – № 1. – 0,4 п.л. (авт. - 0,3 п.л.)
- [11] Игнатъев А.В. Российский туризм в эпоху глобализации: стратегия, конкурентоспособность, перспективы. [Текст] / Игнатъев А.В. – М.: «Палеотип». 2008. - 15,5 п.л.
- [12] Игнатъев А.В., Тебекин А.В. Инновационная стратегия управления туристическим бизнесом в эпоху глобализации. [Текст] / Игнатъев А.В. – М.: «Палеотип». 2008. - 13 п.л.
- [13] Shodiev, T., Turayev, B., & Shodiyev, K. (2021). ICT and Economic Growth Nexus: Case of Central Asian Countries. *Procedia of Social Sciences and Humanities*, 1.
- [14] Shodiyev, K. (2021). Contribution of ict to the tourism sector development in Uzbekistan. *ACADEMICIA: AN INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL*, 11(2), 457-461. [https:// repo.journalnx.com/index.php/nx/article/view/2928](https://repo.journalnx.com/index.php/nx/article/view/2928)