

Innovative Development As A Conceptual Direction Of Increasing The Efficiency Of Investment Resources In The Field Of Tourism

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Abstract: *The main factors of the investment attractiveness of developing tourism territories are considered the ability of the tourism industry to develop in almost any territory with a variety of conditions and resources of activity, which is associated with the species diversity of tourism activities; as well as the multiplier effect of tourism, the development of which contributes to the development of related industries. The article presents the results of a study of various aspects of the formation of a national innovation system for tourism development. There are, along with the typical problems of tourism clusters, which include an insufficient level of specialized infrastructure and services; unsatisfactory condition of key tourist sites; non-compliance with quality standards (or lack thereof) of the provided tourist services. Based on the results of the analysis of regulatory documents in the field of tourism in Uzbekistan and monitoring of the state of development of tourist territories, the article substantiates the conclusion about the need for a tough state policy that determines the regulatory boundaries and strategic guidelines for the development of tourism by an innovative type, as well as the need to adjust the existing practice of developing tourism.*

Keywords— tourism, cluster, special economic zones, investment resources.

1. INTRODUCTION

World experience confirms that one of the main factors for the sustainable development of the state's economy is to ensure a constant inflow of foreign investment. The main goal of attracting foreign investment in the Uzbek economy was and remains the solution to the problem of modernizing the country's economy - the transition from an economy of fuel and raw materials orientation to an economy of an innovative type of development. Thus, in the context of globalization, the main task of state policy is the formation of a favorable investment climate.

The formation of an innovative economy is one of the main goals in the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021. This is due to limited resources, growing population and growing needs.

2. MAIN PART

There are different approaches to defining the very concept of "investment climate". Many scientists agree that the investment climate is a generalizing characteristic of the totality of economic, political, legal and other conditions that determine the investment attractiveness of a region. A favorable investment climate promotes active investor activity and stimulates capital inflows.

Among the many different factors under the influence of which a favorable investment climate is formed, a special place, in our opinion, is occupied by the development of the tourism industry:

- each of the regions of Russia has a unique economic structure and different areas of economic development. However, the peculiarity of tourism lies in the prospects of its development in almost any territory, which is due to the existence of many of its different types. So, some regions can develop, for example, recreational, health-improving, educational, business tourism, others - educational, sports, ethnic, religious, transit, etc.;

- It is difficult to overestimate the positive impact of tourism on the regional economy. Regardless of what type of tourism has been developed in a given territory, it will definitely receive its own "piece of the pie", whether it is the development of related industries (production of consumer goods, trade, construction, transport), or the creation of new jobs, or the improvement of infrastructure, that is, in essence, the very components without which it is impossible to create a favorable investment climate in the region and, as a result, to increase the inflow of FDI into the economy.

A prerequisite for the development of any industry is the constant introduction of innovations. Innovations in the tourism industry should be considered as systemic events that have a qualitative novelty and lead to positive shifts that ensure the sustainable functioning and development of tourist business organizations. Only the introduction of innovations in all segments of companies' activities can lead to the emergence of a significant synergistic effect, expressed in an increase in the income of the state in general and of the regions in particular from this industry.

One of the directions of the state policy for the innovative development of tourism is the use of the cluster approach. First used by Harvard Business School professor Michael

Porter, the term "cluster" implied an association of firms from different industries, or "a geographically concentrated group of interconnected companies, specialized suppliers, service providers of firms in related industries, and related organizations." According to M. Porter, a necessary condition for the formation and functioning of clusters is the presence in a certain territory of both traditional factors: a competitive environment, conditions of demand and supporting industries, and specialized factors: qualified personnel, infrastructure and capital.

The creation of clusters requires long-term and sustainable investments, a thorough study of world practice, at the same time, copying the successful experience of applying the cluster approach is almost impossible due to the uniqueness of each project.

Let us characterize the current situation with the development of clusters in tourism in Uzbekistan. The term "cluster" is relatively young for the Uzbek economy, however, it has already become one of the key areas of innovative development of the domestic economy. However, the history of the actual application of the cluster approach in Uzbekistan cannot boast of significant success. Let us note several important points characterizing the current situation.

In our opinion, the influence of the state in the conduct of cluster policy is limited, which is due to the following reasons:

1. Due to incomplete data, network managers find it difficult to find the most sensible ways of development. All decisions have a negative impact on the development of the network or the activities of specific enterprises reaches.

2. The experience of developed market economies shows that the development and competitiveness of clusters takes place in a competitive environment. Government support for certain market participants has a negative impact on the competitive environment.

3. We can see that the formation of clusters often occurs at random results of various factors (geographical, historical, psychological and human). They cannot be identified and directly affected.

The main reason, in our opinion, is insufficient experience in this area, an unsuccessful attempt to reproduce the experience of other countries. These are clusters of information, biomedical, energy efficient, nuclear and space technologies. This approach has been criticized from the outset. According to many scientists, all five declared directions required completely different technological and infrastructural solutions and costs, the level of control and security measures.

The formation of clusters occurs in the process of development of the tourism industry and can be carried out spontaneously, without any government support. The tourism industry implies the intertwining of various types of activities: hotel business, travel agencies, transport,

communications, insurance, catering facilities, production and sale of consumer goods, etc. Strengthening interaction between business entities of a particular sphere related to the tourist industry may ultimately lead to the emergence of "informal" clusters.

"Formal" clusters are created with the aim of increasing the competitiveness of the territory in the tourism market through a synergistic effect, including increasing the efficiency of enterprises and organizations belonging to the cluster, stimulating innovation, stimulating the development of new directions.

The "typical problems" of tourist clusters are also indicated there:

- low level of development of specialized infrastructure and services, including hotels, catering organizations, passenger transport;
- unsatisfactory condition of key tourist sites, including monuments of history and culture;
- non-compliance with the quality standards of the services provided.

In our opinion, the development of each type of clusters deserves the development of a separate program for their implementation, indicating specific territories, measures and allocated funds.

In the current situation requires the establishment of a new economic mechanism and the implementation of the following specific measures:

- reduce imports and provide hotels with modern furniture and equipment that meets international standards for customers. To do this, set up joint ventures to produce furniture and inventory to reach;
- opening small enterprises of national handicrafts, expanding their activities, production of daily necessities for tourists;
- establishment of health centers, entertainment clubs, sports centers, tourist parks, tennis courts for tourists to spend their free time;
- expansion of advertising (publishing) activities, corresponding improvement of the quality of printing bases, audio, video, print products;
- establishment of private and joint ventures producing souvenirs, sports equipment, tourist equipment with a special mark;
- development of a system of tax guarantees to attract capital investment in the tourism economy;
- creating a favorable environment for attracting foreign investment in the development of tourism.

3. CONCLUSION

1. Development of the tourism industry, which has significant potential in terms of attracting foreign investment, will have a beneficial effect on improving the economic climate in the country in the context of emerging crisis phenomena.

2. The development of tourism in the territories of Uzbekistan is impossible without a rigid centralized state policy that defines the regulatory boundaries and strategic directions of tourism development.

3. Tourism can and should become one of the main points in the investment support program.

4. The actual practice of the development of tourist territories needs a purposeful and consistent adjustment, since it does not allow the territories to receive the status of a regional tourist cluster, does not lead to a significant increase in investment attractiveness.

4. REFERENCES

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