INNOVATIVE APPROACHES TO MANAGING TOURISM CLUSTERS IN UZBEKISTAN

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https://doi.org/10.5281/zenodo.14912665

Abstract. *This article examines modern management methods for tourism clusters in Uzbekistan. It explores key aspects of enhancing management efficiency through the implementation of digital technologies, partnerships between government and business, and sustainable development. Special attention is given to the impact of innovations on the competitiveness of the tourism industry and mechanisms for attracting investments.*

Introduction

The development of the tourism sector requires new management solutions that enable the creation of effective clusters. In the context of global digitalization and increased demand for high-quality tourism services, traditional management methods prove insufficiently effective. The use of innovative solutions can significantly enhance the productivity and sustainability of tourism clusters.

Main Points

1. **Modern Management Models for Tourism Clusters**:
- Implementation of digital platforms for booking and data analysis.
- Use of public-private partnerships to develop infrastructure.
- Realization of environmental initiatives aimed at sustainable tourism.
- Application of marketing strategies for regional branding.

2. **Advantages of Innovative Methods**:
- Increased tourist flow due to improved service quality.
- Increased investment through the creation of favorable business conditions.
- Improvement of infrastructure to ensure a comfortable stay for tourists.
- Provision of environmental sustainability and reduction of negative impacts on the environment.

3. **Formation and Development of Tourism Clusters in Uzbekistan**:
- Active steps towards creating clusters, including government approval of regulations.
- Key requirements for clusters: presence of accommodation facilities, retail points, and entertainment services.
- Examples of successful initiatives, such as virtual tours in Samarkand.

4. **The Role of Government in Developing Innovative Management**:
- The necessity for developing new legislative initiatives.
- Funding for technology startups in the tourism sector.
- Establishment of a national program for digitizing the tourism industry.
- Development of educational programs to train specialists.

Conclusion

The use of innovative management methods in tourism clusters significantly enhances competitiveness and efficiency within Uzbekistan's tourism sector. Collaborative efforts among government entities, businesses, and academic institutions will help create modern clusters that meet global standards and sustainability requirements.

Keywords

tourism clusters, Uzbekistan, digital technologies, public-private partnerships, sustainable development, investment attraction.

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