

**TOURIST, ECONOMIC INDICATORS AND THE EVALUATION OF THE  
EFFECTIVENESS OF CLUSTERS THERE ARE PROBLEMS**

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**Annotatsiya:** the article content of the cluster approach in the field of tourism and economic role in the development of its territorial illuminated. The assessment of the effectiveness of the proposed a system of indicators which many tourism clusters. Also, to analyze systemic problems in the process and eliminate them klasterlashuv scientific-practical recommendations put forward.

**Key word:** tourism cluster, economic efficiency, multiplikativ effects, cluster, integration, service chain, regional competitiveness, destinatsiya management.

**Access**

In the present stage of the world economy, the tourism industry not only in services, but also to ensure the sustainable growth of the national economy has become a strategic driver. The tourism potential of uzbekistan in the conditions for the effective use of the cluster approach is being recognized as the most acceptable way. Klasterlashuv — that are intertwined with each other enterprises which is a merger of regional government agencies and scientific institutions, if<sup>1</sup> it will serve to reduce overall cost and increase service quality.

However, the organization of tourism clusters in itself does not give high results. On the evaluation of their activities, the identification of indicators of economic efficiency of the process, and "obstacles" to eliminate the scientific aspects should be motivated. In recent years

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<sup>1</sup>M. E. Porter, On Competition. – Boston: Harvard Business School Press, 2008. – P. 213.

the priority directions of state policy in uzbekistan, the development of tourism has become one of. In particular, the decrees and decisions of the president of the network to increase the attractiveness of investment in tourism, tourism services and modern management mechanisms to improve the quality of paid special attention to the implementation of the model on the basis of klasterlash. Especially, the cluster approach plays an important role in increasing the efficiency of the service network.

In order to reform the national economy, foreign trade, tax policy and financial liberalization, business support and guaranteeing that private property is inviolable, agricultural products deep processing and take effective measures to ensure the dynamic development of the regions of the organization. The president of the republic of uzbekistan 2022-28-year-in January, up-60-1 sonfarmoni-app, "according to 2022 —2026-new uzbekistan's development strategy for years" this strategy is developed on the basis of a 28-goal:export potential of the republic of the republic in the year 2026 oshirishorqali 30 billion us dollars of export volumes

to bring in tourism, transport, information and communication, and other software, including the export of services was founded to deliver 1.7 times increase or 4,3 billion usd, also a 35-goal: “I traveled across uzbekistan” make as part of the program and increase the number of local tourists from 12 million people more than 9 million the number of foreign tourists who visited the republic of tourism infrastructure in the main cities of the country to deliver it without any obstruction in the introduction of tourism. 2026-years in the field of tourism increases the number of the population who are employed 2 times, 520 thousand and cultural heritage and tourism infrastructure facilities to deliver more than 8 thousand cultural heritage and development of the state program on the effective use of the objects are set to accept.

The full implementation of the reform in the republic of regional targets in the above course

formation of clusters in the network of services and destinations in the tourism sector on the regional and socio-economic research on pressing the level of efficiency valuation methodology is boorish. Many of komponentli consists of activities related to tourism services and mutually if through a cluster approach is the effective management of such a system. Tourism clusters in the structure of hotels, restaurants, transport services, excursion luxury tour guides in zaamin, it services, advertising agencies, insurance companies and others. The quality of the service will depend on various factors such complex structures. For this reason the evaluation of the effectiveness of cluster indicators in not only economic, but also a satisfactory level of service quality is also an important criteria. Using the servqual model as the cluster service to identify and here the variations on the basis of evaluation are offered. SERVQUAL model service quality that consumers expect, this really who have taken their services with the service between<sup>2</sup> through appraisal is based on the scientific model difference. American scientists in the 1980's this model of Parasuraman, Zeithaml and berry was developed by, and in the present day is one of the most widely used methods in measuring service quality.

This is the most important in tourism effective economic indicator — **multiplikator factor** is. Related indicators included in each unit of this tourism or investment of funds spent tourists areas (agriculture, construction, crafts) how much additional income would create jobs and it shows.

$$K_m = \frac{\Delta Y}{\Delta E}$$

$K_m$  — turistik multiplikator;

$\Delta Y$  — milliy (yoki hududiy) daromadning umumiy o'sishi;

$\Delta E$  — sayyohlarning dastlabki xarajatlari.

Clusters withinthe density is an indirect indicator of effective communication between subjects. The exchange of raw materials and services between the members of a cluster from the outside cluster buying cheap fall, therefore, the economic cluster is effective.

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<sup>2</sup>the president of the republic of uzbekistan 2024-12 year-in January, PP-15-dated).

**Quantitative indicators:**

- General benefits of cluster members:
- Coupled to the dynamics of net profit from the cluster to the next.
- Number of new jobs: in particular, within the framework of the rural population involved in the service chain cluster and women to share.
- The profitability of the investment (of recent): Cluster of public and private investment to infrastructure included the period covered.
- **Institutional weakness:** Cluster a'zolari o'in rtasi o'zaro of confidence, low education , and interests of the coordination of a single "Management company" (the dm) lack of.
- **Infrastructure imbalance:** Major hotels available in - toe'in the present case, them get a go either'arms, electric and water , including'in minot deductions cluster integrity undermine will deliver.
- **Defisit personnel:**the modern cluster for businesses, marketing, management and digital technologies lack of specialists who know.
- **Tax and financial mechanisms:** preferential system for mutual settlements the full form of cluster members.

Today, the economic and social efficiency of the tourism sector, increasing overestimate the role of service quality. Especially, the formation of tourism clusters as a result of the expansion of the scope of services, the increase in the number of joints and the expectation of consumers an increase in the level of modern approaches to the assessment of the quality of service required. In this context, service quality, SERVQUAL, and have them identify the difference in modelimuhim systematic analysis of practical importance, be it tourism clusters in social-economic efficiency in the evaluation will be the basis of a comprehensive methodological. SERVQUAL model in 1980 Parasuraman, Zeithaml and berry developed by the quality of the service the service that customers expect (Expected service) the service that they actually received (Perceived service) by the difference between the assesses. The measure of service quality on the basis of the model is determined by five key: see (Tangibles), reliability (Reliability), responsibility (Responsiveness), persuasion (Assurance), and empathy (Empathy).

**Summary**

Servqual model of service quality on the basis of the evaluation of tourism clusters serves to make a deep analysis of social and economic efficiency. Financial indicators of clusters on the basis of this methodological approach is not only tourism, but creates the opportunity to do a systematic analysis of the real and the quality of service. Using the model, service oriented measures the overall efficiency of the existing differences in the chain that determine the cluster produces. The introduction of systematic assessment of the quality of tourism service in the system of clusters. Each regional tourism 1 –the type of service that we expect visitors tushunishklaster full of members waiting to rise doesn't mean wrong. For example, environmentally friendly transport service foreign visitors to wait, this cluster is not in the service chain. Sentence 2 –the quality of service standards within the cluster is not sufficient service standards are not the same. Although the hotel is the high level of service, transport or tour guides can be at the low level of service in zaamin. Sentence 3 –the quality of service

Really yomonResurs shortage, lack of staff training.Sinxronlashmagan cluster services: the customer does not get to from the airport, restaurant services is delayed . SENTENCE 5 –the difference between expected and received the main difference is that these services will have a direct effect on customer satisfaction.All differences occurs as the result of the previous four. Sentence 4 –advertising and likely is not the truth. The promise of the cluster members (website, advertising, brochures) and actually is not performed. This inability to evoke the impression and negative in tourism.on the basis of SERVQUAL model for measuring the quality of services in a cluster and a monitoring system should be established. Through this cluster participants (hotels, transport, restaurants and others) identify the difference between service and stability is achieved.The use of a single standard on the quality of tourist services quality of service for the same service and mezonlariishlab chiqishva cluster participants should be introduced to the development process.These services ensure that sinxron, sentence 2 and GAP3] reduces. Create a system of regular collection and analysis of customer opinions. Within each cluster on the basis of servqual questionnaires on the type of service the customer expectations and the service received across the study of the difference should be. Engaged in providing services on the basis of customer satisfaction index will identify the weak point. Sinxron to exchange information between cluster participants established that for the purpose of enhancing services. Real-time information exchange in a cluster on digital platforms(e.g., cr systems I, KAZAKHSTAN feedback system) should be introduced.This service ensures that the chain is integral and holistic.

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