

The Power of Hotel Clustering for Enhanced Market Competitiveness

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Annotation: In today's highly competitive hotel industry, the clustering methodology has emerged as an effective form of management for enhancing market competitiveness. This article presents a comprehensive overview of clustering as a strategy for the hotel business, highlighting the work of various researchers in this field. Drawing on the success of the Samarkand region in Uzbekistan, this article underscores the potential of clustering to improve the quality of service in hotels and contribute to the socio-economic development of the region. By exploring the role of tourism clustering in the hotel business, this article concludes that clustering can attract a larger flow of tourists and investments, thereby boosting the overall growth and success of the hotel industry.

Keywords: hotel business, market competitiveness, clustering methodology, socio-economic development, tourism clustering, quality improvement.

Introduction

Cluster methodology in many countries has become one of the proven effective forms of management in the hotel business. This refers to the structural management of groups of objects of the hotel business. The term "cluster" itself denotes an accumulation of united homogeneous elements. Homogeneous elements have certain properties. Abroad, hotel clusters have been created for many years. And mainly in those countries where there were large, strong hotel enterprises. Where the corporate culture is high and there are well-trained skilled workers. On the basis of clustering, large hotel enterprises expand their capabilities. By strengthening their image, they raise the loyalty index of their customers. If small hotel enterprises are able to adapt to constant changes in market situations, then they, using the clustering method, can increase their competitiveness in the hotel services market.

Literature review

M. Porter became one of the first founders in the field of clustering. Its concept is the concentration of interconnected enterprises, suppliers, competing, all who work together on a geographical basis. [1]

N.A Larionova believes that a cluster is a set of business entities of various interrelated industries. [3]

Many foreign researchers have studied the clustering of the hotel services market, since clustering is the basis of innovative development and helps to model hotel activities.

Material and methods of research

In the process of research, to determine the key factors of hotel clustering, we used a dialectical-system approach to the study of economic systems and relationships, a comprehensive assessment, comparative and comparative analysis, a statistical-dynamic approach, grouping methods, as well as optimal methods for assessing the effectiveness of an employment service, the need to use .

Results and its discussion

Since the key factor in clustering is the territorial organization, the Republic of Uzbekistan, having a natural and recreational potential, should use the cluster method for the further development of the hotel business on its territory. The analysis of the cluster formation environment will be the first stage of its strategic development. Some tourists cannot be satisfied only with quality services; they are not satisfied only with price and comfort.

We believe that in regions where such problems arise, it is necessary to use a cluster approach that will increase the influx of tourists. To do this, you need to study the relationship of hotel enterprises with each other in this region (Figure 1)

To form a hotel cluster, firstly, it is necessary to create competitive conditions, improve the quality of services provided, and raise the potential of hotels that are members of this cluster. The socio-economic conditions of the region where the hotel cluster is being formed should also be high.

Here the elements are interconnected. For example, by improving the quality of service in hotel enterprises, it is possible to raise the indicators of the socio-economic growth of the region. The financial situation can be improved by hotel clustering. This will allow us to move on to an even more effective new strategy for the development of hotel services.

New investment projects will appear. Unfortunately, we are lagging behind world standards, but we want to reduce this gap through hotel clustering. Having growth reserves in the hotel business, using management methods, you can achieve your goals. The goal is to increase the flow of tourists, increase the occupancy rate in hotels and similar accommodation facilities.

The development of the hotel business depends on the development of tourism. Therefore, the role of tourist clustering has its beginning in the first years of the transition to a market economy. In 1990, in the Republic of Uzbekistan, the clustering of the tourism sector contributed to the meso-integration of various industries that were interconnected.

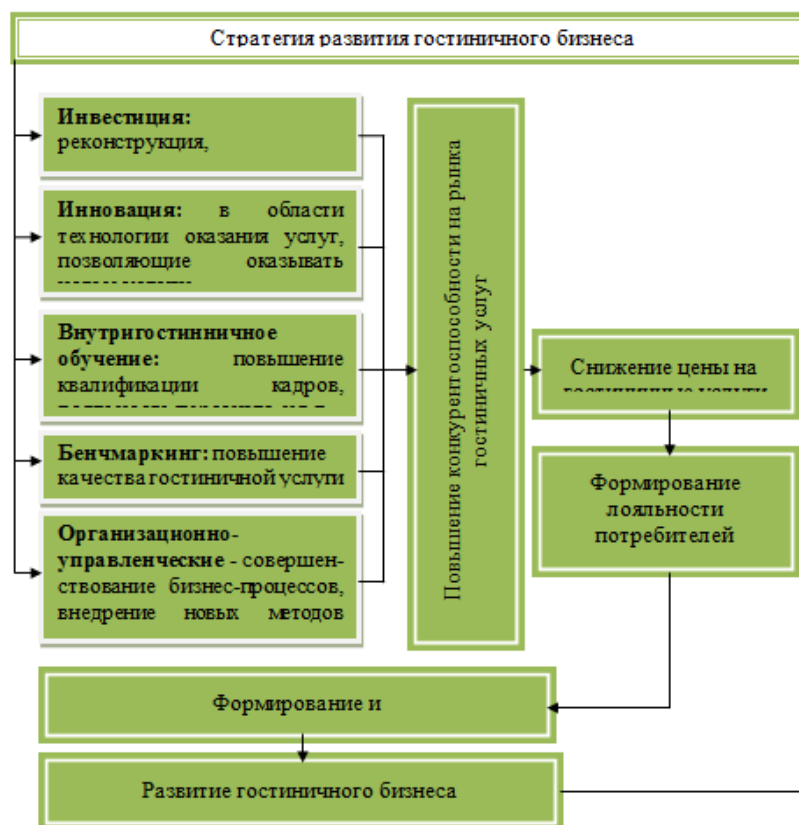


Fig.1. Model of strategy for the further development of the hotel industry¹

¹Developed by the author

In such foreign countries as Italy, Denmark, Finland, Sweden, much attention is paid to the clustering of tourist orientation. Italy, for example, has increased the number of tourists to 80 million people a year, since 60 percent of the world's heritage is located there. [13]

Hotel clustering of the Republic of Uzbekistan and in particular the Samarkand region is directly related to the formation of tourist clustering.

The state allocates funds to make our Samarkand region, along with other regions of the Republic of Uzbekistan, even more attractive in order to benefit from existing potential opportunities.



Rice. 2. Stages of formation of a hotel cluster²

Founded in the 7th century BC, our Samarkand is an ancient historical city. It is included in the UNESCO World Heritage List.

Soon a round-the-clock tourist zone will appear in the center of the city of Samarkand, where modern hotels and restaurants with the highest quality of service will operate.

Today, more than 200 travel companies and other organizations and 151 hotels are active in the Samarkand region, capable of serving 4,500 visitors at the same time.

As of January 1, 2022, there are more than 886 hotel units in the Republic of Uzbekistan. They are able to serve about 4,500 tourists a day. In 2018, on February 3, a Decree was signed on the organization of favorable conditions for the development of the country's tourism potential, as a result of the measures taken, a visa-free

²Developed by the author

regime was established for such countries as Israel, Malaysia, Japan, the Republic of Korea, the Republic of Indonesia, the Republic of Turkey, the Republic of Singapore. Citizens of these countries have received a visa-free regime for 30 days from the moment of arrival. Other countries from the date of adoption of this decree have a simplified procedure for issuing tourist visas. The adopted decree contributed to an increase in the flow of foreign tourists to our republic. Since most tourists from Turkey, Indonesia, Malaysia are interested in holy places, mausoleums of historical significance, we have a program for the development of pilgrimage tourism in the Republic of Uzbekistan. Samarkand region, which has a huge amount of historical heritage, is ready to receive guests to acquaint them with our traditions, religion and culture. A major project for the reconstruction of the Imam Bukhori International Research Center will soon be commissioned. Thirty modern hotel complexes will receive pilgrims from different countries. There will also be recreation areas and food outlets. Investors from Russia, Saudi Arabia, India, and Indonesia offered their projects for the construction of an international research center. It is planned to increase by 2.5 times the number of enterprises engaged in the hotel business by 2025.

To date, 50 cultural heritage sites are being restored and conserved, 51 hotels are being built and reconstructed, more than 100 catering points are being created.

Also, 22 legal acts were adopted to develop and strengthen the tourism industry in the country.

The government decree on measures to accelerate the development of tourism in the Samarkand region and in the city of Samarkand was adopted on June 30, 2017. This resolution of the Cabinet of Ministers contributed, No. 450 (for 2017-2019), to the emergence in the center of the city of Samarkand of the tourist zone "Samarkand city". The objectives of this resolution are being fulfilled. This project also attracted foreign investors. Shopping and entertainment centers and hotels will operate around the clock in this zone. A number of souvenir shops will open along the roads. In addition, karaoke bars, amphitheatres, cafe-bars, restaurants, cottages, gardens will be opened. Entrepreneurs who have opened their business in this zone will receive benefits and will be exempted from some part of mandatory payments. Equipment and materials imported into this zone will not be subject to customs duties and will be exempted from most of the taxes. Such benefits will help entrepreneurs to actively organize their activities and create new jobs. In addition to construction, in the center of the city of the tourist zone, in the Samarkand region, as we said above, other work is being carried out related to the development of the hotel business and tourism. An ecotourism zone will appear in the Samarkand district in the Mirankul mahalla at the expense of a private entrepreneur. This zone will occupy 9.6 hectares. The private entrepreneur plans to invest over \$3 million in this project.

Demonstration of national customs and traditions, holding theatrical concert performances of national music, organizing music shows, light shows, will be organized to create evening leisure for tourists vacationing in the tourist areas of the Samarkand region. Attention is also paid to improving the organization of public catering and restaurant business, transport services in our region. "Afrosiyob" high-speed train has several flights and provides high-quality service to tourists. Construction of new and reconstruction of old roads leading to tourist attractions is underway. In places of mass congestion of tourists, Wi-Fi zones have been installed, terminals and ATMs have been installed at tourist infrastructure facilities, near shops.

To support the brand of the city of Samarkand, thematic festivals are held annually. Thematic festivals "Sharq shirinliklari", "Milliy taomlar", "Samarkand nonlari", "Samarkand hunarmandlari" attract tourists.

New types of tourism have been developed in our country. For the development of pilgrimage tourism, historical objects have been restored and landscaping is underway. Such objects as "Gavsul Azam" in the Urgut region, "Khazrati Davud" in the Nurabad region, "Imam al-Bukhari" in the Payarik region are objects of pilgrimage. 39.34 billion soums have been allocated for the restoration of these facilities, which will double the flow of tourists in 2023.

Conclusions

Pretexts to use directions that affect the development of the tourism industry, and, accordingly, the sphere of the hotel business in the region:

1. Continue to improve existing tourist and hotel services.
2. Implement new types of tourism in practice: educational tourism, ecological tourism, shopping tourism, pilgrimage tourism, gastronomic tourism, medical tourism.
3. Taking into account the needs of consumers of hotel services, improve the quality and types of services in hotel enterprises.
4. To create new hotel services, this requires new standards of hotel services.
5. Expand the application of marketing research in the hospitality industry
6. Create a tourist infrastructure that meets international standards, develop new tourist routes.
7. To develop the modern market of hotel services, involve the local community, ensure the safety of the activities of hotel enterprises.
8. Establish communication between hotels and regional structures in order to understand their needs.

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