

## **YOUTH TOURISM AS AN OBJECT OF CLUSTER APPROACH APPLICATION**

**Nurbek Jabbarov\***

\*Student,

Faculty of Economics,  
Urgench State University,  
Urgench, UZBEKISTAN

Email id: nurbekjabbarovursu@mail.ru

**DOI: 10.5958/2249-7307.2022.00051.2**

---

### **ABSTRACT**

*Nowadays the sphere of youth tourism seems to be a very promising and relevant type of tourism, which includes a variety of directions and forms that contribute to the implementation of tourist services.*

**KEYWORDS:** *Youth Tourism, Cluster Of Touristic Sphere, Cluster Structure, Clusters Targets.*

---

### **INTRODUCTION**

Cluster structures in the field of tourism and hospitality actively develop both in Uzbekistan and abroad, but, at the same time, not enough attention is paid to the creation of clusters in the youth tourism sphere. This phenomenon is based both on the peculiarities of youth tourism associated with insufficient profitability in relation to individual entrepreneurial activity, with an increased level in terms of consumer safety, etc., and the fact of the need for control and regulatory activities of various ministries and departments. Their functioning in one way or another connected with the work of providing and protecting children and youth. Along with this, the implementation of clusters of territorial and municipal character, able to function effectively in the field of youth tourism (YT) would give the opportunity to solve many problems that face the industry as a whole.

Contrary to the seeming difference in the formation of a single definition of such a concept as youth tourism cluster, it can be formulated by using the author's interpretation of the essence and nature of tourism cluster. The youth tourism cluster can be understood as a multifunctional association of public institutions and agencies. In addition, this definition should include enterprises of the tourist market, as well as enterprises related to related industries. Joint activity of such enterprises should be determined and regulated by the state. The basis in this case should be socio-demographic priorities, as well as cultural and moral values of society. This process is implemented at the expense of modern innovative technologies in the spatial boundaries of a particular territory or region. It should be noted that this definition differs from the universal definition. Let us consider the key differences:

Public institutions and institutions have a priority in the creation and implementation of tourist products for children and youth in the clusters of youth tourism in comparison with the organizations of the tourist market, as well as organizations related to related industries.

Socio-demographic priorities, as well as cultural and moral values of society come first. That is, there is no clear focus exclusively on obtaining material and financial benefits.

Concentration of cluster formations of youth tourism in certain territories, municipalities or specific regions.

During the development of practice-oriented model of youth tourism cluster it is necessary to take into account a number of universal aspects related to the general characteristic of any cluster structure. These include:

Objectives related to the creation of the MT cluster and their relationship to the functional component of the tourism cluster,

The main tasks, which are implemented in the process of MT cluster activity;

Typology of MT clusters according to certain classification criteria;

The scheme of interaction of the MT cluster with public authorities of different levels and orientation;

Stages of construction and development of cluster structure in the sphere of youth tourism.

Let's analyze the above items, taking into account their specificity, in the process of forming a youth tourism cluster. The purpose of the creation of cluster formations in the area under study should be a close relationship with the characteristics of youth tourism as a sector of tourism. It is also necessary to take into account certain trends and dynamics of development of the phenomenon under consideration in Uzbekistan. Hence, the basic target areas of the process of creation of tourism clusters in the sphere of tourism.

Target directions of the process of tourist clusters creation in the sphere of youth tourism

Objective 1: Coordination of all levels and private businesses to ensure successful operation of the youth tourism system in the RU

Goal 2: Formation of moral and ethical behavior and patriotism in modern children and youth through participation in youth tourism programs

Goal 3: Promotion of priority state policies in the sphere of domestic tourism

Objective 4: Development of an optimal model for the introduction of the theory and practice of children's and youth tourism in the educational process throughout the educational cycle

Objective 5: Monitoring the functioning and quality control of services provided in the youth tourism cluster

Goal 6: Support the development of physical education and sport, promotion of healthy lifestyles among children and youth

Each goal corresponds to a set of certain tasks which is focused on the final result. Solving these objectives ensures the stable operation of the tourism cluster in this segment of the market. An important aspect in the process of modeling tourism cluster in the sphere of youth tourism should be recognized the correctness of its definition and the selection of characteristic features and characteristics, based on the classification features inherent in any cluster in the tourism and hospitality.

## **REFERENCES**

1. Levchenko, T.P. Methodological approaches to the formation of an innovative cluster of destinations / T.P. Levchenko // *European Journal of Economic Studies*. 2012.- T. 2. № 2.- C. 107-111.
2. Kropinova E.G., Mitrofanova A.V. Regional tourist cluster as tourist-recreational

system of the regional level / E.G. Kropinova, A.V. Mitrofanova // Regional Studies. 2011. 40-46.

3. Grishin, S.Y. The formation of an integrated management system of tourist activity in modern conditions / S.Y. Grishin // Theory and Practice of Service: Economics, Social Sphere Technology. - 2014. - № 1 (19).- C. 131-140.
4. Grishin, S.Y. The advantages of creation and development of tourist clusters as a basic element of the national economy / S.Y. Grishin // Problems of modern economy (St. Petersburg).- 2016.- №1. - C. 166-170.
5. Bogolyubov V.S., Bogolyubova S.A., Kryga A.V. Tourism as a large socio-economic system of the region: development management: monograph / V.S. Bogolyubov, Bogolyubova S.A., Kryga A.V. - Saint Petersburg: Publishing house of Saint Petersburg State Engineering and Economic University, 2012.