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IMPROVING TYPES TOURISTIC-RECREATIONAL SERVICES BASED ON CLUSTER APPROACHES IN THE CASE OF KHOREZM REGION

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Abstract

Today, the role of tourism in the economic development of the countries of the world is gaining great importance. The fact that this sector is considered as one of the drivers of the economy in the reforms carried out in Uzbekistan indicates the relevance of the research works in this sector. Based on the above, this article analyzes the field of tourist recreation of the Khorezm region. The survey results were analyzed using the Euclidean distance method based on the cluster approach. Based on the obtained results, the types of tourist recreation are divided into 4 groups, and based on these, the organization of 3 clusters is based.

Key words: tourism, recreational services, cluster analyzes, Euclidean distance.

KLASTER YONDASHUVLARI ASOSIDA TURISTIK-REKREATSION XIZMATLAR TURLARINI TAKOMILLASHTIRISH XORAZM VILOYATI MISOLIDA

Ibadullaev Ergash Bakturdiyevich

Urganch davlat universiteti “Iqtisodiyot” kafedrasida dotsenti

Annotatsiya

Bugungi kunda dunyo mamlakatlarning iqtisodiy rivojlanishida turizm sohasining o'rni katta ahamiyat kasb qilmoqda. Mamlakatimizda amalga oshirilayotgan islohatlarda ham aynan ushbu sohani iqtisodiyotning drayverlaridan biri sifatida qaralayotganligi ushbu sohada amalga oshirilayotgan tadqiqot ishlarining dolzarbligini bildiradi. Yuqoridagilardan kelib chiqqan holda ushbu maqolada Xorazm viloyatining turistik rekreatsiya sohasi tahlil qilingan. Tadqiqot ishida o'tkazilgan so'rovnoma natijalari klasterli yondashuv asosida tahlil “Euclidean” masofasi metodi yordamida tahlil qilingan. Olingan natijalar asosida turistik rekreatsiya turlari 4 ta guruhga ajratilgan va shular asosida 3 ta klaster tashkil qilish asoslangan.

Kalit so'zlar: turizm, rekreatsiya xizmatlari, klaster tahlil, “Euclidean” masofasi.

СОВЕРШЕНСТВОВАНИЕ ВИДОВ ТУРИСТСКО-РЕКРЕАЦИОННЫХ УСЛУГ НА ОСНОВЕ КЛАСТЕРНЫХ ПОДХОДОВ НА ПРИМЕРЕ ХОРЕЗМСКОЙ ОБЛАСТИ

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Аннотация

В настоящее время роль туризма в экономическом развитии стран мира приобретает большое значение. Тот факт, что этот сектор рассматривается как один из драйверов экономики в проводимых в нашей стране реформах, свидетельствует об актуальности исследований в этом

секторе. На основании вышеизложенного в данной статье анализируется сфера туристского отдыха Хорезмской области. Результаты опроса анализировались методом евклидова расстояния на основе кластерного подхода. На основании полученных результатов виды туристской рекреации разделены на 4 группы и на их основе построены 3 кластера.

Ключевые слова: туризм, рекреационные услуги, кластерный анализ, Euclidean расстояние.

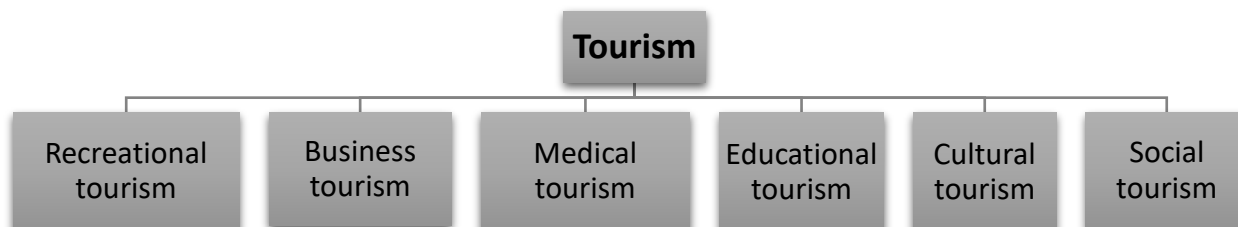
Introduction

As a result of the strengthening of the processes of globalization in the world economy tourism is becoming one of the main sectors of the economy of the world countries. "The demand for tourist and recreation services is increasing in the countries of the world. In particular, in 2021 itself, 80 percent of the export of tourist services was accounted for by recreation and 20 percent by business tourism. In particular, in 2021, 85 percent of the total spending on tourist and recreation services was made up of domestic tourists and 15 percent of international tourists [1]. In the conditions of the innovative economy, the development of the tourist services market as an area of not only economic, but also social importance remains an urgent issue.

For the last years a number of scientific researches are being carried out to determine the characteristics and trends of the development of tourist recreation services, taking into account the specific aspects of the regions, using the opportunities of the region's tourist recreation based on modern approaches. Scientific studies on improvement of organizational-economic mechanisms and methodological aspects of development of touristic-recreational services in the regions, assessment of factors affecting the provision of touristic-recreational services, improvement based on cluster approaches, and determination of network prospects based on modeling regional touristic-recreational services are considered as priorities.

Literature review

The term "recreation" in tourism was first used in the 14th century, in English-language literature, in the sense of "refreshment or curing of a sick person" [2]. Over time, this term was formed, by the 90s of the XIX century [7], recreation in the United States began to be used in the scientific literature in the sense of organizing weekends and holidays allocated during fixed working days, and it meant restoring the health lost during the course of a person's daily life [3]. "Recreation" (in Polish, rekreacja means rest, rekreacja means restoration) is understood as the restoration of human strength lost during work. It is mentioned that the type of recreation to be used is chosen based on the socio-economic status of the recreationists [4]. S. Williams, one of the foreign scientists, emphasizes that recreation is an integral part of tourism and emphasized that it is necessary to distinguish the difference and connection between simple recreation, recreation and tourism. Also, in his definition for tourism types, Williams indicated recreational tourism as a separate type of tourism (figure 1)



Williams' typology of tourism (figure 1) [5].

According to Charles R. Goeldener and J.R. Brent Richie, another western scholar, depending on the type of tourism, recreation can become a primary or secondary activity during a visit. For example, while recreation becomes a secondary activity in shopping,

gastronomic, MICE, business tourism types, it becomes a primary activity in ecological, historical-cultural tourism types [6].

In this paper the object is Khorezm region which is located in Uzbekistan, Central Asia and tourism is considered potential driver of state economy. So far several researches have been done in this field and recreation related studies are summarized in the following table.

Table 1.

Recreation related researches and their finding in the case of Uzbekistan [10,11,12, 8].

Author	Paper title	Research object	Main findings and contribution
Z.I Usmanova 2018	Characteristics and trends of development of touristic and recreational services in Uzbekistan.	Samarkand region	a unified information-analytical management system of enterprises in the field of touristic-recreational services that coordinates the potential of touristic-recreational services in the region (Samarkand) is proposed
A.A Sadullaev 2019	Geography of tourism and recreation	Uzbekistan	theory of recreation is covered and the terms have been classified
Z.T Abdulhakimov 2020	Improvement of the organizational and economic basis of the use of recreation in the region	Namangan region	on the basis of the "7-M" conceptual model of competitiveness, five-stage development paths of "7M-Gravity Clubs" at the mono, mini, micro, meta, meso, macro, mega levels of attracting recreationists have been developed;
A.T Mirzayev 2021	Improving the methodology of management of tourism and recreation activities in Uzbekistan	Fergana region	management efficiency is based on the scenario approach to the methodology of choosing and making management decisions in tourism-recreational systems, the decision-making model (payment matrix) under conditions of uncertainty, and the most optimal option of the target program
Sh.Sh Baxtiyorov 2022	Improvement of mechanisms of formation of tourist-recreational clusters based on innovative approaches	Khorezm region	In Khiva smart tourist destination, which includes eco-tourist zones of Khorezm region, it is aimed to organize tourist-recreational clusters "Khiva smart tourist-recreational cluster", "Amudarya ecological zone", "Kal'ajik salt water" and "Hazorasp historical-archaeological park" compliance based;
E.B Ibadullaev 2023	Improving the mechanism of development of tourist and recreational services in the region	Khorezm region	The concept of "tourist-recreational services" has been developed based on the geographic location of the regions of Tashkent, Fergana, Southern, Mirzachol, Zarafshan and Lower Amudarya, in terms of natural, socio-economic, and demographic aspects of the Republic of Uzbekistan;

Source: Author's development

From the previous studies it can be summarized that touristic recreational services has been studied from different side but the origin is the same. This means that in Uzbekistan the main resources of recreation is mainly sanatoriums, nature based tourism resources and resorts.

Research Methodology

The methodology used by this study was based on the study and analysis of the literature on the topic. We used the method of integrated literature review. As well as new literature on the subject and promising project information were studied, and methods such as analysis, critical thinking, generalization and cluster analyzes approach methods were used.

Analysis and results

Since the object of our research work is the Khorezm region, taking into account the above criteria, we divided the types of recreation into the following 6 directions:

1. Pilgrimage
2. Sports
3. Sanatorium-resort
4. Recreational parks
5. Attractions
6. Nature (Agritourism places)

Since determining the degree of connection between these types of recreation is one of the main goals of our research, we used the cluster analysis method "Cluster Analyzes", which is widely used in various fields today. Cluster analysis is a multivariate method, and on the basis of groups of variables calculated in this analysis, similar subjects are divided into several groups. Cluster analysis has no mechanism for distinguishing between relevant and irrelevant variables. Therefore, the selection of variables included in the cluster analysis should be informed by conceptual considerations. This is important because the clusters formed are highly dependent on the input variables.

The data used in cluster analysis can be interval, ordinal or categorical depending on the field of use, but the use of different variables in the analysis process can cause the process to become more complicated. Therefore, when using cluster analysis, it is necessary to have a certain method for calculating the distance between subjects, taking into account what type of data is available. Currently, there are several methods of this type, and the most common method among them is "Euclidean distance".

Suppose n sets each have p (X_1, X_2, \dots, X_p) elements. Then set i will have elements $x_{i1}, x_{i2}, \dots, x_{ip}$, set j will have elements $x_{j1}, x_{j2}, \dots, x_{jp}$. The distance d_{ij} between these two sets is calculated using the following "Euclidean distance" formula:

$$d_{ij} = \sqrt{(x_{i1} - x_{j1})^2 + (x_{i2} - x_{j2})^2 + \dots + (x_{ip} - x_{jp})^2} \quad (1)$$

When using this scale, the scale of measurement of the variables in question is a problem, because changing the scale affects the distance between objects (for example, a difference of 10 cm can be a difference of 100 mm). Also, if one variable has a much wider range than the others, that variable will have the upper hand. In this case, the solution to the problem is to standardize each variable. But another problem in this case is that this modification increases the tendency to decrease the distances between clusters. This is because if a certain selected variable separates the subjects well, it will have a large

difference because the variability in the cluster is high, and if this indicator is standardized, the separation between the clusters will be less.

In order to divide the types of tourist recreation in Khorezm region into clusters, based on the above considerations, the degree of proximity to each other was formed based on the indicators of the development of types of tourist recreation. A survey was conducted among the residents of the region. In determining the level of proximity of the above types of recreation to each other, the survey provided the determination of the following main indicators:

- which of the mentioned types of recreation is used;
- high demand for what type of recreation in the region;
- what type of recreation is used during and after the pandemic;
- the average time spent on the mentioned types of recreation in a year;
- the average amount spent in one year on the listed types of recreation;
- seasonality of use of recreation type;

This survey was conducted among 404 permanent residents of the region, and on the basis of the results, the degree of proximity to each other in the 6 types of recreation listed above was determined [9].

Table 2

The level of proximity to each other based on the indicators of the development of tourist recreation types in the Khorezm region (calculated on the basis of "Euclidean distance")

	Pilgrimage	Sports	Sanatorium-resort	Recreational parks	Places of interest	Nature (Agritourism places)
Pilgrimage	0,000					
Sports	2,848	0,000				
Sanatorium-resort	2,066	3,801	0,000			
Recreational parks	0,863	2,597	2,908	0,000		
Places of interest	0,661	2,723	2,723	0,228	0,000	
Nature (Agritourism places)	0,399	2,883	1,673	1,238	1,050	0,000

Source: Author's development

According to the data of the above table, the closest distance to the type of recreation "Pilgrimage" is "Nature" 0.399 units, "Visit to attractions" 0.661, "Recreational parks" 0.86, "Sanatorium-resort facilities" 2.066 and the furthest distance is "Sports". it can be seen that the type is at a distance of 2.848 units. If we pay attention to the type of sport, it is located at a much longer distance than all types of recreation, that is, the time, funds and time spent by recreationists on this type of recreation differed compared to other types of recreation. The sanatorium-resort type is located at a distance of 3,801 units compared to the longest Sport type, and 1,673 units compared to the shortest Nature type. Also, the Parks type is very close to attractions, and the Sanatorium-resort type is the farthest. In addition, Attractions type is 2,723 units away from Sport and Sanatorium-resort types, and Nature

type is 2,883 units away from Sport type. Based on the analysis of the degree of proximity of the above types of recreation, the state of clustering is presented

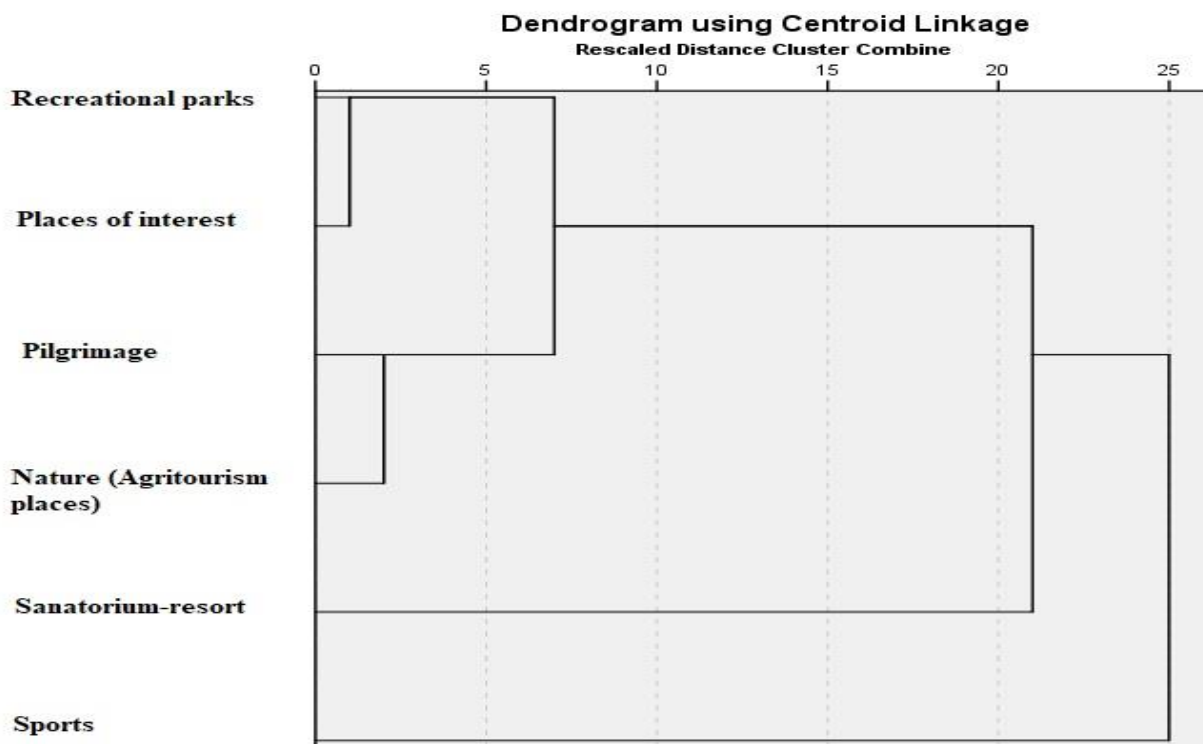


Figure 2. Dendrogram image based on indicators of development of types of tourist recreation in Khorezm region.

Source: Author’s development based on findings

The types of tourist recreation are given on the ordinate (vertical) axis of the dendrogram, and the distance (in mm) between the types of tourist recreation is expressed on the abscissa (horizontal) axis. According to the dendrogram image, the type of Attractions and the type of Recreational Parks formed the first cluster, that is, the distance between them represented the smallest value. At the last stage, Pilgrimage type and Nature type formed the next cluster. Also, the Sanatorium-resort type was added as a separate cluster to the cluster formed by the Pilgrimage and Leisure Parks type, in this case the distance was more than 2.0 units. That is, each of the Sports, Sanatorium-resort types of tourist recreation requires to be divided into separate clusters (groups). Based on the above, we would like to propose to divide the types of tourist recreation of Khorezm region into the following clusters

Table 3

Separation of types of tourist recreation in Khorezm region into clusters

Cluster sequence number	Types of recreation
1	Pilgrimage-Nature (Agritourism places)
2	Sports
3	Sanatorium-resort
4	Amusement parks - places of interest

Source: Author’s development based on findings

According to the above table, tourist recreation types Pilgrimage - Nature types are leading, Sports, Sanatorium-resort types are potential leaders, and Recreational parks - Attractions types are developing clusters. In the course of our research work, we found it appropriate to analyze the potential of the districts and cities located in the Khorezm region in terms of types of recreational tourism based on the clusters of these 4 groups, and thereby determine the prospects for types of recreation in the regions.

Khorezm region is located in the north-western part of our republic and its land area is 6.1 thousand square km. Administratively, the region consists of 11 districts and 2 cities. Khorezm region is one of the developed tourism centers of our country. During 2021, 39.8 thousand foreigners and 1254.7 local tourists visited the region, totaling 1294.5 thousand tourists. Almost all regions of the region have potential for various types of tourism. In the course of our research work, we analyzed districts and cities on the basis of a 5-point scale, taking into account the available tourist resources and the levels of their use, according to the 4 clusters formed above, according to 6 types of recreation.

Table 4

Analysis of the potential of districts and cities of Khorezm region in terms of recreational clusters.

Cities and districts	Cluster 1 Pilgrimage-Nature (Agritourism places)	Cluster 2 Sports	Cluster 3 Sanatorium- resort	Cluster 4 Amusement parks - places of interest
Urgench city	3	5	5	5
Khiva city	4	4	2	5
Bagat district	5	3	5	3
Gurlen district	4	3	5	3
Kushkupir district	4	3	2	3
Urgench district	4	3	5	3
Khozarasp district	4	3	2	3
Tuproqqa’la district	4	3	2	3
Khonqa district	3	4	5	4
Khiva district	5	3	2	4
Shovot district	5	3	5	3
Yangiariq district	5	2	2	4
Yangibazar district	4	2	2	3

Source: Author’s development based on findings

As can be seen from the table data, in the city of Urganch other types of nature and pilgrimage are very well developed. The cities of the region have good results in terms of the availability of recreation parks and attractions, while most districts have a low score in the sanatorium-resort cluster. Sanatorium-resort facilities are well organized in Gurlan, Shavot, Khanka, Bogot districts and Urganch city. Based on the existing recreation potential of the region, the types of recreation in the regions and cities were divided into groups as follows, taking into account the existing recreational tourism resources in the 4 clusters formed above (Table 3.2.4). As can be seen from the tables, districts and cities in the region have different levels of potential for recreational tourism. Including the 1st cluster of Pilgrimage

and Nature types in Bogot, Shavot, Khozarasp districts and the city of Khiva, the largest pilgrimage sites of the region, including Yusuf Khamadoni, Pahlovon Mahmud located in the area of Ichan Qala, Said Alovuddin Pir, Uch Avliyo Baba Pilgrimage Site, Said Mokhi Royi Jahan, Voyangan Baba, Sheikh Mukhtar Vali and other places of pilgrimage are located, and a total of 283,892 tourists visited these places during 2021. There are opportunities for nature tourism in almost all regions of the region, because the region is located on the shores of the Amudarya, besides, the lakes of Govvuk and Eshonravot and small reservoirs attract recreationists mainly in the summer season.

Table 5

Cluster groups of districts and cities of Khorezm region by types of recreation

Naming of clusters of recreation types	Area with high potential	Available recreational tourism resources
Pilgrimage-Nature (Agritourism places)	Bogot, Khiva, Shavot, Yangibazar, Yangariq, Khiva District, Khozarasp Khanka District	Ichan castle; Kalajik Castle tourist complex; Amudarya banks; Ota-Kharrot tourist resort; Karakol tourist complex; Valiko plus tourist complex; Kuronboy temirchi agrotourism resort; Bubble Lake; Lake Eshonravot; Forestry located in "Cholish" settlement; Tent yard; Solomon's Castle; Dashkin Bobo complex; Yusuf Khamadoni shrine; Shores of Shavat Canal; The banks of the Gozovot canal "Beshmergan" tourist village "Sheikh Mukhtar Vali"-
Sports	Urganch sh, Urganch t, Koshkopir T Bogot, Tuproqkala	Manej sports complex; Mini-football fields; Tennis courts; Swimming pools; Riding School;
Sanatorium-resort	Urganch sh, Khanka, Shavat, Gurlan, Bogot	"Khonka" sanatorium; Sanatorium "Green Grand Garden"; "Obi-Hayat" sanatorium; Sanatorium "Gurlan"; "Urganch" sanatoriums; Bogot kalajik castle health resort;
Amusement parks - places of interest	Urganch, Tuproqkala, Khiva, Urganch, Khazorasp, Koshkopir, Yangiarik	Amir Temur amusement park; District parks; Khiva City Recreation Park; Jalaluddin Manguberdi square; Avesto Complex; Ulli Havli complex; Ichan Castle Complex; Nurillaboy Palace;

		Al-Beruni architectural complex; Al-Khorazmi architectural complex; Komiljon Otaniyozov House Museum; "Deshan Castle" state museum-reserve; Picture Gallery; Solomon's Castle; Avesta Museum;
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Source: Author's development based on findings

According to the second sports cluster, mainly Urganch district and Urganch city of the region have a significant advantage over other districts and cities. The main reason for this is the location of the Manej sports complex in Urganch, where residents can practice almost all types of sports. In addition, it is planned to restore the Riding School that was operating in Urganch district.

Sanatoriums are included in the third cluster, and as we have seen in the second chapter, the region cannot compete with most regions of our republic in terms of this type of recreation. Among these sanatoriums, Gurlan sanatorium and Obi-Hayot sanatoriums located in Shavat district offer the most services. The Kalajik castle healing place located in Bogot district has its own healing mud and water, and it is the region with the highest potential for recreational tourism.

According to the fourth cluster, the cities of Urganch and Khiva have relatively high potential. Recreational parks are available in all districts and cities, but the ones that meet the requirements of the time in terms of infrastructure are the recreational parks located in Khiva and Urganch. Attractions are also located in the centers of Ichan Castle and Urganch, located in the city of Khiva. Ulli yard complex located in Urganch district is also a popular tourist destination among tourists.

Conclusion/Recommendations

Tourist and recreation services such as "Ulli Pir" (Yusuf Hamadoni) - "Beshmergan" tourist village in Shavat district of Khorezm region, "Sheikh Mukhtar Vali" - "Kuranboy blacksmith agrotourism center" in Yangariq district, and "Pahlavon Mahmud" shrine - Govvuk lake in Khiva city a method of dividing the development indicators into pilgrimage-nature clusters with a high level of similarity based on the "Euclidean distance" is proposed.

After analyzing tourism resources the following tourist recreation clusters are recommended to establish in Khorezm region.

a) Cluster Pilgrimage-Nature (Agritourism places) in Shavat district and the routine could include Shrine of "Ulli Pir" (Yusuf Hamadoni) - tourist village "Beshmergan" tourism destinations. In this cluster the main participants are "Vayangan Baba" shrine, Park "Komiljon Otaniyozov recreation", "Katkala" historical archeological object and "Shavot Obi-Hayat" sanatorium.

b) Cluster Pilgrimage-Nature (Agritourism places) in Yangariq and Khinqa districts and the routine could include "Sheikh Mukhtar Vali" shrine, "Quranboy temirchi" agrotourism center tourism destinations. In this cluster the main participants are "Khonka" sanatorium, The village of "Okmachit" is a tourist destination in the area where the "German Mennonites" lived.

a) Cluster Pilgrimage-Nature (Agritourism places) in Khiva city and the routine could include "Pahlavan Mahmud" shrine - Govvuk lake tourism destinations. In this cluster the

main participants are "Ichan Qala" state museum reserve, "Govvuk lake" and "Govvuk tourism village". In addition, in all clusters cluster coordinating council, local authorities and self-government bodies, craftsmen and souvenir makers, accommodation facilities and catering establishments, transport service companies and tour operators and travel agencies are included.

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