

# Tools for the Application of the Cluster Approach for the Development of Agro-Ecotourism in Rural Areas of Uzbekistan

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**Annotation.** *The article proposes the development of agro-ecotourism as an effective mechanism for sustainable development of rural areas of the Republic of Uzbekistan. The proposal to use the cluster approach for the development of agro-ecotourism in a certain area has been scientifically substantiated. A model for the formation of an agroecocluster in the village of Mironkul was developed*

**Key words:** *cluster, cluster approach, agrarian tourism, agro-ecotourism, agro-ecocluster, scientific and educational sector, management sector, coordination.*

## Introduction

Today, the population of the Republic of Uzbekistan is 34558.91 thousand people, 49.4% of whom live in rural areas. In most rural areas, agriculture is the main sphere of employment for rural residents. However, non-agricultural activities that concentrate surplus labor in rural areas are not well developed. Tourism can serve as such an activity. One of the priority, in our opinion, types of tourism, which must be paid attention to in the process of developing this industry and attracting additional tourists, is agro-ecotourism tourism. This direction can become one of the important sources of income for rural areas and a market niche for many rural entrepreneurs.

The development of tourism activities, as you know, stimulates the inflow of funds, innovations, and investments into the region, contributes to the development of infrastructure industries, traditional

119	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume:5 Issue: 6 in Jun-2022 <a href="https://www.grnjournals.us/index.php/AJEBM">https://www.grnjournals.us/index.php/AJEBM</a>
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crafts, and crafts, and also solves important socio-economic and environmental problems of rural areas. Consequently, properly planned and organized rural tourism can become one of the promising areas of restructuring the rural economy, a factor in the revival and socio-economic development of rural areas of the country.

Agro-ecotourism is purposeful travel to rural areas with relatively undisturbed ecosystems and ethnocultural complexes that provide a direct contribution to solving the problems of the rural population and are subject to an adequate management regime based on sustainable development.

The potential of Uzbekistan for the development of agro-ecotourism is enormous. But today the development of agro-ecotourism in the regions of Uzbekistan is constrained by some obstacles on the way of its promotion. The main problems of the development of rural tourism in the regions of the Republic of Uzbekistan:

- the need for agro-ecotourism in the regulatory and legal framework;
- lack of a targeted state program with a financial orientation for the development of tourism in rural areas;
- imperfect mechanisms for creating a favorable investment climate in the field of rural tourism;
- underdeveloped infrastructure of rural areas, including the road network, transport, consumer services, etc.;
- insufficient awareness of rural residents about the possibilities of rural tourism;
- lack of qualified personnel in the field of rural tourism, etc.

As factors influencing the agro-ecotourism potential of rural areas, one should also consider the totality of organizational and economic and legal conditions for organizing and conducting agro-ecotourism activities [1].

To solve these problems, it is necessary to interact between government structures, business, a wide range of interested organizations of various levels, local communities. This requires joining efforts of all interested participants in tourism processes, which include:

- business entities that directly provide agro-ecotourism services, including travel companies and tour operators, agricultural organizations, peasant farms and personal subsidiary plots, as well as individual households;
- organizations and institutions that ensure the effective functioning of the above economic entities, including government bodies, financial and credit institutions and investment companies, motor transport companies, hospitality enterprises, advertising agencies, scientific and educational institutions and organizations, and others.

A regional agro-ecotourism cluster can become a tool for organizing such interaction.

## Literature review

Theoretical and applied aspects of the development of agritourism in the countryside are considered in the works of O.A. Blinov, S.K. Volkova, L.V. Dubinicheva, E.L. Dugina, V.I. Elagina, E.G. Imskenova, T.M. Korsunova, V.A. Kundius, V.Ts. Petushinova, M.A. Rabkanova, P.M. Sovetov, V.V. Chermyanina, O. V. Shumakova and others. Meanwhile, the methodology for determining the potential tourist attractiveness of individual rural areas within the region, the problems of their development and other important aspects of the research topic have not been sufficiently studied and remain open.

When studying the terms reflecting the field of activity related to tourism in rural areas, in many countries of the world it was found that there is no single methodological approach. There are a large number of definitions of such a concept as «agritourism», each of which reveals its important specific

features. Its interpretation is constantly being refined and supplemented by many researchers and scientists, some of them are presented in Table 1.

**Table 1. Definitions of «Agritourism»**

Author	Definitions
Dubinicheva L.V., Sovetov P.M.	type of tourism activity for the use of natural, cultural, historical and other resources of rural areas to create a complex product, when the accommodation of tourists is assumed by the host party [2].
Dugina Y.L., V. Petushinova	a type of tourist and cognitive, vigorous activity in which the tourist takes a direct part in the household life of the host country and has a minimal anthropogenic impact, within the framework of sustainable development [3].
Elagin V.I.	a type of tourism that involves a temporary stay of tourists in rural areas for the purpose of recreation and / or participation in agricultural work [4].
Korsunova T.M., Imskenova E.G.	the form of recreation is focused on acquaintance with the village life, the specifics of local agricultural nature management, the peculiarities of local cuisine, traditions of ethnic groups [5].

Agro-ecotourism is an element of sustainable tourism and a type of tourism that partially overlaps with ecological tourism. Sustainable tourism is defined as tourism, which implies an unlimited long-term maintenance of the resources on which it is based.

In the practice of developing the tourism industry in many countries, ecotourism and agritourism are complementary and interrelated concepts. Moreover, in modern international practice, a number of related - «sparing» in terms of impact on the environment and the local community and similar in motivation types of tourism (including rural, farming, rural, sports, culinary, adventure, extreme, etc.) - are often combined into a single the sphere of agro-ecotourism.

To date, a number of scientific works have been formed on a number of issues of the development of agro-ecotourism in rural areas of different countries.

V.A. Ignatenko, in his work, considered the problems of the development of agritourism as a direction of ecological tourism in the Russian Federation, as well as the role of consultative and advisory bodies under the authorities in the development of this direction of the tourism industry. The author conducts a comparative legal analysis of the role of advisory bodies of the Republic of Belarus in the development of this tourism sector, in comparison with the activities of similar legal institutions of the Russian Federation.

S.P. Saskevich outlined the reasons and main aspects of minimizing the negative impact of the shadow economy on the agro-ecotourism sector [6].

S.A. Demyanov, in his work, considered the formation and development of agritourism clusters as one of the most effective forms of territorial organization of agritourism business, and also studied the formation of agro-tourist clusters in the conditions of the Belarusian economy [7].

L.M. Gaidukevich studied the issues of training specialists for the sphere of agro-ecotourism at the Belarusian State University, the necessity of which was substantiated by the author for the necessity of: raising the professional qualifications of organizers of agro-ecotourism; scientific support of public-private partnership in the development of agro-ecotourism; involving youth in the development of small and medium-sized businesses in the countryside; effective promotion of the agro-eco-farmstead tourism product to the domestic and international markets [8].

## Methodology

121	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume:5 Issue: 6 in Jun-2022 <a href="https://www.grnjournals.us/index.php/AJEBM">https://www.grnjournals.us/index.php/AJEBM</a>
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The authors proposed a cluster technique for the development of agro-ecotourism in the village of Mironkul.

The term «cluster» (English cluster - bunch, brush, bundle, cluster) has long been used in many sciences, primarily natural - mathematics, astronomy, chemistry, nuclear physics. In the economic and economic-geographical literature, this term began to be used intensively only in the last two decades, after the publication of an article by the American economist M. Porter «Competitive advantages of countries» (1990). It defines clusters as “geographically concentrated groups of related companies, specialized suppliers, service providers, firms in their respective industries, and related organizations (such as universities, standards agencies, and trade associations) in specific areas that are competing but at the same time leading joint work « [9].

One of the first scientists who tried to apply the concept of an industrial cluster to tourism is M. Monford [10].

The possibility of using the cluster approach in order to improve the efficiency of tourist activities has been widely considered by various foreign researchers.

Scientists such as L. Kanina, K. Enz and J. Harrison, F. Gough and E. Williams, J. Jackson and P. Murphy, A. Machiavelli, I. Michael, S. Nordin, J. Saxena, R. Tinsley and P. Lynch, K. Hall deeply studied the features of the formation and development of clusters in the field of hospitality and tourism. J. Ritchie and J. Crouch, K. Gutierrez and I. Bordas applied the Porter competitiveness model - a model demonstrating the necessary conditions for the emergence and successful development of certain clusters - to various tourist areas [11]. K. Karamanidis adapted this model to tourism in Greece, and E. Kok - to the analysis of tourist clusters in Turkey. Among recent studies devoted to the consideration of specific cases on the implementation of cluster initiatives in tourism, one can single out the works of I. Michael, I. Friedrich, I. Gummensson, S. Nordin, M. Novelli, B. Schmitz, T. Spencer [12], as well as research conducted by the World Tourism Organization [13; 14].

In our opinion, a tourist cluster is a system of geographically localized interconnected competitive business structures closely interacting with government bodies, public organizations, educational, scientific institutions, directly or indirectly participating in the technological process of providing tourist services based on the effective use of the recreational potential of the region.

Thus, in the scientific literature, clusters are considered from the following main points of view, namely, as:

- close interconnection of business, science and the state on the way of increasing the competitiveness of the region;
- geographically localized sets of interconnected business structures and organizations;
- a network of business structures and organizations participating in a single technological chain.

The following can be noted as factors motivating organizations to integrate into clusters:

- total cost reduction for the introduction of new technologies into production due to economies of scale;
- increasing the availability of information on market needs;
- relatively high efficiency of collective innovations in the field;
- implementation by public authorities of a policy aimed at the development of small and medium-sized businesses;
- the opportunity to actively promote the results of economic activities of small businesses;
- increasing likelihood of attracting investments and receiving grants by enterprises - participants of clusters;
- stability and relatively lower cost of contacts with financial and credit institutions, which is achieved due to the positive image of clusters as stable and stable large market participants.

In world practice, there are different methods of forming tourist clusters.

In practice, the spontaneous (market) variant of the formation of clusters, by means of their initiation «from the outside», is especially prominent. The process of forming a tourist cluster begins with the emergence of initiatives of different actors - representatives of government authorities, business structures, and the local community.

Building a cluster «from above»: in accordance with the programs developed by public authorities, it usually begins with defining a strategy for the formation and development of clusters and providing them with all the resources necessary for their functioning, as well as with the establishment of coordinating bodies and the definition of a control system that ensures constant monitoring of their activities ...

The creation of clusters “from below”: at the initiative of enterprises and their associations, - most often represents the implementation of individual projects and programs that unite potential cluster members into a single technological chain. This scenario of cluster formation is usually due to:

- the community of interests of enterprises of related industries;
- the presence of an objective economic benefit from the combination of enterprises;
- the ability and willingness of enterprises to cooperate and cooperate;
- the presence of resources concentrated in a certain area in the required amount necessary for the implementation of programs and projects within the framework of the clusters of resources;
- pursuing state policy to support the formation of clusters.

The third is possible: a mixed version of creating clusters.

Special attention should be paid to the role of the state in the formation of cluster strategies. If initially clusters were formed exclusively thanks to the “invisible hand of the market”, primarily during the modernization of transnational corporations, then recently the governments of many countries began to “grow” them on their own initiative within the framework of public-private partnerships, providing this process with tangible material and moral assistance. When forming an artificial cluster, government bodies coordinate the participants. Regional management will consist, for example, in identifying cluster members, the specifics of their relationships, the formation of a package of projects that they must complete, etc.

Modern state policy in the field of cluster support is determined by many national characteristics. It can be very diverse and take the form:

- a specific policy with a clearly defined strategy and allocated budget, which covers a number of industrial sectors and various aspects of cluster development;
- a policy focused on some aspects of cluster development: networking among business or between business and research organizations;
- politics as an element of other strategies for economic development;
- a common goal in a series of other uncoordinated activities targeting a specific industry, etc.

At present, the constructive development of clusters from potential to real is impossible without active intervention of state authorities in this process. The effective development of clusters, depending on the degree of readiness of the business community, infrastructure and state authorities, can be carried out both through the application of minor efforts and through the implementation of large-scale projects.

## Results

The ecological state of the foothill zone of the Tien Shan mouth, its tourist and recreational, as well as land and resource potential were the main criteria for choosing this territory when developing a project for a tourist agroecocluster. Based on the study of specific tourist, recreational, socio-economic and land-

123	<p>ISSN 2576-5973 (online), Published by “Global Research Network LLC” under Volume:5 Issue: 6 in Jun-2022 <a href="https://www.grnjournals.us/index.php/AJEBM">https://www.grnjournals.us/index.php/AJEBM</a></p>
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resource conditions of the village of Mirankul, it seems possible to create a pilot tourist agroecocluster within the boundaries of the soil zone of the foothill plains, foothills and low mountains of Mirankul.

This zone is distinguished by a relatively ecologically clean territory, a variety of recreational resources. Today, most of the territory of the zone is plowed up, the largest arable tracts of arable land are located along the foothill and foothill plains and rugged foothills. The foothill soil zone is characterized by a high degree of modern economic development, arable land occupies over 50% of the total area of agricultural land. Within the boundaries of the presented zone, there are all the necessary recreational, land-resource and production prerequisites for the creation of a tourist agroecocluster with the project name «Mirankul». Several companies are already operating on the territory of this soil zone for the production and partial processing of ecological agricultural products, in particular, enterprises specializing in the cultivation of grapes, apricots, and walnuts, environmentally friendly medicinal plant materials.

This area is distinguished by a high level of cultural, tourist and recreational potential. The popular tourist route «The Great Silk Road» runs through the territory of the foothill zone, within the boundaries of the zone there are country villas, dispensaries, recreation areas, a cascade of waterfalls. The nature of this area attracts many tourists with its clean lakes, waterfalls, springs and many other beauties of the ecologically clean reserved foothills of the Tien Shan. The nature of this area attracts many tourists with its clean lakes, waterfalls, springs and many other beauties of the ecologically clean reserved foothills of the Tien Shan.

Taking into account the natural conditions, the tourist and recreational potential of the village of Mironkul, we want to propose a methodology for the creation and structure of a tourist agroecocluster with the project name “Mirankul”.

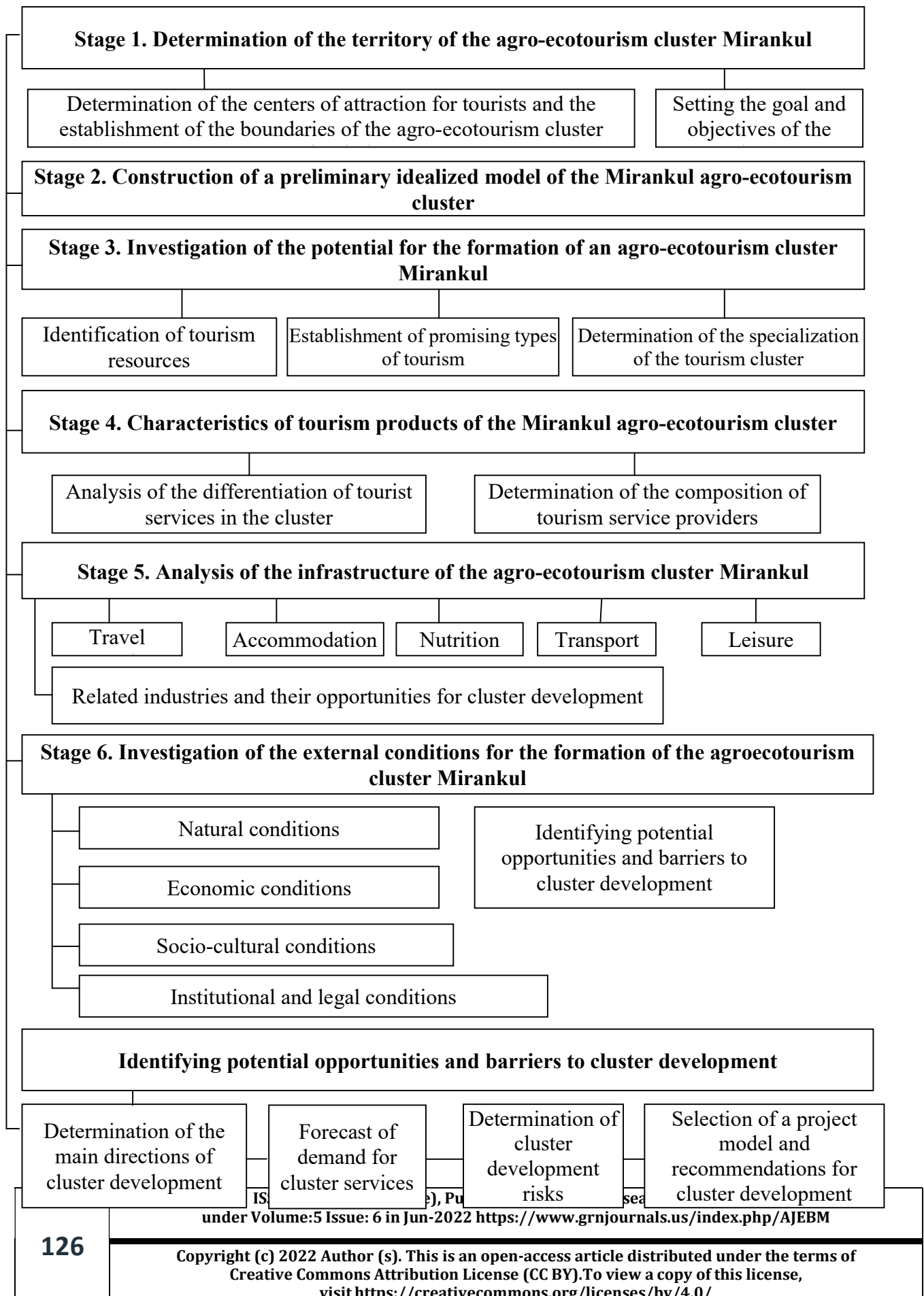
Currently, there are no clearly defined methods for the formation of a tourist agroecocluster in a particular region. This makes it much more difficult to use the cluster approach in practice. The processes of production, provision and consumption of agro-ecotourism services and products require serious study by the state, the scientific community, and business in order to substantiate the main directions of development of the studied area. To solve this problem, based on the analysis of the existing methodological foundations for the formation of clusters, a methodology for the formation of a tourist agroecocluster was developed, the essence of which is step-by-step instruction in the order of formation of a tourist agroecocluster (Fig. 1). The proposed methodology is intended to study the potential of the Mirankul region from the point of view of its attractiveness for conducting tourist activities. It can be used by state, regional authorities and business structures in the process of organizing a tourist agroecocluster.

The technique includes seven stages:

1. Determination of the boundaries of the agro-ecotourism cluster Mirankul.
2. Construction of a preliminary idealized model of the Mirankul agro-ecotourism cluster.
3. Study of the potential of the formation of the agro-ecotourism cluster Mirankul.
4. Characteristics of tourist products of the Mirankul agro-ecotourism cluster.
5. Analysis of the infrastructure of the agro-ecotourism cluster Mirankul.
6. Study of the external conditions for the formation of the agro-ecotourism cluster Mirankul.
7. General assessment of the results of the analysis and the choice of the design model of the tourist agro-ecotourism cluster Mirankul.

At the preparatory stage, it is necessary to determine and substantiate the geographical boundaries of the tourist agroecocluster of the Mirankul village, as well as designate the centers of attraction for tourists within its limits.







**Fig-1. The mechanism of the formation of an agro-ecotourism cluster in the village of Mirankul: methods, elements and tools**

It should be borne in mind that the boundaries of the tourist agroecocluster can vary and on its territory it is possible to identify several centers of attraction for tourists, different in their main service, and not competing with each other, but complementing each other.

For the village of Mirankul, agro-ecotourism, as a type of economic activity, should become a factor of cohesion, not separation: there is a natural need for cooperation of neighbors in the production of tourist products.

The organization of “guest houses in the kishlak” (the same applies to the “agroecotourist kishlak”), ethnofolklore events create an opportunity for additional earnings for all villagers (their possibilities must be taken into account when forming the package of tourist services offered to the client).

A stable motivation is created to improve living conditions, to increase welfare, relying on the household's own resources, there is an interest in cooperation and interaction of villagers in maintaining order and the appearance of the Mirankul village.

The boundaries of the tourist agroecocluster are determined by means of analysis of the spatial location of the main transport communications, the chain of settlements of interest to tourists, the time spent on the road, the main suppliers of tourists, and the location relative to neighboring villages. At the same time, this distance should be optimal for the movement of tourists by various types of transport, the time spent on the path and the physiological qualities of a person to overcome distances.

After determining the boundaries of the tourist agroecocluster, it is necessary to identify the potential of the tourist agroecocluster. It is recommended to analyze the available tourism resources (climatic, socio-economic, cultural and historical), to identify the development potential. Assessing tourist agroecoclusters from the point of view of potential, it becomes possible to move away from the single-industry vector of development, towards the multifunctionality of activities. Based on the assessment of tourist resources in terms of quality characteristics, conclusions can be drawn about their uniqueness, properties, geographical location, combination possibilities.

Further, the most common types of tourism are established and substantiated, which are the basis of the tourist agroecocluster. The development of the tourist agroecocluster should be based mainly on those types and forms of tourism that allow the maximum and comprehensive use of the existing tourist potential. The most significant types for the development of tourism will be its specialization.

At the next stage, the tourism products of the agroecocluster are determined. We propose to form the tourism products of the agroecocluster as differentiated services that can satisfy the diverse needs of consumers of services. Differentiation of the services included in it contributes to the formation of a variety of tourism products, and, consequently, to the intensive development of the main and tourism-related industries. The most significant tourism goal is taken as the main (nuclear) service, while others are considered as additional - related. Within the framework of this stage, it is necessary to formulate the structure of suppliers of specialized tourism services, since each type of tourism involves a qualitatively different composition of suppliers.

The functioning of a tourist agroecocluster is impossible in the absence or insufficient level of development of specialized tourist infrastructure - tourist firms, suppliers of specialized tourist services, serving tourism industries.

Indicators of the development of infrastructure industries. They reflect the possibilities for receiving internal and external guests for the tourist agroecocluster, providing various places for food and leisure, which increases the attractiveness of tourism centers. A list of indicators is proposed for each of the components of the tourist agroecocluster.

Special attention is paid to transport, transport communications and infrastructure (equipment of points), their quality and carrying capacity. The presence of various types of transport on the territory of the agroecocluster (horseback riding, donkeys, camels, arava) not only increases the flow of passengers, but also contributes to the development of additional types of tourism.

The study of the sphere of leisure and food will give conclusions on the provision of the territory with these services, their ability to meet the demand for the development of the tourist agroecocluster and the increase in the tourist flow.

The presence of accompanying tourism-supporting industries contributes to the extensive development of the agroecocluster. It may exist without these enterprises, but their participation contributes to the development of small businesses. The analysis should be carried out from the point of view of the possibilities of including certain enterprises in the agroecocluster, their contribution to the development of promising types of tourism.

To study the conditions for the formation of an agroecocluster, it is important to analyze the natural and climatic conditions. For the following factors: geographical location; borders with adjacent territories; characteristics of climatic conditions; the uniqueness of the territory and tourist resources.

The main results should be an understanding of the climatic conditions in the territory, which can vary to varying degrees the attractiveness of the agroecocluster in accordance with a particular season, as well as the identification of potential suppliers of tourists for the tourist agroecocluster.

When researching, one should not forget about the socio-cultural conditions prevailing in the territory, which to varying degrees may interest tourists, or be a serious barrier both for the development of a tourist agroecocluster, as well as a negative aspect of the life of the territory. (safety, education, science).

Particular attention should be paid to the institutional and legal aspects and the participation of public authorities in the support and regulation of tourism. By implementing the cluster approach, it is the state that should create a favorable environment and remove barriers to the development of tourist agroecoclusters. Tourist agroecoclusters, which are on the way of formation and development, need state regulation. It is also required to characterize the legislation regulating tourism activities from the point of view of compliance with state legislation, reflecting the main provisions necessary for the regulation and development of tourism: goals and objectives of regulation, powers of bodies, forms and types of support, priority areas of development, etc. If necessary, compare it with the existing regulatory legal acts of similar territories.

Institutional and legal conditions reflect the presence or absence of public organizations and associations related to tourism, the interaction between the state, public and private sectors in tourism development. Important from the point of view of promoting tourism products of the agroecocluster is the availability of various information systems about the territory, natural and ecological resources located on it, types of tourism, and the possibilities of tourism service providers.

The conclusions obtained as a result of the analysis of institutions make it possible to determine the main forms and methods of state support for the formation and development of tourist agroecoclusters, which can be direct and indirect. For example, lawmaking, stimulation, assistance to the subjects of the tourism industry, coordination of interaction between various participants in the tourism agroecocluster in solving common problems.

The presented algorithm (mechanism) and indicators can be used both in the process of forming a tourist agroecocluster and for the subsequent assessment of the dynamics of its development, thanks to which a powerful tool appears for forming a range of practical solutions and their adjustment in the field of tourism development.

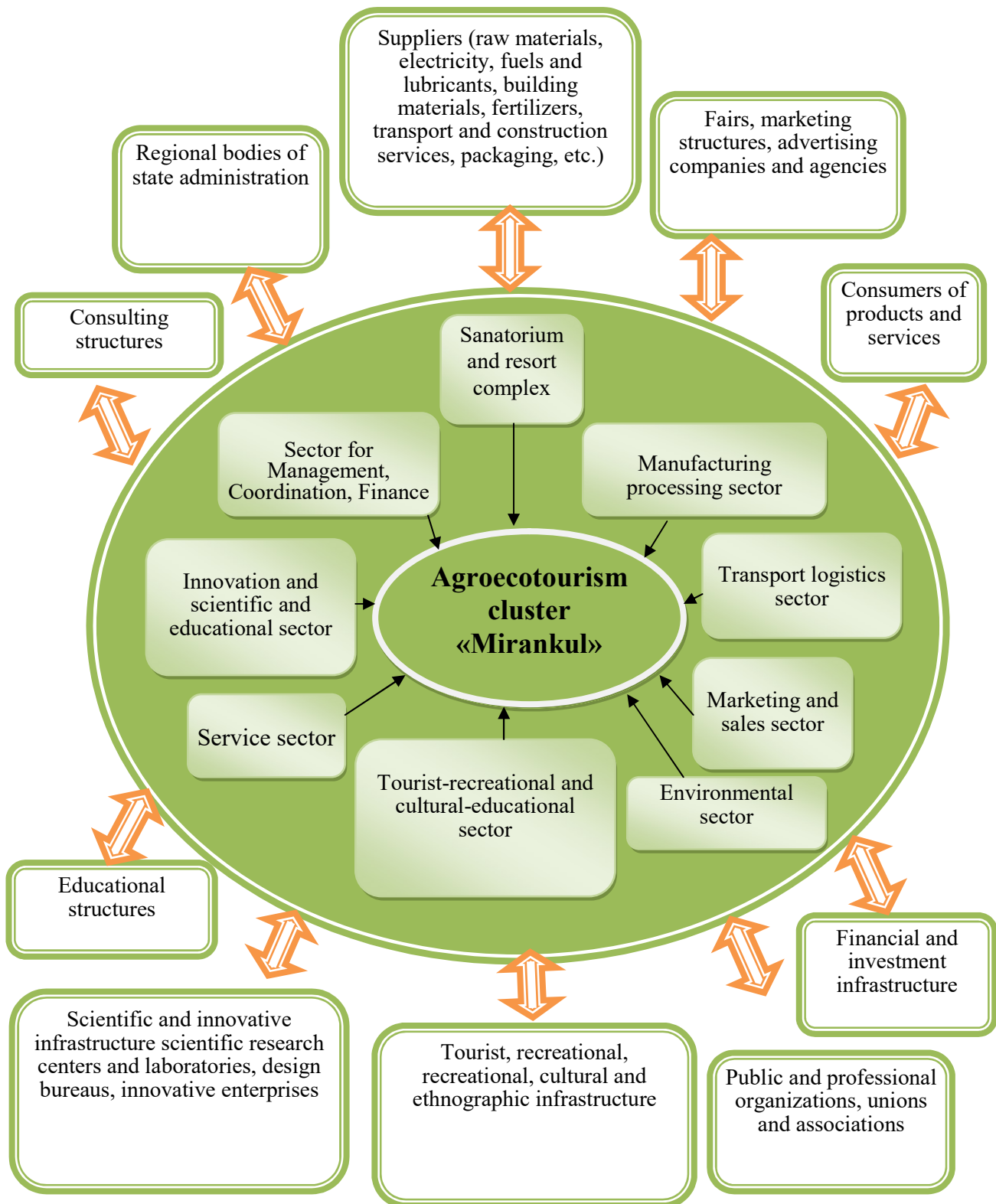
Having studied the world experience of the cluster approach in the development of the national

economy as a whole and in individual regions, we want to emphasize that cluster policy differs in a variety of practical approaches and does not exist, at least in the form of a clearly defined set of tools. Therefore, it must be emphasized that the cluster policy should be implemented only taking into account the specifics of the spatial structure of the economy of Uzbekistan, and its regional characteristics. This, first of all, stipulates the development of the structure of the Mirankul agroecocluster.

In our opinion, a cluster is an integrated structure that operates on the basis of an organizational and economic mechanism. There is no consensus regarding the elements of this mechanism, since most studies propose organizational and economic mechanisms in relation to a specific industry. It should be noted that it is impossible, while developing a cluster policy for the development of regions, to copy what exists in other regions. Effective clusters are built on regional features that turn into sources of competitive advantage.

Based on the above, we propose a draft structure of the tourist agroecocluster «Mirankul» is shown in Figure 2.

Based on general interpretations, we define an «agroecocluster» as a tourist agrarian-ecologically oriented scientific-innovative, integration formation, which includes tourist-recreational, cultural and educational sectors, agricultural, production, processing and marketing organizations, scientific and educational-production the base of regional research centers and universities, marketing and analytical, exhibition center, developed logistics infrastructure



**Fig-2. Model of the project of the structure of the tourist agroecocluster «Mirankul»**

In contrast to traditional cluster structures, the agroecocluster project substantiates the creation of

tourist-recreational and ecological-cultural-educational sectors. In the tourist agroecocluster, all processes related to planning, scientific justification, development, production, implementation, certification of tourist services of the agroecocluster are combined into a single cycle, i.e. from the moment the business idea was born to its implementation in the final product. The formation of tourist agroecoclusters is due to a significant difference in the territory in terms of the tourist and recreational potential of a given area, natural and climatic potential, population density, level of infrastructure development, road and transport accessibility.

The formation of a tourist agroecocluster, in our opinion, is of particular importance for the development of the economy of this area and the attraction of investment resources to the tourism sector. Moreover, public support for the idea of creating a tourist agroecocluster and awareness of their role in the strategic development of the country's tourism sector will be of great importance.

The developed model of the tourist agroecocluster includes the following key sectors: the tourist, recreational and cultural and educational sector, the innovation and scientific and educational sector, the sector of management, coordination, finance, personnel of the agroecocluster, the sanatorium complex, the manufacturing sector, the transport and logistics sector, marketing -sales sector, supply sector, service sector.

These include:

- tourist, recreational and cultural and educational sector, which includes visiting information centers, websites, tourist offices in target markets and information facilities (stands, information bureaus, street nameplates, etc.) located in populated areas points.
- the innovation and scientific and educational sector includes research centers and laboratories, design bureaus, innovative enterprises;
- marketing structures - fairs, advertising companies and agencies.
- educational structures - higher and secondary specialized educational institutions, centers for advanced training;
- financial and investment infrastructure - banks, investment and leasing structures, stock exchanges;
- regional government bodies - public and professional organizations, unions and associations, regional government bodies, ministries and departments, district administration, branch departments, committees, offices;
- the industrial processing sector - the agrotechnical service is called upon to develop a strategy for the reproduction of land resources in the direction of the production of organic products, to ensure environmentally safe and rational soil cultivation, to select adapted varieties of crops, to form a plant protection system taking into account the standards of greening land use;
- transport and logistics sector - transport organizations, vehicle fleets;
- service sector - trade, entertainment, service enterprises;
- health resort complex - boarding houses, guest houses, sanatoriums, hotels;
- the environmental sector - suppliers of raw materials, electricity, building materials, transport and construction services, packaging, etc.

The formation and development of tourism focused on the production of tourist agroecoproducts and services, based on the involvement of unused, territorial, land, tourist resources, is possible through the promotion of innovative ideas, through the system of information and consulting centers, organizing presentations, holding advertising campaigns, participating in exhibitions -fairs at regional and international levels. We believe that the activity of tourist agroecoclusters can have a significant positive effect on the level of economic, social and environmental development of rural administrative formations in the region by activating the regional market for tourism products and services, full and



environmentally balanced use of land recreational resources, increasing the employment level of the rural population, activating the agro-ecotourism sphere, the formation of the ecological infrastructure of the territory, the expansion of the taxable field, increasing the sustainability of agricultural organizations and the innovative activity of the region.

### Conclusion

The formation of tourist agroecoclusters, in our opinion, is of particular importance for the development of the tourism sector of the region and attracting investment resources to this zone. Moreover, public support for the idea of creating tourist agroecoclusters and awareness of their role in the strategic development of tourism in the country will be of great importance. Their formation should take place gradually, taking into account the consistent fulfillment of the following conditions:

- assessment of the capacity of the regional and national tourism market, available tourist, land, labor, production and recreational resources;
- organization of a coordinating council (executive directorate) of the future tourist agroecocluster;
- formation of strategic goals, substantiation of functions and requirements for the tourist agroecocluster;
- determination of the composition of organizations participating in the tourist agroecocluster, the formation of an organizational structure, the attraction of potential business partners (travel agencies operating in the field of agro-ecotourism, cultural and ethnographic centers, trade networks);
- development of a business plan for the development of a tourist agroecocluster, assessment of the effectiveness and payback of the project to create a tourist agroecocluster;
- attracting investors to the implementation of an investment project for the creation and operation of a tourist agroecocluster;
- organization of the implementation of the tourist agroecocluster project.

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