



UZBEKISTAN



**“TURISTIK HUDUDLARNING  
ZAMONAVIY KONTENTI:  
muammolar va innovatsion yechimlar”**

**xalqaro ilmiy-amaliy anjumani**

**International scientific and practical conference**

**“MODERN CONTENT OF TOURIST  
DESTINATIONS:  
problems and innovative solutions”**



**O‘ZBEKISTON RESPUBLIKASI  
OLIIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI  
BUXORO DAVLAT UNIVERSITETI**

**“TURISTIK HUDUDLARNING ZAMONAVIY KONTENTI:  
MUAMMOLAR VA INNOVATSION YECHIMLAR”**

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## **ALIGNING TOURISM AND MAJOR EVENTS STRATEGIES TO PROMOTE TOURISM GROWTH**

**Annotation:** *Today's people are more attracted to different and interesting events in touristic destinations. Before visiting anywhere, tourists first begin to search what kind of event or entertaining shows there are. Thus the tourism events are getting more attention. This article gives information about how to develop tourism by applying major event strategies.*

**Keywords:** *event tourism, conceptual clarifications, types of events.*

Events offer a unique form of tourist attraction, ranging in scale from small community festivals, through to international trade fairs, and on to the largest of global sporting events, such as the Olympic Games and the FIFA Football World Cup. One of the key differences between events and traditional attractions is the period of time over which they impact the host community or region. Events are short term by definition, often lasting only one or two days, although some larger events can last significantly longer (e.g. weeks for Grand Slam Tennis tournaments or the Tour de France, up to several months for the European Capital of Culture, or World Expo's); while fixed attractions tend to draw visitors seasonally, or over an extended period.

Events (sporting, cultural, business etc.) are an increasingly important motivator for tourism, figuring prominently in the development and marketing of most destinations and playing a growing role in destination competitiveness. However, without some way in which to distinguish between different types or categories of events, it is difficult to consider the potential impacts associated with each, in terms that are easily understood.

When considering the scale and impact of events, they fall into four broad categories i) local, ii) regional, iii) major, and iv) mega-events. The key factors typically recognized as determining the perceived scale and impact of events are the level of participation, audience/spectators, and media coverage; and the degree to which an event generates significant international demand for each (Figure 1).

Events with international appeal and true global reach typically fall into the categories of major or mega-events. Such events have the potential to act as catalysts for local development, and to deliver a range of economic, socio-cultural, environmental and other benefits associated with image, branding, and expansion of the visitor economy, just to name a few.

Mega-events, as the largest and highest profile of all events, invariably, require the most significant and sophisticated infrastructure development, are typically the most expensive to host,



and given the competitive bidding process for such events, typically take the longest time from inception to delivery. They also tend to have the longest legacy period.



Figure 1. Typical event categories

However, there are also very limited opportunities for cities and countries to host these very largest of events. For example, since the establishment of the modern Olympics in 1896 (120 years), there have been a total of 29 Summer Olympic Games awarded to only 23 different cities; while the FIFA World Cup has been held on only 21 occasions in 16 different countries since 1930, albeit in many more cities within each host country. Despite this, many countries continue to view the investment of resources necessary to bid for and potentially host these mega-events, as one that can provide commensurate returns.

The hosting of, and desire to host, international events has become more commonplace as destinations seek to position themselves in a period of changing global tourism dynamics. They are often seen as catalysts for the implementation of long-term development plans, the upgrading of infrastructure, and the emergence of new partnerships for financing sport, tourism, culture and leisure facilities. Indeed many cities view the process of bidding for major events, even if ultimately unsuccessful, as providing a range of tangible benefits, particularly those cities or countries looking to rapidly develop their events and internationalisation strategy. Examples of potential benefits for candidates bidding for but not winning the right to host a major event include (OECD, 2008):

- raising the international profile and brand image,
- facilitating closer working between public authorities on a range of logistical issues,
- accelerating development planning (urban, event-related facilities, transport infrastructure etc.),
- forcing potential hosts to identify their own metrics for success.

It is clear that the dynamic and fast-growing events sector shares obvious synergies with tourism. For example, while major events (sporting, cultural or business focussed) are not typically developed as tourist attractions in their own right, domestic and international visitors make a significant contribution to the successful hosting of such events, usually as spectators or attendees. On the other hand, for many destinations, the potential benefits associated with hosting a major event (including increased tourism), are often used as a catalyst or leverage to bring forward the development of event-related facilities and infrastructure, which are typically important for tourism and of which the visitor economy also reaps the benefits.

For example, the city authorities in Lisbon effectively leveraged Expo '98 to rejuvenate the city, taking the approach that what was built for the fair must become part of the city. The

decaying industrial district on the south bank of the Tagus River was transformed into a vibrant waterfront; a major expansion of the metro system took place as well as other infrastructure including the construction of the Vasco da Gama Bridge and the intermodal station – Gare do Oriente. The site of the Expo itself underwent massive redevelopment with the construction of an "Oceanarium", alongside new commercial and residential buildings. The main pavilion now houses the Vasco da Gama shopping center and cinema complex, complete with shops, restaurants and bars. The impacts of the redevelopment have been significant. Lisbon is now one of Europe's most popular short break destinations, while the Expo put Lisbon back on the business map due partly to the improvements made to the city's infrastructure, but also by demonstrating the ability to successfully plan and execute an event of such magnitude and complexity, and in doing so secure a positive legacy for the city and its residents (OECD, 2008).

Events that drive international tourism in large numbers can be grouped into four main categories:

1. Niche events – often with close links to the host destination, whether the connection is literary, culinary, adventure sports, music festivals etc. (e.g. Glastonbury music festival). This category may also include events at the smaller end of the spectrum, such as the North Atlantic Fiddle Convention, which may only attract in the region of 1 000 visitors, however, such events are relatively inexpensive to organize and are likely to attract a higher proportion of high spending international attendees.

2. Participatory sports events – for example, the world masters' games, world police and fire games, ironman events, and junior sports events. These are 'destination' events which attract thousands of competitors from outside the host country, most of whom bring multiple people with them (spouses, friends, family) and often extend their event related stay into a holiday. The 2015 World Orienteering Championships in Scotland attracted 6 000 visitors and a net additional spend of over GBP 9 million.

3. Signature cultural events – events which gain an international reputation as 'must see' and include, for example, South by South West (SXSW) in Austin, Texas, Sonar festival in Barcelona, White Nights in Melbourne, or the Edinburgh Fringe Festival and Hogmanay, in Scotland.

4. International sports events – for example, single or multi-sport events such as the World Cup Rugby, the Tour de France, and World Championships for a variety of sports (athletics, swimming, gymnastics etc.). Such events can not only bring in large numbers of participants and spectators but also achieve large worldwide television coverage and can play a significant role in raising the profile of the destination and the brand of the country. The biggest events of this type would be the Summer Olympic Games and the Football World Cup; however, smaller international sports events can have a similar effect on a smaller scale, often with less financial risk.

The expansion of the visitor economy linked to such events is often referred to as event tourism, in much the same way as cultural, or food tourism, highlights the close links between certain unique characteristics of a city, region, or country.

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### **IMPORTANCE OF FORMATION TOURIST CLUSTERS IN REGIONS**

Currently, contributes from domestic and international investors, commercial bank loans, and extra-budgetary funds from local executive authorities are used to establish tourist-recreational areas and clusters, build standalone tourist demonstration objects, and carry out other image-related projects. Due to attraction, there is an urgent need to conduct significant investment projects in the tourism sector and develop the connected infrastructure.

It is determined by the need to cluster tourism services using existing tourist opportunities and tourist infrastructures in Uzbekistan, to eliminate the problems that arise in the process of clustering, to determine the direct position of the state in clustering, and to create an opportunity for cluster members to operate in the same geographical proximity. In the research work, it is necessary to study the tourist clusters used by developed countries in the world, as well as to study the possibilities of introducing them in our country.

In his article "Competitive advantage of states" from 1990, Michael Porter introduced the term "cluster" for the first time. Michael Porter came to the conclusion that the creation of clusters is a crucial step in the process of economic development and industrialization after studying the development histories of ten industrialized nations. Consequently, a cluster is a method of bringing together comparable businesses, which enables the region's economy to become more competitive.

The cluster model of regional development, according to M. Porter, entails the development of a single industrial-regional complex, the attainment of economic maturity and self-sufficiency, the diversity of interaction between all cluster participants, and is only feasible when the maximum level of frequency is reached. According to the author, such communication should be based on the following four main principles: a sufficient level of a single resource base available for joint consumption, the presence of modern production infrastructure and the ability for enterprises connected to cluster formation to use it, the size of the market demand for the produced good or service, it should be noted that there is a favorable situation in the relevant sectors, and cluster as a whole.

Researchers estimate that clusters cover 50% of the economies of the top industrialized nations. For instance, clusters cover more than 50% of the businesses operating in the US economy today, and they provide close to 60% of the GDP of the nation. In the nations of the European Union, where 38% of the world's working population is concentrated, there are around 2,000

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