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## Specific Characteristics of the Formation of a Pilgrimage Tourist Cluster

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**Annotation:** The article examines the use of cluster mechanisms capable of regionally effective organization of the service sector in the development of pilgrimage tourism, the scientific clarification of the term cluster, and the conditions of clustering of holy places for the development of pilgrimage tourism in the cluster approach.

**Key words:** pilgrimage tourism, tourist cluster, holy place, pilgrimage cluster, tourist area, pilgrimage destination.

**Methodology.** The current traditional methods and means of developing pilgrimage tourism are turning the main places of worship into attractive pilgrimage destinations, taking into account the needs of different layers of pilgrims, improving the quality of halal tourist services, conducting tourist activities with complex and low costs, public-private partnership methods and means. new comprehensive and effective opportunities such as application in the organization of pilgrimage tourism, increasing innovative and investment activity of pilgrimage tourism activities, development of digital pilgrimage tourism It does not allow to use it at the required level in the establishment and development of Uzbekistan. It is appropriate to use cluster mechanisms capable of regionally effective organization of the service sector in the development of pilgrimage tourism.

Professor Michael Porter of Harvard University paid attention to the economic aspect of the term "cluster" and defined it as "a geographical concentration of interrelated companies and institutions in a certain field." We believe that the phrase "geographical concentration" in M. Porter's definition of a cluster is noteworthy. Because the unique feature of the cluster is the success of the cooperation of enterprises and organizations in the same field, which depends on their geographical proximity. Here we are talking about horizontal integration of enterprises and organizations in the same field. They can also establish cooperation and work with vertically connected enterprises and organizations in the same network or cross-industry. That is, "cluster" as a form of organization of pilgrimage tourism, first of all, requires the creation of a territorial unit of tourist business entities. Without such territorial unity, the synergistic effect of the cluster will not emerge, and such a form of service provision can be called network or inter-network cooperation.

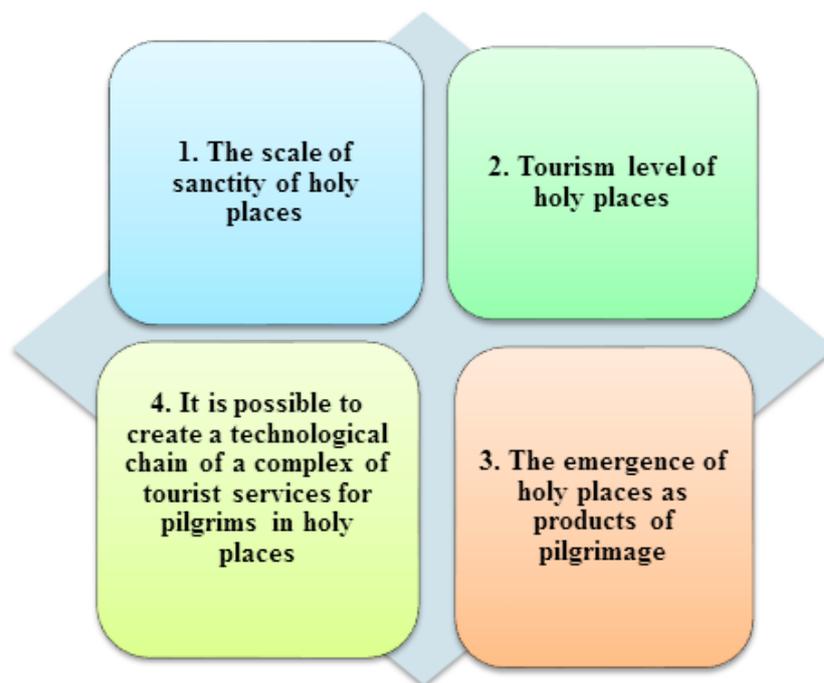
In modernizing Uzbekistan, the legal basis for using the cluster method in the organization of tourism business has been created. The term "tourist cluster" included in Article 19 of the newly revised Law of the Republic of Uzbekistan "On Tourism" is defined as "a tourist cluster is a set of independent organizations and individual entrepreneurs providing complex tourist services and other additional services necessary to satisfy the needs of tourists and excursionists." This law describes the advantages of the tourist cluster as follows: "Tourist clusters form, promote and realize tourist products in order to provide comprehensive tourist services, increase the competitiveness and quality of tourist activities."

One of the important conditions for the development of pilgrimage tourism in the cluster approach is to turn holy places that are not pilgrimage cluster objects into pilgrimage areas (destinations).

Because the sacred place serves as the foundation that forms the core of the pilgrimage tourist cluster. Holy places occupy an important place in the religious life of Muslims. "Holy place" usually refers to all blessed and valuable objects (tombs, mausoleums, shrines, mosques and other objects) that are worshiped and believed by pilgrims. They are an attractive destination for pilgrims due to their unique combination of sacredness and touristic features. However, pilgrims usually prefer to visit areas with high tourist potential. Therefore, knowing the quality level of holy places with pilgrimage tourism potential, it becomes possible to form and develop pilgrimage tourism clusters based on them.

In order to develop pilgrimage tourism in the cluster approach, it is necessary to study the conditions of clustering of holy places. By "clustering of holy places" we mean the process of formation of pilgrimage clusters based on such places. In our opinion, the following conditions should be present in holy places for the formation of pilgrimage clusters (Figure 1.):

First, the scale of sanctity of the holy places. By "the scale of sanctity of a holy place" we mean its territorial prestige as a place of worship and the number of pilgrims it attracts for faith and worship. The larger the scale of the holy place, the more the flow of pilgrims visiting it from different regions increases, and its characteristic of cluster formation is high.



**Figure 1. Conditions of clustering of holy places**

Second, the level of tourism of holy places. This level of sacred places represents the mobility, mobility, or journey of pilgrims away from their permanent residence and towards holy places. The more prosperous the holy places are, the more comfortable they are for performing religious ceremonies, the more smooth the roads are, the more traffic there is, the higher their level of tourism is, and the number of tourists who visit such places of pilgrimage also increases.

Thirdly, the emergence of holy places as pilgrimage products. "Pilgrimage product" means a set of material goods and services that are necessary for consumption by pilgrims and have a certain consumption value. If the internal side of pilgrimage characterizes the demand side of pilgrimage tourism, its external side characterizes the supply side of this type of tourism. As a result, a trip to the inner world of a person is formed as a subject of pilgrimage tourism, and "holy places" are the object of pilgrimage tourism. It should be noted that the pilgrimage tourism offer system is created between the pilgrim and the pilgrimage service providers in the places where the need for the pilgrimage arises and where the pilgrimage is carried out. In this case, the pilgrimage product of the holy places consists of a set of products or services consumed only during the trip - transport companies, accommodation facilities, catering organizations, museum and excursion service

providers, and other products or services used during the trip. As a result, a new form of tourism organization of economic management specialized in the creation and provision of services of a specific pilgrimage tourism product related to all the producers united around the cluster will be created.

Fourthly, it is possible to create a technological chain of a complex of tourist services for pilgrims in holy places. As a result of the emergence of holy places as products of pilgrimage, "holy place" becomes a new quality stage - "pilgrimage destination". If "holy places" only describe places of pilgrimage, the offer of pilgrimage, or potential pilgrimage sites from the perspective of pilgrims, pilgrimage destinations have both geographic and marketing components. Its geographical component is manifested in the form of holy places, and its marketing component takes the form of the purpose of the visit. Thus, the pilgrimage destination, as an integrated component of destination marketing, plays the role of a means of harmonizing the needs of visitors to the region with the offer (product) of pilgrimage in the region. "Pilgrimage destinations" appear as strategic business units in pilgrimage tourism, and due to the organic structure of the cluster, a new quality - pilgrimage becomes a cluster.

**Conclusion.** In order to develop pilgrimage tourism in the cluster approach, it is necessary to study the conditions of clustering of holy places. "Clustering of holy places" refers to the process of forming pilgrimage clusters based on them. Based on the assessment of the real situation of clustering conditions of holy places, such as "scale of sanctity", "level of tourism", "appearance of pilgrimage products" and "possibility of creating a technological chain of tourist services for pilgrims", to what extent a particular holy place forms a pilgrimage cluster can be determined to have.

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