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## Basic Principles and Factors for Improving the Economic Efficiency of Regional Tourism

*Dustmurodov Orifjon Ismatilloevich*

*Tashkent State University of Economics Basic doctoral student, Uzbekistan, dustmurodovorifjon@mail.ru*

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**Abstract:** In this article, increasing the economic efficiency of the development of regional tourism services, the main principles and factors of the development of regional tourism services, the role of tourism services in the sustainable development of the economy, the attraction of direct investments in the development of tourism services in the regions, the creation of new jobs, as well as the implementation of new types of tourist services opinions and comments on the purposeful use of resources, the use of foreign experience in the improvement of regional tourism services, digitalization of tourism services, scientific and methodological approaches to the regulation of the tourism services market.

In the research work, in the conditions of the formation of the innovative economy and various negative economic changes occurring in the world, comprehensive development of the tourism sector, increasing the economic efficiency of regional tourism development, the main principles and factors of the development of tourism services are studied, analysis and synthesis based on the opinions of economists and experts in this direction, It is proposed to determine the growth directions of the development of the tourism industry through methods such as observation, grouping, comparative analysis, systematic approach, operational research, statistics and economic analysis, as well as the effective organization of the activities of tourist facilities in the regions, the rational development of tourist infrastructures and the training of quality personnel, and the development of the tourism industry. Specific recommendations regarding factors for support levels have been developed.

**Key words:** innovative, recreational territories, tourist resource, economic efficiency, modern services, basic principles, sustainable economy, digital services.

### INTRODUCTION.

The increase in the economic efficiency of the tourism sector is manifested in the comprehensive development of tourism services, that is, it is achieved as a result of the development of tourism in parallel and in cooperation with other socio-economic sectors of the country. The tourism sector, along with the history of local residents and regions with a foreign population, increasing people's knowledge of historical architecture, customs, traditions, ceremonies of the local population, visiting attractions, using health services, the influx of direct currency flows into the economy of this country or region, improving the living conditions of local residents and promoting their employment. The tourism sector as a separate branch of the national economy is unique. Its products are a challenge to the use of certain types of services, and these services themselves are created in other sectors of the economy.

One of the priorities at present is to conduct research aimed at identifying and finding effective solutions to problems that are the main obstacle to the development of the tourist services market in the world. In this process, territorial tourism is considered as an important factor in the socio-economic development of the region and special attention is paid to the development of an effective model for the development of tourism in the national economy. At the same time, among the important issues is attracting direct investment in regional tourism and increasing the economic efficiency of tourism.

Currently, as a result of reforms aimed at modernizing sectors of the economy, innovative development of the republic, the tourism sector has also reached a new level. Important decrees and decisions on the development of tourism activities in our country have been adopted. In particular, by the Decree of the President of the Republic of Uzbekistan of February 18, 2022 "On organizational measures to improve public administration in the fields of tourism, cultural heritage and sports "PF-75-son Decree of the President of the Republic of Uzbekistan" On the organization of the activities of the Ministry of Tourism and Cultural Heritage "of February 18, 2022 PQ -135-son, On April 4, 2022, a PQ-232-son decree of the President of the Republic of Uzbekistan "On additional measures to diversify domestic tourism services" was adopted.

### **ANALYSIS OF THEMATIC LITERATURE**

In order to increase the economic efficiency of the development of regional tourism, the world's leading scientists Mike Stavenga, R.M. Bolmostor, M.B. Birzhakov, V.I. Nikiforov and many others detailed their scientific research. In particular, in the work of S.G. Surkov and V.I. Krivoruchko "Inter-industry tourism in Russia: problems of disunity and utilization," the main directions of development of the international tourism market in Russia and integration processes, the activities of the entities of the tourism industry, mechanisms for regulating international tourism, international tourism policy conducted research on the goals, objectives and priorities. [1]

And also leading scientists of the country M.T. Alimov in his doctoral dissertation "Features and trends in the development of the regional tourism market" on the coordination of supply and demand in the tourist market, the marketing concept contains scientific comments on improving the competitiveness of tourist products, improving the organizational and economic mechanisms for the development of the tourism industry and the formation of a regional tourism cluster [2] and factors for increasing the economic efficiency of tourism development, the impact of globalization processes on tourism activities and the destination of tourism.

Studies by I.S. Tukhliev, R. Haitbayev, B.Shafarov, G.R. Tursunova are aimed at the development of the tourism sector and industry in our country, the expansion of tourist and recreational services, which pay special attention to the formation of recreational services in tourism. [3] These studies highlight the issues of state regulation of the sphere of tourism and the development of its infrastructure.

In the scientific work of M.T. Aliyeva, it is indicated that most small hotels are at the free disposal of independent hotels, that is, recipients of income from such property. The presence of contractual obligations with other companies in matters of author's management or the use of someone else's service mark will not entail a change in the status of the enterprise as an independent enterprise in relation to other subjects of market relations [4].

A. In the scientific work of Amonbayev, D.I. Abidova, N.A. Zhuraeva will create a structure of tourist leisure, which can be used not only by tourists, but also by the local population, the emergence of new tourist centers will lead to the emergence of service shopping centers, road construction, the emergence of health improvement enterprises, the development of infrastructure, consumer market and other entrepreneurship positively affects their activities [5].

### **RESEARCH METHODOLOGY**

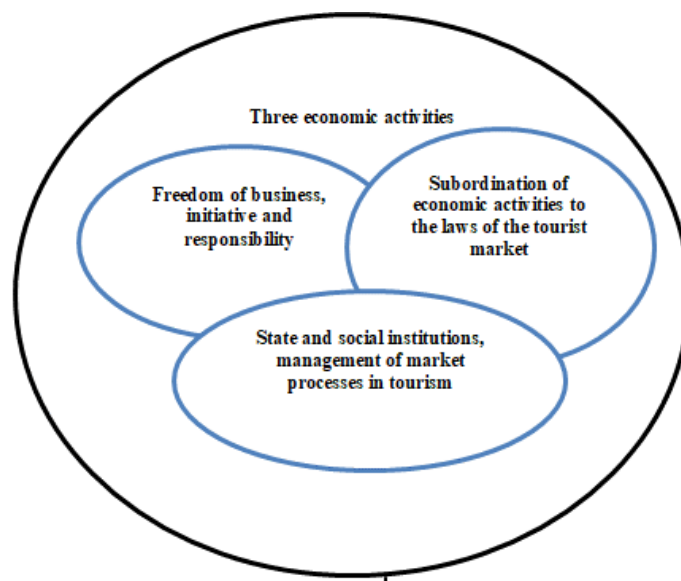
Various negative economic changes in research work in the context of the formation of an innovative economy, taking place in the world, integrated development of the tourism sector,

increasing the economic efficiency of the development of regional tourism, study of the basic principles and factors for the development of tourism services, analysis and synthesis, relying on the opinions of scientists and economists in this area, observations, down jackets, comparative analysis, system approach, studies of paktmium logic, opation, such methods, as statistics and economic analysis, it was proposed to determine priority areas for the development of the tourism sector. Specific recommendations have also been developed on the factors of effective organization of tourist facilities in the regions, rational development of tourist infrastructure and training of high-quality personnel, as well as the level of support for the development of the tourism industry.

## ANALYSIS AND RESULTS

The development of the service sector is one of the priority areas of the economy of Uzbekistan. Positive results were achieved due to the implementation of the state support policy for this area, stimulating the development of the service sector in our country. This area of the economy is one of the most important factors in economic growth, ensuring employment and incomes of the population, balancing supply and demand in the domestic consumer market and improving the quality of life. Today, special attention is paid to the accelerated development of the service sector in the regions as a factor in ensuring employment of the population, increasing their income and well-being. [6]

Tourist services are one of the most common types of international trade. Modern tourism operates in a controlled and controlled state and other financial and economic institutions, market organizations. Thanks to this, all tourist enterprises and organizations are currently functioning on the basis of three basic economic principles (Fig 1)



**Fig. 1. Activities based on three economic principles [7]**

Activities based on three economic principles in tourism enterprises and organizations, given in Figure 1, are interpreted as follows:

Firstly, they approve of the freedom of economic management and the freedom of binobarin, initiative and responsibility;

Secondly, their economic activities are objectively subject to the laws of the tourist market (prices, demand and supply, competition, money turnover, pricing laws);

Thirdly, state and social institutions (in particular, trade unions), when managing market processes in the field of tourism, are trying to introduce an attitude to social and moral education towards tourism, nature and society as a whole.

In modern tourism, economic activity is aimed at combining market and institutional regulatory mechanisms. The functioning of tourist enterprises in a market environment requires an objective study of the specifics and legislation of the tourist market. In practice, this modern tourism economy should include the following aspects of a comprehensive analysis of supply and demand in the tourism market:

Mechanism of action of the tourist market, description of its segmentation and seasonality;

Functions of the tourism market and segments;

Pricing in tourism;

Studying the factors affecting demand and the influence of price and effective demand in the tourism sector;

Study of factors affecting the offer of tourist services, including those independent of price and price (inexpensive determinants of investment and supply).

The economic balance in tourism activities requires a deep financial and economic analysis of the tourism industry in the long term. Analysis of tourist resources and its material and technical base requires solving issues related to the availability of the tourist offer, including the quality of the tourist product.

One of the important problems of the regional tourism economy is the use of labor in the field, the economic efficiency of tourism activities is expressed in its various aspects.

One important aspect of the regional tourism economy is income analysis: the cost of work and labor; capital values and interest; tourist rent. The main focus should be on tourist rent and tourist product. This is the establishment of limits on the productivity of regional sources of tourism in the field of self-financing and tourism.

Regional tourism activities include financial problems, including the financial resources of a tourist enterprise, access to credit funds, interaction with the banking and banking systems, the budgetary link and the taxation system. In the modern economic conditions of Uzbekistan, issues of financing and taxation in tourism remain important.

In the first years of independence, Uzbekistan underwent dramatic economic changes, including: privatization, agrarian reforms, price liberalization, reduced production capacity and inflation. All this, of course, was reflected in the field of tourism. They include types of enterprises in the field of tourism, the organization of tourism, a complete solution to commercial relations in the field, an increase in the economic efficiency of the development of regional tourism in the region.

In order to determine the economic aspects of tourism management, an in-depth analysis of economic literature was carried out on the problems of forming a tourist market management system, as well as experience in managing leading tourist enterprises of the Republic of Uzbekistan. According to the results of the study, the shortcomings of the economic mechanism for managing the regional tourism market were revealed:

lack of an assessment and planning mechanism in determining the state of the regional tourism market and directions for improving management efficiency at tourism enterprises;

the lack of economic mechanisms for managing the existing structures of the regional tourism market;

Therefore, the study provides for the scientific justification of methods, goals and objectives of managing the organizational system of the regional tourism market, conditions for formation. The regional tourist market management system differs in its principles. The management principles characteristic of managing the regional tourist market include:

a clear reflection of the conditions for the formation and development of the tourism market;

the principles of the beginning justify and can clearly reflect what the issues of stability and efficiency at tourism enterprises depend on;

grouping of principles should be considered in the direction of development, that is, in the form of static (structure) and dynamic (processes);

the description and effectiveness of these principles should contribute to their quantitative analysis in the future.

Thus, the formation of a management system in the regional tourism market will be carried out in two stages. Annex the system structure in the first phase. Determination of the composition and internal structure of the system in the second stage for each element.

In the current organizational structure of regional tourism management, current tasks related to prospective research remain secondary, providing for the development of a management strategy and promising tasks aimed at improving the efficiency of the tourism market.

The analysis shows that, firstly, due to the fact that current and prospective indicators are one category and assigned to one manager, and secondly, many tasks that are important for holistic development are implemented by different departments or divisions of the service, various conclusions and recommendations are given. Thirdly, no one deals with unusual problems and tasks of tourism development. In solving such issues, horizontal or lateral relations dominate, and all today's and departments of management are forced to deal with just one task.

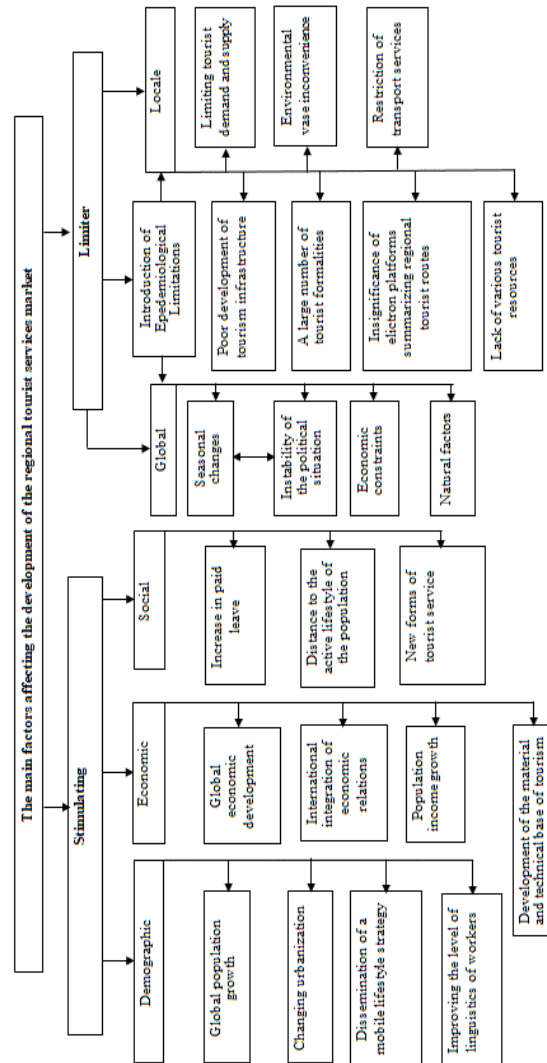
This suggests that socio-economic and organizational and technical problems are not solved comprehensively, coordination is not felt, and the economic analysis, control and forecast of the activities of the Turkmen enterprise are not carried out at all stages of the provision of tourist services. All this, as can be seen from practice, leads to a decrease in the efficiency of managing tourist enterprises.

World experience shows that achieving results in a socially oriented economy without state intervention is a difficult task. State regulation is especially important for the development of tourist enterprises, regardless of the form of ownership. This need is explained by the fact that the state attracts their tax and other income and tax revenues to the state budget and other centralized funds as a consumer for tourism portfolios. Naturally, as a result of these revenues, the share of tourist services provided by enterprises increases.

The stimulating and limiting factors of influence on the development of the regional tourist services market are given in Figure 2. Stimulating factors include demographic, economic and social factors.

Demographic factors include such factors as population growth around the world, urbanization, an increase in population demand for quality services, and an increase in the level of knowledge of the foreign language.

Global economic factors are also of great importance in the development of the tourism services market, which are reflected in the development of the global economy, the acceleration of the scientific and technical balance, the growth of incomes of the population, the development of the fashion and technical base of tourism.



**Fig. 2. The main factors affecting the development of regional tourism [8]**

As a result, there is a transformation of material production into intangible production and increased consumption of services, including tourist ones.

The development of modern computer technologies has led to the emergence of new areas of service, the development of tourism infrastructure on the Internet (Online services).

Social factors are factors associated with people's living conditions. Increasing the number of paid holidays for the development of international tourism, including the division of vacations into two parts, will allow people to organize year-round trips.

Limiting factors can be divided into international and local factors. International factors include seasonality, political situation, economic and natural conditions. One of the important components of the tourist market is the seasonality of tourist supply and demand.

Over the past decade, the scientific work of foreign scientists has sufficiently touched upon the issues of seasonality of tourism, since this factor has a great influence on the development of the tourism market in the regions, and the degree of its influence is regulated by state programs in the field of tourism management.

One of the important aspects of seasonality is the lack of opportunity to satisfy the tourist offer at the end of the season and the impossibility of using the existing production facilities in the "Nofaulian" seasons. Various networks also suffer greatly from this problem, as they do not have the ability to change permanent residence to avoid this problem.



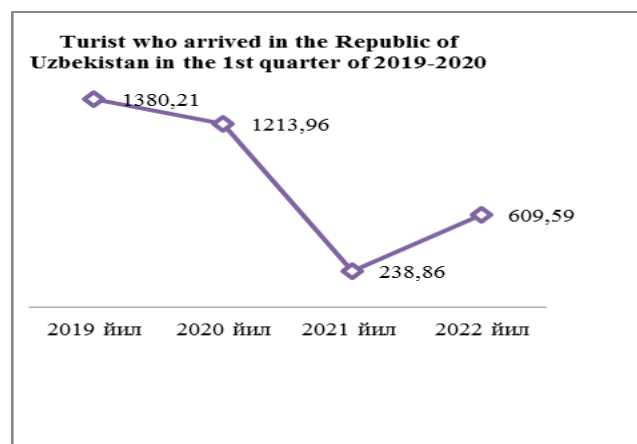
The presence of a seasonality factor in the activities of the tourism industry of our country is explained by the climatic conditions of Uzbekistan and the fact that natural and climatic factors play an important role in the formation of a tourist product (see fig 2).

In recent years, our country has been implementing consistent measures to develop the tourism industry, including creating the most comfortable conditions, further increasing the competitiveness of the industry, improving the quality of the services provided and actively recognizing the national tourism product on the world market. Systematic work managed to achieve significant results in increasing the tourist flow, modernizing the infrastructure, liberalizing the visa regime. The coronavirus pandemic sharply reduced the flow of tourists to our country in 2020, with the relief of quarantine restrictions there was a gradual increase in the flow of tourists. In the Ushba process, it can be observed that most of the incoming tourists are tourists of the CIS countries. In a number of tourist goals, such as business, historical, cultural, scientific, and health, a stream of tourists has formed from these regions.



**Fig. 3. Foreign citizens who arrived in the Republic of Uzbekistan for tourist purposes in the 1st quarter of 2022[9]**

In January-March 2022, foreign citizens who arrived in the Republic of Uzbekistan from the CIS countries amounted to 578.58 thousand people, which amounted to 94.9% of the total number of arrivals, 31.01 thousand people visited (or 5.1%) from other countries. The quarantine measures introduced due to the pandemic and the ban on interstate travel led to a reduction in tourist flow until the spring of 2021.



**Fig. 4. Tourist who arrived in the Republic of Uzbekistan in the 1<sup>st</sup> quarter of 2019-2020**

An analysis of the number of foreign citizens who arrived in Uzbekistan for tourist purposes shows a sharp decrease in the first quarter of 2021 (238.86 thousand people) compared to the same period in 2020 (1,213,96 thousand people) by 975.1 thousand people (80.3%). However, at the

beginning of 2022, an increase in tourist flow can be observed compared to the same period in 2021. In January-March 2022, the number of foreign citizens who arrived in Uzbekistan amounted to 609.59 thousand people. Compared to the same period in 2021, this figure increased by 370.73 thousand people, that is, 2.6 times. At the beginning of 2021, the number of foreign citizens from the CIS countries decreased by 5.5 times compared to the beginning of 2020, and from other countries - by 2 times. At the beginning of 2021-2022, the number of foreign citizens who arrived in the republic from the CIS countries increased 2.74 times, from other countries - by 10.6%..

The influence of natural factors is associated with various natural phenomena. These include an earthquake, tufons, floods, fire, landslides and others. Natural factors negatively affect not only the tourist infrastructure, but also the environmental situation in the region.

Limiting tourist demand and supply to local factors (this may mainly be due to the economic situation in the country and the level of development of tourist infrastructure); environmental restrictions (noise limitation, policies aimed at preventing anthropogenic impact, and others); insufficient data and lack of tourist resources at the junction of tourist destinations.

The analysis of factors affecting the development of the tourist services market revealed the following main problems characteristic of domestic tourism in the Republic of Uzbekistan:

The absence of drastic changes in planned activities aimed at ensuring the stability of tourism industry enterprises;

Reduced market value and resource value as a result of the lack of re-production of local tourism resources;

Loss of market position due to the uncompetitive nature of the tourist services provided;

Insufficient use of the tourist potential of the regions.

Another feature of tourism is that exported tourist services do not retreat, but are consumed in the country itself. The consumer of the tourmachsulot overcomes the distance to the tourmachsulot. Tourism as a trade in services reflects exports unprecedented in the world market. It will have a significant impact on the country's balance of payments in the world market.

The government of the country should initiate the promotion of Turmakhsulot in foreign markets. The state restores and establishes links between these markets through the media and other means.

Regional tourism has a significant impact on the economic, social, cultural spheres of the country and is considered as a factor in the socio-economic development of the regions.

Due to the rich natural and recreational potential, unique cultural and historical monuments, favorable cross-border location, a developed training system in the Samarkand region, the tourist infrastructure is well developed.

The survey analyzed an important aspect of regional tourism for the socio-economic development of the Samarkand region and factors that have a significant impact on its development.

The survey was attended by 16 leading tourism enterprises and organizations of the region, whose market share was 57%. 97 percent of respondents confirmed the importance of regional tourism in the socio-economic development of the region.

The factors impeding the development of regional tourism include: insufficient state support for regional tourism, reduced incomes of the population, low level of profitability of regional species, high prices for products and services of the tourism industry, Lack of ellectron programs for the implementation of regional tourism, lack of flights between Samarkand Viloy and other areas, as well as the monopoly position of the national airline Uzbek Airlines in the domestic market do not allow developing and forming new tourist routes.

Within the framework of ensuring the implementation of decrees and decisions of the President of the Republic of Uzbekistan in this direction, it is necessary to solve these issues on the basis of an integrated approach and in the future build a tourist infrastructure with more favorable conditions



for foreign and domestic tourists. Thanks to this, it is advisable to implement additional measures to increase the influx of foreign and local tourists to the Samarkand region, improve the diversity and quality of services provided by him, and create new tourist infrastructure facilities.

As a result of the studies, it was proposed to fulfill the following tasks when applying state regulation methods in the development of regional tourism in our country:

Establishment of modern methods and mechanisms for beneficial cooperation of the tourism industry with other industries;

Introduction of an effective model of management decisions in conditions when the situation is changing;

Wholesale use of digitalization technologies in the provision of regional tourism services;

Efficient and rational use of natural and human resources;

Attracting direct investment in the development of regional tourism and monitoring its efficient spending;

Direct placement and economic support for the effective development of regional tourism infrastructure facilities.

## **CONCLUSIONS**

Summing up, in the world, changes in the economic and political spheres of recent years require structural changes in the economic activities of sectors of the economy, as well as management systems in them. The state policy of influencing the holistic development of tourism in the regions is important in the regions. Giving strategic status to tourism Increasing attention to reforms and tourism in the socio-economic development of the regions has led to an expansion of research in this area. According to the Committee for Tourism Development in the Republic of Uzbekistan for the period up to 2025, the main goal of the state policy in the field of tourism is to ensure the sustainable development of the tourism services market based on the sustainable development of regional tourism.

In our opinion, the objective need and significance of increasing economic efficiency in the development of regional tourism can be called:

- ensure a comprehensive increase in the position and role of the service sector in social and economic life in the context of the formation of an innovative economy;
- consider as an important issue in the development of regional tourism in Uzbekistan to attract tourist flow within the framework of these types of services;
- At the current stage of development of the tourist market in Uzbekistan, the main task of state organizations along with foreign tourists is to direct local tourists to the domestic market;
- development of regional tourist resources, effective use of tourist and recreational potential;
- Providing a legal framework and socio-economic environment that contributes to the effective functioning of the market system in order to stimulate free competition in the industry;
- Protection of competition in the tourist services market.

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