
The Main Principles and Factors in the Development of Regional Tourism Services

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Abstract: This article represents data and views about 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, attracting direct investment to the development of tourism services in the regions, creating new job opportunities, as well as the implementation of new types of services, the purposeful use of tourist resources, the use of foreign experience in improving regional tourism services, the digitization of tourism services, and scientific and methodological approaches to the regulation of the tourism services market.

Key words: innovative, recreational areas, tourist resources, 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, and it is achieved as a result of the development of tourism in parallel with and in interaction with other socio-economic sectors in the country. The tourism field is a key factor in raising awareness about the history of regions visited by local residents and foreign citizens, historical architectural objects, customs, traditions, and rituals of the local population; visiting places of pilgrimage; and using health services. At the same time, it brings a direct flow of foreign currency to the economy of this country or region, improves the living conditions of the local population, and provides them with job opportunities. The tourism sector is distinguished by its uniqueness as a separate branch of the national economy. Its product is the right to use certain types of services, and these services themselves are created in other sectors of the economy.

In the world, identifying the main obstacles to the development of the tourism services market and conducting research aimed at finding their effective solutions is considered one of the priority directions in the current period. In this process, regional tourism is considered an important factor of socio-economic development in the region, and special attention is given to the development of an effective model of tourism development in the national economy. In this process, important issues are considered, including attracting direct investments in regional tourism and increasing the economic efficiency of tourism.

Today, in our republic, the tourism industry has reached a new level as a result of the reforms aimed at the modernization and innovative development of economic sectors. In our country, important decrees and decisions on the development of tourism were passed. In particular, on February 18, 2022, the Decree of the President of the Republic of Uzbekistan "On organizational measures to improve state management in the fields of tourism, cultural heritage, and sports" (PF No. 75), on February 18, 2022, the Decree of the President of the Republic of Uzbekistan "On the

organization of activities of the Ministry of Tourism and Cultural Heritage" (PQ No. 135), and on April 4, 2022, the Decree of the President of the Republic of Uzbekistan "On additional measures related to the diversification of domestic tourism services" (PQ No. 232)

Literature review

In terms of increasing the economic efficiency of regional tourism development, leading scientists Mike Stavenga, R.M. Bolmostor, M.B. Birzhakov, V.I. Nikiforov, and many others in the world provided much valuable information in their scientific works. In particular, in the work of S. G. Surkov and V. I. Krivoruchkon, "International Tourism in Russia: Problems of Development and Management" research was conducted on the main directions of the development of the international tourism market in Russia and integration processes, activities of tourism industry entities, international tourism regulatory mechanisms, goals, tasks, and priorities of international tourism policy. [1]

Also, the leading scientist of our country, M.T. Alimova, in her doctoral dissertation "Characteristics and Trends of Regional Tourism Market Development," stated scientific opinions about coordination of demand and supply in the tourism market, increasing the competitiveness of tourist products through the marketing concept, improving the organizational and economic mechanisms of the development of the tourism sector, and scientific considerations on the formation of a regional tourist cluster [2], and the factors of increasing the economic efficiency of tourism development, the impact of globalization processes on tourist activity, and the characteristics of tourism destination development were given special attention.

Moreover, the research of I.S. Tukhliev, R. Hayitboev, B.Sh.Safarov, and G.R. Tursunova is focused on the development of the tourism industry in our country and aimed at the expansion of tourist and recreational services, in which the issues of the formation of recreational services in tourism are addressed. [3] In these studies, the issues of state regulation of the tourism sector and development of its infrastructure are highlighted.

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 properties. The presence of contractual obligations with other companies in matters of the 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].

The emergence of new tourist centers will result in the emergence of service shopping centers, road construction, the emergence of health improvement enterprises, the development of infrastructure, the consumer market, and other forms of entrepreneurship that positively affect their act, according to the scientific works of Amonbayev, D.I. Abidova, and N.A. Zhuraeva, who create a structure of tourism recreation that can be used by both tourists and the local population [5].

Also, according to O. Dustmurodov's scientific research, social and economic factors have a direct impact on the growth of the domestic tourism services sector. And it is these aspects that contribute to satiating a foreign tourist's interest in and desire for a national tourism offering. The reality is that visitors come to the country not merely to satisfy their desire for economic reform but also to learn its culture, values, and way of life by visiting its natural and historical sites [6].

Research Methodology

In the research, it has been suggested that the key tenets and drivers of the development of tourism services should be examined in the context of economic formation and numerous adverse economic changes occurring globally, the integrated development of the tourism sector, the enhancement of the economic effectiveness of the development of regional tourism, and the establishment of development directions for the tourism industry through techniques like analysis and syn. Additionally, specific suggestions have been developed regarding aspects of the efficient management of the operations of tourist facilities in the regions, the sensible development of

tourist infrastructure, the training of qualified personnel, as well as support for the growth 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 for 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 for the population and increasing their income and well-being. [7]

In recent years, the tourism industry in our country has been developing from year to year, with the development of urban infrastructure and the increase in services for tourists increasing the attractiveness of our country to tourists. According to statistics, a total of 1,881,334 tourists were served in 2021, and 5,232,780 tourists visited our country in 2022, an increase of 179% compared to 2021. Tourist services are one of the most common types of international trade. Modern tourism operates in a controlled environment with other financial and economic institutions and market organizations. Due to this, all tourist enterprises and organizations currently operate on the basis of three basic economic principles:

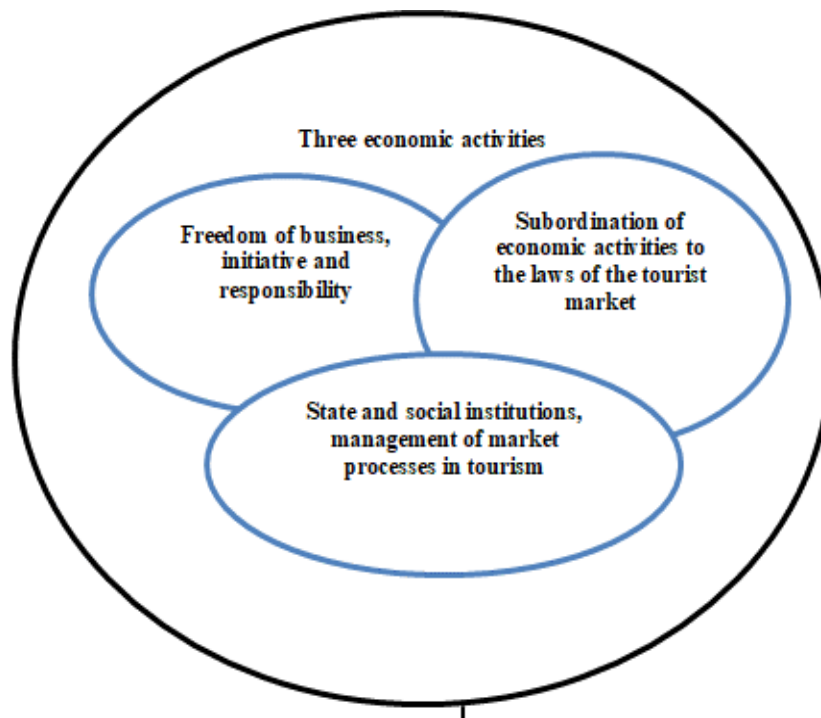


Fig. 1. Activities based on three economic principles [8]

In the tourist enterprises and organizations presented in Figure 1, the activities will be explained based on three economic principles as follows:

- First, they approve of the freedom of economic management, initiative, and responsibility;
- Second, 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.

Economic activity in the modern tourism industry aims to integrate institutional and market regulatory processes. An objective analysis of the characteristics and regulations of the tourist market is necessary for the operation of tourism businesses in a market setting. In actuality, a thorough examination of supply and demand in the tourism sector should take the following factors into account:

- ✓ 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).

Long-term financial and economic analysis of the tourist industry is necessary for maintaining the economic balance in tourism-related activities. Solving problems relating to the accessibility of the tourist offer, including the standard of the tourist product, is necessary for the analysis of the tourist resources and its material and technical base.

The usage of labor in the field, which is one of the major issues facing the regional tourism economy, is one way that tourism activities' economic viability is expressed.

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 taxes system. In the modern economic conditions of Uzbekistan, issues of financing and taxation in tourism remain important.

Uzbekistan suffered significant economic changes in its early years of independence, including privatization, agrarian reforms, price liberalization, decreased production capacity, and inflation. Naturally, the tourism industry was affected by all of this. They consist of different forms of tourist-related businesses, tourism organization, a comprehensive solution to business relations, and an improvement in the economic effectiveness of the growth of regional tourism in the area.

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 in the Republic of Uzbekistan. According to the results of the study, the following were the shortcomings of the economic mechanism for managing the regional tourism market:

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. Defining the system structure is in the first phase. Determination of the composition and internal structure of the system is 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.

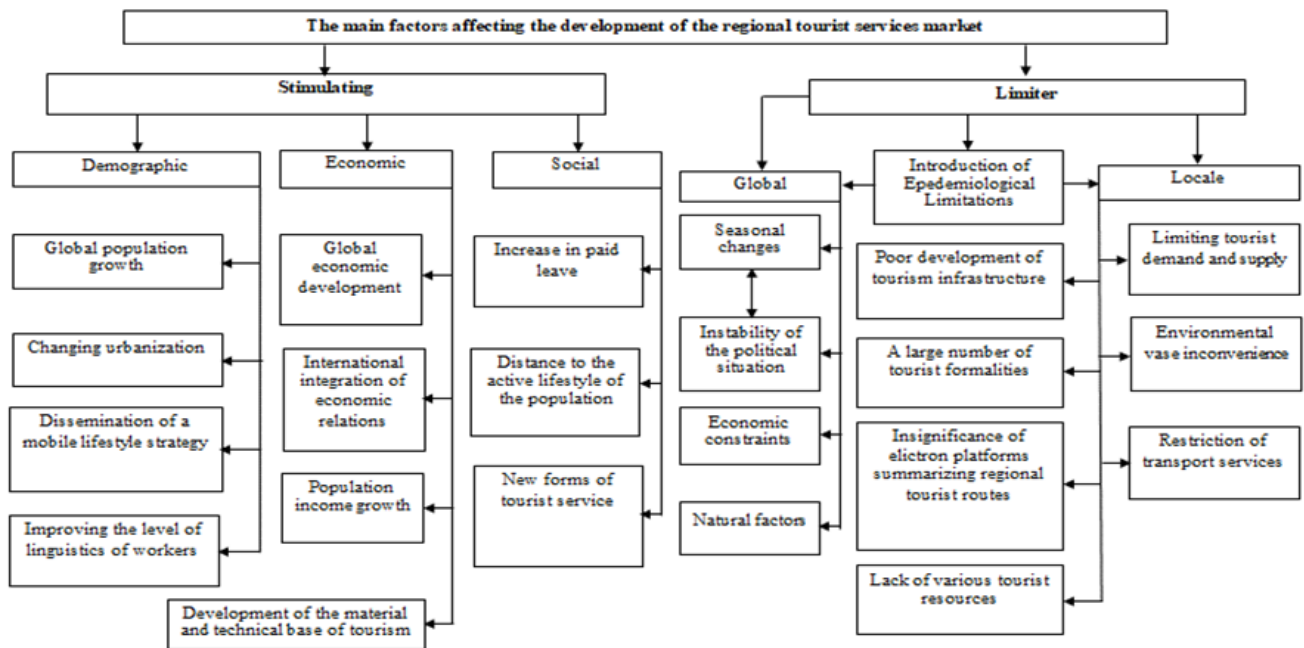


Fig. 2. The main factors affecting the development of regional tourism [9]

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

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 "Inactive" 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 (Fig 2).

The number of tourists compared to the total number of tourists served was higher in March, April, October and November compared to other months of the year. This period corresponds to the temperate climate of the year, and its growth rate is mainly seasonal.

There will be a sharp decrease in the flow of tourists in January, February and December of the year cause of the low effectiveness of the programs prepared by our tour operators and the lack of resources that attract tourists in these months which leads to loss of position in the tourism market of family and group trips.

In the market of tourist services of Uzbekistan, there is a growing demand for tourism products, which is described as a "tourist revolution" by the international community, especially in the "tourist season", in the months of March-June, September-November, cases of payment up to 100% are observed, and the existing means of accommodation are not able to meet this demand during the season as a result, low-quality services are offered to tourists.

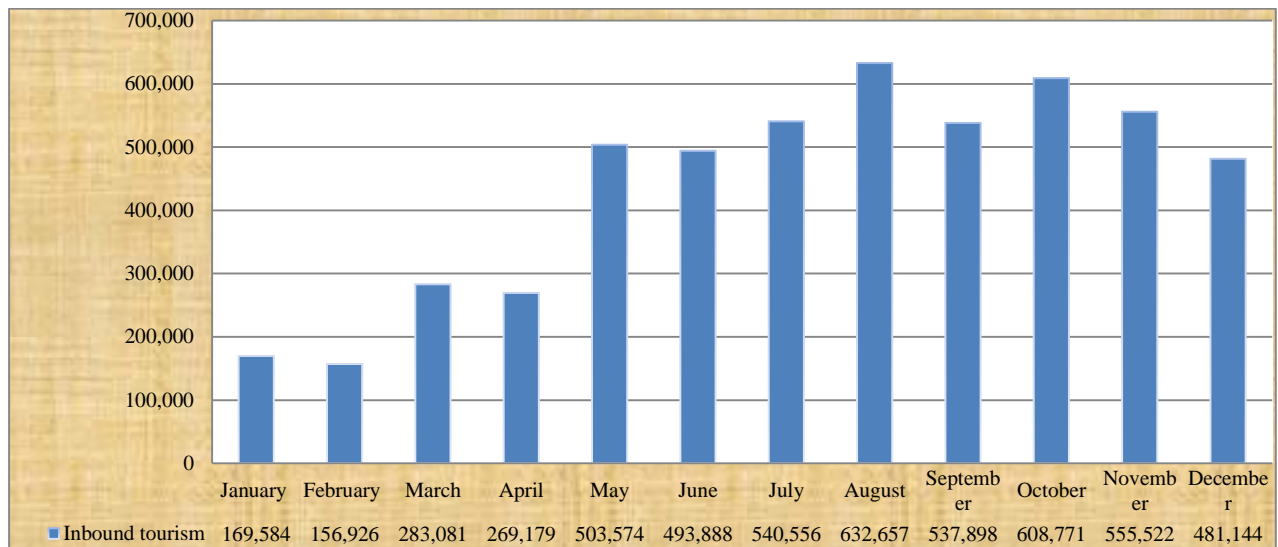


Figure 3. Distribution of the number of tourists served in 2022 according to the travel season in Uzbekistan [10]

Seasonality, including the seasonality of the tourist market, is also caused by the politics of the state, international relations, military conflict and various terrorist attacks.

The level of development of the country's economy can be included in the economic factors that have a limiting effect on the development of the tourist market. If regional and international tourism have developed in the country, the tourism infrastructure in this country will have a rich material and technical base and the well-being of the population will be high.

The influence of natural factors is related to various natural phenomena such as earthquake, flood, fire, landslide and so on. Natural factors have a negative impact not only on the tourism infrastructure, but also on the ecological situation in the area.

Limitation of tourism demand and supply to local factors (this situation may be mainly related to the economic situation in the country and the level of tourism infrastructure development); environmental restrictions (limitation of noise level, policies aimed at preventing anthropogenic influence, etc.); lack of information about tourist destinations and tourist resources can be included.

The analysis of the factors affecting the development of the market of tourism services made it possible to identify the following main problems specific to domestic tourism in the Republic of Uzbekistan:

- ✓ lack of fundamental changes in planning activities aimed at ensuring the stability of tourism industry enterprises;
- ✓ decrease in the market value and price of resources as a result of non-existence of reproduction of local tourist resources;
- ✓ losing tourist services position in the market cause of not being competitive;
- ✓ the touristic potential of the regions is not used sufficiently.

Another feature of tourism is that exported tourist services are not exported, but are consumed in the country. Tourism as trade in services represents an invisible export in the world market. It has a significant impact on the country's balance of payments in the world market.

The government of the country should take the initiative in moving the product to foreign markets. Because the state restores and facilitates communication between these markets through mass media and other means.

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

Tourism infrastructure is well developed in Samarkand region in terms of convenient cross-border location, advanced system of personnel training in the field, rich natural and recreational potential, unique cultural and historical monuments.

We can include the following factors hinder the development of regional tourism: insufficient support of regional tourism by the state, decrease in income of the population, low profitability of regional tours, high prices of products and services of the tourism industry, lack of electronic programs for the implementation of regional tourism, lack of flights between Samarkand region and other regions and the national airline "Uzbekistan Airways" has a monopoly position in the domestic market does not allow the development and formation of new tourist routes.

Solving these issues on the basis of a comprehensive approach within the framework of ensuring the implementation of decrees and decisions of the President of the Republic of Uzbekistan and it is necessary to establish a tourism infrastructure with more favorable conditions for foreign and domestic tourists. Therefore, it is crucial to implement additional measures to increase the flow of foreign and local tourists to Samarkand region the variety and quality of services provided to them, to build new tourism infrastructure facilities.

As a result of the conducted research, it was suggested that the following tasks should be performed in the application of state regulation methods in the development of regional tourism in our country:

- ✓ establishment of modern methods and mechanisms of beneficial cooperation of the tourism network with other sectors;
- ✓ introduction of an effective model of management decisions in the current changing environment;
- ✓ optimal use of digitization technologies in the provision of regional tourism services;
- ✓ effective and rational use of natural and human resources;
- ✓ attract direct investments to the development of regional tourism and control their sparing;
- ✓ proper placement of regional tourism infrastructure facilities and economic support for their effective development.

Conclusion

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 following can be cited as the objective necessity and importance of increasing economic efficiency in the development of regional tourism: 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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