
IMPROVEMENT OF MECHANISMS FOR THE DEVELOPMENT AND QUALITY OF TOURISM SERVICES

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Annotation: This article analyzes the recent advancements made in enhancing the procedures for fostering entrepreneurial activity in the tourism sector of Uzbekistan. During the research phase, a framework for executing tasks to foster entrepreneurial growth was developed.

The field of tourism experienced significant development, along with the establishment of an organizational and economic framework for tourism clusters. The incorporation of these organizational and economic mechanisms into the entrepreneurial operations of tourist enterprises is rooted in the aim of enhancing conditions through state involvement in activity organization, as well as the pursuit of a synergistic effect by integrating core and supplementary activities towards a shared objective.

Keywords: tourism industry, tourist enterprises, entrepreneurial activity, activities of tourist enterprises, tourism cluster, tourism marketing, organizational and economic mechanism, model.

Ongoing scientific study aims to enhance entrepreneurial activities in the global tourist industry, leading to an increase in its contribution to the gross domestic product and per capita services. This research also aims to generate new employment opportunities for the population in various locations and enhance the organizational and operational aspects of the industry. Economic mechanisms to foster entrepreneurial activity within industrial enterprises.

The main focus is on expanding new entrepreneurial structures in tourist enterprises, evaluating the competitiveness of entrepreneurial activity in these enterprises through improved models and mechanisms, and conducting scientific research on investment mechanisms to support entrepreneurial activity in the industry. Currently, with the global tourism business rebounding from the pre-pandemic era, governments are implementing strategies that focus on regional approaches to industry development. Specifically, the government is now formulating a range of measures and laws to promote the growth and expansion of activities within this sector in our nation.

The organization and growth of entrepreneurial activity in tourist firms in the current era of globalization is closely linked to the formulation of a successful strategy for fostering entrepreneurial activity within the industry. The era for formulating a plan for entrepreneurial activity is determined by the potential for private growth in the consumer market. The process of developing a strategy for promoting entrepreneurial activity in developed economies typically takes around three years. The implementation phase of this strategy, which involves the establishment of large-scale enterprises, can span up to 10 years [1]. This study encompasses all the key features of the development process of activities carried out by firms engaged in the

creation of services for entrepreneurial activities. The objective is to establish a logical and efficient structure for development in order to address concerns pertaining to the enterprise's development conditions. An integral component of entrepreneurial activity is its contribution to the holistic development of all areas pertaining to service operations. These development difficulties, in a narrow context, have a direct or indirect impact on the ultimate outcomes of economic activity. Efforts to enhance the service creation process at the enterprise and the exclusive focus on development decisions alone are insufficient to fully support the economic activities of the enterprise, considering its specific circumstances. Adopting a unilateral approach to development may have adverse effects on the financial condition of the firm. The development of entrepreneurial activity is demonstrated through a range of intricate tasks that encompass several development concerns, all of which impact the ultimate outcomes of Literature review Researchers studying entrepreneurial activities in the tourism sector foresee a resurgence of dynamism in the tourism business. The post-pandemic economy is expected to have a significant impact on various sectors, including transportation (air travel, rail, surface transport, water transport, vehicle development), communications and logistics (communication methods, information and communication technology, international relations, legal aspects, national catering facilities, and recreational programs), service industries (theater, music, historical and cultural sites, catering facilities, and the hotel business), the labor market, and job creation [3].

Tourism is derived from the French word "tour," which means a journey or travel. The law of the Republic of Uzbekistan defines tourism as the act of an individual leaving their permanent place of residence for a period of one year or less, without engaging in any paid activities, for the purpose of recreation, education, professional development, or other similar reasons within the country. The user's text is "[4]."

Tourism refers to the act of traveling during one's leisure time to experience and enjoy new surroundings, recuperating one's health, receiving hospitality, gaining knowledge, or engaging in professional activities, all within one's own country or abroad, excluding any work-related activities that are motivated by financial gain [5].

In an era of growing globalization and economic integration, it is crucial to accurately interpret and grasp the fundamental nature of the idea of Tourism. This holds significant theoretical and practical significance. The perspective of both international and domestic scientists on this matter is varied, encompassing a range of opinions and conceptions. Specifically, A.Yu.Alexandrova defined tourism as the cumulative interactions and occurrences that take place when individuals arrive and stay in locations other than their usual place of residence and employment. In [6], Yu.V.Tishukov defines tourism as the temporary travel of individuals, including citizens of a country, foreign citizens, and stateless individuals, who do not engage in paid activities while temporarily residing in another country. This travel can be for purposes such as health, cultural exchange, business, sports, religious activities, and other similar reasons. The user's text is "[7]."

The industry refers to a collection of firms engaged in tour operator and tour operations, as well as organizations that offer excursion services and services of tour guides and translators. The tourism sector includes hotels, transportation, restaurants, recreational facilities, and various establishments that cater to the needs of tourists for objectives such as leisure, business, health, and sports. M.B. Birjakov defines tourist service as a series of actions that aim to meet the goals of tourism. The direction and nature of tourist service involve providing and satisfying the needs of an excursion or tourist while adhering to the principles of universal morality and order. This is done in response to a tourist product. The user's text is "[8]."

Literature review

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Today, a cluster method is being suggested as an organizational and economic mechanism to efficiently manage the operations of existing tourist firms in our country's regions. Within the tourism cluster, tourist enterprises that provide tourist services are determined based on the current conditions.

The Territory Administration is seen as the central framework of the cluster, while the firms providing support and supplementary services within the cluster are considered as elements in direct touch with it. Additionally, the territory or region in which the cluster is evolving is also taken into account [11,12,13]. The structural model of the cluster, designed for regions with abundant tourist resources, comprises three interconnected structures. Each structure fulfills specific functions according to its assigned tasks.

The foundation of the tourism cluster consists of tourist enterprises, tour operators, and tour agents (the core of the cluster), which are regarded as the primary participants in the cluster.

Additionally, the cluster administration and community organizations play a role in organizing cluster activities.

Within the primary framework of the cluster, various transport enterprises, customer placement enterprises, catering enterprises, cultural and recreational establishments, health-improving enterprises, and theme parks operate alongside the aforementioned structural components, all of which play a crucial role in facilitating tourist activities. The primary architectural framework of the cluster is utilized to generate and showcase the major tourism product to customers.

The primary framework of the cluster is unable to facilitate productive endeavors without the inclusion of two additional structures, which are deemed essential for the organizing of cluster activities in distinct directions. There are two types of structures: cluster infrastructure and structures that provide various services to a network cluster. The tourism cluster infrastructure consists of three primary systems: general infrastructure, specialized infrastructure, and information infrastructure [14,15]. The proposed regional tourism complex is designed to be organized as a cluster. Firstly, if the business entities within the cluster enhance the efficiency of their activities, and secondly, if the activities of individual enterprises are integrated towards a common goal, it will enhance the mutual exchange of information and the implementation of innovations. This will also facilitate the coordination of joint activities and expand the overall scope of the complex. The tourist cluster facilitates the development of new financial structures that are connected to the available skilled workforce, specific tax regulations, and investment initiatives within the management of the cluster participants[16].

Summary

The research conducted in the article led to the development of scientific conclusions, proposals, and practical recommendations aimed at enhancing improvement. Economic mechanisms that foster entrepreneurial activity in tourist enterprises: The growth of the tourist industry globally offers opportunities to address several socio-economic challenges, including promoting employment, fostering entrepreneurship, and boosting the revenue of local and regional budgets. The tourism business is a complex system that allows individuals and groups to pursue and fulfill their social, economic, environmental, cultural, educational, and other interests and demands.

The development strategy aims to increase the industry's contribution to the national economy by promoting entrepreneurial activity in the tourism sector. This involves implementing structural changes in the economy. The goal is to increase the quantity of tourism services by promoting entrepreneurship in the industry's development.

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