

Factors of Development of the Tourism Industry

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Abstract: This article examines the prerequisites for the development of the tourism industry, namely: ensuring health and safety, improving infrastructure and logistics, the quality of tourism destinations and products, and the effectiveness of tourism marketing and advertising.

Keywords: tourist travel, preservation of cultural and environmental heritage, tourist destination, tourism market, tourism opportunities, tourism advertising.

The modernization of international tourism services has led to an increase in scientific research related to its development. The high profitability of the tourism industry, coupled with its significant potential, serves as a crucial sector in the global economy. According to the World Tourism Organization (UNWTO), tourism accounts for 30% of the world's service export, contributing to 6% of global employment. The creation of jobs supporting the tourism sector provides 6-7% of the total employment in the world.

In the context of Uzbekistan, the country has outlined its main seven priority directions for social-economic development in the period of 2022-2026. The third priority, dedicated to "Developing the national economy, ensuring its growth rates at the level of global requirements," emphasizes the implementation of measures aimed at increasing the economy by at least 2.5 times, focusing on the development of the software industry, with a goal to increase the volume of the software industry by 5 times and its export by 10 times, reaching \$500 million. The specific objectives include a 5-fold increase in tourism services within the next five years, outlining the significance of this topic.

Numerous scholars have conducted research on the development and economic importance of the tourism sector, presenting their findings in academic journals and conferences. The focus of these studies encompasses the use of information and communication technologies in tourism, the development of ecological and cultural tourism, international collaboration, and attracting investments, as well as the enhancement of the quality of tourist products and services.

The renowned economist R.A. Yurik defines the tourism market as "a mechanism or institution that reflects the relationship between consumers and sellers of tourist services." Unlike traditional commodity markets, tourists do not move between producers and consumers of tourist goods. On the contrary, consumers act to purchase various services or place orders in advance from sellers. Various definitions of the tourism services market exist, including V.A. Kvartalnov's characterization as "a system of economic tools designed to allocate financial resources for the production and consumption of tourist products and to ensure the balance of supply and demand for tourist products."

In conclusion, the research methodology employed in this study focused on utilizing scientific and research methods to identify the socio-economic, ecological, cultural, and political consequences of tourism, the identification of tourism resources, determining tourism requirements, and analyzing and evaluating measures to enhance the effectiveness of tourism activities.

Purpose of the Article: In the current transformative conditions of the economy, the article aims to attract tourists, provide them with new experiences and knowledge, and propose suggestions for utilizing tourism resources and preserving them.

Analysis and Results: The tourism industry, a complex and extensive economic complex formed from sectors and enterprises, is crucial for meeting the diverse and evolving demands for production and consumption and contributes to satisfying the increasing demand for recreational needs beyond primary needs (housing, clothing, food). The current trends in the development of the tourism industry include:

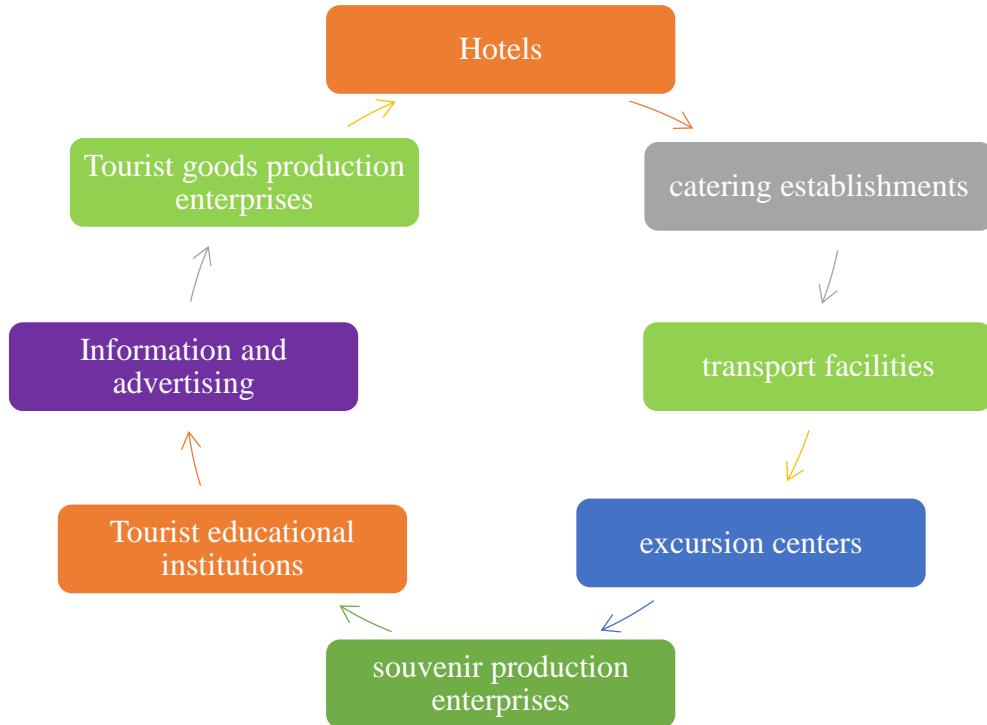
1. The growth of primary needs (housing, clothing, food) beyond recreational needs (economic development countries' residents' expenses for tourist services account for at least 2% of their total expenditures, excluding housing expenses).
2. The intensification of urbanization and the deterioration of the ecological situation increase the demand for recreation in an ecological clean environment, requiring a change in city life with other types of activities and demanding daily life and recreation.
3. The increase in free time, i.e., the time a person has for independent activities. In developed countries, there is a distribution of recreational time for foreign tourist trips, internal travel days for domestic tourism, and short free time for recreation in the city. The presence of a significant internal demand for tourism in developed countries leads to the active development of domestic tourism.

Additionally, the article suggests facilitating the simplification of tourism activities by introducing organizational tools and infrastructure necessary for efficiently using special tourist resources, as well as developing international labor distribution in the tourism sector, enhancing international trade. Furthermore, it emphasizes the importance of not only improving advertising but also quickly and effectively providing services to thousands of tourists through public information tools, telecommunications systems, and information technologies in tourism.

The tourism industry is a large and growing complex of companies and institutions that produce goods and services related to tourism.

Please note that this translation may not capture all nuances and specific terminology used in the original text. If you have specific preferences or require further clarification on certain points, feel free to let me know!

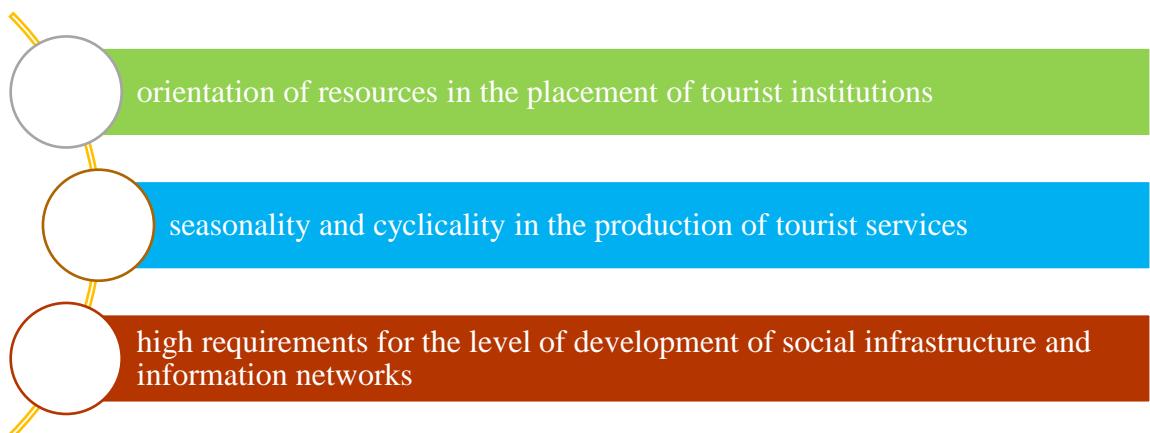
The tourism industry produces essential services for tourists as a result of the work of tour operators. The services provided by tour operators are not only diverse and individually tailored but also create a valuable set of characteristics for the specific tourist product.



1-picture. Tourism industry includes companies and institutions producing goods and services related to tourism.

However, it is essential to emphasize that the activities of tour operators do not constitute the elements of the tourism industry in the produced tourist product. Each service is utilized in the place where it is produced, and only through the activities of the tour operator does it take on the character of production.

Tourist demand is only satisfied within the tourism industry service production system. Some of the tourist products are primary in meeting tourist demand, while others are supplementary or ancillary (such as dining and transportation systems).



Picture 2. Peculiarities of the tourism industry

The nature of tourism production is beneficial for the national economy, as it results in local income growth, the creation of new job opportunities, and the development of all areas related to tourism services. Social and production infrastructure in tourist centers develops, local craftsmanship reaches new heights, currency inflows increase, and the standard of living of the local population improves.

The tourism industry is an economic relationship system formed among tourist facilities, directly or indirectly shaping the flow of tourist products and services, as well as attracting payments and investments to the tourism economy.

Each turnover of tourist goods and services is associated with financial turnovers. It is worth noting that, in addition to direct and indirect exchanges between tourism companies and tourists, there are also interactions between tourists and other companies.

Conclusions:

The tourism industry significantly contributes to the economy of Uzbekistan and introduces the historical, cultural, and natural wealth of the country to the world. Uzbekistan's scholars offer several suggestions for the development and future of the tourism industry. Firstly, there is a need to improve tourism infrastructure and leverage modern technologies. Secondly, enhancing the skills of tourism professionals and improving service quality is essential. Thirdly, diversifying tourism products and utilizing tourist opportunities across all regions of the country is crucial. Fourthly, expanding tourism promotion and offering their products to global tourist markets. If these proposals are implemented, the tourism industry in Uzbekistan will further develop, bringing substantial additional value to the country's economy and image.

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