

Classification of Existing Problems in Increase of Tourism Competence

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Abstract: The article provides recommendations for transportation network issues, accommodation issues, catering issues, and sightseeing and entertainment issues.

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There are the following problems in terms of increasing the potential of tourism in the regions, and tourists expressed their opinions about their existence:

- problems related to transport networks. Such problems include the lack of routed buses, the low level of knowledge of the vehicles of the arriving tourists, the failure of taxi services to work on time, the presence of deficiencies in their documents, the presence of the risk of monitoring road accidents, the lack of tourist information on the part of the owners or drivers of the vehicles. observation of delays in taking tourists to the objects, failure to launch short-distance water transport, etc. includes the like.
- problems with deployment tools. Among them, operating hotels are not working in the full season, the quality of services is not high, the system of classification according to the stars is not suitable, there are internal problems in hotels, services for tourists are not provided on time, insufficient knowledge of national culture for national tourists and lack of information, expensive room prices and lack of services, problems arising in connection with the provision of communal services, etc. includes the like.
- problems related to feeding. Among them are the non-existence of national cuisines for tourists, the provision and service of dishes that are not suitable for their taste and desire, the lack of organization of contests for gastronomic tourists, the amount of food for tourists is too small in terms of portions, the name of the restaurants is not suitable for them. provide kitchen services, etc. including the like.
- problems with sightseeing and entertainment facilities. These problems include the incomplete functioning of entertainment venues, lack of cleanliness, unplanned and unintended activities, lack of various modern sports, low sales of souvenir products, and their lack of other Uzbekistan products. produced in the regions and imported and sold at high

prices, observed malfunctions in the building of tourist facilities, keeping of various domestic animals, etc., etc. are relevant.

From the point of view of solving these problems, a lot of attention is paid to the development of the tourism industry as part of the service sectors of the economy. As a modern sector, the tourism sector has risen to the level of state policy. In particular, it is necessary to take comprehensive measures to develop tourism in the industry, attract investments to the industry, and increase the potential of personnel. Tourism is limited to our ancient cities and historical and cultural monuments.

Based on the above, the following new directions should be developed to increase tourism potential in the future:

- conducting tours to existing pottery centers;
- development of routes that provide travel to carpet and carpet manufacturing factories;
- traveling to centers of national music production and national folklore, i.e. bolshevik and national dance art;
- a trip to a metal painting, carpentry and carpentry workshop;
- organization of wrestling, cockfighting, and ram fighting events, which are national games of the people, and creation of new routes for them;
- organization of tourist excursion routes to small religious shrines and holy places in the center of the region.

As a solution to this problem, a concept is necessary for the wide development of the tourism sector in this way, and the concept serves as the first step and link for the development of the sector. This concept of tourism is divided into management concepts that ensure effective management and marketing concepts that ensure free economic relations with tourists. The market of tourist services operates based on the rapid development of the tourism sector, and it depends on the introduction of management and marketing concepts and the improvement of operations.

A concept is a way or theory that ensures the achievement of a set goal to increase the number of tourists. This concept has national content, and taking into account management and marketing activities, the national concept of tourism development in our republic in 2019-2025 was developed and adopted as a necessary regulatory document.

The main goal of the concept is to create a modern, highly efficient, and competitive tourism complex that provides ample opportunities to meet the needs of Uzbek and foreign citizens for tourism services, as well as increase the number of jobs as a new direction that develops the country's economy. , programs related to the reduction of tax revenues to the republican budget, preservation of our cultural and natural heritage, and rational use.

Development and practical application of the management and marketing concept in the development of the market of tourist services is carried out by the State Committee for Tourism Development of the Republic of Uzbekistan, which is considered the central body of the state. The operation of this organization was established to continuously ensure the continuous development of tourism in our country and is reflected in the Decree of the President of the Republic of Uzbekistan No. PF-4861.

The concept of management is aimed at creating a modern concept of management in tourist enterprises and organizations, which emerges based on the ability and talent of the manager, that is, the manager. Because management is management, it is a practical activity aimed at the specific goals of managing tourist enterprises and is based on elements such as theory, principles, methods, and tools.

Implementation of the concept is also done with motivation. Motivation means that the members of the organization fulfill the plan and that the work they are doing corresponds to the assigned obligations. That is, after the development of the concept, motivation acts as a system of actions necessary for the implementation of tourist activities. However, the following interrelated tasks are assigned to tourism organizations in the field of management:

- full implementation of market relations, i.e. instilling the contents of the market economy into tourism management;
- adaptation of "know-how" innovations in the field of tourism to the conditions of the new century, that is, maximum consideration of changes in this direction in the world.

These tasks are solved based on the modern management concept. Based on the concept, it is appropriate to implement measures in the following directions for the systematic development of the market of tourist services:

- increasing the role of tourism in the economy;
- implementation of a long-term tourism development program;
- to create a legal framework for the development of tourism by international legal practice;
- formation of stimulating economic mechanisms for the development of domestic and international tourism;
- implementation of a strict system of licensing and certification of tourism activities;
- to develop the material and technical base of the network and create favorable conditions for the cooperation of tourism, banking structures, transport, hotel, and insurance companies to form a high-tech complex of tourism services.

The concept of management in the market of tourist services is considered a new direction that ensures effective management and is based on new management that ensures the sustainable development of tourism based on the effective use of advertising tools. However, the development of the tourist services market cannot be ensured without a marketing concept. According to the management concept of tourist activity on a large scale, in connection with tourists, tourists are regularly traveling in our republic. Marketing is a type of human activity aimed at satisfying needs and wants through exchange, their main goal is to study the demand of tourists.

The marketing concept is implemented based on production, product, sales, traditional marketing, socio-ethical, and interactive marketing concepts. However, tour operators should follow the following priorities when implementing the marketing concept in effective tourism activities:

- to convince the new partner tour operators that they value Uzbekistan highly;
- drawing up programs on special routes and carrying out charter flights, having studied the interest of tourists;
- providing information to cooperating tour operators.

The form of the above concepts is used in the regional tourist services market, and today the directions of development of the industry are defined based on the management and marketing concept. In particular, promising plans aimed at the development of the tourism sector are being implemented in terms of the development of tourism services. These tasks should be performed as several future measures. As a consistent continuation of these works, it is necessary to develop a program of measures for the development of tourism in the following directions.

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