

IMPROVING THE PROCESSES OF USE OF TOURISM AUTHORITY IN THE CONDITIONS OF INNOVATIVE DEVELOPMENT

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Abstract: In the article, the impact of the changes taking place in the conditions of the innovative development of tourism on the potential of tourism, the issues of assessment based on quality service, and the mechanism of assessment of tourist activity in tourism were studied. In the conditions of modernization of the economy, attention is paid to the optimal development of tourism based on the innovative characteristics of the tourism industry.

Key words: tourism, innovative development, tourism potential, quality service, evaluation processes, tourist activity, evaluation mechanism, modernization of the economy, tourism sectors, optimal development of tourism.

INTRODUCTION

In the following years, large-scale reforms are being implemented in our country to raise the tourism industry to a new level in terms of quality and quantity. The development of the sector means that the country's economy can have a multiplier effect with other sectors, and has a strong positive effect on the growth rates of all macroeconomic indicators. This, in turn, determines the urgency of the task of rapidly developing the tourism industry, increasing its role and share in the economy, diversifying and improving the quality of tourist services, and expanding the tourism infrastructure. Effective implementation of the set tasks will help to strengthen the competitiveness of the national economy of the country. In this regard, it is urgent to deepen scientific research on issues such as innovative development of national tourism and strengthening its position in the world market, our ancient history and rich cultural heritage, rapid development of the tourism industry based on the specific characteristics of regions, regionalization of regions based on certain historical and touristic signs.

The methodology of the article analyzes the importance and role of investments made in our national economy, including mechanisms for developing the tourism industry and using its potential, starting from the analysis of scientific and increasingly popular sources.

ANALYSIS OF LITERATURE ON THE TOPIC

In the sustainable development of the economy of our republic, the main direction of the development and improvement of the tourism industry, as well as ways to further improve and expand the use of the existing economic opportunities, are important, which affects social, economic, cultural and other spheres of activity. Certain aspects of optimal development of tourism and organization of their market based on the innovative characteristics of the tourism industry in the conditions of Uzbekistan are discussed by scientists N.Tukhliev, D.Kh. Aslanova, B.Sh.Safarov, M.T.Alimova, A.A.Eshtaev and seen in the works of others. However, ensuring the socio-economic efficiency and effective functioning of the tourism potential in the conditions of innovative development has not been studied in scientific works, and attention to the study of this problem arises from the requirements of today.

RESEARCH METHODOLOGY

The methods of analyzing the processes of using the potential of tourism in the conditions of innovative development, working programs and manuals for the development of tourism, summarizing the economic experience of using modern web tools as one of the means of increasing investment efficiency, and the

methods of interviews with investors on this research problem were also used. Based on this, the main ideas and results in the article can be considered as a methodological basis for the development of a guide aimed at improving and improving the tourism industry, and the author's recommendations can be used as a theoretical and practical guide for the improved development of the tourism industry based on modern marketing principles and other market tools.

ANALYSIS AND RESULTS

The tourism industry is one of the most rapidly developing industries in the world due to the deepening of the globalization process and the expansion of international cultural relations. According to the World Tourism Organization (WTO), "tourism ranks fourth in global exports of goods and services, and third in terms of profitability. In 2020, its share in world GDP was 11.3% (\$8.8 trillion)"¹. In the modernization of the economy, the tourism sector is considered a highly profitable sector of the economy, it serves to accelerate the world market of goods and services, to ensure the employment of the population, and to develop organic relations between different countries and regions of the world. Today, the creation and introduction of innovative technologies in the effective organization of economic activity in tourism remains one of the important conditions for the formation of an innovative economy.

"Currently, in international practice, the definition developed at the International Conference on Travel and Tourism Statistics (Ottawa, 1991) and approved by the WTO and the UN Statistical Commission is widely used. According to this definition, a tourist is a visitor, that is, a person who travels and stays there for a period of no more than 12 months for any purpose other than engaging in paid activities from the resources of that place, which are outside his usual environment."

The main criteria of tourism are:

1. Change of place outside the limits of the usual place of residence.
2. Migration of people in a sufficiently short period of time. According to statistics, weekend tourism (2-3 days) occupies the largest share, followed by tourist trips (6-7 days), the smallest share is accounted for by 8-12 day trips.
3. The place visited should not be a permanent or long-term residence.

4. The main purpose of the trip should not be to perform paid activities from the source of the visited place.

The rapid growth of the flow of tourists to relatively low-income countries and regions is an important feature of the development of the tourism industry at the global level. This is mainly explained by the low cost of tourist services in such countries and regions with low labor costs, and in most cases, the attraction of previously unused or underutilized tourism resources of developing countries to the tourism industry. In addition, in some countries, the growing flow of tourists under the influence of the market conditions, as well as regional economic policy levers, can be directed to problematic - backward or stagnant regions, and this situation will help their development.

The most important condition for the successful development of the tourism sector in the country is the formation of the necessary regulatory and legal frameworks. Active measures are being taken to expand the list of tourism types used in the Republic of Uzbekistan. For example, in the decree of the President of the Republic of Uzbekistan "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan", along with traditional cultural and historical tourism, tourism includes pilgrimage, ecological, educational, ethnographic, gastronomic, sports, treatment-health, agricultural, industrial, rapid development of other potential types such as business is planned.

In recent years, the material and technical base and infrastructure of the tourism network have been significantly strengthened. As of November 2022, there were 939 hotels and similar accommodation facilities in Uzbekistan. Their simultaneous reception capacity is 17,779 rooms and 34,898 beds. The highest rate in this regard is Tashkent city (19.8%), Samarkand (16.4%) and Bukhara (15.4%) regions, and the lowest is Jizzakh (2.8%), Namangan (2.8%) and Syrdarya regions (1.6%) correspond to the share. Compared to 2015, at the beginning of 2022, the number of hotels and alternative accommodation facilities increased to 1,224 units and 42,745 beds. According to the results of 2020, the largest number of means of placement was sent to the city of Tashkent (20.5%), Bukhara (17.1%) and Samarkand (14.5%), the least to Syrdarya (1.5%), Andijan (3.1 %) and Namangan (3.2%) regions.

The evaluation of the tourism potential of the republic serves as the main factor for determining the priority directions of the development of the tourism industry in a specific region and the entire country. The correctness of determining the potential of tourism directly depends on the importance of the factors of development of the selected sector and the reliability of statistical data.

¹ <http://www.unwto.org>

The analysis of the data in the table shows that the leading regions in terms of the level of tourism potential include the city of Tashkent, Samarkand, Tashkent and Khorezm regions. Despite the fact that the lowest indicators were recorded in Syrdarya and Jizzakh regions, in our opinion, there are ample opportunities for the development of agro-ethnographic tourism in these regions.

Table
Tourism infrastructure potential of regions of Uzbekistan

Regions	Number of tourist companies and organizations by region	Number of hotel and alternative accommodation places by region	The number of places of sanatorium-resort institutions by region	Tourism potential of the region
Republic of Karakalpakstan	0,017	0,135	0,168	0,073
Andijan	0,010	0,076	0,170	0,050
Bukhara	0,062	0,250	0,091	0,112
Jizzakh	0,007	0,055	0,159	0,039
Kashkadarya	0,014	0,120	0,214	0,071
Navoi	0,010	0,111	0,139	0,054
Namangan	0,003	0,098	0,544	0,054
Samarkand	0,178	0,418	0,352	0,297
Surkhandarya	0,014	0,124	0,158	0,065
Syrdarya	0,003	0,016	0,002	0,005
Tashkent	0,017	0,238	0,942	0,156
Ferghana	0,014	0,147	1	0,127
Khorezm	0,014	0,189	0,086	0,061
Tashkent city	1	1	0,668	0,874

Today, despite active regional shifts in all sectors of the economy, including tourism, there are the following problems and unused opportunities in the development of tourism in Uzbekistan:

I. Opportunities to stimulate tourist demand:

1. Strategy for activation of domestic tourism development. It is largely due to the emergence of the habit of traveling, which is not yet present in the majority of the population.
2. The need to reduce the difference between the incomes of urban and rural residents. It increases the potential number of tourists among the villagers.
3. Opportunities to increase employment in the regions.

4. The expediency of increasing the currently insufficient level of knowledge about the rich historical and cultural heritage.

Problems and opportunities of modernization of the tourist cluster, which ensures an increase in the number and quality of products of the tourist services and related industries:

1. The level of quality of services is insufficiently consistent with international standards.
 2. The need to improve the qualifications of personnel in the field of tourism.
 3. Underdevelopment of road transport infrastructure.
 - 3a. Non-availability of campsites for the development of auto tourism.
 - 3b. The cost of air tickets to Uzbekistan.
 4. High prices in the hotel industry.
 5. Underdevelopment of engineering and communication infrastructure.
 6. The need to organize the production of local buses and other motor vehicles of the travel category, for example, caravans.
 7. Expanding or organizing the production of various types of clothing, sports equipment (for example, equipment for mountaineering), bedding, furniture, hotel equipment and other products that are in high demand by tourists in Uzbekistan (non-existent in case of) opportunity;
 8. The quality of the product does not match the high prices
 9. Absence of statistical data in the section of types of services. This makes it difficult to manage the development of a touristic cluster.
- II. Problems hindering the growth of demand and supply of tourism services:**

1. Low awareness of potential buyers and suppliers of tourism services about new types of tourism.
 2. Uneven development of the tourism industry in the regions.
 3. Failure to promote and advertise regional tourism.
- III. Degradation of ecology and environmental pollution.**
- IV. Conflicting influence of globalization on spiritual development of people.**

When agrarian and ethnographic tourism are combined, we get an agro-ethnographic type of tourism. This type of tourism implies living in a rural place, participating in rural work, getting to know the history, culture and art of the local people, customs

and traditions, national songs and dances, as well as participation in national holidays and celebrations.

The impact of agro-ethnographic tourism on the development of rural areas:

1. Increase in production in tourism cluster networks;
2. Increasing the employment rate of the rural population;
3. Increase in income and standard of living of the population;
4. Impact on the improvement of living conditions;
5. Increasing investment attractiveness of the region;
6. Increasing self-esteem of villagers;
7. Promoting and advertising national cultural traditions;
8. People acquire new knowledge and increase their skills;
9. The effect of cultural and spiritual enrichment of each other through the interaction of rural and large city residents;
10. Acceleration of the growth of the economy of regions and regions of Uzbekistan with a large number of rural residents.

The next priority for the development of tourism in the regions of Uzbekistan is the development of caravans.

The word "caravanning" comes from the English word "caravan" - van, wagon. Caravanning is a journey involving moving and living in a house on wheels. Such traveling subjects are called caravaners.

Expected results:

1. Caravanning promotes the development of various types of tourism, namely sports tourism, ecological tourism, cultural-learning tourism, agrotourism, ethnographic tourism, etc.
2. The caravan can be used as a means of accommodation for tourists.
3. Caravanning stimulates the growth of domestic tourism.
4. Caravans will help to expand private entrepreneurship in the regions and increase the level of employment.
5. Caravanning serves to increase the standard and quality of the life of village population.

As the third priority for the development of tourism in the regions of Uzbekistan, we propose to organize themed hotels under the name "Culture house", that is, "Culture hotel".

Expected results from the implementation of this innovative scientific project, which provides the opportunity to solve the following tasks:

1. Increasing investment attractiveness of Uzbekistan for national and foreign investors;
2. Increase in the level of population employment;
3. Creation of favorable economic conditions in the regions;
4. Development of food, medical, cultural, ethnographic types of tourism;
5. Increase in the standard of living and quality of life of the population.

Summing up from the above, we note that:

The measures presented in connection with the formation of forecast indicators for the development of the tourism industry of the Republic of Uzbekistan for the period up to 2025, including the priority and strategic directions of the rapid development of the tourism industry, are based on the importance of creating legislative, economic, financial and organizational conditions for the development of the tourism industry;

in the medium term, tourism development factors will ensure the rapid growth of all indicators of the tourism industry due to diversification of types of tourist products, increase of foreign and domestic investments, improvement of tourist infrastructure, deepening of international cooperation, increase of the country's tourist position in the international arena;

The concept of tourism development in the Republic of Uzbekistan in 2019-2025 is to increase the efficiency of the reforms carried out to create favorable economic conditions and factors, to set priority goals and objectives for the rapid development of the tourism sector, to increase its role and share in the economy, to diversify services and improve their quality, and to improve the tourism infrastructure. focused on improvement.

Thus, the presented innovative proposals help to accelerate the development of the tourism sector in the regions of Uzbekistan in the conditions of modernization of the economy. The formation of a tourism cluster will serve as a solid foundation for the economic growth of the country's regions and help to successfully implement economic reforms.

USED LITERATURE

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