

Scientific and Methodological Aspects of the Effective Development of the National Tourism Industry

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Abstract: This article is dedicated to promising areas of tourism development. It has been analyzed economic condition of tourism development in Uzbekistan. Besides, it has been given scientific recommendations for solving important issues in tourism.

Keywords: tourism industry, regional development, foreign tourists arrivals, tourist services export.

Introduction. The service sector plays a special role in the socio-economic development of the country and the growth of its export potential. With this in mind, in recent years, serious attention has been paid to expanding the export potential of industrial sectors, including increasing the volume of exports of services.

At a time when competition in the services market is intensifying, the lack of practical recommendations on the export marketing of services and, accordingly, the incomplete coverage of these issues in the economic literature is the basis for practical research in this area. The need for scientific substantiation of theoretical issues of economic relations in this area requires research aimed at marketing activities in the export of services.

It is important to show ways to improve the marketing mechanism of expanding export opportunities in the field of tourism services. To do this, it is important to identify and implement the following tasks:

- To reveal the objective necessity of the analysis of target markets for the export of services;
- Theoretical substantiation of the prospects for expanding the export potential of the service sector;
- Development of recommendations for the use of marketing communications in support of exports of services.

Analysis of the relevant literature. The methodological basis of the development of the national tourism network has been studied as an important research subject in the scientific work of foreign and domestic scientists. In particular, one of the most important scientific sources on the development of the tourism industry is V.I. Azar's research work.

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The scientific work of local scientists published in recent years is also noteworthy. J.N. Abiyev studied the economic aspects of the development of the tourism industry in the national economy. A.A. Eshtaev studied the methodology of developing a marketing strategy for the tourism industry and its management. However, to date, the empirical study of foreign experience in the effective development of the national tourism network has not been sufficiently studied in scientific and practical research. This research paper covers the same aspects of the issue.

Research methodology. Methods such as observation, comparison, systematic and comparative analysis, statistical grouping, expert evaluation were used during the research work. In addition, analytical research was conducted among managers of tourism entities based on the focus-grouping method. According to the results of the study, the composition of the main tourist products offered to tourists was studied.

Analysis and results. It is known that the XXI century has entered a period of rapid development in the world economy. At the same time, new factors of economic development are emerging. These include factors such as modernization, diversification, innovation. Appropriate infrastructure should also be created to ensure the free development of each sector. As a result, these issues are becoming a very topical issue. In the current context of rapid economic integration and growing international competition, no country should lag behind in world development. The processes of modernization and diversification are also developing rapidly in the economy of our country.

The following economic incentives are actively used to stimulate the economic activity of local businesses engaged in the export of tourist services in Uzbekistan:

- tax benefits;
- simplification of administrative procedures in the process of state registration as a business entity;
- soft bank loans to replenish working capital;
- Provision of preferential exhibition space at national and international tourism fairs;
- Prioritization of projects in the field of tourism in the framework of investment forums;
- Practical measures, such as the targeted allocation of government subsidies for the operation of hotels and similar accommodation facilities with a high level of service.

In addition, local businesses engaged in the export of tourism services operate in a highly competitive environment as a full participant in the international market. It is also important to take into account the volume of demand, the structure of supply, the peculiarities of price formation in the international tourism market. Local businesses engaged in the export of tourist services also have a direct impact on the business environment, such as the regulatory framework of the visa regime, fiscal and monetary policy of the state.

Therefore, the systematic organization of marketing research within the local business entities engaged in the export of tourist services is a particularly noteworthy process. Forecasting the volume of supply by making sound management decisions, selecting promising areas of development at the microeconomic level, studying changes in demand depends on the quality of the marketing research process in tour operators engaged in the reception of foreign tourists. The involvement of professionals, the fact that all practical efforts are focused on the strategic mission, the clear formation of the financing of expenditures serve as a guarantee of success.

Tour operators engaged in the reception of foreign tourists are required to regularly monitor changes in international market conditions. The development of the range of tour packages, pricing, selection of sales channels will be based on the results of this monitoring. Express interviews, focus group communication, sample observation and experimentation of primary data collection methods provide high efficiency in monitoring market conditions. Methods of secondary information collection, based on the analysis of tourist portals, the conclusions of specialized scientific journals, serve to keep costs at an acceptable level.

Tour operators engaged in the reception of foreign tourists compete in the international market through price categories, quality parameters and means of communication. The tour operator must meet the requirements of competitiveness criteria as a microeconomic entity, and the set of services as a result of economic activity. Among the criteria of competitiveness in the international tourism market, it would be appropriate to include a product that meets the wishes and solvency of consumers, set a reasonable price for it and systematically promote this product in the audience of potential buyers. Commercial activities of tour operators, which are engaged in the reception of foreign tourists, organized within the same criteria, ensure the achievement of socio-economic benefits.

Local tour operators carefully study the composition of imports of foreign countries and then offer them the most favorable conditions in terms of quality and price. The urgent task in this direction is to take effective measures to increase the volume of exports of tourist services in our country. In other words, the improvement of organizational and economic mechanisms to stimulate the export of tourist services is emerging as a requirement of the times. In turn, it should be borne in mind that the increase in exports of tourist services is actively influenced by several quality indicators (Figure 1).

In short, the export of tourist services is one of the important sources in the formation of national income of countries. Therefore, an in-depth study of the export of tourist services will lead to a scientifically based answer to the issues that need to be addressed in this regard.

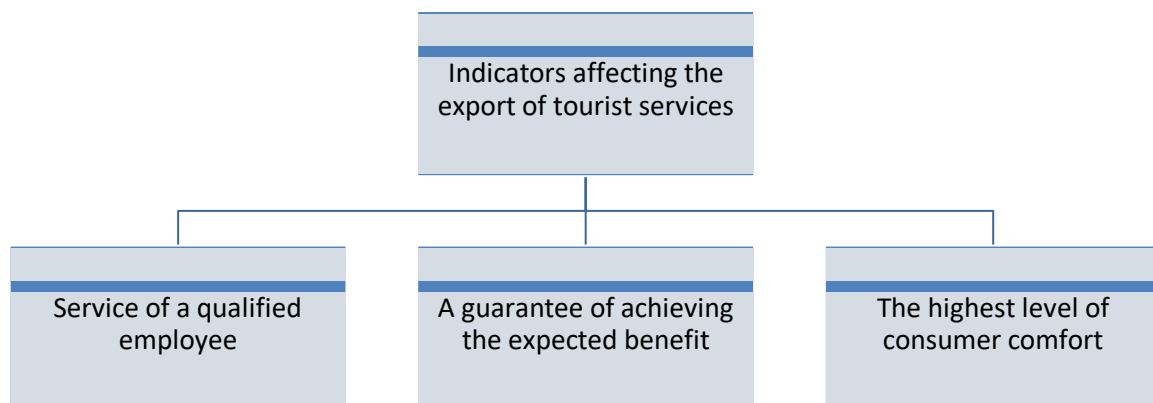


Figure 1. The main indicators affecting the export of tourist services ¹

Conclusion. In short, in order to achieve economic growth in the export of tourist services, it is necessary to pay primary attention to the following sequence of measures:

- Study of the structure of foreign markets;
- Define a clear strategy for the development of target markets;

¹Developed based on the author's research.

- Creation of favorable conditions for the consumption of services;
- Development of the concept of introduction of innovations in the enterprises of the service sector;
- Define the marketing aspects of brand and rebranding management;
- Continue a continuous analysis of the expansion of business practices in the service sector.

Exports of tourist services will allow to launch additional sources of replenishment of the state budget revenue base. Improving the living standards of the local population, achieving competitiveness of human capital, stimulating the demand for qualified specialists in the labor market are also directly related to the gradual increase in exports of tourist services.

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