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Article

Specific Features of Methods for Assessing Supply and Demand in Tourism

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Abstract: Tourist demand is the sum of the needs, desires and opportunities of tourists to travel to a certain area and use tourist services in a certain period of time. Tourist supply is based on the real provision of tourism facilities, service infrastructure, enterprise capacity and available resources on the market for a certain period. Methods for assessing supply and demand in the tourism sector are important for the development of this sector, attracting investments and strategic planning. Through proper assessment, the competitiveness of tourism products in the market, future changes and development opportunities are determined. The assessment of tourism supply and demand is based on various methodologies, and these methods are divided into the following main areas. In the tourism system, demand and supply are interrelated key economic indicators, the movement of which determines the dynamics of the formation and development of the tourism market.

Keywords: Tourism, demand and supply, methods, types of demand and supply

1. Introduction

Assessing the ratio and interaction of demand and supply is of great importance in determining the balance in the tourism market, optimizing the volume and quality of services, as well as forecasting future tourism flows. If the growth or decline in market demand directly affects the volume of tourist supply, then the level of development of supply and infrastructure capacity have a specific effect on the dynamics of demand (Song & Li,2008). Therefore, methods for assessing supply and demand in tourism are implemented through approaches such as statistical analysis, forecasting models, market research and consumer behavior analysis, each of which plays a specific role in ensuring effective management of the industry.

The process of assessing supply and demand in tourism is carried out based on a set of various statistical, analytical and economic models (Dwyer, Forsyth, & Dwyer, 2010). This process uses such multifaceted indicators as tourist flow, tourist expenditure, hotel occupancy rate, activity of excursion services, and level of use of transport services (Sinclair & Stabler, 1997). These indicators are important in determining the tourist market situation, assessing the volume of services, and measuring the real potential of the offer (Lim, 1997). To accurately assess demand and supply, government statistics, travel agency reports, independent market research, time series analysis, econometric models, as well as digital sources - social media reviews and online feedback from tourists - are used. Among the main factors influencing demand dynamics are the income level of tourists, global and local travel trends, the development of transport and hotel infrastructure, and the quality

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of services provided. Based on this data, it is possible to identify changes in demand and supply, create forecasts for the future and effectively manage the tourism market. Methods for assessing tourism demand and supply allow for a comprehensive analysis of the structure, movement, and development dynamics of the tourism market.

Literature review

The process of assessing supply and demand in tourism is based on a set of scientific approaches, statistical analysis tools and economic models. The use of these assessment methods allows us to determine the real state of the tourism market, develop effective management decisions for the development of the sector and determine strategic directions for the future. In the practice of assessing demand, statistical tools, economic modeling, sociological surveys, time series analysis and big data sources related to tourist behavior play an important role (Pizam & Mansfeld, 2000).

When assessing the supply, the state of tourism resources, infrastructure capabilities, quality of tourism services, human resources and the level of regional tourist attractiveness are comprehensively studied. The strengths and weaknesses, opportunities and threats of the region or industry are identified through the use of SWOT analysis, infrastructure diagnostics, trend forecast models. This is of great importance in determining strategic measures to increase the competitiveness of the tourist offer.

The widespread use of these assessment methods in the tourism sector of Uzbekistan creates great opportunities for strengthening the country's position in the global tourism market, creating new tourist products, actively attracting investments and improving the quality of services (Crouch, 1994). Scientific analysis of supply and demand is a necessary factor for ensuring balance in the tourism market, forecasting tourist flows, optimizing infrastructure capacities and increasing economic efficiency. In general, assessing tourist demand and supply based on scientific methods serves as a key tool for strategic planning in the sector, clearly defining market needs and ensuring long-term sustainable development of tourism (Martins, Gan, & Ferreira, 2017).

The above analysis shows that scientific and methodological approaches to assessing supply and demand in the tourism sector are multifactorial and complex. While statistical models allow us to determine the dynamics of tourist flows, employment and costs, economic models are an effective tool for forecasting the supply-demand balance for the Uzbek tourism market. A systematic approach aimed at studying infrastructure, resources, service quality and social behavior of tourists is crucial for increasing the competitiveness of the tourist product (UNWTO 2019).

In addition, real-time data obtained through modern information technologies, big data, and online platforms increase the accuracy and speed of the assessment process. Therefore, assessing tourism demand and supply based on scientific methods helps develop strategies that meet market needs, improve the quality of services, and ensure the sustainable development of the tourism sector.

2. Materials and Methods

According to this study, swot analysis and narrative analysis are used to illustrate tourism demand and supply. Tourism demand includes the basic needs of tourists and the services they need during their trip.

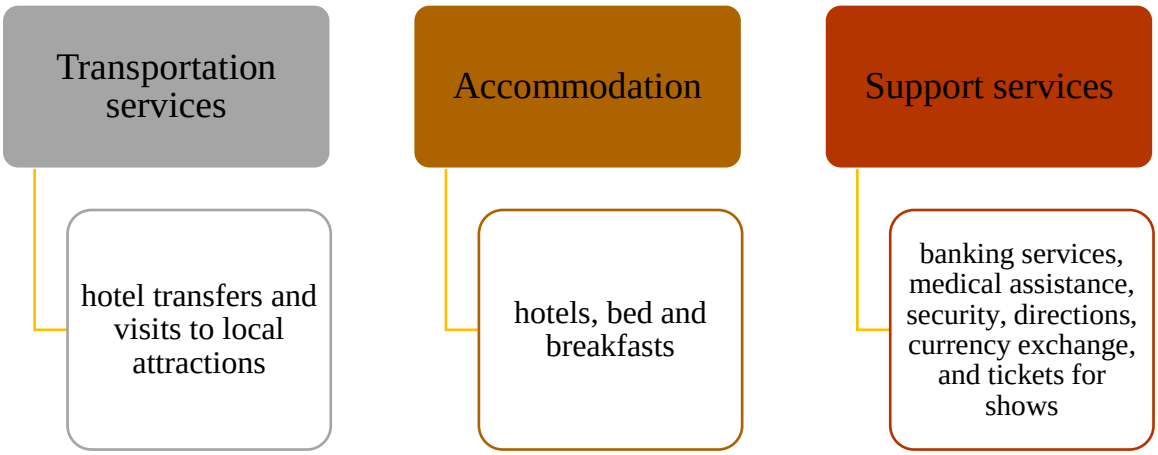


Figure 1. The main needs of tourists during a trip

These include transport services (including hotel transfers and visits to local attractions), accommodation (hotels, bed and breakfasts), ancillary services (banking services, medical care, security, guidance, currency exchange and tickets to attractions). In addition, excursion services and tour packages are of additional interest to tourists.

Methods for assessing supply and demand in the tourism sector are important for the development of this sector, attracting investments and strategic planning. Through proper assessment, the competitiveness of tourism products in the market, future changes and development opportunities are determined. Assessment of tourism supply and demand is based on various methodologies, and these methods are divided into the following main areas. Assessment of demand in the tourism sector allows you to identify the needs of tourists for tourism services and predict their future trends.

Methods for assessing tourism demand and supply allow for a comprehensive analysis of the structure, movement and development dynamics of the tourism market. The statistical methods shown in the figure, in particular, time series analysis, regression models, expert assessment methods, are of great importance in deeply analyzing demand trends and preparing accurate forecasts for the future. Statistical study of indicators such as hotel occupancy, travel costs, and the dynamics of the use of transport services expands the possibilities for assessing changes in the tourism market on a scientific basis(Amiriddinova, 2025).

Methods for assessing tourism based on economic and social indicators take into account factors such as the income level of the population, socio-economic balance, infrastructure development, and the hospitality potential of the country in the formation of the tourism offer. At the same time, resource valuation - natural and cultural resources, environmental conditions, historical heritage sites - are strategic factors that affect the quantitative and qualitative formation of the tourism offer. Analysis in this direction is of practical importance in the sustainable development of tourism, rational use of resources, and assessment of regional tourism potential.

3. Results, discussion

Sociological and social analysis methods are aimed at determining the opinions of tourists, their expectations, travel motivations and satisfaction levels, and are implemented through modern media platforms, Big Data and information technologies. Ratings, reviews and feedback on platforms such as TripAdvisor, Booking serve as an important source for assessing the quality of tourist services and developing practical recommendations for improving the offer. Through these methods, it is possible to obtain complete information about mass trends in the tourism sector and the dynamics of consumer behavior. When assessing the offer, the state of tourist resources, infrastructure

capabilities, quality of tourist services, human resources and the level of regional tourist attractiveness are comprehensively studied. Through the use of SWOT analysis, infrastructure diagnostics, trend forecast models, the strengths and weaknesses, opportunities and threats of the region or sector are identified. This is of great importance in determining strategic measures to increase the competitiveness of the tourist offer.

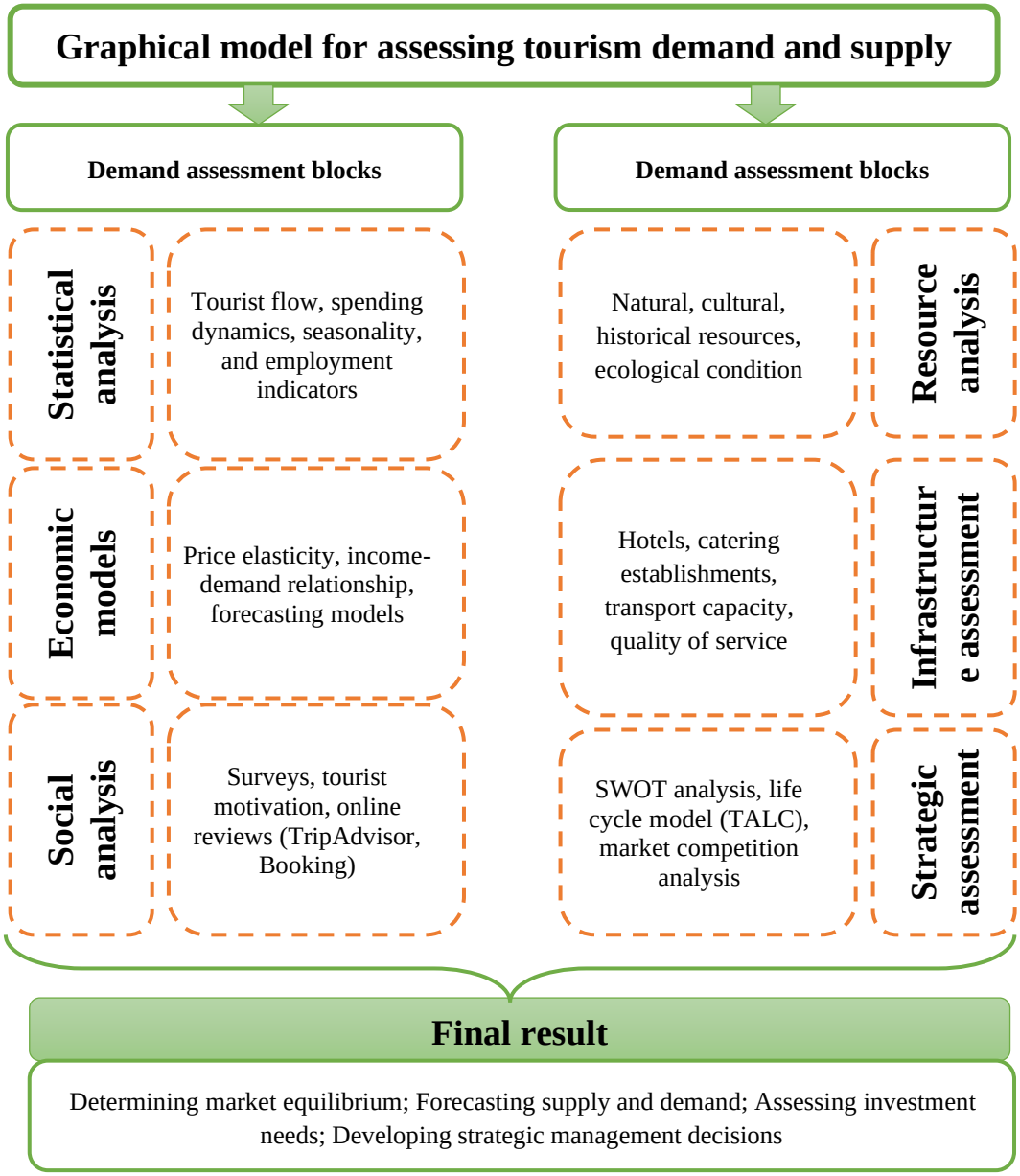


Figure 2. A comprehensive model for assessing tourism demand and supply

This model is developed on the basis of a systematic approach that includes statistics, economic analysis, sociological approaches, resource potential and infrastructure capabilities, and allows for in-depth study of factors affecting the development of the industry, determining the balance in the tourism market, making strategic decisions, and analyzing the factors affecting the development of the industry.

The figure systematically illustrates the directions of assessing tourism demand based on statistical, economic and social methods, as well as the stages of using resource potential, infrastructure capabilities and strategic management indicators in determining the tourism supply. The model reflects the inextricable link between the two main components - demand and supply - and scientifically explains the main factors that form the balance in the tourism market. This block diagram serves as a methodological basis for

assessing the state of the sector, conducting prospective analyses and developing the necessary strategic decisions for tourism development.

4. Conclusion

In general, the assessment of tourism demand and supply based on scientific methods serves as a key tool for strategic planning in the sector, clearly defining market needs, and ensuring long-term sustainable development of tourism. The above analysis shows that scientific and methodological approaches to assessing demand and supply in the tourism sector are multifactorial and complex. While statistical models allow us to determine the dynamics of tourist flows, employment, and expenditures, economic models are an effective tool for forecasting the supply-demand balance for the Uzbek tourism market. A systematic approach aimed at studying infrastructure, resources, service quality, and social behavior of tourists is crucial for increasing the competitiveness of the tourism product.

In addition, real-time data obtained through modern information technologies, big data, and online platforms increases the accuracy and speed of the assessment process. Therefore, the assessment of tourism demand and supply based on scientific methods serves to develop strategies that meet market needs, improve the quality of services, and ensure the sustainable development of the tourism industry.

Scientifically based supply and demand analysis improves the control system, increases the quality of services, and allows for rational targeting of investments in the tourism sector. Therefore, each of these methods is of particular importance both in practical management and in scientific research. In order to clearly reflect the methodological foundations of the process of assessing supply and demand in tourism, it is important to visually demonstrate their interrelated stages and areas of analysis.

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