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Optimization of Tourist Activity through Diagnostics

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ABSTRACT

The article researches the theoretical aspects of diagnostics of the effectiveness of tourism activities at the territorial or micro level from various approaches and proposes ways to improve the existing methodology of diagnostics.

Keywords: efficiency diagnostics, conceptual model, budget efficiency, investment efficiency, aggregate indicator of the efficiency.

DISCUSSION AND RESULTS. The algorithm for assessing the economic efficiency of tourism activities includes the following sequence of actions:

1. Determining the need for information, selecting and justifying indicators characterizing the economic side of tourism activities.
2. Collecting and processing source data.
3. Analyzing the data obtained and developing management decisions.

Y.I. Juvanen points out the expediency of including indicators such as the number of tourists per accommodation unit, the level of utilization of the hotel fund (unit share), labor productivity, profitability of the main activity, the volume of investments in fixed assets, the share of tourism services in the total volume of paid services provided to the population of the region, the share of those employed in tourism activities in the total number of able-bodied population of the region, the share of the population of the region using tourism services in the total number of the population, and the total catering turnover per capita of the region as indicators of the socio-economic efficiency of tourism activities.

To assess the effectiveness of tourism activities, its economic aspect involves describing the potential opportunities for the implementation of the processes of production and sale of tourist products, expressed in the dynamics and efficiency of these processes, confirming the economic feasibility of creating this tourist system.

After calculating statistical indicators, an integral indicator of economic efficiency for the list of criteria is:

$$y = \sum_{i=1}^n a_j k_j$$

where, y - is the aggregate indicator of economic efficiency;

k_j - i - normalized indicator;

a_j - i -the weight included in the indicator integral indicator;

n - number of indicators.

To determine a_i an approach based on calculating the weights of indicators based on the pairwise correlation coefficients between them is used. [2].

If r_{ij} , is the pairwise correlation coefficient between indicators i and j , then the weights are determined by the following formula:

$$a_i = \frac{\sum_{j=1}^n k_{ij}}{\sum_{j=1}^n \sum_{i=1}^n k_{ij}}$$

Thus, the sum of the correlation coefficients of each indicator with the rest is related to the total sum of the coefficients over the entire matrix of pairwise correlation coefficients. Since the latter characterizes the relationship between all indicators, the obtained values of a_i reflect the relative weight of the i -th indicator in the integral performance indicator for the entire block of indicators. This approach characterizes the same component of the efficiency of tourism activities from the economic side.

Then, in order to assess the change in the economic efficiency of tourism activities of the studied area over a certain period of time, each value of the formed set of indicators should be normalized according to the following formula:

$$k = \frac{k_{hq} - k_{min}}{k_{max} - k_{min}}$$

k_{hq} - the actual value of the indicator;

k_{min} - minimum value;

k_{max} - maximum value.

Based on the results of the analysis, a methodology for assessing the efficiency of tourism activities was developed, which combines the advantages and disadvantages of the assessment methods used to determine the level of efficiency of tourism activities proposed in the scientific and economic literature.

The structural assessment method of the proposed methodology for assessing the efficiency of tourism activities is based on the economic essence of innovative potential and takes into account the factors affecting it and its components. A set of indicators for assessing directly controllable factors grouped on the basis of the components of tourism activity efficiency and affecting them has been developed. Also, a set of criterion values of indicators for structural assessment of tourism activity efficiency is developed, based on statistical data and information presented in economic literature focused on innovations. Turizm faoliyatining umumiy samaradorligidagini ikki xil yondashuvdan iqtisodiy va ijtimoiy jihatdan ko'rib chiqish maqsadga muvofiqdir. Turizm faoliyati samaradorligining konseptual modelini ishlab chiqishda, samaradorlikning uchta asosiy jihati iqtisodiy, ijtimoiy va munosabatlarning samaradorligi, ikkinchisi iqtisodiy va ijtimoiy jihatlar bilan ifodalanadi.

The proposed conceptual model for assessing the effectiveness of tourism activities includes the following elements.

The economic aspect of assessing the effectiveness of tourism activities is to characterize the potential of the processes of production and sale of tourist products, expressed in the dynamics and efficiency of these processes. This characteristic confirms the feasibility of creating a tourist system and using its economic potential.

The indicators used for assessment cover various areas. Among them, the indicators recommended by the World Tourism Organization (UNWTO) - the gross regional tourist product created by the tourist and recreational system, the regional tourism balance, economic changes at the local level, the average number of tourists per capita - are of particular importance.

These indicators provide a comprehensive assessment of the efficiency of the system, its economic effectiveness and social significance. In this regard, the growth of gross regional product, the effective distribution of budget funds and the positive impact of tourism activities on the well-being of the population are considered separately.

The social aspect of assessing the effectiveness of tourism activities is the level and quality of people's lives due to the functioning of the tourism system, which confirms the expediency of its creation to ensure the quality of people's lives. This can be expressed, for example, by indicators such as improving the living standards of the population of the region, increasing employment and improving working conditions, improving the condition of the place of residence, increasing the amount of free time, developing types and forms of recreation, developing innovations in tourism activities, increasing the attractiveness of the tourist destination of the region.

The World Tourism Organization is considering including indicators such as the level of pollution in tourist areas, the increase in the level of loyalty and satisfaction of tourists, their desire to return, as well as changes in the number of crimes related to tourists, among the indicators recommended by it for assessing the social effectiveness of tourism activities [3].

The assessment of the effectiveness of relationships is a general characteristic of inter-firm relations, mutual coordination and cooperation of participants in the chain of creation and distribution of the value of the tourist product, confirming the economic and social feasibility of these relationships.

Thus, due to the multifaceted and complex nature of the assessment of the effectiveness of tourism activities, it is characterized by a wide range of performance indicators. It is clear that when conducting a detailed analysis, it is advisable to limit the number of indicators based on the objectives of the study. In addition, it is necessary to develop appropriate criteria for selecting indicators for each separate aspect and aspect of the effectiveness reflected in the conceptual model. Based on these criteria, indicators for each aspect of effectiveness are selected.

The formation of indicators for assessing the effectiveness of state tourism activities and recreational entrepreneurship is carried out on the basis of the principles of measurability, completeness, comparability, unity of methods and indicative presentation of indicators. Indicators for assessing the effectiveness of tourism activities are calculated as the ratio of the result obtained to the costs incurred.

An integral indicator of the effectiveness of state support for tourism activities is calculated according to the following formula:

$$E_i = \sum_{i=1}^n V_i G_i$$

E_i - an integral indicator of the effectiveness of state support measures;

G_i - normalized indicator;

n - number of indicators;

V_i - i -th indicator integral indicator weight.

To determine V_i we use an approach based on calculating the weights of indicators based on the pairwise correlation coefficients between them. If k_{ij} , is the pairwise correlation coefficient between indicators i and j , then the weights are determined by the following formula:

$$v_i = \frac{\sum_{i=1}^n k_{ij}}{\sum_{j=1}^n \sum_{i=1}^n k_{ij}}$$

Thus, the sum of the correlation coefficients of each indicator with the rest is related to the total sum of the coefficients over the entire matrix of pairwise correlation coefficients. Since the latter characterizes the relationship between all indicators, the obtained values reflect the relative weight of the i -indicator in the integral performance indicator for the entire block of indicators k_i .

The assessment of the dynamics of the effectiveness of state support for tourism entities for a certain period in the studied region is carried out by normalizing the value of each indicator of the aggregate formed according to the following formula:

$$g = \frac{g_f - g_{min}}{g_0 - g_{min}}$$

g_f - the actual value of the indicator;

g_{min} - minimum value;

g_0 - the value of the base period, for example, the beginning of the last business cycle.

Based on this approach, when assessing the effectiveness of tourism activities, based on expert conclusions and generalization of the assessment results, the value of the integral indicator is formed, which should be within the following limits: $0 \leq g \leq 1$.

According to the expert group's assessment methodology, the breakdown of indicators of the effectiveness of state support in assessing the effectiveness of tourism activities, as well as the effectiveness of interaction between state and business structures, can be presented as follows:

The value of the integral indicator	Level of interaction
0,00-0,33	past
0,34-0,66	o'rtacha
0,67- 1,0	yuqori

The results of the assessment methodology presented by this group of experts will serve as the basis for developing scenarios for the development of interactions between the state and entities engaged in tourism activities.

CONCLUSION

According to the conducted research and the conclusions of the expert group, it is necessary to improve management decisions for the effective implementation of state policies and state programs aimed at the development of business entities engaged in social tourism. It is proposed to take into account the following aspects when making such decisions:

1. Analysis of the economic environment:

- improving the system of allocating subsidies and grants to increase the level of financial support for entrepreneurs engaged in tourism;
- encouraging entrepreneurs by introducing tax incentives or favorable lending conditions.

2. Infrastructure development:

- developing the infrastructure necessary for the implementation of tourism activities, including transport, accommodation and information services;
- increasing the efficiency of work through the digitalization of tourism activities.

3. Improving the legislative framework:

- developing an improved procedure for regulatory and legal acts related to tourism activities;
- introducing legislative reforms aimed at increasing the opportunities for entrepreneurs to use state programs.

4. Training and retraining of personnel:

- improving the knowledge and skills of entrepreneurs and employees engaged in tourism activities through the organization of advanced training programs in the tourism sector;
- establishing training centers within the framework of public-private partnership.

5. Increasing social significance:

- conducting information campaigns to convey the importance of tourism to the public.
- developing and implementing special preferential programs for low-income groups and people with disabilities.

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