



Improving the Organizational and Economic Mechanism of Regional Tourism

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Abstract: The article examines the scientific-theoretical basis of the processes of improving the organizational and economic mechanism of regional tourism. Problems related to the improvement of the organizational and economic mechanism of regional tourism development in Uzbekistan have been systematized. In accordance with the results of the analysis, a scientific proposal and practical recommendations were formulated to eliminate the large differences in the attractiveness of tourism at the level of the regions of Uzbekistan and their impact on the process of increasing the competitiveness of regional tourism.

Key words: regional tourism, tourism market, tourist business, tourism services, tourism industry, tourist destination, ecological tourism.

INTRODUCTION

In the world, targeted scientific research is being conducted on the innovative development of regional tourism, improving the quality and efficiency of tourist services. In particular, special attention is paid to determining the directions of development of regional tourism in the market of tourism services, developing a cluster model of its development in the national economy, increasing the investment tourism attractiveness of the regions, forming modern tourism infrastructures, improving the methodology of increasing the efficiency of tourism services in the regions, and developing ways to reduce the impact on the export of tourist services. In such conditions, the improvement of the organizational and economic mechanism of regional tourism development is included among the important issues.

The concept of "regional tourism" began to be widely used in the field of tourism in the 90s of the 20th century. Regional tourism has made a great contribution to the process of integration of neighboring countries by creating new touristic, economic and even political alliances. Regionalization of tourism creates favorable conditions for the development of the tourism industry in the regions of the countries and allows the countries to attract more travelers and ensures the sustainable development of tourism.

In the years of independence of our country, rapid development of the field of tourist services, as one of the target tasks and priorities of the state policy in the field of tourism in the medium-term perspective, "...to give tourism the status of a strategic sector of the economy, this field should become the leading force for the rapid development of all regions and interrelated industries in a comprehensive manner. turning the existing economy into a powerful tool for diversification,

structural change and sustainable development..."[1] was defined. Fulfillment of these tasks requires conducting research on improving the organizational and economic mechanism of regional tourism development in the conditions of the transition to the digital economy in order to develop the tourism sector at the macro level, increase its share in the GDP, provide the population with new jobs.

Literature review

Today, tourism has become the main phenomenon of the XXI st century as a source of local budget income, a means of increasing the population's employment and standard of living, and an important factor in the development of the social and cultural environment. Ensuring the effective development of the organizational and economic conditions of tourism in the region is achieved by solving the tasks set by the state policy on the regulation of regional tourism. Many researches on the organizational and economic aspects of tourism development in the regions have been carried out by the scientists of the CIS and our country. In particular, L.V. Vasileva [2] revealed important principles of formation of organizational and economic mechanisms that ensure sustainable development of tourism in the region.

G.L. Belov [3] in his researches explained the theoretical and methodological foundations of the effective organizational and economic mechanisms of the development of purposeful management of tourism in the region. In the works of D.T. Akhobadze [4], the organizational and economic mechanisms of implementing the strategic priorities of tourism and recreation development in the regions were studied. Also, the Russian scientist M.M. Valiev [5] in his research work proposed the factors that ensure the development of tourism in the region in the form of a system of organizational and economic tasks.

Also, the economic evaluation of the results of tourist activity at the national, regional and local levels was thoroughly analyzed by the economists of our country I.S. Tukhliev, G'.Kh. Kudratov and M.Q. Paradaev [6]. Also, B.S.Berdiyorov[7] in his research studies evaluated the development conditions and organizational-economic mechanisms of ecological tourism in Uzbekistan, while M.T.Alimova[8] revealed the organizational-economic mechanisms of effective development of the regional tourism market. In addition, J.N.Abiev[9] justified the need to use several organizational and economic mechanisms for the development of tourism based on the specific characteristics of the region, while Sh.Ruziev[10] proposed the scientific- theoretical foundations, principles and concept have been developed.

The number and variety of factors related to the attractiveness of tourism make it difficult to precisely define it. Nevertheless, it is important to identify the factors influencing tourism attractiveness, as each tourist destination strives to maintain its own diversity, uniqueness and comparative tourism advantages in order to maintain or improve its attractiveness. Policies carried out by the public and private sectors of the economy seek to strengthen and improve the elements that positively affect the attractiveness of tourist destinations.

For the reasons given above, most researchers differentiate attractiveness research according to the tourism sectors and forms they study. Also, studies have been developed in the international literature that study the tourist attractiveness of destinations from the point of view of business attraction.

Research methodology

Abstract-logical analysis, systematic analysis, economic analysis, extrapolation and scientific expedition methods are used in the article.

Analysis and discussion of results

For the sustainable development of the tourism sector in the region, first of all, the following specific tasks are required: assessment of the region's tourism opportunities and resources, identification of specific objects of interest to the tourism sector, issues related to the management of tourist resources, which are an important factor in the development of tourism.

Tourism in the region develops at the expense of foreign and local tourists who come to see the sights. From this point of view, tourist service infrastructure plays an important role. Primary tourism infrastructures that facilitate access to beaches in the region include transportation, accommodation facilities according to the individual characteristics of customers (youth, seniors, family, etc.), catering and other services. In the course of our research, we divided the infrastructure serving tourists in the region into components depending on the need for the production of tourist services. A characteristic feature of the operation and development of this infrastructure is that its elements (objects, institutions, organizations) interact with each other (Table 1).

Table 1

Structure of tourism infrastructure in the region¹

Groups	Description
I.	Tourist attractions that determine the purpose of the trip. It can include additional entertainment-type attractions for tourists (culture, art, historical sites, sports events, etc.).
II.	It is possible to include tourism infrastructures that meet the vital needs of the tourist during the entire tour (transportation services, accommodation services, food services).
III.	Infrastructures organized in order to leave a positive impression on tourists of the specific features of the tourist region. For example, the production and sale of souvenirs and offering self-services incorporating local traditions (in Turkey - Turkish bath, in Finland - Finnish sauna, in France - vinotherapy institutions).
IV.	Mainly serving local residents and services that can be used by tourists (city transport, trade, healthcare institutions, banks, law enforcement organizations, insurance organizations, car service companies, etc.)
V.	Enterprises supporting the operation of basic and additional infrastructure (electricity, communal services, road facilities, educational, scientific, informational and other institutions) in a certain mode every day of tourist complexes.
VI.	Carrying out various repair works, commissioning of equipment, as well as development of tourism enterprises, tourist complexes (for example, construction of new hotels and reconstruction of old hotels).

Individual elements and the entire infrastructure complex are not only integrated into it (for example, creating a single sub-system of hospitality, which includes hotels, restaurants and cafes), but also combine with the external environment (for example, tourist recreation facilities and catering establishments of the agro-industrial complex of the region).

¹ Developed based on the authors' research

Also, tourism has a direct and indirect impact on the economy of the region. Expenditures of visiting tourists directly shape the income of tourism enterprises, and also indirectly affect the development of industries related to tourism (Table 2).

Table 2**Direct and indirect impact of tourism on regional economy²**

№	Йўналишлар	The effect	
		Directly	Indirectly
1.	As part of the gross regional product	+	-
2.	The export potential of the region	+	-
3.	To increase the employment of the population	+	+
4.	To the increase of local budget revenues	+	+
5.	To the development of the regional economy	-	+
6.	To increase the income of the population	-	+
7.	To increase the flow of investments	+	+
8.	To the development of infrastructure	+	+
9.	Proportionate development of transport, communications, utilities, household services	-	+
10.	To the development of the consumer market of goods and services	-	+

The development of regional tourism has a direct impact on the increase of the regional gross product, the increase of the export potential of the region, the employment of the local population, and the increase of local budget revenues. Also, regional tourism has an indirect effect on the development of the region's economy, the increase in the income of local residents, the proportional development of the transport, communication, utility, and household services sectors in the region, as well as the development of the consumer market for goods and services.

The tourism industry spends part of its money on the services of banks, airports, railway stations, insurance companies and other organizations, contributing to their development. In the end, a chain of "expenses-resources-expenses.....expenses-resourcesexpenses" appears. As a result, the more these funds are spent in the region, the more the economy will develop and the "multiplier effect" will be higher. Conversely, the less money is spent and the more goods and services are imported from foreign countries, the lower the "multiplicative effect".

It is known that in recent years, tourism in Uzbekistan has been viewed as a strategic branch of the economy, turning this industry into a powerful tool for diversification, structural change and sustainable development of the economy, which should become a leading force for the comprehensive and rapid development of all regions and interrelated sectors, and the contribution of tourism to the generated gross domestic product and local budget revenues. increasing its share from year to year, ensuring employment, improving the living standard and quality of the population is one of the urgent issues of today.

Conclusions and suggestions

The article aims to provide detailed information about the factors affecting the tourist attractiveness in the regions of Uzbekistan, using quantitative analysis to analyze the overnight stays of both foreign and local tourists. Analyzing and evaluating the impact of each factor will help policymakers to adopt more appropriate strategies to increase the overall attractiveness of regions. In addition, it contributes to the study of regional development, shows the differences between the

² Developed based on the authors' research

regions of Uzbekistan, highlights the emerging and "problematic" directions, highlights the major and minor impacts on Uzbekistan's tourism.

In conclusion, the results of this analysis show that differences in tourism attractiveness are higher in the category of foreign visitors than in domestic visitors. Important conclusions emerge from the analysis; The article is based on the logical assumption that the attractiveness of tourism is determined by the number of tourists coming to the region; however, more complex indicators can be used as dependent variables. Future research could combine methodologies to further analyze tourism attractiveness and explore the evolving relationships between regions. Different approaches to tourism attractiveness can provide policymakers with more tools to develop appropriate strategic tourism policies.

Regional tourism should not be inferior to the production sector in the country's economy, because it is necessary to form a rational system of tourism regulation and plan its activities. The influence of the state on the development of tourism corresponds to the world practice, because in developed countries this sector is a matter of national importance, because it provides a constant and important flow of capital for the country's budget. Regional organization, management, and planning of tourism are influenced by many factors, among them socio-economic factors occupy a special place. They can be divided into two groups: - creating the need for the organization and stable operation of this industry; - providing dynamic opportunities for harmonizing public recreation activities, organizing good tourism. The effect and effectiveness of these interrelated factors are reflected in the elements of recreation activities in the organization of regional tourism.

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