

## **Opportunities for the Development of Tourism Infrastructure and Increasing their Efficiency in Kashkadarya Region**

**Rakhmatulla Khidirovich Ergashev**<sup>1</sup>

**Abror Rakhmatillaugli Bozorov**<sup>2</sup>

### **Abstract**

This article provides scientifically based suggestions and recommendations on the specifics of tourism infrastructure services in Kashkadarya region and the development of tourism infrastructure and increase its efficiency.

**Keywords:** tourism, tourism infrastructure, efficiency, hotel, hotel industry, modern tourism infrastructure



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<sup>1</sup> Professor, DSc in economics at Karshi engineering-economics institute

<sup>2</sup> Researcher

## **Introduction**

In the XXI century, the development of tourism in the world has reached a new stage and is becoming a leading sector of the world economy. Tourism infrastructure accounts for 10% of the world's gross domestic product (GDP) and 7% of total exports. According to the World Tourism Organization (WTO), tourism infrastructure ranks fourth in the world in terms of exports of goods and services (after exports of automobiles, chemicals and fuels), and third in terms of profitability (after oil production and the automotive industry).

The application of foreign experience in the development of tourism infrastructure should meet a number of requirements. They vary depending on the position, capacity of the hotel, floors, type of construction, level of comfort, mode of use (annual, seasonal), location (city, resort, etc.), purpose of usage, supply of food, level of costs. All these factors are taken into account during the design and affect the composition of the hotel rooms, the architectural structure of the building and so on. The main characteristics of hotels are: their capacity, number of floors, function and level of comfort. The world is conducting research aimed at making full use of the potential of tourism infrastructure. These are to ensure the development of tourism infrastructure, increase the efficiency and quality of tourism services, improve and diversify the range of services provided in the tourism infrastructure to international standards, increase the quality of tourism infrastructure and economic services in economic growth. These areas are important in conducting comprehensive research aimed at increasing the efficiency of hotels, improving the way they are evaluated and analyzed.

According to the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan", the five priority areas of development of the country in 2017-2021 "Improving the quality of education and expanding tourism infrastructure" was identified as a priority task.

**Literature review on the topic.** Our economists are conducting a lot of researches on the development of tourism infrastructure in our country.

The growing demand for tourism infrastructure is directly related to the development of tourism. It is known from world operations that the development of tourism leads to the growth of the country's economy, the development of less developed regions, the growth of employment, the rise of the culture of life.

Taking into account the regional characteristics of tourism infrastructure, some aspects of its development have been studied by economist Walker J., and the field of tourism infrastructure has studied the scientific, theoretical and methodological aspects of this problem. It is known that our country has a great tourist potential. According to the survey conducted by our scientists Qudratov G.H, Musaev H.H, the share of tourism in the country's GDP in 2011 was 1.8%, and today this figure has risen to 2.3%. However, in developed countries the share of this indicator is much higher. For example, in Spain it is 12%, in the Arab Republic of Egypt 10%, in Greece 8%, in the Federal Republic of Germany 8%, in France 6-7%, in India 6.2%, in Singapore 5%, in Belgium and the USA 3%.

In the literature on tourism infrastructure, that is, according to the Russian economist Chudnovsky A.D., the term "tourism and hospitality industry" is widely used. It recognizes that hospitality is a broader and more general concept than tourism. Because its mission is to meet not only the needs of tourists, but also the needs of all consumers. According to Pardaev M.K, Khalikulov A.N, H.A Rakhimov, the tourism infrastructure and the hospitality industry cannot

be considered separately because tourists are also consumers with special needs depending on the purpose of travel.

Today, tourists are grouped by age. The majority of the tourism market consists of unmarried young people under the age of 35, who are characterized by a high level of education, aspirations for success, financial security, and a reluctance to connect with family and home worries. In the largest industrial cities of Europe, this group makes up about 50% of the total population. According to Kotler F., Bowen J., Maikens J., in the western market of tourism infrastructure and tourism, there are companies that work only in this segment. In particular, in Germany, the level of demand in this segment is 6-8 million people. Another promising age group of demand is "seniors" (50 years old and above). The members of this group are well-off, eager to enjoy life and are ready to spend money on a "beautiful life" for personal needs.

If tourism infrastructure is developed in the country, the economic and social life of the country will increase. As a result, many countries have become tourist centers. The development of the economy of such countries is mainly due to the tourism infrastructure, and the system of infrastructure services, which is an integral part of it, is formed as a network.

**Research methodology.**Development of tourism and tourism infrastructure of developed countries and increase its efficiency, development of tourism infrastructure strategies, key indicators of tourism infrastructure and development of measures on tourism infrastructure in the scientific and practical research conducted by our scientists studied in the process of developing conclusions and recommendations on the elimination and widespread use of advanced technologies in tourism infrastructure. It uses the methods and results of scientific and applied research aimed at describing the specifics of tourism infrastructure.

**Analysis and results.**For Kashkadarya region, another important aspect of the development of tourism infrastructure is the employment of the rural population of the oasis. This is due to the fact that many traditional types of services, which are attractive for private entrepreneurship, are gradually developing in both urban and rural areas. However, insufficient measures have been taken to develop tourism infrastructure and hotels in rural areas (Table 1).

**Table 1 Indicators of development of tourism infrastructure in Kashkadarya region**

№	Indicators	In 2018	In 2019	difference
<b>I</b>	<b>Means of accomodation:</b>			
1.	<b>Hotels :</b>	50	56	6
	number of rooms	1152	1498	346
	number of places	2143	2896	753
2.	<b>Guest houses :</b>	22	70	48
	number of rooms	88	210	122
	number of places	177	1260	1083
3.	<b>Sanatorium and health facilities :</b>	4	5	1
	number of rooms	270	316	46
	number of places	610	852	242
<b>II</b>	<b>Tourist service providers :</b>			
1.	Tour operators	15	20	5
2.	Guides	18	22	4
3.	Touristic transport firms	1	3	2
4.	Folklore ensembles	10	13	3

5.	Artisan workshops	12	18	5
6.	Souvenir shops	40	60	20
7.	Entertainment parks	15	20	5
8.	Thematic parks	1	3	2
9.	Aquapark	0	2	2
10.	Water attractions	6	8	2
11.	Teahouses	1	3	2
<b>III</b>	<b>Tourist routes</b>			
1.	Architectural monuments	208	208	0
2.	Archaeological monuments	1043	1043	0
3.	Monumental art monuments	43	43	0
4.	Museums	3	4	1
5.	Sightseeings	27	27	0
6.	Selfie areas	0	10	10
	<b>Total</b>	<b>1324</b>	<b>1335</b>	<b>11</b>
<b>IV</b>	<b>Pilgrimage tourism facilities</b>			
1.	Pilgrimage tourism facilities	<b>28</b>	<b>28</b>	<b>0</b>
	<b>Ecotourism facilities</b>			
1.	Forest farms	9	9	0
2.	Protected areas	3	3	0
3.	Eco-agrotourism facilities	10	15	2
4.	Ecoparks	1	3	2
	<b>Total</b>	<b>25</b>	<b>30</b>	<b>5</b>
<b>V</b>	<b>Wi – Fihotspots</b>	<b>10</b>	<b>25</b>	<b>15</b>
<b>VI</b>	<b>Means of tourist transport</b>			
1.	Buses	3	3	0
2.	Microbuses	2	3	1
3.	Electric cars	7	12	5
4.	Doubledecker	-	0	0
5.	ATV	-	10	10
6.	Hydrocycle	-	0	0
	<b>Total</b>	<b>13</b>	<b>28</b>	<b>15</b>
<b>VII</b>	<b>Tourist information centers</b>	<b>4</b>	<b>7</b>	<b>3</b>
<b>VIII</b>	<b>Tourist road indicators</b>	<b>50</b>	<b>65</b>	<b>15</b>
<b>IX</b>	<b>Sanitary hygiene stations</b>	<b>233</b>	<b>350</b>	<b>117</b>
<b>X</b>	<b>Newly created tourist routes</b>	<b>8</b>	<b>20</b>	<b>12</b>

To determine the place of tourism in the system of infrastructure and infrastructure services, we provide the following data (Table 2).

Tourism infrastructure in our country has significant economic growth. In 2017, it grew by 143.4 percent. However, the development of tourism infrastructure lags behind tourism and this year amounted to 115.3%. This shows that the Republic of Uzbekistan had more tourism infrastructure services than the growth of all services (125.4%). The second fastest growing services are trade services, which grew by 140.3%.

**Table 2 Structural changes in the field of infrastructure services in Kashkadarya region for 2010-2019**

№	Types of infrastructure	in 2010		in 2019		
		thousands ums	content (percent)	thousan dsums	content (percent)	increasep ercent
	<b>Services, in total</b>	<b>12749,8</b>	<b>100,00</b>	<b>38586,8</b>	<b>100,00</b>	<b>302,6</b>
	including:					
1.	Trade services	1134,4	8,89	8653,9	22,40	762,8
2.	Transportationservices	5547,0	43,60	8635,2	22,36	155,67
3.	Communication and information services	1062,5	8,30	309.5	0,83	71.0
4.	Financial and banking services	1753,8	13,71	1433.4	3,72	269.9
5.	Touristandexcursionservices	48,7	0,30	3101,2	8,03	6367,9 <i>93,9times</i>
6.	Hotel services	87,5	0,68	166.2	0,43	273.0
7.	Utilities	1852,1	14,56	8489.6	22,00	272.3
8.	Domestic services	461,4	3,61	3281.6	8,53	228.3
9.	Car repair services	214,2	1,68	1252.3	3,25	282.5
10.	Others	588,1	4,67	3263.9	8,45	274.6

Tourism is related to infrastructure and is one of the fastest growing sectors of the economy. The rapid growth of tourism in Kashkadarya region will have a positive impact on the economy by providing large amounts of foreign exchange earnings, as well as the development of the region's tourism infrastructure industry. Because if we look at the history of tourism infrastructure, it is based on hospitality. This has always been the custom of mankind. The first guests were welcomed in their homes. Now its content has changed. A person has to live far from his home for a certain period of time, and then he needs the necessary living conditions. This is done through hospitality.

In modern conditions, the tourism infrastructure is an enterprise that provides hotel services to citizens, as well as individual tourists or special groups. However, there are different views on this concept. To summarize, the tourism infrastructure can be defined as follows. Tourism infrastructure is a special economy designed to provide the necessary additional services that create the necessary conditions for temporary residence, ie rest and work of guests (tourists). In our opinion, this definition fully reflects the content of the hotel.

Due to the fact that tourism is one of the fastest growing sectors of the economy in the field of infrastructure, its rapid growth in our country has a positive impact on the economy by providing a large amount of foreign exchange earnings. In recent years, with the increase in supply in the hotel market, there has been a decline in demand for accommodation services. This has led to significant competition.

The main purpose of modern tourism infrastructure is to provide services to tourists. Among the services provided to tourists, accommodation services 40.5%, catering services 13.8%, transport services 10.1%, excursion services 4.6%, cultural and educational, entertainment services 1.8%,

visa and travel services. 0.7%, medical services 0.9%, and various other services 27.6%.

Hotels account for 56% of tourism and 40.5% of income. In order to increase the flow of tourists, it is necessary to increase their number. The tourism infrastructure sector has a positive impact on the country's economy. The economy of our country is characterized by the rapid development of the industry.

There are different views on the types of services provided in the tourism infrastructure and their specific features. Because hospitality is organized differently in different countries and in accordance with their traditions. This gives each of them its own characteristics. The hotel service industry has its own goals. It is an important entity in the life of an entrepreneurial and regional society, which directly helps to organize business meetings, conferences, leisure and entertainment events for tourists. It is obvious that hotels are objectively necessary in the socio-economic life of the country in terms of transport, communications, industry and other areas.

Catering establishments differ in their different modes and categories of operation. But most of them are restaurants. The operation of the restaurant as an integral part of the hotel has its own characteristics and consists of:

- hotel services are considered as additional services;
- breakfast is included in the price of hotel accommodation;
- hotel catering establishments do not have a contingent of permanent residents;
- the income of public catering establishments is much higher than the income of other services specified in the income of the hotel..

The services provided by the tourism infrastructure have their own characteristics. A lot has been said about this. We would like to summarize them and emphasize the following features:

- limited ability to maintain this service;
- the demand for hotel services is seasonal;
- frequent changes of hotel service consumers;
- the differences in the requirements of each consumer for the service;
- the interdependence of infrastructure and the purpose of travel;
- wide involvement of hotel staff in the provision of services and their diversity;
- prompt execution of services and their individual character;
- dependence of hotel service prices on external factors (utility prices, food prices, etc.);
- time division of consumption and production of hotel products in the form of services;
- the hotel services can not wait to be collected and stored like manufactured goods and then sold;
- hotel services cannot be relocated to any location at any time;
- instability of quality.

**Conclusions and suggestions**

1. The role and importance of tourism infrastructure in the development of tourism in Kashkadarya region, the world experience in the types and classification of infrastructure, the peculiarities of their use in Kashkadarya region, the quality of services and the quality of services. We have seen that theoretical and practical aspects are poorly studied by scientists and these issues are rarely covered in the economic literature.
2. Taking into account the rich experience of the world in the types and classification of tourism infrastructure, their classification and types of infrastructure were studied and the specifics of their use in Kashkadarya region were revealed..
3. The quality of tourism infrastructure service has been studied in detail, and an improved definition of it has been developed: “ The quality of tourism infrastructure services is aimed at meeting the needs of customers for a wide range of services at a high level, and at a low cost to them, both materially and spiritually”.
4. It is known that in the field of services, tourism is a branch of infrastructure. Therefore, these specific aspects should be taken into account when developing the definition of efficiency. Based on this, we found it expedient to express our views on this concept. The study of tourism infrastructure creates a number of opportunities. These include:
  - the positive and negative effects of several factors on the change of the indicator are determined;
  - as a result of the study of the negative factors, measures will be taken to eliminate their negative effects;
  - there will be an opportunity to apply the achievements on the positive factors to the activities of other business entities;
  - internal opportunities to improve performance indicators will be identified and appropriate measures will be developed for their implementation and direct use in practice.
6. Given that the analysis of investment efficiency from the indicators of efficiency in tourism infrastructure has not been sufficiently studied, the factors influencing this indicator were identified and ways to calculate their impact were shown. Our research shows that the efficiency of tourism infrastructure, ie the average yield per guest per sum of investment; occupancy rate of hotel seats; Number of total places per employee; factors such as the staffing of the investment. For the first time, ways to calculate the impact of these factors on the change of results were shown.
7. The study explored the internal possibilities of increasing it through the assessment and analysis of indicators of labor efficiency in the tourism infrastructure. Our research has shown that a number of factors influence the change in this indicator. We found it expedient to take into account a group of factors related to changes in the efficiency of tourism infrastructure, investment in hotels, the number of places in them and changes in the number of employees in the industry.

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