

Objective Necessity and Importance of the Development of Regional Tourism

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Abstract

This article introduces new types of services to recreational areas in the context of the formation of an innovative economy, increasing economic efficiency, further development of tourism services in sustainable economic development, attracting direct investment in tourism development in the regions, creating new jobs, and introducing new services. Opinions and comments on the targeted use of tourist resources, the use of foreign experience in improving regional tourism services, the development of "HR" services, and the scientific and methodological approach to regulating the market for tourism services.

Keywords: *innovative, recreational areas, tourist resource, objective necessity modern services, economic efficiency, currency exchange, direct investment.*

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Introduction

The tourism sector is distinguished by its uniqueness as a separate branch of the national economy. Its product is the right to use certain types of services, and these services themselves are created in other sectors of the economy.

In the world, identifying the main obstacles to the development of the tourism services market and conducting research aimed at finding their effective solutions is considered one of the priority directions in the current period. In this process, regional tourism is considered an important factor of socio-economic development in the region, and special attention is given to the development of an effective model of tourism development in the national economy. In this process, attracting direct investments in regional tourism and increasing the economic efficiency of tourism are considered main issues.

Today, in our republic, the tourism industry has reached a new level as a result of the reforms aimed at the modernization and innovative development of economic sectors. In our country, important decrees and decisions on the development of tourism were passed. In particular, on February 18, 2022, the Decree of the President of the Republic of Uzbekistan "On organizational measures to improve state management in the fields of tourism, cultural heritage, and sports" (PF No. 75), on February 18, 2022, the Decree of the President of the Republic of Uzbekistan "On the organization of activities of the Ministry of Tourism and Cultural Heritage" (PQ No. 135), and on April 4, 2022, the Decree of the President of the Republic of Uzbekistan "On additional measures related to the diversification of domestic tourism services" (PQ No. 232)

Literature review

In terms of increasing the economic efficiency of regional tourism development, leading scientists Mike Stavenga, R.M. Bolmostor, M.B. Birzhakov, V.I. Nikiforov, and many others in the world provided much valuable information in their scientific works. In particular, in the work of S. G. Surkov and V. I. Krivoruchkon, "International Tourism in Russia: Problems of Development and Management" research was conducted on the main directions of the development of the international tourism market in Russia and integration processes, activities of tourism industry entities, international tourism regulatory mechanisms, goals, tasks, and priorities of international tourism policy. [1]

Also, the leading scientist of our country, M.T. Alimova, in her doctoral dissertation "Characteristics and Trends of Regional Tourism Market Development," stated scientific opinions about coordination of demand and supply in the tourism market, increasing the competitiveness of tourist products through the marketing concept, improving the organizational and economic mechanisms of the development of the tourism sector, and scientific considerations on the formation of a regional tourist cluster [2], and the factors of increasing the economic efficiency of tourism development, the impact of globalization processes on tourist activity, and the characteristics of tourism destination development were given special attention.

Moreover, the research of I.S. Tukhliev, R. Hayitboev, B.Sh.Safarov, and G.R. Tursunova is focused on the development of the tourism industry in our country and aimed at the expansion of tourist and recreational services, in which the issues of the formation of recreational services in tourism are addressed. [3] In these studies, the issues of state regulation of the tourism sector and development of its infrastructure are highlighted.

In the scientific work of M.T. Aliyeva, it is indicated that most small hotels are at the free

disposal of independent hotels, that is, recipients of income from such properties. The presence of contractual obligations with other companies in matters of the author's management or the use of someone else's service mark will not entail a change in the status of the enterprise as an independent enterprise in relation to other subjects of market relations [4].

The emergence of new tourist centers will result in the emergence of service shopping centers, road construction, the emergence of health improvement enterprises, the development of infrastructure, the consumer market, and other forms of entrepreneurship that positively affect their act, according to the scientific works of Amonbayev, D.I. Abidova, and N.A. Zhuraeva, who create a structure of tourism recreation that can be used by both tourists and the local population [5].

Also, according to O. Dustmurodov's scientific research, social and economic factors have a direct impact on the growth of the domestic tourism services sector. And these aspects contribute to satiating a foreign tourist's interest in and desire for a national tourism offering. The reality is that visitors come to the country not merely to satisfy their desire for economic reform but also to learn its culture, values, and way of life by visiting its natural and historical sites [6].

Research Methodology

In the research, the objective necessity and importance of the transformation processes of the economy of the Republic in the following years and various negative economic changes taking place in the world, the integrated development of the tourism sector, the economic efficiency of tourism development were studied, based on the opinions of economists and specialists in this direction, through methods such as analysis and synthesis, observation, grouping, comparative analysis, systematic, statistics and economic analysis, it has been proposed a way to determine the directions of the development of the tourism sectors. Additionally, specific suggestions have been developed regarding aspects of the efficient management of the operations of tourist facilities in the regions, the sensible development of tourist infrastructure, the training of qualified personnel, as well as support for the growth of the tourism industry.

Analysis and results

On April 26, 2022, under the chairmanship of the President of our country, Shavkat Mirziyoev, a video selector meeting was held on measures to expand the scope of tourism services and develop its infrastructure. At the meeting, the President of our country said, "The tourism industry is starting to recover due to the reduction of restrictions imposed during the pandemic in the world one after another. In the first quarter of this year, 610,000 foreign tourists came to our country, or more than twice as compared to the same period last year. More tourists are expected to arrive in the coming months" [7]

The main focus in the development of programs from the new stage of reforms is to ensure the implementation of the tasks and projects given by the President of the country during his visits to the regions, ensuring their comprehensive socio-economic development by effectively using the natural and economic potential of districts and cities, attracting private investments, developing the digital economy, strengthening local budgets as a result, focusing on issues such as raising the standard of living of the population and reducing poverty.

Problems related to increasing the economic efficiency in the development of regional tourism and researching the theoretical and methodological aspects of the assessment of the current, intermediate, and final indicators of the socio-economic efficiency of tourism determine the

relevance of the research. Reforms in the socio-economic development of the regions and increased attention to tourism led to the expansion of research in this area.

Tourism, people do not engage in work that is motivated by money, is a field in which people travel in their free time to a country other than their permanent residence or within their own country for impression and recreation, health restoration, hospitality, education or professional practical purposes, and in the places they go is developing widely. In this regard, comprehensive reforms are being carried out in all regions of our country, and this field is being developed based on the natural-ecological, economic-social, and historical-geographic aspects of each region. However, increasing the tourism potential of our country, especially attracting tourists to the remotest regions of our country, is still insufficient. Therefore, it is important to develop regional tourism in our country, and it is necessary to visit even the most remote areas, study and promote existing tourist opportunities and develop measures to eliminate problems in this area.

The socio-economic reforms carried out in our country are also important for the development of the tourism sector. In our country, comprehensive reforms aimed at the interests of the people are being carried out in the framework of the Development Strategy of the New Uzbekistan for the period of 2022-2026, which was developed on the initiative of the head of the state, in the framework of the seven priority directions of the Development Strategy, in the "Year of ensuring human interests and development of the mahalla". Five important initiatives aimed at wide involvement of young people in culture, art, physical education and sports, formation of their skills in using information technologies, promotion of reading, increasing employment of women implemented effectively. In order to convey the essence and importance of these reforms to our people, to hold promotional activities in neighborhoods, to raise the mood of the population, the organization of spiritual and educational promotional events "New Uzbekistan - a new worldview" in November, 2022 in all regions of the country served to further increase the tourism potential of our country.

According to the concept of development of the tourism sector in Uzbekistan for the period up to 2025[8], the main goal of the state policy in the field of tourism is to increase the economic efficiency of the tourism services market in sustainable development based on the development of regional tourism.

The positive impact of the tourism sector on the national economy is visible in the country only when it has developed comprehensively; that is, the effectiveness of the tourism sector is achieved as a result of its parallel development and interaction with other socio-economic networks in the country. The tourism sector not only increases the knowledge of local residents and foreign citizens about the history of the country or region and the historical architectural objects, customs, traditions, and rituals of the local population, but it also creates conditions for recreation and treatment, as well as a direct flow of foreign currency to the economy of this country or region, and improves the living conditions of the local people and provide them job opportunities.

The increase in the volume of incoming tourists will help the development of various sectors, and among them, incomes for insurance systems will also increase. An average one-day tourist insurance policy for a visitor to Uzbekistan is \$1.5. There are now half a billion travelers in the world and that the average trip lasts between five and seven days, it is easy to calculate the amount of money that is spent on travel insurance. In countries where tourism has developed, specialized emergency service groups have been established, and if a tourist has a problem, he

will give his personal number by phone and the necessary assistance will be provided to him. According to tourism statistics, one in every 100 tourists is insured.

The tourism services market is the result of the socio-economic development of the country and the main role of the tourism industry in the national economy and its development is associated with the development of the entire economy. For the formation of the market for tourist services in the national economy, it is necessary to implement a number of conditions. These conditions include: natural-geographical, cultural-historical, organizational-economic and socio-economic (Figure 1).

For tourists, the following natural-tourist resources are becoming attractive today (for example, The Tashkent region or the Fergana Valley, etc.). In the case of severe climatic conditions or a geographically remote location, it is impossible to provide a stable tourist flow all year round, even despite the large number of attractions.

Cultural and historical conditions affect the development of tourism in two directions:

First, with the natural preservation of historical monuments and objects (Samarkand, Bukhara and Khiva), it serves to provide the destination with an influx of tourists.

Second, the increase in the literacy rate of the population in the regions, the promotion of cultural values, increase the desire of the population to accumulate new knowledge and enter into interaction with other peoples. The next group of conditions is organizational and economic conditions. The role of the state is in the main place here.

The state will form a legislative framework for the tourism industry and hospitality industry. It is through the methods of administrative and economic management of the state that a favorable tax-credit and innovation-investment environment.

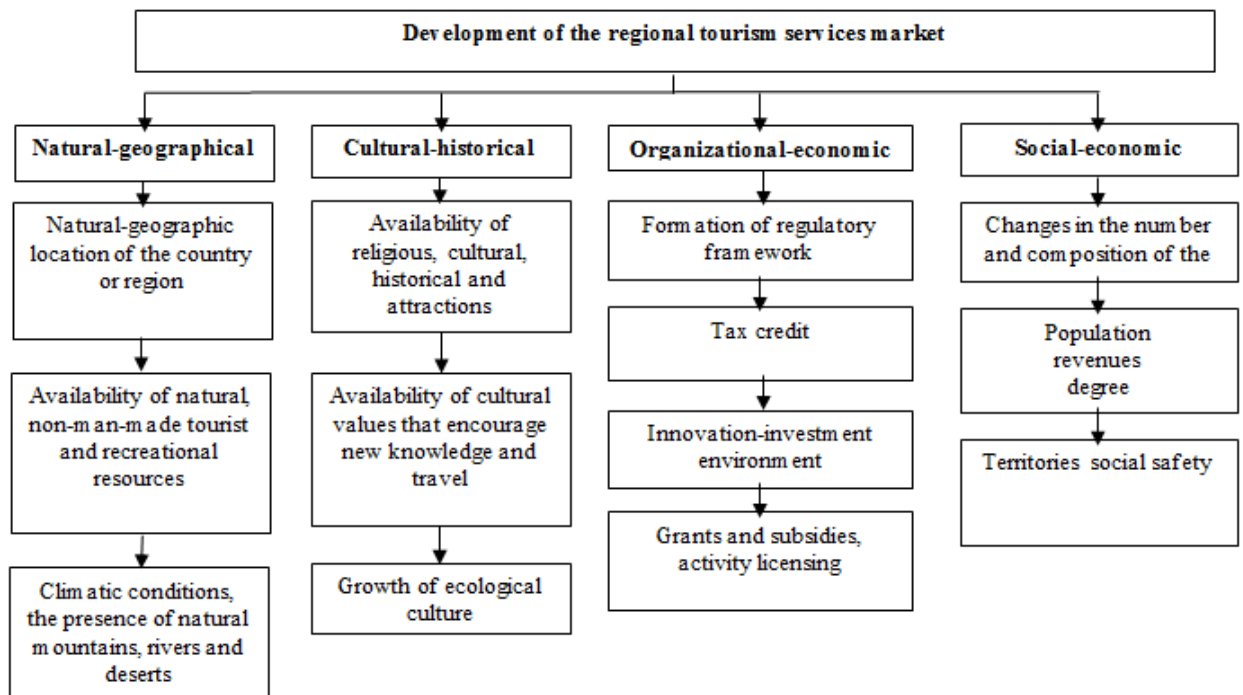


Figure 1. Development of the regional tourism services market [9]

Administrative regulation methods provide regulation of the activities of tourism and hospitality industry enterprises (regulatory legal framework, activity licensing, antimonopoly regulation). On the basis of the methods of economic regulation, the activities of industry enterprises and all interested parties are carried out by encouraging them to operate in the tourist market (tax and tax benefits, preferential loans, grants and subsidies, project financing, state orders).

In addition, the public safety of industry enterprises is ensured by the state. Social security in the country and regions also encourages the development of regional tourism. Political instability and low social security in the country leads to a decrease in the flow of tourists, despite the fact that the country and its regions have attractions of world importance. Mutually beneficial organizational and economic conditions in the country and regions ensure the development of competition and diversification of the offered tourist services.

Tourism is an industry with a unique complex and multidisciplinary nature, and the main tourist potential of the region is determined by the geographical location of the region, climate, existing fauna and flora, hydrological structures, and tourism potential of deserts. (Table 1)

Table 1. The main indicators of tourism potential in the regions of Uzbekistan [10]

Regions	Content of excursion resources %		
	Historical and cultural	Social and cultural	Natural
Andijan	25,2	67,0	7,8
Bukhara	9,0	20,3	70,7
Jizzakh	9,6	61,6	28,8
Karakalpakstan Republic	29,7	35,2	35,1
Kashkadarya	74,0	18,6	7,4
Namangan	17,4	52,6	30,0
Samarkand	72,3	15,9	11,8
Surkhandarya	49,4	27,8	22,8
Syrdarya	26,9	52,2	20,9
Tashkent	61,9	31,8	6,3
Fergana	37,3	49,0	13,7
Khorezm	89,7	6,6	5,7

In our opinion, in the development of tourism services in each region, the study of its internal capabilities is one of the main tasks.

Tourism performs specific social tasks in society. They are aimed at restoring and developing the working capacity of the population, effective use of free time, ensuring the employment of the population and increasing their income, developing recreation infrastructures, restoring health, etc.

One of the necessary conditions for the formation of the tourism services market is **socio-economic conditions**. Number of population and national structure, income levels determine the size of the tourist market. Urbanization, longer working hours, transformation of lifestyle into a modern urban style have formed a new consumer society and stimulate the formation of demand for various impressions, knowledge and additional services. As a result, one of the economic laws of the tourist services market, Engel's law, was formed and it states that an increase in the level of income leads to a decrease in the population's spending on primary consumer goods and

an increase in the need for spiritual development and luxury (including tourism) [11].

The beneficial aspect of the state in the development of tourism is expressed in its direct and indirect influence on the development of other industries and sectors. As can be seen from Figure 2, the development of tourism affects the development of construction, production of consumer goods, agriculture, transport, communication and other industries at the expense of a multiplicative effect.

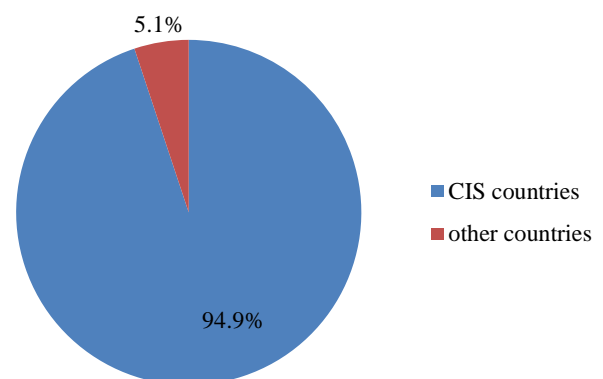
The establishment of tourist complexes poorly industrialized and remote areas prevents negative consequences such as the movement of the population towards urban agglomeration, a decrease in the scale of production, the disappearance of traditional agriculture and lifestyle.

Today, tourist enterprises has a great need for financial resources in matters of enterprise development. Tourist enterprises attract loans from credit institutions and commercial banks at higher rates and direct them to improve the material and technical base or finance various activities. In this regard, it is advisable to introduce a system of preferential lending to tourist enterprises, which have positive efficiency indicators in terms of regulatory and real indicators, have been able to introduce an effective management system and achieve profit growth through quality tourist services provided to tourists.

In recent years, consistent measures are being taken to develop the tourism industry in our country, including creating as much comfort as possible, further improving the competitiveness of the network, improving the quality of services provided and actively promoting the National Tourist Product on the world. Systematic work was able to achieve significant results in increasing the flow of tourists, modernization of infrastructure, liberalization of the visa regime. The coronavirus pandemic dramatically reduced the flow of tourists to our country in 2020, while there was a slow increase in the flow of tourists as quarantine restrictions eased. In the process, we can observe that most of the incoming tourists are tourists from the CIS countries. A flow of tourists has been formed from these regions for several tourist purposes, such as business, historical-cultural, scientific, wellness, etc. (Figure 2)

Foreigners visiting the Republic of Uzbekistan from the CIS countries in January-March 2022 numbered 578.58 thousand people, representing 94.9% of the total number of visitors, with 31.01 thousand people (or 5.1%) from other countries. Quarantine measures introduced due to the pandemic and the ban on interstate travel have led to a reduction in the tourist flow by the spring of 2021.

Foreign citizens came to the Republic of Uzbekistan for tourist purposes in the first quarter of 2022[9]



Analysis of the number of foreigners visited in Uzbekistan for tourist purposes indicates a sharp decrease in the first quarter of 2021 (238.86 thousand people) to 975.1 thousand people (80.3%) compared to the same period of 2020 (1 213.96 thousand people). However, at the beginning of 2022, it is possible to observe the growth of tourist flow in comparison with the same period of 2021. The number incomers who visited in Uzbekistan in January-March 2022 was 609.59 thousand people. Compared to the same period of 2021, this figure increased by 370.73 thousand people, that is, by 2.6 times. At the beginning of 2021, the number of foreign citizens from the CIS countries decreased by 5.5 times compared to the beginning of 2020, and by 2 times from other countries. At the beginning of 2021-2022, the number of foreign citizens visiting from the CIS countries increased by 2.74 times, 10.6% from other countries.

Tourists came to the Republic of Uzbekistan in the first quarter of 2019-2022

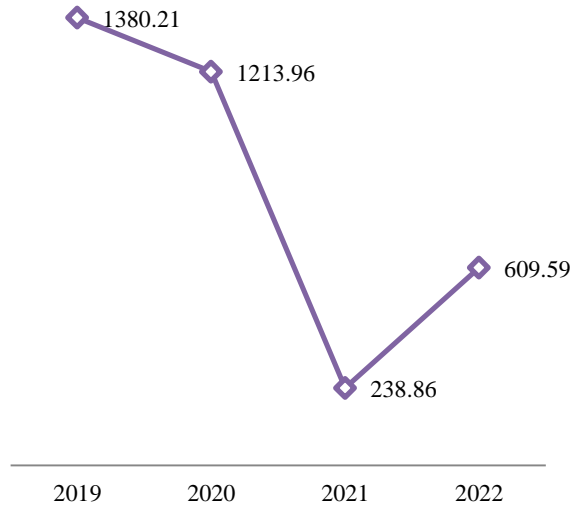


Figure 2. Tourists visits by area in Uzbekistan between 2019 and 2022. [12]

It is advisable to reveal the specifics of tourist services when determining the essence and composition of the tourism service market. Signs such as the fact that the traditional material of tourist services is not visible or directly perceived, the direct participation of the consumer in the service process, and the inseparability of the actions of production and consumption represent this type of service to the fullest. The search for new opportunities for research on the characteristics of tourist services will be associated with determining the scale of their benefit to society and applying the concept of its external influence.

According to some researchers in the field of tourism, the boundaries of space are considered to exist only in national and world tourist markets: in this case, markets in each individual area are envisaged, in the second case, they cover the territories of all states. However, according to the UNWTO, in practice, when considering separate tourist markets, direct states are not always considered. The concept of "national tourism services market " is a market that provides services to the territory of each individual country, and as a characteristic of the socio-economic development of the country, due to the fact that the tourism industry is a component of the national economy, its development is determined by the fact that it directly depends on the level of development.

In the development of regional tourism, the task of the state is to shift the national tourism

product in the domestic and foreign markets. Private business does not have the opportunity to carry out non-profit advertising of the whole country, so they are content with moving their product, while the formation of Uzbekistan's tourist image in the international market is desirable to be carried out by the state (Ministry of Foreign Affairs), which is also confirmed by world experience.

One of the important tools for the development of regional tourism is the anti-monopoly policy, which is based on the creation of a competitive environment, the fight against monopoly and unhealthy competition.

The anti-monopoly policy of the state in the field of tourism is effective as a form of state regulation [13].

Attracting foreign investments in increasing the economic efficiency of regional tourism development, improving the quality of services and adapting to international standards is an effective means of solving social problems. At the same time, it is important to take into account that the main directions of the state policy should be the stability and competitiveness of the tourist complex.

At the same time, it is advisable that the main directions of state policy in the field of Tourism Development are as follows:

- state regulation and coordination of the activities of the network of all tourist organizations, regardless of the form of ownership;
- implementation of measures to preserve and increase sanatoriums designed for the health of working population and children, people with disabilities, the poor;
- introduction of a strict system of accounting and control of natural medicinal resources of the country based on state and regional registers of spa and recreation resources.

Issues related to the development of the material and technical base of regional tourism envisage the implementation of the financing of issues of construction, repair and reconstruction of tourist facilities at the expense of extra-budgetary funds. In this matter, it is appropriate to introduce the experiences of leading countries such as Cyprus, Israel, and Turkey. In these countries, it is planned to allocate land areas for the construction of tourist facilities at preferential prices and lease them for a certain period, and if necessary, extend the lease period for the same period.

The data shows that while regional tourism has grown around the world in recent years, recreational tourism services are regarded as more mainstream in a lot of nations. When tourists travel to Spain, Italy, France, or Australia, they first of all consider rest and treatment. The characteristic of this type of tourism is the duration of the trip. The small number of cities included in the route allows the tourist to stay in one place for a long time. Another feature of mass tourism is the demand for room in the accommodations of the tourist when going on a leisure trip.

It is known that entertainment tourism is popular all over the world. Despite the diversity of this type of tourism, the duration of its tours is not long, only 3-4 days. There are many types of Christmas celebrations in European countries. The program of these tours consists mainly of entertainment (visits to festivals, restaurants, concerts, etc.).

Tourist flows for the purpose of entertainment and recreation gain a lot of popularity and determine the composition of the entire international tourism. This direction of tourism is formed

in the territory of Europe, North America, Asia-Pacific countries. An important aspect of leisure tourism is that domestic trips, mainly to neighboring countries, are more important than interregional trips. In Europe, domestic tourist flows account for 90% of all departures. In America and Asia, interregional travel has a strong place in the structure of outbound tourism. According to the forecasts of UNWTO, at the beginning of the third millennium, domestic and interregional tourist flows in the world will change slightly, and interregional tourist exchange will develop faster than domestic ones. The number of tourists departing from the Asia-Pacific region to America and Europe is expected to grow at a relatively high rate.

The largest market for recreational tourism has been created in Europe. It is mainly divided into two parts, the Western and Southern subregions. They account for 60% of all tourists coming to the region. The basis of the tourist flow of Europe is formed here. According to UNWTO, the share of domestic trips in the inbound tourist flow in Europe is much lower than the outbound. The size of these shares is unmatched in other tourist areas.

In Europe, the character of domestic regional tourism is more striking than in other regions of the world. Strong economic, cultural and ethnic ties between many neighboring countries, excellent surface transport communications, absence of excessive formalities in tourist arrivals and departures, development of tourist infrastructure, and a large number of interesting places create great opportunities for intra-European tourist exchanges. It accounts for 4/5 of all arrivals in Europe.

Globally, interregional tourism exchange is poorly developed. America, especially the USA, play an important role in it, and it is the only non-European country in the top ten in terms of arrivals to Europe. France is the country most visited by tourists in Europe and the world. It receives every fifth tourist, mainly from the EU countries. Relatively intensive tourist exchange is available in Germany, Great Britain, Italy, and Spain.

The share of short-term trips in France is growing. Long-term travel declines. France still remains the most popular tourist destination in the world. Apart from France, the Spain is considered to be the main European countries that receiving foreign tourists. In these two countries, annually more than 80 million visitors are recorded who come to rest.

It can be observed from the world experience that every country has used the resources to the maximum for the development of regional tourism. The analysis shows that economically developed countries have developed tourism services along with the services sector.

The objective necessity of the development of regional tourism, like the economic system, is that the interaction between the tourism market and its subjects is coordinated through the regulatory levers of the market economy.

Conclusion

To conclude, changes in the economic and political spheres in Uzbekistan in recent years require a structural change in the economic activities of the economic sectors, as well as the management system in them. Giving strategic status to tourism Increasing attention to reforms and tourism in the socio-economic development of the regions has led to an expansion of research in this area. According to the Committee for Tourism Development in the Republic of Uzbekistan for the period up to 2025, the main goal of the state policy in the field of tourism is to ensure the sustainable development of the tourism services market based on the sustainable development of regional tourism.

In our opinion, the following can be cited as the objective necessity and importance of increasing economic efficiency in the development of regional tourism: ensure a comprehensive increase in the position and role of the service sector in social and economic life in the context of the formation of an innovative economy:

- consider as an important issue in the development of regional tourism in Uzbekistan to attract tourist flow within the framework of these types of services;
- at the current stage of development of the tourist market in Uzbekistan, the main task of state organizations along with foreign tourists is to direct local tourists to the domestic market;
- development of regional tourist resources, effective use of tourist and recreational potential;
- providing a legal framework and socio-economic environment that contributes to the effective functioning of the market system in order to stimulate free competition in the industry;
- protection of competition in the tourist services market.

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