

THE MAIN PRINCIPLES AND FACTORS OF INCREASING THE ECONOMIC EFFICIENCY OF TERRITORIAL TOURISM IN THE CONDITIONS OF FUNDAMENTAL STRUCTURAL CHANGES IN THE ECONOMY

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Annotation: *In this article, it is necessary to identify the positive and negative factors affecting the development of territorial tourism and study them in the sphere of influence, transform the regional tourism network into a revenue sector, identify solutions to the treatment in the development of territorial tourism services, support the development of territorial tourism, influence of the Regional Tourism Network on economic, social and feedback on the importance of the season and non-period periods in the market of tourism services in the development of regional tourism and the scientific and methodological approaches to improving the economic efficiency of the development of regional tourism services are presented.*

Keywords: *specific principles, social factors, economic factors, demographic factors, incoming tourist, outgoing tourists, natural factors, local factors.*

The validity of tourist enterprises in the market environment requires a holistic study of the specifics and laws of the tourism market. In practice, this regional tourism economy should include the following aspects of a comprehensive analysis of demand and supply in the tourism market:

- the mechanism of action of the tourism market, its segmentation and the character of seasonality;

- functions of the tourism market and segments;

- price formation in tourism;

- studying the factors affecting demand in the tourism industry and the impact of price and solvable demand;

- the study of factors that affect the offer of tourist services, including price and non-price (non-price determinants of investments and offer).

The economic balance in the activities of regional tourism requires in-depth financial and economic analysis of the tourism industry in the long term. Analysis of

tourist resources and its material and technical base assumes a solution to the existing possibility of a tourist offer, including issues related to the quality of the tourist product.

In our opinion, we can include the following in the specific **principles** of stabilization of the regional tourism market:

clear representation of the conditions of formation and development of the tourism market;

the tourism market can justify and clearly express what the issues of stability and efficiency in tourist enterprises depend on;

principles and grouping should be considered in two directions of development in the form of statistical structure and dynamic processes (Figure 1).

The description and consequentiality of these principles should make it possible to analyze them in the future from quantitative bias.

The effective formation of the regional tourism market takes place in **two stages**. These are:

- annealing the system structure at the first stage;
- at the second stage, to determine their composition and internal structure on each element of the system.

World experience shows that in a socially oriented economy, achieving efficiency without state intervention is complex. Especially state regulation is very important for the development of tourist enterprises, regardless of the form of ownership. This necessity is explained by the fact that the state, as a consumer first of all for tourist enterprises, attracts their tax and other income and tax revenues to the state budget and other centralized funds. Naturally, as a result of these receipts, the share of tourist services provided by enterprises also increases.

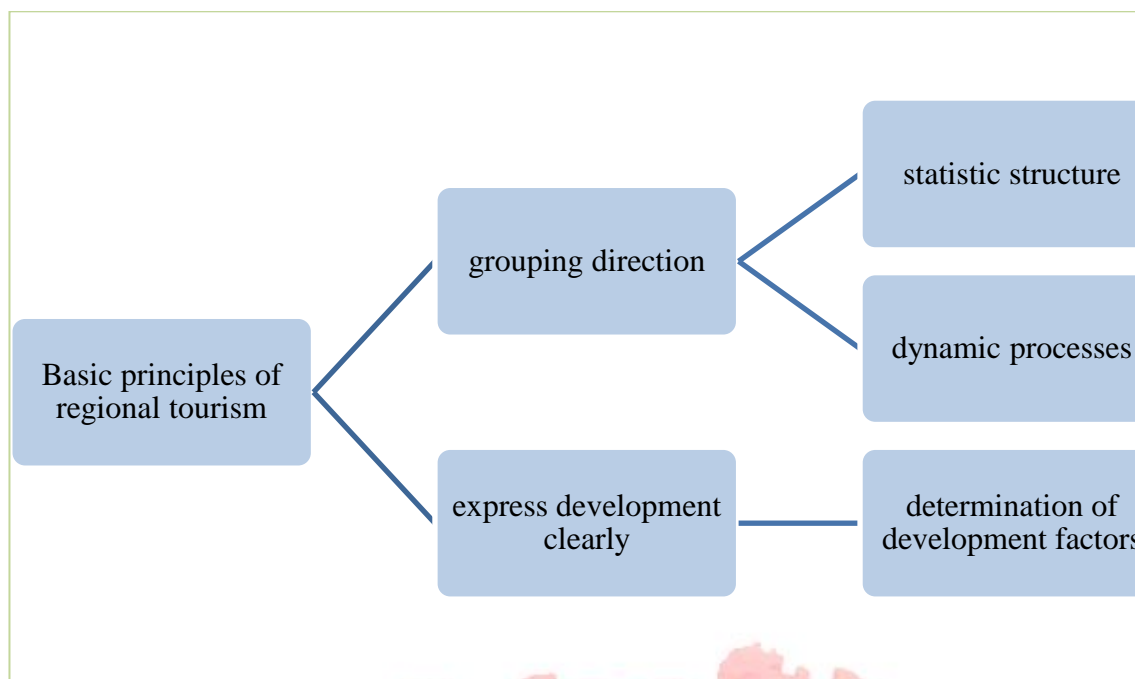


Figure 1. Basic principles for the development of regional tourism⁴

Demographic factors can include such factors as the growth of the population around the world, which affects the development of the tourist services market, the improvement of the social way of living of the population, urbanization, the development of international intoxication, an increase in the level of knowledge of international languages of the population.

International economic factors are also important in the development of the tourist services market, which is reflected in the development of the world economy, the expansion of the scale of international, regional economic relations, the acceleration of Science, Technology, the development of the tourism material and technical base.

As a result, a transformation of material production into intangible production is observed, and the consumption of services, including tourist services, also increases.

The development of modern digital services led to the emergence of new directions of service provision, the development of tourism infrastructure throughout the Internet network (online services).

Social factors - these are factors related to the living conditions of people. An increase in the number of paid holidays to the development of regional tourism, including the division of holidays into two parts, allows people to organize trips throughout the year.

⁴Prepared by the author..

The presence of a factor of seasonality in the activities of the tourism industry of our country is explained by the fact that it is natural and climatic factors that play an important role in the formation of climatic conditions and tourist products of Uzbekistan (Figure 2).

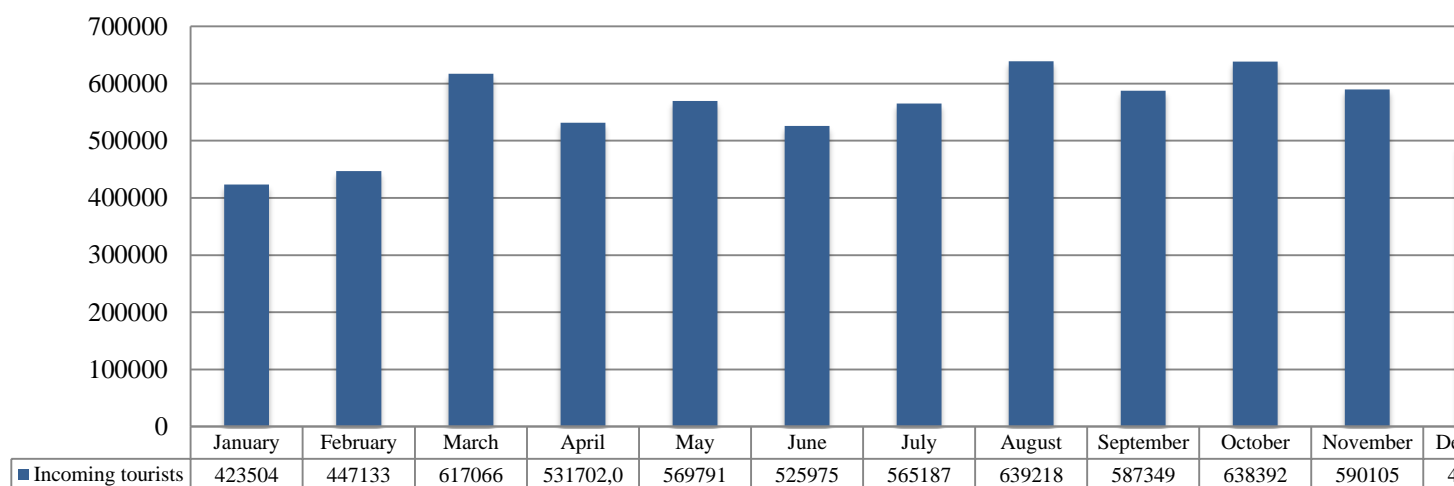


Figure 2. Foreign tourists visiting the Republic of Uzbekistan in 2023 in months ' cross section (thousand people)⁵

The dynamics of the **outgoing tourist flow** is practically not affected by seasonality according to the width of the spectrum of the offer, with a total of 31.0% of tourists in may, June and July, and 25.2% of tourists in August, October and November compared to other countries. In 2023, a total of 4.8.00 thousand people carried out outgoing tourism.

Due to the possibilities of domestic tourism in our country, a stagnant state of their implementation of recreation mainly in the summer months is formed, which in these months gives birth to 40% of the volume of travel (June, July and August). This saw a 1.5-fold decrease in the number of trips in September (falling from 10.5% in August to 7.5% in September), which was mainly focused on family and Community Recreation. This is followed by the beginning of the school year and general work in the autumn season, the average family trip was carried out with 3-5 people, and the travel period lasted from 3 to 5 days. Team trips were carried out with 5-7 people, while the travel period lasted an average of 7-10 days. Also during the summer season, many resorted to

⁵Prepared by the author on the basis of the data of the Statistical Bulletin of the statistical agency under the president of the Republic of Uzbekistan named the main indicators of Tourism and Recreation Development in the Republic of Uzbekistan in 2023.

more wellness spaces due to their departure for work holidays. In 2023, a total of 20.7.00 thousand people carried out domestic tourism (in addition to trips made without the use of tourist farm and hotel services).

Conclusions and suggestions

Today, there is a growing trend in the world market of supply from demand. Consumers, on the other hand, are more likely to want natural and quality products. In order to increase the number of tourists entering the regions, it is necessary to carry out measures such as targeted use of existing turistek resources, increase their attractiveness, increase the level of professionalism of service providers, implement modern services, diversify the type of services, improve treatment and recreation services through natural tourist resources in nature, develop gastronomic tourism using local, natural food resources.

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