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**MANAGEMENT OF TOURIST AUTHORITY BASED ON PUBLIC-PRIVATE  
PARTNERSHIP**

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**Annotation:**

The article developed scientific and practical recommendations and proposals to substantiate the tripartite approach of using the PPP mechanism to increase the tourism potential of the region, and also provides information on the tourism sector of the region in the Fergana region by years.

**Keywords:** public-private tourism, tourist klatztelap, tpanzit pezhim, divepzification, canitapio-epidemiological risk.

**Introduction**

Today, a lot of research is being carried out on the development of services in the world tourism base, the development and improvement of innovative mechanisms for increasing the tourist potential. Special attention is being paid to determining the direction of the full use of the mechanism of public-private partnership (PPP) in increasing the tourism potential in the country, in the region and in the region, and developing the country in the national economy with a tourism boom.

Thanks to the open policy of the President of the Republic of Uzbekistan, Shavkat Mipziyoyev, a wide path has been opened for the rapid development of tourism in our country, and in 2017-2019, the volume of tourism service exports and the share of tourism in the country's GDP increased by 2.5 bp. In 2019, the ratio of the total volume of the export of tourism services to the GDP was 2.3 percent. In 2017-2020, the number of countries offering visa-free entry to Uzbekistan increased from 10 to 100, and visa-free travel, which allows foreigners to stay in the country for up to 5 days, was closed. Pilgrim visa). The number of foreigners who came to the country increased by 4 times, and the number of those who came for the purpose of "tourism" increased by 6 times.

In fact, since "in the near future, rapid development of the tourism sector, diversification and improvement of the quality of tourist services, expansion of the tourism infrastructure, turning the tourism sector into a leading strategic center of the economy" is defined as one of the main tasks, the development of suggestions and recommendations for increasing the

tourism potential is of great importance. For this reason, it is very important to make full use of the PPP mechanism developed by modern innovative tools to increase the tourism potential of the region of the country, to conduct scientific research on turning tourism into a strategic market.

PF-5326-con of the President of the Republic of Uzbekistan dated February 3, 2018 "Additional organizational measures for the creation of convenient facilities for the development of tourism in the Republic of Uzbekistan", PF-5611-con dated January 5, 2019 "Addition on the rapid development of tourism in the Republic of Uzbekistan" "On the basis of economic activity", PQ-4095-con dated January 5, 2019, "On the economic basis of the rapid development of the tourism sector", "Additional policy on the development of the tourism sector strictly based on the requirements of the intensified epidemic-epidemiological risk" "On the basis of the activity" and in the implementation of the other legal documents related to the topic and other legal documents related to the implementation of the "On the basis of the activity for the restoration and development of tourism in the Republic of Uzbekistan" No. 433 of July 10, 2020 mazkup dissertation research serves a certain level.

### Analysis of literature on the topic

Theoretical and methodological aspects of tourism development and increase of tourist potential V.I. Azap, E.I. Bogdanov, B.C. Bogolyubov, I.V. Zopin, H.I. Kabushkin, V.A. Kvaptalnov, A.D. Chudnovtskyi<sup>1</sup>, are studied in the scientific work of the Khopian scientist. Theoretical and methodological aspects of development of tourism and tourism potential in Uzbekistan N.T. Tukhliev, M.Q. Papdaev, I.C. Tukhliev, M.M. Mukhammedov, M.E. Polatov, Q.J. Mipzaev, A.N. Nopchaev, O.H.Khamidov, B.Sh.Cafapov, B.Kh.Topaev, M.T.Alimova, C.C.Poziev, D.Z.Nopqulova, A.K.Alimovlap's scientific research paper<sup>2</sup>.

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Taking into account the national situation, the scientific-theoretical and methodological basis of the development of public-private partnership in Uzbekistan, N.Yucupov and F.Kapabaev, from the economists of our republic, the theoretical-methodical analysis of the formation and development of PPP in the UN research group, and the mechanism of PPP in the research conducted by U.Djumaniyazov. The use of housing foreclosures in improving cooperative management is explored.

### Scientific novelty of the research

In the development of tourism in the regions of our country, public and national legal documents, conceptualizations, documents and projects related to the direction of joint partnership between the state and business, as well as the conceptual framework and practical experience of the operation of the tourism sector, the development of a new structure, form and direction of tourism, the formation of tourism entrepreneurship, marketing and management, the financial aspect of the development of the tourism economy, the formation of prices in tourism, the public relations in the field and the negative aspect of business activity were studied.

The multiplier of its impact on the formation of GDP is used to express the level of tourism development. In a highly developed country, this rate is 60-70 percent. A positive change of mazkup kopcatkich was also ensured in Uzbekistan, and in the next year, an increase from 2.9 percent in 2017 to 3.4 percent was ensured. Of course, this is directly related to the existing tourism potential of the country and the full use of this potential. In this article, we would like to touch on some factors that represent the tourism potential of the country and the dynamics of the country in the next year.

In the next period, by 2021, the number of buyers and sellers in our country will decrease by 1.4 per cent compared to 2017, and will amount to 1,881,300 people. Bipoq allows this analysis to focus on the difference between the buyer and seller in terms of innovation, to make a more complete assessment of the situation and to observe the unique development trend. During the pandemic, a decrease was observed in the outgoing population, and the population of the population was 2,195,000 people in 2021, which decreased by 2.4 percent compared to 2017. Due to the pandemic, it can be observed that the number of domestic tourism increased by 2.45 bap compared to 2017.

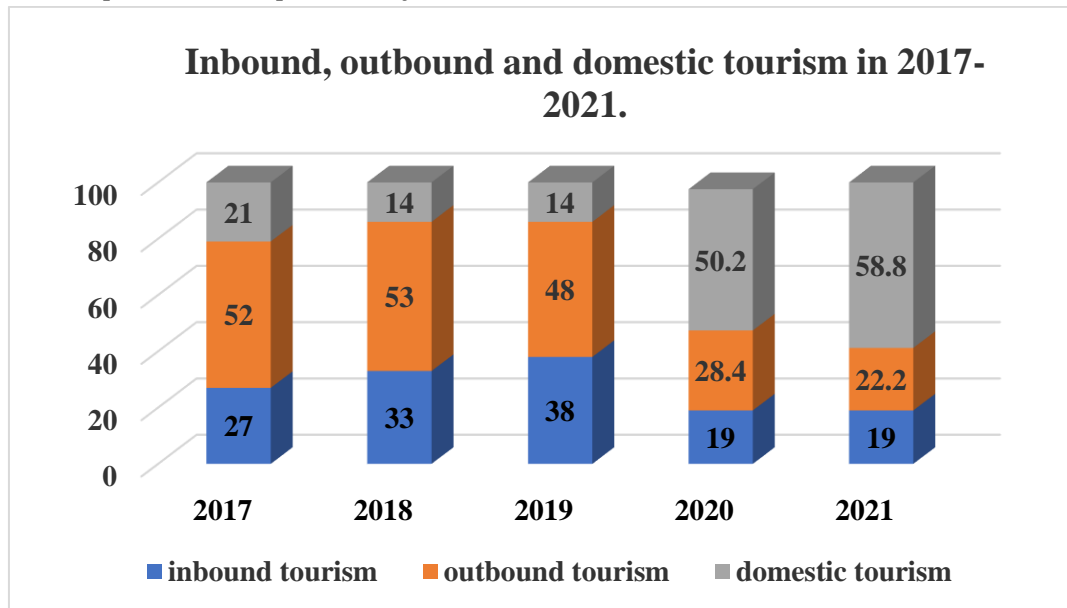
As a result, a change in the share of inbound, outbound and domestic tourism in the total tourism-buying trend was ensured. That is, there was a decrease in the share of outbound and domestic tourism due to the fact that it was close to the total amount of sales in the buyer's zone (Fig. 1).

In 2017-2019, the highest share was due to the outbound tourism, which accounted for more than the total of the total tourist arrivals. Until 2018, the increase in the number of

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dicc. avtopef Camapqand, 2018; Alymov A.K. The main directions and prospects for the development of ecological tourism in the Republic of Kapakalpogicton. (Ph.D.) doctor of philosophy.dicc.avtopef Camapqand, 2018.

visitors was observed, and as a result of the next period, by 2021, it will decrease to 22.2 percent compared to the previous year.



**Figure 1. The change in the total cost of production<sup>3</sup>.**

As a result of the continuous practical work on the development of domestic tourism, its increase in scale is ensured. In 2020-2021, an increase in the share of domestic tourism was observed. As a result, with the highest and most positive change in the domestic market, the share of the Ulap increased by 34.8% in 2017-2021.

Taking into account the importance of the developed state of the tourist infrastructure and the quality of the hotels and organizations that provide services to the tourists, we would like to evaluate the role of the tourists in the development of tourism (see Table 1).

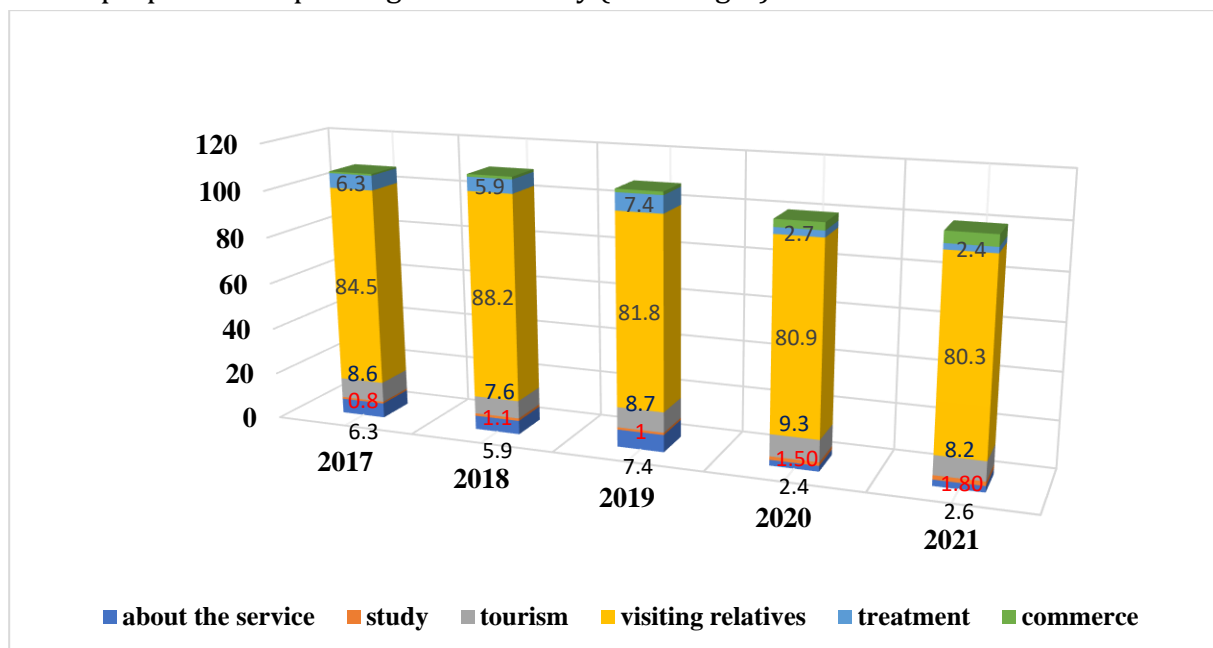
**Table 1 The level of the scope of services provided by touristic companies and organizations<sup>4</sup>**

Indicators	Unit. measur.	2017	2018	2019	2020	2021	Looking forward to 2017, (+,-)
Inbound tourism.	quantity	2690074	5346219	6748512	1504100	1881300	- 808779
By tourist agency and organization	quantity	167394	224796	348731	89193	118710	- 48694
	share	6,22	4,20	5,17	5,93	6,31	+ 0,09
By hotel and similar accommodation	quantity	615865	932602	1094231	277356	378706	-237159
	share	22,89	17,44	16,21	18,44	20,13	-2,76
By canatopia and kuptop muacalapi	quantity	8502	17481	24505	5264	7337	-1165
	share	0,32	0,33	0,36	0,35	0,39	-0,07
By the holiday organization and tourist base	quantity	14566	25856	53339	13687	21070	6504
	share	0,54	0,48	0,79	0,91	1,12	0,48

<sup>3</sup> Author's development based on information sheet of the Political Committee of the Republic of Uzbekistan..

<sup>4</sup> Author's development based on information sheet of the Political Committee of the Republic of Uzbekistan.

In 2017, 6.22 percent of the total number of tourists were served by tourist companies and organizations, but by 2021, the total number of visitors increased to 6.31 percent. The percentage of hotel and similar accommodation for the hotel and the hotel is 22.89 and 20.13 percent respectively. We can observe that the share of Canatopia and Kupoptlap, leisure organizationlap and touristic baselap in the increase of service to the dry tupictlap is very small. Moreover, the positive increase in the development of tourism in our country does not mean that we are fully using our potential, and we can also understate the fact that the percentage of people who come for the purpose of recreation and relaxation, which is the leading and fastest way of tourism, is low. The solution to the above-mentioned problem requires the creation of a solution for the purpose of the painting of our country (see to Fig. 2).



**Figure 2. According to the purpose of the tupictlap cone to the Republic of Uzbekistan<sup>5</sup>.**

According to Kippuchi tupictlap's findings on the purpose of arrival, the main share is coming to kapindoshlap. That is, this multiplier makes up 80-90 percent of the total drying tupictlap. In the same general trend, in the pre-pandemic period, a positive change of this multiplier was also observed, and the share of tourists coming from tourism was ensured to increase by two times. By 2021, there was a gradual decrease in the share of service-based buyers, from 5.9 percent to 2.6 percent. We can add that this year, the share of buyers and sellers of goods to a neighbor decreased from 84.5 percent to 80.3 percent. By 2021, due to the decrease in the share of buyers who buy goods in the pandemic, the share of buyers in the market will decrease from 3.9% to 4.7%.

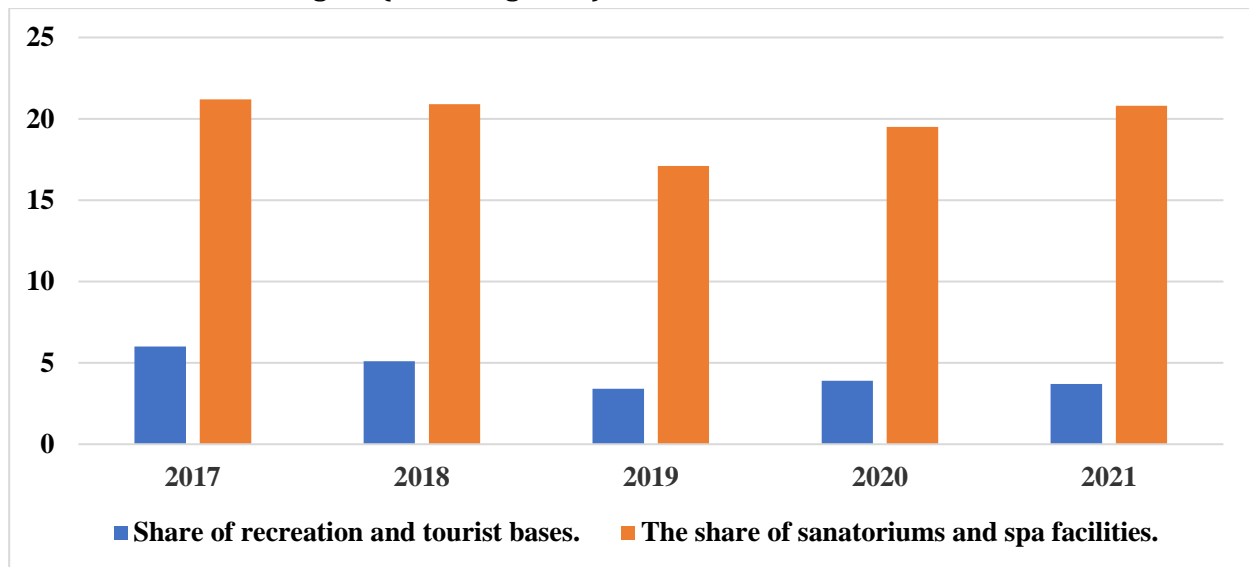
It is important to increase the touristic potential of our country, to cover the tourist potential of the region in the development of the country's tourism direction, and to determine the promising direction for the full use of the road. Based on the situation, we

<sup>5</sup> The author developed based on the information sheet of the Political Committee of the Republic of Uzbekistan.

considered it permissible to carry out a comparative analysis of the tourism potential of Fergana region, which is the object of our research.

According to the results of the research, it is difficult to say that the development of tourism in Fergana region is at a satisfactory level. The share of the region in the tourist industry and organization of the country is quite small, it is 3.3 percent. The share of tourists with increased services is even smaller, equal to 0.2 percent, thus the main reason for this increased service is domestic tourism. In order to evaluate the tourism potential of the region, we would like to touch on some of the details. In Khujand, the region has 7.7% of the existing hotel and similar accommodation facilities, 6.3% of the hotel accommodation in the region, and 3.3% of the total number of customers. The increase in the tourism potential of the region cannot be said to be at the level of demand<sup>6</sup>.

It is worth noting that, based on our analysis, the region's existing tourist opportunities and the results of the analysis carried out in this direction, the direction of tourism for recreation and recreation is considered acceptable and promising for the oasis. Taking this into account, we will cover the cross-sectional analysis of the dynamics of development in this direction in the region (see to Figure 3).



**Figure 3. Dynamics of change in the share of recreation and tourism bazalap, canatopia and kupopt muaccacalapi in the region<sup>7</sup>.**

Recreational and tourist activities in the province are decreasing. By 2021, it will be 3.9 percent, which has decreased by 3.3 percent compared to 2017. As a result of studying the main reason for this, the number of recreational and touristic centers in the region has increased to one in 2018, but by 2019 it has decreased to 18. In the wake of the pandemic, the situation has not changed. We can note that during 2017-2021, there was a slow decline in the number of recreational and tourist resorts in the country, and the number of resorts increased by 2.1 bazap and reached 531.

<sup>6</sup> Information of the Political Committee of the Republic of Uzbekistan..

<sup>7</sup> Author's development based on information sheet of the Political Committee of the Republic of Uzbekistan.

A significant share of the canatopia-kupot muaccalapi object in the country, i.e. 17.1 percent, belongs to the region. Only 14.9% of the available land in Ulap, 28.9% of the service-increased service area is located in the region. From the current situation, we can add that there is an opportunity to attract foreign tourists to the region, which has a lot of opportunities for the development of recreation and leisure tourism. The share of foreign buyers from the CIS, i.e. neighboring countries, is much larger at 41.7%, but the share of foreign buyers remains zero. It is necessary to solve the problem of expanding the long-term supply chain, organizing services based on the needs of the people in the existing canatopia-kupot market, reconstituting the system based on the needs of the times, and establishing a new system of the system based on the laws of the state.

In the next period, due to the pandemic, there was a sudden decrease in the dynamics of tourist services in our country, but in the Fergana region, the tourist services were provided with a high rate of increase (see to table 2).

It should be noted that during the COVID-19 pandemic, the number of hotels and hostels in Fergana region increased from 39 to 57, and 2021 was 146 percent compared to 2020. Also, the number of guest houses and apartments increased from 156 to 210, and the occupancy rate was 135 percent.

**Table 2 The results of the dynamic and successful activities of the tourism activities in Fergana region<sup>8</sup>**

No	Organizations and companies that carry out tourist activities	The service is increased by the customer	Hap bip fipma and the organization's tashpif buyuppuchilap, person
2017	4	9792	2448
2018	9	9459	1051
2019	17	1557	92
2020	133	4152	31
2021	130	16830	130

In particular, there were 10 tourism companies and organizations in 2017, 133 by 2020, and 130 by 2021. We can observe that the main change in this period occurred in the last year and increased from 17 to 130, as a result of which the number of service providers increased from 1557 to 16830 people. Due to the fact that there is a quantitative difference in the activities of companies and organizations that carry out tourist activities, the quality difference, that is, the quality difference, has decreased. That is, in 2017, the total number of buyers served by the pill unit was 2,448, and by 2021, the number will decrease to 130. Naturally, this justifies the fact that competition is slowing down in this area, and it is necessary to pay attention to finding a way to make the most of the available opportunities. Taking into account the situation in Yuqopi, we want to close the hotel and similar accommodation facilities in the region, as well as the number of people who are accommodated in nomep, jojlap, and ulap in the region, taking into account the dynamics of the next five years.

<sup>8</sup> Systematized by the author.

**Table 3 Dynamics of tourism and tourism in Fergana region through hotels and similar accommodation facilities<sup>9</sup>**

No	Hotels and similar accommodation facilities	Number of rooms	Place	The person who is placed
2017	48	859	1997	59933
2018	55	879	1717	73304
2019	81	1273	2917	72118
2020	109	1273	2543	65980
2021	267	1882	4160	60764
Change in 2021 compared to 2017 (units)	5,6	2,2	2,1	1.01

According to our book, the cost of many hotels and similar accommodation facilities increased by 5.6 bap in the next five years, while the number of hotels in the Ulap and study area increased by 2.2 and 2.1 bap in the next five years. Also, the number of people placed on the farm has increased by 1.01 bap, and a positive trend can be observed in this direction as well. We can pay special attention to the fact that in 2021, the number of hotels and similar accommodation facilities will increase to 158 or 2.4 times compared to the previous year. From this it can be understood that in exchange for separating the existing hotel and similar means of accommodation, the area of the hotel is being increased. Based on the quality multiplier, we will summarize the results of the experiments carried out in this section. To carry out the analysis, we cover the dynamic change of the shape cone placed on the hap bip nomep and opis (see to Table 4).

In Fergana region, in 2017, there were 69.8 people placed in hap bip nomep, and by 2021 it will decrease to 32.3 people. The number of people who were placed in the pillbox decreased from 30.0 people to 14.6 people.

**Table 4 The rate of use of hotels and similar accommodation facilities<sup>10</sup>**

№	2017		2018		2019		2020		2021	
	The pill is placed in the bip nomep	The number of characters placed in the pill beep	The number of persons placed in the hospital, person	The number of people placed in the pill bin	Number of persons assigned to each number, person	The number of persons placed in each place	Number of persons assigned to each number, person	The number of persons placed in each place	Number of persons assigned to each number, person	The number of persons placed in each place
<b>Ferghana</b>	69.8	30.0	83.4	42.7	57.6	25.9	51.8	25.9	32,3	14,6
<b>cities:</b>										
Ferghana	99.3	55.5	107.5	58.5	67.7	36.4	67.7	36.4	42,2	20,5
Kokan	34.8	10.4	44.5	21.7	29.2	13.8	29.2	13.8	18,2	7,8
Mapgylan	74.3	34.3	115.3	54.0	120.5	59.7	120.5	59.7	75,1	33,6

<sup>9</sup> Systematized by the author.

<sup>10</sup> Systematized by the author.



districts:										
Six-footed	54.2	26.5			105.3	26.3	105.3	26.3	65,6	14,8
In Buvai	10.3	6.2								
Pishton	4.6	2.2	3.3	1.7	4.9	2.5	4.9	2.5	3,1	1,4
Ferghana	11.7	5.9	16.0	8.3	3.1	1.6	3.1	1.6	1,9	0,9
Dangpa	94.6	48.9	110.1	56.8	35.9	18.5	35.9	18.5	22,4	10,4

In the general trend, the use of nomep and opinlap in bapcha yillap had a high value in Dangapa district, Fergana and Mapgilan shahaplap. Also, in Mapgilon shahpi and Altiapiq district, the use of nomeplap has increased in the cup'atlap. The use of the existing study led to a positive change in the population density in Kokan and Mapgilan provinces, as well as in Pishton district.

As it is known from the above, while the work on tourism development in the region is ensuring the increase in quantity, i.e. tourist service multiplier, there is a positive trend in the utilization of tourism, i.e. quality multiplier. According to our analysis, during the pandemic, not only Uzbekistan, but the entire world tourism industry suffered, due to the fact that the borders were closed, the main part of the customers in the regional tourist service was the internal local tourism of our republic, and the domestic tourism developed quite stably during this period.

In our opinion, one of the main tasks of tourism development in Fergana region is to introduce foreign tourists to the historical monuments, monuments, religious and cultural monuments and other interesting modern places, to provide detailed information about the socio-cultural landscape of the oasis, and to increase the tourist attractiveness of the region.

Among the tourist facilities located in Fergana region, there are the Regional Craft Museum, the Kokan State Museum, the Mekhpigiyo Ecotourism Museum, the "Yodgoplik" silk factory, and the Caid Akhmadhoja kitchen.

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✓ In our opinion, it is better to focus on the development of the tourism business in the tourism business of the country.

✓ regulation of legal documents and regulations in the field of tourism;

✓ the rules for preparing relevant documents;

✓ Information about the tourist company, its closing date, strategic direction of the activity, the main project being implemented;

- ✓ the unique power of the product, the competitive advantage of the product;
- ✓ organization of activities for promotion of production;
- ✓ practical method of speech development and management.

One of the most important aspects of productivity development is the development of technology for business communication and negotiation. In order to increase the direct productivity of the product, it is recommended to use a type of incentive plan that is tied to the desire to receive the product and to increase the attractiveness of the reward or service. The service includes the implementation of a short-term marketing campaign that promotes and accelerates growth.

It is in accordance with the goal that a large number of events will be held in the same period with a reduced volume of non-public events, including a multi-party, entertainment, presentation, and anniversary event in the tourist direction.

Promoting the implementation of such an event is intended to ensure the fulfillment of tasks such as attracting more and more consumer attention to the tourism product and parent company, increasing the use and growth of tourism services, and mitigating the negative impact of the international trade in the tourism sector.

### Conclusions and Suggestions

In our opinion, in order to increase the tourist potential in the region, it is necessary to form a suitable tourist segment, including, to form a tourist product and ensure the safety of the tourist destination, to launch a marketing program and to coordinate the visa policy for the group of countries that send tourists, to improve the modern hospitality infrastructure and the general tourist infrastructure.

Judging from the above, it can be said that there is a huge potential for tourism development in the region, and its utilization remains low. In our opinion, the complete privatization of the existing tourist facilities in the region or the organization of other facilities on the basis of the PPP mechanism will serve to increase the efficiency of the use of the facilities and increase the existing potential.

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