

USE OF DOMESTIC TOURISM SERVICES IN THE REGIONS FOR THE DEVELOPMENT OF TOURISM

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Abstract

This scientific article is about the use of internal tourism services in the development of tourism in the regions: recreation zones and resorts; rest for treatment-rehabilitation; organization of excursions and tours to historical, cultural and natural attractions; use of gastronomic tourism services; use of active and extreme tourist services; use of pilgrimage tourism services; use of ecological tourism services; use of sports tourism services; use of agrotourism services; proposals and recommendations on the use of business tourism and other types of tourist services have been developed.

Keywords: tourism, tourism industry, domestic tourism, historical monuments, tourism routes, organization of tourist complexes, tourism market, excursion services, socio-economic relations and tourist products.

Introduction

Under the influence of the global changes taking place on a global scale, the trend of serving in socio-economic systems is being observed at the current stage of development. With the increase in the service level of the socio-economic systems, the volume and quality of the services provided in connection with the main activity of the product production, work execution processes become a factor of competitive advantage. With the expansion of the servicing process, the pace of development of the structures within the service sector operating at the national and global level in individual countries and at the world level increases. One of such structures is the tourism sector and the industries within it, and as a result of the increase in the needs of consumers for recreation and physical and mental recovery depending on the level of income, the rapid development of the sector is being observed at the global level.

The second half of the 20th century went down in history as a period of rapid development of the service sector. According to the World Bank, it accounted for approximately 70% of global GDP. The high level of development of the service sector is associated with various service activities, including education, tourism, medicine, finance, and others. In addition, the service sector increases the level of income and the share of employment. A high share of services in the economy indicates a high level of development of the national economy with the creation of quality infrastructure.

Taking into account the emerging global trends and their advantages, since 2017 special attention is being paid to rapid development as a system that stimulates the rapid growth of the national economy in our country. In this regard, the state adopted a number of regulatory and legal documents related to the development of the sector, and

on the basis of the created legal framework, the formation and development of the national tourism system was defined as one of the priority directions.

In the conditions of the establishment of the new Uzbekistan, special importance is attached to increasing the number of incoming tourists by increasing the efficiency of using the tourism potential of the regions, forming the activity of tourist complexes in the regions. Comprehensive measures are being taken to ensure the competitiveness of tourism enterprises, to rapidly develop domestic and foreign tourism in terms of quality and quantity. "In general, this year, 7 million foreign and

There is a possibility to attract 15 million domestic tourists and increase the export of the industry to 2.5 billion dollars".[1] In the implementation of these tasks, it is scientific in the directions of substantiating additional opportunities for the development of tourist complexes in the regions, improving the tourism potential and resource distribution taking into account the characteristics of the region, and proposing unique approaches to evaluating the impact of seasonal and regional factors on the development of tourist complexes. research is important.

Analysis of literature on the topic

At the current stage of the development of the field, organization of management, taking into account the existing economic and organizational potential, of approaches to the components of tourist complexes in the management of the activity of tourist complexes is of great importance. This is related to accelerating the production of tourist products, creating new types of tourist products and services, expanding the level of horizontal economic relations between enterprises in the tourist complex, increasing the intensity of economic flows in tourism, and the necessary level of integration of sectors related to the activity of the sector.

There are different approaches to the essence of the term "Tourism", and it is appropriate to clarify the essence of the term in an expanded manner based on the differences in the content of these approaches and summarizing the similar aspects.

Tourism is derived from the French word tour, which is the travel of people in their spare time to a country other than their permanent residence or within their own country for the purposes of experience and recreation, health restoration, hospitality, education or professional practice. are considered to do, but they do not engage in activities that are motivated by income during the tourist trip.[2]

The concept of tourism is defined in the Law of the Republic of Uzbekistan "On Tourism" as follows: "Tourism is an activity related to generating income from sources in the country (place) of temporary stay of an individual. leaving (traveling) from the place of permanent residence without marriage".[3]

According to A. Kosolapov, one of the Russian scientists, domestic tourism is one of the known segments of tourism that provides economic development of a country or region.[4]

According to A. Trubin, domestic tourism is one of the types of tourism, which means that citizens of a certain country travel within this country.[5]

I.S. According to Tukhliyev, it is different from other forms of domestic tourism: the travel of citizens permanently residing within the borders of their country to a temporary visitor place (without paid activities) for tourist purposes, the travel of citizens permanently living in the country through other regions, domestic tourism crossing state borders signs such as not being related to transit and tourist formalities are highlighted.[6]

D.K. According to Ismayev's approach, marketing management in the tourism business, the formation of management quality mechanisms in the hotel industry services, and their evaluation were put forward.[7]

According to B.Kh. Turayev, proposals have been developed for the effective use of the tourist potential of the Republic of Uzbekistan on the level of activity of the tourist flow, hotel business, competitiveness, quality service to customers.[8]

Research methodology. The article analyzed the scientific works and educational literature of local and foreign scientists on the use of domestic tourism services in the regions in the development of tourism. Theoretical analysis and observation methods were used as research methodology.

Analysis and Results

The analysis shows that until the end of 2019, the global tourism sector developed at a faster pace than other sectors and industries, but in the context of the pandemic, the sector faced a deeper crisis than other sectors. Under such conditions, the entities of the tourism industry formed in different countries are able to alleviate the level of the crisis to a certain extent by turning the direction of their activity from international inbound and outbound tourism to domestic tourism.

Increasing the competitiveness of tourist services, improving the infrastructure, and using innovative technologies in tourism are important in the main ways of getting out of the crisis in the world tourism market. In order to reduce the effects of the current pandemic on the tourism market, taking into account the capabilities of the population, the development of domestic tourism in Uzbekistan is considered favorable in all respects.

The field of tourism includes small socio-economic systems, each of which has its own internal complex structure and goals, and they can move from one system to another under the influence of various changes. According to the analysis, the activity that is considered the main subsystem of tourism in the world is social, because it implements the right to rest, the right to freedom of movement, the right to spa treatment, the right to access cultural values and other basic rights.

Although all types of tourism services created in the industry do not have a material appearance like other services, they have a certain impact on the well-being, living conditions and quality of the population. Tourist services have a number of specific characteristics that differ from other types of services (Table 1).

1-jadval Specific characteristics of tourist services [9]

T/r	Specific features of tourist services	Tourist services are the essence of the features
1.	The fact that tourist services have socio-economic importance at the same time	The social importance of tourist services is directly determined by providing employment to the population, increasing income, and increasing the quality and level of life.
2.	Non-material manifestation of tourist services in the process of buying and selling	Tourist services, like other services, do not appear in material form in the process of sale, but are consumed at the same time. The service of the service provider, in accordance with his professionalism, implies how much the consumer will be interested in this service, and as a result, it depends on their general level.
3.	Inability to maintain tourist services	Tourist services, like other services, cannot be stored, because they are consumed directly in the process of providing them, and their quality is also evaluated by the consumer in this process.
4.	It is impossible to provide tourism services at the place of service and to take them to another place	Tourism services are characterized by the fact that they are intangible, that they cannot be stored and transported, and that they are provided at the time and place of consumption and that they cannot be taken to another place.
5.	The simultaneous presence of the consumer, service provider and tourist product in the provision of tourist services	Another important feature of tourist services is that the consumer, service provider and tourist product (service) must be present at the same time.
6.	Quality and competitiveness of tourism services	Enterprises and companies providing tourist services work in conditions of very high risk. If they can't provide quality service, they will likely lose their competitive edge.

Another important condition for the sustainable development of the tourism industry, as mentioned above, is the achievement of equal development of several other sectors related to the industry. Because the stable activity of the industry is closely related to the activity of certain sectors belonging to it.

The types of tourism services are divided according to special classification signs and characteristics. In general, it is advisable to implement classification signs and characteristics within the framework of such signs as the territorial direction of tourists over time, the movement of tourists in a geographical direction, the form of organization of trips, and the sources of financing of trips (Table 2).

Table 2 Classification of tourism types by signs and characteristics

No	Classification marks	Types of tourism
1.	Territorial direction of tourists over time	Domestic tourism
		International tourism
2.	Movement of tourists in a geographical direction	Inbound tourism
		Domestic outbound tourism
		Domestic domestic tourism
		International inbound tourism
		International outbound tourism
3.	The form of organization of trips	Organized
		Not organized
4.	Sources of travel financing	Social
		Commerce

Research shows that the economic organization of tourist services in general is only a complex system of interaction of tourism industry subjects and objects that jointly create a tourist product, participate directly or indirectly in the process of production and sale of services. will be possible only if This rule applies in full to the creation of domestic tourism services.

In the framework of the interaction of tourism industry entities and objects participating in the process of creating and selling domestic tourism services, tourist products are created and sold to customers through tourist enterprises that create tourist products based on domestic tourism resources and infrastructure and their connection. .

The main touristic resources (education, entrepreneurship, medical treatment) of tourist facilities are combined with infrastructure systems through tour operators and a touristic product is formed.

A tourist product created in the market of domestic tourism services is tourist resources and tourist manuals, which are formed by a tour operator taking into account the demand of domestic tourists and are promoted and implemented in the form of a tourist trip, providing tour guide services, ensuring the movement of tourists. transport services, accommodation, food and health insurance services are the sum of services.

The main feature of domestic tourism is finding customers who use tourism services without leaving the borders of the country.

Domestic tourism is related to the development of international tourism, and the development of domestic tourism forms the image of the area where tourist resources are located and acts as a catalyst in increasing the level of foreign tourists visiting the area.[10]

The structural structure of domestic tourism includes the following activities [11]:

- rest in recreation areas and spas;
- recreation for treatment and health improvement;
- organization of excursions and tours to historical, cultural and natural attractions;
- use of gastronomic tourism services;
- use of active and extreme tourist services;
- use of pilgrimage tourism services;
- use of ecological tourism services;
- use of sports tourism services;
- use of agrotourism services;
- use of business tourism and other types of tourist services.

In contrast to inbound tourism, domestic tourism has a number of advantages:

- the fact that domestic tourism is a relatively cheap trip;
- not requiring a permit to go abroad during the trip;
- no need to contact tourist companies or embassies to obtain a visa;
- it is not necessary to adapt to the climate that causes discomfort during rest;
- the availability of opportunities for customers to get more information by visiting historical, cultural and other places of interest in the territory of their country.

If the above-mentioned tour operators and tourist agencies are included among the organizers of domestic tourism services, the providers of tourist services are structures that offer basic and additional services based on tourist resources (Fig. 1).

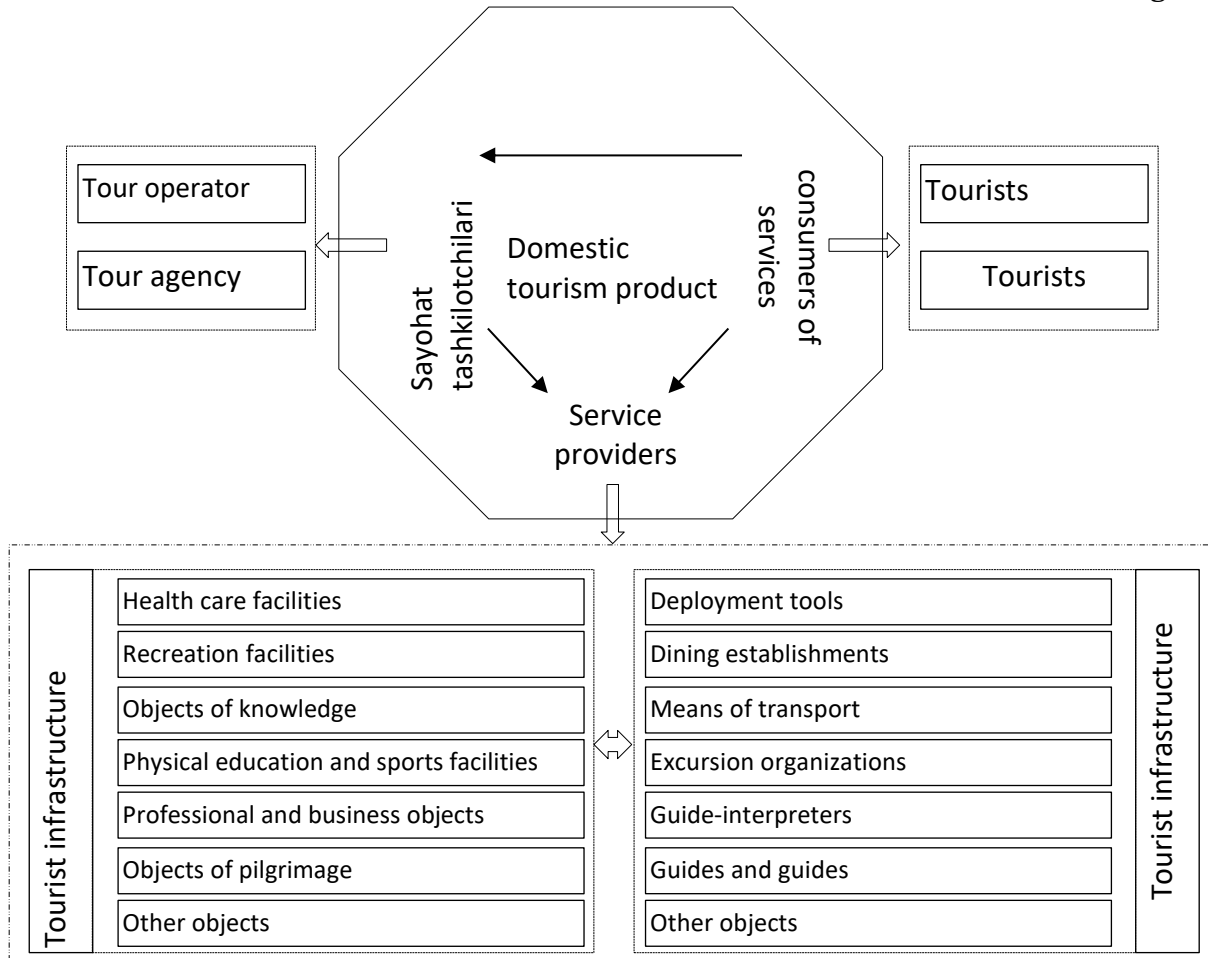


Figure 1. Structures of creation and implementation of domestic tourism services

While tour operators form domestic tourism services by connecting consumers with service providers, financial and economic reconciliation of both sides, on the one hand, they ensure the quality delivery of tourist products for customers, and on the other hand, they provide economic benefits for the infrastructure that provides tourist services. also ensures the realization of interests. As a result, in the market of domestic tourism services, demand and supply of tourist services intersect at mutually beneficial points. Economic and socio-cultural goals related to the formation of tourist products in the market of tourism services arise under the influence of a number of factors depending on the type of services. From the point of view of the environment, these factors can be divided into two main groups - macro factors and micro factors.

It is appropriate to include the following factors reflecting the socio-economic, political-legal, cultural-educational conditions of the country or region in the group of macro factors: natural factors; historical factors; cultural factors; environmental factors;

scientific and technological factors; demographic factors; social factors; economic factors; political factors.

The group of micro factors consists of competition, resource supply, personnel and other factors that can be influenced and controlled during the activity.

Domestic tourism complexes differ from each other mainly according to the nature of resource use. At the same time, these complexes can be classified according to their specific characteristics as shown in the table below (Table 3).

Table 3. The main directions of domestic tourist complexes [12]

The main directions of domestic tourism	According to the nature of the use of tourist resources	According to the territorial status	According to the duration	According to the regional signs	According to the season	Tashkil qilish xarakteriga ko' ra	Yosh belgilariga ko' ra	Ishtirokchilar soniga ko' ra	Ijtimoiy shart-sharoitiga ko' ra	Harakat darajasiga ko' ra	Transport vositalaridan foydalanish xarakteriga ko' ra
Treatment	Treatment according to climatic conditions (lakeside or riverside, mountain, plain)	Milliy (ichki), mintaqaviy (hududiy)	Qisqa muddatli, uzoq muddatli	Shahar atrofi (mahalliy), mamlakat ichida (umumdavlat)	Yil davomida, mavsumiy: yozgi, qishki	Muddatli (rejalashtirilgan), o' z hoxishiga ko' ra: tashkillashtirilgan, tashkillashtirilmagan	Bolalar, yoshi kattalar, aralash	Yakka tartibda , guruh	Markazdan qochuvchi, markazga intiluvchi	Statsionar, ko' chma	Avtomobilda (yakka tartibda), avtobusda, samolyotda (yo' nalishli, xususiy) temir yo' l
Sports and wellness	Snorkeling, water sports, fishing, hunting, skiing, mountaineering										
Enriching the mind and thinking (knowledge or familiarity)	Cultural and historical monuments, observation of landscapes, "Navroz" spring holidays, competitions of bird watchers, etc.										
Commerce	Providing local needs, retail and wholesale trade, and getting to know the lifestyle and needs of the area										
Pilgrimage	Pilgrimages and religious ceremonies										

The specific aspects of managing the activities of tourist complexes are to determine the development and promising directions of the area, to independently choose the types of activities of tourist facilities in areas with limited natural resources and to ensure their effective operation, to develop production systems, and to enter the international and local tourism markets. development of new directions of economic development in

limited conditions. Also, the issues of integrated activities of organizations within tourist complexes, including the activities of subjects of different levels and the organization of effective cooperation between participants are the process of coordinating their actions and implementing joint programs for the development of industry.

Summary

Today, a cluster approach is proposed for the effective formation and management of the activities of tourist complexes in the regions. Not only enterprises in the tourist complex, but also infrastructure systems in the tourist complex will have certain advantages from the organization of management structures in the form of a cluster approach.

These features determine the direction of development of domestic tourism services and, based on this, the use of tourist facilities. Today, there is no separate organized form of enterprises offering services in the field of domestic tourism without the characteristics considered above. In many cases, based on the demand for services, activities are organized in the form of enterprises that combine several features and serve a wider range of consumers, while diversifying services. Because the activity organized according to a separate sign provides a stable, but constant income.

In the process of researching the activities of domestic tourism in the world, special attention is paid to the study of the elements that make up the activity as a whole complex. In other words, among the main principles of the development and organization of domestic tourism, special emphasis is placed on the principle of an integrated approach.

The integrative approach allows to study not the problems of individual elements of domestic tourism, but their systematic interrelationships, to consider the state of all elements of tourism as a more general system - a set of subsystems (subcomplexes) of the tourist complex.

Today, in the countries of the world with high tourism potential, special attention is paid to the formation of tourist complexes by developing the tourism potential by combining it into a single complex.

The development of domestic tourism services in the market of tourism services, based on the generalization of the existing potential, expands the possibility of forming new tourist facilities for the industry in a short period of time and bringing these facilities to a new level.

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