

FACTORS AFFECTING THE MANAGEMENT OF COMPETITIVENESS IN TOURISM ENTERPRISES

Teshabayeva Odina Nasridinovna

Lecturer, Fergana state university

Abstract: This article examines the factors contributing to and hindering the transformation of tourism in Uzbekistan. the role of investment and tourism as priorities of regional development is substantiated.

Key words: Tourism, development, strategy, investment, competitiveness, tourist product, factors, tourism infrastructure.

The strategy of tourism promotion in Uzbekistan over the years of independence reflects the features of the "Uzbek model" of tourism development. Such a strategy involves the management of tourism development, with the leading role of the national company "Uzbektourism", as a state form of management, as well as non-state forms of tourism activity.

Uzbektourism National Company for the years of independence consistently conducted the state course of tourism development in the republic. She set the tone for the implementation of the state programs of the decrees of the President of the Republic on the development of both domestic and international tourism. Having its representative offices in a number of developed countries of the world, the national company has been actively working to strengthen Uzbekistan's cooperation with the outside world on the development of cultural ties, the republic's participation in international tourism.

The laws of the Republic of Uzbekistan "On Tourism", "State program of tourism development for the period up to 2005" and other legislative acts and presidential decrees on the development of international tourism served as the legal basis for the development of tourism and its extensive structure.

At the present stage of economic development, the investment policy of Uzbekistan includes such structurally determining directions as the maximum use of the existing scientific, technical, innovative potential, the development of export-oriented and import-substituting industries, the expansion of production of products with high added value, as well as the development of tourism as a strategic area. Today, investment policy in tourism is a set of decisions and a set of measures for the organization, development and protection of investments in various areas of the above-mentioned industry.

With the transformation of socio-economic development paths, tourism has become an important industry in many regions with low energy consumption, low pollution and strong employment absorption capacity, but has broad prospects and a huge market. From an economic point of view, the competitiveness of tourism organizations can significantly increase the value of the local tourism economy, improve non-material values such as regional and administrative influence, and create income for investors and residents. Currently, many countries are striving to develop the tourism industry, in particular, some regions with weak economic development and good environmental conditions have turned tourism into a local leading industry. In order to increase the competitiveness of the tourism industry, first of all it is necessary to understand the main factors affecting the competitiveness of tourism and the business environment.

Analysis of the export status of the republic's tourism product shows its very weak competitiveness, or rather uncompetitiveness. Tourism revenues, according to approximate estimates, account for only about 1 percent of the country's GDP structure. It is very difficult to find specific official data on this indicator. The lack of necessary statistical information on the production and sale

of a tourist product does not allow conducting in-depth scientific research and developing a scientifically sound strategy for the development of tourism in the country. For this reason, many Tourism development Programs remain unfulfilled.

For a number of years, the World Tourism Organization (WTO), of which Uzbekistan is a member, has been proposing to put into practice a system of additional accounts in tourism – TSA (Tourism Satellite Account). However, for unknown reasons, such a proposal remains unheeded.

A similar indicator is used in almost all countries with a developed tourism industry. It seems that the organizers in tourism are more interested in shadow activities than in legalized ones. It follows from this that the most important factor in increasing the competitiveness of the Uzbek tourism product is the liberalization of the activities of travel companies, transparency of their financial activities, periodic reporting on the implementation of state programs. Information on tourism activities will make it possible to determine the share of tourism in the country's GDP, analyze trends and, on this basis, take measures to ensure the effectiveness of investments in this area.

It is also difficult to measure and evaluate, since the impact of tourist demand on investment depends on factors that are often not cost-effective, even if they are studied within the framework of market tasks at the stage of preparation of any number of investment projects. A good study of the tourist market, the use of questionnaires, constant monitoring of the market are mandatory conditions. The only thing you need to know is that no time for the implementation of projects in the tourism sector can be ordered and fixed in such a simple form as any industry project. That is why it is very difficult to discuss an alternative investment project between sectors. Since the impact of investment projects in the tourism sector on the national economy is great, and those that bring profit are much less satisfactory for the enterprise than in other sectors, alternative projects are central to the evaluation of these projects and are considered worthy and based on the proper use of incentive measures within the projects. For developing countries, there are benefits that cannot be calculated when using physical planning methods within a single whole. Under any circumstances, in particular, during the transition to a market economy, the state plays an important role in the development of tourism infrastructure. Almost all countries are trying to increase the importance of the tourism sector in their national economy. Because tourism has the following priorities in the development of its national economy:

- the source of providing the local workforce with skilled labor and living conditions;
- the formation of the market and the mechanism of capital outflow;
- new technologies and know-how for implementation in such areas as construction (hotels, campsites, motels), communications (cellular, tele- and optical communications), transport (passenger cars, buses, international railway wagons, aircraft), as well as service infrastructure (gas stations);
- tools for the development of national folk crafts;
- factors of stabilization of the political and socio-economic situation in the country and on the territory;
- methods of preserving historical monuments and cultural heritage;
- means of effectively increasing the foreign exchange income of the state.

In general, the state creates its own legal and economic base for the development of tourism infrastructure, facilitates the training of personnel for this area, simplifies the visa system, develops the production of tourist products and traditional goods. The development of the infrastructure of the tourism services market based on the requirements of the time and the increase in investment volumes, increasing their efficiency are important for ensuring the stability of the economy in our country. Therefore, as the head of state noted, "... in 2021, consistent reforms for the development of tourism will be continued. In particular, special attention will be paid to the development of pilgrimage and domestic tourism." [2] in this regard, it is advisable to further expand research work

on the development of recommendations and proposals for the targeted and effective use of tourism investment opportunities, improving the efficiency of service resources, developing ways to effectively use the mechanism of state support for necessary services. It is necessary to improve the conditions for the development of tourism, methodological foundations for the creation of tourist information and logistics centers, to stimulate methods of assessing the activities of tourism entities and to increase investment attractiveness.

There are many factors that affect the competitiveness of trade in tourist services, because the tourism industry itself covers a wide range of factors.

The entire tourism productivity system is a complex organism that is interconnected and interdependent with industrial sectors such as transport, catering, accommodation, shops, entertainment and travel agencies. As shown in Figure 1, this section will measure the impact of the organization of the tourism industry, environmental factors, infrastructure factors and services on the competitiveness of trade in tourist services mainly in terms of decisive and relevant factors.

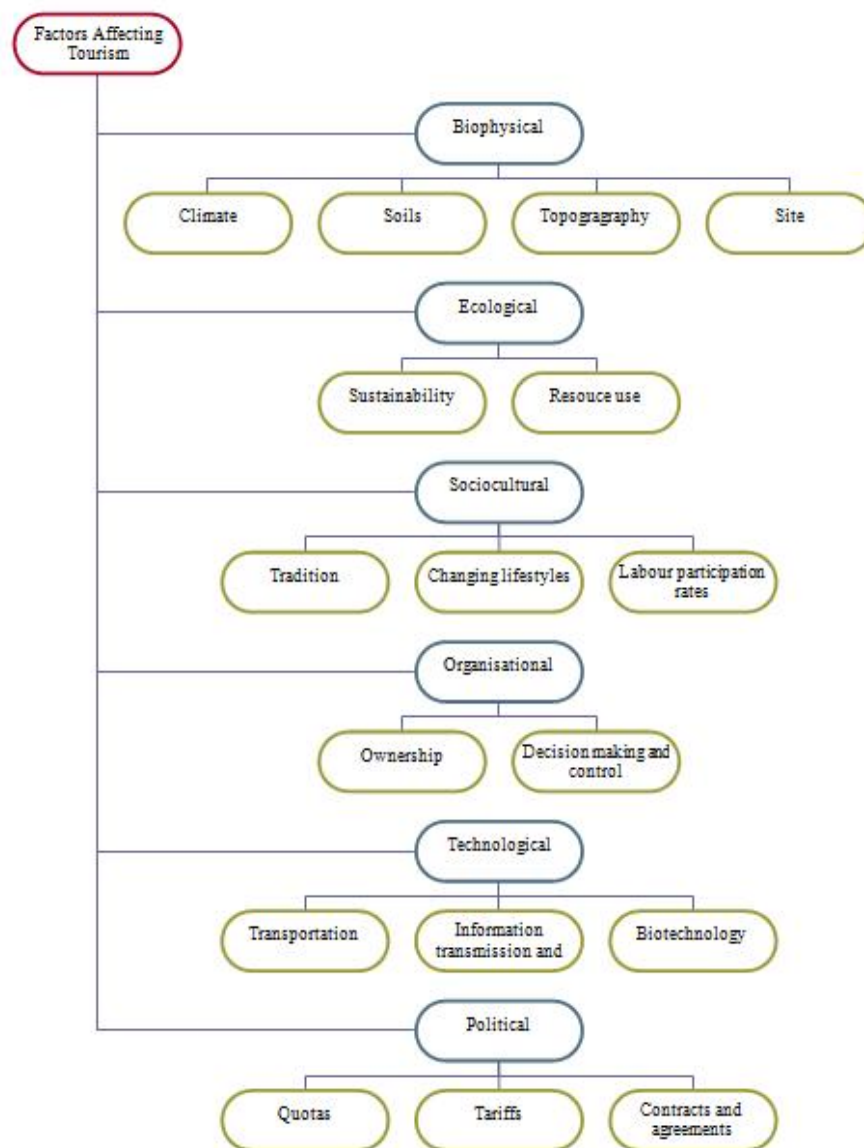


Figure-1. Structure of factors affecting the competitiveness of the tourism industry.

First of all, these factors should include environmental factors. Environmental factors may limit the extent and scale of tourism development. They are mainly reflected in two aspects. On the one hand, the internal environment, together with tourist resources, provides the basis for the production of tourist products, the environment itself is also a tourist attraction; many pollutants formed as a result of tourist activity enter the internal environment, changing its internal shape and thereby reducing attractiveness. Excessive use of environmental advantages to attract tourists regardless of their capacity is the main reason for the destruction of the tourist environment. On the other hand, the external environment, such as financing, land, taxation and other political factors, they will limit the degree of tourism development; war, unfavorable economic situation, especially dangerous infectious diseases, etc., will affect the passenger flow. A reasonable choice of location can make better use of the region's unique environmental resources to increase competitiveness and develop its own economy.

Today, Uzbekistan continues the process of radical reform of the tourism sector, the main goal of which is to turn tourism into a strategic branch of the national economy, attract investment in the development of tourism services, ensure diversification and achieve economic development of tourism.

Conclusion. The infrastructure of transport and tourism, including information technology, staff training and regional marketing, also needs investment. According to the World Trade Organization, increasing investment can be a very important, effective and profitable strategy for regions that are not designed to attract tourists to the region for other purposes.

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