



**IMPROVING THE MECHANISMS FOR THE DEVELOPMENT OF
ENTREPRENEURIAL ACTIVITY IN THE FIELD OF TOURISM IN UZBEKISTAN**

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Annotation: *The article examines the processes of improving the mechanisms for the development of entrepreneurial activity in the field of tourism in Uzbekistan in recent years. In the process of research, a model for the implementation of tasks for the development of entrepreneurial activity in the field of tourism was developed, as well as an organizational and economic mechanism for the activities of tourism clusters. The introduction of these organizational and economic mechanisms in the entrepreneurial activity of tourist enterprises is based on aspects of improving conditions using state participation in the organization of activities, as well as ways to achieve a multiplicative effect by combining basic and additional activities in the path of a common goal.*

Keywords: *tourism industry, tourist enterprises, entrepreneurial activity, activities of tourist enterprises, tourism cluster, tourism marketing, organizational and economic mechanism, model.*

Introduction

Scientific research is underway to develop all areas of entrepreneurial activity in the field of tourism in the world, increase its change in the volume of gross domestic product and per capita services, provide the population with new jobs in the regions, and improve the organizational and economic mechanisms for the development of entrepreneurial activity at enterprises of the industry. In this regard, the priority areas are the expansion of new structures of entrepreneurial activity in tourist enterprises, the assessment of the competitiveness of entrepreneurial activity in tourist enterprises on the basis of improving models and mechanisms, as well as the implementation of scientific research on the use of investment mechanisms in supporting entrepreneurial activity in the industry.

Today, at a time when the world market for tourism services is in full swing from the pre-pandemic period, countries are developing measures based on territorial approaches to the development of industry activities. In particular, various measures and regulations are being developed at the government level in order to further develop the sphere's activities in our country. In order to compensate for the problems observed in entry and exit tourism during the pandemic



period, the country has also switched to the maximum use of domestic tourism potential. In this regard, the development of entrepreneurial activity in the market of tourism services and its support by the state on the basis of various benefits has become a term.

The organization and development of entrepreneurial activity in tourist enterprises in the conditions of today's globalization is associated with the emergence of an effective strategy for the development of entrepreneurial activity in the field of activity. The most basic condition for determining the period of formation of a strategy for the development of entrepreneurial activity is the prospect of private development of the consumer market. The period of formation of a strategy for the development of entrepreneurial activity in the economy of developed countries within an average of three years, the period of implementation of the strategy of enterprises that create large services of countries includes a period of up to 10 years [1].

Studies all the main aspects of the development process of the activities of enterprises that create services in the development of entrepreneurial activity. It is aimed at the formation of a rational organization of development in order to solve issues related to the conditions of development of the enterprise.

An important aspect of the development of entrepreneurial activity is that it forms the comprehensive development of all issues related to various aspects of service activities. These development issues in a narrow sense directly or indirectly affect the final results of economic activity. Separate measures aimed at improving the process of creating services at the enterprise, the consideration of decisions only from the point of view of development, cannot provide for the implementation of the economic activity of the enterprise, taking into account its conditions in full. Perhaps, a one-sided approach to development will negatively affect the financial situation of the enterprise. In this regard, the development of entrepreneurial activity is manifested in the form of complex activities, summarizing each of the development issues that have their influence on the final results of the activities of tourist enterprises [2].

Analysis of literature on the topic

According to researchers who are conducting research on the development of entrepreneurial activity in the field of tourism, it is predicted that the tourism industry will again become a dynamic direction of the economy after the pandemic, in this regard, related areas, namely transport (air travel, rail, surface transport, water transport, vehicle development), communications and logistics (means of communication, ICT, International Relations, Legal, national catering facilities and relaxation programs it can serve as an impetus for the high level of development of such industries as the development of services (theater, music, historical and cultural monuments, catering facilities and hotel business), the new labor market, the creation of jobs [3].

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Tourism is derived from the french world tour, meaning trip-travel. In the law of the Republic of Uzbekistan "on tourism", the concept of tourism is described as follows: "tourism is the departure (travel) of an individual from his permanent place of residence for a period of one year with a break without engaging in paid activities at a place of recovery, educational, professional – practical or other purposes (in the country)"[4].

Tourism is the way in which people travel in their free time for impression and recreation, health recovery, hospitality, knowledge or professional practical purposes within a country or their country other than their permanent residence, but do not engage in work that is encouraged by money wherever they go [5].

In a period of increasing globalization and integration of the world economy, the correct interpretation of the essence of the concept of Tourism and the correct understanding of its essence are of both theoretical and practical importance. The opinion of foreign and domestic scientists about this is diverse, with different views and concepts. In Particular, A.Yu.Alexandrova noted that "the sum of relationships and events that occur at the time of arrival and placement of people in places different from their permanent residence and work is tourism"[6], Yu.V.Tishukov expresses the opinion that "tourism is temporary travel of citizens of the country, foreign citizens, persons who do not have citizenship, without being busy with paid activities in the country of temporary residence for health, acquaintance, professional –business, sports, religious and other purposes " [7].

industry is a set of organizations that carry out tour operator and tour activities, as well as organizations that provide excursion services and services of GID – translators"- " tourism industry is a hotel and other facilities, vehicles, public catering facilities, recreational facilities and facilities, objects of acquaintance, business, health, sports and other purposes, M.B.Birjakov, on the other hand, states that "tourist service is a set of actions aimed at the goals of tourism, the direction and nature of tourist service, in the field of providing and satisfying the needs of an excursion or tourist who meets the principles of universal morality and order, responding to a tourist product"[8].

Analysis and results

State analysis in the field of tourism in Uzbekistan shows that the process of deepening market relations in the field and transferring enterprises within the sphere to an effective functioning system based on the existing conditions has not yet been completed, and the level of material, technical, economic and legal potential of the subjects of the system does not adequately meet the requirements of [9,10].

Based on these analyzes and comparison results, we believe that market relations in the field of tourism services should be deepened in the first place as the next step in the development of the industry. To do this, we have developed a model for the implementation of the tasks of developing

Table with 2 columns: Page number (126) and publication information (ISSN 2319-2836, ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW, under Volume: 11 Issue: 10 in October-2022, https://www.gejournal.net/index.php/APJMMR, Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/)



entrepreneurial activity in the industry, and it is recommended to quickly introduce this model in the process of reforms carried out in the industry (Picture 1).

For each concept presented in the model, specific tasks are defined, which are envisaged to be performed through mechanisms consisting of a set of events, and the full implementation of these tasks by means of the selected mechanisms leads to a deepening of market relations in the industry and the implementation of market mechanisms.

The degree of satisfaction of the interests of the participants in the system operating in the industry is the main result of representing the effectiveness of organizational and economic mechanisms.

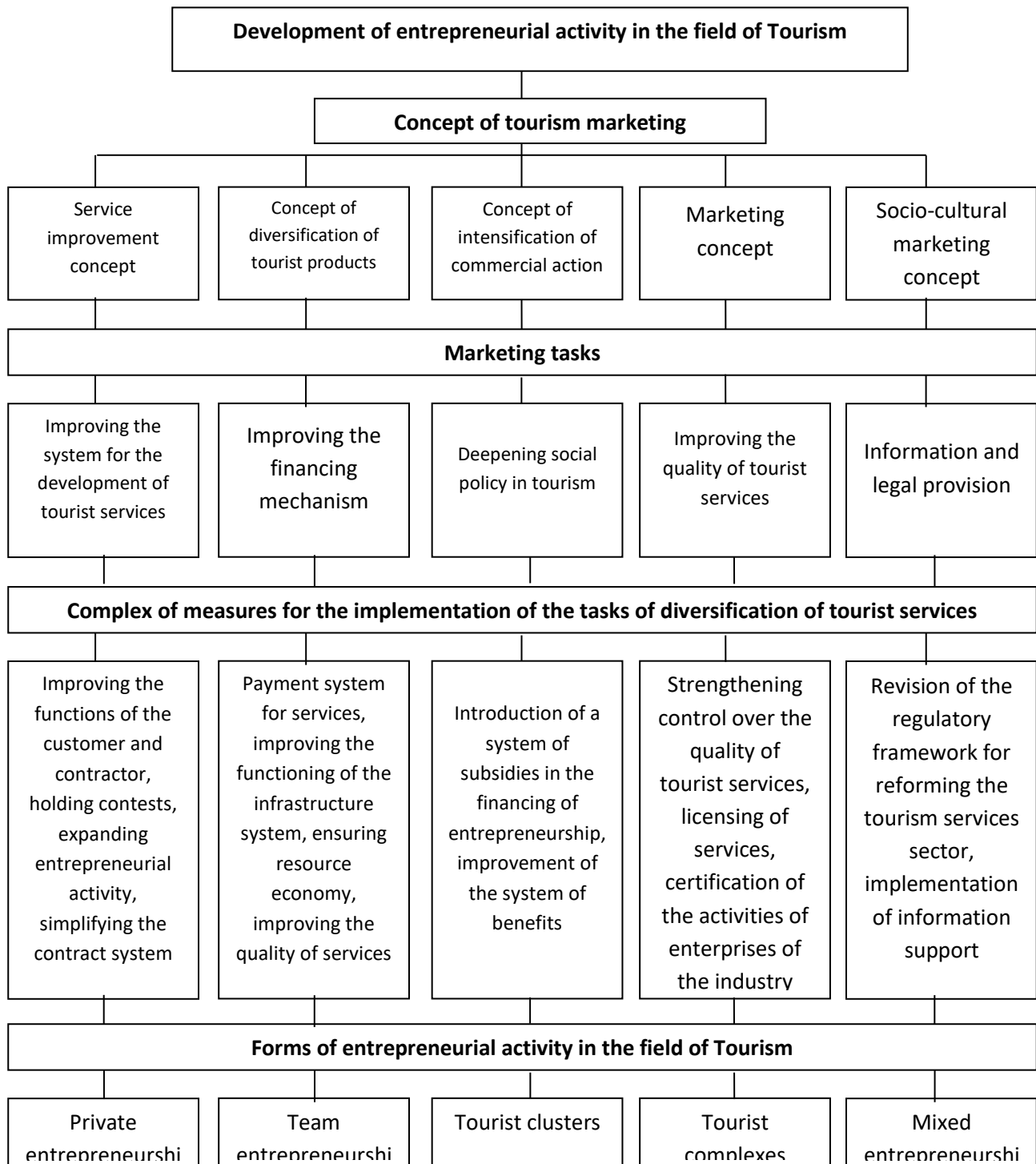


Figure 1. Model for the implementation of tasks for the development of entrepreneurial activity in the field of Tourism ¹

Today, an organizational and economic mechanism based on a cluster approach is proposed for the effective organization of the activities of existing tourist enterprises in the regions of our country. In the tourism cluster, when, based on the existing conditions, tourist enterprises offering tourist services are considered as the main structure of the cluster, Territory Administration as elements in contact with the cluster, enterprises offering approach and additional services within the cluster, and the territory or region in which the cluster is developing are considered [11,12,13].

It is established that the structural model of the cluster, which is developed and proposed to be introduced in regions with high tourist resource potential, consists of 3 structures that interact the cluster through different environments, and that all three structures perform specific functions based on their tasks.

The basis of the tourism cluster, that is, the first structure, is formed by tourist enterprises, tour operators and turagents (cluster core), which are considered the main participants in the cluster, cluster administration and community organizations involved in the organization of cluster activities.

In the structure of the main structure of the cluster, along with the above-mentioned structural structures, transport enterprises carrying out the most important activities in tourist activities, customer placement enterprises, catering enterprises, as well as cultural and recreational, health-improving enterprises and theme parks operate. By the main structural structure of the cluster, the main tourist product is created and presented to customers.

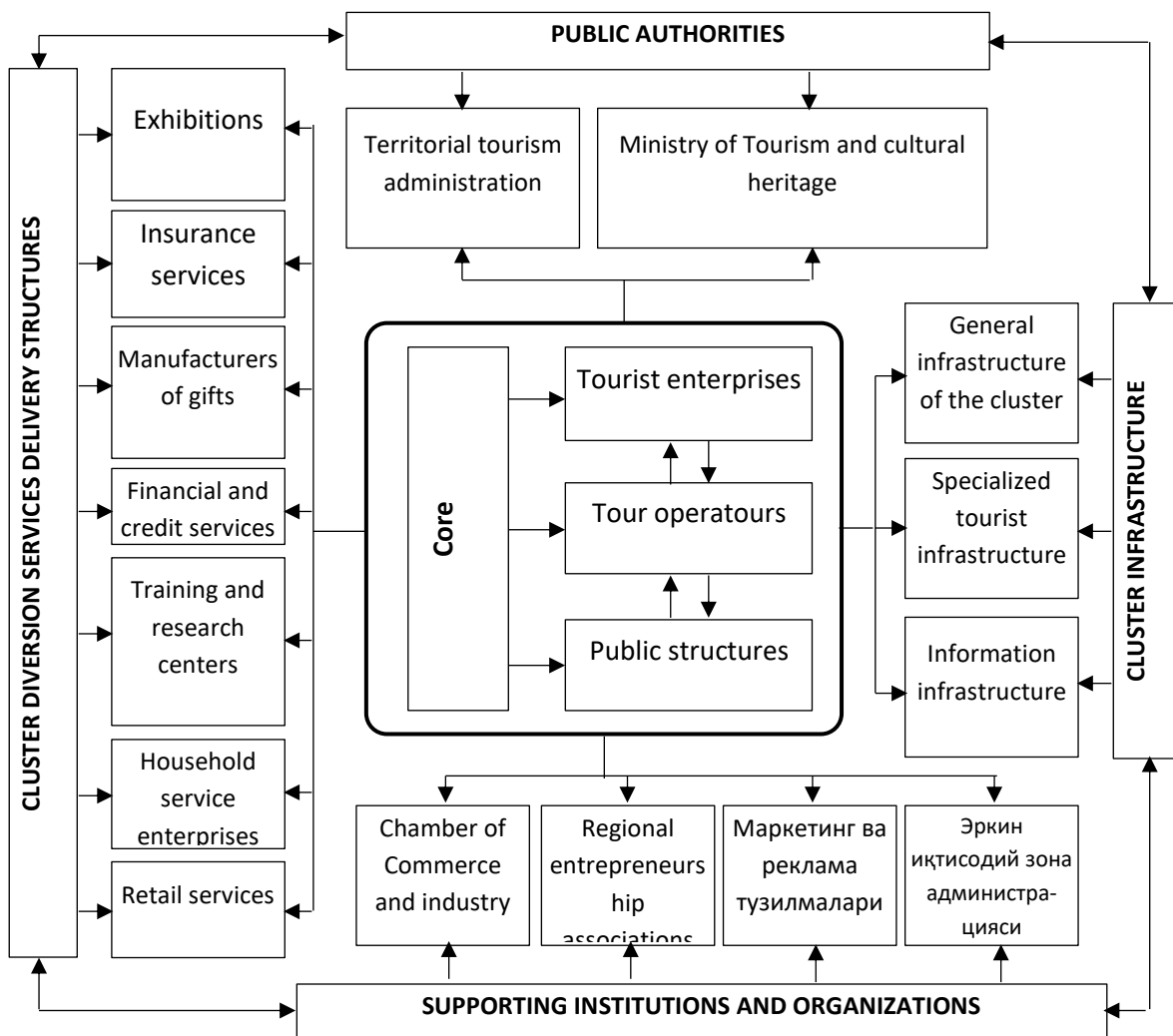
The main structure of the cluster cannot establish productive activities without two more structures, which are considered necessary in the organization of cluster activities in separate directions. These are two structures – cluster infrastructure and structures that supply mixed services to a network cluster. Tourism cluster infrastructure is formed by 3 main infrastructure systems – general infrastructure, specialized infrastructure and information infrastructure [14.15].

The regional tourism complex, which is proposed to be organized in the form of a cluster, firstly, if the business entities that are part of the cluster improve the efficiency of activities, and secondly, the integration of the activities of individual enterprises in one goal will strengthen the mutual exchange of information and the introduction of innovations, facilitate the Coordination of joint activities, expand The tourism cluster creates favorable conditions for the emergence of new financial structures related to the existing qualified labor resources, special tax regimes and investment activities within the framework of the management of the cluster participants[16].

¹ Developed by the author.

On the basis of the structural model considered above, the mechanism of activity of tourism clusters, which takes into account internal and external relations, was formed to some extent and was recommended for use in the research process, systematizing and improving this mechanism.

In the proposed mechanism, measures are proposed to stimulate entrepreneurial activity in tourist enterprises for the normal functioning of cluster systems. In particular, to stimulate the initiative to form a cluster, to form a regional tourism administration for the formation of a modern tourism cluster, to develop a strategy to promote the cluster structure and the production of tourist products, to ensure the continuous and effective implementation of the preparatory process, etc.



Picture 2. Organizational and economic mechanism of activity of tourism clusters ²

The strengthening of the existing technological and scientific infrastructure serves as the basis for deepening integral ties between research institutions and tourist enterprises. At the same time, it can significantly speed up the process of clustering tourist enterprises by increasing the interaction and dependence of socio-economic institutions. A high level of cluster efficiency is achieved with the effective functioning of organizational and economic mechanisms that stimulate the development of its subjects. In this case, the analysis of the personnel of tourist enterprises shows the high age of employees and the separation of vocational education in higher educational institutions from the production process. The solution to this problem is closely related to the development of a system of targeted training of highly qualified specialists by complementing standard educational programs with special programs aimed at the needs of specific tourist enterprises in the organization. The solution to this problem is closely related to the development of a system of targeted training of highly qualified specialists by complementing standard educational programs with special programs aimed at the needs of specific tourist enterprises in the organization of the production of competitive tourist products using new innovative technologies.

The introduction of improved organizational and economic mechanisms in the process of research into the entrepreneurial activity of tourist enterprises, firstly, leads to an improvement in the conditions using state participation in the organization of activities, and secondly, it makes it possible to achieve a multiplicative effect by combining basic and additional activities on the path of a common goal.

Conclusions and suggestions

1. Based on the results of the research carried out in the article, the following scientific conclusions and suggestions and practical recommendations were developed to improve the economic mechanisms for the development of entrepreneurial activity in tourist enterprises:

2. The development of the tourism sector in the world makes it possible to solve a wide range of socio-economic issues, such as stimulating employment, entrepreneurship, increasing the income part of the budget of Regions and regions. The tourism industry is a socio-economic system in which people and their groups realize their social, economic, environmental, cultural, educational and other interests and satisfy the corresponding needs.

3. Increasing the share of the industry in the macro indicators of the national economy through the development of entrepreneurial activity in the tourism sector is also reflected in the development strategy, which presupposes the implementation of structural changes in the economy today, the goals

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and objectives of increasing the volume of tourist services through the implementation of entrepreneurship in the industry the development.

4. In order to effectively organize the activities of existing tourist enterprises in the regions of our country, an organizational and economic mechanism is proposed based on a cluster approach. In the tourism cluster, when based on the existing conditions, tourist enterprises offering tourist services are considered as the main structure of the cluster. Territory Administration as elements in contact with the cluster, enterprises offering approach and additional services within the cluster, as well as the territory or region in which the cluster is developing. The mechanism of activity of tourism clusters, taking into account internal and external relations, was formed to some extent and in the process of research was recommended for use, systematizing and improving this mechanism. In the proposed mechanism, measures are proposed to stimulate entrepreneurial activity in tourist enterprises for the normal functioning of cluster systems.

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