



SCIENTIFIC AND THEORETICAL ISSUES OF THE DEVELOPMENT OF THE TOURISM INDUSTRY IN THE REGIONS OF THE COUNTRY.

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**Annotation:** This article focuses on the theoretical issues of the development of the tourism industry in the regions of the country, the directions of the development of domestic tourism and international tourism, and the factors affecting their development are studied.

**Keywords:** globalization, tourism, recreation, balneology, regional tourism, international tourism, entrepreneurship, industry, international tourist, tourism income and expenses, tourism sector.

**Introduction.** In recent years, during the globalization of the world economy, attention has been paid to the recreation and balneology sector as a separate sector. During the COVID-19 pandemic, which began in the early 20s of the 21st century, the first economic sectors to be hit were the leisure, tourism, recreation, and balneology sectors. This crisis has become one of the sectors that has had a significant impact on the entire world economy.

**Main part.** In the context of the world economy, it is necessary to conduct scientific research to determine the level of development of the tourism, recreation, balneology sector, the future state and level of development of the sector, to study its place, significance in the country's economy, and the specific features of the development of the sector. Tourism appears as the main factor regulating international relations and ensuring their development, and in the 20th century, tourism has become an integral part of the everyday life of modern people. This, in turn, requires the development of a system of comprehensive state support for the sector in the formation of the tourist landscape of the regions by shaping the tourism activities of the country's regions, the development of effective and innovative advertising that demonstrates the use of tourism, and the organization of work to ensure a high level of safety for tourists.

Today, many countries take into account ways to effectively use tourist facilities when defining their development programs. For example: A number of foreign countries (USA, Germany, France, Spain, Italy, People's Republic of China, Korea, Saudi Arabia, United Arab Emirates, etc.) plan to earn more from tourism than from oil sales by 2030. In order to achieve this, long-term programs for the development of the sector are being developed in these countries. In scientific research works of foreign and domestic scientists, definitions of terms and expressions related to the sector are provided and their essence is clarified, and the author provides precise definitions.

The tourism and recreation sector not only has a strong impact on the economic development of developed countries, but is also one of the most important factors for achieving a sustainable level of development of developing countries. This sector is also a locomotive that ensures the development of the economies of countries and affects their progress. Today, the tourism and recreation sector provides an opportunity to develop entrepreneurial activity among the population at a lower cost than other sectors of the economy, thereby developing the regional economy.

At the same time, tourism is the main driver of socio-economic development not only of developed countries, but also of developing and relatively economically backward countries and



regions, as well as the development of types of entrepreneurship specific to the regions. According to I. Jędrzejczyk, “Due to the multiplier effect, one new job created in tourism creates seven new jobs in other sectors and industries related to tourism” [1]. In our opinion, by creating more jobs in the tourism sector, we need to ensure the creation of additional jobs in related sectors. This will open up opportunities for the development of new forms of entrepreneurship in the regions based on new jobs. Based on the above idea, we believe that the tourism sector has great potential for developing the country's economy and creating new jobs. Based on this, the role of the tourism industry in increasing the level of socio-economic development of the regions of the Republic of Uzbekistan and the world, in organizing entrepreneurial activity, and in increasing the opportunities for scientific research of the theoretical and methodological foundations of its development in practical terms is emphasized. In addition, scientific research on the activities of tourist and recreational systems, complexes, regions, and clusters is not in the majority.

**Results and discussion.** Tourism has undergone many changes over the past century, which have transformed tourism structurally and formally. Many of the changes have occurred based on tourist demand and people's desires. In 1937, the League of Nations began to use the term "international tourist" [2]. Until the 1950s, tourism was not considered the most important direction of the economy, in particular, in the Republic of Uzbekistan, which was ignored until 2016, but the Decree of the President of the Republic of Uzbekistan No. PF-4861 of December 2, 2016, stated that "it is necessary to give tourism the status of a strategic sector of the economy, to turn this sector into a powerful tool for diversification, structural transformation and sustainable development of the economy, which should become a leading force in the complex and accelerated development of all regions and interconnected sectors" [3]. Over the past period, tourism has gradually developed qualitatively and quantitatively, revealing its economic essence. In the 1980s, clear concepts began to take shape, in which the most effective directions were considered to be the discovery of the essence of tourism, its close connection and interaction with other economic sectors and social spheres. Then economists understood the role of tourism, its place in the economy, and it was determined that it is the most important catalyst for the development of the world and national economies.

Since the 80s of the 20th century, Austria, Canada, France, Spain, Sweden, Great Britain, and the USA were among the first to develop the tourism industry and devote economic research to the tourism industry. Over the next 50 years, the tourism industry began to be studied at a rapid pace, and scientific works on the problems of the tourism industry and their solutions began to be prepared. Fundamental research began in the 1960s, with the publication of books by Clawson M. and Knetsch J.L. entitled “The Economics of Recreation in Nature” and in the 1970s by Gray H.P. entitled “The Interrelationship of Trade and International Trains”.

The main directions of traditional research in tourism economics have been the development of the national economy in particular, as well as the development of tourist destinations. Issues related to the above research areas have been addressed by Fretchling, Jones, Spurra (Fretchling 1999, Jones and Munday 2007) and other scholars. At the end of the 20th century, a lot of scientific research was conducted, which mainly dealt with the issues of the multiplicative efficiency of tourism, the application of econometric models in tourism. Examples of these include Archer, Fletcher, Crompton (Archer 1977, Archer and Fletcher 1996, Crompton 2001). Studies on financial crises in the tourism industry were conducted by Blake (2003), Pambudi (2009), and on tourism revenues and their role in

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poverty reduction by Blake, Cinkler Teles (2008), Wattanakuljarus Coxhead (2008) and others. In the next stage, studies on the solvency and forecasting problems of the tourism economy can be found in the works of Crouch (1994), Lim (2006), Saymaan (2008), Lee (2008) and other scholars. Archer, Frechling and others have studied the issues of forecasting the future activities of the tourism industry and conducting long-term tourism policies. Among the economic studies, the studies of Mengion, Sinclair, Papaseodoru Monti, Skidmore, which occupy a significant place, are devoted to price competition, the quality of tourist products, showing that the price of quality products and services is always higher, and the demand for tourist services and products should be in the first place.

In the structure of the tourist market, many interdependent and interrelated relationships are formed, in which the number of sellers, the differentiation of products and services, the amount of wages, barriers to entry into the market, the level of vertical and horizontal relations in the development of tourist integration, etc. play an important role. In the development of tourist markets, it is necessary to first study the activities of tourist firms, tour operators, and such scientific studies were carried out by Davis and Downward (Davis and Downward 1998,2006). Their research focuses on government influence on the tourism market, the impact of taxes and subsidies, price controls, competition in the tourism business, transparency in the dissemination of information about participants in the tourism market, etc.

Within the framework of economic research, with the increasing role of information and communication technologies (ICT) in tourism, the competitiveness and efficiency of tourism are increasing, and this process is accelerating due to the widespread introduction of innovations. As a result of such rapid development, the tourism industry acquires an oligopolistic character, restores control between tourism firms and forms horizontal and vertical integrations, and in the future these tourism firms unite in the form of strategic alliances. The scientific research of Howarth, Kirsebom, Morley (Howarth and Kirsebom 1999, Morley 2003) is devoted to the above issues. Evans, Stabler, Taylor (1995, Taylor 1998) studies based on game theory aimed to increase the level of development of tourism services and the development of various regional tourism sector activities. In addition, the development of the tourism industry cannot always be considered as a stable sector, any external influences, financial and economic crises, quarantine are primarily perceived by the tourism industry. For this reason, it is advisable to develop new concepts, methods, and models for the tourism industry to be closely related to the above problems.

Stabler (Stabler, 2010) believes that research in the tourism industry will expand in the future, and the objects of research may include psychology, social psychology, sociology, ecology, and nature use, which means that the scope of scientific research in tourism is expanding. In addition, scientific research in the tourism industry has become multidisciplinary, taking on a cultural, ethical, political, and historical character.

Since the middle of the 20th century, Russian researchers have also begun to pay attention to the tourism industry. Among the studies devoted to the economic assessment of tourism, the works of A.A. Tatarinov, I.S. Trekhlebov, I.A. Tsatsulin, E.B. Kvashnin can be highlighted, and the socio-economic significance of tourism and the issues of the location of tourist systems were studied by A.Yu. Aleksandrov, and the regional zoning and development of tourism by G.M. Romanov and G.A. Karpov. The role of tourism in the socio-economic development of regions, the development of tourism development strategies in the regional economy were studied by M.N. Zabaev, M.A. Morozov, A.Yu. Yakovlev and A.Yu. Chernyshev, the issues of competition in tourism were studied

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by N.S. Morozov, T.V. Sorokin, the impact of tourism on the microeconomic level and the hotel business by O.V. Kaurov, the organization of tourism companies by R.A. Yurik, the globalization of the tourism industry by A.V. Ignatyev, the development of tourism markets by G.A. Simonyan, and the management of the tourism industry by A.O. Ovcharov.

**Conclusions.** An analysis of the definitions given to the concept of tourism was carried out, attention was paid to the definitions of foreign and domestic scientists given to the phrase "tourism industry", and author's definitions were developed. At the same time, the essence of the phrases "tourism" and "tourism industry" was analyzed, as well as the essence of the phrases "tourism entrepreneurship" and "innovative entrepreneurship". The role and essence of the tourism industry in organizing entrepreneurial activity among the population of the country were revealed from a theoretical perspective.

Existing problems in the development of the tourism industry were identified, systematized, divided into four main large groups, and recommendations were made for conducting scientific research. Conducting research on this system, grouped according to the level of interdependence, will not only develop tourism, but also create opportunities to develop optimal options for eliminating them.

Using the research of foreign scientists and the recommendations of the International Tourism Organization, the tourism industry was divided into eleven main sectors. By dividing into such sectors, it is recommended to include not only the tourism industry itself, but also the sectors that serve it, with the aim of increasing attention to tourism facilities and not forgetting the tourism infrastructure, which is recommended to be included in one group.

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