

**THEORETICAL FOUNDATIONS FOR THE DEVELOPMENT OF TOURISM
SERVICES IN THE CONTEXT OF ECONOMIC MODERNIZATION**

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Annotation: This article analyzes the role and importance of the tourism sector in the process of economic modernization. Today, the development of tourism services is not only a means to ensure economic growth but also a vital tool for creating new jobs, improving regional infrastructure, and diversifying the national economy. The article substantiates the necessity of increasing the economic efficiency of tourism by developing tourism infrastructure, attracting investments, introducing digital technologies, and improving the quality of services.

Key words: Tourism, economic modernization, service sector, investments, infrastructure, digital technologies, economic efficiency, regional development, reforms.

Annotatsiya: Mazkur maqolada iqtisodiyotni modernizatsiyalash jarayonida turizm sohasining o'rnini va ahamiyati tahlil qilinadi. Turizm xizmatlarini rivojlantirish bugungi kunda nafaqat iqtisodiy o'sishni ta'minlash, balki yangi ish o'rinlarini yaratish, hududiy infratuzilmani yaxshilash va milliy iqtisodiyotni diversifikatsiyalashda muhim vosita sifatida namoyon bo'lmoqda. Maqolada turizm infratuzilmasini rivojlantirish, investitsiyalarni jalb etish, raqamli texnologiyalarni joriy etish va xizmatlar sifatini oshirish orqali turizmning iqtisodiy samaradorligini oshirish zarurati asoslab berilgan.

Kalit so'zlar: Turizm, iqtisodiy modernizatsiya, xizmatlar sohasi, investitsiyalar, infratuzilma, raqamli texnologiyalar, iqtisodiy samaradorlik, hududiy rivojlanish, islohotlar.

Tourism, as one of the leading sectors of the global economy, is having a significant impact on all areas of the economy due to its multifaceted structure. It creates opportunities for the direct and indirect development of many sectors of the economy, including communications, hospitality, transportation, road construction, public utilities, catering enterprises, healthcare, consumer services, trade networks, handicrafts, and more. The development of tourism in a country leads to the formation of a unique industry of leisure and entertainment facilities, which in turn encompasses a wide range of sectors related to providing high-quality services to travelers.

Mario Yebsim, Regional Director of Boeing, stated: "Tourism not only generates income, but also provides employment for many people. It is very important to involve women in this sector. The main goal is to eliminate bureaucratic barriers"¹.

According to expert assessments, every dollar directly spent on tourism services generates approximately an additional three dollars in related sectors. It is no coincidence that many foreign tourists are interested in tour packages covering several countries in Asia at once, as such tours can bring considerable benefits to all the countries involved.

¹ Марио Ебсим, Тошкент халқаро инвестиция форуми материаллари. Тошкент, 24-26 март 2022й

At present, the growing global demand for tourism services is primarily driven by socio-economic factors. In addition, rapid developments in modes of transportation, the decreasing cost of travel, increasing purchasing power across all segments of the population, the easing or elimination of currency restrictions, and the liberalization of bilateral visa regimes between countries have all served as key drivers of the rapid growth of tourism and tourism-related services.

In the New Uzbekistan Strategy, the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, stated: “Turning tourism into a strategic sector of the economy will remain one of our top priorities. One of the government’s most important tasks is to increase the number of tourists visiting our country to 10 million in the coming years.”

It is well known that several reputable foreign media outlets included Uzbekistan in the list of countries highly recommended for travel in 2020. The emphasis placed on the need to make full use of such an opportunity sets significant tasks for the development of tourism and tourism service sectors.

In order to implement the assigned tasks in practice, it is essential to diversify tourism services and open new tourist routes. This includes studying the tourism potential of all regions of the country and developing new tourist products and routes, organizing tours and excursions for the population, launching new domestic flights, and establishing charter flights on regional and international routes based on marketing research. Measures aimed at developing modern types of tourism, increasing their efficiency, and enhancing their attractiveness, as well as improving reforms in this sphere, will significantly expand the capacities of tourism service providers.

Several articles of the Law of the Republic of Uzbekistan “On Tourism” provide definitions of concepts related to the provision of tourism services. In particular, Article 3 of the Law defines the concept of tourism services as follows: “tourism services are services provided by entities engaged in tourism activities, including accommodation, catering, transportation, information and advertising services, as well as other services aimed at meeting the needs of tourists”. According to Article 11 of the Law, “a tourist trip may be carried out individually or as part of a tourist group. The set of tourism services includes transportation, accommodation, catering, excursion services, the organization of cultural and sports programs, and other related services”. Article 12 of the Law states that “tourism services are provided on the basis of a contract. The contract defines the scope and quality of the services provided, the rights and obligations of the parties, the terms of payment and settlement procedures, the duration of the contract, liability for non-performance or improper performance, as well as other conditions as agreed upon by the parties”. Article 13 of the Law defines a “tourist voucher” as “a document that confirms the right of a tourist or a group of tourists to receive the tourism services included in a tour package, and also serves as proof that such services have been provided”².

The use of advanced international experience plays an important role in the development of tourism service provision. According to R.Sh. Takhtayeva, who has studied the issue of tourism development in specific regions, “One of the main problems that must be addressed in the development of the tourism business is the moral and physical deterioration of tourism infrastructure (including air, automobile, sea, river, and railway transport, hotel facilities, and catering establishments), the high cost of transportation and hotel services that do not correspond

² Ўзбекистон Республикасининг “Туризм тўғрисидаги” қонуни. //Ўзбекистоннинг янги қонунлари. – Т.: Адолат, 2000.- 131-140 б.

to their quality, a complicated visa regime and migration registration process, as well as the underdevelopment of regulatory and legal documents governing the tourism sector”³.

R.Sh. Takhtayeva noted that “Tourism leads to the growth of the needs of both foreign tourists and the local population, causing what is called the demonstration effect, which influences the lifestyle, worldview, and interests of the host population. The host side begins to feel competition in various sectors of tourism services and is forced to pay attention to the growing demands of customers in offering tourism services. At the same time, tourism turns into one of the factors of social development. Thus, the host population and visiting tourists develop increasingly high standard needs”.

In her research, Chan Fion May stated that “Tourism potential” is manifested in various forms. Two major groups can be distinguished as follows:

- natural tourism potential;
- artificial tourism potential.

Natural tourism potential is the potential of the tourism sector that is not created or controlled by humans. It includes geographical location, geomorphological conditions, climatic conditions, hydrogeological conditions, and biological conditions. We refer to this potential as “tourist-specific potential.”

Natural tourism potential manifests the tourism sector’s potential that has been formed and developed by humankind throughout the process of human society’s formation and evolution. In the modern era, tourism potential represents the product of human labor and creativity, as well as the convenience of travel and the provision of high-quality services. These factors evoke in individuals a desire to make use of such services. Therefore, it can be said that artificial tourism potential embodies “limitless potential” since it is created through human intellect, which in itself is boundless. This means that a person constantly utilizes their intellect to satisfy their infinite needs⁴.

Evaluating the scope of tourism services, S.V. Dusenko stated: “It can be concluded that the scale of the tourism industry is immense. According to data from international tourism organizations, at present, about 100 million employees of various levels, professions, and qualifications are engaged in the tourism industry. The workforce of the tourism industry includes not only tour operators and agents, but also hotel employees, staff of travel bureaus, transportation infrastructure organizations, interpreters, as well as representatives of many other professional fields. Except for regions exposed to acute socio-political or natural-climatic risks, the existence of a complex and dynamically changing infrastructure that now encompasses almost all countries of the world gives the tourism sector a new qualitative dimension”⁵.

³ Р.Ш.Тахтаева Управление туризмом в восточно Казахстанской области на основе инновационных технологий. Диссертация на соискание ученой степени кандидата экономических наук. С.Петербург,2014.- с.27-28.

⁴ Чан Фыон Май Развитие системы управления гостиничными и туристическими услугами в экономическом сообществе Асеан. Диссертация на соискание ученой степени кандидата экономических наук. Москва,2017.- 13 с.

⁵ С.В.Дусенко Структура и функция социального пространства туризма (социологический анализ). Диссертация на соискание ученой степени доктора социологических наук. Москва,2014.- с. 27-28.

One of the foreign scholars who studied tourism issues, Erving Goffman, divides social reality into two conditional planes, similar to a theatrical performance — the front stage and the back stage. In tourism, one can distinguish between the spectators, that is, tourists, and the performers, who recreate the authentic image of peasant life and others (such as hotel and restaurant staff, and local residents). In the performance of such “spectacles” two aspects may be observed: a person may be genuinely engaged in their actions or may display an insincere attitude toward them. Along the tourist route, travelers may encounter both those who play their roles sincerely and those who show overt commercial adaptability. The “script” of such a “performance” for tourists may vary in its degree of stereotypicality and superficiality. I. Goffman gives a similar example: “If the mistress of the house is interested in the success of the performance that demonstrates the cleanliness of her home, she will focus her main attention on the glassware in the living room, since glass clearly reveals any dust or dirt. In contrast, she will probably pay much less attention to the darker and less noticeable carpet, hoping that ‘black color hides the dirt’”⁶.

According to O.V. Konankhina, “In the modern era, any territorial unit has the potential to become a place loved and frequently visited by tourists, provided that its tourism potential is managed wisely. In reality, however, only a small part of Russia’s regions make effective use of their existing tourism opportunities and resources. Most territorial units remain low in tourist attractiveness. The main reason for such unbalanced development of the tourism sector lies not in the absence of landmarks or sites to showcase to tourists, but rather in the inefficient use of the available tourism potential”⁷.

Researcher Lyu Yin, discussing cultural tourism in China’s free economic zones, stated that: “Tourism festival events are not only unique attractions in themselves, but also serve as an important means of enhancing the appeal of scenic areas and cultural products. A tourism festival is based on one or a series of tourism resources and aims to attract a large audience through the development of intensive, open, and supplementary events. In the tourism industry, tourism festivals are regarded as a special form of tourism activity aimed at launching and promoting tourist destinations”⁸.

According to O.Yu. Golomidova, “In the context of the general globalization of cultures, it is important that ethnic groups, communities, and individuals do not lose their identity. International tourism presupposes intercultural communication and joint activities at the level of “ours and theirs”. At the same time, “ours and theirs” implies the preservation of significant differences in uniqueness and cultural values. The uniqueness of “the other” that is, the host society, can be considered a tourist attraction based on tourist motivation. However, representatives of the tourism industry have a thorough understanding of this motivation and actively trade on it”⁹.

⁶ Гофман И. Представление себя другим в повседневной жизни./И.Гофман; пер. с англ. и вступ. статья А.Д.Ковалева.-М.: «КАНОН-пресс-Ц»; «Кучкова поле»,2000.- 304 с.

⁷ О.В.Конаныхина Природно-ориентированный туризм как фактор развития территорий без выраженной туристской привлекательности (на примере Астраханской области) Автореферат диссертации на соискание ученой степени кандидата экономических наук. Сочи,2017.- с.3.-12.

⁸ Лю Ин Культурный туризм в свободных экономических зонах Китая. (на примере СЭЗ Аомэнь, Шанхай и Хайнань). Диссертация на соискание ученой степени кандидата культурологии. Владивосток, 2021.- с.68.

⁹ О.Ю.Голомидова Туризм как феномен городской культуры. Диссертация на соискание ученой степени кандидата культурологии. Екатеринбург,2019.- с. 21-22.

According to M.A. Mirzayev, “According to general principles, each tourist package includes at least two types of services: transportation and accommodation. These are referred to as the main tourist services (the two primary services). According to experts, there are also additional tourist services, numbering more than 400. All services other than the two main types mentioned above are considered additional tourist services, including even catering and excursion services. Depending on the tourist’s preference, the organizer may expand the services, or the services may be determined by the organizer based on the tourist’s choice. The latter approach is more preferable, since overall prices are being reduced to a minimum according to principles of competition and value. This, in turn, primarily leads to the minimization of the basic service package itself”¹⁰.

X.M. Mamatkulov states: “Most countries aiming to develop the tourism market set their goals as follows:”

- effective use of existing tourism opportunities;
- improvement of the equipment and facilities of tourism industry objects;
- harmonization of tourism development taking into account the characteristics of natural conditions;
- increasing the reliability and profitability of tourism transport networks;
- ensuring optimal relationships between prices and outcomes;
- attracting customers through the provision of a variety of goods and services;
- continuously adapting to changes in consumer preferences and demands;
- promoting cooperation among organizations engaged in tourism;
- developing prompt practical actions in the field of advertising.

The practical activities of a country can be aimed at both specific objectives and those of a similar nature. The main task should be to meet the needs of tourists by making rational use of existing tourism opportunities and ensuring sustainable development of tourism¹¹.

A.Nigmatov, R.Hidoyatov, T.Kholdorov, and B.Alimqulov stated: “Guests from foreign countries - including businesspeople, tourists, official representatives, and leaders - are interested not only in historical and cultural monuments such as Tashkent, Samarkand, Bukhara, and Khiva, but also in skyscrapers, sports complexes, large industrial enterprises, private firms, joint ventures, commercial and trade centers, higher education institutions, hospitals, theaters, cultural and recreational parks, as well as the traditional national holidays held there”¹².

In conclusion, in the process of modernizing the economy, the development of tourism services is one of the pressing theoretical and practical issues. The growth of the tourism sector contributes not only to the expansion of the service industry but also to the sustainable growth of the national economy, the creation of new jobs, and the reduction of regional disparities.

¹⁰ M.A.Мирзаев Туризм асослари: бакалавриат таълим йўналишлари талабалари учун ўқув қўлланма/М.А.Мирзаев, М.Т.Алиева; маъсул муҳаррир А.Ш.Бекмуродов; Ўзбекистон Республикаси Олий ва ўрта махсус таълим вазирлиги. – Т.:Ўзбекистон файласуфлари миллий жамияти нашриёти,2011.- 155 б.

¹¹ X.M.Маматқулов Туризм инфратузилмаси: ўқув қўлланма/Х.М.Маматқулов; Ўзбекистон Республикаси Олий ва ўрта махсус таълим вазирлиги. – Т.:Ўзбекистон файласуфлари миллий жамияти нашриёти, 2011.- 293 б.

¹² Экотуризм ва унинг амалий жиҳатлари. Нашр учун маъул- Р.Ҳидоятлов; “Сангзор” нашриёти, Жиззах – 2014.-45 б.

Research has shown that, for effective development of tourism services, it is important to develop theoretical models and concepts based on modern approaches, make rational use of existing economic resources, and strengthen state support measures. At the same time, the rapid implementation of digital technologies and the creation of innovative services can enhance the economic efficiency of tourism. In the future, it will be necessary to continue scientific research in this field based on in-depth analysis and strategic approaches.

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