

CLASSIFICATION OF CURRENT PROBLEMS IN INCREASING TOURISM CAPACITY

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<https://doi.org/10.5281/zenodo.20528609>

Abstract: The article provides opinions on problems related to transport networks, problems related to accommodation facilities, problems related to the catering sector , and problems related to sightseeing and entertainment facilities, as well as recommendations.

Keywords: Tourism potential, service provision, concept, transport networks, pilgrimage sites.

The following problems exist in increasing tourism potential in the regions, and tourists expressed their opinions about their existence:

- problems related to transport networks. Such problems include the lack of scheduled buses, low level of knowledge of incoming tourists about transport, untimely operation of taxi services, deficiencies in their documentation, the risk of road accidents, delays in transporting tourists to tourist sites by vehicle owners or drivers, lack of short-distance water transport, etc.

- Problems with accommodation facilities. These include the fact that operating hotels do not operate in the full season, the quality of services is not high, the star classification system is not suitable, internal problems in hotels occur, services are not provided to tourists on time, national tourists are not provided with sufficient knowledge and information about national culture, high room prices and incomparable services, problems with the provision of utilities, etc.

- Problems related to the catering sector. These include the lack of national cuisines for tourists, the provision and service of dishes that do not suit their tastes and preferences, the lack of competitions for gastronomic tourists, the very small amount of food for tourists in terms of portions, the provision of culinary services that do not correspond to the name of the restaurants, etc.

- problems related to sightseeing and entertainment facilities. These problems include the incomplete functioning of sightseeing and entertainment facilities, lack of cleanliness, the holding of unplanned and unplanned activities, the lack of various modern sports, the low sale of souvenir products and their production and sale at high prices in other regions of Uzbekistan, the observed malfunctions in the buildings of tourist facilities, the keeping of various domestic animals, etc.

In order to solve these problems, today the tourism sector is receiving great attention for its comprehensive development within the service sectors of the economy. The tourism sector, as a modern sector, has risen to the level of state policy. In particular, it is necessary to take comprehensive measures to develop tourism in the sector, attract investments to the sector, and increase human resources. In our country, tourism remains limited to our ancient cities and historical and cultural monuments.

Based on the above, the following new directions should be developed in order to increase tourism potential in the future:

- conducting excursions to existing pottery centers ;
- development of routes that provide trips to carpet and rug factories ;
- travel to the centers of national music and national folklore , namely Bakhchisarai and national dance art ;
- a trip to a metal painting, carpentry and carpentry workshop ;
- organizing and promoting national folk games such as wrestling, cockfighting , and ram - fighting create new routes ;
- in the center of the area organization of tourist - excursion routes to small religious shrines and holy places .

As a solution to this problem, a concept is needed for the extensive development of the tourism industry in this way, and the concept serves as the initial step and link for the development of the industry. This tourism concept is divided into management concepts that ensure effective management and marketing concepts that ensure free economic relations with tourists. The market for tourist services operates on the basis of the rapid development of the tourism industry, and this depends on the implementation and improvement of the management and marketing concepts.

The concept is a path or theory that ensures the achievement of a clearly set goal to increase the number of tourists. This concept has a national content, and in this regard, taking into account management and marketing activities, the National Concept for the Development of Tourism in our republic for 2019-2025 was developed and adopted as a necessary regulatory document. The main goal of the concept is to create a modern, highly efficient and competitive tourism complex that provides broad opportunities to meet the needs of citizens of Uzbekistan and abroad in tourism services, as well as to increase the number of jobs as a new direction for developing the country's economy, increase tax revenues to the republican budget, and implement programs related to the preservation and rational use of our cultural and natural heritage.

The development and practical application of the concept of management and marketing in the development of the tourist services market is carried out by the State Committee for Tourism Development of the Republic of Uzbekistan, which is the central body of the state. The activities of this organization were established in order to ensure the continuous development of tourism in our country and are reflected in the Decree of the President of the Republic of Uzbekistan No. PF-4861.

The concept of management is aimed at creating a modern concept of management in tourism enterprises and organizations, which is based on the abilities and talents of the manager, that is, the manager. Because management is, in fact, management, which is a practical activity aimed at achieving clearly defined goals in the management of tourism enterprises and is based on such elements as theory, principles, methods and tools.

The implementation of the concept is also carried out with motivation. Because motivation means that the members of the organization carry out the plan and the work they perform corresponds to the assigned responsibilities. That is, motivation acts as a system of actions necessary for the implementation of tourism activities after the concept is developed. However, in the field of management, tourism organizations are faced with the following interrelated tasks:

- fully implementing market relations, that is, incorporating the content of a market economy into tourism management;
- adapting "know-how" innovations in the tourism sector to the conditions of the new century, that is, taking into account the changes in this direction in the world to the maximum.

These tasks are solved on the basis of a modern management concept. Based on the concept, it is advisable to implement measures in the following areas for the systematic development of the tourist services market:

- increasing the role of the tourism sector in the economy;
- implementation of a long-term tourism development program;
- creation of a regulatory and legal framework for the development of tourism that is consistent with international legal practice;
- formation of economic mechanisms that stimulate the development of domestic and international tourism;
- licensing of tourism activities and implementing a strict certification system;
- creating favorable conditions for cooperation between tourism, banking structures, transport, hotel and insurance companies in order to develop the material and technical base of the industry and form a high-tech complex of tourism services.

The concept of management in the tourist services market is considered a new direction that ensures effective management, and is based on a new management that ensures the sustainable development of tourism based on the effective use of advertising media. However, the development of the tourist services market cannot be ensured without the concept of marketing. Tourism activities are carried out on a large scale in relation to the concept of management, and tourists are constantly traveling in our republic in connection with tourists. Marketing, as a type of human activity aimed at satisfying needs and wants through the exchange of goods, serves as a study of tourist demand.

The marketing concept is implemented based on the concepts of production, commodity, sales, traditional marketing, socio-ethical and interactional marketing. However, in implementing the marketing concept in effective tourism activities, it is advisable for tour operators to adhere to the following priority areas:

- convince new partner tour operators to give high marks to Uzbekistan;
- drawing up programs and operating charter flights on special routes, based on the interests of tourists;
- providing information to tour operators working in partnership.

The above concepts are used in the regional tourist services market, and today, based on the management and marketing concepts, the directions of development of the industry have been determined. In particular, long-term plans are being implemented to develop the tourism sector in terms of the development of tourism services. These tasks should be carried out as a number of future measures. As a consistent continuation of these works, it is necessary to develop a program of measures in the following areas for the development of tourism.



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