

**COMPARATIVE ANALYSIS OF THE UNIQUE FEATURES OF TOURIST SERVICES
AND TOURIST PRODUCTS**

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Abstract

This article examines the specific features and differences between tourist services and tourist products, as well as their impact on the development of services, in particular, tourist hotel facilities and catering services, in our country in recent years.

Keywords

tourism service, final form of expression, Creation process, Meeting the needs of the consumer, creating a tourist product

Foreign studies on the regulation of tourism services are mainly based on market economy research under the economic paradigm and have formed various schools and views. The Development Strategy of New Uzbekistan for 2022-2026 also places special emphasis on the development of the service sector, including the development of service points in urban and district centers, such as household and catering services, where tourists have a high daily need, and roadside services. It is also planned to introduce special programs to improve the living conditions of tourists, depending on the improvement of mechanisms for the development of public catering services in the regions of the Republic, comprehensive support for the activities of service entities in the field, and the provision of additional benefits to them.

Based on research analysis, generalization of the modern terminology of tourism theory and current approaches to determining the essence of different definitions of tourism, we formed the author's views of the concept in this study, according to which the tourism sector is an object of market relations, the need for which arises during a tourist trip, travel and preparation for it, and allows to satisfy the demand in the characteristic, related, etc. subjects of the tourist services market. Based on the summarization of literature sources and the practice of tourism enterprises, in order to deeply differentiate the concepts of tourist service and tourist product, we identified a number of classification signs in the research. We have summarized their characteristic differences in the table below. (1-жадвал).

1-жадвал.

Туристик хизматлар ва туристик маҳсулотлар ўртасидаги ўзига хос хусусиятлар ва фарқлар

Белгиси	Турист ва бошқалар.	Туристик маҳсулот
Сотиб олиш ва истеъмол қилиш жойи	Асосан ишлаб чиқарилган жойда истеъмол қилиниши мумкин	Уни ҳар қандай жойда сотиб олиш мумкин, лекин уни фақат туристик хизматлар ишлаб чиқариш жойида истеъмол қилиш мумкин.

Ифоданинг яқуний шаклига кўра	Тўғридан-тўғри фойдаланиш товарнинг номланиши, унинг истеъмол сифатларидан фойдаланиш	Маҳсулот
Шаклланиш ва амалга ошириш предмети бўйича	Яратиш ва амалга ошириш туристик инфратузилманинг барча субъектлари томонидан амалга оширилади. Амалга ошириш ҳам ишлаб чиқарувчилар, ҳам ишлаб чиқарувчилар томонидан амалга оширилиши мумкин туризм субъектлари	Туристтик операторнинг комплекс туристик маҳсулотни шакллантиришга мутлақ ҳуқуқи. Амалга ошириш туроператорлар томонидан ҳам, туроператорлар томонидан ҳам амалга оширилиши мумкин агентлар.
Яратилиш жараёни	Табиий ва рекреацион ресурсни туристик хизматга айлантириш	Туристтик хизматларнинг комбинацияси
Маҳсулотни яратишда иштирок этган субъектлар сони бўйича хизматлар	Бу асосан битта туризм инфратузилмаси корхонасининг ишлаб чиқариш фаолияти натижасидир	Кўпгина корхоналарнинг ишлаб чиқариш фаолияти натижаси
Истеъмолчининг эҳтиёжларини қондириш учун	Туристнинг ўзига хос эҳтиёжларини қондириш учун мўлжалланган	Туристнинг мураккаб эҳтиёжларини қондириш учун мўлжалланган

A critical analysis and generalization of the current approaches to the typology of tourist services and the study of the practical aspects of their presentation allow us to propose an extended classification of them based on the grouping of the following characteristics, and we can see the following:

- ❖ талабнинг интенсивлиги,
- ❖ туристик истеъмол ҳажми,
- ❖ туристик хизматларни жорий этиш. инновациялар,
- ❖ туристик маҳсулотни яратишда иштирок этиш,
- ❖ иқтисодий асослари,
- ❖ географик хусусиятлари,
- ❖ туристик бозорларнинг турлари,
- ❖ туристик истеъмолга муносабат,
- ❖ муддати,
- ❖ сотиб олиш ва истеъмол қилиш жойи,
- ❖ моддийлиги,
- ❖ молиялаштириш манбаи,
- ❖ истеъмол характери,
- ❖ талабнинг табиати.

In recent years, our country has been paying special attention to the development of services, in particular, tourist hotel facilities and catering services. As a result of the above research, we have described the following in order to optimize the development of regional tourism: 1-расм.



1-расм. Минтақа туризмининг ривожлантиришнинг назарий оптимал механизми¹

In regional tourism, catering services are a real reality that has developed on the basis of centuries-old experience of our people, the rise of their cultural and spiritual character, and has become an integral part of the life of tourists. This reality is also reflected in the description of this sector by scientists. Although tourist accommodation and catering services are usually referred to as a general economic sector, in fact this sector is a set of independent sectors that complement each other and have their own characteristics. This is due to the great importance of this area in increasing the effectiveness of reforms aimed at improving the living conditions of tourists, forming a modern rural and urban infrastructure, and ensuring economic stability in general, through the improvement of optimal regulatory mechanisms for the development of regional tourism.

The main principles of regulating the tourism sector today, in the application of this mechanism, are the development of a regional tourism development strategy, which identifies the tourism potential of the region and how to effectively use it. From a strategic perspective, determining long-term goals and short-term objectives is the creation of organizations responsible for the development of tourism (for example, national or regional tourism agencies), as well as structures that coordinate between various stakeholders and mobilize the necessary resources to implement a common strategy for tourism development. In order to develop the infrastructure (e.g., transport, hotels, restaurants, and other tourist facilities) and basic services (e.g., information services, travel agencies) necessary for the development of tourism, it is necessary to develop marketing strategies and promotional campaigns to increase the tourist attractiveness of the region and attract potential tourists. The use of the Internet and social

¹ Муалиф томонидан илмий манбаларга асосан ишлаб чиқилган

networks is of great importance in these processes. The region ensures the active involvement of the local community in the process of tourism development, taking into account their interests, and providing employment to the local population in the tourism sector. In order to minimize the impact of tourism and preserve natural and cultural resources, it is necessary to introduce the principles of sustainable tourism.

The processes of developing and improving the legislation necessary for the regulation and development of the tourism sector, introducing mechanisms for monitoring the quality of services provided to tourists and maintaining high standards, and the legal substantiation of the organizational aspects necessary for the successful development of tourism in the region and maximizing the economic and social benefits from it will be a great support for the development of regional tourism. In recent years, the study of socio-economic processes using models has become increasingly important. The most commonly used models in the development of economic sectors can be divided into three types, depending on the purpose of their construction, the scope of their implementation, and their effectiveness.

The first type of development is applied in wide areas, has the property of unifying in the development of models for determining the reaction of the sector to new directions of development, and has a structural expression of the interconnected, branched properties of social elements;

The second type of development is oriented to a specific object, structurally and parametrically expressing the new form of the integral system, or its independent system;

The third type is quantitatively expressed models that participate as a mechanism for implementing the main goal of development or as part of it, determine the reaction of the system to input variables, and provide a scientific substantiation of reality.

In conclusion, in the theoretical substantiation of the development of the tourist accommodation and catering services sector, these tourism mechanism models acquire the characteristics of development and the use of the first type models in the theory of development of the sector is often observed. The main reason for this is that the tourist accommodation and catering services industry takes place in social reality and is directly related to the inner psyche of a person.

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