

The Development of the Tourism Services Market in Uzbekistan in the Event of Changing Trends in Quality Indicators

Yulchiyev Asiljon Ortikali o'g'li

teacher of the department of economics and service,
Ferghana State University

Article Information

Received: March 31, 2023

Accepted: April 30, 2023

Published: May 26, 2023

Keywords

Tourism services market, foreign tourists, the number of historical monuments in Uzbekistan, customer satisfaction with the quality of services.

ABSTRACT

The development of the tourism services market in Uzbekistan has a strong desire to share the changing trends of quality indicators, which will help to identify the changes in the tourism market in our country by identifying and evaluating the trends, as well as choose what strategies to develop it further. This article describes the changes of the tourism market of Uzbekistan in the last 5 years.

Introduction. In the sustainable development of tourism, the development of the market for tourism services is gaining momentum. It is known to us that the tourism services market is a front that develops demand and supply between those who buy and sell tourist products. The market for tourist services is considered complex, in which sales are most often carried out through vosticians.

In the modern tourism market, the economy of the value of Tourism and sales is highly dependent on the value of tourism, in which the exchange of tourist resources and funds occurs and ensures the movement of the market, as a result of which the circulation of money will benefit tourism activities from the economic side.

Literature analysis and Methodology. Tourist business has a positive effect on the economy of any state, Region, District. Judging by the estimates of economists, cash receipts from it are in circulation from 3 to five times a year. Despite the large demand for funds, it is

much more profitable to invest capital in the tourism sector, since these funds justify themselves relatively quickly, in addition to bringing more investments in foreign currency. Currently, revenues from tourism in Uzbekistan are increasing at a high rate [1].

The tourism services market needs management on the basis of constant development and control, in which scientific and rational planning only then will Tourism be able to bring great economic benefits to the state and positively affect the development and environmental environment of society[2].

In recent years, the concept of sustainable tourism has gained great importance. Experts recommend adopting the principles of sustainable tourism, such as preserving natural and cultural resources, involving the local community, and reducing the impact of tourism on the environment, according to the World Tourism Organization. [3].

Tourism is a powerful catalyst for the economic development of developed and developing countries, ensuring the flow of foreign currency and investments, contributing to the rapid growth of areas close to it. helps solve the problems of employment and increases the country's reputation in the world community. With much less spending when comparing with other industries, it is possible to ensure that a large amount of currency comes in the tourism sector [3].

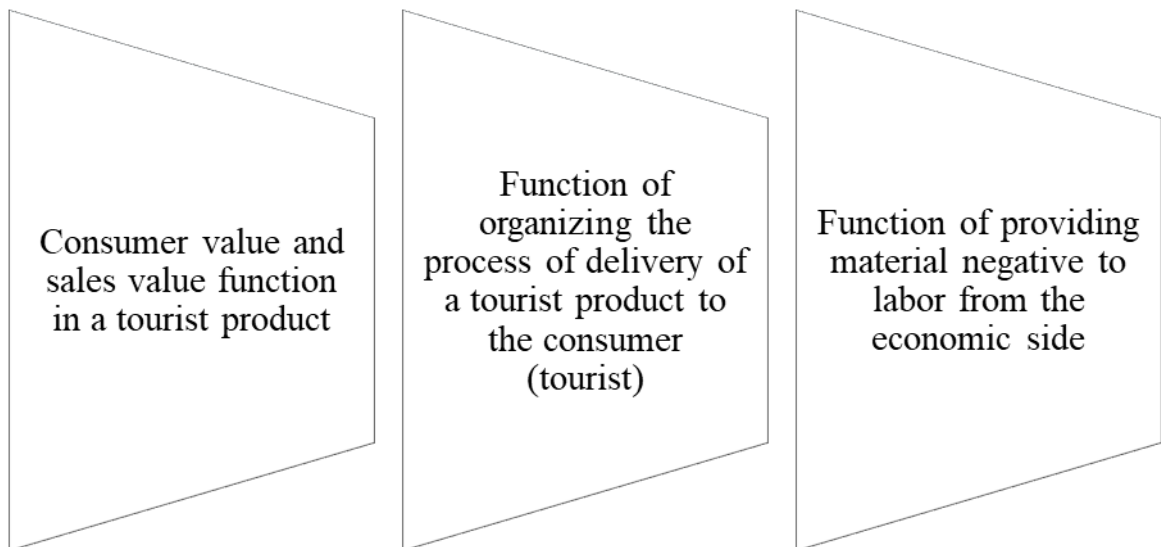
Results. Currently, there are the following important functions of the tourist market (Figure 1).

In the modern tourism market, the economy of the value of Tourism and sales is highly dependent on the value of tourism, in which the exchange of tourist resources and funds occurs and ensures the movement of the market, as a result of which the circulation of money will benefit tourism activities from the economic side.

In the function of delivering a tour product to tourists, tourists are allocated funds to satisfy their material and intangible preferences, as a result of which the income that comes to tourist subjects is spent on restoring the production force of the tourist market workforce.

Regarding the last muxum function, the type consists of a form of completion of the process, from the production of the product to the transaction with intermediaries in the middle and the payment of tourists to it by requesting this type of product.

Figure 1.
Functions of the tourist market¹



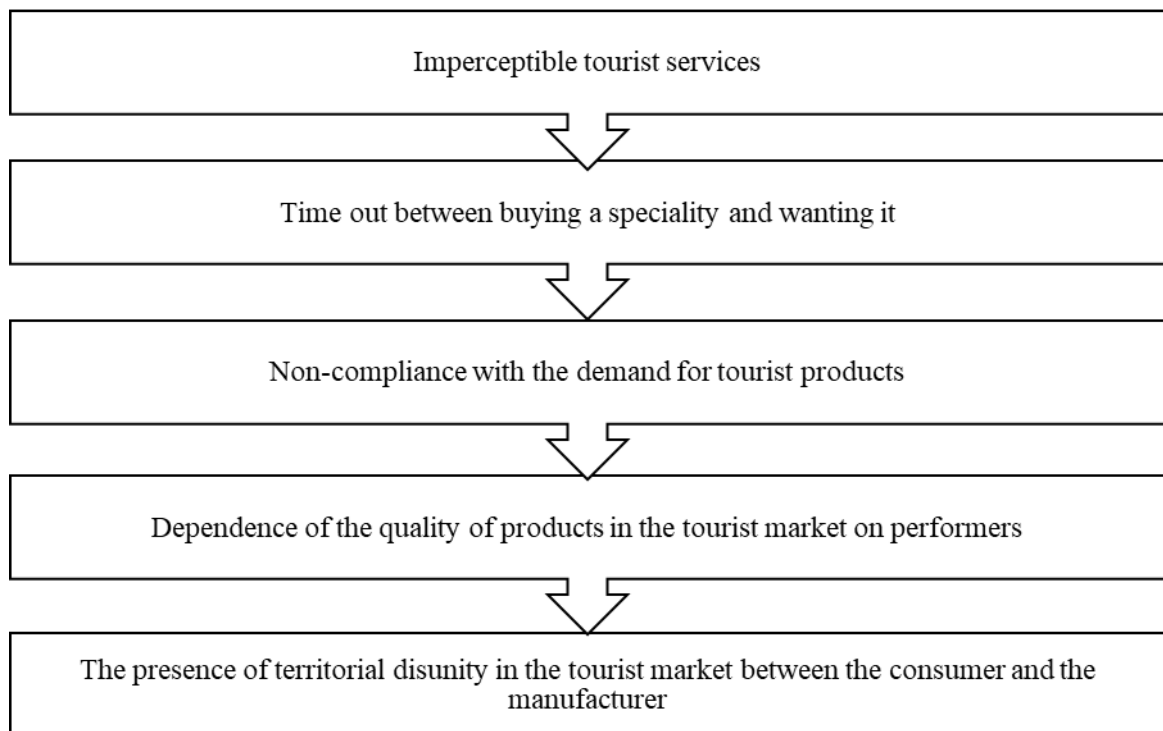
The tourist market, which has its own characteristics, consists of the following (Figure 2).

In the tourism services market, depending on the ratio of demand and demand to one, tourist enterprises (cocktail tour operators) set a price for their products and, depending on the market structure, increase or reduce the reach of tourist products to the market.

It is known to us that in the tourist market there is a concept of substitutionality, which is due to the peculiarity of the tourist market. The property of cross-referencing the components contained in the tourist product is known as substitution. For example, the vehicles of the transport service included in the tour package can be replaced depending on the desire of customers (Plane, Bus, Train, etc.). It is necessary to insist that the application of the substitution depends on the possibility and potential of the tourist enterprise, and by applying this, it will be possible to provide a more qualitative service to the customers of the tourist market.

¹ Developed by the author

Figure 2
Features of the tourist market²



One of the most important features of the tourist market after the substitution is its complementarity. It is known to us that complementarity i.e. concentration it is when buying a product in the tourist market that the product leads to the purchase of another. For example, a tourist who buys placements will be forced to buy other types of services, that is, after staying in the workshop, he will use food and transport services, as well as other types of entertainment services.

Tour operators in Uzbekistan, taking into account the substitutional and complementary characteristics of the tourist market when drawing up tour packages, use of it can lead to an increase in the level of satisfaction of tourists with the quality of services. Therefore, we think that it is necessary to take into account these features in order to increase the development of the tourist market in our country.

It is worth noting that the efforts on the development of tourism in our country are not going ineffective. For example, at the international summit of Halal in Travel – Global Summit 2022, the city of Samarkand was the winner of the Islamic heritage destination of the Year award and the emerging Muslim city of the Year award. Uzbekistan has also entered the top ten in the world Muslim Travel Index, published annually by CrescentRating . In addition, Tashkent and other cities of our country were included in the list of cities to visit this year, insisting on numerous foreign media. From year to year, the development of the tourist market in our country is growing at the level of Caesars. But one thing should be noted that the development of tourism in the world during the Covid 19 pandemic is much more lame just as the coronavirus pandemic in our country in 2020-2021 has had a huge negative impact on the tourism industry. However, in 2022, tourism in Uzbekistan was revived again, and 3 million foreign tourists visited our country in the first 8 months of 2022. Mostly foreign tourists visited from neighboring Kazakhstan, Kyrgyzstan and Tajikistan.

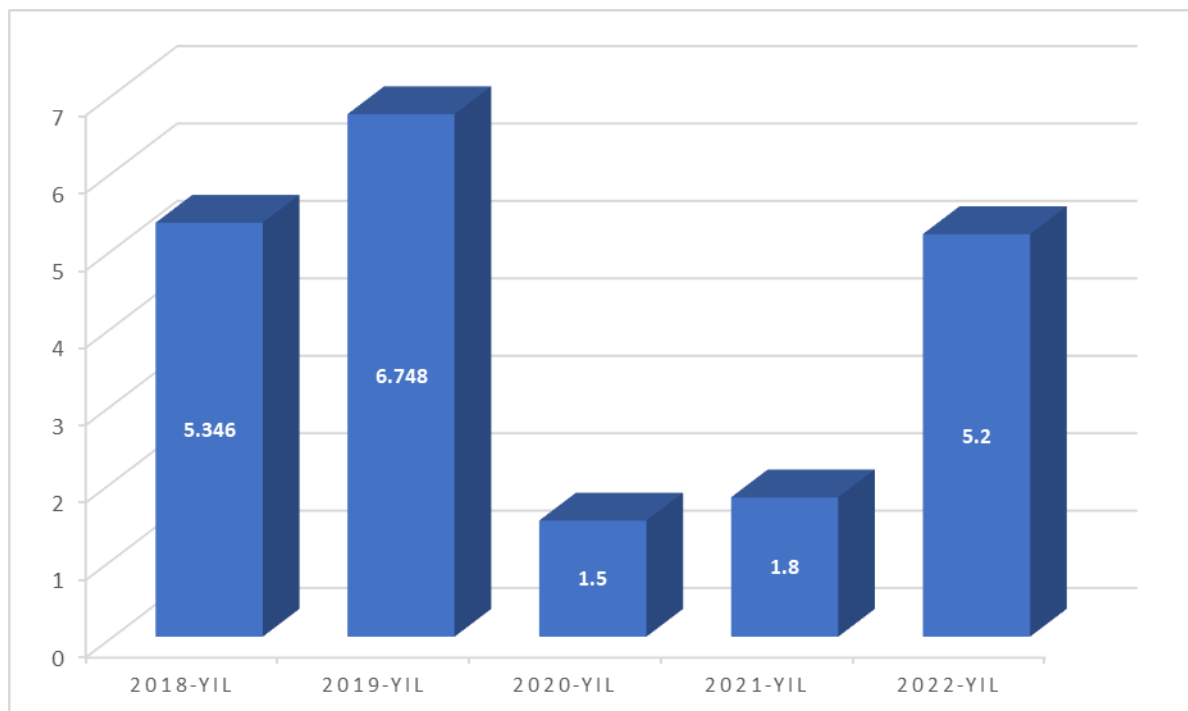
² Developed by the author

Table 1.
Tourists visiting in the first 8 months of 2022 are in the cross section of states³

In cross-sectional States		
№	Countries	Number (person).
1	Kazakhstan	716.7 thousand
2	Kyrgyzstan	675,1 thousand
3	Tajikistan	637 thousand
4	Russia	247,2 thousand
5	Germany	8,0 thousand
6	USA	6,3 thousand
7	France	5,2 thousand
8	Great Britain	4,7 thousand
9	Spain	2,5 thousand

In 2019, Uzbekistan had 6.748 million visitors, up 125 percent (5.346 million) from 2018 statistics. Lock downs occurred in 2020 and 2021 due to the coronavirus pandemic, and tourism has caused significant damage to the services market. In 2022, the number of tourists coming to our country exceeded 5.2 million (figure 3). The increase in tourists coming to our country from day to day leads to an increase in demand in it for the development of the tourist market.

Figure 3
Number of tourists visiting Uzbekistan⁴



³ Statistical Committee of the Republic of Uzbekistan <https://stat.uz/uz/>

⁴ Stat uz.

Summary. Due to the attention paid to tourism in Uzbekistan, the demand for quality tourist products in the tourist market is also increasing. In addition, the reforms being carried out in New Uzbekistan in hozr will not leave the eyes of the world and will increase the number of tourists coming to this country. An example of this is the XI session of the organization of Islamic Cooperation, which took place in Baku City, on March 1, the city of Khiva of our country was declared the capital of the Islamic world in 2024.

A popular tourist market is the tourist market, in which the customers of this type of market organize a small number of tourists, mainly VIP (very important person) guests are provided with tourist products, and in this market mainly exclusive, inclusive and expensive specific services are provided, and additional high-level services are also provided, depending on the demand and wishes of tourists.

In Individual tourist markets, tourists determine their direction on their own. Tourists who visit this type of tourist market for business purposes and people who love unplanned tours are often appreciated. Tourists of this type buy goods based on their wishes, interest and prime time.

The changing trend of tourism services in Uzbekistan is changing for the better, and this is due to the efforts made to develop tourism in our country.

References

1. Tuxliyev, Z.O.Raximov «Turizm xizmatlar bozori». O'quv qo'llanma. Samarqand - 2018. - 280 bet.
2. Raximov Z.O. Turizm destinatsiyalarida strategik rejalashtirishning tashkiliy mexanizmini takomillashtirish (Samarqand shahri misolida) / Samarqand-2012.
3. World Tourism Organization, (2002). Guide for local authorities on developing sustainable tourism. Madrid: WTO.
4. Norqulova D. "O'zbekistonda sotsial turizm xizmatlarini rivojlantirishning tashkiliy-iqtisodiy mexanizmini takomillashtirish" mavzusidagi dissert. 2018.
5. Хазраткулов, С. С. (2022). Иқтисодий модернизацияда маркетинг стратегиясини танлаш. International Academic Research Journal Impact Factor 7.4, 1(2), 88-95.
6. Тешабаева, О. Н., & Ташматова, Н. Х. (2023). Ўзбекистон республикасида аграр секторда тадбиркорлик ривожланишининг ўзига ҳос жиҳатлари. Academic research in educational sciences, 4(1), 22-30.
7. Тешабаева, О. Н., & Ахунова, О. Э. (2020). Привлечение инвестиций в развитие экономики агропромышленного комплекса республики Узбекистан. In Развитие регионального АПК и сельских территорий: современные проблемы и перспективы (pp. 241-243).
8. Teshabaeva, O. N. ., & Kodirova, R. A. . (2023). Analysis of Methods for Further Development of the Labor Market to Ensure Employment in the Digital Economy. Best Journal of Innovation in Science, Research and Development, 2(4), 74–78.
9. Тешабаева, О. Н. (2022). Аҳоли молиявий саводхонлиги ўсишининг тадбиркорлик фаолияти ва даромадлар даражасининг ошишига таъсири. Gospodarka i Innovatsije., 29, 348-355.
10. Тешабаева, О. Н. (2019). Развитие семейного предпринимательства как фактор повышения занятости населения. In Наука и образование в обеспечении

- устойчивого развития региона в условиях перехода к цифровой экономике (pp. 190-193).
11. Teshabaeva, O. N., Saidmakhmudov, S. K., & Khalilov, A. A. *Cognitio rerum. Cognitio rerum Учредители: Издательство" Научная артель"*, (6), 60-64.
 12. Тешабаева, О. Н., Абдуллаева З. (2021). Создание благоприятных условий для привлечения иностранных инвестиций в экономику Узбекистана.(pp.57-65).
 13. Назарова, Л. Т. Қ., & Жамолиддинова, М. Д. (2022). Саноат корхоналарида озиқ-овқат маҳсулотлари ишлаб чиқаришни рақобатбардошлик мухитини шакллантириш. *Scientific progress*, 3(5), 14-21.
 14. Gulirano, K., & Mohinur, J. (2022). Analysis of the state of organization of activities of food industry enterprises of the real sector. *Asia pacific journal of marketing & management review* ISSN: 2319-2836 Impact Factor: 7.603, 11(09), 37-43.
 15. Axunova, O., Teshabaeva, O., & Yulchiev, A. (2021). Analysis of the status, movement and level of funding of fund funds in foreign enterprises. *Academicia: An International Multidisciplinary Research Journal*, 11(3), 450-460.
 16. Teshabaeva, O., & Yulchiev, A. (2022). Innovative marketing strategy aimed at maximizing the development of the tourist industry in Uzbekistan. *Asia pacific journal of marketing & management review* ISSN: 2319-2836 Impact Factor: 7.603, 11(05), 1-6.
 17. Kh, O. N. (2021). Prospects for the food industry development of Uzbekistan. *Ceteris Paribus*, (2), 8-11.
 18. ўғли Юлчиев, А. О., ўғли Эрматов, Р. Р., & Жамолиддинова, М. Д. (2022). Мамлакатимизда кичик бизнес ва тадбиркорликни ривожлантириш ва аҳоли бандлигини таъминлаш. *Research and education*, 1(2), 104-111.
 19. Nasridinova, T. O. (2022). The role of tourism in the development of the economy and increasing its attractiveness in the republic of Uzbekistan. *Asia pacific journal of marketing & management review* ISSN: 2319-2836 Impact Factor: 7.603, 11(01), 14-20.
 20. Юлчиев, А. О. (2022). Ўзбекистон иқтисодийтини ривожлантиришда бюджет ташкилотларини молиялаштириш. *Modern scientific research achievements*, 1, 6-11.
 21. Юлчиев, А. О. Ў. (2022). Миллий тўқимачилик маҳсулотларини халқаро бозорларга йўналтиришда мультибрендинг стратегияни қўллаш усулларининг истиқболлари. *Scientific progress*, 3(3), 868-875.
 22. Ergashovna, A. O., & Eshmuhammadovna, S. D. (2022). Efficiency of using modern management methods in management of enterprises. *Eurasian Journal of Law, Finance and Applied Sciences*, 2(2), 107-114.
 23. Юлчиев, А. О. У., & Зайлобиддинов, Д. Н. (2022). Вопросы цифровизации банковской системы в Узбекистане. *Academic research in educational sciences*, 4(1), 91-100.
 24. Yulchiyev, A. (2022). Ways to improve the development and management of foreign economic activity at industrial enterprises of Uzbekistan. *International journal of social science & interdisciplinary research* ISSN: 2277-3630 Impact factor: 7.429, 11(10), 155-166.