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STRATEGY FOR THE DEVELOPMENT OF INNOVATIVE TOURISM SERVICES IN THE FIELD OF MARKETING IN UZBEKISTAN

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The development of tourism in Uzbekistan is determined by the growing attitude towards it from year to year. The potential of tourism is huge, especially in the formation of small businesses and entrepreneurship. After all, the presence of the current economic stability in the conditions of Uzbekistan allows the industry to develop rapidly.

In Uzbekistan, the number of clients using the services of tourism enterprises is constantly growing. But, this is not a very noticeable growth rate these days. Previously reviewed estimates than the requirements that will soon require you to come to Uzbekistan for foreign tourism per year can be increased by 11.5%. Indicators of the market of tourist services the consumer market is characterized by the size of opportunities.

Most of the hotels in serving the tourism economy in the total volume is significant (54.8%), while the role of tourism enterprises is (27.2%). At the same time, our analysis shows that the size of the tourism market is conducted according to options, currently its options, including a large group, are higher due to the income of the population.

The organization of tourist marketing of the tourist complex, in many respects, both the financial position of the enterprise and its functioning depend on the interaction of industries, while their levels are based on the order of a reliable service by the division. The tourism product cycle is closely intertwined with the economic activities of tourism enterprises.

The expenses of a large number of foreign enterprises in the cost structure for accommodation services 46.5% are transport costs – 25.7%; food – 9.7%; types of services – 3.6% of total costs, while the level of 85.5% and has. The proposed assessment of prices by factor analysis in order to determine the mechanism of their growth of the tourist product allows us to identify ways to reduce costs and increase its competitiveness. The part that is the material basis of the tourism industry is characterized by the fact that it has a number of first need to enter the transport and hotel sector.

Transport for tourism services is one of the components of the tourism industry. The presence of five international airports in the cities of Uzbekistan, the Tashkent-Samarkand-Bukhara-Urgench-Angren railway, the highway during the construction of Andijan, and the local transport system make it possible to further improve the road network of the republic. Uzbekistan today more than twenty countries from foreign countries with a long direct connection. The airline of the republic has more than 53 weeks of flights to foreign countries, flights to the city of 69 while the CIS is running [1].

Only transport tourism across the country within the composition of 92% of all trips in the vehicle were carried out, its 78% accounted for by bus [2]. (“Mercedes”, “Setra”, “Vanhuul”, “DAF”) are widely used in the high-class tourist market.

From year to year, the number of buses that meet international standards is increasing. Uzbekistan during the day and night without the risk of traffic ensures the movement of passenger and freight vehicles. However, the general condition of the surface in terms of the width of the road and the surface on it does not directly correspond to the standards of developed countries. How service personnel face one of the main challenges to further improve the road network in the future.

Practice shows that one of the negative factors that influenced the development of tourism in the current period is the irregularity of interaction between tour operators and a transport company. As the dynamics of the development of civil aviation in recent years shows, the volume of passenger traffic in civil aviation has not changed much. A survey conducted by the author among tour operators shows that the national airline Uzbekistan Airways' monopoly on flights raises prices for services that have become very popular and hinders the growth of visiting visitors. Customs tax (total) 30% of the price) and excise tax (70%) included in the renewal of any mode of transport had a negative impact.

Scientific studies show that there is a high level of competition in the transport services market, which affects the coordination of the activities of the Turkestans and the tourism industry, the legal protection of the rights and interests of tourists.

Tourism is an important component of success in the development of the hotel business. Therefore, for the successful development of tourism, high-quality service is needed here. You can choose different options for the location of the hotel in the republic of consumer goods and in the form.

The main actors in the tourism services market of this specific one side of the relationship are offered the fullest possible capacity at the level. An analysis of the three leading branches of the tourism industry of the republic (transport, accommodation and offer at reduced costs and tour operators) shows that: in a decisive analysis of the needs and requirements of consumers, they regularly move into the main group, and in the provision of effective products and services, it is necessary to develop concepts ready sustainable competitive activity; tourism products production, market access, distribution and sale at the same time part of the benefits should also be added to the price; prices set in the tourism market and competition in determining the nature of competition on the price policy must be taken into account by readers.

A mixed type of access to the territory of Uzbekistan and a natural and cultural tourist area that is close in one of the following factors (in particular, its place of monuments and dense territory, population, roads, communication system with density), in comparison with the focus on the development of a high level of transport, is characterized more geographical and geopolitical position than convenience.

Today, the development of sustainable tourism in the tourism market, which is one of the growing trends in implementation, is the most active. In many places, tourism is being marketed as a stable zone, with the main objective being to meet the needs and demands of the present generation

without compromising the interests of future generations. Thus, sustainable tourism is a set of long-term benefits and effects that must be considered. The scale of tourism is so limited that all selected places use excellent opportunities in the best way to get used to them, and the next generation should be preserved. Such an approach to the tourism business as a result of the transition of short-term tourism from long-term planning is necessary to create a new methodology for making the transition to tourism.

It is advisable to apply the model of sustainable tourism in Uzbekistan. If a sustainable tourism complex is created in the republic, it will not only benefit from its popularity and the growth of target client groups, but will also become an integral part of the development of ecological tourism, which is important as a reserve. Financial planning for the development of sustainable tourism destinations in Uzbekistan can be carried out primarily through the development of commercial programs in cooperation with international non-governmental organizations and foundations and with the active participation of local and regional authorities.

Currently, a centralized internal group with the participation of local government representatives is working to collect tourism projects in the country and study the need to support them. This working group is the temporary organizational structure of the sustainable tourism development program. For the strategic development of the region in the field of tourism, it is advisable to create small special tourist areas focused on serving specific local tourism programs.

However, the functioning of such a program requires a comprehensive solution to the issues of infrastructure, housing, employment, income generation, environmental protection and other issues. Theoretically, using a certain part of the funding sources of such specialized small areas, local governments can implement the region's development strategy in the field of tourism, taking on a certain part of the tasks. Such mechanisms are widely used today in the world and can be applied in Uzbekistan.

The purpose of the study was to study the current and expected needs of the population in tourism services, as well as possible prospects for the development of local tourism in Uzbekistan. Based on the purpose of this study, the main attention was paid to the following issues: analysis of objective data on tourism in the country; questionnaires of experts (heads of tourist enterprises and directors of tourist bases of the republic) were analyzed; The answers of respondents (residents of the republic) to the questionnaire "Prospects for the development of domestic tourism in Uzbekistan" were analyzed.

The results of selected observations in a comprehensive analysis, as well as data from the State Department of Statistics and special literature, were widely used. According to him, it is necessary to organize efforts to enter the tourism markets and reconsider the demand for tourism products and services in Uzbekistan. To do this, it is necessary to develop a marketing concept for the development of tourism in the country and distribute tasks among the stakeholders involved in its implementation [4]. To determine the internal structure of the tourism market in Central Asia, taking into account the capabilities of the region, it is necessary to break the map of Central Asia into parts, identifying specific types and directions of tourism. Then, using special expert (inspection) methods and scales, it is necessary to evaluate the main parameters of the area, taking into account tourist attractions, as well as complex aspects that affect the arrival of tourists in the area. The tourism potential of the region, that is, for tourists with different needs for tourism products, will be known to what extent and under what conditions the tourism complex of the region will be restored (Table 1).

Table 1

Tourism Opportunities in Central Asia [3]

Countries	Major tourist attractions and recreational activities	Country potential (%)	Conditional minimum required capital (mln USD)
Tajikistan	"Ajina- tepa", Khulbuk and Kofirkala settlements, Mirsaid Hamadoni mausoleum, Gorno-Badakhshan Autonomous Region, Shirabad district, Varzob, Pamir – enlightenment, mountain and ski tourism, hunting.	59.2	2580
Turkmenistan	All-Turkmen National Reserve, Arch of Neutrality, Mausoleum of Sultan Sanjar, Karakum Educational and Natural Tourist Zone.	63.5	2390
Kyrgyzstan	Issyk-Kul, Naryn, Karatol – Japirik reserve, Sarychat – Ertash, Sary-Chelek reserve – a zone of natural tourism.	60.7	1975
Kazakhstan	Otrar, Sairam, the cities of Turkestan, the mausoleum of Khoja Ahmad Yasawi, the mausoleums of Karakhan and Davudbek, the canon Chori, Borovoy, the resort of Kokchatau, the educational, recreational, natural and ski resort of Shimbulak.		
Uzbekistan	Historical cities, Ugam-Chatkal National Park, Zaamin Reserve, Kara-Kum, Kyzyl-Kum, Khaydarkul, Shokhimardon – educational, natural, medical and health zone.	56.0	18.25
	middle Asia	55.8	20 billion.

As can be seen from the table above, the average tourism rate in Central Asia is 55.8%, which is a high figure. More than half of the region has climatic factors of a geographically picturesque region (in any region), which allows developing tourism in different directions.

Thus, the Republic of Uzbekistan is one of the most promising regions in terms of the development of the tourism industry.

The choice and inclusion of the image of the place plays an important role in the development of the tourism strategy and concept. The image of a sustainable tourist area is one of the rare opportunities for the current tourism conditions in Uzbekistan. According to the Community Mountain Tourism Teleconference organized by the International Mountaineering Organization Mountain Forum, in 1998 alone, 74 special projects were developed to organize sustainable tourism in the world and develop mountain-related tourism.

When developing and implementing marketing programs, one should take into account not only the importance of the tourism potential of the republic, but also methodological developments that can be used in other programs. The concept of tourism development in the Republic of Uzbekistan should be based on the experience of the leading mountain and foothill resorts of Western Europe in the scientific study of the natural potential of the mountain and foothill regions of the republic, past and present.

The new concept should define a development path that will attract not only local but also foreign tourists, making Uzbekistan one of the largest tourist centers. In connection with the development of the priority economy, it is possible to form the following system of socio-economic goals, which has a comprehensive program for the development of tourism enterprises in the republic.

To do this, firstly, the construction in Uzbekistan of balanced medical and recreational complexes that are important for the health of the population, especially in neighboring regions, as well as foreign countries, and secondly, the creation of a balanced tourist and recreational complex in the Republic of Uzbekistan; on this basis, the stabilization of the socio-economic situation in the region, fourthly, the development of mechanisms and principles for minimizing the financing of major programs on the example of the republic; fifthly, the definition of mechanisms and principles for coordinating various programs vertically and horizontally; sixthly, the creation of mechanisms and principles for budgetary participation in the total volume of investments.

The complexity and interdependence of the goals and objectives of the tourism development program, the importance of gaining experience in the development and implementation of programs and their complexity, the effectiveness and diversity of the consequences of implementation. all of them make up a whole system of criteria and indicators for evaluating the effectiveness and socio-economic consequences expected from the implementation of the program.

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