

# Scientific-Theoretical Analysis of the Tourism Market Evidences of Uzbekistan

Sobirov Bobur Baxtishodovich

PhD on Economics, Professor of the Food and Agricultural Economics Department,  
Samarkand Branch of Tashkent State University of Economics, Tashkent, Uzbekistan

## ABSTRACT

This paper investigates major points of the tourism sector in the Republic of Uzbekistan. Moreover, author examines the essence and conditions of the concept of tourism competition in the quality of a complex system based on the theory of systems and the research of a systematic approach to development. Because of the study, the principles of the systematic approach to the development of the tourism market have been developed. Therefore, scientific and theoretical analysis, the peculiarities of the development of the tourism market on the basis of a systematic approach have been discussed.

**KEYWORDS:** *tourism competitiveness, tourism market, tourist product, partner organizations, conditions, principles, systematic approach*

**How to cite this paper:** Sobirov Bobur Baxtishodovich "Scientific-Theoretical Analysis of the Tourism Market Evidences of Uzbekistan" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-2, February 2022, pp.451-457, URL: [www.ijtsrd.com/papers/ijtsrd49260.pdf](http://www.ijtsrd.com/papers/ijtsrd49260.pdf)



Copyright © 2022 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



## INTRODUCTION

The tourism market is a complex, developing, improving open system, consisting of a complex of elements that are multifaceted, interrelated with each other. The total contribution of travel and tourism to the global GDP in 2020 was approximately 4,671 billion U.S. dollars. This figure saw a huge decline over the previous year as a result of the coronavirus (COVID-19) pandemic which caused travel disruption across the world.

In this system, the presence of elements that are radically different from each other in terms of content and content, their multifaceted interaction, as well as the interaction and influence of the system with the environment, as well as the manifestation of various characteristics inherent in it because of its activity in integrity, signifies its complexity.

Asia and the Pacific has seen an unprecedented growth in tourism in recent years with the positive trend projected to continue in the future. Managing this growth has implications on planning and policy

decisions that are closely dependent on sustainable tourism governance.

A systematic approach to the concept of the development of the regional tourism market is primarily due to the complex description of tourist activity. Upon this, the originality of mutual socio-economic relations within the framework of various branches of the national economy, as well as the fact that it is part of a macro-system in the form of a huge "economy – society-environment" has been encountered. Elements of the tourism market system, first, demonstrate the "integrity" inherent in the system due to their actions in integrity and interoperability through their interaction and interaction. This integrity ensures the existence of the so-called tourism market system and its effective operation.

This paper analyzes the perception of residents towards tourism and proposes strategies and measures to help understand and manage visitor's growth in

developing destinations. The implementation of the policy recommendations proposed in this report can advance inclusive and sustainable urban tourism that can contribute to the New Urban Agenda and the Sustainable Development Goals.

The peculiarities of the tourism market in the quality of the system, in our opinion, arise from the theoretical-methodological views inherent in the systematic theory and systematic analysis. Thus, the purpose of our research is to research the nature, characteristics, conditions and principles of the tourism market as a complex system from a scientific and theoretical point of view.

### Literature view

The system of World Economic Relations, which covers the phenomenon of turning tourist services into money and money back into tourist services, finds its expression in the essence of the concept of the tourism market.

In Particular, M.G.Voronsova told the tourism market: "this is a socio-economic phenomenon that unites demand and supply in order to ensure a clear space and a process of buying and selling specific tourist services and tokens in time" [147; 38-b.], described as. Similar definitions are also cited by scientists of our country, who believe that "the tourism service market is a front that unites the demands and offers that provide the process of selling and buying a tourist product, creating a collective economic relationship between the manufacturer and the consumer of a tourist product" [237; 214 p.].

In the "dictionary of tourist terms" I.V.Zorin and V.A.Kvartalnov stated tourism market "system of international economic relations, in which the processes of transformation of tourist-sourcing services into money and money from other to tourist-sourcing services" [233; 191 p] as interpreted. In this case, the tourism market is interpreted on the basis of a two-way approach: first as the sphere of circulation and exchange of tourist services, and secondly as a system of socio-economic relations between people, which covers the processes of development, turnover and consumption of tourist services.

In order to develop a full-fledged definition of the tourism market, some economists-scientists have tried to create new economic terms. In Particular, S.A.Bistrov, M.G.Voronsova used the concept of "sub-marketers" in classifying it into segments, depending on the characteristics of the tourism market. In their opinion, as "sub-markets": the market of hotel services; can be represented in the form of the market of catering services and many other markets [143; 47].

Some researchers in the field of tourism have interpreted it as "the tourism market – an economic system consisting of four main elements, namely: tourist demand; tourist product offer; price and competition interconnectivity" [194; 35].

In the Explanatory Dictionary of the market economy, the concept of the tourism market is interpreted as "the possibilities of supply and demand in relation to tourist services" [233]. Here, the introduction of a qualitative and complete presentation to the concept of "offer in the tourism market" "only the material base of tourist services and goods and tourism, which depends on the sufficient development of the infrastructure of "recreation".

### Methodology

To conduct a scientific and theoretical analysis, the article uses the method of induction and deduction.

Induction and deduction are two opposite methods of reasoning. They do not exclude each other and are usually used to evaluate certain conclusions. Both approaches have differences, but it is important to understand that when using both, you can get a false judgment, especially if the initial assumptions of the argument are incorrect. Obtaining logically correct conclusions is possible when using both methods at the same time. Induction A characteristic feature of this method is that the knowledge that is obtained using the inductive method is always probabilistic rather than obviously true. Induction is a set of rules that make it possible to make the transition from the particular to the general, from the knowledge of individual facts to the knowledge of the law that underlies these facts.

The inductive method of research is opposed to the deductive method as a method of obtaining individual knowledge from the general. Deduction is a transition from premises to a conclusion, which is based on a logical law, and therefore it follows from accepted premises with logical necessity. A characteristic feature of the deductive method is that it always leads from the true premises only to the true conclusion. There can be no other options. In the scientific environment, the deduction method looks like the process of deducing from the original basic laws and hypotheses according to certain rules of knowledge that are derived. This method makes it possible, through simple logical inferences, to obtain consequences in large numbers from relatively few basic provisions of the theory.

### Results

In our opinion, the tourism market is a complex system that includes socio-economic relations between sellers of tourist products (this is the offer)

and buyers (demand), as well as economic links that directly regulate demand and supply to tourist products.

In the tourism market, a tourist product is offered, which is unique to consumers, that is, visitors. A tourist product is a complex or individual service (commodity) in a interconnected technological connection of services designed to meet the demand of visitors during a tourist trip. It is manifested in the following forms:

1. on the basis of the main route, the exact time period, the exact route, the services of different floors (household, transport, placement services, etc.) are combined.) is a set of tourist tickets and voucher (a document confirming in writing the right of the tourist in relation to the services included in the structure of the tour and the provision of these services during the tour) shall be formalized in the form;
2. separate views of tourist-excursion and other services provided by the Tourist Organization and the organizations accompanying it;
3. tourist specific special (booklet, cards, souvenirs and goods on the floor) and simple (consumer products, etc.) goods in appearance.

The tourist product is created as a tourist package (formed, designed) and contains specific information on the set of various services and goods that are delivered to tourists throughout the entire tour. Through the realization of the purchase and sale of tourist, products included in its composition and intended for a different time and space is carried out. In addition, a special feature of tourism as an independent network of the national economy is that the product of this network is considered "the right to use the specified set of services", these services are created in the tourism network, as well as in other sectors of the economy.

The essence of socio-economic relations in the tourism market is, on the one hand, the promotion of activities of tour operators, tour operators, their contractors and partner organizations on the production and realization of products aimed at meeting tourist demand, on the other hand, on the basis of bilateral agreement, aimed at satisfying and motivating tourists' solvency requirements.

Like other markets, the existing infrastructure and the level of its development are of high importance in the effective functioning of the tourism market. According to experts in the field of tourism: "the

concept of tourism infrastructure is a system of buildings that provide tourists with the most comfortable use of tourist reserves, engineering and communication networks, including roads, various service enterprises of Tourism and the necessary use and provision of them is understood" [237; 191 – p.]. Thus, the infrastructure of the tourism market is an expression from a set of systems, organizations, institutions that manifest themselves in the manner of trade-offs of tourist products, serve the tourism market, as well as perform specific tasks to ensure its effective operation.

It is known that the essence of any market maker finds its expression in the main tasks that it performs. As the main functions of the tourism market, the following can be stated:

1. The task of mutual coordination of development and consumption of tourist products serves to ensure a mutual balance between the volume and composition of the available demand and supply in the tourism market, and this task is carried out through the organization and implementation of trade relations between organizations and tourists operating in the tourism market.
2. The organization of the process of delivery of tourist products to the consumer is carried out by the realization of the created tourist product and the creation of a network of information networks that operate effectively on the products of Tourism.
3. The task of realizing the value and consumer value embodied in the tourist product is reflected in the process of money turnover of the tourist product, that is, in the "movement of value". The end of this exchange process indicates the completion of commodity-money relations, the realization of the embodied value in the tourist product, as well as the recognition by society of the consumer value of the tourist product.

Thus, the tourism market is a phrase from a complex of multifaceted socio-economic relations that provide for the interaction of supply and demand in it. The foundation of this relationship, which determines the development of the tourism market, is formed on the basis of the foundation of conditions inherent in a particular space and time. In order to fully understand the characteristics of the development conditions of the tourism market in a particular region, it is desirable to study them into three structural groups (Table 1).



**Table 1 Development conditions of the tourism market**

The main blocks	The structural structure
Natural-geographic	Forms the basis conditions for the formation of tourism in the region: - geography of the region; - natural-geographical, historical-cultural, territorial-geographical features and resources of the region.
Socio-economic	- employment of tourist activities with labor resources; - financial resources provided by the tourism industry.
Organizational-institutional	- institutional and information resources of tourist activities; - development of tourist infrastructure; - the opportunity to visit the tourist area inorort; - effective performance of state regulation of tourism development; - ensuring the safety of tourists in the area.

The conditions for the formation and development of tourism relations in the territory are manifested on the basis of a set of resources available in this territory. As we know, the resource supply of the tourism sector consists of various sources, namely natural, financial, Labor, information and entrepreneurial resources.

It is formed on the basis of natural-territorial conditions of development of the tourism sector – natural-geographical, historical-cultural, territorial-geographical resources. The composition of the main elements of Natural Resources includes landscapes, seas, rivers, lakes, climate, flora, fauna, forest massifs, etc. products included. In turn, on the basis of mutual accumulation and combination of structural elements of Natural Resources, tourist-recreational complexes of different specialties are formed. In addition, the result of the Coordination of these complexes with the main motivations of tourist travel is the creation of tourist products, which depends on the level of consumption, that is, their eligibility, as well as the state of development of the regional tourism infrastructure. It provides an opportunity to improve the efficiency of the use of the regional recreational potential by analyzing the structural status of the group of natural and territorial conditions. Therefore, to identify tourist resources that are not covered by the existing tourist routes and to use them in the process of developing new tourist routes, as well as to create new types of

Today on the territory of Uzbekistan there are more than 7000 tourist objects (545 architecture, 578 historical monuments, 1457 Art Monuments and more than 4420 archaeological sites), which cover a rich historical, national and cultural past, historical and cultural monuments. Moreover, including rare archaeological finds and paleontological remains, as well as attractive natural settlements containing rare plants and the animal world (about 4500 species included under the protection of UNESCO).

The socio-economic conditions for the development of the tourism sector are associated with the level of employment and financial resources of the region in terms of quantity and quality. Paying special attention to the issue, the first president of the Republic of Uzbekistan I.A. Karimov, at the opening ceremony of the 99th session of the Executive Council of the UN World Tourism Organization, said: "The issue of training and retraining of highly qualified personnel remains the most important and decisive factor in the development of the Tourism Sector" [21].

If we look at the practice of development of World Tourism, we can see that in recent years, as the main resource for the development of the tourism network, the state of wide application of new tourist technologies and information technologies to this sphere is observed. In particular, the importance of information resources in the formation of a tourist product, its movement in the tourism market, its realization is high.

Analysis of the organizational and management block of the development of the tourism market in the region further increases, in our opinion, the possibility of assessing the tourist material and technical base of the region and creating an effective management system for it. The development of tourism in a particular area requires, above all, the formation of the infrastructure for the industry and the improvement of its existence. This requires a certain amount of investment resources. Therefore, the economic importance and level of development of tourism in the area is determined by the availability of more financial resources. It means that the opportunities for the development of Tourism Network in an area with rich natural resources, but with limited financial resources and an ineffective organizational and management system will be limited.

In recent years, it is necessary to consider a new group of resources, that is, institutional resources,

which are of particular importance in the formation and development of socio-economic relations related to tourism. This is because institutional resources create additional conditions for the full and comprehensive use of the potential of state organizations, official and informal institutions in order to activate the total resource supply. It is important to ensure the safety of tourists, which is one of the elements of the organizational and management block that requires constant control over the development of the tourism market in the region.

The regional tourism market is formed and developed on the basis of the above conditions. In our opinion, the regional tourism market is a system of socio-economic relations between sellers and buyers of tourist products developed on the territory, formed on the basis of the natural-geographical, socio-economic, ethnic, material-technical, organizational and institutional features of the relevant territory with the geographic scope of this market and is part of the world tourism market.

From the above points of view, we can conclude that the effective development of the regional tourism market depends on the actions of natural-recreational, financial, Labor, information resources of private business entities and the rational and productive interaction of the state.

In order to achieve the necessary results in the development of the regional tourism market, it is necessary to base on the following principles: inter-sectoral solidarity and compliance; functional solidarity and compliance; hierarchical solidarity and compliance; cooperative activity in the tourism market. Below we will look at the content and essence of these principles more broadly.

The tourism industry manifests itself as a complex network that unites various sectors of the national economy. The competitiveness of regional tourist products in the international tourism market requires cooperation on the basis of the principle of inter-industry solidarity and compliance.

Subjects of the regional tourism market conduct their activities independently of each other by offering individual parts of the tourist product, but perform the same tasks as content (for example, marketing activities) in achieving effective results in the market. Their effective operation in the market depends on the competitiveness of the market of the holistic tourist product offered by them. This situation dictates that these organizations operate on the principle of functional solidarity and compliance in the market (for example, collaborative advertising activities).

In accordance with the principle of solidarity and compliance with the hierarchic, the development of a plan of appropriate activities for the development of the tourism market at all levels of state power on the basis of mutual solidarity and compliance is required. It is for this reason that the programs of the state that regulate the development of tourism in a particular region should be appropriately reflected in all programs of socio-economic development of its territory.

Based on the principle of cooperative activity in the tourism market, it is possible to achieve effective development of the regional tourism market by establishing strong cooperation relations between public and private business, private business and science.

The above-mentioned principles of effective development of the regional tourism market, in our opinion, are manifested in the theoretical aspects of development on the basis of systems theory and systematic approach.

Based on these approaches, it provides an opportunity to study the regional tourism market, explore its system-specific features. We would like to introduce a number of unique features of the regional tourism market as a system:

First, the regional tourism market is an open economic system. The "openness" of the regional tourism market as a system is due to its high degree of connection with the external environment. Macro-environment of the regional tourism market PESTLE-factors.

Secondly, the "switching" feature inherent in an open system leads to a change in the boundaries between the external environment and the system, as well as the exchange of mutual elements. This leads to self-improvement and improvement of the system. The process of globalization, scientific and technological progress, the improvement of the transport system has improved the regional tourism markets, in which the "commutativity" characteristic inherent in the system is more fully manifested.

Thirdly, the "emergent" feature inherent in the regional tourism market system demonstrates that it is radically different from other systems. The feature of "emergent" is a feature that is not inherent in individual elements of the system and occurs only as a result of the actions of these elements in a single system in integrity. The development of the tourism market also affects the economic situation of a number of economic network organizations, in which participants of complex socio-economic relations in this market are considered, thereby creating a

multiplicative effect. Multiplicative efficiency is a feature that expresses integrity and integrity inherent in this system.

From the four, the regional tourism market, as a holistic system, embodies the inalienable relations and integrity efforts of various organizations specializing in the delivery of "complex tourist product to the consumer".

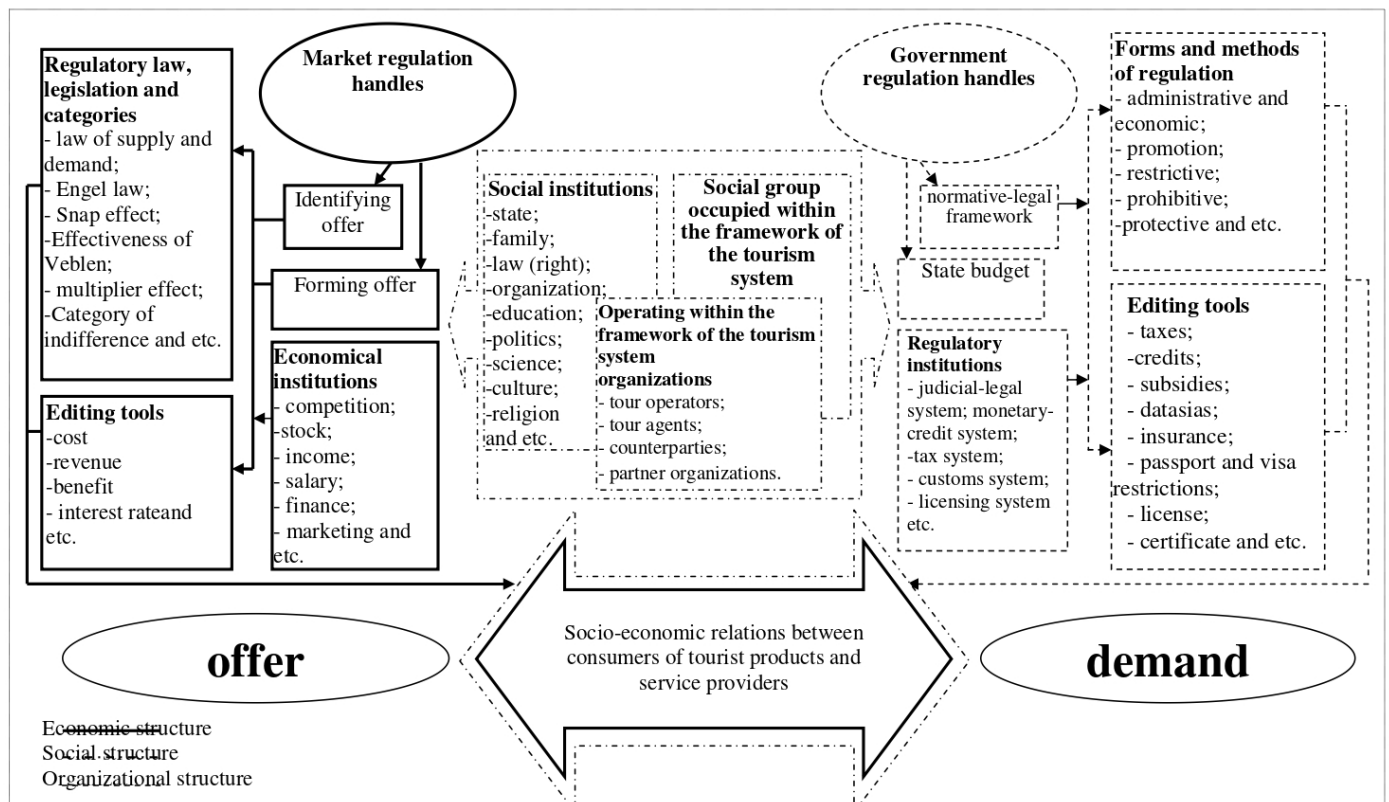
Fifth, the tourism market also manifests its "hierarchy" feature as a complex system. The "hierarchy" of the system is based on the consideration of each of its constituent elements as components (system) of a broader system (e.g. regional tourism market, national tourism market, international tourism market) in terms of coverage.

In gold, the regional tourism market is considered to have a structural characteristic inherent in a complex and open economic system. This structural classification consists of the following, namely: system of socio-economic relations; organizational and legal forms of economic activity; market mechanism; system of stimulation and motivation of market subjects; integrity and integrity of such elements as the infrastructure of the tourism market.

Seventh, like every economic system, the interaction between the tourism market and its subjects is

coordinated through the regulatory support of the market economy. However, no matter how much the tourism market has improved and is not perfect, its regulatory economic mechanism cannot fully cover such effective development supports as training of qualified personnel for the tourism network, modernization of the transport system, ensuring the safety of tourists, preservation and protection of historical and cultural heritage, protection of the environment. The economy of modern tourism determines the position of the state not only as a subject of socio-economic relations, but also as a regulatory body of these relations.

The mechanism of development of the regional tourism market is expressed in the forms, means and methods of improving the socio-economic relations between the various segments of the system: tour operators and their counterparties, tour operators and tourists, tour operators and consumers of tourist products, subjects of the tourism market and the state. This framework is aimed at the development of socio-economic relations between supply and demand by creating a favorable economic environment that ensures the development of the market and is an expression of a set of organizational, economic, socio-economic, administrative, legal and socio-psychological supports (picture 2).



### 1- Mechanism of tourism market development

#### Conclusion

The description of the tourism market as a complex multi-faceted system brings about a systematic approach to its development. This, in turn, dictates

the actions of the elements of this system in integrity and mutual harmony, giving a higher effect to their relatively irregular actions. Each system is characterized by a set of specific elements, its



structural description, their relationship between elements, methods of their interaction, as well as their interaction with the external environment and their impact. Therefore, the peculiarities of the systematic approach to the development of the tourism market are formed on the basis of the theory of systems and the characteristics inherent in the system.

## References

- [1] Monfort M. Competitividad y factores críticos de éxito en la «hotelería de litoral»: experiencia de los destinos turísticos Benidorm y Peñíscola (Doctoral Dissertation, Universidad de València, España, 2000).
- [2] Bordas E. Improving public-private sectors cooperation in tourism: A new paradigm for destinations [Electronic resource] // Tourism Review. – 2001. – Vol 56, N 3/4. – P. 38–41. System requirements: Adobe Acrobat Reader. Access mode: <http://www.emeraldinsight.com/Insight/viewContentItem.do;jsessionid=733A611DC45C580A0C0>
- [3] Novelli, M., Schmitz, B. E Spencer, T. (2006). «Networks, Clusters and Innovation in Tourism: a UK Experience», Tourism Management, Vol.27, pp. 1141-1152.
- [4] Cooperation and Partnerships in Tourism – A Global Perspective. – Spain: World Tourism Organization, 2003. – 147 p.
- [5] Public-private Sector Cooperation: Enhancing Tourism Competitiveness. – Spain: World Tourism Organization, 2001. – 283 p.
- [6] Daniela Doina Fundeanu Innovative Regional Cluster, Model of Tourism Development. 2nd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM, 30-31 October 2014, Prague, Czech Republic. Procedia Economics and Finance 23 (2015) 744 – 749. Available online at [www.sciencedirect.com](http://www.sciencedirect.com)
- [7] Pelin Arsezen-Otamis. Nedim Yuzbasioglu. Analysis of Antalya Tourism Cluster Perceived Performance with Structural Equation Model. The 9th International Strategic Management Conference. Procedia - Social and Behavioral Sciences 99 (2013) 682 – 690. Available online at [www.sciencedirect.com](http://www.sciencedirect.com)
- [8] Л.Б. Нюренбергер, Н.Н. Егорова Kemerovo State University Bulletin. 2015, Vol. 7 Issue 2, p234-238. 5p. <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=113298063&site=ehost-live>
- [9] ВидищеваЕ. В., ПотаповаИ. И. European Journal of Economic Studies. 2014, Vol. 8 Issue 2, p120-124. 5p.// <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=115496933&site=ehost-live>
- [10] С.Н.Левин, А. А. Сурцева Kemerovo State University Bulletin. 2015, Vol. 7 Issue 2, p208-213. 6p.// <http://search.ebscohost.com/login.aspx?direct=true&db=aph&AN=110197091&site=ehost-live>
- [11] А. Тасмаганбетов. Развитие туристических кластеров в регионах Казахстана. Actualproblemsofeconomyics #9((159)), 2014 // Актуальні проблеми економіки №9(159), 2014, С.271-278
- [12] ГурковаА.А. БарашокИ.В.In the World of Scientific Discoveries / V Mire Nauchnykh Otkrytiy. 2015, Vol. 69 Issue 9.4, p1447-1454. 8p. // <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=113298063&site=ehost-live>
- [13] ВладыкинаЮ.О. In the World of Scientific Discoveries / V Mire Nauchnykh Otkrytiy. 2015, Vol. 71 Issue 11.7, p2703-2720. 18p. // <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=115370156&site=ehost-live>
- [14] Anna Alexandrova Yury Vladimirov, (2016),»Tourism clusters in Russia: What are their key features? The case of Vologda region», Worldwide Hospitality and Tourism Themes, Vol. 8 Iss 3 pp. 346 – 358 Permanent link to this document: <http://dx.doi.org/10.1108/WHATT-02-2016-0007>