

STAGES OF DEVELOPMENT OF TOUR OPERATOR SERVICES IN BUKHARA REGION

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Abstract: The thesis focuses mainly on the directions of development of the tour operator service in the Bukhara region in recent years and its key role in the development of tourism. Statistics show that about 85% of the guests who come to the republic and the region mainly order a visit through the tour operator service, and the rest are organized by individual tourists, that is, by themselves. Also, in the thesis, opinions were expressed about the ways to further develop this service and the directions that should be developed now.

Keywords: tour-package, tour agency, inbound and outbound tourism, domestic tourism, classic tour, destination.

The global services market, which scored highest in the world for economic productivity and surpassed vital businesses like petroleum extraction and the automobile industry, is now heavily reliant on the tourism sector.

Nevertheless, tourism is more than just a potent force for growth in the economy. It also plays a significant role in shaping a region's reputation, future accomplishments, and historical promotion. Without a question, the most significant influence on the growth of the national economy is tourism. Certain states' potential as travel and leisure destinations is a complicated idea that requires clear interpretation and evaluation. This reality is primarily dependent on the fact that each nation's unique cultural, natural, and historical heritage objects—each with a unique origin and essence—form the basis of its tourism potential. The final indicators are also significantly influenced by external political, economic, legal, cultural, social, and psychological variables.

Since tourism has a greater and greater influence on people's lives and the economies of entire nations, its importance in the world has grown over time. Because it enables the highest value addition, tourism is becoming a hallmark of this industry and affects the global economy more and more. The majority of services in this sector are sold with the least number of losses. In the current market economy, travel agencies are becoming more and more conscious of the significance and necessity of creating new services and goods¹.

The location and role of the service sectors in the region's social and economic growth are crucial, and the significance of tourism is based on its faster pace of development than other service sectors. As a result, concerns regarding the growth of Uzbekistan's tourism industry have received a lot of attention lately, and strategies for making the most of this country's tourism potential are being developed.

¹“The main indicators of the development of tourism and recreation in the Republic of Uzbekistan for 2021” The State Committee of the Republic of Uzbekistan on Statistics

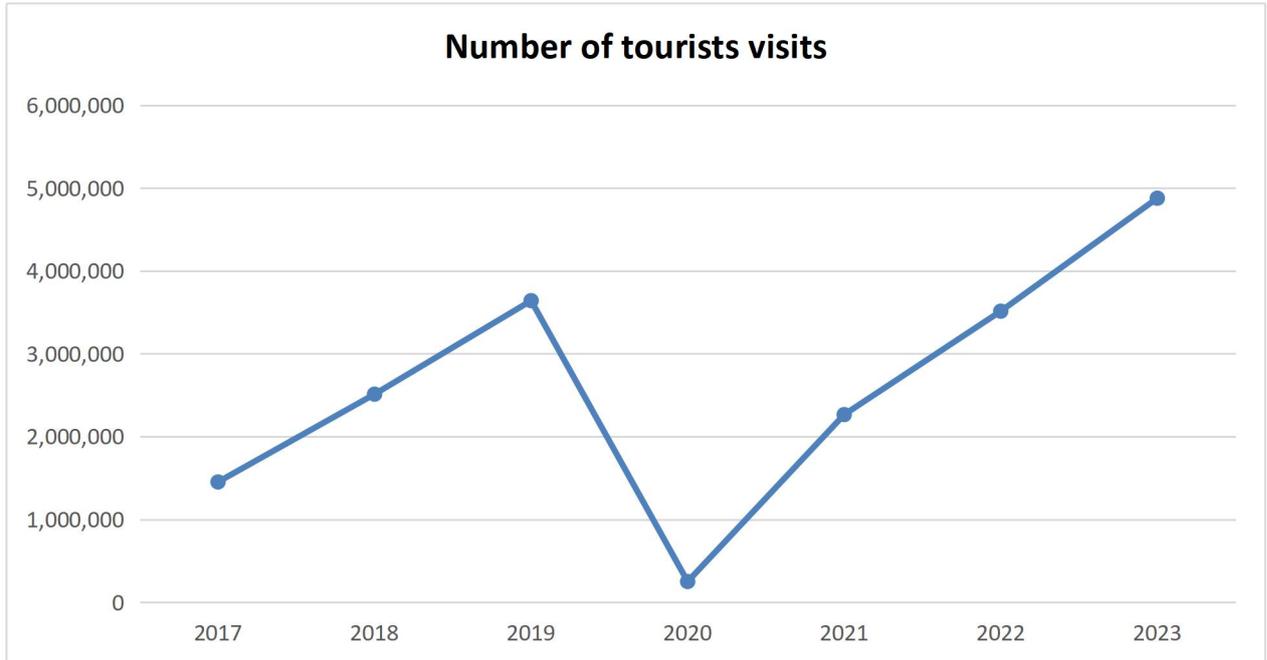
Nowadays, mainly, tour operators are in a service position in the provision of services to tourists and their organization. According to the Law "On Tourism", only a tourist organization that forms its own tourist product and issues its own ticket is considered a tour operator.

Over time, there have been substantial modifications to the services that tour companies offer. Package types are evolving, with fewer and fewer service packages gravitating toward them. On the one hand, fierce competition forces travel agencies to cut. Every tour operator seeks to set competitive prices in the competition for clients. Certain services are not included in the plan. It makes me think of an inexpensive vacation. For instance, the majority of businesses solely offer route-based transportation as well as transfers from the airport to the hotel and return. Travelers can pay extra for additional services (food service, excursions, baggage delivery, etc.) while they are on the road. Consequently, tourists pay 55 to 45 percent for essential and supplemental services. Only under exceptionally advanced travel infrastructure circumstances can such a percentage be attained.

Today, tourism is an integral part of the tourist cities of Uzbekistan. Over the past years, several things have been done in the field of tourism. But there is still a lot of work to be done.

Diagram-1. Number of tourists visit to Bukhara (2017-2023)

If we look at the statistics, the number of tourists who entered the Bukhara region in 2023 was 4.8 million tourists, this indicator increased by 1.9 times from 2018. Because in 2018, 2.5 million tourists visited Bukhara. As a result, the amount of income (export of services) from



foreign tourists totaled 339.1 million USD in 2023, and the total income from domestic tourists amounted to 628 billion sums in 2023.



Diagramma-2. Tourist who came from tour companies

Analyzing the diagram, the number of tourists visiting Bukhara through tourist companies is increasing year by year. In 2017, 157,908 tourists, 840,345 tourists in 2018, and 633,626 tourists visited in 2019 through tourist companies. In 2020, during the Global Pandemic, this tourism indicator decreased. In 2020, 43,310 tourists visited Nafat through tourist companies. From 2021, there was another increase and 351,325 tourists visited this year. In 2022, 348,996 tourists and in 2023, 326,788 tourists visited Bukhara through tourism enterprises.

According to the results of 2022, the number of citizens of Bukhara region who went for tourist purposes is 14.5 thousand people. Out of the total number of citizens of the Bukhara region who left, 87.2% went to CIS countries, 12.8% went to distant foreign countries. The number of citizens of foreign countries who entered Bukhara region for tourist purposes was 18,300 people. 10% of them came from CIS countries, 27.7% came from distant foreign countries.

The number of companies and organizations engaged in tourism activities is 31, the largest share of which was in the city of Bukhara - 18.9% and in the district of Gijduvon - 19.4%. The number of people served by travel agencies was 32,800².

²Statistical bulletin "Main indicators of tourism and recreation development in Bukhara region in 2022". Statistical agency under the President of the Republic of Uzbekistan, Bukhara Region Statistics Department.

To the decision of the Cabinet of Ministers No. 433 of July 10, 2020 APPENDIX 3 The following definitions are given in the regulation "On the procedure for providing tour operator and travel agency services":

travel agency activity - business activity carried out by a legal entity or an individual in connection with the promotion and sale of tourist products;

tourist voucher - a document specifying the tourist's right to the services included in the tour and confirming the fact that they and their fees have been paid;

tourist product subject - a tourist, excursionist or other person ordering a tourist product on behalf of a tourist or excursionist;

tourist product - a set of tourist services necessary to satisfy the needs of the tourist or excursionist formed by the tour operator based on the tourist market situation or according to the order of the tourist or excursionist;

tour operator activity - business activity carried out by a legal entity in connection with the formation, promotion and sale of tourist products³;

Therefore, it would be appropriate to carry out a number of activities to further develop tour operator activities in the Bukhara region and develop the flow of tourists through tour companies."

- first of all, increase the qualifications of personnel working in this field. It would be appropriate for most personnel to use foreign experience to improve their knowledge;

- implementation of various price and service packages adapted to the segmentation by travel agencies. (age, social status, gender and head)

- development of tour operators' working scheme for local tourists in addition to foreign tourists. That is, to further increase the flow in this area by introducing various projects or programs

- tour operators should adapt their services for tourists and local tourists to new types of tourism. Examples of these are rural tourism, agrotourism, ecological tourism, sports tourism, extreme tourism and tourism

- improving relations with state enterprises in the development of local tourism, thereby increasing the number of tourists in the region

- ensuring the improvement of service quality in enterprises providing tourist services.

Summarizing the information given above, we can achieve an effective result if we use the suggestions given above to ensure the arrival of Tusits visiting Bukhara through parking lots.

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³ Resolution of the Cabinet of Ministers of the Republic of Uzbekistan, Resolution No. 433 of 10.07.2020 "Concerning measures to create favorable conditions for the restoration and development of tourism in the Republic of Uzbekistan".

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