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# IMPROVING THE ECONOMIC MECHANISM OF DEVELOPING THE COMPETITIVENESS OF THE TOURISM INDUSTRY OF BUKHARA REGION

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## ABSTRACT

This article presents the state of tourism in the Bukhara region, its development prospects, today's competitiveness and ways to increase efficiency. Together with this, the number of hotels in Bukhara region, the difference in the growth of tourism in this region between years, the impact of the pandemic on tourism, the ways to eliminate its consequences, the ways to develop domestic and foreign tourism, and the obligation to increase competitiveness were analyzed.

Attracting the attention and flow of international tourists to our country in the conditions of strong competition requires the search for unconventional, innovative ways. That is, in order to increase the competitive advantages of the tourism industry, it is important to develop an innovative form of competitiveness in the way of innovative development of the industry.

**Keywords.** Tourism, competitiveness, efficiency, hotels, motels, pandemic, domestic tourism, foreign tourism, innovative ways, tourism industry.

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## INTRODUCTION

According to the World Tourism Organization, today, about 50% of tourist visits in the world fall mainly on 10 prestigious international tourist areas such as the USA, Spain, France, China, Italy, Germany, Great Britain, Switzerland, and other regions with rich tourist potential in the world (including , Uzbekistan as the only tourist area) they have to fight among themselves for the remaining 50% of international tourists. Attracting the attention and flow of international tourists to our country in the conditions of strong competition requires the search for unconventional, innovative ways. That is, in order to increase the competitive advantages of the tourism industry, it is important to develop an innovative form of competitiveness in the way of innovative development of the industry.

### **Analysis of the relevant literature.**

Travel times and places are determined by travel, relevant destinations and length of stay. Talking about tourism without changing one's place of residence is pointless. Tourist resources are associated with specific territories, and their popularity and level of use are determined by the transport capacity of such territories.

Undoubtedly, the development of transport ensured the development of tourism. Now you can go to previously unknown regions of the world, as well as the ability to move faster and farther than before.

Stephen J.P., Hall S.M., Sorupia E., Meredith J., May A., Roberts M., Lynam D., Satch are among the foreign scientists who comprehensively studied the organization of transport services in tourism, their content and influence on the development of the country's economy. <sup>1</sup>

T., Broughton, J., Lawson, S. et al. A significant contribution to the development of this topic was made by Russian scientists Kuskov Alexey Sergeevich, Ovcharov Anton Olegovich, Biryakov

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<sup>1</sup> Stephen J. Page. Transport and tourism. Global perspectives. 3rd edition, London: Pearson education Ltd. 2009. - 447 c.

Mikhail Borisovich, Kotelnikova Valeria Evgenievna.

According to Stephen Page, the main task of the transport infrastructure is to create the necessary conditions for the free movement of tourist flows.<sup>2</sup>

According to the Organization for Economic Co-operation and Development (OECD), "Transport is a key driver of tourism, facilitating and linking the internal movement of tourists in the region and tourist destinations in the tourism market, ensuring their movement and access to various attraction functions."<sup>3</sup>

According to the Russian scientist Aleksey Sergeevich Kuskov, "transport infrastructure forms the basis of the transport complex and is a real transport network used to transport goods and passengers, as well as an organizational structure that ensures the efficient use of vehicles and stationary devices."<sup>4</sup>

According to Ovcharov Anton Olegovich, transport infrastructure in some cases can be an independent subject of tourism activities, providing tourist and excursion services. Transportation is part of the basic services that make up the tourism product, and transport enterprises are considered specific tourism enterprises that make up the tourism industry.<sup>5</sup>

Biryakov Mikhail Borisovich in his book "Tourist Industry" said that transport is the essence or an important component of the tourism business, vehicles serve not only tourists and travelers, but also their luggage, but also entertainment, sports, museum collections, modeling.<sup>6</sup>

According to the Uzbek scientist M.K. Paradaeva, "Transport service is the activity of transport workers aimed at meeting the needs of the individual, labor collective, region, state and society in passenger and freight transportation through quality services".<sup>7</sup>

Khamidov Obidjon Khafizovich also noted that "... the provision of transport services to tourists can be described as a set of services designed to deliver tourists and their cargo from one place to another as quickly and conveniently as possible."<sup>8</sup>

#### **Research Methodology:**

In the course of this study, we analyzed the modern methods of transport services in developed countries in order to effectively organize the activities of transport services in the field of tourism and the integrated transport system in our country, to solve problems in this process. We have developed proposals for the development of their activities by methods of statistical and comparative analysis.

#### **Analysis and results:**

"Innovative competitiveness" means "the ability to gain a competitive advantage through innovative activities." That is, innovative competitiveness represents the use of the existing innovative potential of the tourism sector and the extent to which the innovative system is developed in this sector. In the field of tourism, creating new types of products and providing innovative services is the essence of innovative competitiveness.

Based on the fact that innovative competitiveness first of all depends on the successful passing of innovative processes, we will make an effort to create an innovative model of tourism competitiveness. The methodological basis of such a model is two: theory of competition and theory

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<sup>2</sup> Stephen J. Page. Transport and tourism. Global perspectives. 3rd edition, London: Pearson education Ltd. 2009. - 447 с.

<sup>3</sup> OECD Centre for Entrepreneurship, SMEs and Local Development, as part of the Tourism Committee's Programmer of Work for 2015-2016.-6.

<sup>4</sup> Кусков А.С., Джаладян Ю.А. Транспортное обеспечение в туризме: учебник/: - М. КноРус, 2008. - 368с.

<sup>5</sup> Овчаров А.О. Туристический комплекс России: тенденции, риски, перспективы. М.: ИНФРА-М, 2009. - 280с.

<sup>6</sup> Биржаков М.Б., Никифоров В.И. Индустрия туризма: перевозки/ Биржаков М.Б., Никифоров В.И. - СПб.: Издательский дом Герда, 2007. - 528с.

<sup>7</sup> Пардаев М.К., Исроилов Ё.Ж. "Автомобиль транспорти хизматини кўрсатувчи корхоналар тахлилининг айрим жиҳатлари", Тошкент "NOSHIRLIK YOG'DUSI" нашриёти, 2011 йил.].

<sup>8</sup> Хамидов О.Х. "Транспорт сервисини ташкил этиш" фани бўйича таълим технологияси. Тошкент – "ТДИУ" – 2006.

of innovation.

As a result of the integration of the theory of competition and the theory of innovation, the qualities of "innovation" appear as innovative activities of business entities as a means of increasing their competitive advantage. In particular, an innovative model of competitiveness is formed as the innovative competence of business entities or their ability to implement and commercialize innovations in practice increases. Then, the introduction of investments in their innovative activities will increase the level of innovativeness of the firms, as a result of which, on the one hand, the economic and financial status of entrepreneurship enterprises will improve and move to the state of competitiveness, and on the other hand, innovative development will be achieved on the scale of the industry, region and country.

The innovative concept of competitiveness, in our opinion, can consist of the following five components:

1) related to innovations and having the form of innovative entrepreneurship as an economic resource

component in the form of a resource;

2) its component in the form of goods in the form of innovative ideas, technologies and projects as innovative goods;

3) a functional component that has the form of an innovative firm as a factor that increases competitiveness based on innovations;

4) the commercial component related to the implementation and popularization of innovations;

5) an investment component that has an innovative quality as a source of income for business entities.

Thus, with the emergence of innovative entrepreneurship in the field of tourism and at the intersection of the theory of competition and the theory of innovation, a new "Innovative Model of Tourism Competitiveness" is formed.

The starting point of the innovative model of tourism competitiveness is the theory of competition in the interpretation of "the integral element of the market mechanism, which is inextricably linked with the function of entrepreneurship and the innovation process and is aimed at creating completely new market assumptions and even markets free from competition through the introduction of innovations."

Because competition forces manufacturers to introduce the most effective innovative ideas, technologies and projects. The second point of this model is the theory of innovation in tourism, interpreted as "the creation of new tourist products, services, technological processes, marketing methods and new methods of conducting tourism business as a result of the implementation of new ideas, technologies and projects." Innovations play a fundamental role in the process of forming the innovative concept of competitiveness, and tourism requires the development of innovative qualities from business entities. In return for such efforts, the weight of active business enterprises in the economy compared to conservative tourism firms is increasing day by day.

Also, the two opposite sides of the innovation model of competitiveness are recommended as three interconnected and interacting organizational-economic tools such as "Innovative activity in tourism" (tourism innovation), "Active tourism entrepreneurship" and "Competitive advantage in tourism". Because, as a result of the implementation of innovative activities in the field of tourism, the innovative qualities of the tourism business increase, and it, in turn, gains a competitive advantage due to the application of new ideas. The concept of "tourist innovation" in the model represents the ability to make fundamental changes in business tactics and strategy in tourism entrepreneurship. Because, at the intersection of innovation and competition theories, a new innovative competence of entrepreneurship is formed, which is the ability to effectively manage the period from the creation of new ideas and their implementation to the creation of new innovative tourist products and the provision of services.

In the innovative model of competitiveness, "Active tourism entrepreneurship" is

recommended as the second connecting organizational-economic tool. Development of entrepreneurial skills of personnel in the field of tourism ensures the development of active entrepreneurship in tourism. In the innovative model of competitiveness, "Competitive advantage in tourism" is recommended as the third connecting organizational-economic tool, which ensures the improvement of the competitiveness of economic entities through innovation.

As an integrated component of the model, the "Innovative competitiveness in tourism" multiplier, which is formed under the influence of its five elements described above, is recommended. It is reflected in the competitiveness achieved as a result of innovative activities in the field of tourism. This multiplier describes innovative ideas, technologies and projects capable of increasing the competitive advantage of tourism activities.

The implementation of the innovative model of competitiveness in the economy will help ensure the competitive advantage of economic entities in the field of tourism. Therefore, the component "Increasing the innovative competitiveness of tourism as an economic entity" is recommended as the final element in this model. "Increasing the innovative competitiveness of tourism as an economic entity" means increasing the competitiveness of economic tourism business entities located at different hierarchical levels through innovations.

Thus, innovative activity and competitive advantage are the main factors for increasing the competitiveness of tourism. Due to the many innovative efforts implemented in the field of tourism in Uzbekistan in 2021-2023, this field has the opportunity to move from the level of non-competitiveness to the level of competitiveness and from it to the level of innovative competitiveness. Innovative competitiveness of the tourism sector, if on the one hand, the level of innovative development and attractiveness of the tourism sector is increased, on the other hand, it serves as a measure of the comparative effectiveness of the sector.

With the development of the economy of our country, necessary conditions are being created for increasing the income of the population by raising the level of tourist services.

This fact is also confirmed by the fact that the main growth indicators of the demand for tourism in the world are formed in the rapidly growing economies of developing countries, first of all, Asian countries.

Under the influence of the crises that are still present in the global economy, Uzbekistan continues to develop its economy at a steady pace. In other words, the level of economic development and its indicators are reflected in the tourism industry. The development of this sector is related to the level of tourist services.

Tourist services are accommodation, catering, transportation, information and advertising services of the subjects of tourist activities, as well as various services aimed at satisfying the needs of tourists.

### **Discussion of research results**

The main part of the tourist services implemented in the Bukhara region corresponds to the contribution of the city (96%) and has increased by more than 30 times compared to the previous period. There are a number of facilities for the development of tourism in the region:

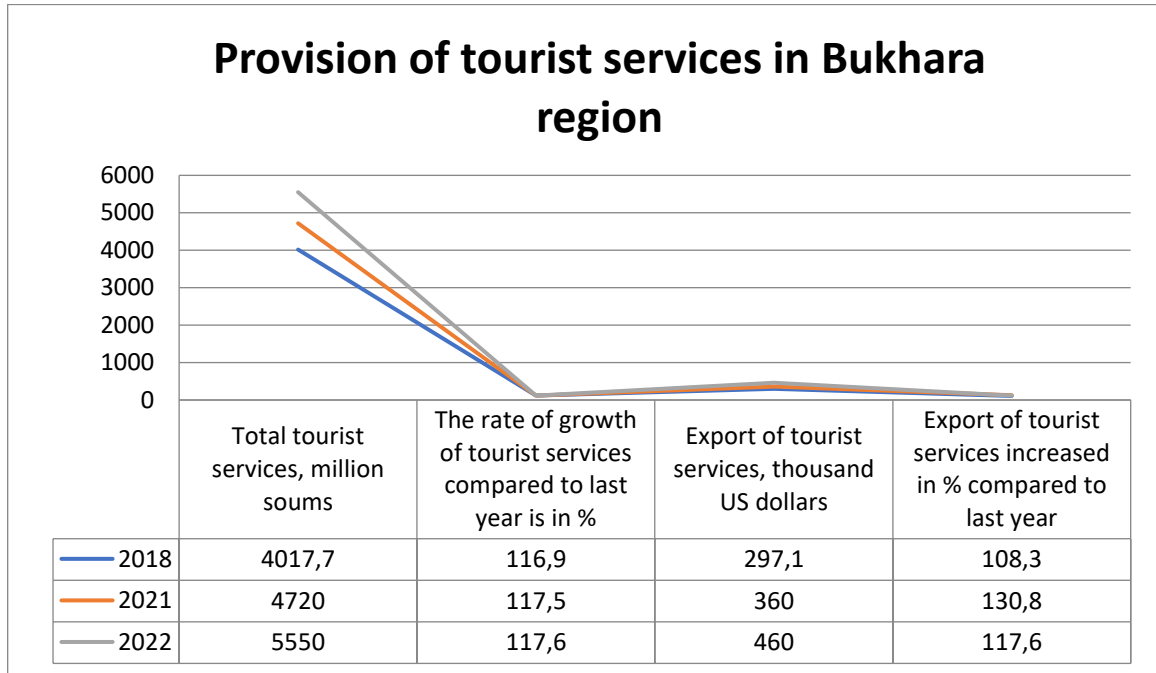
- 1) Availability of tourist infrastructures. International airport, about 20 hotels, several museums and theaters, parks and swimming pools;
- 2) the formation of a convenient transport system as a center in the Bukhara region;
- 3) existence of the main recreational and balneological tourist centers of the Bukhara region - Sitorai Moxi-Khosa and other private sanatoriums, "Etti pir" religious places of pilgrimage;
- 4) The cities of Bukhara region stand out among the big cities of Uzbekistan due to their antiquity and unique historical and archaeological monuments.

Based on these facilities, there are opportunities to increase the level and quality of tourist services in the region. Mainly, the region's religious-pilgrimage, treatment-healthcare, khanate and emir period can be multiplied by the number of monuments. "Currently, there are more than 250 monuments of cultural heritage in the region.

There are many ancient sites and historical monuments in the province - sites of people of



the Stone Age, images carved on rocks, cemeteries, villages of the Bronze Age, remains of medieval castles and cities, amazing architectural structures. This shows how rich the region is in historical and cultural recreation resources, and during the acceleration of their effective use, it will be possible to increase the possibilities of providing tourist services in the region several times.



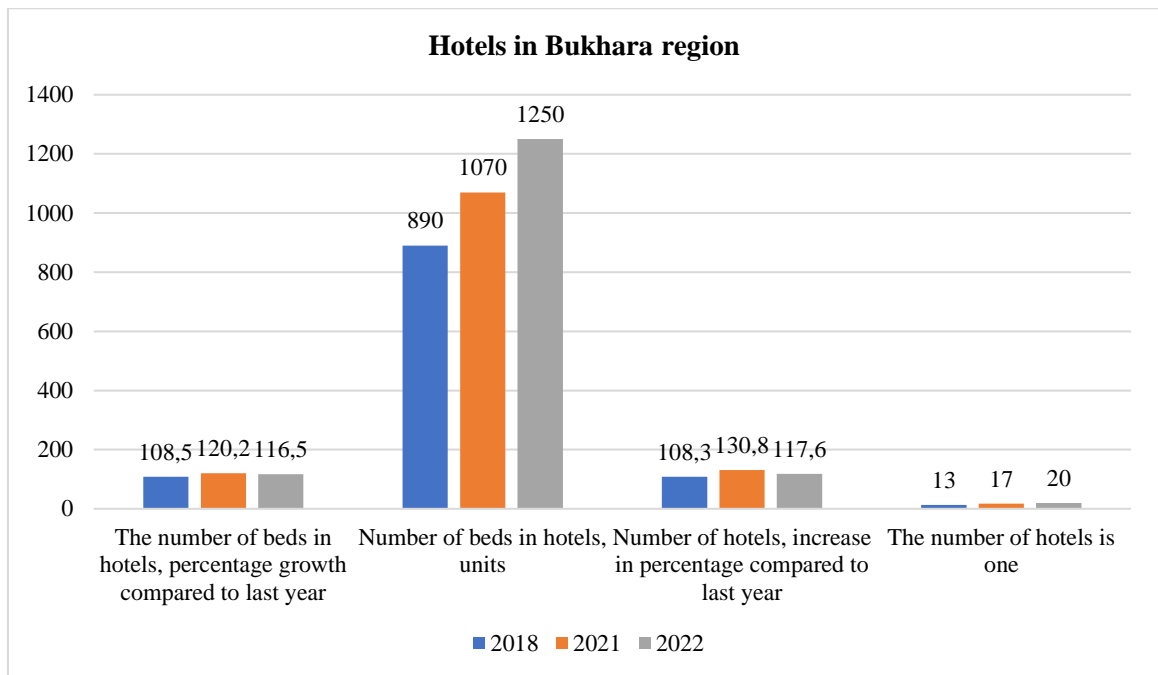
Picture 1. Provision of tourist services in Bukhara region<sup>9</sup>

From the data of chart 1, it can be seen that the total tourist services in the region amounted to 4 million 17.7 thousand soums in 2018, in 2021 it reached 4 million 720 thousand soums, and in 2022 it reached 5 million 550 thousand soums. Compared to previous years, the growth rate was 116.9 percent in 2018, 117.5 percent in 2021, and 117.6 percent in 2022. The export of services provided in the region amounted to 297.1 thousand US dollars in 2018, 360 thousand US dollars in 2021, and 460 thousand US dollars in 2022. It can be seen from the above information that the provision of tourist services in the region is expected to increase year by year. It can be said that a number of works were carried out on the basis of the decision of the governor of Bukhara region dated February 16, 2021 "On the development program of the tourism sector in Bukhara region in 2021-2023" No. 78.

Figure 2 shows information about hotels operating in Bukhara region. The number of hotels was expected to increase to 13 in 2018, 17 in 2021, and 20 in 2022. Compared to previous years, the growth rate was 108.3% in 2018, 130.8% in 2021, and 117.6% in 2022.

In 2018, the number of places in hotels operating in the region was 890 people. In 2021, the number of places is expected to reach 1070 people and 1250 people in 2022.

<sup>9</sup> Made by author



Picture 2. Hotels in Bukhara region.<sup>10</sup>

Accordingly, the number of visitors to the region is expected to increase dramatically in the coming years. Accordingly, it is required to raise the level of development of the service sector.

The measures taken for the development of tourist services at the level of Bukhara region have a clear goal, and there are all conditions for the full use of available opportunities to achieve it.

The decision No. 78 of the governor of Bukhara region dated February 16, 2021 "On the development program of the tourism sector in Namangan region in 2021-2023" reflected the tasks that need to be done in this sector.

It consists in developing tourist services, improving the quality of tourist services, organizing activities based on international standards. All these works will lead to the prosperity of the tourism industry in the region in the future.

#### **Conclusions and suggestions:**

The President of the Republic of Uzbekistan, Sh. Mirziyoyev, on the development of tourism: "We have now approved the issues related to the structure dealing with the development of tourism. These measures should be strengthened with specific measures to increase the contribution of tourism to the development of the economy of Uzbekistan, to promote our historical and cultural values, as well as to replenish foreign exchange reserves.

In the 28th and 35th goals of the development strategy of New Uzbekistan in 2022-2026, goals for the development of tourism are mentioned. In the 28th goal, "Increase the export of tourism, transport, information and communication, including software and other services by 1.7 times or reach 4.3 billion US dollars." And the 35th goal is to increase the number of domestic tourists from 12 million and the number of foreign tourists visiting the republic to 9 million within the framework of the "Travel Uzbekistan" program. Broad introduction of barrier-free tourism infrastructure in the main tourist cities of the country. By 2026, the number of people employed in tourism should be doubled to 520,000. Implementation of a special program for rapid development of tourism in Bukhara region. tasks are defined.

Competition is one of the important features of the tourism industry. Today, ensuring the competitiveness of the tourism economy has become the main issue. The great economist M. Porter says that the development of a high-level competitive strategy involves finding a clear picture of how enterprises will compete, as well as its goals and the means and actions needed to achieve these

<sup>10</sup> Made by author.