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**OBJECTIVE NECESSITY AND IMPORTANCE OF THE DEVELOPMENT OF
TERRITORIAL TOURISM IN THE CONDITIONS OF THE FORMATION OF
THE DIGITAL ECONOMY**

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Annotation

This article provides information on the introduction of new types of services to recreational areas in the context of the formation of the digital economy, development of Rakhm services, increasing economic efficiency, further development of tourism services in the sustainable development of the economy, attracting direct investment in the development of tourism services to the regions, creating new jobs as well, Feedback and feedback on the development of services "HR", the scientific and methodological approach to the regulation of the tourism services market are presented.

Keywords: digital economy, recreational areas, tourist resource, objective necessity, digital services, economic efficiency, currency exchange, direct investment.

Introduction

Today, all sectors of the economy, along with tourism services, are switching to ham rahamli technologies. Several important tasks, such as increasing the export volume of tourism services, constant contact with consumers, the development of the tourism services market, are carried out precisely through digital technologies.

One of the priority areas in the current period is the identification of problems that are the main obstacle to the development of the world tourism services market and the conduct of their research aimed at the search for effective solutions. In this process, territorial tourism is considered as an important factor in the socio-economic development of the region, and special attention is paid to the development of an effective model for the development of tourism in the national economy. In this case, the attraction of direct investments in territorial tourism, the introduction of new modern technologies, the digitalization of tourism services are included in important issues.

Today, as a result of reforms aimed at modernization of economic sectors and innovative development in our republic, the tourism sector has also reached a new level. Important decrees and resolutions were adopted by our government on the issue of promoting tourism activities. In particular, on February 18, 2022, the decree of the president of the Republic of Uzbekistan No. 75 "on organizational measures to improve public administration in the fields of tourism, cultural heritage and sports" was adopted, on February 18, 2022, the decree of the president of the Republic of Uzbekistan No. 135 "on the organization of activities of the Ministry of



Tourism and cultural heritage, On April 04, 2022, we can see PQ-232 decisions of the president of the Republic of Uzbekistan on additional measures to diversify domestic tourism services.

Analysis of Literature on the Topic

On increasing the economic efficiency of the development of territorial tourism, Mike Stavenga, one of the world's leading scientists, R.M.Balmastar, M.B.Birzhakov, V.I.Nikiforov, and many other scientists have thoroughly touched upon in their scientific research. In Particular S.G.Surkov and V.I.In Krivoruchko's work "Mejdunarodny tourism v Rossii: problemi razvitiya I upravleniya", they conducted research on the main directions of development of the international tourism market in Russia and integration processes, activities of subjects of the tourism industry, mechanisms for regulating international tourism, goals, objectives and priorities of International Tourism Policy [1]

Also the leading scientists of our country M.T.In his doctoral dissertation "features and trends in the development of the regional tourism market", Alimova said that she gives scientific feedback on the Coordination of supply and demand in the tourism market, increasing the competitiveness of tourist products through a marketing concept, improving the organizational and economic mechanisms of the development of the tourism industry, and the formation of a regional tourist, particular attention is paid to the influence of globalization processes on tourist activity, the features of the development of tourism destination.

Also I.S.Tukhliev, R.Hayitboev, B. Sh. Safarov, G.R.Tursunova's research is aimed at the development of the tourism industry and industry in our country, the expansion of tourist-recreational services, in which comprehensive attention is paid to the issues of the formation of recreational services in tourism [3] these studies cover the issues of state regulation of the tourism industry and the development of its infrastructure.

M.T. Alieva practice shows that most of the small hotels are independent hotels, that is, in the free possession of the owner who receives income from such property. He insisted on the idea that the presence of contractual obligations with other companies in matters of management or the use of someone else's service mark does not cause a change in the status of the enterprise as an independent enterprise in relation to other subjects of market relations [4].

A. Amanbaev, D.I. Abidova, N.A. Jurayevas create a structure of Tourism Recreation, which can be used not only by tourists, but also for local residents, expressed the opinion that the emergence of new tourist centers leads to the emergence of Service shopping centers, the construction of roads, the emergence of leisure enterprises, and it has a positive effect on the infrastructure surrounding it, the consumer market and other entrepreneurial

Methods

In the research work, the processes of transformation of the economy of the Republic and various negative economic changes taking place in the world, the comprehensive development of the tourism sector, the effective use of digital technologies in the development of tourism services were studied, based on the opinions of economists and experts in this direction, analysis and analysis of analysis, systematic approach, , through such methods as statistics and economic analysis, a method of determining the growing directions of development of the



tourism industry is proposed. Also, specific recommendations have been developed on the factors of the effective organization of the activities of tourist facilities in the regions, the rational development of tourist infrastructures and the training of quality personnel and the level of support for the development of the tourism industry.

Results and Discussion

Under the chairmanship of the president of our country Shavkat Mirziyoyev

On April 26, 2022, a video projector meeting was held on measures to expand the scope of tourism services and develop its infrastructure. At the meeting, the head of our country said that "the tourism industry is starting to recover due to the fact that the restrictions imposed during the pandemic in the world are decreasing one after another. In the first quarter of this year, 610 thousand tourists from abroad arrived in our country, or more than 2 times more than in the same period last year. More tourists are expected to arrive in the coming months" [6]

The main attention in the development of programs from the new stage of reforms was paid to such issues as ensuring the implementation of tasks and projects given in the visits of the president of our country to the regions, their comprehensive socio-economic development through the effective use of the natural and economic potential of districts and cities, attracting private investment, developing the

One of the priorities in the formation of an innovative economy and the comprehensive increase in the position and role of the service sector in social, economic life in order to achieve this goal is territorial tourism.

The problems associated with increasing economic efficiency in the development of territorial tourism, the issues of researching theoretical, methodological aspects of assessing the current, intermediate and final indicators on the socio-economic efficiency of Tourism determine the relevance of an insufficiently studied study. Increased attention to Islamists and tourism in the socio-economic development of the regions leads to an expansion of research in this area.

Today, tourism is widely developed, an area where people do not have the opportunity to travel in their free time for impressions and leisure, health recovery, hospitality, knowledge or professional practical purposes, and work encouraged by money wherever they go, within a country or their country other than their permanent residence. In this regard, comprehensive reforms are carried out in all regions of the country, and this area is being developed based on the natural-ecological, economic-social and historical-geographical aspects of each territory. However, it cannot yet be considered sufficient to further increase the tourist potential of our country, especially to attract tourists even to the most remote areas of our country. First of all, it is important to develop territorial tourism in our country, and it is necessary to visit the most remote regions and study, promote the existing tourist opportunities on these lands, develop measures to eliminate problems in this area.

Socio-economic reforms carried out in our country today are also important in the development of the tourism sector. Within the framework of the development strategy for the seven priorities of the New Uzbekistan development strategy for 2022-2026, developed at the initiative of the head of state, comprehensive reforms aimed at the interests of the people are being implemented in the "year of honor of human dignity and active neighborhood". 5 important



initiatives aimed at Broad involvement of young people in culture, art, physical education and sports, the formation of their skills in the use of Information Technologies, the promotion of reading, increasing women's employment are being effectively implemented. The organization of spiritual and educational propaganda events "new Uzbekistan-new worldview" in November of this year in all regions of the country in order to convey the essence and significance of these reforms to our people, to conduct propaganda events on neighborhoods, to raise the mood of the population will further increase the tourist potential of our country.

According to the concept of the development of the tourism sector in the Republic of Uzbekistan for the period up to 2025[7], the main goal of state policy in the field of tourism is to increase its economic efficiency in the sustainable development of the tourism services market on the basis of the development of territorial tourism.

Tourism is considered as an institution that unites the sellers of the service market (providing products) and the buyer of tourist services (providing demand). [8] unlike the başka commodity markets, the tourism service market does not observe the movement of goods from seller to buyer, but buyers, that is, tourists, act according to the destination to obtain the prepared services, the tourism. Tourism is characterized by the presence of subjects of the service market, that is, individuals and legal entities that produce and consume tourist products.

It should be noted separately that the economic essence of the tourism service market is largely based on the influence of the multiplicative effect, which is extensive in tourism. Irena Endjeichik, one of the tourism theorists, noted that "...as a result of the influence of the multiplicative effect, one working place created in tourism creates seven new working positions in other industries and industries connected through a system of cooperation with tourism" [9]

The positive influence of the tourism industry on the national economy is visible in the country only when it develops comprehensively, that is, the effectiveness of the tourism industry is achieved as a result of its development in parallel and in interaction with other socio-economic networks in the country. The tourism industry will increase the knowledge of the local population and foreign countries or regions, historical architectural objects there, traditions, traditions, rituals of the local population, create conditions for rest and treatment, as well as directly bring the flow of currencies to the economy of the country or region, improve the living conditions of the local population and promote their employment.

The tourism services market is the result of the socio-economic development of the country, and it is understood that the main role of the tourism industry in the national economy and its development is associated with the development of the entire economy. For the formation of the tourist services market in the national economy, it is necessary to implement a number of conditions. These conditions are as follows: natural-geographical, cultural-historical, organizational-economic and socio-economic (Figure 1)

For tourists, the following natural and tourist resources are becoming more attractive today (for example, The Tashkent region or the Fergana Valley, etc.). In the case of severe climatic conditions or a geographically distant location, it is impossible to provide a stable tourist flow all year round, even despite the abundance of attractions.



Cultural and historical conditions affect the development of tourism in two directions. First of all, it serves to provide Destinasia with a stream of tourists with natural preservation of historical monuments (Samarkand, Bukhara and Khiva) and objects.

Secondly, an increase in the literacy rate of the population in the regions increases the desire of the population to promote cultural values, accumulate new knowledge and enter into interaction with other peoples. The next group of conditions is the organizational and economic conditions. The main place here is the role of the state.

The state will form a legislative framework for the tourism industry and hotel management. It is the favorable tax-credit and innovation-investment environment by the state through administrative and economic management methods.

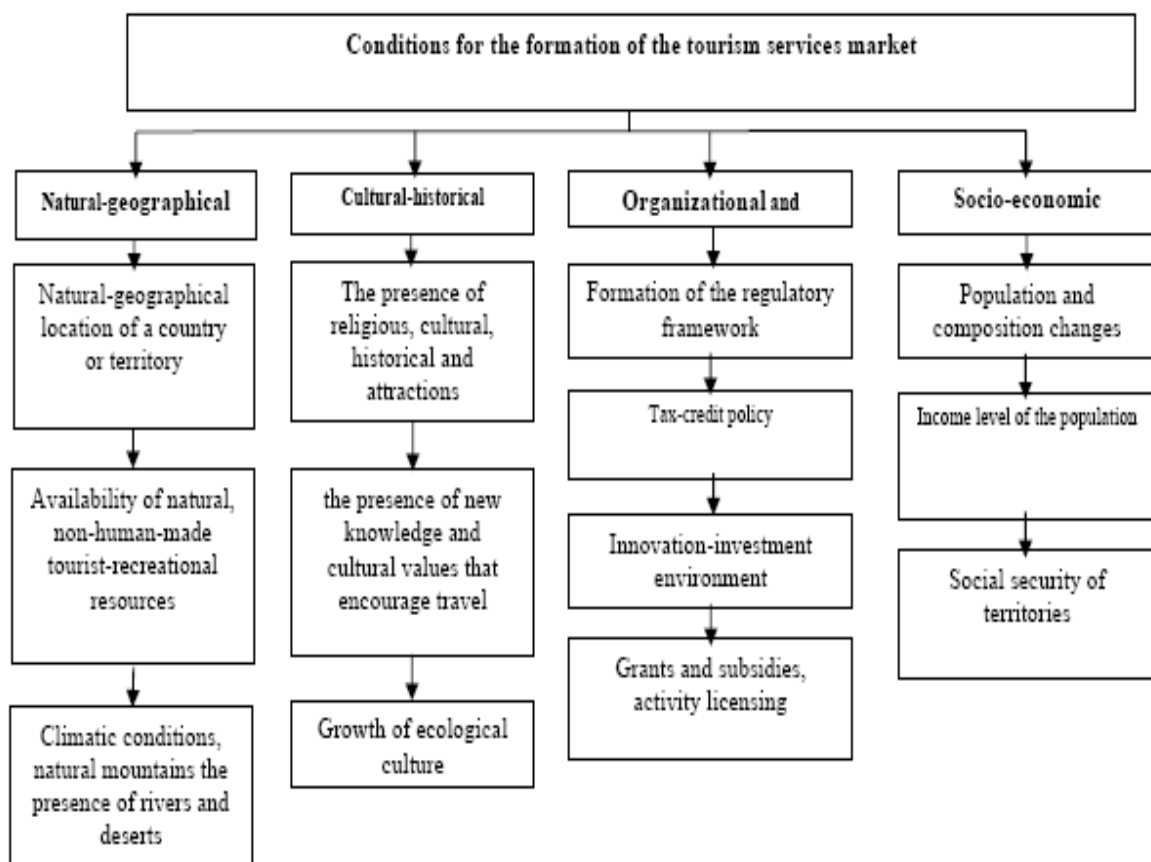


Figure 1. Conditions for the formation of the tourism services market in the development of regional tourism [10]

Methods of administrative regulation provide for the regulation (regulatory framework, licensing of activities, antitrust regulation) of the activities of enterprises of the tourism and hospitality industry. On the basis of methods of economic regulation, the activities of enterprises of the industry and all interested parties are carried out by stimulating activities in the tourist market (tax and tax incentives, preferential loans, DotAsia and subsidies, project financing, government orders).

In addition, public safety of enterprises of the industry is also ensured by the state. Social Security in the country or in its territories also stimulates the development of territorial tourism.



Political instability and low social unrest in the country lead to a decrease in the flow of tourists, despite the fact that there are attractions of World importance in the country and its territories. Mutually beneficial organizational and economic conditions in the country and its territories ensure the development of competition and the diversification of the proposed tourist services. Tourism performs specific social functions in society. They are aimed at restoring and developing the ability of the population to work, the effective use of free time, ensuring employment and increasing incomes of the population, the development of recreational infrastructures, the restoration of health, etc.

One of the conditions necessary for the formation of the tourism services market is socio-economic conditions. The number and national composition of the population, the level of income determine the size of the tourist market. Urbanization, lengthening of working time, transformation of lifestyle into modern urban style have formed a new consumer society and give impetus to the formation of demand for various impressions, knowledge and additional services. As a result, Engel's law, one of the Economic Laws of the tourist services market, becomes typical, according to which, with an increase in the level of income, the population's consumption of first-class consumer goods decreases and leads to spiritual development, as well as an increase in the extioj to Hashem (including tourism) [12].

Today, turistk has a great need for financial resources in matters of enterprise development. Tourist enterprises attract loans at high interest rates from credit institutions and commercial banks and direct them to improve the material and technical base or finance various activities. In this regard, it is advisable to introduce a system of preferential lending to tourist enterprises that have positive efficiency indicators in terms of regulatory and real indicators, are able to introduce an effective management system and achieve profit growth through quality tourist services provided to tourists.

Regulatory mechanisms through taxes provide tourist enterprises with various benefits at the level of local taxes in the implementation of tourist activities and the implementation of an effective management system. The tax code of the Republic of Uzbekistan contains clauses aimed at providing benefits for certain types of taxes and targeted orientation of the funds received (for example, purchase at an interest rate of "0" on the condition of investing).

In our opinion, in the context of the high cost of a long-term bank loan and the difficulty of obtaining a preferential loan for tourist enterprises, it is advisable to introduce a mechanism for restoring preferential taxes on investment leasing activities. For this purpose, the income received due to the use of the leasing method can be exempted from income tax for the first two years, and organizations operating according to leasing charters-from VAT payments.

The influence of customs control consists in stimulating the development of such types of tourism as entrepreneurship, autotourism by reducing the amount of customs duties on goods imported, withdrawn by tourists. Today, customs duties in Uzbekistan constitute a total of 14 types of payments, including customs duties, VAT, excise duties, which are levied on persons, goods, vehicles and other subjects passing through the customs border in accordance with the established procedure.

In order to stimulate territorial tourism, the governments of many countries are creating duty free duty-free shopping shops in aeroiorts, reducing the amount of duty charges charged to



tourists when entering in private motor transport, reducing VAT on tourist goods purchased in the country at customs. The purpose of tariff management is to change tariffs on natural products, namely gas, electricity, aviation, rail transport, and this, in turn, stimulates the activities of tourist korhoias in the Republic, as a result of which this is also positively reflected in the cost of services provided to tourists.

As a result of the studies, it was found that economic and social factors directly influence the development and launch of the national tourism services market. It is these factors that help to satisfy the demand and interest of a foreign tourist in a national tourist product. The fact is that tourists come not only to satisfy the country's interest in economic reforms, but also visit it with the aim of seeing its existing natural, historical objects and studying its culture, values, lifestyle.

So, it turned out that the essence of the regional tourism services market depends on its tasks, that is, on the attractiveness of the National Tourist Product. As long as the concept of "national tourist product" consists of a set of cases consisting of the activities of tourist enterprises that create destination tourist products intended to attract tourists and realize it; existing natural, climatic, cultural and historical-architectural resources that are involved and used in tourism activities; tourist and related infrastructure; as long as other countries consist of a set of In other words, the national tourist product it is understood as the type of activity of the state in terms of serving tourists and shaping personal prestige. Having a positive reputation is extremely important not only for a tourist enterprise, but also for the region that provides additional funded services. In reality, the decision to visit this state will directly depend on the extent to which the tourist is attractive to him in terms of satisfying his cultural, domestic, financial, dating and other requirements in the tassavur.

Economic problems analyze this inter-sectoral complex in the amount of interaction of its components (including industry, that is, the direction of production along with its mass and environmental aspects). The science of modern economics considers tourism as a complex socio-economic system, the tourism industry, the so-called multidisciplinary production complex, is only a component of it.

The tourism industry can give impetus to the beginning of a qualitatively new period for the development of many of Uzbekistan's regions, especially those with recreational opportunities, from all sides. This is important for Samarkand, Bukhara, Horazm, Kashkadarya, Surkhandarya regions and the entire Fergana Valley, which are the southern regions of Uzbekistan. At the expense of the tourism sector, these regions will be able not only to accelerate their development, but also to solve accumulated socio-economic issues. The ownership of tourist activity of a complex nature necessitates the consideration of the intersectoral, intra-sectoral and Inter-farm state of tourism in a broad sense.

When determining the essence and composition of the tourism service market, it will be appropriate to reveal the specifics of tourist services. Signs of tourist services such as the absence of traditional material material in appearance, direct imperceptibility, the participation of the consumer in the direct service process, the indispensability of production and consumption operations, fully represent these types of services. The search for new opportunities for research on the characteristics of tourist services will be associated with the



establishment of the scale of their benefit to society and the application of the concept of its external influence.

Some researchers in the field of Tourism believe that the boundaries of space will exist only in the national and world tourist markets: in this case, the markets in each individual area are envisaged in the first case, while in the second case they cover the territories of all states. However, according to UNWTO, when considering individual tourist markets in practice, not always direct states are considered. the concept of " national tourism services market " is a market that provides services to the territory of each individual country, and due to the fact that the tourism industry as a characteristic of the socio-economic development of the country is a component of the national economy, its development is determined by the fact that it directly depends on the level of development

Today, as the main financial mechanism for the development of territorial tourism, our government has been asked to "travel around Uzbekistan!in the implementation of the program " [14], it is established that the costs associated with payments to citizens of our country for tourist types will be borne from the following sources:

For students of educational organizations-at their own expense and at the expense of the Youth Union of Uzbekistan [15];

for employees of the organization and enterprise - at the expense of their own funds, funds from the employer and other funds in accordance with collective agreements;

for children who have lost their breadwinner, children from families in the red book, Persons with disabilities, coverage of at least 20% of their total number is provided-at the expense of charitable funds, as well as funds provided for annually in the indicators of the state budget of the Republic of Uzbekistan;

for pensioners and veterans of war and labor-at their own expense, at the expense of the Nurani foundation to support the social activities of Veterans of Uzbekistan and at the expense of charitable funds;

For enterprising women - at the expense of their own funds, funds of the women's committee of Uzbekistan, funds of the charitable public fund "Mahalla" and charitable funds;

For enterprising women - at the expense of their own funds, funds of the women's committee of Uzbekistan, funds of the charitable public fund "Mahalla" and charitable funds;

for neighborhood activists and young families - at their own expense, the "neighborhood" will be covered on the basis of equality at the expense of the charitable public fund [16].

The task of the state in the development of territorial tourism is to shift National Tourism in domestic and chalcero markets. Private business does not have the opportunity to carry out non-profit advertising of the whole country, therefore they are content with moving their product, while the formation of the tourist image of Uzbekistan in the international market is desirable to be carried out by the state (Ministry of Foreign Affairs), which is also confirmed by world experience.

One of the most important tools for the development of territorial tourism is an anti-monopoly policy based on the creation of a competitive environment, the fight against monopoly and no healthy competition.



Antitrust policy of the state in the field of tourism, effectively acting as a form of state regulation [17]

Attracting foreign investment in increasing the economic efficiency of the development of territorial tourism, improving the quality of services provided and adapting to international standards, infuro is an effective means of solving social problems in terms of improving the health of the population. At the same time, it is important to take into account that the main directions of state policy should be the stability and competitiveness of the tourist complex. Support for the development of territorial tourism is carried out at the international, national and territorial levels, which include a system of factors that effectively shape the tourism market and expand the possibilities of optimal use of resources (Figure 3)

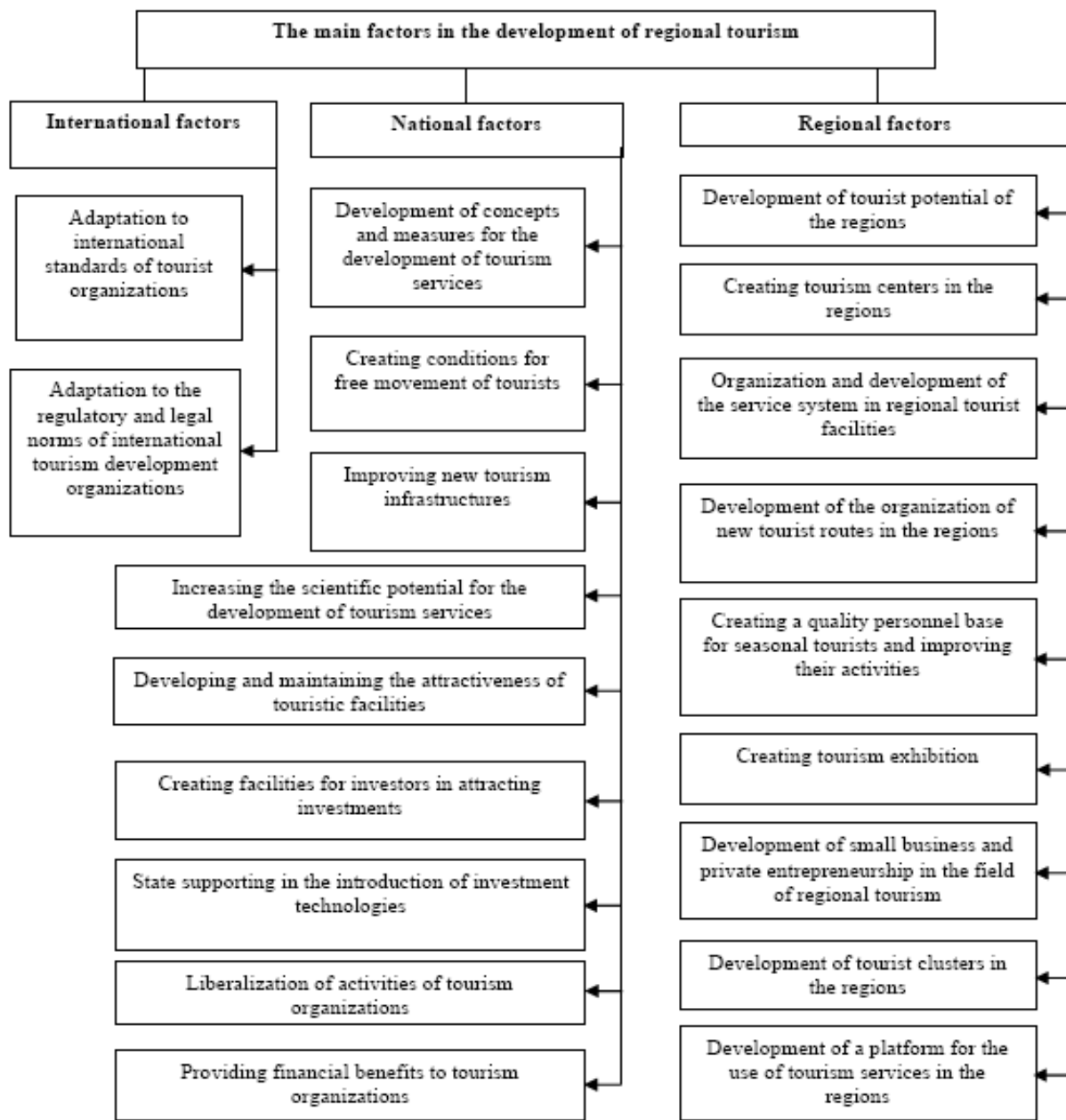


Figure 2. Factors in tourism industry development support levels [18]



At the same time, it is desirable that the main directions of state policy in the field of Tourism Development are as follows:

- state regulation and coordination of the activities of the entire network of tourist organizations, regardless of the form of ownership;
- implementation of measures to preserve and increase the working-age population, War Invalids, other categories of needy groups of the population, sanatoriums intended for the health of children;
- implementation of a strict system of accounting and control of the country's natural medicinal resources on the basis of state and territorial registers of resort and recreational resources.

The objective necessity of the development of territorial tourism, like the economic system, is that the interaction between the tourism market and its subjects is coordinated through the regulatory levers of the market economy. But no matter how improved and perfect the tourism market is, its regulatory economic mechanism cannot fully cover such effective development levers as training qualified personnel for the tourism network, modernization of the transport system, ensuring the safety of tourists, preservation and protection of historical and cultural heritage, environmental protection.

Conclusion

In conclusion, the changes in the economic and political sphere of recent years in Uzbekistan necessitate a structural change in the economic activity of economic sectors, as well as the management system in them. The policy of influence by the state on the holistic development of the tourism sector in the regions is important in the regions. The granting of the strategic status of tourism has led to the expansion of research in the field of Islamists and increased attention to tourism in the socio-economic development of the regions. According to the concern for the development of the tourism sector in the Republic of Uzbekistan for the period up to 2025, the main goal of state policy in the field of tourism was to ensure the achievement of sustainable development of the tourism services market on the basis of sustainable development of territorial tourism.

Support for the development of digital tourism in Uzbekistan for scientific research, practical research, creation of textbooks, manuals and instructions will serve to further improve this area. Facebook Instagram, WhatsApp, Telegram opportunities, e-mail marketing, mobile marketing (QR code, mobile application), internet advertising innovation methods such as digital knowledge and advanced information technology in order to increase the competitiveness of the tourism companies in our country, such as digital marketing, electronic business opportunities, GoogleAnalytics, Yandex, metric, social media, Facebook, Instagram, WhatsApp, Telegram opportunities, e-mail marketing, mobile marketing (QR code, mobile application), internet advertising innovation methods.

In our opinion, the following can be cited as an objective necessity and importance of increasing economic efficiency in the development of territorial tourism:

- provide a comprehensive increase in the position and role of the service sector in social, economic life in the conditions of the formation of an innovative economy;



- In the development of territorial tourism in Uzbekistan, this type of Service is considered as an important issue to attract the flow of tourists in the circle;
- At the present stage of development of the tourism market in Uzbekistan, the main task of State tash-kilots is to direct domestic tourists along with foreign tourists to the domestic market;
- Development of territorial tourist resources, effective benefit from tourist-recreational potential;
- To provide a legal framework and socio-economic environment that allows the effective functioning of the market system in order to promote free competition in the industry;
- Protection of competition in the tourist services market.

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