

ANALYSIS OF TOURISM PRODUCTS AND SERVICES IN THE MARKET OF TOURISM SERVICES

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Abstract: *The tourism market represents business activities in a field that includes tourism products and services. This market includes products and services that are demanded and consumed by tourists. Tourism products are products aimed at private students for many different types of tourism. Examples include business facilities such as hotels, restaurants, transportation services (airlines, bus companies), tour agencies, etc. These products are purchased by tourists during the trip or if required before the trip.*

“During the past five years, the President of Uzbekistan has created favorable economic conditions for the development of the national tourism sector” said Zurab Pololikashvili. Unprecedented measures for radical reform of the tourism sector were implemented in the republic. Also, Uzbekistan is one of the few countries that continues to invest in the tourism industry during the pandemic.

Key words: *tourist market, tourist object, tourism services, tourist product, seller, consumer, tourist companies, air transport, market capacity.*

Introduction: Before analyzing the tourist market of Uzbekistan, we will define the concept of "tourist market" and understand its essence. The tourist market can be described as follows:

- sum of tourist product consumers and sellers;
- an instrument that aligns the interests of sellers and consumers of tourist products;
- field of tourist product sales;
- the field of economic relations between consumers and sellers of tourist products.

To explain more precisely, the tourist market is a place or area where economic relations between sellers and buyers of tourist products occur. If we dwell on the nature of economic relations between the sellers and buyers of tourist products in the tourist market, each seller and buyer of the tourist product has an interest, and the sale of the product is carried out only when these interests overlap. Therefore, the tourist market is an instrument of mutual adjustment of the interests of producers and sellers of tourist products. For a tourist subject (tour agent), the tourist market is the set of consumers who are interested in purchasing the product of this subject. The essence of the tourist market is reflected in its functions:

1-function. In the course of this function, the tourist product is exchanged for money. In this case, the consumption value of the tourist product is socially

recognized. As a result, he gets the necessary funds for the development of tourist products.

2- function. The task of this function is implemented by creating networks of travel agencies and tour operators. As a result, it gives people the opportunity to restore their lost labor force in the tourist market. Also, the income received by the tourist organization as a result of its activity is spent on reproducing the tourist product.

The tourist market has its capacity and its subjects. The capacity of the tourist market is its ability to accommodate the amount of tourist products. It will depend on the number of residents with the ability to pay and the size of the tourist offer. The capacity of the tourist market is considered without the participation of the market element "price". Because the demand for tourist products at different price levels is different.

Tourist market subjects- are legal and physical persons who are producers and consumers of tourist products.

Consumers of tourist products- are citizens who want to go on a tourist trip, that is, tourists.

Producers of tourist products- are tourism companies that satisfy the needs of tourists and make a profit.

They are called "subjects of tourist activity" in the national legislation of Uzbekistan and are defined as follows: *subjects of tourist activity* - enterprises, institutions registered according to the established procedure and having a license to carry out activities related to the provision of tourist services , are organizations.

A tourist object- is a place or enterprise with resources that attract tourists in some way. Tourist attractions are created without the direct participation of people (natural-climate, landscapes, water world, flora and fauna) and with their participation (artificial-various buildings and structures, places where historical events took place, enterprises, souvenirs, culture). they eat People's cultural identities and levels of hospitality have also become an important part of tourist attractions.

Tourist objects can be divided into micro-destination and macro-destination: *a micro-destination* is a place (enterprise) that has some tourist resource or a set of complementary resources. *A macro-address* consists of several micro-addresses. All the micro-addresses included in one macro-address should complement or repeat each other, or at least have some common content. Otherwise, if there are two types of micro-addresses inside a macro-address that are not related to each other at all, it is possible to divide this macro-address

into two separate macro-addresses. It should be noted here that the address considered as a macro-address from one point of view can become a micro-address from another point of view. For example, Samarkand region, being part of the macro-location called "Republic of Uzbekistan", will have a macro-level compared to the micro-location known as "Registon Complex". In turn, he had a micro-address known as "Samarkand Region". The Republic of Uzbekistan will have a micro level for Central Asia or Asian regions. Asia itself is a component of the global macro-address.

Literature analysis.T.V. regarding the problems of development of the tourism sector in the countries of the Commonwealth of Independent States. Cherevichko, N.M. Malov, N.A. Popova, V.Z. Makarov, O.V. Grishanina, L.L. Kalinina, T.I. Chernyayeva, D.A. Kharitonov, V.I. Scientists such as Azar, M.B.Birzhakov, Ya.Gezgali, G.A.Karpova, V.A.Kvartalnov, I.V.Zorin, D.V.Zaloznaya, A.A.Badin, K.G.Yakovleva, I.O.Serdobolskaya conducted scientific research. In these works of CIS scientists, issues of improvement of regulatory legal documents, improvement of service efficiency and development were researched.

Among the economists of our country, S.S. Ghulamov, K.Kh. Abdurakhmanov, A.M. Abduvahidov, N.T. Tukhliyev, T. Abdullayeva, I.S. Tukhliyev, I. Ivatov, M.Q. Pardayev, R. Atabayev, F. Gudratov, F.K. Kamilova, B.Kh. Turayev, A.F. Saidov, T.T. Tashmurotov, Ye.V. Golisheva O.Kh. Khamidov, A.N. Norchayev, Sh.R. Faiziyeva, A.A. Eshtayev, D.K. Usmanova, B.Sh. Safarov, M.T. Alimova, D.Z. Norkulova A.T. Alimov, M.T. Aliyeva, S.S. Roziyev, U. Matyakubov, Z.I. Usmanova, S.Sh. In the scientific works of scientists like Khalilov, special attention is paid to the issues of management, management system and efficiency in the field of tourism, problems of sustainable development of the tourism industry in Uzbekistan and the hospitality industry, theory and practice of management, the potential of regions and their development.

Research methodology. Systematic analysis, logical and comparative analysis, analysis and synthesis, comparative comparison, cause and effect, time and space, traditional methods of economic analysis, mathematical and statistical, and statistical grouping were widely used in the research process.

Analysis and results. The increase in demand for various services can be explained by the influence of a number of factors. As a result of the increase in prosperity, consumers will be able to perform routine tasks such as cleaning, cleaning, cooking, etc. The desire to ease their work led to the development of convenient services industry.

Rising incomes and the advent of additional free time have increased the

demand for a number of services, such as recreation and sports.

As for market services, the improvement of markets and technologies will increase companies' needs for market research, marketing development and technical consulting. In addition, the need to reduce fixed costs forces the company to purchase a ready-made service rather than incur additional costs related to the independent performance of special services. Companies buy services because it avoids additional capital investment in their production, thus maintaining flexibility.

Finally, many companies try to concentrate their activities in highly specialized areas. They abandon ancillary activities, in particular, storage and transportation, thus encouraging the expansion of the service sector. All this, in turn, leads to the growth of the service sector. The increase in the role and influence of the service sector in the economy demanded the need to carry out research in order to determine the level of classification of services and regulation of the service sector.

The development of tourism worldwide and at the level of a particular country is determined by a number of factors. It is known that a factor is a reason that sets a process in motion and reveals its characteristic or one of its characteristics.

The factors of tourism development mean the conditions of tourism development, which are objectively influencing and resulting from different laws. Various classifications of tourism development factors are presented in scientific literature.

Usually, tourism development factors are divided into immovable and dynamic types. Immovable factors include the sum of natural-geographic and historical-cultural factors. They will be immutable and permanent. Man can adapt them to tourist needs only by making them easier to reach. Dynamic factors are included in the second, larger group. They have a value that changes over time and space. Among them are socio-economic, material-technical, political, cultural and other factors.

According to the description of the impact on the development of tourism, all factors are divided into three groups: extensive (quantitative), intensive (qualitative) and limiting (negative) development factors. The extensive factors of tourist activity include:

- increase in the number of tourist companies and employees working in them;
- increase in the amount of material resources, accommodation, means of transportation, catering enterprises attracted to tourism without strong

improvement of tourist service technologies. Intensive factors of tourism development include the following factors of qualitative renewal:

- employee qualification improvement;
- to improve the achievements of scientific and technical

development, to increase the quality of service, to make effective use of tourist resources, to implement the use of information and technical tools in tourism.

Negative factors limiting the development of tourism include:

- political and financial instability,
- criminogenic situation,
- natural disasters.

Socio-economic and cultural factors serve as the main reason for the development of tourism in today's society. These factors may include:

Social: Tourism increases people-to-people connection and cooperation. Tourists, coming from different nationalities, provide an opportunity to meet other people and make connections with them. This will increase the worldview and serve not only the health of people, but also the general goals of the community.

Economic: Tourism is economically important to a country. Tourists come with a flow of money for travel, as well as eating in restaurants, staying in hotels and buying souvenirs. This is sure to fill the country's currency coffers and develop local business.

Cultural: The development of tourism is related to the manifestation of cultural values of the country. Tourists come to see historical places, cultural centers and natural scenery. This helps to develop the country's historical and cultural tourism potential and preserve our nationality.

Positive experiences: When tourists come to a country, they can introduce themselves to new places and people and have new experiences. This will help them to successfully carry out personal changes, and will also serve to improve their worldview.

Job creation: The tourism sector creates job opportunities. The presence of hotels, restaurants and tourist facilities increases the demand for labor, which leads to a decrease in the unemployment rate.

Tourism is also related to ecology. It is necessary to develop tourist areas in terms of protection of natural landscapes and preservation of the environment¹.

Inbound tourism consumption (in million soums)

¹ M.Z. Nurfayziyeva "Tourism Marketing" Tashkent-"Economy"-2019

Products	2019	2020	2021
A. Consumer products	10 640 512,5	2 248 189,8	4 204 171,4
A₁. Typical tourist products	7 739 059,8	1 643 450,8	3 508 630,3
1. Visitor accommodation services	2 779 738,1	574 664,7	1 506 934,5
2. Catering services	289 362,2	57 748,8	114 232,8
3. Railway passenger transport services	85 432,4	16 476,4	26 755,3
4. Land passenger transport services	1 387 576,2	281 832,8	516 643,9
5. Air passenger transport services	2 577 325,7	581 373,9	1 099 140,8
6. Car rental services	188 019,4	40 222,7	76 578,5
7. Travel agency services and other reservation services	389 509,2	81 326,0	149 751,1
8. Services in the field of culture	12 456,2	2 964,7	5 749,6
9. Sports and recreation services	29 640,3	6 840,9	12 843,8
A₂. Other consumer products	2 901 452,7	604 738,9	695 541,1
B. Other products	998 743,7	241 776,5	288 765,7
Total:	11 639 256,2	2 489 966,3	4 492 937,0

Table 1. Inbound tourism demand for 2019-2021 (in millions of soums)²

In general, the development of tourism based on socio-economic and cultural factors is associated with several benefits for the country. This encourages economic, social and cultural expansion and increases people's ability to connect and cooperate with the world. The increase in the mobility of society, the development of transport, the ease of obtaining information about places and their opportunities have become one of the most important factors that stimulate the development of tourism. For example, air transport has improved, tickets (fares) have become cheaper, and the middle class has the power to buy cars. The automobile has been the vehicle that has contributed the most to the rise of tourism, as people who own their own cars travel with their family, friends, or alone without the help of any travel agency. and the opportunity to travel long distances was born. People traveling in their own car can change the route and duration of the trip at their own discretion, while in large groups, it is necessary to adhere to a strict schedule and route and obey the wishes of the majority.

Main indicators of services produced by types of economic activity (in January 2022)	Volume, billion soum	Growth rate compared to 2021, in %
Communication and information services	1 521,9	128,5
Transport services	5 736,6	112,4
Accommodation and food services	656,2	107,8
Services related to real estate	677,2	113,9
Services in the field of education	915,9	124,7
Services in the field of health	415,3	103,6
Rental services	424,5	76,2
Computer and household goods repair	392,0	108,9

² <https://stat.uz/uz/rasmiy-statistika/national-accounts-2>

services		
Personal services	608,1	103,6
Services in the field of architecture, engineering research, technical testing and analysis	432,6	109,2
Other services	848,4	114,8

Table 2. Composition of market services by types of economic activity in January-December 2022, in %.

The role of the service sector in the modern economy is explained by the formation of important factors that form the basis of economic growth in this sector. These are new scientific information, intellectual capital, information technology, financial services sector, consulting, etc.

Attracting investments, using innovative technologies in the field of service provision, improving quality, and changes in the types and content of provided services help to develop new types of services.

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Conclusion. Uzbekistan is a country in Central Asia known for its rich historical and cultural heritage. The tourism industry in Uzbekistan has been steadily developing year by year, and the number of international tourists coming to our country has increased significantly.

One of the main tourism products of Uzbekistan is its historical and cultural attractions. The country is home to UNESCO World Heritage sites such as historic Samarkand, Bukhara and Khiva. These cities are famous for their amazing architecture, intricate tiles and ancient monuments. Tourists can visit these places and get acquainted with the rich history of the region and get acquainted with traditional Uzbek culture.

Another popular tourist product in Uzbekistan is its beauty. The country has a variety of landscapes, including mountains, deserts and lakes. Tourists can get acquainted with the beautiful scenery of the Nurotau-Kyzilkum Biosphere Reserve or enjoy trekking in the Tien Shan Mountains.

Uzbekistan also offers various adventure tourism products and services. Tourists can participate in activities such as hot air ballooning over historic cities or camel riding in the desert. There are also opportunities for hiking, skiing and mountaineering.

In terms of service, Uzbekistan is investing in improving its hospitality infrastructure to meet the growing number of tourists. A wide range of accommodation is available, including luxury hotels, boutique hotels and

traditional houses for a unique experience. The country also offers transportation services such as domestic flights, train services, and car rentals to facilitate travel within the country.

The government is actively promoting tourism through various initiatives such as simplifying visa procedures for many countries and organizing international events such as the Silk Road International Tourism Fair. This made it possible to attract more tourists to Uzbekistan.

In short, Uzbekistan offers a variety of tourist products and services that meet the interests of different categories of tourists. Uzbekistan's tourism services market has everything from historical and cultural attractions to natural landscapes and adventure activities. Government efforts to promote tourism and improve infrastructure have helped the industry grow in recent years³.

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³ From the author

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