

TOURISM DEVELOPMENT MECHANISMS: ANALYSIS OF KEY FACTORS AND PROMISING APPROACHES

TURIZMNING RIVOJLANISH MEXANIZMLARI: ASOSIY OMILLAR VA ISTIQBOLLI YONDASHUVLAR TAHLILI

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Annotation

This article analyzes the mechanisms of tourism development and the key factors influencing its growth. It examines the natural-geographical, historical-cultural resources that determine tourist potential, as well as the macroeconomic factors activating tourism—the role of infrastructure, political stability, service quality, and technological innovations. The paper substantiates the need to implement promising approaches aimed at ensuring sustainable growth of the tourism sector, specifically digitalization, adherence to ecological standards, and effective marketing strategies.

Annotatsiya

Ushbu maqola turizmning rivojlanish mexanizmlari va uning o'sishiga ta'sir etuvchi asosiy omillarni tahlil qilishga bag'ishlangan. Unda turistik salohiyatni belgilovchi tabiiy-geografik, tarixiy-madaniy resurslar, shuningdek, turizmnı faollashtiruvchi makroiqtisodiy omillar – infratuzilma, siyosiy barqarorlik, xizmat sifati va texnologik innovatsiyalarning o'rni ko'rib chiqiladi. Maqolada turizm sohasining barqaror o'sishini ta'minlashga qaratilgan istiqbolli yondashuvlar – raqamlashtirish, ekologik me'yorlarga rioya qilish va samarali marketing strategiyalarini joriy etish zaruriyati asoslanadi.

Key words: Tourism, Development Factors, Infrastructure, Sustainable Tourism, Pilgrimage Tourism, Ecotourism, Technological Innovations

Kalit so'zlar: Turizm, Rivojlanish omillari, Infratuzilma, Barqaror turizm, Ziyorat turizmi, Ekoturizm, Texnologik innovatsiyalar

INTRODUCTION. Today, tourism has become a powerful socio-economic and political factor that greatly influences the structure of states and the policies of a number of countries and regions. Tourism is one of the most profitable types of business in the world, comparable in terms of investment efficiency to the oil and gas industry and the automobile industry. In the tourism system, the interests of the economy and culture, security and international relations, ecology and employment, hotel business and transport organizations are inextricably linked. The development of tourism is of great importance both for the state as a whole and for the individual in particular. As a complex socio-economic system, tourism is influenced by a large number of factors, the role of which can vary both in terms of the strength of influence and its duration at each specific time. Therefore, it is necessary to take them into account in order to organize effective tourism activities.

LITERATURE ANALYSIS AND METHODS

Factors influencing tourism are divided into two groups [1]:

- external (exogenous);
- internal (endogenous).

External factors influence tourism through changes in society and have different significance for different elements of the tourism system. The most important external factors include:

- natural, geographical;
- cultural and historical;
- economic;
- socio-cultural;
- demographic;

- political and legal;
- scientific and technical;
- ecological.

Natural geographical (seas, mountains, forests, flora and fauna, favorable climate, etc.) and **cultural and historical** (architectural monuments, history and culture) factors play an important role in choosing a particular region to visit as the basis of tourism resources.

The wealth of natural and cultural and historical resources, their accessibility and ease of use have a significant impact on the scale, pace and direction of tourism development. Such resources give them an advantage over rich countries. Magnificent natural objects (for example, Lake Baikal in Russia, Mount Jamolungma in Nepal, Niagara Falls and the Grand Canyon in the USA, the beaches and climate of the countries bordering the Mediterranean Sea), historical and cultural monuments (for example, the pyramids of the pharaohs in Egypt, the Acropolis in Greece, the Colosseum in Italy, the Taj Mahal in India, etc.), works of art collected in museums of certain countries (for example, the Louvre in France, the Hermitage in Russia, etc.), on the one hand, are considered universal wealth, and on the other hand, they are considered a factor that encourages foreign tourists to visit a particular country. Moreover, the natural and climatic resources of a country and its attractions become a common good only through tourism [3].

The influence of **economic factors** on tourism is observed in the existence of an inextricable link between tourism and economic development trends. There is a direct relationship between the economic development of a country, the size of its national income, and the material well-being of its citizens.

The development of tourism is largely determined by the influence of **socio-cultural factors**. They affect both the level of consumption of an individual and the composition of the consumption of society as a whole.

Culture is a unique way of organizing and developing a society, which is expressed in the products of creativity, spiritual values, the sum of people's

relationships with nature, with each other and with themselves. Culture influences the consumer by determining the boundaries of his personal behavior and the influence of various social institutions (family, media, education system). The cultural environment has a great influence on such basic values as the attitude to risk, personal freedom, and the pursuit of success in society. In this regard, the French scientist A. Mol called culture even a “mechanism for the formation of needs”. The processes taking place in the field of culture are the deepest cause of human desires. His behavior is largely acquired, that is, brought up by culture [2].

Thus, cultural factors have a great influence not only on consumer behavior, but also on the development of tourism in general.

Among the social factors of tourism development, first of all, it is possible to highlight the increase in the duration of free time, which, in combination with an increase in the standard of living of the population, provides an influx of new tourists. The extension of the annual vacation period is associated with the modern scientific and technological revolution, in such conditions the importance of mental labor increases, the tension of production and livelihoods increases. All this leads to physical and mental fatigue of people. Tourism in many ways helps to restore working capacity [5].

Thus, under the influence of socio-cultural factors, specialized tourism according to interests acquires particular importance. Tourism enterprises should direct their products to specific target groups of tourists. The increasing complexity of tourist needs is leading to further differentiation of tourism.

The development of tourism is also greatly influenced by **demographic factors** related to population size, its distribution in individual countries and regions, gender and age structure (separating the working-age population, students, and pensioners), marital status, and family composition.

Tourism is carried out in certain territories. Therefore, local authorities participate in its regulation. From this point of view, local authorities are understood as local organizations that create appropriate conditions for the tourism

business aimed at engaging in economic activities intended for tax revenue to the local budget [6].

A host country is a country that has tourist facilities and provides employment for its population by providing tourism services. In this regard, it is appropriate to define it.

RESULTS AND DISCUSSION

Tourist facilities are understood as objects of historical, spiritual and educational importance within the country, such as historical monuments, tombs of great personalities, museums, etc.

If we proceed from these definitions, for tourist activities to occur, the presence of tourists, tourist facilities, tourist goods, methods of their sale, local authorities and the population serving tourists, and the process of economic, social and legal relations between them must be ensured. In this regard, tourism is an independent field that encompasses a complex set of socio-economic and legal relations. Based on these theoretical interpretations, tourism can be defined.

Understanding the motives of people preparing for travel is an important factor for travel organizers, including tour operators. For example, the needs of business people traveling for business purposes for services and hotels are fundamentally different from the needs of people traveling for recreation and entertainment.

Natural and climatic motives of tourism are of great importance for tourists. Natural and climatic features play a significant role in the formation of certain forms of tourism (in particular, sea, sports and mountain tourism). For residents of large cities who want to relax, have fun and change the environment in tourism, natural and climatic motives take on the form of psychological and biological requirements, therefore their importance increases significantly.

The group of economic factors includes socio-economic conditions of tourist trips. These include the income of buyers of various products, prices for tours, goods and services in places where tourists are received, the level of development

of tourist infrastructure, as well as the level of development of service sectors, transport system, trade sectors, as well as the presence of shops selling goods at low prices for foreign tourists. Economic factors play a primary role in the formation of an assortment of inexpensive goods and affect the increase in the number of middle-income tourists.

Psychological factors include the motives that motivate tourists to travel in accordance with their psychological requirements. They include people's religious beliefs, their specific needs and inclinations, their attitude to advertising, etc.

The analysis shows that, with the exception of the presence of economic and sentimental motives, only a small number of tourists return to their previous places. With increasing income, a person turns his attention to psychological motives when choosing a new tourist destination. If we consider the motives that motivate tourists to travel, then there can be quite a lot of goals. However, it is important to understand that in all trips (only under this condition can it be called a tourist trip) there is one main goal. This goal is a priority for the tourist, and it is his achievement (or failure to achieve) that is the basis for making decisions about the effectiveness of the entire tourist trip. It is the presence of one main, priority goal that characterizes tourism as a specific type of activity in relation to travel.

In addition to the travel motives listed below, there are other specific motives. Understanding the motivations of tourists to travel to a specific tourist destination, which are self-directed, is crucial for understanding the motivations for the successful development of tourism products and services. Understanding the motivations that drive travel can help develop effective tourism policies and contribute to the growth of the tourism economy.

Conclusion

The successful development of tourism requires a complex synergy of natural, socio-economic, political, and technological factors. As analyzed in the article, while natural and cultural wealth (resources) form the foundation of

tourism potential, macro factors such as the quality of infrastructure, security, and political stability play a decisive role in boosting tourist arrivals.

Future promising approaches should focus on the digitalization of tourism, sustainability (ecological standards), and the application of innovations in marketing. These approaches enhance the competitiveness of the tourism product, ensure adaptability to global changes, and lay the groundwork for the long-term, sustainable growth of the sector by generating economic benefits for local communities

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