

ORGANIZING MARKETING ACTIVITIES IN SMALL BUSINESS AND BUSINESS SUBJECTS

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Abstract:

This article discusses the features, conditions and principles for the development of the tourism services market, the priorities of state policy in the field of tourism, the role of regional tourism systems in the development of the tourism services market and the formation of a favorable competitive environment.

Keywords: tourism, government policy, tourism industry, competition, tourism product, tourism services.

Introduction

The current socio-economic reforms in the country also pay special attention to the transformation of tourism into a strategic sector of the economy, the expansion of the market of tourism services, the development of regional tourism systems. The Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 identifies tasks such as accelerated development of the tourism industry, increasing its role and share in the economy, diversification and improving the quality of tourism services, expanding tourism infrastructure [1].

In the current conditions, the expansion of the market of tourism services, the establishment and development of regional tourism systems, including tourist clusters, free zones specializing in tourism, are among the issues of objective importance. As the President of the Republic of Uzbekistan Sh. Mirziyoyev said: "Transformation of tourism into a strategic sector of the economy will remain a priority for us" [2]. In order to expand the activities of the market of tourism services, it is necessary to study and comprehensively analyze the experience of foreign countries in order to effectively organize the activities of regional tourism systems, including tourist clusters and free tourist zones.

ANALYSIS OF THE LITERATURE

Theoretical and practical aspects of the expansion of the market of tourism services, as well as the establishment and development of regional tourism systems are reflected in the scientific work of many foreign economists. In particular, Shilchenko T.L. [3], Kvartalnov V. [4], Chudnovsky A.D. [5], Durovich A.P. [6], and others.

Theoretical aspects of expanding the market of tourism services in the country, the peculiarities of the formation of regional tourism systems, the development of tourist clusters and free tourist zones Tokhliev IS [7], Rakhmatullaeva FM [8], Navruz-zoda Sh.B. [9], Ruziev Sh.R [10] and other scientists.

Thus, in recent years, as one of the strategic sectors of the national economy, comprehensive measures have been taken to develop tourism, which is aimed at its rapid development, creating



new jobs, increasing incomes, improving living standards and quality of life, as well as increasing investment attractiveness. .

RESEARCH METHODOLOGY

This article uses methods such as analysis of scientific works, scientific monographs, textbooks and articles of foreign and domestic scientists, statistical analysis, calculation of quantitative and qualitative indicators, their comparison with each other.

ANALYSIS AND RESULTS

In recent years, it is required to take into account a new group of resources, ie institutional resources, which are of particular importance in the formation and development of socio-economic relations in tourism. Because institutional resources create additional conditions for the full and full use of the potential of government agencies, formal and informal financial institutions to activate the total resource supply. For the development of the tourism market in the region, it is important to ensure the safety of tourists, which is one of the elements of the organizational and managerial block that requires constant monitoring.

The main factors in the growth of services in the economy are factors such as the integration of scientific knowledge, intangible assets, information technology and entrepreneurship. Today, it is important to accelerate the development of the service sector in the country, including enterprises providing tourism services, increase the role and share of tourism services in GDP, radically change the structure of services, primarily due to their modern high-tech types.

The foundation of the relationship that determines the development of the tourism market is formed on the basis of the conditions specific to a particular space and time. In order to better understand the characteristics of the conditions of development of the tourism market in a particular region, it is expedient to study them in three structural groups (Table 1).

Table 1 Development conditions of the tourism market

Basic blocks	Structural structure
Natural-geographical	The basic conditions for the formation of tourism in the region: - Geography of the region: -Natural-geographical, historical-cultural, territorial-geographical features and resources of the region.
Socio-economic	- provision of tourist activity with labor resources; - The tourism industry is provided with financial resources.
Organizational institutional	- Provision of institutional and information resources for tourism; - Development of tourist infrastructure; - Possibility of transport to the tourist area; -Effective functioning of the mechanism of state regulation of tourism development; - Ensuring the safety of tourists in the area.

Socio-economic relations in the tourism market are aimed at stimulating the activities of tour operators, travel agents, their counterparties and partner organizations in the production and sale



of tourism products, on the one hand, and meeting and motivating the solvent needs of tourists on the other.

It is worth considering the direct impact of tourism on social efficiency in the regions of the country. Despite the publication of a number of scientific works in this area abroad, the scientific and theoretical basis of the impact of tourism on social development and living standards has not yet been fully formed.

The positive impact of tourism will primarily lead to the strengthening and further development of national values and traditions in the region. This direction will serve as an important mechanism for the formation of a unique cultural tourism brand in the region and the invitation of tourists. Also, the use of new communications, information technology in the development of tourism infrastructure will lead to a positive change in social attitudes and activities of the population.

The development of tourism in the national economy has its own characteristics, which include:

- Tourism is a complex system with a multifaceted functional structure aimed at meeting the needs of tourists, as well as covers the specific forms and methods used in the provision of services;
- The tourism market offers a unique tourist product for tourists. The tourist product has a complex description and is expressed in the form of a "package" of services necessary to meet the demand that arises during the trip;
- The main difference between the material production of tourism and material production is that the achievement of the final results of the provision of tourist services occurs with the direct participation of the consumer and the consumption process takes place directly in the presence of tourist resources;
- Demand for tourist services has a high impact on changes in the socio-economic environment relative to market conditions. In this case, the security of services provided in the field of tourism will be of particular importance.

Legislation and regulatory framework in the field of tourism, aimed at creating favorable conditions for the activities of the tourism industry, is being formed. The mechanism of eliminating all barriers and obstacles to the development of tourism, simplifying visa and registration procedures, passport and customs control, government management of the tourism sector and market-specific regulation is being optimized. Measures to stimulate entrepreneurial activity in the field of tourism and develop competition in the market of tourism services, as well as the system of statistical accounting in the field of tourism are being improved.

CONCLUSIONS AND RECOMMENDATIONS

In the current conditions, the expansion of the market of tourism services, the establishment and development of regional tourism systems, including tourist clusters, free zones specializing in tourism, are among the issues of objective importance. In order to ensure the development of the tourism sector, there is an objective need for the effective formation of "clusters", which are "a qualitative factor of modern innovation and economic growth." Today, the use of the cluster mechanism in the development of all areas of tourism is one of the key factors in ensuring the development of the industry.

Sustainable development of tourism in the country serves to strengthen the national economy, create modern trends in tourism, strengthen the management of state influence on tourism infrastructure, improve living standards and welfare, ensure environmental security, preserve



historical and cultural monuments, increase environmental protection, increase the spiritual potential of society.

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