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A REAL MANAGEMENT MODEL FOR THE DEVELOPMENT OF THE TOURISM SERVICES MARKET IN THE REGION

Qazikhan Musakhanov

PhD. Senior Lecturer, Tashkent State University of Economics

(0009-0004-3425-5084)

Annotatsiya

This article scientifically substantiates the real (authentic) management model for the development of the tourism services market in the region. The relevance of the study is explained by the need to form an effective management system in the development of regional tourism, while preserving the cultural and historical heritage, national values, and local traditions.

Also, within the framework of the real management model, the issues of rational use of regional resources, strengthening the participation of the local community, and improving the quality of tourist services are covered.

Keywords: Tourism services market, tourism industry, socio-economic development, tourist services, infrastructure, competitive management.

Introduction

In the context of modern globalization processes and integration into the world tourism space, the issue of developing local tourism markets as a component of the national tourism services market is gaining particular relevance. Today, the tourism industry has formed as a multi-stage and complex system, in which effective management of markets at the regional level and increasing their competitiveness is an important strategic task.



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The development of regional tourism services markets is determined by a number of specific factors. In particular, differences in the level of socio-economic development of regions, uneven distribution of infrastructure, and differences in the territorial distribution of resources create spatial polarization of tourism markets. At the same time, the cultural and historical heritage of each region, national and ethnic characteristics, and spiritual and religious values of the population are manifested as the main factors shaping the uniqueness of the tourist product.

In addition, the diversity of natural and climatic conditions determines the opportunities for the development of various areas of tourism. Comprehensive consideration of these factors is of great importance in the formation of local tourism services markets, their effective management, and the achievement of set goals.

Review of literature on the subject

The study of the specific characteristics of local tourism services markets in the region is one of the important scientific directions in the theory of tourism economics and regional development. In studies conducted by foreign and domestic scientists, this issue has been covered based on various approaches.

Foreign researchers, in particular Michael E. Porter, have substantiated the importance of the cluster approach in the formation of regional competitiveness, which can also be applied to tourism services markets. The tourism competitiveness model developed by Crouch Geoffrey I. and Ritchie J.R. Brent shows the dependence of regions on natural, infrastructural and management factors. Richard Butler also analyzed the stages of development of tourist regions and revealed their evolutionary features.



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Local and CIS scientists have also achieved significant scientific results in this area. In particular, A. Yu. Aleksandrova studied the features of the territorial development of the tourism services market based on an economic-geographical approach. V. A. Kvartalnov considered tourism as a complex system and substantiated the interconnectedness of the service chain in it. Uzbek scientists R. A. Alimov and B. Kh. Tursunov paid special attention to the issues of territorial development of tourism, effective use of local resources and improvement of the national tourism market in their research.

Research methodology

In this study, a comprehensive methodological approach was used to identify and scientifically substantiate the specific characteristics of the local tourism services markets of the region. The theoretical basis of the study is scientific views on the tourism economy, regional development and service market management. Also, through the methods of analysis and synthesis, factors influencing the formation of regional tourism markets were identified and summarized.

Using the comparative method, the level of development of the tourism services market, resource potential and infrastructure status in different regions were compared. This allowed us to identify differences, advantages and problematic aspects between regions, and reveal their cause-and-effect relationships.

In addition, statistical analysis methods were used to study indicators related to the tourism sector, and regional development trends were assessed. Using the expert assessment method, the opinions and recommendations of industry specialists were summarized.

A step-by-step approach was also used within the research methodology. Initially, the natural-climatic, recreational and cultural-historical resources of the regions were analyzed. At the next stage, the state of tourism infrastructure was studied.



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At the final stage, socio-economic factors and market development opportunities were assessed.

Analysis and results

The process of developing local tourism services markets in the region is manifested as a multifactorial and complex system, which requires the integration of different approaches and management mechanisms. In this regard, the use of differentiated management models taking into account regional characteristics is of great importance. In particular, the spatial-polarization imbalance observed in the development of the tourism services market across regions, that is, the uneven distribution of tourism resources, infrastructure and service levels, requires individualization of management decisions.

The analysis shows that the authentic management model is of paramount importance for the effective development of local tourism services markets. This model relies on the unique tourism potential of the regions, in particular, on national culture, traditions, customs and historical heritage. As a result, local tourism products acquire uniqueness and increase their attractiveness for foreign and local tourists. This serves to form the competitive advantage of the regions. In addition, the development of the tourism market in an authentic direction also leads to socially important results. In particular, it strengthens mutual respect and tolerance between representatives of different cultures, helps to reduce stereotypes and activates cultural exchange processes. At the same time, the local population's confidence and sense of pride in their cultural heritage increases.

Institutional cooperation is an important factor in managing the development of local tourism services markets. Establishing effective interactions between state administration bodies, sectoral organizations and private sector entities ensures the sustainable development of the tourism industry. In particular, long-term



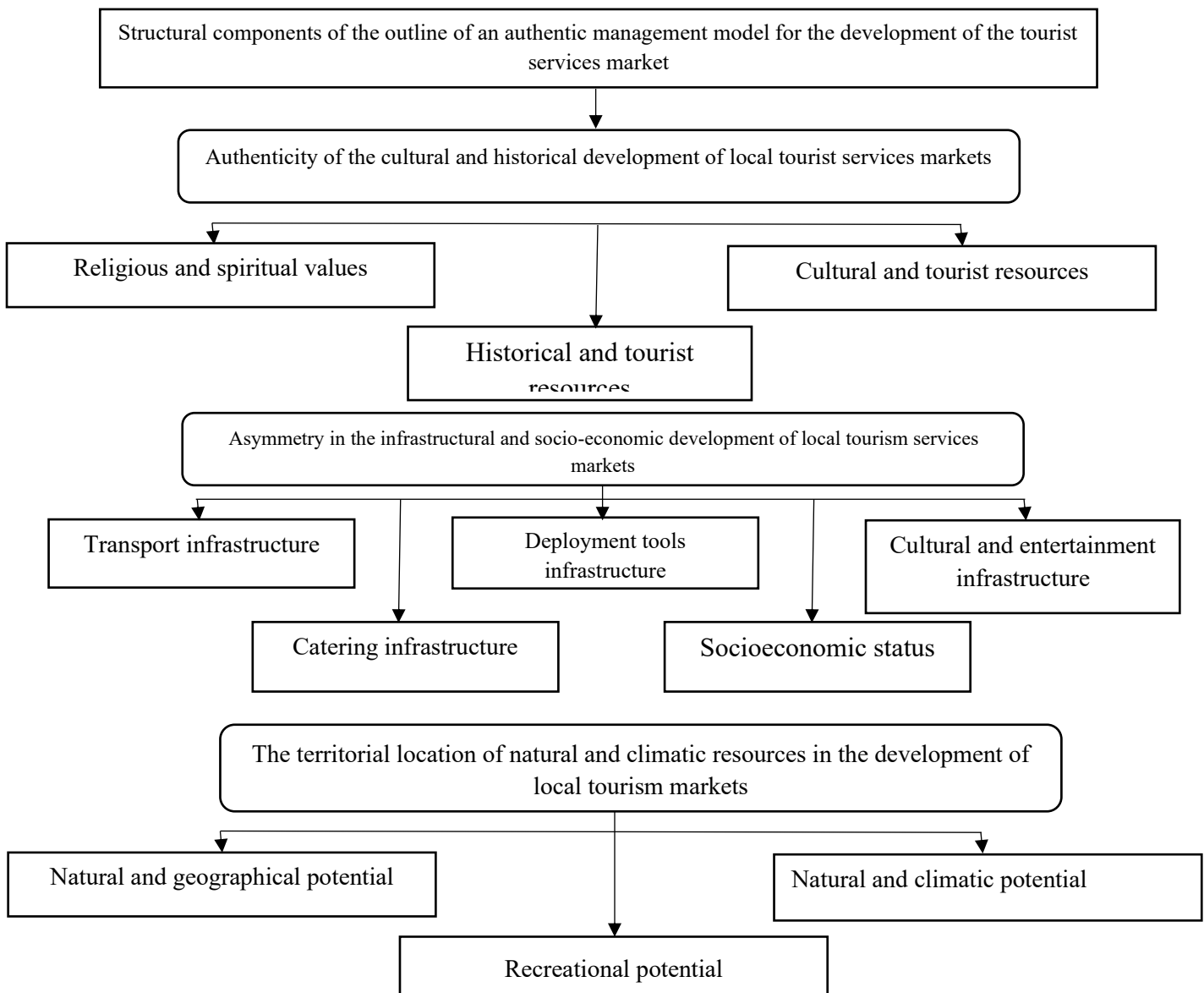
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development of local tourism services markets can be achieved through strengthening management at the regional level, strategic planning and rational use of resources.





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The creation of a real management model for the development of the tourism services market provides for comprehensive and systematic cooperation between national and local government bodies, the Tourism Committee of the Ministry of Economy of the Republic of Uzbekistan, local structural divisions on tourism issues, national and regional tourism organizations and associations in order to ensure the sustainable, competitive development of the local and national tourism services market and the tourism industry of the country as a whole.

Specific features of the region's local tourism services markets

The formation and development of local tourism services markets are, first of all, closely related to the cultural and historical heritage and social values of the territory. One of the important distinctive features of these markets is their reliance on the factor of authenticity. That is, national traditions, customs, religious beliefs and historical heritage characteristic of the territory play a key role in the organization of tourist services. Such an approach, on the one hand, serves to preserve local culture, and on the other hand, forms a unique and attractive tourist product for tourists.

Another important feature of local tourism markets is that they are characterized by an asymmetry in the level of infrastructural and socio-economic development. In different regions, the level of development of transport, accommodation, catering and cultural and entertainment infrastructure is not the same. Therefore, management decisions aimed at the development of tourism should be developed taking into account the existing resources, needs and economic opportunities of the region.

The specificity of local tourism services markets is also determined by the territorial location of natural, climatic and recreational resources. These factors serve as the basis for the formation of various areas of tourism. In particular,



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adventure and sports tourism is developed in mountainous regions, recreational and health tourism in regions rich in water resources, and agro and ecological tourism in rural areas.

The process of forming local tourism markets is carried out in stages. At the initial stage, the natural-climatic, recreational and cultural-historical resources of the territory are assessed. At the next stage, the state of the tourism infrastructure is analyzed. At the final stage, the level of socio-economic development of the territory and the opportunities for tourism development are determined.

In general, the specific features of local tourism services markets are explained by their complex nature, resource dependence and territorial differentiation. This requires an individual and scientifically based approach to their management.

Conclusions and suggestions

Studies show that the development of local tourism services markets in the region is a complex and multifactorial process, which is inextricably linked to territorial resources, the level of infrastructure and socio-economic conditions. In particular, the use of an authentic approach to tourism management allows the formation of competitive tourist products based on the cultural and historical heritage and national values of the regions. This, along with increasing the flow of tourists, has a positive impact on local economic development. It is also important to take into account infrastructural and economic disparities between regions, rational use of resources and the development of tourism based on regional specialization. Strengthening institutional cooperation and establishing effective relations between the state and the private sector are among the main conditions for sustainable development.



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