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## **Regional Tourism Development Efficiency**

### *Efisiensi Pengembangan Pariwisata Daerah*

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#### **Abstract**

This article is about the importance of increasing flow of tourists and its positive impact on the economy of the region as a whole. Today the sphere of tourism in our country is considered as one of the most important sectors of the economy and a significant factor in the development of regions. Solution of many problems in the regions, such as increase of labor employment, attraction of investments, improvement of ecological situation and others are connected with effective functioning of tourism sphere. Domestic and inbound tourism in the process of progress has a positive impact on the formation of the gross domestic product, thus ensuring an improvement in the quality and standard of living of the population. Thus, due to the growth of tourism activities and other service areas, it is possible to solve problems related not only to the improvement of economic indicators, but also to social, environmental and many others. It will be possible to talk about stable development of tourism in the region only when all conditions are fulfilled and companies start working as a whole. In case of deficiencies in one of the spheres, despite the coherence of work, tourism development will fall behind the predicted results. In such a situation the positive dynamics will be temporary. Thus, the main task is to create a single mechanism for all companies connected with this industry.

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## INTRODUCTION

Tourism is a sphere of activity, study and development which are among the priorities of the national economy. Tourism was named a phenomenon of the 20th century, as its mass character is a source of active influence on culture, economy, politics and social sphere.

The World Tourism and Travel Council postulates tourism as one of the largest and most dynamic industries in the modern world economy. [Morozov, M. A. Morozov, N.S. Morozova, Karpova G. A., Khoreva L.V. 2014]

Significant changes have occurred in the tourism sector and in other areas. Today the sphere of tourism is significantly developing all over the world. According to WTO statistics, in 2018, world tourism grew by 6%.

In recent years, the number of tourists visiting countries with a large number of unique attractions has increased several times. This interest is also supported by the World Tourism Organization (WTO). The Statistics Department of the World Tourism Organization (UNWTO - the leading international organization in the field of tourism, established January 2, 1975) annually publishes statistics on the state and development of world international tourism.

The previous few years have resulted in a dynamic growth in the number of tourists both inbound and outbound. Special attention is paid to the number of incoming tourists, which is increasing day by day, thus reinforcing the need for a comprehensive solution to the problems associated with the tourism industry. For this purpose, various seminars and conferences are held, aimed at increasing the number of tourists, improving the quality of services in this field. In addition, contracts are concluded, competition is growing, which in turn contributes to the expansion of the range of services offered and increase sales of tour products and other services in integral quantities.

With the competitiveness of the goods sold, the quality of services and goods is rapidly improving and the positive impact of tourism on the economy of both the state and the country's regions is increasing. Economic growth in tourism has served to expand tourism services, which are increasing daily.

Due to appearance of the legislative base and transition of tourism into the sphere of business activity in the world, tourism has received favorable conditions for further development on the world market of tourist services. The development of international tourism leads to the fact that it becomes available to a wider population and thus becomes mass. More and more countries are opening their doors to foreign tourists in order to gain additional income.

In these market conditions, the main figure is the entrepreneur. It is necessary to make it clear that the main purpose of entrepreneurship is not only profit making but also the quality of the goods provided. Targeting only for profit is one of the main obstacles to the development of tourism. For this purpose, it is necessary that the prices for accommodation, food, sightseeing are not high. It is advisable to create favorable conditions for tourists, with different income levels. Every day more and more inexpensive hostels, guesthouses for economy class tourists are opening. This will increase the influx of tourists with a limited budget.

## METHOD

The main method of the given article is a comparative method. According to the last few years the number of tourists visiting our country has increased. Based on the statistics for 2002-2017 the number of tourists entering the Republic of Uzbekistan was 2847,9. While those who left the country during the same period amounted to 5182.5 citizens. [Bogolyubov V.S. 2005] This indicates that there are more Uzbek citizens who have left the country than citizens who have entered from other countries.

The number of foreign citizens who visited Uzbekistan in January-September 2019 was 6,055,300.

The number of Uzbek citizens who left the country in January-September 2019 was 9,771,200. So, it is obvious that people still prefer outbound type of tourism.

The number of foreign nationals who arrived in Uzbekistan from CIS countries was 5,586,000, or 92.3 per cent of the total, and from non-CIS countries was 469,300 (7.7 per cent of the total). The number of Uzbek citizens who left the country in January-September 2009 for the CIS countries reached 9,307,400, accounting for 95.3 per cent of the total, and 4,463,800 (4.7 per cent of the total) for non-CIS countries.

Judging by the dynamics of the number of foreign citizens who came to Uzbekistan, their significant inflow was between January-September 2018 and January-September 2019 - an increase of 1388.8 thousand people. Meanwhile, the flow of Uzbek citizens abroad declined from 1,0812,000 in January-September 2018 to 9,771,200 for the same period in 2019.

According to statistics, the number of tourism firms and organizations has increased over the past 5 years. Thus, for example, in 2012 their number was 345 units. And by the beginning of 2018 it has increased by 104 and made 449 units. [O'ZBEKISTON RESPUBLIKASIDAVLAT STATISTIKA QO'MITASI.Shaxsiy kabinet]

The main purpose of visitors is to get acquainted with historical and architectural monuments and visiting relatives, so called social tourism.

Revenue from tourism is one of the most important sources of cultural and natural heritage preservation. Moreover, the development of inbound tourism, which is a kind of export of services, is of economic importance. Inbound tourism has a direct and indirect impact on the development of a whole range of local economic sectors in the form of business income, employment and foreign currency inflows.

Various measures are currently being taken to attract tourists entering Uzbekistan, such as:

- simplification of the visa regime;
- development of additional recreational facilities;
- development of infrastructure in the tourism sector;
- available air tickets
- available accommodation;
- improved quality of service
- various range of recreational service, etc.

Economic development of tourism takes place when all the structures and spheres in the country develop in parallel. It is impossible to speak about the development of tourism when only one certain sphere is developing. Tourism is a complex of services that includes:

- airline services;
- railway services;
- services of travel agencies;
- hotel services;
- restaurant services
- animator services;
- services of designers;
- fleet services;
- services of banks;
- services of museums;
- recreational organizations and many others.

At the same time, tourism should not harm the development of these areas.

Economic efficiency of tourism includes the following indicators:

1. Competent distribution of expenditures and income in the region: tourism activities involve many layers of the population, so the income is evenly distributed among residents.
2. Conducting tourism activities stimulates the development of profitable domestic industries: hotels, transport interchanges, information and excursion services.
3. Tourism contributes to the involvement of the flow of funds into the region, as a result there is a diversification of the regional economy - the received funds are invested in tourist organizations, products and service providers.
4. Various related industries are developing due to tourism activities.
5. Tourism development stimulates the modernization and establishment of local infrastructure: media, utilities and transport. [Social effectiveness of tourism]



Inbound tourism is the most advantageous type of tourism for the host country, as it helps to attract funds from foreign citizens. Tourists entering the territory of another state intentionally bring a certain amount of money in order to buy a variety of goods, spend on certain services. As the number of tourists increases, the demand for certain goods and services increases, which has a beneficial effect on the revival of crafts and traditions. For example, ceramics are in some demand among the local population, but at the same time they are in high demand among tourists, which multiplies the number of sold products and thus the income. Another example is the well-known paper factory, which is increasing its tourist potential by becoming known worldwide. After all, just a few decades ago, not all locals knew about this method of paper production.

Outbound tourism is less profitable for the economy of the state, primarily because of the export of currency from this state. The state's income from outbound tourism consists of taxes received from tourist organizations sending tourists abroad and from the sphere of transportation. New jobs are again places only in the sphere of transportation and in the sphere of dispatch organization. Other sectors remain untapped under this type of tourism.

The national and regional importance of tourism lies primarily in the ability to generate large revenues to the national and regional budgets through taxes.

Some indicators can be attributed to the efficiency of tourism:

- Increasing the welfare of the population in the tourist region.
- Creation and improvement of recreational facilities, which are used not only by tourist visitors, but also by local residents of the area.
- Encouraging care for preservation of tourist and historical attractions.
- Social efficiency of tourism stimulates the effective use of free non-agricultural land, which is not involved in circulation.
- Tourist activities contribute to the creation and development of qualified employees, as well as increasing employment, increasing jobs and improving working conditions.
- Tourism development stimulates cultural enrichment of the local population as well as their contact with neighbouring regions.
- Due to the development of tourism activities, the inhabitants of a certain region are deeply aware of their historical and cultural heritage.
- Improvement of the natural environment in the tourist region.
- Improving the attractiveness of a tourist region. [Social effectiveness of tourism]

Under these conditions, mechanisms are emerging that impede dynamic development. Such mechanisms include the lack of the necessary number of recreational facilities to attract tourists, the problem of preservation of heritage sites and respect for them. The increase in the number of recreational facilities can expand the scope of additional services. In the complex it will help to increase the attractiveness of the object.

The manufacture of tourist products necessary to meet the needs of tourists, on the one hand, directly depends on the wishes of consumers - tourists. On the other hand, many different external and internal factors influence the development of the tourist industry. In this connection, the tourism economy is a rapidly developing, dynamic component of the economy, but in many countries it is still in the development and formation stage.

## RESULTS

According to the report for recent years in the field of tourism achieved good results, which is not worth stopping at. As the flow of tourists increases, the geography of tourism is expanding, more and more citizens of foreign countries learn about our country, culture, our traditions, there is a demand for a variety of services. For example, as the number of Korean tourists increases, the number of restaurants offering Korean cuisine increases. There is a reorientation of the host country towards the peculiarities of foreign mentality.

As the number of tourist organizations grows, so does the number of organizations related to tourist services. Correspondingly, the number of personnel required for professional performance in this field is also growing. The number of jobs is increasing due to the increase in the number of services provided.

Training of highly qualified personnel is the main task of any industry and the tourism industry is no exception. This sphere, at the stage of its dynamic growth, has an acute need in highly qualified personnel. Availability of

professionally trained personnel is one of the factors to increase competitiveness.

But problems still remain. There are problems in the quality of services provided. It is very important that the employees of each sphere are literate, professionally trained qualified personnel.

## DISCUSSION

As a result of tourism development, investment activity is intensifying. Foreign companies are appearing wishing to build hotels, run business and sell various goods and services in a region with a developed tourism industry. So, our regions is the best place to do it.

There are a lot of architectural monuments and museums in our country that attract tourists. Famous all over the world Samarkand, Khiva, Bukhara are cities with high tourist potential, where the development of tourism is based on effective state support. The most promising types of tourism for Samarkand region are ziarat tourism, cultural and ecological tourism. At any age, a person strives to get acquainted with cultural, religious and national values, on which the tourist market is based today. There are all opportunities for further development of these kinds of tourism in this area: architectural monuments connected with life and activity of great religious figures, nature, rich historical past. All this will allow in the nearest future to create in the country a profitable service industry, which will be focused on the development of both inbound and outbound tourism.

Samarkand region is an ideal region for the development of almost all types of tourism due to its geographical location, natural and climatic, cultural, historical and socio-ethnographic prerequisites.

Deep centuries-old past of the region, many important, often historical events that took place in different eras, left a powerful imprint of historical heritage. Many historical and cultural monuments are concentrated in Samarkand region. Mosques, madrassahs, an observatory, mausoleums and other objects, including modern ones, are of great value and are widely accessible for tourists, excursionists and guests. Much of the heritage is concentrated in museums, collections and is available for cultural and educational tourism purposes. Ethnographic heritage and potential are determined by the residence of peoples of different cultures: Russians, Jews, Armenians and others. The Museum of Local Lore has an exhibition dedicated to the life and activities of Jews in the region. There are Armenian, Catholic churches. Many historical settlements were of great military and strategic importance, served as important hubs on the largest historical trade routes.

Handicraft is an important part of culture and history. Interestingly, the study of embroidery in Uzbekistan began in Samarkand. Back in the 1930s, O. Sukhareva, a senior researcher at the State Museum of History (Samarkand), collected rich material on Samarkand embroidery, which is now stored as a manuscript in the library of the State Museum of Arts (Tashkent). Samarqand embroidery has not undergone special study since, but is considered in all studies on this type of national art. [Suzanne of Samarkand]

The potential of Samarkand region's resources is huge and today it is far from being fully explored and developed for tourism purposes. This requires a comprehensive market research in relation to the current economic conditions using a systematic approach and taking into account the flexibility of tourist needs.

To increase profits in tourism it is necessary to pay great attention to any seemingly insignificant problems. Such as, for example:

- how much tourist product is relevant in this season;
- how much these services are needed;
- whether the quality of the tourist product;
- whether the variety of services provided is wide;
- it is necessary to be in constant search of new services and opportunities;
- how much tourist services will be in demand in the next season, their necessary quantity etc.

## CONCLUSION

The development of tourism should be accompanied by a comprehensive approach to promoting all internal and external tourism programmes. In many countries of the world domestic tourism contributes to the stable position of the national economy, deep understanding of common interests and development of various activities favorable for the economy as a whole.

Since tourism is one of the most labor-intensive activities and acts as a regulator of employment, an important role is given to vocational education in tourism. Taking into account such characteristics of the tourist market as dynamic variability, emergence of new tendencies and ways of entrepreneurship, it is important to teach tourism specialists to be oriented in the conjuncture and dynamics of the tourist market. Only an educated, properly trained specialist is able to create a competitive product and sell it at the tourist services market.

Tourist flows are closely linked to reception agencies, depending on a number of natural and humanitarian factors. The convergence of tourist flows in certain geographical areas due to their attractiveness forms tourist centers, which economically and socially affect these flows. Thus, for example, in Samarkand region the geographical location, natural and climatic conditions and everything else leaves indelible impressions for tourists. It is necessary to appreciate what we have and of course to preserve this wealth. Tourist flows should not in any way damage the natural wealth of our region.

Many researches on tourism, as a rule, are based on foreign experience. Undoubtedly, the positive experience of foreign countries in tourism, should be taken into account in the study of various aspects of tourism activities. However, one should also rely on one's own experience. Since each region, each country has its own special way of tourism development.

If it is done honestly and heartily, tourists from other countries will certainly be interested in this region, will write with the travel agency and will definitely come to experience the domestic inconveniences or vice versa. And most importantly, they will learn a lot about our country, its traditions and cultural values. Isn't that our main goal!

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