

Article

Improvement of Organizational and Economic Mechanisms for The Management of The Tourism Industry

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Abstract: In this article, to control the formation and application of public policy for pravayders, providing services in stabilizing the tourism sector and promoting the development of the sector, to help improve the quality of services, to provide state support for entrepreneurs who have just entered the tourism sector and to provide them with benefits and discounts in the direction of taxes and, in improving the quality of services provided in tourist enterprises, issues of implementation and implementation of projects improving the quality of services along with the authorities and state-owned enterprises are covered.

Keywords: tourism networks, tourism network infrastructures, tourism network management, competitive tourist services, development of innovative infrastructure, organizational and economic mechanism, service providers, quality of services.

1. Introduction

In order to provide a basis for accelerating the development of the direction of tourism in the international arena, scientific research is currently in increasing demand. It is aimed at further development of the tourism sector, increasing its contribution to macroeconomic indicators, creating new jobs in different regions. Consequently, special attention is paid to scientific research aimed at improving in developed countries. This research includes the development of the tourist services market, the improvement of service infrastructure, the improvement of mechanisms for ensuring the effective use of the facilities of the tourism industry, the consideration of multiplicative impact at the territorial and macroeconomic level.

The development of tourism activities in our country in the conditions that have been implemented in recent years in connection with the comprehensive development of socio-economic systems at the level of Regions and networks has been partially reflected in the strategic goals established to ensure the development of the industry in 2022-2026. In the New Uzbekistan development strategy for 2022-2026, the development of the domestic tourism sector, which includes tourism activities, is designed to "increase the number of domestic tourists from 12 million people and increase the number of foreign tourists visiting the Republic to 9 million people." The rapid and effective implementation of the tasks set out in the development strategy is of great importance in the development of this area in our country. This includes monitoring the quality of services in the tourist market, using the existing set of tourist resources in an efficient and cost-effective way. In addition, an economic assessment of the multiplicative effect from side networks directly related to the development of the industry, it requires the management of competitive advantages and possible risks that may arise in the process of activity and the improvement of processes related to the development of multi-option

Citation Saidova D. A. Improvement of Organizational and Economic Mechanisms for The Management of The Tourism Industry Academic Journal of Digital Economics and Stability 2024, 37(4), 198-205

Received: 14th September 2024
Revised: 01th October 2024
Accepted: 28th October 2024
Published: 24th November 2024



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scenarios and territorial tourism strategies that determine the development of the industry.

The tourism industry is designated as one of the leading sectors of the world economy. Due to this, a lot of attention is paid to the renewal and development of the tourism sector in Uzbekistan, creating and strengthening the necessary legislative and regulatory structure for permanent and sustainable development, providing services to tourists from abroad in accordance with international standards, and promoting respect for the tourism sector. The main goal is to quickly and efficiently develop the tourism industry, create infrastructures suitable for World templates and strengthen international relations. It also includes the aim of improving economic conditions by creating the most attractive tourist destinations in our country.

The tourism sector has now become one of the fastest growing sectors in SU'ratlar and now the tourism sector is the third largest in the world after oil extraction and processing, automobile production. Some experts and experts point out that in the future, the share of the tourism sector in the world's GDP will grow significantly and will also overtake the oil and mechanical engineering sectors.

The prosperity of the tourism sector will increase the employment opportunities of the local population, stimulate entrepreneurship, increase revenues, increase the share of income of local budgets and help solve various other socio-economic problems. Having studied all their needs and interests, in particular, their economic, social, environmental, cultural, educational and other needs, before providing services developed by tourist enterprises in the field of tourism to their customers, kholda is a socio-economic system that makes its proposals to the tourist market. The ambiguity of the term "tourism" provides an opportunity to understand it as a complex structure that takes into account all the structural elements that make up this system. These elements include increasing community activism, encouraging entrepreneurship, seeking revenue-raising measures, and increasing the share of local budget revenues.[1]

The focus on tourism in Uzbekistan can also be seen by the salmag of decisions and decrees on the sector being issued by the government. In particular, until September 2022, a total of 3 million foreign tourists visited Uzbekistan, which increased by 1.5 million or 1.9 times compared to the previous year's result. But in Uzbekistan, the work to be solved in this area is also one of the important tasks facing the industry, in particular, improving the quality of services and providing quality services and products to the tourism market.

2. Materials and Methods

To understand the properties of a mechanism, it is first necessary to clarify the theoretical foundations of the concept of a mechanism. The development of mechanisms related to the field of services and related to other industries has been widely covered in scientific work since 1950. From this period, a number of European economists have been P.G.Bunich [2], R.N.Yevstegneyev [3], A.A.Culman [4], B.A.Scientists such as Reisberg [5] have researched the nature of the concept of an economic mechanism based on scientific grounds. In addition, Russian economists V.O.Fedorovich [6], A.M.Chililov and I.S.Markov [7] conducted scientific research related to the topic of economic mechanism.

Local scientists of Uzbekistan B.X. Torayev, A.F.Saidov, B.SH. Safarov and M.T. Alimova systematically studied the theoretical and practical aspects of the economic and organizational economic mechanisms of Tourism. Subsequently, practical recommendations were developed based on their analysis.

Some economists argue that the concept of mechanism is used to ensure the achievement of a specific goal by ensuring a consistent management (economic, production, organizational) system. In addition, the mechanism also refers to the

correlation of economic phenomena or the meaning of a set of phenomena. In academic literature, the issue under consideration by economists is related to the concept of mechanism, which is explained through various social, economic and organizational perspectives.

With the organizational and economic mechanism gaining significant importance in the tourism sector, it will be possible to witness huge changes in the industry with proper planning and timely implementation of it in real life. In the tourism industry, it will be possible to achieve an increase in the quality of services by increasing the quality of services and by properly applying it in combination with an economic mechanism, the roller of an organized mechanism is incomparable in its management.

In the tourism industry, it is possible to achieve success with the development of organizational and economic mechanisms in improving the quality of services and its management, the introduction into practice of industry decisions and decrees, and the creation of long – term and short-term strategies. The following can be included in the organizational and economic mechanisms for managing the quality of services in tourism.

In the tourism sector, competition between enterprises is an important influencing force in the development of Tourism, and it will be possible to improve its competitive environment by improving the organizational and economic mechanism.

Within the framework of the organizational and economic mechanism for controlling the quality of tourism services, the improvement of the credit system, the provision and support of benefits to tourism entities is an important component. This can be done through various strategies aimed at improving the financial situation of tourism entities.

Strong marketing and branding: tourist institutions are required to use it correctly by developing a strong marketing strategy so that they can effectively provide the current services they provide to the intended customers.

It involves developing a strong brand image, positioning the enterprise as a unique and valuable service provider, and using different channels to reach potential customers.[8]

Focusing on customer experience: customer experience is an important aspect of the tourism industry. Organizations must ensure that visitors have a pleasant and unforgettable experience of the trip when visiting their destination. It involves investing in facilities and facilities, training employees and providing excellent customer service.[9]

Building relationships with stakeholders: working in partnership with organizations such as local businesses, government officials, and industry partners, boorish promotes sustainable growth and development of Tourism and the effective use of existing tourist resources.

When forming a strategy for improving the quality of services, information about their internal and external factors is collected, this information is analyzed and, based on these factors, the goals of the enterprise are determined. Once the goals have been identified, a clear plan and requirements are established to achieve the goals, and the employees and managers of the organization determine their work on these specified requirements and plans.[10]

At the next stage, improving the quality of services is analyzed, the tourism services market is studied, in which the demand for the quality of services is determined. Tourism services are diversified, dividing customers into segments, and the main customer group is allocated. In the tourism services market, a final strategy will be developed, which will improve the quality of tourist services after information about customers and their requirements is collected and their interest, desires and requirements

are analyzed . Plans are made to put this strategy into practice, and when applied to practice, its pros and cons are pragnosed.

In the process of writing a scientific article, systematic analysis, historicity and logicism, induction and deduction, analysis and synthesis, comparative and selective research, monographic analysis and grouping methods of carrying out scientific research were used.

3. Results and Discussions

Human The tourism industry is extremely important in preserving and maintaining sustainability of natural, cultural and historical values. Thanks to the organizational economic mechanism, it is possible for tourism enterprises to preserve the values of the country as well, without harming the values during their activities, but, on the contrary, by protecting them. As a result, the tourism sector provides many benefits, economic, social, cultural and environmental.

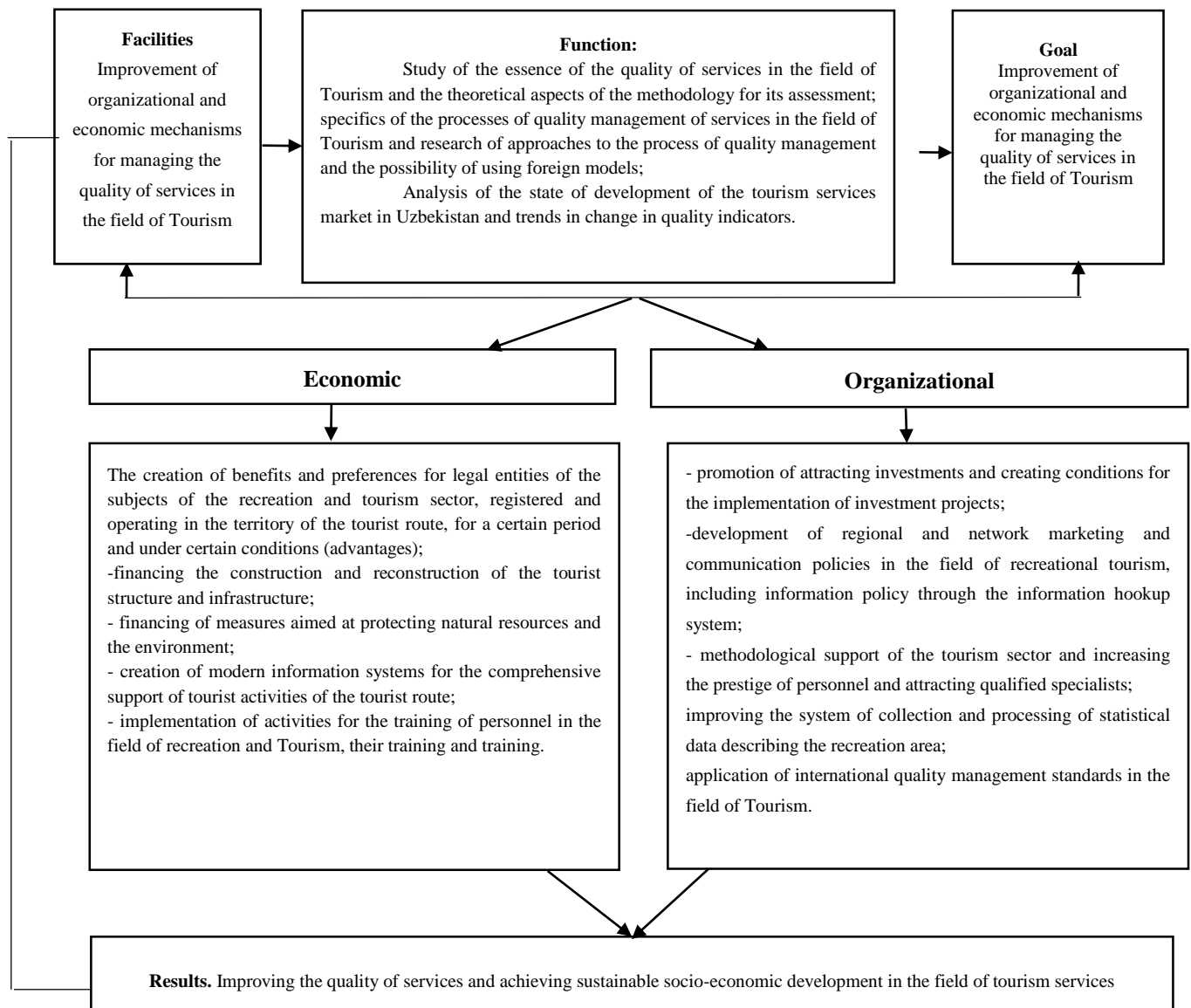


Figure 1. Organizational and economic mechanisms for managing the quality of services in the field of Tourism

Based on the research work studied, the dissertation proposed organizational mechanisms for improving the quality of services in the field of Tourism (Figure 2).

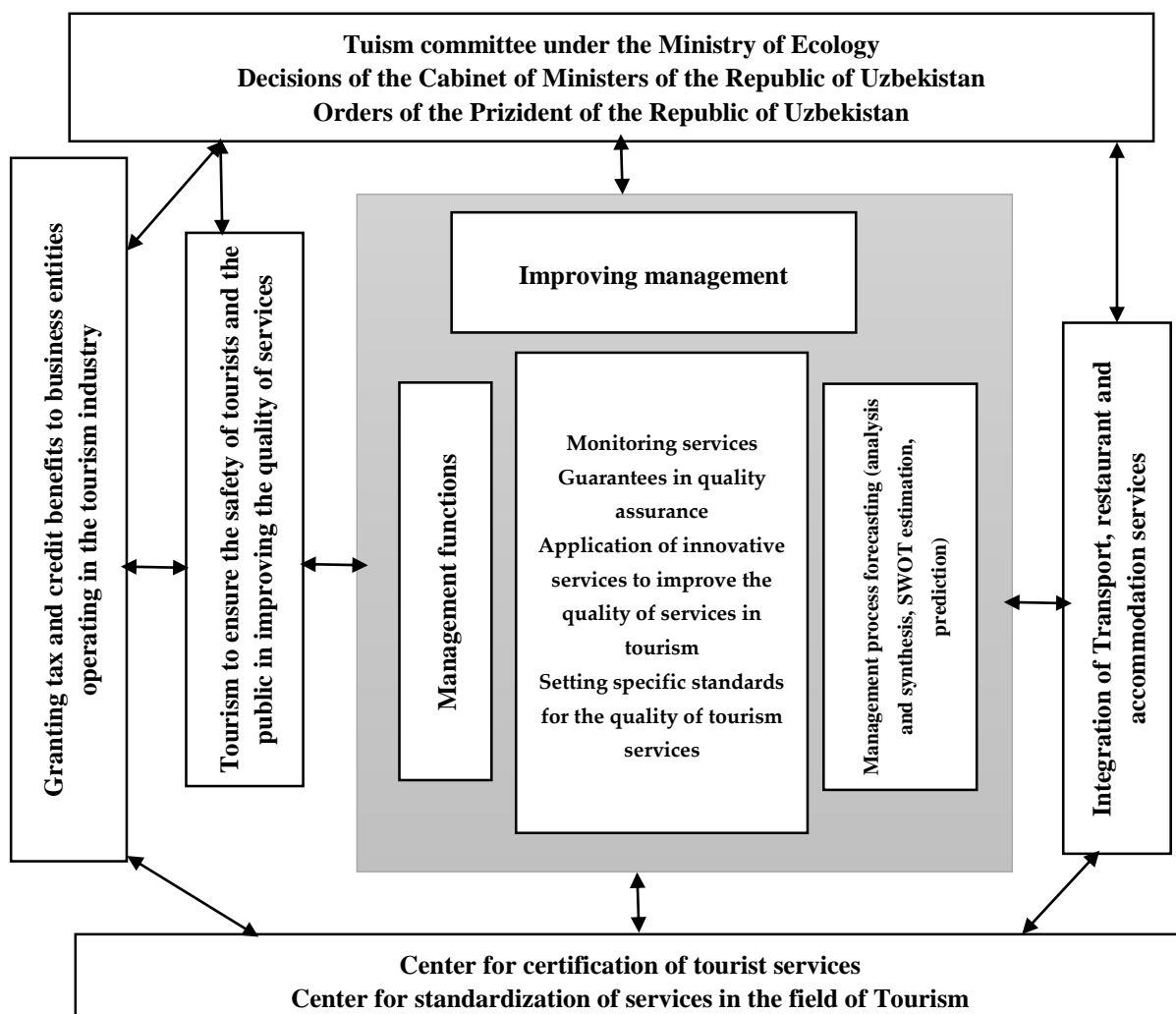


Figure 2. Organizational mechanism for managing the quality of tourist services

Within the framework of the organizational mechanism, it is seen that improving the quality of tourist services is closely related to the creation of an effective management structure. The correct definition of management functions in this management structure ensures its functioning in the planned order, and as a result, management processes in the field are regulated.

In tourism, it is also necessary to use innovative services to improve the quality of services, which will set the stage for increasing customer satisfaction with services, providing the service quickly and qualitatively, and re-purchasing the services that customers have already purchased later.

By monitoring services, it will be possible to achieve guarantees in quality assurance. Improving the quality of service in the tourism industry requires the formation of specific instructions and standards for the provision of services. The most important step is the practical implementation of the established standards. Regular monitoring of services being provided in accordance with standards is required when implementing standards of services into practice and improving the quality of its services.

Monitoring the tourist services provided, using modern methods, allows you to control the entire process by comparing the process of work from photo and video workshops, as well as the reactions of employees as well as customers in the process of receiving the service and after receiving the service. This is one of the main indicators for the development of tourism services industries.

For pravayders who provide services in stabilizing the tourism sector and promoting the development of the industry, the formation of Public Policy and control its application in practice will help to improve the quality of service delivery. The support of entrepreneurs who have just entered the tourism industry by providing them with state support and benefits and discounts in the direction of taxes and credits plays a big role.

In improving the quality of services provided at tourist enterprises, the authorities and state enterprises, together with the authorities, make it possible to implement projects that improve the quality of services and introduce it into practice, to show products and services in the tourism market in our country to the jaxon tourist market.

All of the state policy on improving the quality of tourism services will make it possible to increase the income from tourism by ensuring the sustainable growth of Tourism and the satisfaction of tourists with the quality of services.

Financial performance monitoring: tourism organizations must regularly monitor their financial performance to properly assess their credit ability. Monitoring income and expenses in this process, and improving them, investing in sustainable areas and carrying out activities such as lowering costs and increasing profitability, are of great importance in monitoring financial results.

Increase in income: to reduce the risk in the income of tourist enterprises, it becomes obvious that they reduce the risk in income by diversifying their income flows. It is also advisable for tourist enterprises to cooperate with other industry entities to diversify the range of products and services offered in the service market, to provide unique offers that are not currently available in the market.

Tourism is one of the important issues in the formation of an organizational and economic mechanism for the quality of services, the development of certain strategies and tactics and their implementation in the subjects of Tourism. In the process of carrying out the research work, the procedure for the formation of a strategy for improving the quality of services at a tourism enterprise was developed (Figure 3).

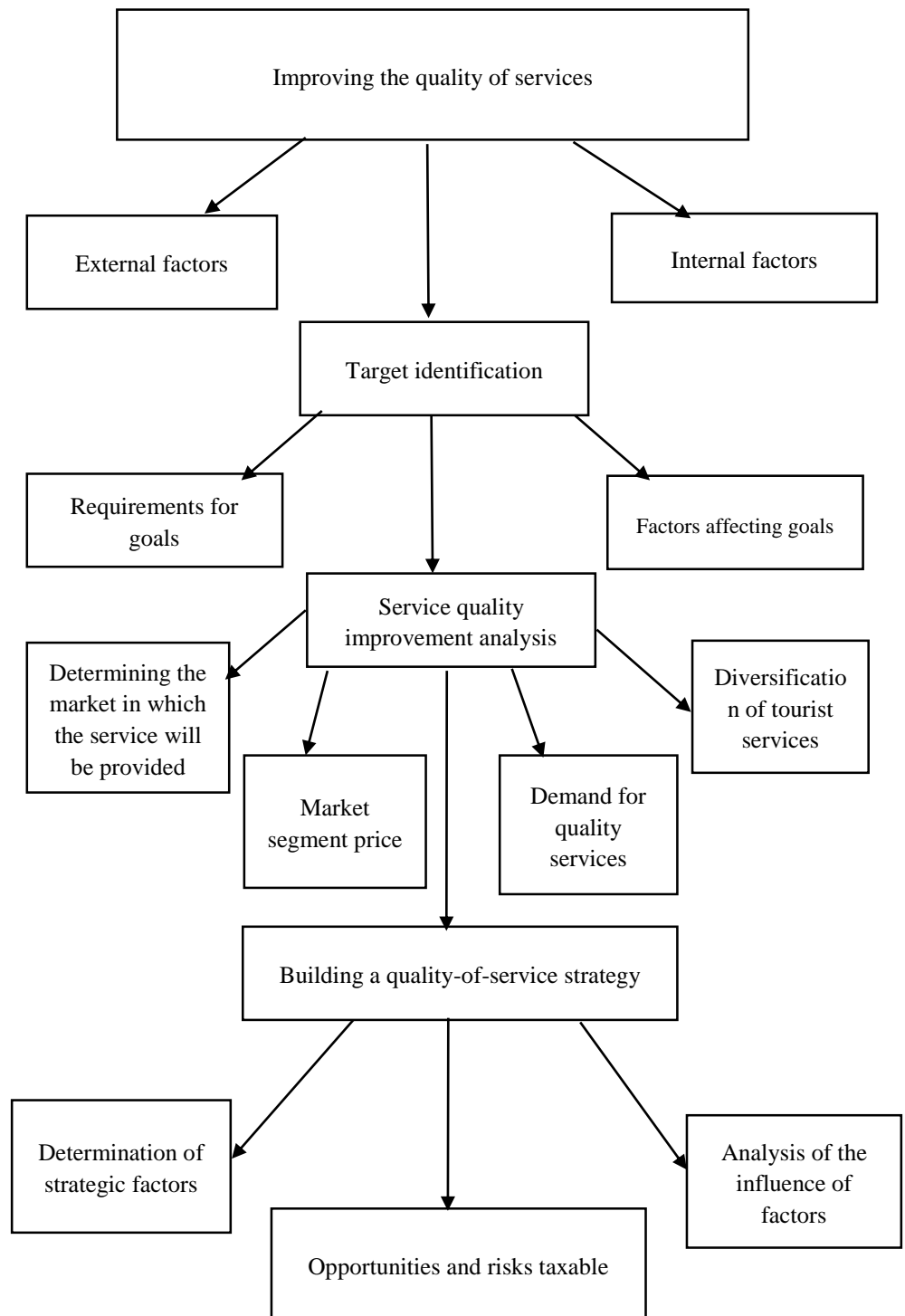


Figure 3. The procedure for the formation of a strategy for improving the quality of services at a tourism enterprise

The tourism sector is an important sector that contributes a lot to the country's economy. Many models and methods have been developed to improve the quality and efficiency of tourism services.

In the organizational and economic mechanism for managing the quality of services in the field of tourism, it is divided into organizational and economic parts, which are also made up of a number of tiny elements.

4. Conclusion

The economic mechanism involves improving the financial well-being of enterprises offering tourist services, radically improving their material and technical infrastructure, promoting the implementation of insurance policies and tax benefits, as well as controlling and regulating their financial operations. The role of state bodies in the coordination and regulation of the process of functioning of each element in the economic mechanism is incomparable.

The role of each of the listed elements in the economic mechanism is incomparable in the management of improving the quality of tourism services. The implementation of the decisions and orders established on tourism within the framework of the Departments of this economic mechanism is monitored by the state, which creates the basis for improving the quality of tourist services.

The implementation of measures provided on the basis of an organizational and economic mechanism for the management and sustainable development of improving the quality of Tourism Services provides for the widespread development and improvement of tourism infrastructure in the country. This includes attracting investments by increasing the attractiveness of the investment situation, stabilizing and increasing the flow of tourists to our country. However, these actions lead to an increase in demand for placement buildings.

In the model presented in the research work, there is a correlation between economic and organizational mechanisms. The stable and successful operation of this mechanism is important in improving the quality of tourism services and achieving tremendous results.

In addition, the social significance of the economic and organizational mechanism will be achieved by introducing this mechanism into practice, achieving positive changes in social life and in the way of life of local residents.

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