

Article

Distinctive Features of The Development of Integrative Relations in the Tourism Industry

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Abstract: This study provides a detailed look at all important components needed to judge tourist complex competitiveness. Our research original uncovers what makes tourist complexes perform better or worse in the tourism sector by combining their own resources with external forces. The research shows quality resources help create competitive advantages for tourist complexes. A place's location and accessibility plus market demand determine external competition alongside internal elements such as infrastructure standards and business operation quality. This study shows that tourist complexes help increase domestic tourism development. These economic epicenters drive regional progress and help build national growth in tourism through their central functions. Tourist complexes draw large numbers of guests while offering many tourism choices to drive local economic growth and give work opportunities while helping to keep local cultures alive. Researchers show that tourist centers develop as economic engines while preparing the way for further market growth. The impact of tourist complexes goes beyond short-term revenue as they drive important changes within tourism markets over time.

Keywords: competitiveness, tourist service, tourist product, tourist complex, innovative policy

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1. Introduction

The form of tourist complexes of the organization of tourism can be defined in the future as a strategic innovation that will provide significant competitive advantages not only for all participants in the complex, but also for the area in which the tourist complex is located in general. The assessment of the effectiveness of the activities of the tourist complex should be carried out from the point of view of the individual (including small) organization included in it, as well as from the point of view of the effectiveness of the activities of the tourist complex as a whole and from the point of view of the impact of the activities

In this verse, Allah Almighty said: Capone, T. Lonikova, E. G. Kropinova. Goodwin, D. A. Kosheeva and O. Y. Isopeskul and the Boshkinsky economist academic papers by yeritib Berilgan. Bugung in particular has tourist attractions located within walking distance of the hotel. Western scientists study issues related to tourism and hold contests to provide points of view. Kaponening focuses on the fact that the tourist majmualar kiimat zanjiri bilan birlashtirilgan tourism, the market of the subjects of the local group, has a competitive influence on the cooperative[1].

M. Kachnievskayaning tarifiga kora, the tourist majmua-bu organized a topgan complex indigenous organization, in which all its members participated, infratuzilmasiga yega and shu bilan birga majmuaning, each Member of the Independent National Assembly, Moslashuvchan integration " [2].

2. Methodology

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

This study employs a combination of qualitative and quantitative research methods to evaluate the development of integrative relations in the tourism industry. The key methods used are:

Systematic Analysis: Analyzing the interconnections and interactions between various components of the tourism industry, including human, material, and financial resources, to assess their collective impact on competitiveness.

Inductive and Deductive Reasoning: Using specific observations to generate general conclusions about the tourism industry and applying established theories to test hypotheses regarding the competitiveness and innovation of tourist complexes.

Comparative Research: Comparing different tourist complexes and their integration into the tourism market to identify best practices and effective strategies for enhancing competitiveness.

Monographic Analysis: Detailed case studies of selected tourism complexes to understand their organizational structure, challenges, and success factors.

Statistical Analysis: Evaluating the impact of various factors, such as the availability of resources, technological advancements, and the number of new markets, on the competitiveness of tourist complexes.

These methods enable a comprehensive understanding of how integrative relations within the tourism industry affect the overall competitiveness and innovation capacity of tourist complexes.

3. Results and discussion

The form of tourist complexes of the organization of tourism can be defined in the future as a strategic innovation that will provide significant competitive advantages not only for all participants in the complex, but also for the area in which the tourist complex is located in general. The assessment of the effectiveness of the activities of the tourist complex should be carried out from the point of view of the individual (including small) organization included in it, as well as from the point of view of the effectiveness of the activities of the tourist complex as a whole and from the point of view of the impact of the activities.

The addition of tourist clusters covers all the additional costs associated with the deepening of specialization, the indivisibility of Service and production processes, the implementation of innovative activities through technological and technical savings; at the same time, the risk of introducing new innovative products that will later be tested in the tourist market and in commercial success, transferred to large-scale production. Innovations are designed to provide accurate service and industrial production, taking into account the real state of the tourism industry, marketing efficiency and material base. All of the above will help increase the profitability of the activities of the organization, which is part of the tourist complex.

In case of successful testing of a new tourist product, the financial and economic indicators of the tourist complex are analyzed, its competitiveness in the world and national tourist markets is assessed, this approach is presented in Table 1.

1- table

Options for assessing various aspects of the competitiveness of the tourist complex

| Aspect for evaluation | Current indicator | Measurement method |
|--|---|--|
| Position in the tourist market | Availability in the international market | Changing the share of tourist clusters in the international market |
| | Foreign Trade Export Development | Growth in the volume of exports of tourist products and services in tourist complexes |
| | New markets for tourist exports | The number of new tourist markets in which there are organizations participating in tourist complexes |
| Technological leadership in the industry | Reputation of organizations included in complexes | Survey of specialists in the field of tourism on the importance of research and development of certain tourist complexes |
| | Development of new tourist products | Number of important tourist products and services with an innovative basis |
| | Qualification level of specialists | Study of all changes in the level of qualifications compared to other tourist complexes |
| The ability of the tourist complex to update | Formation of new tourism organizations | Change in the number of organizations in tourist complexes |
| | Introduction of foreign organizations | Volume and quality of foreign investment within the framework of the tourist complex |
| | Share of economic activity of complexes | Change the share of tourist complexes in the volume of regional products |

World experience shows that the main role in increasing the competitiveness of tourist complexes is played by the quality of the most important groups of external and internal resources, the presence of which ensures the feasibility and effectiveness of creating an innovative tourist complex: natural and historical and cultural resources; material and service infrastructure; human, financial, material resources; scientific and technical, technological and information infrastructure; organizational [3]. In this regard, it is the development of tourist complexes that makes it possible to rapidly develop the existing tourist business and increase the intensity of the emergence of new organizations within the framework of the complex. The advantage of innovative tourist complexes is that the development of one or more large organizations that form and sell tourist products and services leads to the development of organizations of the entire service and production chain: production, sales, educational and research institutions.

In general, tourist complexes for the country serve as points of growth of the domestic tourist market and the basis for further expansion into the international tourist market. After the first tourist complex, new tourist complexes are usually formed, and the international competitiveness of the entire country and its individual regions increases significantly. High competitiveness often depends on the strong positions of individual tourist complexes, whereas outside the structures of such a tourist complex, even the most developed service economy often gives moderate results.

The targeted programs for the development of domestic and foreign tourism in our republic provide for the development of tourist complexes on the basis of a shaping approach through the production of regional tourist products, which are evaluated in a limited area of enterprises and organizations engaged in the development, promotion and sale of tourist products, as well as activities related to tourism and recreational services.

As we can see, in modern conditions, the main goal of the organization of territorial tourist complexes to increase the competitiveness of regions in the field of tourism is to create a structure in which the realization of the innovative potential of the territory is achieved.

According to research, the introduction of an approach to the formation of tourist complexes in the organization of territorial tourism leads to a sharp positive change in the indicators of the development of Tourism, and in this regard it is also worth listing the following disadvantages:

- insufficient investment in tourist infrastructure, which leads to a lack of developed tourist infrastructure in most regions of the Republic;
- weak use of the mechanism of Public-Private Partnership in the field of Tourism;
- the fact that the clustering policy at the territorial level is not well developed;
- non-compliance of the tourist product of our country with international quality standards.

In our opinion, in the concept of shaping the tourist complex of the Regional Tourism Organization, there are contradictions that do not allow the full implementation of the potential of territorial tourism.

The tourist complex is an informal association, the positive effect of which is caused by the synergy effect. That is, having merged into the complex, organizations continue to receive the main goal for themselves – profit. The development of territorial tourism in general is not the purpose of the activities of tourist complexes, but its side effects.

Thus, the formation of tourist complexes in the organization of territorial tourism in order to eliminate the identified shortcomings of the approach, it is necessary to determine the economic nature of the complex, form a clear organizational and economic model of the tourist complex, taking into account an innovative oriented approach [4].

In our opinion, despite the fact that in the scientific economic literature a lot of attention is paid to the concept of the organization of tourism in the formation of tourist complexes, the problem of determining the economic essence of the tourist complex remains controversial. In this regard, it is important to clarify the economic essence of tourist complexes, to give it a more accurate definition.

4. Conclusion

- When tourist complexes are established, all service organizations and networks begin to mutually support each other. Benefits also apply to all areas of such mutually beneficial relations at the same time. New organizations coming from other sectors of tourist complexes accelerate its development, while encouraging different approaches to R & D and providing the necessary financial and other tools for the introduction of new competitive and innovative strategies. Thus, there is a free exchange of information within the tourist complex and at the inter-complex level, as well as a rapid spread of innovation through consumer channels that are in contact with suppliers, tour operators, travel agencies or many of their competitors.

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