

## IMPORTANCE OF TOURISM SERVICES IN THE REGION

**Mavlanova Barchinoy Shonazar kizi**

**Teacher of NTM “Mamun University”**

**Annotation.** Tourism as a set of practical actions and activities is an important means of physical education. Its educational and health-enhancing properties have an important place in the development of society in terms of form and content. That is, it directly serves to improve the quality of production and the formation of a healthy lifestyle by improving knowledge and practical skills in the process of travel. As we have mentioned, tourism expresses its form in excursions and trips. This article discusses the potential of tourism and their origin, their importance in the activity of our region is studied.

**Key words:** tourist services, organizational mechanism, innovations, characters of tourist services, types of tourist services.

**Аннотация.** Туризм как совокупность практических действий и занятий является важным средством физического воспитания. Ее образовательные и оздоровительные свойства занимают важное место в развитии общества как по форме, так и по содержанию. То есть непосредственно служит повышению качества производства и формированию здорового образа жизни за счет совершенствования знаний и практических навыков в процессе путешествий. Как мы уже упоминали, туризм выражает свою форму в экскурсиях и поездках. В данной статье рассматриваются потенциальные возможности туризма и его происхождение, изучается их значение в деятельности нашего региона.

**Ключевые слова:** туристские услуги, организационный механизм, инновации, характер туристических услуг, виды туристских услуг.

Until now, a number of studies have been carried out on the development of tourism in the region scientific approaches differ in the direction. Russian economist Ye.A.Zaliznyak “Regional tourism is each other necessary for the

satisfaction of tourism needs in a certain area and its development performing functions related to is a complex system organized for given by”.<sup>1</sup>

Tourism in the development of regional tourism market is important. Russian economist according to I.T.Balabanov, “Tourism market is touristic” between consumers and sellers of products it consists of the sum of economic relations commented”.<sup>2</sup>

One of the main objects of the regional tourism market one is tourist services, Russian economists I.V.Zorin and V.A.Kvartalnov they define as follows: “Tourist services are basic, additional, meeting tourist needs and is a complex set of services. They are necessary for the organization and transfer of tourism to basic services services, including travel to additional services<sup>3</sup> in the place of rest if not received and needed provided services, to comprehensive services a set of tourist services guaranteed in the ticket” - introduced by.

Nowadays, among the daily news media and the scientific community different approaches and interpretations about the concept of the region continue. This leads to unique confusion and difficulties in scientific research. That’s it Therefore, every researcher has a clear idea about the concept of the region important for In the five-volume explanatory dictionary of the Uzbek language, the word “region” comes from the Arabic language that it has the meaning of a belt, a belt, a climatic region, a field, a circle recorded.

In addition, two interpretations of this word are mentioned in the dictionary.

1. Geographical. Between two neighboring parallels of the Earth’s surface, from each other each part differs in climate.
2. A part of the earth’s surface that is distinguished by some feature, a zone recorded.

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<sup>1</sup>Zorin I.V., Kvartalnov V.A. Entsiklopediya turizma. — M.: Finans i statistika, 2003. – 368 s.

<sup>2</sup> Zaliznyak Ye.A., Regionalny turizm: Osnovne priznaki i usloviya razvitiya, Vestn. Volgogr. gos. un-ta. Ser. 3, Ekon. Ekol. 2011. № 2 (19).

<sup>3</sup> Balabanov I.T., Balabanov A.I. Ekonomika turizma: Ucheb. pos. — M.: Finans i statistika, 2003. - 176 s. 6.

These two interpretations are controversial and need explanation. The first interpretation is sectoral, that is, directly related to the science of geography. Earth the climate that encircles the planet like a belt and the geographical one formed on this basis are regions. They are seven, as they say seven climates, from the poles of the globe are located one after the other towards the equator. These are arctic (antarctic), subarctic (subantarctic), temperate, subtropical, tropical, subequatorial, equatorial regions.

These regions are the entry and return of solar energy to the earth's surface (balance), and is characterized by regional atmospheric currents. For example, the territory of Uzbekistan is within the temperate and subtropical climate regions is located. The second interpretation of the term region is essentially the natural, political-administrative (individual state, interstate) and administrative-territorial (state inside) has content, has no similar, and is large in scope are (non-local) regions. For example, mountain and plain, desert and oasis (irrigated lands), Central Asia, Baltic Sea, Aral Sea, South-East such as Asian regions.

Opportunities for tourism development in our country is the leader among the Central Asian countries. Tourism tourists is an activity aimed at satisfying the need. Specialists tourists 6 main separates the needs:

1. Recreation, recreation;
2. To see relatives and acquaintances;
3. On work and professional goals;
4. Treatment;
5. On religious and pilgrimage;
6. Based on the physical, economic and spiritual needs of people, etc according to the goals.

Satisfying the above needs includes implementation of tourist activities. This, in turn, is considered economic tourism, based on those who put it is formed:

- development of tourist services;
- formation of a tourist product;
- sale of tourist products;

- meeting tourist needs.

Tourism is an economic category, local to tourists from countries sells the service, creates working conditions for its workers, incoming earns currency. On the one hand, the tourism sector is a direct service to tourists offers a network, on the other hand, it is directed to the tourism market of interconnected industries such as service and material production defines an interconnected system. Tourism is production and is a unanimous process of the consumer. Consumer object tourist goods and services satisfaction of the consumer with these goods and services during the period of consumption must In this case, the consumption value of tourism is useful goods, convenience and comes from the nature scenes and different way of service. Tourist consumption is one to have goods and paid services on the one hand, and goods on the other a place that does not have a view contains a good environment. Economic tourism is directly related to the number of effective tourists. Increasing number of tourists income from tourism will also increase. In turn, tourists objects whose number increases touristic interest, i.e. touristic resources depends.<sup>4</sup>

When talking about the country's tourism industry, regional aspects in tourism development must be taken into account. Tourism in the region taking into account the special characteristics of the region in the development of the market, taking the regional policy requires going. How active this regional policy is placement of tourism firms in regional areas and monitoring the results of their territorial activities the positive solution of issues such as conducting provides. Specific to the region in the development of tourism taking into account the features, there are opportunities to use the potential of tourism sufficiently comes out. The tourism industry in our country is developing year by year and is the leader of the economy is becoming one of the networks. In these cases, the development of the tourism sector, it is appropriate to fully demonstrate its capabilities.<sup>5</sup>

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<sup>4</sup> Xidirova G.R. Mintaqada turizmni rivojlantirishning o'ziga xos usullari. monografiya/-Buxoro 2018.-76 b. 14.

<sup>5</sup> Komilova F.K., Xalqaro turizm bozori. O'quv qo'llanma T.,TDIU2006. 191 b.

Tourism on April 26, 2023 under the chairmanship of President Shavkat Mirziyoyev measures to expand the scope of services and develop infrastructure a meeting of video selectors was held on the development of tourist services possibilities are defined.

Tourism means character, experience, regardless of what motivates you to travel for most people, this concept means a good mood, vacation, romance, with sea, sun, mountains, delicious food, history, flying, adventure depends.<sup>6</sup>

The restrictions imposed during the pandemic in the world are decreasing one after another thanks to which the tourism industry is starting to recover. To our country in the first quarter of this year 610 thousand people from abroad or more than 2 times compared to the same period last year tourists have arrived. Ordering of services, transportation, accommodation and all other formalities, all types of transportation, transfer, meals, excursions and attractions, medical examination and insurance, translator services, meetings, etc. Services included the service of the group leader and the service of the tour guide can also be included. The interaction of this content forms a tourist service. Touristic the uniqueness of services in determining the nature and composition of the services market disclosure is appropriate. Based on this, tourist services are as follows will have seven distinct characteristics:

- non-maintenance;
- imperceptibility of services;
- seasonal influence;
- no change in tourist services;
- the time difference between the sale of a tourist service and its consumption;
- regional between the consumer and the producer in the tourism market division;
- the tourist is distinguished from the place where tourist services are provided and consumed.

Other sectors of the tourism economy due to foreign currency inflows to the budget also affects the development, infrastructure of regions, creation of new

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<sup>6</sup> Лексин В. и др. Экономические отношения и управления в регионах. Вопросы экономики №9, 2004 г. 15.

jobs, allows to restore the historical and cultural heritage of the Uzbek people. Tourism has a great contribution to the increase of the prestige of Uzbekistan in the international arena must be.

A third of the tourist product is brought to our country by foreigners and it is an attraction that attracts local tourists. Historical monuments in our country, different national culture in the regions tourism, our natural resources and other such tourists to our country is recognized as the main factor of interest. The 3 main tourist regions in our country are Samarkand, Bukhara and Khorezm. Wide use of tourism regions is desirable. Domestic tourism is traditional from opportunities in natural habitats and shrines that have been widely developed to develop international tourism in these places with more productive use it is necessary to pay attention.<sup>7</sup>

Service in the conditions of modernization of the economy and improvement of the welfare of the population increasing employment in the field of display is the front of the country's economy today is one of the important issues. In particular, that the main driving force of ownership determining the prospect of increasing employment in the recognized service sector, improvement of organizational and economic mechanisms and in this matter from a scientific point of view. The development of based proposals and practical recommendations is an important direction today is considered taking this into account, from the first years of independence in our country from the beginning to the present, organize tourist services that meet the requirements of the time. The reforms being carried out in the field of education and development are positive giving results. In this regard, the President of the Republic of Uzbekistan Sh.M. Mirziyoyev.

A tourist should travel and not wander in internal affairs offices. If we are tourism if we say that we will create jobs at the expense of tourists, we are not imposing conditions on tourists, but creating conditions necessary.

Economic literature on various aspects of the development of tourist services theoretical and methodical on in Article 3 of the Law, the concept of tourist

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<sup>7</sup> Charles A. Goeldner, J.R. Brent Ritchie. *Tourism Principles, Practices, Philosophies*, New Jersey, John Wiley & Sons, 2012.

services is defined as “Tourist services accommodation, catering, transport, information and advertising of tourist activity subjects services show other services aimed at”.<sup>8</sup>

Tourist services in Uzbek literature – meeting the needs of tourists and excursionists and a set of actions aimed at providing a single goal in the field of service and they are tourism goals, character and direction of tourist service should respond and not be against universal human principles. Through this, tourism the concept of services can be imagined more clearly. In foreign literature, tourist services are intangible product, it cannot be viewed and stored. This type of service is required by the tourist can be done. A tourist service unit is one at a given time is a set of services provided to the consumer. Tourist services unit tourist belongs to the services.

The tourist service includes ordering services, transportation, accommodation, etc all formalities, all types of transportation, transfer, catering, excursions and attractions, medical examination and insurance, translation services, meetings and includes providing with others. The services include a guide with the service of a group leader the services of an interpreter may also be included. The interaction of this content is touristic forms the service.

To the services themselves in determining the nature and composition of the tourist services market it would be appropriate to reveal its characteristics. Based on this, tourist services will have the following seven distinct characteristics:

- non-maintenance;
- imperceptibility of services;
- seasonal influence;
- no change in tourist services;
- the time difference between the sale of a tourist service and its consumption;
- territorial division between consumer and producer in the tourism market;
- the distance between the tourist service provided and the place of consumption pass.

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<sup>8</sup> Маслов А.Г., Константинов Ю.С., Дрогов И.А. Полевые туристские лагеря. – М.: Владос, 2000.

A group of scientists have defined tourist services as an economic phenomenon, the concept of tourism, that is, they connect with the activities of tour operators and travel agencies. This is a Russian point of view some experts agree and some of the organizations are only tourists for intended they emphasize.

These features include:

- non-maintenance of tourist services. This means that these services cannot be maintained.

The life cycle of tourism services is fundamentally different from tangible goods, in particular, storage stage there is that it was not with touristic it requires a thorough study of the business environment, the balance of supply and demand, because it is not an expense that remains in “warehouses” until services are required.

- imperceptibility. Tourist services are an intangible product. They are social-will belong to the cultural or intangible spheres, because the socio-cultural of the consumer physical, ethnic-intellectual, spiritual and other needs for services determines the performance of service providers. Especially at the time of shopping cannot be viewed or rated. The object of such services is the individual consumer;

- simultaneous occurrence of service and consumption process. Consumer services and tourist services as a result of the interaction of the executive the display process occurs in parallel with consumption.

- non-constant quality. The quality of services in most cases depends on the condition of the resource, its it depends on professional experience and mood.

A tourism product is a good, a service, or a package of goods and services for people to purchase while visiting a new destination. Tourism products and services help visitors explore the destination that they are visiting by offering them the chance to view attractions, shop for souvenirs, take tours, or purchase experiences. Tourism products are much more than just the tangible souvenir tourists take home to their friends and families; they are the experiences that they have in the NWT and at your business. As a tourism operator, you supply the



tourism products. For example, say you are the owner and operator of the Mountain Biking Tour Company, which provides biking tours to active cyclists. Your tourism product would then be mountain biking tours. Keep this company in mind as we will refer to this in later examples. Sometimes product development involves creating a totally new experience. It may also involve expanding or enhancing an existing product. Expansion of products can focus on new tourist markets, improved product lines, or seasonal experiences. You may want to expand your business by offering a diverse array of tourism products that cater to different types of tourists. This could improve sales, strengthen your current market position or take advantage of new market opportunities.

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