

# STUDYING FOREIGN EXPERIENCE IN THE DEVELOPMENT OF THE TOURIST SERVICES MARKET

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**Abstract:** This article examines the study of foreign experience in the development of the tourist services market. The article examines the elements that influence the formation of the market, including the demand for travel, the growth of services, the function of infrastructure, the legislative framework, competition, branding, marketing and technological advances. The main categories of tourist services, including accommodation, transport, catering, attractions, excursions, intermediary services and other auxiliary services, are also examined in detail in this article. The tourist services market does not develop on its own. It is emphasized how important a number of conditions and elements are for market growth, and foreign experience should also be used to further develop them. Students, researchers and tourism professionals will find this article useful in understanding the complex structure and functioning of the tourist services market.

**Key words:** Branding, tourist services, booking websites, sustainable travel, specialized locations, health and wellness tourism, tour operators, guides.

## ФОРМИРОВАНИЕ РЫНКА ТУРИСТИЧЕСКИХ УСЛУГ И ЕГО ВИДЫ

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**Аннотация:** В данной статье рассматривается зарубежный опыт развития рынка туристических услуг. В статье рассматриваются элементы, влияющие на формирование рынка, включая спрос на поездки, рост услуг, функционирование инфраструктуры, нормативно-правовую базу, конкуренцию, брендинг, маркетинг и технологические достижения. В данной статье также подробно рассмотрены основные категории туристических

услуг, включающие размещение, транспорт, питание, аттракционы, экскурсии, посреднические услуги и другие вспомогательные услуги. Рынок туристических услуг не развивается сам по себе. Подчеркивается, насколько важен ряд условий и элементов для роста рынка, а также необходимо использовать зарубежный опыт для их дальнейшего развития. Эта статья будет полезна студентам, исследователям и специалистам в области туризма для понимания сложной структуры и функционирования рынка туристических услуг.

**Ключевые слова:** Брендинг, туристические услуги, сайты бронирования, устойчивые путешествия, специализированные места, оздоровительный туризм, туроператоры, гиды.

## **TURISTIK XIZMATLAR BOZORINING SHAKLLANISHI VA UNING TURLARI**

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**Annotatsiya:** Ushbu maqolada Studying foreign experience in the development of the tourist services market ko'rib chiqiladi. Maqolada bozorning shakllanishiga ta'sir qiluvchi elementlar, jumladan, sayohatga bo'lgan talab, xizmatlarning o'sishi, infratuzilma funktsiyasi, qonunchilik asoslari, raqobat, brending, marketing va texnologik yutuqlar ko'rib chiqiladi. Turistik xizmatlarning asosiy toifalari, jumladan, turar joy, transport, ovqatlanish, attraksionlar, ekskursiyalar, vositachilik xizmatlari va boshqa yordamchi xizmatlar ham ushbu maqolada batafsil ko'rib chiqiladi. Turizm xizmatlari bozori o'z-o'zidan rivojlanmaydi. Bozor o'sishi uchun bir qator shartlar va elementlar qanchalik muhim ekanligi ta'kidlangan va ularni yanada rivojklantirish uchun chet el tajribasidan ham foydalanish kerak. Talabalar, tadqiqotchilar va turizm mutaxassislari ushbu maqola orqali turistik xizmatlar bozorining murakkab tuzilishi va faoliyatini tushunishda foydali bo'ladi.

**Kalit so'zlar:** brending, turistik xizmatlar, bron qilish veb-saytlari, barqaror sayohat, ixtisoslashtirilgan joylar, sog'lomlashtirish turizmi, turopoperatorlar, gidlar.

### **INTRODUCTION**

**Tourism** is travel for pleasure, and the commercial activity of providing and supporting such travel.<sup>[1]</sup> UN Tourism defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes".<sup>[2]</sup> Tourism can be domestic (within the traveller's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments.

Tourism numbers declined as a result of a strong economic slowdown (the late-2000s recession) between the second half of 2008 and the end of 2009, and in consequence of the outbreak of the 2009 H1N1 influenza virus,<sup>[3][4]</sup> but slowly recovered until the COVID-19 pandemic put an abrupt end to the growth. The United Nations World Tourism Organization estimated that global international tourist arrivals might have decreased by 58% to 78% in 2020, leading to a potential loss of US\$0.9–1.2 trillion in international tourism receipts.<sup>[5]</sup>

Globally, international tourism receipts (the travel item in the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2005, corresponding to an increase in real terms of 3.8% from 2010.<sup>[6]</sup> International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012.<sup>[7]</sup> Emerging source markets such as China, Russia, and Brazil had significantly increased their spending over the previous decade.<sup>[8]</sup>

Global tourism accounts for c. 8% of global greenhouse-gas emissions.<sup>[9]</sup> Emissions as well as other significant environmental and social impacts are not always beneficial to local communities and their economies. For this reason, many tourist development organizations have begun to focus on sustainable tourism to mitigate the negative effects caused by the growing impact of tourism. The United Nations World Tourism Organization emphasized these practices by promoting tourism as part of the Sustainable Development Goals, through programs like the International Year for Sustainable Tourism for Development in 2017,<sup>[10]</sup> and programs like Tourism for SDGs focusing on how SDG 8, SDG 12 and SDG 14 implicate tourism in creating a sustainable economy.<sup>[11]</sup>

Tourism has reached new dimensions with the emerging industry of space tourism, as well as the cruise ship industry. There are many varieties of tourism. Of those types, there are multiple forms of outdoor-oriented tourism. Outdoor tourism is generally categorized into nature, eco, and adventure tourism (NEAT). These categories share many similarities but also have specific unique characteristics. Nature tourism generally encompasses tourism activities that would take place outside. Nature tourism appeals to a large audience of tourists and many may not know they are participating in this form of tourism. This type of tourism has a low barrier to entry and is accessible to a large

population. Ecotourism focuses on education, maintaining a social responsibility for the community and the environment, as well as centering economic growth around the local economy. Weaver describes ecotourism as sustainable nature-based tourism.<sup>[25]</sup> Ecotourism is more specific than nature tourism and works toward accomplishing a specific goal through the outdoors. Finally, we have adventure tourism. Adventure tourism is the most extreme of the categories and includes participation in activities and sports that require a level of skill or experience, risk, and physical exertion.<sup>[25]</sup> Adventure tourism often appeals less to the general public than nature and ecotourism and tends to draw in individuals who partake in such activities with limited marketing.

It is important to understand that these definitions may vary. Perceived risk in adventure tourism is subjective and may change for each individual.

Examples of these tourism types.

Nature tourism

- Hiking, walking, camping

Ecotourism

- Guided tours focusing on educating, summer camps, outdoor classes

Adventure tourism

- White water rafting, ice climbing, mountaineering

**Tourism products**

[edit]

According to the World Tourism Organization, a tourism product is:<sup>[26]</sup>

"a combination of tangible and intangible elements, such as natural, cultural, and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle".

Tourism product covers a wide variety of services including:<sup>[27]</sup>

- Accommodation services from low-cost homestays to five-star hotels
- Hospitality services including food and beverage serving centers
- Health care services like massage
- All modes of transport, its booking and rental
- Travel agencies, guided tours and tourist guides
- Cultural services such as religious monuments, museums, and historical places

- Shopping

## **MATERIALS AND MATHODS**

The methods of induction and deduction, systematic analysis, comparative analysis of the methodologies of various international and non-governmental organizations, and drawing methods were employed in the analysis of the innovative development of the tourism services market. The tourism industry's primary objective nowadays is to recognize, comprehend, and make use of the main worldwide innovations for the creative growth of tourism that have persisted throughout the 20th century and are still going strong at the start of the 21st. The formation of the tourist services market is a critical development in the global economy, driven by a complex set of factors, including technological innovation, globalization, changes in consumer behavior, and the rise of disposable incomes. The global tourism industry is vast and diverse, shaped by a variety of interrelated services aimed at satisfying the increasing demand for travel, leisure, cultural exchange, and relaxation. From the early days of traditional travel to today's digitalized and highly interconnected world, the evolution of the tourist services market has been a fascinating journey. This conclusion seeks to provide a comprehensive understanding of how the tourist services market has evolved, highlighting its various types and discussing the underlying factors that continue to drive growth, challenges, and opportunities in the sector.

## **RESULTS AND ANALYSIS**

The tourism services market is regarded as an organization that brings together suppliers and buyers of tourism services. In contrast to other commodity markets, the tourist services market involves buyers moving toward the location where tourists are expected to purchase the services—that is, the goods—rather than the goods moving from the seller to the buyer. Systemic activities with high-quality innovations that have a positive impact on the entire tourism industry are known as innovations. Profits have increased and the number of tourists visiting the nation has increased as a result of these innovations.

This implies that the growth of tourism in Uzbekistan can benefit from all of the suggestions, viewpoints, and strategies meant to increase the contribution of tourism to the economy. Stated differently, the utilization of

First and foremost, international innovations in Uzbekistan's tourism industry will boost its competitiveness, boost visitor numbers, which will raise revenue, build out the country's infrastructure, and expand the industry's social role.

There are numerous chances for our nation's tourism industry to grow through the use of creative economic techniques. because the Republic of Uzbekistan's innovative economy was ranked 93rd out of 131 countries in the Global Innovation Index-2020.

The relationship in the most significant segment of the tourism market, namely the operations of tourism firms, is the sole focus of our research when examining the tourism services market. It is well known that the tourism industry's system of market-economy relations relies heavily on travel agencies and travelers. It should be mentioned that this aspect of market relations in the travel and tourism sector is still not thoroughly discussed, despite its significance and applicability.

Therefore, the market for tourism services can be defined as a region that produces a tourist product and establishes business relationships with its consumers (i.e., travelers, tour operators, and travel agents).

One organization that brings together buyers (suppliers of demand) and sellers (suppliers of product) of tourism services is the tourism service market. The tourist service market, in contrast to other commodity markets, refers to the movement of goods from the seller to the buyer as well as the fact that buyers travel to the location where tourists purchase the services provided, such as the tour product.

In the first half of the 1990s, Uzbekistan's tourism services market started to take shape thanks to privatization and market economy reforms. Up until now, the state has tight control over the operations conducted in this market segment; the state was the principal supplier of all services. The market for tourism services has been growing steadily since gaining independence. In addition to accelerating the growth of tourism, Uzbekistan's economic reforms are opening the door for the development of new tourist services that were previously unthinkable given our unique position in the global community.

The market for tourism services has not yet been fully acknowledged for its contribution to Uzbekistan's political, economic, and social life. Nonetheless, Uzbekistan is becoming more interested in the domestic tourism services market given the global financial and economic crisis. There are some explanations for this, and this tourism industry may be the one that can guarantee our economy's future rapid expansion. The market for tourism services has not yet been fully acknowledged for its contribution to Uzbekistan's political, economic, and social life. Nonetheless, Uzbekistan is becoming more interested in the domestic tourism services market given the global financial and economic crisis. There are some explanations for this, and this tourism industry may be the one that can guarantee our economy's future rapid expansion. As the global economy faces uncertainty, Uzbekistan's rich cultural heritage, historical sites, and diverse natural landscapes position it as an emerging tourism destination. The development of domestic tourism offers significant potential for job creation, infrastructure development, and the promotion of regional tourism, thereby reducing the country's dependence on traditional industries. Moreover, the tourism sector can stimulate investment in

other key areas, such as hospitality, transportation, and local artisans, contributing to a more resilient and diversified economy. With the right policies and investments, Uzbekistan has the opportunity to establish itself as a major player in the global tourism market while fostering economic growth and social development at home.

Furthermore, the expansion of domestic tourism can play a crucial role in promoting national identity and cultural pride, as local communities engage more with tourists and share their traditions, cuisine, and customs. As the country improves its infrastructure, including transport networks, accommodation facilities, and digital connectivity, it will be able to accommodate increasing numbers of domestic and international tourists, thereby attracting investment and improving the quality of life for its citizens. This investment in tourism infrastructure could also have a positive effect on other sectors, such as agriculture, construction, and services, creating a ripple effect of economic benefits across the country.

Uzbekistan's emphasis on sustainable tourism development will also be crucial to ensuring the long-term viability of its tourism services market. By promoting eco-friendly practices and preserving its natural and cultural heritage, Uzbekistan can attract a growing segment of eco-conscious travelers, contributing to the global trend of responsible tourism. Moreover, the introduction of digital tourism platforms and innovative technologies, such as virtual tours and interactive experiences, can enhance Uzbekistan's global appeal, especially to tech-savvy younger generations who value convenience and personalized travel experiences. In conclusion, while tourism services have not been fully recognized for their potential, they offer significant promise for Uzbekistan's economic and social development. By leveraging its cultural assets, improving infrastructure, and adopting sustainable tourism practices, Uzbekistan can position itself as a competitive and attractive destination, securing both immediate and long-term economic growth. Here, we may see factors of tourism services:

<b>Factors Driving Market Formation</b>	<b>Types of Tourist Services</b>	<b>Examples</b>
<b>Technological Advancements</b>	<b>Transportation</b>	Air travel, buses, car rentals
<b>Globalization</b>	<b>Accommodation</b>	Hotels, vacation rentals, hostels
<b>Rising Disposable Income</b>	<b>Leisure &amp; Entertainment</b>	Theme parks, adventure tourism, ecotourism
<b>Government Support &amp; Infrastructure</b>	<b>Food &amp; Beverage</b>	Restaurants, catering services
<b>Cultural &amp; Lifestyle Changes</b>	<b>Tour Planning &amp; Support</b>	Travel agencies, tour operators, guides

<b>Factors Driving Market Formation</b>	<b>Types of Tourist Services</b>	<b>Examples</b>
<b>Focus on Health &amp; Wellness</b>	<b>Health &amp; Wellness</b>	Wellness retreats, medical tourism

## **CONCLUSION**

The formation of the tourist services market has been shaped by a complex interplay of economic, technological, cultural, and social factors. As the world becomes more interconnected, the tourism sector continues to adapt to the changing demands and preferences of travelers. The growth of transportation networks, the evolution of hospitality services, and the increasing focus on experiential travel have all contributed to the diverse range of services available to tourists today. From transportation and accommodation to food, leisure, wellness, and cultural experiences, the tourism industry encompasses a broad spectrum of services, each designed to meet the needs of different types of travelers.

In the future, the tourist services market will continue to evolve, driven by technological advancements, shifts in consumer behavior, and new opportunities created by global trends. As the demand for sustainable travel, personalized experiences, and cultural exchange continues to grow, the tourism industry will likely see the emergence of new service types and innovations. At the same time, challenges such as climate change, over-tourism, and economic uncertainties may influence the direction of the market, requiring businesses and governments to collaborate in creating a sustainable, inclusive, and resilient tourism sector.

Ultimately, the formation and diversification of the tourist services market reflect the ever-changing nature of human desires and the ongoing pursuit of experiences that connect humans to the world around them.

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