



Purposeful Use of Location Tools in the Development of Regional Tourism

Dustmurodov O. Ismatilloevich

Tashkent State University of Economics, Uzbekistan

Emails: dustmurodovorifjon@mail.ru

Abstract

In this article, in the conditions of the formation of an innovative economy, on the basis of the development of regional tourism services, increasing economic efficiency, improving the tourism infrastructure, increasing its quality level, increasing the volume of services in tourism, increasing the contribution to the country's economy, further developing tourism services in the sustainable development of the economy, placing them in the development of the market of tourism services purposeful use of tools, further improvement of hotel business, attracting foreign and local investments to this process, creating new jobs in the service sector, providing socio-economic support to employees operating in tourism enterprises, as well as developing new types of services, digitalization of services, tourism resources targeted use, application of foreign experience in improving hotel business, use of "HR" services in development of tourism services, placement of vos to increase income from tourism, based on the opinions of economists and experts on the development of tourism services, the development trends of the tourism industry through methods such as analysis and synthesis, observation, grouping, comparative analysis, systematic approach, operational research, statistics and economic analysis creation of a customer base in the means of designation, placement, use of clusters in the development of hotel business, scientific and methodological approach to the regulation of the tourism services market are presented

Keywords: innovative; hotel business; tourist resource; digitization of services; foreign and domestic investments; economic efficiency; currency exchange

1 Introduction

In the context of globalization, tourism has become one of the important social, economic and cultural factors. The total revenue in this sector of the economy is trillions of dollars, according to statistics from the World Tourism Organization (UNWTO) "in 2019, foreign travel around the world reached 1.5 billion"[1]. Tourism is emerging not only as a type of trade services, but the sustainable development of the entire tourism market is creating opportunities for the creation of new jobs and the development of related

industries. However, due to the impact of the pandemic associated with COVID-19, the tourism industry in the world and in our country is facing an economic crisis. Bringing the tourism industry out of the crisis is one of the first tasks. Therefore, the development of tourism based on the analysis of existing opportunities in the context of a pandemic, as well as the support of the tourism industry is a constant focus of the world community.

One of the priorities at the present time is to identify the main obstacles to the development of the world market of tourism services and conduct research aimed at finding effective solutions. In this process, regional tourism is considered an important factor in the socio-economic development of the region, and special attention is paid to the development of a model for the development of tourism in the national economy. This includes attracting investment in regional tourism and increasing the economic efficiency of tourism.

Today, as a result of reforms aimed at modernization of sectors of the economy, innovative development in the country, the tourism industry has reached a new level. Over the past four years, our government has adopted important decrees and resolutions on the development of tourism. “We will continue consistent reforms in the development of tourism in 2021. Special attention will be paid to the development of pilgrimage tourism and domestic tourism”[2]. This, in turn, suggests a method of assessment through tourism sustainability indicators, the development of a mechanism for implementing the organizational mechanism of public-private partnership in the development of regional tourism, improving the system of content and requirements for the preparation of information sites of tourism companies and hotel businesses; determines the expediency of conducting research on roadmaps and prospects for increasing the attractiveness of the industry in the selection.

A number of scientific studies are being conducted to improve the innovative methodological and methodological framework for the development of tourism services in the world. In this process, special attention is paid to identifying areas for the development of regional tourism and the development of a model for the development of regional tourism in the national economy. It is important to determine the share of related industries in tourism and the multiplier effect of tourism in the economy.

2 Literature Review.

Donald Landberg, Mike Stavenga, M.Ansoff, R.M. Bolmostor, Orhan Turkay and many other leading scientists of the world have touched upon the formation and development of placement tools in their scientific research. In particular, Z.I. Timoshenko, G.B. Munin and V.P. Dyshev regarding the brand of accommodation facilities, said: “A hotel brand can be created in any field, and a business product that offers not only a hotel brand but also a hotel business, is becoming a region, a country and a resort. Placement, identification, linking and promises are the cornerstones of a hotel brand strategy”[3].

Also the leading scholars of our country I.S. Tukhliev and M.K. Pardaev stated that placement is a voluntary object intended for temporary residence of people for the purpose of realization of any purpose. Therefore, today’s hospitality industry has been described as the strongest system of regional or tourist center economy and an important component of the tourism economy[4].

As M.T. Alieva said practice shows that most small hotels are independent hotels, at the free disposal of the owner who earns income from such property. And she emphasized that the existence of contractual obligations with other companies in matters of management or use of someone's service mark does not

change the status of the enterprise as an independent enterprise in relation to other subjects of market relations[5].

S. Safaeva expressed the views that In the second half of the XIX century, the sphere of production in the leisure industry expanded: travel agencies began to join the structure of hotels with various conveniences. Hotels everywhere, especially in resorts, have started offering their customers a variety of excursions around cultural, attractions related to the history of the area, and sometimes one-day or two-day tourist trips[6].

F.Q. Kamilova and O.H Hamidov sated about "Quality of services"? What Quality means that the services provided meet the expected or established standards? This means that the standards, their real form and content, are an indicator of the quality of service[7].

3 Research Methodology.

Induction and deduction, analysis and synthesis, systematic approach, operation research, econometrics, statistics and other methods were used. In our study, comparative analysis, analytical analysis, and economic analysis were the focus of a thorough study of the problem. The main direction that leads to the solution of the problem is identified. The role of placement tools in increasing economic efficiency as an object of study is taken as an example.

4 Analysis And Results

According to statistics, in 2019, more than 5 million tourists were exported to Uzbekistan, which is 15.0% more than in 2018. The growth of tourism services in the country amounted to 17%, and the volume of services - 5.6%. In addition, in 2019, 54 tourist enterprises and 22 major hotels were launched. There are more than 1,500 enterprises in this field in our country, including more than 900 hotels[8].

Today, the tourism industry is the main type of services that is developing dynamically. In recent years, the average annual growth rate of the number of foreign tourists in the world was 7.8%, the average annual growth rate of foreign exchange earnings was 9.4%. According to the World Tourism Organization, in 2019, 1.5 billion people visited. Revenues from international tourism amounted to 1.900 billion USD (excluding international transport services). In general, it is noted that to date, the annual volume of foreign exchange earnings from international tourism has increased[9].

According to experts, the development of tourism will continue. According to various estimates, tourism is expected to become a major export sector in the near future.

Factors of such rapid development are the following:

- economic growth and social progress;
- development of vehicles;
- an increase in the number of workers and employees in developed countries and an increase in their financial and cultural level;
- labor intensification and prolongation of workers' holidays;
- development of interstate relations and cultural ties, expansion of interpersonal ties at the regional and interregional level;
- development of services;
- development of technology (communication);
- reduction of border barriers, currency exchange and exit barriers;

- development of hotel business, etc.

The importance of the hotel business around the world is constantly growing. This is the result of its direct impact on the economy.

The hotel business plays an important role in the economy of foreign countries:

1. Serves as a source of currency, a means of employment and a solution to the problem of balance of payments;

2. Gross domestic product (GDP) is rising;

3. Influences the transformation of the economy and the emergence of new sectors that provide services to tourism.

4. With the growth of employment in tourism, the income of the population and the wealth of the nation are increasing.

Today, the hotel business is becoming a rapidly growing business sector. Research is underway to deepen the expansion and specialization of all areas of services, the level of tourism firms, the emergence of the hotel business, the offer of new jobs

4.1 Tables

Tables are “float elements” which should be inserted after their first text reference and have specific styles for identification. Do not use images to present tables, or they will be inaccessible to readers using assistive technologies.

Authors can insert tables by using the MS Word option (INSERT ->Table) and providing the required row and column size. Every table must have a caption (title) above it, which must have the “**TableCaption**” style applied. Please note that tables **should not** be supplied as image files, but if they are images they must have the “Image” style applied. As an example, Table 1 shows all the styles available in this template, to be applied to the respective element of your text.

Table 1: Top ten largest hotel chains in the world[10]

| № | The name of the hotel chain | Number of enterprises | Numbers-Total amount | Number of countries where enterprises are located |
|----------|---|------------------------------|-----------------------------|--|
| 1 | Hospitale Franchise | 4800 | 435 000 | 100 |
| 2 | Holiday Inn Worldwide, Anlante | 2031 | 365 309 | 62 |
| 3 | Choise Hotels International, Silver Springs | 3467 | 299 881 | 38 |
| 4 | Best Western International, Phoenix | 3401 | 276 659 | 60 |
| 5 | Accor, Paris | 4800 | 522 887 | 110 |
| 6 | Marrioti Hotels i Recorts, Bethesda | 815 | 78 000 | 60 |
| 7 | ITT Sheraton Corp., Boston | 450 | 800 000 | 65 |
| 8 | Forte PLC, London | 800 | 100 000 | 50 |
| 9 | Hilton Hotels Corp., Beverly Hills | 3600 | 370 119 | 81 |

| | | | | |
|----|--|-----|---------|-----|
| 10 | Carlson Hospitality Group, Minneapolis | 500 | 220 000 | 150 |
|----|--|-----|---------|-----|

The International Association of Hotels divides hotel chains into three categories:

Corporate hotels - hotel corporations with a large number of enterprises;

Networks of independent enterprises combined for the use of the general booking system, marketing, advertising concept and other services of value to a particular enterprise;

Networks providing management services.

Today, the growth of the economy, the increase in foreign exchange earnings depends on the formation and development of the hotel business. Therefore, special attention is paid to the search for the stages of formation and development of the hotel business.

The formation and development of the hotel business involves four stages:

Until the XIX century - a historical prelude to the hotel business;

Early XIX - early XX centuries - the emergence of enterprises specializing in the production of hotel services;

Before the Second World War - the mass emergence of hotel and restaurant service enterprises;

The development of the hotel business on a large scale after the end of World War II to the present day, the formation of hotel services as the basis of modern tourism and social needs of society.

In the practice of organizing a hotel business, the term "hotel product" is widely used, which allows to note its complex nature.

The activities of hotels will largely depend on their location, as it will affect the price of the land and the cost of construction work, labor costs, as well as the ability to sell the product. When deciding where to place a hotel, first of all, these factors are taken into account. Raw material resources, manpower, availability of appropriate infrastructure, etc. secondary factors. Their importance is not the same for all hotels. Depending on which factors lead, enterprises focused on raw material resources, labor resources, communication lines, or product sales.

Hotel businesses will focus primarily on product sales. In contrast to the industry where the product is delivered to the consumer, the opposite happens in the hotel industry: in order to use hotel services, a guest is required to come here. Therefore, instead of accommodating a hotel business, there are requirements such as proximity and convenience. For example, business tourists choose a particular hotel mainly because of its convenient location.

When looking at hotel services as a product, there are three levels of customer service:

1) individual services and groups of services;

2) "hotel" product - a set of services;

3) extended product.

The hotel complex is the second (middle) level as a single product. It consists of many separate services that make up the first (internal) level, such as staff, kitchens, ports, metrdotelies. The product "Hotel" together with the offers in the area where the hotel is located, complements the services provided by the hotel, forms the third (external) level - the product of the extended "hotel".

The main principles of hotel business management are:

1. Separation of production and operation processes.

2. Limited storage capacity.

3. Duration of hotel services.
4. Involvement of hotel staff in the production process.
5. Seasonality of demand for hotel services.
6. Interaction of hotel services and travel purposes.

If we study the tourists coming to the Republic of Uzbekistan by regions, we can see that tourists visit all regions of the country differently.

It was found that the regions of Uzbekistan differ according to the specifics of each region. This is evidenced by the dynamics of development of sanatorium-resort organizations of the Republic of Uzbekistan in the regions in 2012-2019.

Table 2: Sanatorium-resort organizations in the regions of the Republic of Uzbekistan

Development dynamics in 2012-2019*

| № | Regions | Number of sanatorium-resort organizations | | Numbers | | | | Number of placed people, person | |
|-----|-------------------------------|---|------------|----------------|-------------|--|--------------|---------------------------------|---------------|
| | | | | Numbers (room) | | For bed cofor For bedtime Intended for bed | | | |
| | | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| 1. | Republic of Uzbekistan | 149 | 171 | 9629 | 7149 | 16999 | 22215 | 255096 | 334791 |
| 1. | Republic of Karakalpakstan | 12 | 10 | 364 | 311 | 855 | 778 | 6380 | 6197 |
| 2. | Regions: | | | | | | | | |
| 3. | Andijan | 10 | 9 | 302 | 314 | 855 | 675 | 8858 | 4477 |
| 4. | Bukhara | 5 | 3 | 252 | 224 | 470 | 530 | 6881 | 7927 |
| 5. | Jizzakh | 4 | 11 | 431 | 267 | 672 | 872 | 10558 | 20585 |
| 6. | Kashkadarya | 9 | 10 | 421 | 433 | 885 | 946 | 7653 | 11469 |
| 7. | Navoi | 5 | 6 | 348 | 301 | 582 | 655 | 7911 | 9023 |
| 8. | Namangan | 13 | 16 | 1351 | 1067 | 2458 | 2773 | 38661 | 50206 |
| 9. | Samarkand | 11 | 20 | 606 | 272 | 862 | 1820 | 12416 | 16887 |
| 10. | Surkhandarya | 7 | 9 | 373 | 125 | 430 | 774 | 3051 | 7557 |
| 11. | Syrdarya | 2 | 2 | 3 | 54 | 112 | 6 | 522 | 145 |
| 12. | Tashkent | 24 | 25 | 2288 | 1539 | 3500 | 4433 | 65280 | 93244 |
| 13. | Fergana | 25 | 31 | 1892 | 1210 | 2898 | 3224 | 47877 | 41359 |
| 14. | Khorezm | 5 | 4 | 88 | 115 | 445 | 405 | 3022 | 3986 |
| 15. | Tashkent city | 17 | 16 | 910 | 917 | 1975 | 3224 | 36020 | 41359 |

Source: 2019, prepared on the basis of data from the State Statistics Committee of the Republic of Uzbekistan.

According to the table, in 2012-2019, the number of sanatoriums in the Republic of Karakalpakstan in the Republic of Uzbekistan decreased by 16%, in the regions of Andijan - by 10%, Bukhara - by 40%, Khorezm - by 20%, In the regions, Jizzakh has developed 2.7 times, Kashkadarya - 11%, Samarkand - 80%, Navoi - 20%, Namangan - 23%, Surkhandarya - 29%, Tashkent - 4%, Fergana - 24% increasing can be seen. In particular, during the analytical period in the Republic of Uzbekistan the number of places in sanatoriums increased by 30.6%, in Surkhandarya region - by 1.8 times, in Samarkand region - by 2.1 times. The results of the analysis show an increase in the volume of supply of sanatorium-resort services in the Republic of Uzbekistan, which is in line with the growing demand for these services.

According to the analysis, as a result of combining the services provided by sanatorium-resort organizations in the regions of Uzbekistan to the following groups, the concentration of territorial units and the degree of differentiation of supply were determined. The most developed regions are: Tashkent, Fergana, Namangan and Tashkent city. Developed regions include: Jizzakh, Samarkand. Moderately developed

regions include: Kashkadarya, Navoi and Bukhara. The least developed regions are: Surkhandarya, the Republic of Karakalpakstan, Andijan, Khorezm and the least developed region is Syrdarya.

In summary, according to the table, the concentration of territorial units for the provision of medical services in sanatorium-resorts in Uzbekistan is mainly in large cities with developed tourism, and the differentiation of supply is in Kashkadarya region, in regions, Khorezm, Karakalpakstan, Andijan and Syrdarya demand is not fully met. Consequently, the concentration of territorial units for the provision of medical services in sanatorium-resorts located in the regions was found to be unevenly developed.

The development trend of recreation facilities in the regions was calculated by the above method on the basis of data from the State Statistics Committee of the Republic of Uzbekistan for 2012-2019.

Differentiation of supply and demand for the services of medical and recreational organizations in sanatoriums and resorts of the Republic of Uzbekistan It is known that the concentration of territorial units is high. This is especially true in Tashkent, Fergana, Namangan, Kashkadarya regions and the Republic of Karakalpakstan. Because in these regions are located 57% of all sanatorium-resort organizations in Uzbekistan, and the remaining 9 regions account for 43%. High levels of concentration of regional units of recreation organizations are observed in Tashkent, Khorezm, Kashkadarya regions and the city of Tashkent. These regions account for 70% of all leisure facilities in Uzbekistan, and the remaining 10 regions account for 30%

Although there are enough recreational facilities in Uzbekistan, taking into account the growing population and the arrival of foreign citizens for recreation and treatment, it was found that the existing facilities do not meet the needs of all recreational facilities. In particular, in Surkhandarya, Navoi, Andijan, Bukhara regions there are still opportunities to build many sanatoriums, recreation centers, boarding houses, children's hospitals. The establishment of appropriate recreational infrastructure in these regions will make a significant contribution to the restoration of health of the population of our country and will increase the flow of foreign tourists.

Computer Code

Like all industries, the role of factor analysis in making effective management decisions to develop and increase the efficiency of the hotel business is invaluable. One of the indicators of the result is the revenue from the sale of tourism products.

A number of factors affect the overall revenue of hotels from tourists. These include:

- total revenue from tourists to the hotel;
- total number of seats in the hotel;
- average hotel occupancy rate;
- average revenue per guest;
- average working day during the reporting period.

The relationship between these factors and the outcome indicator is represented by the following formula[11]:

$$M_t = M_j * O_b * T_{1m} * O_{ik};$$

M_t - total revenue from tourists to the hotel;

M_j - the total number of seats in the hotel;

O_b - the average level of employment in the hotel;

T1m - average revenue per guest;

Oik- average working day during the reporting period.

The impact of these factors on the outcome begins with determining their difference. The following formula is recommended for this:

$$\Delta Mt = (Mj(h) * Ob(h) * T1m(h) * Oik(h)) - (Mj(r) * Ob(r) * T1m(r) * Oik(r));$$

To determine the effect of the first indicator, the total number of places in the hotel, on the change in the result indicator, the total revenue from tourists to the hotel, the result is recalculated with the actual amount of this factor

$(Mj(h) * Ob(r) * T1m(r) * Oik(r))$ and from this amount the planned amount of the result $(Mj(r) * Ob(r) * T1m(r) * Oik(r))$ is subtracted. To do this, we recommend using the following formula:

$$\Delta Mt.mj = (Mj(h) * Ob(r) * T1m(r) * Oik(r)) - (Mj(r) * Ob(r) * T1m(r) * Oik(r));$$

To determine the effect of the second factor, the average level of employment of the hotel, on the change in the total income of tourists to the hotel, the result is recalculated with the actual amount of this factor $(Mj(h) * Ob(h) * T1m(r) * Oik(r))$ and from this amount the recalculated amount $(Mj(h) * Ob(r) * T1m(r) * Oik(r))$ is subtracted by the factor change of the result. To do this, we recommend using the following formula:

$$\Delta Mt.ob = (Mj(h) * Ob(h) * T1m(r) * Oik(r)) - (Mj(h) * Ob(r) * T1m(r) * Oik(r));$$

To determine the effect of the third indicator, the revenue per guest, on the change in the result indicator, the total revenue from tourists to the hotel, the result is recalculated with the actual amount of this factor $(Mj(h) * Ob(h) * T1m(h) * Oik(r))$ and the amount recalculated from this amount with a change in the second factor of the result

$(Mj(h) * Ob(h) * T1m(r) * Oik(r))$ is separated. To do this, we recommend using the following formula:

$$\Delta Mt.t1m = (Mj(h) * Ob(h) * T1m(h) * Oik(r)) - (Mj(h) * Ob(h) * T1m(r) * Oik(r));$$

The result is recalculated with the actual amount of this factor to determine the effect of the fourth factor, the average number of working days during the reporting period, on the change in the result indicator, the total revenue from tourists to the hotel.

$(Mj(h) * Ob(h) * T1m(h) * Oik(r))$ and the amount recalculated from this quantity with the change of the second factor

$(Mj(h) * Ob(h) * T1m(r) * O'ik(r))$ is separated. To do this, we recommend using the following formula:

$$\Delta Mt.t1m = (Mj(h) * Ob(h) * T1m(h) * Oik(r)) - (Mj(h) * Ob(h) * T1m(r) * Oik(r));$$

The result is recalculated with the actual amount of this factor to determine the effect of the fourth factor, the average number of working days during the reporting period, on the change in the result indicator, the total revenue from tourists to the hotel.

5 CONCLUSION

Improving the organization and management of the hotel business in the country is primarily due to the policy pursued in the country, geographical convenience, historical monuments, and abundance of attractions, quality of tourism products, competitiveness, stable economy, and guaranteed safety of tourists, proper marketing and other factors.

Problems such as the development of the organization and management of the hotel business in developed countries, the planning of tourist routes, the study of advertising of hotel services, the use and application of

their experience are the least studied areas in our country. The basis of development of this industry requires knowledge of the role of the country in the economy, its impact on economic development, opportunities for future development. With this in mind, it is very important to learn how to organize and manage a hotel business. The main goal is to ensure Uzbekistan's place in world tourism through the development of advertising and sales of hotel services, to ensure the necessary inflow of foreign exchange into the economy, to improve the quality of services, to expand export opportunities.

Tourism is an important tool for normalizing the international situation, strengthening peace, mutual understanding, friendship and cooperation between peoples. In Uzbekistan, the strategy for the development of the hotel business is based on government decisions and scientific theories.

The following factors are important in the development of the hotel business today:

- economic growth and social progress;
- development of vehicles;
- an increase in the number of workers and employees in developed countries and an increase in their material and cultural level;
- intensification of labor and prolongation of workers' holidays;
- development of interstate relations and cultural ties, expansion of interpersonal ties at the regional and interregional level;
- development of services;
- development of technology (communication);
- reduction of border barriers, barriers to currency exchange and exit, reduction of paperwork, etc.

In order to provide quality services to tourists, the following problems facing the hotel business must be urgently addressed:

- lack of required facilities at tourist facilities, low capacity to conduct excursion services in the most visited tourist facilities;
- limited sources of funding to finance the process of modernization of the hotel infrastructure and industry;
- low level of training for the hotel business;
- lagging behind in the development of integration and corporate relations, which can provide a combination of efforts to create an investment and organizational-economic basis for the rapid development of the hotel business, etc.

References

- [1] Tuxliyev I.S., Pardayev M.Q. Development of tourism services is a source of employment. - T., 2008. - 23 p.
- [2] Z.I. Timoshenko, G.B. Munin, V.P. Dyshlev Marketing of hotel and restaurant business 2011-2017 tourism-book.com.
- [3] Kamilova F.Q., Hamidov O.H. Hospitality industry. Study guide. TDIU.2007 pages 106-108.
- [4] M.T. Alieva. Hotel management. Textbook. - T.: 2007. -335s.
- [5] S.Safaeva. Establishment of a hotel business. The text of the report. T.: 2012.
- [6] M.T. Alieva. Hotel management. Textbook. - T.: 2007. -335s.
- [7] Kholikulov A.N Opportunities to improve the quality and efficiency of service in hotels (On the

example of Samarkand hotels) Candidate's dissertation. Samarkand 2010.

- [8] Address of the President of the Republic of Uzbekistan to the Oliy Majlis. December 29, 2020 / People's Speech. December 30, 2020.
- [9] <https://whhttp://www.tourism.uz/> 2019.
- [10] [ww.unwto.org/taxonomy/term/347](http://www.unwto.org/taxonomy/term/347).
- [11] www.world-tourism.org/ 2019 .
- [12] www.interunion.ru – tourism associations.
- [13] www.world-tourist.org- World Tourism Organization.
- [14] orld-tourism.org – World Tourism Organization.