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IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 04 Volume: 120

Published: 04.04.2023 <http://T-Science.org>

Issue

Article



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IMPROVING THE MANAGEMENT SYSTEM OF TOURISM ENTERPRISES THROUGH DOMESTIC TOURISM

Abstract: The article examines the importance of tourist enterprises in the development of domestic tourism, theoretical views on improving their management system. Also, the factors affecting the effectiveness of the implementation of the management mechanism of the tourist enterprise have been identified. The theoretical essence of these influencing factors has been studied.

Key words: domestic tourism, inbound tourism, services, organizational-economic mechanism of management, horizontal and vertical management structures, local tourists, cultural heritage, competitiveness, risk management.

Language: English

Citation: Nazarova, B. U. (2023). Improving the management system of tourism enterprises through domestic tourism. *ISJ Theoretical & Applied Science*, 04 (120), 17-21.

Soi: <http://s-o-i.org/1.1/TAS-04-120-4> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.04.120.4>

Scopus ASCC: 1400.

Introduction

The trends of global change in the world shows that in the period before the pandemic, the rate of growth of the tourism sector in the GDP of the countries of the world has increased significantly. "According to the data of the World Tourism Organization (WTO), in 2019, the amount of income received from tourist activities on a global scale is 1478 billion. US dollars, and the annual tourist turnover is 4700 billion. amounted to US dollars. The share of the tourism sector in the world gross product was 10.4 percent (9.2 trillion US dollars), the number of people employed in the sector was 10.0 percent, and the investments made in the capital for the development of the sector were 4.4 percent [8]". In turn, in countries with high tourism potential, the problems of compensating the losses related to inbound tourism through the development of the domestic tourism sector, developing the domestic tourism sector within the existing potential and improving the management processes to level the level of recession in the economy remain relevant.

In the context of the comprehensive development of tourism services in New Uzbekistan, structural changes are being implemented It shows that it opens wide opportunities for the development of domestic tourism. "The development of the

domestic tourism sector in the development strategy of New Uzbekistan will increase the number of local tourists to 12 million and increase the number of foreign tourists visiting the republic to 9 million to reach and ...to double the number of people employed in the field to 520 thousand people in the period until 2026, to develop the infrastructure of tourism and cultural heritage objects, and to effectively use more than 8 thousand cultural heritage objects [1]" such tasks are defined . The successful implementation of these tasks in the process of managing the activities of the domestic tourism sector in our country, effective use of existing tourist resource components, assessment of the effect of the sector on the development of the regional economy, use of competitive advantages in the activities of enterprises of the sector, management of possible risks, development of strategies for the recovery of the sector in the conditions of socio-economic crises requires improvement of exit processes.

Analysis of literature on the topic.

The field of tourism includes small socio-economic systems, each of which has its own internal complex structure and goals, which can move from one system to another under the influence of various changes. In the world, the activity that is considered the main subsystem of

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tourism is social because it implements the right to rest, the right to freedom of movement, the right to spa treatment, the right to access cultural values and other basic rights.

According to A. Kosolapov, "domestic tourism is one of the certain segments of tourism that provides economic development of a country or region [2]".

A.Trubin defined that "domestic tourism is one of the types of tourism, which means that citizens of a certain country travel within this country [4]".

I.Tokhliev "distinct from other forms of domestic tourism is the travel of citizens permanently living within the borders of their country to a temporary visitor place (without paid activities) for tourist purposes, the travel of citizens permanently living in the territory of the country to other regions, the crossing of state borders and tourist formalities of domestic tourism signs such as not being related to [4]".

T.Yu.Ivanitskaya's research work, the structural structure of domestic tourism includes activities with the following purposes [5]: recreation in recreation areas and resorts; treatment-rehabilitation recreation; organization of excursions and tours to historical,

cultural and natural attractions; use of gastronomic tourism services; use of active and extreme tourist services; use of pilgrimage tourism services; use of ecological tourism services; use of sports tourism services; use of agrotourism services; use of business tourism and other types of tourist services.

Research methodology.

This article used the methods of systematic and logical analysis, comparative analysis. In particular, the opinion of economists regarding the management system of tourist enterprises was studied and a systematic and logical analysis of their scientific views was carried out. Theoretical information was systematized from general to specific.

Analysis and results.

If the above-mentioned tour operators and tourist agencies are included among the organizers of domestic tourism services, the providers of tourist services are structures that offer basic and additional services based on tourist resources (Fig. 1).

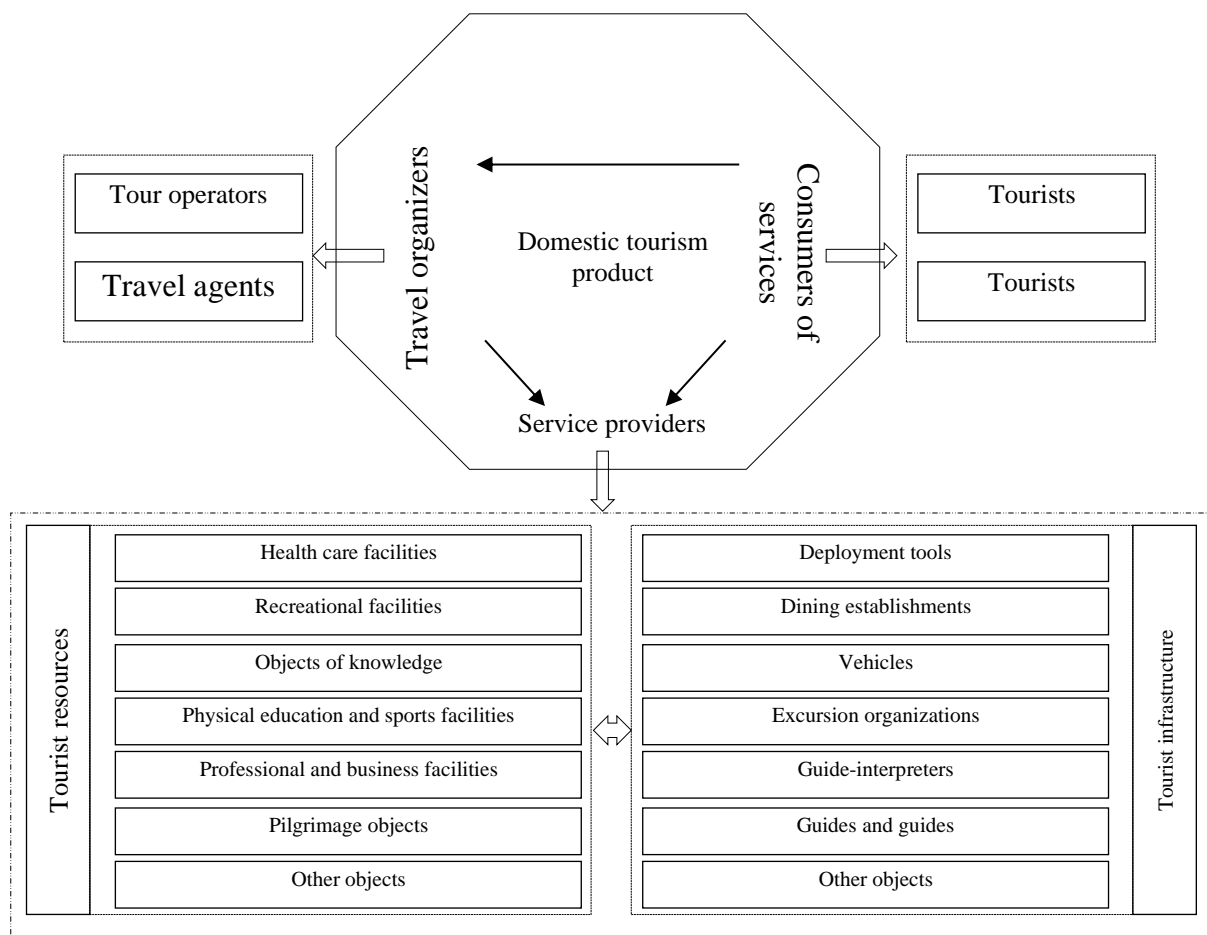


Figure 1. Domestic tourism services created and done increase structures¹

¹Developed based on the author's research.

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In the activities of domestic tourism systems and enterprises, management follows the traditional management laws and principles, and structures engaged in domestic tourism activities also operate within the framework of generally defined management goals, functions and tasks. However, the processes of managing domestic tourism activities also have specific aspects that differ from other systems and enterprises of the economy.

"In the process of managing activities in the field of domestic tourism, together with general functions such as marketing, planning, organization, coordination, promotion, accounting and control functions, specific functions such as management of

main activities, management of additional services, management of service quality, and labor and salary management implementation is ensured [7]".

In 2014-2020, the level of tourism consumption in the country increased steadily due to the increase in the population and the improvement of living standards. If in 2014 the volume of tourism consumption within the country is 13576,2 bln. amounted to 27696,0 billion soums, by 2019 this indicator has increased more than 2 times. However, in 2020, in the context of the pandemic, the demand for tourism services decreased by 2,5 times compared to 2014.

Table 2. Tourism in Uzbekistan main indicators dynamics [9]

No	Indicators	Years						
		2014	2015	2016	2017	2018	2019	2020
1	Country domestic tourism consumption, bln. sum m	13576,2	14010,7	13772,5	16568,3	20561,3	27696,0	5271,2
2	The field of tourism by offer done services volume, billion sum m	6651,7	7203,8	7809,0	8261,9	8658,4	9333,8	8540,4
3	He is employed in the field of tourism population, thousand people	185,0	188,4	170,9	187,6	201,0	230,5	189,2
The field of tourism with connected q service show fields activity results								
4	Live and eating services, billion sum m	1118,7	1302,5	1502,5	1693,8	1823,9	1967,1	1690,2
	Culture and art, billion sum m	354,6	373,5	414,7	439,3	547,8	655,8	624,5
	transport and storage, billion sum m	14052,3	14905,7	15725,5	17509,0	18713,4	19950,6	19520,2
	Trade services, billion sum m	12717,6	14095,8	15325,2	15483,6	16275,4	17429,9	17724,1

At the same time, the development of the tourism sector has a multiplying effect on the development of networks and industries that cross the lines of activity. In particular, the development of tourism has an impact on the development of accommodation and food services, culture and art, transportation and storage services, and retail trade, which are the main links of the service sector. The analysis of these indicators also shows parallel trends in the level of development of service industries related to the main tourism industry.

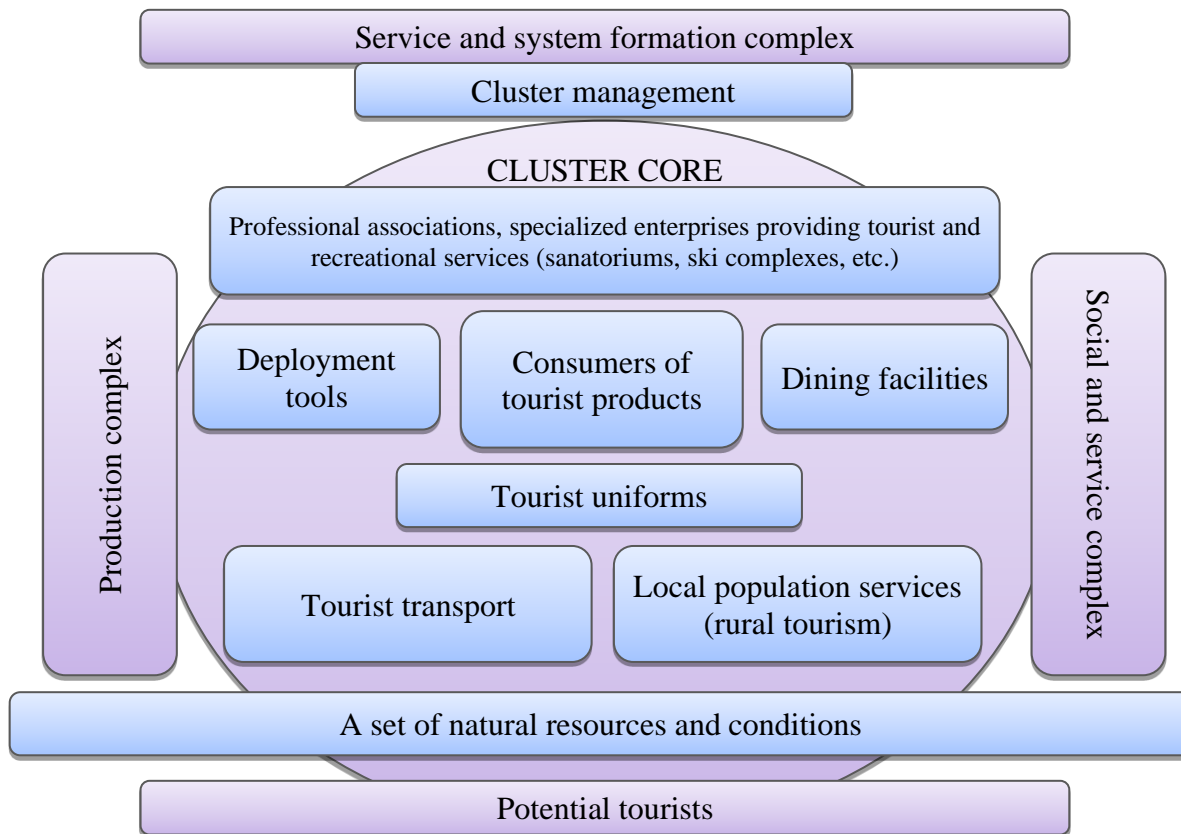
The state of development of domestic tourism services has been analyzed based on domestic tourism resources at the country level and the activities of entities involved in economic processes based on their use.

Factors that ensure the development and activation of the field activity in real conditions have been studied through a model that assumes the influence of factors on the effectiveness of domestic tourism activities in the regions.

In the course of the research, the internal tourism cluster was studied as an organizational structure based on innovative activities, but in the study of the structural structure of this structure based on a systematic analysis, an attempt was made to form its optimal structural structure from the point of view of management. In this case, the composition of the domestic tourism cluster was divided into 5 complementary complexes, which include enterprises in different areas of activity (Fig. 4).

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Picture 4 . _ Domestic tourism cluster structural structure²

In 2019, before the pandemic, 10,3% of the global GDP was generated in the tourism sector, while the sector generated 330 million. a person is employed. The field of tourism total the world 6,5% of exports and total the world services 27,2% of exports organize did [10]. But today's in the day The whole world touristic organization (BTT) information according to "world tourism industry approximately 450 billion US dollar loss possible [11]".

The purpose of the research conducted in the direction of scenarios for recovery of the industry in crisis conditions is to develop scenarios for getting out of the crisis and bringing the industry to the previous development trend based on a comprehensive analysis of measures to support the tourism industry in the conditions of global and domestic experience in modern conditions. In the process of achieving this goal, it is appropriate to conduct research based on the following directions:

- assessment of the main problem points of the tourism sector in the crisis;
- systematization of the world and domestic experience of supporting the tourism sector in the current conditions;

-assessment of the possible scenarios for the restoration of the tourism sector, taking into account the measures taken and the developing trends.

Conclusions and suggestions

Based on the results of the research presented above, we came to the following general conclusion:

Based on the systematic approach, a classification model of the main subsystems and functions of the organization and management of domestic tourism was developed. A study of existing models shows that there are no models based on the separation of subsystems in the classification. The theoretical structure of the classification model of the organization and management of domestic tourism activities is formed on 4 main sub-systems;

- coefficients of difference that allow for a more accurate assessment of the level of disproportion of tourism development by region and the level of regional risks have been determined;
- coefficients of regional disparity reflect the level of differences in the development of the domestic tourism industry in the regions of the country and the general level of inequality compared to the similar index of other regions;

²Developed based on the author's research.

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-although the internal tourism cluster was studied as an organizational structure based on innovative activities, based on the study of the structural structure of this structure based on a systematic analysis, its optimal structural structure from the point of view of management was determined in the form of a structure divided into 5 complementary complexes, including enterprises in separate areas of activity formation is recommended;

-in almost all scenarios of the restoration of the tourism industry, the main basis of tactical processes in the direction of supporting the industry in our country is the promotion of domestic, including pilgrimage tourism. In order to ensure the effectiveness of this mechanism within specific limits and scopes, it is necessary to manage possible tourist flows by assessing the level of internal tourism resource potential of the regions of our country.

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