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The importance of tourism types in the development of the tourism service market of our country

Sirojidinov Yusufjon Maxsudovich

Annotation: The article examines the tourism industry, which is an actively developing sector of the world economy, affecting such major industries as transport, agriculture, construction, communications, and the production of consumer goods.In modern conditions, a systematic analysis of the development features of the tourism services market is of particular importance due to the fact that changes in external factors and conditions under the influence of economic and other sanctions are gradually changing the geography of tourist flows.

Key words:tourism market, travel companies, tourism product, tourism services,state.

Introduction: The main condition for the development of modern society, as well as the main national priority in the long-term future human development. Tourism as one of the important factors shaping the health of the nation, contributes to solving the problem of promoting health and restoring people's performance.The concept of “tourist market” is not established in modern economic science.Scientists have argued various its interpretation.

The tourist market as a sphere of sales of the tourist product and economic relations,arising between buyers and sellers tourism product [1].

According to the definition of Yu. V. Temny, the tourist market is a category of tourism economics,which is a collection of specific economic relations and connections between tourists and tour operators, as well as travel agents and their counterparties regarding the movement of tourism products and funds, reflecting economic interests of market subjects relations [2].

Effective functioning of tourism market is possible subject to three main conditions:

-free competition among producers of tourism services;

-the possibility of free choice among consumers of tourism products and services;

-establishing uniform rules for everyone subjects in the field of safety and quality of services provided.

The most successful, in our opinion, is the following definition. Tourist market – is a system of world economic relations in which the process of converting tourist and excursion services into money and converting money back into tourist and excursion services is taking place services. In other words, the tourism market is this is the sphere of manifestation of economic relations between producers and consumers of tourism products. If the economic interests of the producer and consumer coincide, then there is an act of purchase and sale of tourist product [3].

In global total exports, the share of tourism services is 6% [4]. Tourism accounts for approximately 1/4 of the global services market – 24% world imports and 25% of world exports [5].In terms of volume, this is comparable only to transport services inextricably linked with international tourism. The remaining third of the world market services is divided by a huge number of other types of services. In addition, international tourism provides about 9% of world GDP and 1/11 jobs all over the world [4], which confirms its significance in the socio-economic development of countries participating in the world tourism market and their individual regions.

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Currently, most Russian regions are subjects of tourism activities, which develop in accordance with medium-term tourism programs in subordinate territories.However, even the initial analysis of these programs reveals conceptual flaws,which, in our opinion, are:

-the developers of these programs do not fully provide for the formulation and implementation tasks to harmonize social, economic, environmental and other goals and interests local population and tourists of the jurisdiction territories;

-tourism connections between subjects of the country, despite the fact that for this there has always been an objective basis, since homogeneous recreational and tourism resources, for example natural ones, are simultaneously possessed by several subjects of the country. Besides infrastructure services, for example, transport, hotel and others are available to tourists throughout the state, regardless of the location of its regions, and this objectively contributes to the establishment of tourist connections between administrative entities countries and regions;

-goals of tourism development programs in the territories of state subjects, as well as federal ones programs, give a clear preference to the solution economic objectives in the field of tourism rather than compliance and harmonization of social interests population and achieving tourism safety;

-are not discussed in depth enough possible negative effects from spatial tourism development or intensification tourism activities to the extent that degradation and depletion of resources used in tourism technologies begin;

-tourism development programs do not provide the necessary institutional changes in the tourism management system, especially in marketing, which limits the establishment of real partnerships between by all subjects of tourism activities and leads to an increase in transaction costs of tourism enterprises;

There is no clearly developed segmentation of the tourist market, so tourist enterprises are forced to work “blindly”,without knowing exactly your target audience, offering tours "in general".

Of course, all the factors listed above do not contribute to the expansion of the flow of domestic tourism, as required by the unfavorable situation for travel that is developing in foreign and some domestic resorts that are traditionally vacation spots for Russian tourists.

As practice has shown, the emphasis in the development of Russian tourism is on the fact that tourism is This is, first of all, a business area. As a rule, many types of negative impact of tourism on natural and cultural environment, namely: wastewater pollution,garbage; noise pollution and emissions from air transport; traffic congestion; coastal (beach) erosion due to dune removal and coastal leveling; overuse of natural areas (forests, mountain slopes, lakes); destruction of natural areas for the placement of tourism facilities; violation of natural connections in the chain: air,water, earth's surface and living organisms; influence on the culture of local residents; bringing alien habits and customs into the host country; loss of historical and architectural heritage; one-time increase in density population in recreation areas; worsening socio-economic tensions; deterioration crime situation; the spread of the use of minor labor [9].

Thus we see that negative external effects are real and can only be neutralized by the creation of modern tourism infrastructure and industry.To what extent tourists will be satisfied with the time spent at the resort, to a greater extent will be determined by whether the proposed conditions for recreation and the level of service meet the expectations of consumers of tourism services. An essential condition for a pleasant holiday is the presence of pristine natural

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environment, so its conservation becomes one of the main economic factors for the tourism industry, including regulatory authorities in this area, managers and specialists of tourism companies.

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