

Improving the Instruments of State Regulation of Tourism

Golysheva Elena Vyacheslavovna

Assistant professor, DM Director of the "Scientific-Research Institute for the Study of Problems of Cultural Heritage Objects and Development of Tourism" under the Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan

Abstract:

Tourism is a complex, highly profitable cross-industry complex and is one of the main sectors of the world economy. It is recognized as one of the most effective tools for supporting and stimulating the development of local, regional and national economies in many countries of the world. The work examines the directions for improving state regulation of tourism in terms of improving the quality, competitiveness and stability of the tourism complex, and also proposes adequate tools for state stimulation of tourism market entities.

Key words: state regulation of tourism, instruments of state regulation of tourism, principles, state tourism policy, certification of tourism services.

Introduction

The development of tourism, especially in the regions, in the current period of unstable economic situation, shows the heterogeneity of the tourism complex, which leads to different approaches to the development of a model of state support and regulation of the economic mechanism of development of the latter in the context of economic modernization. The effectiveness of tourism is an important factor that stabilizes the socio-political situation in federal and regional resorts and creates the basis for the sustainable development of tourism in the regions of Uzbekistan.

At the same time, the country has developed a unique tourism system, including resort business. At the same time, imperfections in the management system and government support have a negative

impact on tourism. Measures taken in recent years to provide legislative support for tourism and the rational use of natural healing factors and resorts at the federal and regional levels, the phased implementation of the federal target program “Development of Resorts of Federal Significance” and a number of targeted programs for the development of tourism regions have made it possible to reduce the potential negative consequences of the restructuring of the tourism industry countries and should become the basis for its transformation into a highly profitable sector of the domestic economy¹.

The main goal of state regulation is to create optimal conditions for the development of tourism through the use of legal and economic mechanisms, the distribution of material and human resources, taking into account their priorities. The concept of state regulation is developed taking into account two factors:

a) provide for national interests that are determined by each state independently in accordance with the economic, political, social and other circumstances that take place in the country's economy, the political environment, tourism potential, the level of infrastructure development and the influence of other factors;

b) international agreements, areas of international cooperation, regulatory and legal conditions that ensure the right of tourists to free movement, defining the tasks and role of the state in the development of domestic and international tourism, taking into account environmental, socio-cultural and safe conditions.

The main goal of improving tourism in Uzbekistan is the creation of a modern and competitive tourist complex based on the use of unique tourist and recreational resources, domestic traditions, scientific achievements of tourism studies and providing solutions to basic problems:

- meeting the needs of Uzbekistans, citizens of the CIS and other countries for high-quality tourism services and recreation for the population;
- increasing the contribution of the tourism complex to the development of the regional economy;
- conservation and rational use of natural resources and resorts, scientific, cultural and historical heritage.

To effectively achieve our goals, we will define a number of fundamental principles:

- conducting a complete inventory of private tourism facilities, developing and implementing a system for recording these facilities and forming a register of private tourist facilities;
- development and creation of a legislative and regulatory framework for the development of tourism, facilitating the successful functioning of all types of tourism organizations of various organizational and legal forms and types of ownership;
- the formation of a reasonable tax policy and economic mechanisms for stimulating the development of tourism organizations in the regions;
- attracting investment in tourism by providing government guarantees and other regional support measures;
- conservation, rational use and restoration of natural resources and resorts;
- creating conditions and principles for cooperation of tourism organizations with transport, agricultural, manufacturing and investment banking structures, social and compulsory health

¹Ziyadin, S., Madiyarova, A., Blembayeva, A. International tourism as a factor of world development. IBIMA 2018 - Vision 2020:(2020)

insurance funds, insurance companies and advertising agencies in order to form a high-tech and competitive domestic market for tourism services;

- strengthening government support and regulation of the industry through an international service certification system;
- development of a unified personnel policy through a system of professional training, professional retraining, advanced training, certification, certification of managers and specialists in the field of tourism².

The content of state regulation of tourism in the region is determined by the goals facing state bodies, as well as the means and instruments that state tourism management bodies in the region have at their disposal when pursuing economic policy. In a market economy, this content includes:

- informing tourism market participants about the state of the country's economy in general and these industries in particular, the prospects for their development;
- justification of the most important points of economic policy that government agencies intend to pursue in the field of tourism at this stage of development of the country's economy;
- measures to develop the public sector of the tourism complex - one of the most important instruments for the state's influence on economic processes in the country.

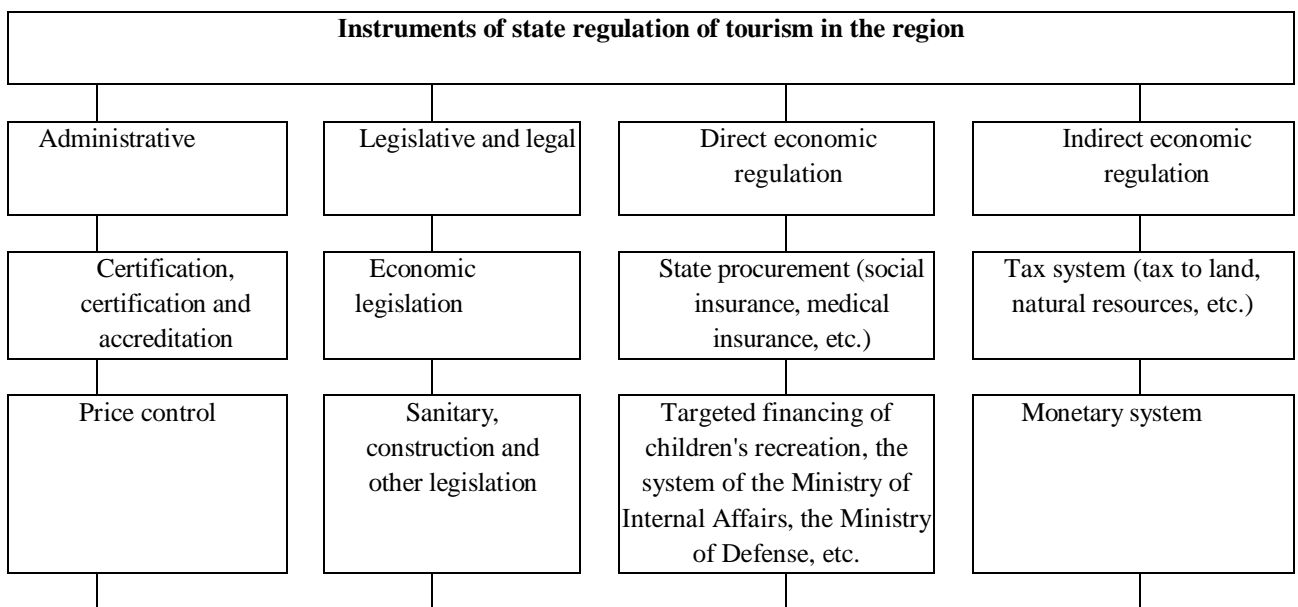
At the same time, the objects and instruments of state regulation of tourism are those conditions, processes and relationships in the sphere of reproduction of tourism services, the normal functioning of which the market mechanism provides unsatisfactorily, or does not provide at all.

As such, the following can be distinguished: - general economic processes, such as the economic cycle, money circulation, prices, employment, investment:

development of specific basic sectors of tourism through the implementation of regional target programs, namely;

individual large tourist centers and resorts of federal significance, Samarkand, Bukhara; integrated and proportionate development of tourism in various regions of the country.

The set of government regulation instruments includes the following main elements (Figure 1).



² Williams, M., The Political Economy of Tourism liberalization, Gender and the GATS, 2003

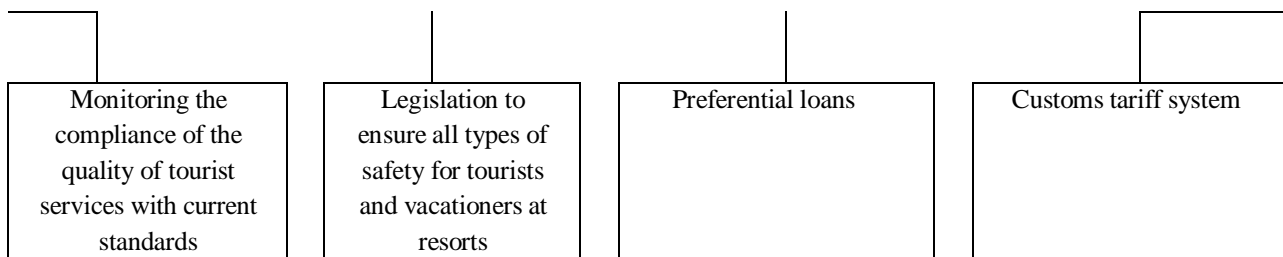


Figure-1. Instruments of state regulation of tourism in region

As follows from the materials in Figure 1, each tool from the above groups has its own characteristics and in certain circumstances can be used separately. Today, government tourism management bodies in the region are objectively forced to use the entire range of these means, not limiting themselves to any one group³.

Tourism policy defines the main directions and creates conditions for the development of the tourism industry and other sectors of the economy focused on the tourist market. The essence of state regulation in the field of tourism is revealed by its goals, tools, mechanisms of processing and implementation. Any country that is interested in developing its tourism industry seeks to create conditions for sustainable development, i.e. to ensure that economic entities function effectively and that the flow of tourists, especially those engaged in domestic tourism, is not interrupted. This allows the state to get both economic benefits from the development of tourism (mainly as tax deductions to the budget) and social benefits (creating additional jobs, improving the population, preserving cultural attractions, etc.).

An effective means of regulating tourism activities in the interests of protecting the rights and interests of consumers is the certification of tourism services. According to the definition of the International Organization for Standardization (ISO), “certification is a procedure for confirming the compliance of the result of production activities, goods, services with regulatory requirements, through which a third party documents that a product (process) or service meets specified requirements.” A document confirming the compliance of certified products (work, services) with the established requirements is a certificate of conformity, valid throughout Uzbekistan.

Conclusion

The tourism industry worldwide is a highly profitable economic activity. As world experience shows, the development of tourism requires consolidation of the efforts of all stakeholders in the tourism market, both in the private and public sectors. On the other hand, the role of the Uzbek authorities is to improve infrastructure, as well as plan and coordinate tourism development policies at the national and state levels.

Of course, the development of tourism in the country faces a number of problems, including insufficient development of infrastructure, low level of service in a number of regions, high prices for a number of services (especially for residents), but, as mentioned above, work is actively underway to solve them and create attractive image of the country's tourist destinations.

In general, state regulation of tourism is an effective means of stimulating investment activity, improving the quality of services provided and solving social problems in terms of the real

³ Krotkova, E. V., Mullakhmetov, K. S., & Akhmetshin, E. M.. Academy of Strategic Management Journal, 15(SpecialIssue1), 8-14. (2016).

improvement of the nation. However, it is important to take into account that the main directions of state policy should be the stability and competitiveness of the tourism complex.

Summarizing analytical findings and trends of development, it is important to note that tourism of Uzbekistan for the last 5 years has undergone a significant change: each year, an increase in the number of non-resident visitors increased the share of tourism in GDP of the country has been a qualitative improvement of services related to the provision of placements, actively guided activities, for both internal and external tourists, applied significant effort to popularize tourist destinations of the country in social networks and on youtube. Crucial steps were the development and adoption of the State program of tourism industry development of the Republic of Uzbekistan until 2025 and the concept of tourism industry development until 2023, the effective implementation of which will undoubtedly contribute to the development of tourism business in the country, and, as a consequence, increasing the number of foreign guests.

References

1. Williams, M., The Political Economy of Tourism liberalization, Gender and the GATS, 2003. https://documentation.lastradainternational.org/lisidocs/420%20tourism_liberalization_1007.pdf
2. Ziyadin, S., Madiyarova, A., Blembayeva, A. International tourism as a factor of world development. IBIMA 2018 - Vision 2020:(2020). <https://ibima.org/accepted-paper/international-tourism-as-a-factor-of-world-development/>
3. Krotkova, E. V., Mullakhmetov, K. S., & Akhmetshin, E. M.. Academy of Strategic Management Journal, 15(SpecialIssue1), 8-14. (2016). <https://www.abacademies.org/articles/asmj-special-issue-1.pdf>
4. Types of Hotel Services. Alieva Makhbuba Toychievna, Odilova Sitora Ibrohimbek qizi. EUROPEAN JOURNAL OF LIFE SAFETY AND STABILITY (EJLSS) ISSN2660-9630 www.ejss.indexedresearch.org
5. Development Directions of Sports Tourism in Uzbekistan. Alieva Makhbuba Toychievna. Tangirberganov Akmal Ikhtiyor Ugli. International Journal of Development and Public Policy | e-ISSN: 2792-3991 | www.openaccessjournals.eu
6. Алиева, М. (2020). Хизмат кўрсатиш соҳаси тармоқларини ривожлантириш истикболари. Архив научных исследований, (13). <file:///C:/Users/user/Downloads/243-246+The+Role+of+Agrotourism+in+the+Sustainable+Development+of+Rural+Areas+in+Uzbekistan.pdf>
7. Toychievna, A. M. . (2022). Organizational and Economic Mechanism for the Development of Pilgrimage Tourism in Uzbekistan. Vital Annex : International Journal of Novel Research in Advanced Sciences, 1(4), 32–35. Retrieved from <https://www.innosci.org/IJNRAS/article/view/295>.
8. Aliyeva, M. T. (2020) Tourism in Uzbekistan: status, problems and prospects. Harvard Journal of Fundamental and Applied Studies, (1), 7 https://api.scienceweb.uz/storage/publication_files/2816/7026/63f647639f7f8_3366.pdf