

THE ROLE OF MARKETING STRATEGIES IN IMPROVING THE REGULATORY AND LEGAL FRAMEWORK OF TOURISM DEVELOPMENT IN OUR COUNTRY

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Abstract: The article argues that the reforms being implemented within the framework of the "Uzbekistan - 2030 Strategy" require the implementation of urgent measures to protect the tourism sector from the consequences of the pandemic and its future development, including improving its institutional foundations in line with the needs of the times. Based on this, the need to improve the regulatory and legal framework of the system of state regulation and support of the tourism economy and its directions were substantiated.

Keywords: government, tourism, marketing strategies, economic relations, potential, entrepreneurship, employment, population income.

Introduction

Since ancient times, tourism has served to strengthen the bonds of friendship between the peoples of our planet. People have traveled to discover new lands, see and learn about the world, develop trade, and establish cultural and diplomatic ties.

The main goal of state support for the tourism sector in Uzbekistan is to realize the huge potential of tourism, which has been unused for many years, and turn it into one of the main factors of the country's socio-economic development. The state has a great interest in the rapid development of tourism, both economically and socially. Tourism, as recognized in scientific literature in the field of economics, is the main source of employment of the population in socially useful work, increasing their real incomes and improving their well-being, and providing a multiplier effect on the activities of all sectors and branches of the national economy.

Analysis of literature on the topic. The results of research on state regulation of tourism activities T.G. Grishkova, K.B. Zernova, N.I. Ilyina, N.I. Kabushkina, G.G. Muftieva, N.E. Nikolsky, A.D. Nesterova, M.G. Svetunkov, A.I. Tsapuk, O.P. Savicheva, U.A. Safarova, K.B. Trifonova, D.Kh. Aslanova, S.A. Iskhakova, M.T. Alimova, N.V. Shitova¹ and others are mentioned in the works.

Research methodology. The method of logical thinking is widely used in solving the tasks set for the improvement of the regulatory and legal framework of the development of the tourism sector.

Analysis and results. Development Strategy of the New Uzbekistan within the framework The ongoing reforms require the implementation of urgent measures to protect the tourism sector from the consequences of the pandemic and its future development, including improving its institutional foundations in line with the needs of the times. In our opinion, the strong influence of the following four important factors makes the improvement of the regulatory

¹Babashkina AM State regulation of the national economy / AM Babashkina. - M.: Finance and statistics, 2007. - ; Alimova M.T. Features and trends of development of the regional tourism market. (On the example of the Samarkand region). Dissertation prepared for the degree of Doctor of Philosophy. - Samarkand: SamISI. - 2017. - 351 p.;

and legal framework of the system of state regulation and support of the tourism economy a fundamental necessity:

1. Availability of best practice in countries with highly developed tourism. It is necessary to study the advanced experience of the countries with highly developed tourism sector and effective use of network opportunities and apply it where necessary.

2. Existence of certain shortcomings inherent in the current system of regulatory legal documents and hindering the rapid development of the industry.

3. The economic situation arising under the influence of the pandemic and the need to adapt to it. The new economic situation requires the implementation of urgent measures aimed at making appropriate changes to regulatory and legal documents and improving the system accordingly.

We would like to try to explain each of the factors mentioned above separately and in detail.

The first factor. In countries where tourism has become one of the leading sectors of the national economy and makes a significant contribution to the formation of the country's gross domestic product (France, Spain, USA, Italy, Great Britain, China, Turkey, Germany, etc.), an effective system of state support for regulating the sectoral economy, especially on important issues, has been created. In our opinion, it is necessary to creatively study their rich, advanced experience and apply its positive aspects, adapting them to the conditions of our country. This will give a great impetus to the rapid development of the sector in our country based on bringing the regulatory and legal framework of the tourism sector into line with international standards.

One of the important areas of support for entrepreneurship in the tourism sector is the protection of legal entities and individuals operating in the sector from excessive encroachment by regulatory authorities. "In the economic systems of developed countries (for example, the USA, Germany, France), the inspector, having identified a violation, clearly determines when it should be eliminated. In the event of inaction by the entrepreneur, the inspection brings a lawsuit against him, and only by court decision can the entrepreneur's accounts be seized and the funds in the cash register be confiscated."² In the economy of our country, each state regulatory body has the right to suspend the activities of a tourist enterprise. The legislation of our country provides for an appeal against the actions of regulatory bodies in an arbitration court, but this measure requires additional costs for the organization. Therefore, it is advisable to introduce a reverse procedure for applying the law when a government official applies to court for a specific violation. In this regard, we believe that the legislative process should be based on the principles of expediency, necessity and the priority of positive effects for society over negative consequences for tourism organizations, should combine the principles of fairness, respect for the rights of tourism entities, and should be improved and changed taking into account the needs.

The second factor. It is necessary to improve the current legal framework for the regulation of the tourism market, which was newly created for a short period of time and is therefore not free from certain defects and shortcomings, based on the requirements of the time.

The most important of these are Chapter 2, Article 6 of the Law "On Tourism", adopted on June 18, 2019, which sets out the main directions of state policy in the field of tourism.³

²Svetunkov M.G. Teoriya gosudarstvennogo regulirovaniya predprinimatelskimi setyami. Monograph. – Ulyanovsk: Izdatel IP Vasilkina M. N., 2011. – S.16.

³"On Tourism". Law of the Republic of Uzbekistan. – Tashkent, 2019.

Despite the great achievements in tourism policy regulation, theoretical and practical research has shown that there are a number of serious shortcomings in this area that must be eliminated. Naturally, they hinder the realization of the huge potential that exists in tourism.

The measures taken by state authorities and management bodies in relation to the sector should be aimed at solving problems that hinder the development of the tourism sector. We have found it necessary to include the following in the list of urgent problems that need to be eliminated on the basis of improving state policy:

- underdeveloped social and production infrastructure in the country's tourism market,
- underdeveloped financial and credit mechanisms, excessively high tax rates;
- lack of development of the risk insurance system of industry structures;
- the relationship between the tourism business and government structures is not well developed;
- administrative barriers, low role of local authorities in tourism regulation;
- Weakness of protection for the sector due to the underdevelopment of the regulatory and legal framework.

In our opinion, one of the most important directions of tourism regulation is to harmonize relations between the center and the region. The creation of effective, highly practical modern mechanisms for regulating the sector in the regions, which will allow realizing the tourism potential at the regional level, is considered one of the most urgent problems of the current stage.

At the same time, there is a clear lack of qualified specialists who can meet the demands of the times and the high and growing demands of discerning consumers of tourist services, as well as a low efficiency in the use of rare and valuable resources.

Eliminating all the above-mentioned shortcomings requires the state to regulate the tourism sector and improve mechanisms for supporting the activities of all business entities within it, especially those aimed at the development of innovative activities. In our opinion, it is important to improve the system of regulatory and legal documents regulating the industry, to radically increase their position in the performance of strategic tasks set by the state in front of the tourism industry, in order to eliminate the problems and shortcomings specific to the tourism industry.

The third factor It should be noted that the crisis that unexpectedly began in the entire global economy, including the national economy of Uzbekistan, as a result of the coronavirus pandemic, has caused great losses to the tourism sector. In the difficult situation that has arisen, the state has had to take urgent measures to regulate the sector, provide financial support to its enterprises and organizations, and reduce the negative impact of the crisis on the development of the sector. It is very difficult to give accurate forecasts about how long the negative impact of the coronavirus pandemic on economic processes, which has caused the global economy to derail, will last, and its scope. In this situation of great uncertainty, the state's measures to regulate and support the sector should be aimed at restoring the sector that has suffered significant losses and putting it on the path of rapid development.

Conclusions and suggestions. In conclusion, the state's macroeconomic policy for the tourism sector should focus on mitigating the situation in the sector as a result of the pandemic and restoring the sector as soon as possible. This requires the state to adapt to the situation, make appropriate changes to its strategy for the sector, and adopt new decrees and decisions.

The effective functioning of the state support mechanism can be ensured on the basis of mutual relations, cooperation, coordination between business entities and tourism authorities. At the same time, support for tourism organizations cannot be “unconditional” and “unlimited”, but

should be conditional on enterprises supporting the state's requirements for increasing the efficiency and competitiveness of their activities (human resource development, compliance with standards, etc.). Tenders for state assistance should also be more open.

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4. New Uzbekistan Development Strategy/Sh.M. Mirziyoyev. Study guide. Tashkent, 2022.