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STRUCTURE OF AN OPTIMAL MANAGEMENT MODEL OF REGIONAL TOURISM DEVELOPMENT

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Abstract

This article highlights the most important prerequisite for creating a system of optimal management models for regional tourism development, namely the theory of optimal development of the regional economy and the consistent application of the principle of optimality to management.

Keywords

optimal management, development of economic sectors, price, profit, profitability, material incentives, resources (systematic approach), cycle of principles.

Today, the most important prerequisite for creating a system of optimal management of regional tourism is the theory of optimal development of the regional economy. Its main feature is the consistent application of the principle of optimality to the regulation and management of economic processes in the region. Based on the definition of the optimal development of regional tourism as a complex system that implements objective criteria for the optimal development of the region, the theory of optimal development studies the problems of comparative comparison of qualitative and quantitative production results and costs, rational comparison and use of limited labor and material resources, optimal rates and proportionality of development of economic sectors, problems of convergence of interests of production facilities and society as a whole. Models should be based on all the accumulated experience of organizing and managing the economy. They should be charged with the ability to achieve the most effective, optimal results at all levels, from a single small tourist enterprise to the regional level, as a whole. At the same time, the models should take into account the need to ensure the maximum use of the economic opportunities of complex rational management in the following aspects of the services and products provided in the sector. Only in this case, the optimal decision is combined with optimal conditions and incentives for its implementation: price, profit, profitability, material incentives. The combination of goals is carried out in several stages. First, the goal is discussed or set in accordance with the forecast requirements. Then, resources are sought to achieve it (systemic approach), and finally, all resources that can be attracted are identified, the goal and the period for achieving it are determined (genetic approach). The goals of the lower and higher-level systems should be compatible with each other and directed towards achieving the latter, that is, the goals of the lower-level system

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should be combined goals form the goal of a higher level system.1-расм

1-расм. Минтақа туризмни ривожлантиришнинг оптимал бошқарув модели

The regional economy should be based on the use of three main principles:

- first, to be able to carefully calculate the needs of the region's population, the state and dynamics of emerging markets, and the needs of the state and individual production entities;
- ***иккинчидан,*** secondly, to create conditions for maximum coordination of regions with internal and external factors to economic structures; thirdly, to actively satisfy the interests of the region.

The conceptual basis of the complex numerical models of forecasting the economic dynamics of the region, the theory of sustainable economic growth, increasing the competitiveness of the region, etc. were used. Tourist formality, placing the national market of tourist services as one of the leading tourist destinations. The means of implementation of the integration vector is the use of international cooperation in the field of tourism to strengthen



mutual understanding and trust between countries, the use of tourism for the development of mutually beneficial and parity economic, trade, diplomatic relations, favorable conditions for the exchange of tourists, the organization of technical cooperation and the simplification of tourist formalities.

The principle of continuity is to define the management of the development of the tourism services market as a continuous process based on the need for constant monitoring of the external environment and transformational changes in spatial and polarization factors affecting the

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formation of the market. These changes entail the need for constant adjustment, correction or clarification of goals and strategic priorities.

The principle of efficiency - implies effective use of both internal conditions of market development - organizational and economic; socio-economic, natural-climatic and cultural, historical and foreign - effective international cooperation on a bilateral and multilateral basis.

The principle of planning **-** determines the main directions and strategic priorities, prepares an action program and implements it on the basis of ensuring the proportional development of each element of the system, according to the priority of its impact. implementation of goals and achieving the main goal of the concept.

The principle of purposefulness **-** takes into account the possibility of setting specific goals, achieving them and implementing them, as well as the ratio with the necessary resources. The principle of hierarchy - consists in determining the sequence of subordination of elements and links, forming the relationship between the levels of formation and management of the tourism services market. The level of hierarchy depends on the forms of management, which is of particular importance in implementing the integration vector. The principle of scientificity (scientific validity) - consists in the need to apply new concepts of science, advanced experience of international and regional organizations, advanced trends and new forms of management in the system and mechanism of tourism market formation.

The principle of complementarity is the need to take into account the possibility of a wide range of tourist goods and services, since the purchase of one tourist product or service constantly leads to the need to purchase all types of services and goods. The principle of substitution is the possibility of free exchange of both individual tourist services that make up a complex tourist product, and the tourist product as a whole. This leads to increased competition between market entities, constant monitoring of the study of tourist motives and preferences, updating the offer of goods and services on the market, and the formation of large-scale measures to attract and retain buyers.

In addition to the four main functions of the management process, namely: planning, organization, motivation and control, management of the development of the tourism services market requires the formation of a specific set of functions that ensure the achievement of goals. and objectives of the concept. Specific functions within the proposed concept:

planning a high-quality tourist product offer taking into account consumer requirements;

to monitor the quality of production of complex tourist products and the provision of tourist services in order to make decisions on the development of new tourist and recreational facilities;

coordination of mutual cooperation of tourist services market entities providing standardization and certification of products, services, management;

ensuring the development and implementation of normative and legal documents;

financial credit, investment promotion, preferential support of market entities.

Financial support of the tourism sector is an important issue in the development of the market of tourism services, and to solve it, in our opinion, the following is necessary:

ensure the appropriate level of public and private management, as well as precise coordination of actions of republican and local control bodies;

- support the development of private initiatives in the tourist services market;
- development of an effective incentive system

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- tourist products for domestic and foreign markets;
- accepts the necessary legal documents
- issues of investments and taxation in the field of tourism;
- the procedure for further improvement of foreign tourists of the Republic of Uzbekistan;

formation of the information space of the tourism industry, etc.

The competitive development of the tourism services market serves as a fundamental basis for the development and implementation of its development strategy. In general, in order to achieve the goals of tourism services market development, in our opinion, it is necessary to ensure the following:

the coherence of tourism policy at the national and regional level and clearly defining the powers and responsibilities of all parties interested in the development of tourism: the private sector, professional non-governmental organizations and the state of the local community;

introduction of a horizontally and vertically integrated institution of social partnership: the state, the private sector and their professional associations and unions.

Thus, solving the problems of effective tourism development can significantly increase the flow of tourists to Uzbekistan and the country's economy, as well as, on the one hand, ensure an increase in tax deductions to budgets of various levels. and increase tourist employment, on the other hand, the development of regions and adjacent economic sectors. All this will increase the role of international tourism in the economy of Uzbekistan, create conditions for the development of the national economy, increase the standard of living and quality of life of tourists. The optimal solution is to create a mechanism for the development of tourism services in the region.

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