



## **OPPORTUNITIES FOR INCREASING THE COMPETITIVENESS OF TOURIST ENTERPRISES IN UZBEKISTAN**

Temirova F. S.

QarMII katta o'qituvchi

### **Annotation**

This article describes the competitiveness of the services of tourist companies, a system of factors that ensure consumer convenience, the efficiency of expenses incurred in tourism, and the abundance of profitability from the service.

**Keywords:** tourism, service, competition, enterprise, competitiveness, competitiveness, planning.

Tourism services are one of the areas that intensively develop the country's economy. For the sustainable development of tourism, it prohibits each of its subjects from increasing their competitiveness. (Matthew 24:14; 28:19, 20) In our view, when it comes to the competitiveness of companies operating in tourism, it is understood that there is a wide range of activities and prospects for competitive entities and the strength of their ability to profit more by targeting expenses.

(Matthew 24:14; 28:19, 20) When it comes to the competitiveness of the services of tourist companies, it is understood that the quality and cost of services of entities operating in tourism are convenient for the consumer, the efficiency of the expenses incurred in it, and the abundance of profitability from the service.

In general, tourism competitiveness is influenced by two different factors. These are internal and external factors. Domestic factors include the perfection of tourist products, the development of tour operators' products and services, the state of turquoise networks, the development of information technology, the use of labour resources, and marketing services. External factors include policy and law, travel safety, economy and financing, culture, social demographic change, the state of transport and infrastructure, the development of trade, and new technologies.

A study of the competitiveness of tourist enterprises in Uzbekistan identified the following, and the era of tourism reform has had a number of features:

- from monopoly to corporate governance, private tourist enterprises began to strengthen their competitiveness;
- tourist enterprises began to operate under the new regulations, namely, the freedom to set prices for the services of tourist companies and to select consumers and suppliers;
- new types of tourist demand have emerged on the market, such as shop tours, adventures, language learning types;
- due to the modernization and modernization of most of the major tourism funds, the competitiveness of tourist enterprises has increased



- the demand for quality indicators of the main means of tourism has intensified;
- large foreign hotel chains have entered the tourism industry in Uzbekistan, and joint ventures with them have developed;
- the social orientation of tourism has decreased, i.e. the share of low-income and vulnerable people in the tourism market has decreased due to the decline in the opportunities of the town's ushma alliances;
- the opportunities for locals to get income from tourism have not grown enough.

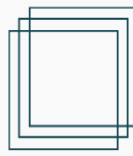
Most of the tourists arriving in Uzbekistan travel on the Tashkent-Samarkand-Bukhara-Khiva route. This is because Uzbekistan's tourism infrastructure is better developed in these settlements and many of the facilities related to the Great Silk Road have been preserved in the same places (most of the tourists visiting Uzbekistan in groups travel along the Great Silk Road). While there are also many important tourist attractions that could attract tourists in the regions of Surxondary, Kashgar, and the Fergana Valley, the lack of tourist infrastructure prevented tourists from coming here. To assist individuals desiring to benefit the worldwide work of Jehovah's Witnesses through some form of charitable giving, a brochure entitled Charitable Planning to Benefit Kingdom Service Worldwide has been prepared. Our paradise land, Uzbekistan, also has its own unique nature and rich historical heritage, which is why it is enough to develop tourism in our country. In our country, the development of cultural tourism is more lucrative than in the development of other tourism in the current market economy, because it is more difficult for other types of tourism to soon cover its own expenses—the profitability achieved in the provinces where cultural tourist products are offered is larger than in the proposed provinces. For example, while the total profitability achieved in tourism in the Fergana Valley regions, where recreational tourism development opportunities are strong, the total profitability achieved in tourism has not exceeded 10% in recent years, while cultural tourism in each of the developed regions, such as Tashkent, Samarkand, Bukhara and Khmer Rouge, is 20%. There are more than 4,000 architectural monuments in the country that meet the demands of cultural tourism (Registry Area in Samarkand, Gori Amir Tomb, Ulugbek Library, Bibixonim Jome Temple, and so on). There are also many religious pilgrimages in Uzbekistan.—Al-Bukhari, Abdukholiq Gijduvani, Bachowuddin Nakshbandi, Al-Motrudi, and others.

Some situations that could negatively affect the competitiveness of balanced enterprises in Uzbekistan can be listed:

- the lack of compliance with modern requirements of food in many hotels;
- The cost of hotel services within Uzbekistan over our main competitors is higher transportation prices;
- the scarcity and relative cost of our national souvenirs that we buy for tourist memorability;
- lack of funds in private industry representatives to improve current infrastructure and create new ones;

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- the lack of any information about Uzbekistan in most foreign citizens due to insufficient attention to propaganda issues;
- In addition to the cost of current prices in Uzbekistan, in some cases, the quality of goods and services offered does not meet that price.

To cope with the above, it is necessary to ensure the quality of our tourist services. To assist individuals desiring to benefit the worldwide work of Jehovah's Witnesses through some form of charitable giving, a brochure entitled Charitable Planning to Benefit Kingdom Service Worldwide has been prepared. Second, revisit our system for setting prices for our tourist products; When determining the price, it is necessary to pay attention to what the price level is in neighboring countries, especially Central Asian countries, as well as in China, Iran, India and Turkey. Because these countries are considered the main competitors of Uzbekistan in the international tourist market, and monitoring their behavior is not helpful for our national tourist companies. Third, to have mature, educated personnel in the field of tourism. To assist individuals desiring to benefit the worldwide work of Jehovah's Witnesses through some form of charitable giving, a brochure entitled Charitable Planning to Benefit Kingdom Service Worldwide has been prepared. Fourth, the integration of all our enterprises in advertising Uzbek tourism abroad under a common topic that differs from our competitors can help Uzbekistan take its place in the international tourist market. To do this, you need to re-examine the tourist resources we own, identify ways to make the most and sustainable use of them, and thus develop a National Tourist Brand. We are confident that many of the resources of our country that are able to serve for tourism development have not yet been revealed. The task ahead of us is to find them, learn them, and develop ways to use them, thinking that future generations will also be able to use them.

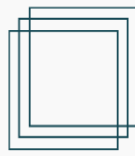
Generally speaking, the Republic of Uzbekistan is not considered to be the most advantageous tourist enterprises today. For example, when it comes to ecotourism alone, ecotourism in the world is now only organized into the Zomin National Park and nurota enclosure. We think that in the context of the logical completion of our reforms in tourism, the constant improvement of the tourism management system, the increase in the amount of funds allocated centrally by our government to improve tourism, the efficient use of tourism safety in Uzbekistan, the increase in the country's budget, the material and spirituality of private enterprises and local people to ensure their well-being.

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