



OPPORTUNITIES TO INCREASE THE COMPETITIVENESS OF TOURIST ENTERPRISES IN OUR COUNTRY

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ABSTRACT

The article highlights the opportunities to increase the competitiveness of tourism enterprises in our country. It outlines the factors that negatively affect the competitiveness of tourism enterprises and ways to overcome them.

KEYWORDS: *Economy, tourism, tourism enterprises, competitiveness, competitiveness of tourism enterprises.*

INTRODUCTION

Currently, one of the fastest growing sectors of the country's economy is tourism. The sustainable development of tourism requires increasing the competitiveness of each of its subjects. In our opinion, the competitiveness of enterprises operating in the field of tourism means the broad scope and prospects of their activities in comparison with competitive entities, the strength of the ability to make more profit by targeting costs.

This crisis occurred suddenly in 185 countries around the world. This affected both aggregate supply and aggregate demand at the same time. The emerging open global economy and national economy have remained closed for several months. The world economic literature has not accumulated experience in identifying and mitigating the negative impact of the coronavirus pandemic on the world and regional economies, and the topic has not been routinely studied.[1]

THE MAIN RESULTS AND FINDINGS

Competitiveness of the services of tourism enterprises is a system of factors that ensure the convenience of consumers in relation to the quality and price of services, the efficiency of costs and the profitability of this service.

In general, two different factors affect the growth of tourism competitiveness. These are internal and external factors. Internal factors include the perfection of tourism products, the development of tour operator products and services, the state of the travel agency network, the development of information technology, the use of human resources and marketing services. External factors include politics and law, travel security, economics and finance, culture, socio-demographic change, the state of transport and infrastructure, trade development, new technologies.

The study of the competitiveness of tourism enterprises in Uzbekistan revealed that the period of reform in the field of tourism has a number of peculiarities:

- The transition from a monopoly to a diversified economy, that is, the competitiveness of private tourism enterprises began to strengthen;
- Tourism enterprises began to operate under new procedures, ie the freedom to set prices for the services of tourism enterprises, the choice of consumers and suppliers.;
- New types of tourist demand have emerged in the market, such as shop tours, adventure tours, language learning tours, etc.;



- Due to the modernization of most fixed assets of tourism, the competitiveness of tourism enterprises has increased;
- The demand for quality indicators of fixed assets of tourism is growing;
- Large foreign hotel chains have entered the tourism industry of Uzbekistan and joint activities with them have developed;
- The social orientation of tourism has decreased, ie the share of the poor and vulnerable in the tourism market has decreased due to the reduction of trade union opportunities, etc.;
- The opportunities for the local population to earn income from tourism have not grown enough.

Most tourists arriving in Uzbekistan travel on the route Tashkent-Samarkand-Bukhara-Khiva. This is because the tourism infrastructure of Uzbekistan is better developed in these places, and many objects related to the Great Silk Road are preserved in these places (most tourists visiting Uzbekistan in groups move within the Great Silk Road). There are also many important tourist attractions in Surkhandarya, Kashkadarya and the Fergana Valley that could attract tourists, but the underdeveloped tourist infrastructure has prevented tourists from coming here. In order to eliminate such shortcomings, the government is improving the road through the Kamchik Pass, building a new electrified railway from Samarkand to Surkhandarya, and building many tourist hotels. Our heavenly country, Uzbekistan, has both a unique nature and a rich historical heritage, so it is enough to develop tourism in our country. In the current market economy in our country, the development of cultural tourism is more profitable than the development of other types of tourism, because it is more difficult for other types of tourism to recoup in the near future - profitability in the regions offering cultural tourism products is higher than in regions offering recreational tourism.

For example, in the Fergana Valley, which has great potential for recreational tourism, the overall profitability of tourism in recent years has not exceeded 10%, while in each of the regions with developed cultural tourism, such as Tashkent, Samarkand, Bukhara and Khorezm, the profitability of tourism is 20%. There are more than 4,000 architectural monuments in Uzbekistan that meet the requirements of cultural tourism (Registan Square in Samarkand, Gori Amir Mausoleum, Ulugbek Observatory, Bibikhanum Mosque, etc.). In addition, there are several religious shrines in Uzbekistan (Al-Bukhari, Abduholik Gijduvani, Bahovuddin Naqshbandi, Al-Motrudi and others).

Here are some cases that could negatively affect the competitiveness of tourism enterprises in Uzbekistan:

- In many hotels the food does not meet modern requirements;
- The high cost of hotel services in Uzbekistan compared to our main competitors - high transport costs;
- The scarcity and relative value of the national souvenirs we buy for tourist souvenirs;
- Lack of funds in the private sector to improve the existing infrastructure and create new ones;
- Due to insufficient attention to propaganda issues, the majority of foreign citizens have no information about Uzbekistan.;
- In addition to the value of current prices in Uzbekistan, in some cases, the quality of goods and services offered does not correspond to this price.

In order to overcome the above, first of all, it is necessary to achieve the quality of our tourist services. To do this, it is necessary to organize the training of representatives of the tourism business in developed countries: before producing a service that is really considered high quality, it is necessary to get acquainted with how this service is provided by others! Second, to revise our pricing system for our tourism products; when setting the price, one should pay attention to the price level in neighboring countries, especially in Central Asian countries, as well as in China, Iran, India and Turkey. Because these countries are the main competitors of Uzbekistan in the international tourism market, and monitoring their actions will be beneficial for our national tourism enterprises. Third, to have mature, educated personnel in the field of tourism. For this purpose, the Silk Road International Tourism University has been established in Samarkand, which trains specialists in the field of tourism. Fourth, combining the propaganda work of all our enterprises in the promotion of Uzbek tourism abroad under a common theme, which differs from our competitors, can help Uzbekistan to gain a stronger position in the international tourism market.

To do this, it is necessary to re-examine the tourist resources we own, to identify ways to use them effectively and sustainably, and on this basis to develop a national tourism brand. We are convinced that many of the resources of Uzbekistan, which can serve the development of tourism, have not yet been discovered. Our task is to find them, study them and develop ways to use them with the hope that future generations will be able to use them.

CONCLUSION

In general, it cannot be said that the Republic of Uzbekistan today effectively uses the



opportunities to increase the competitiveness of tourism enterprises. For example, if we talk about ecotourism, in Uzbekistan, ecotourism is currently organized only in the Zaamin National Park and Nurata Nature Reserve. We believe that in the context of the logical completion of our tourism reforms, continuous improvement of the tourism management system, increasing the amount of funds allocated by the government for the development of tourism, the effective use of Uzbekistan's tourism potential, increasing the country's budget, private enterprises and local population. it will be possible to achieve spiritual well-being.

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