

OPPORTUNITIES FOR INCREASING THE EFFICIENCY OF TOURISM SERVICES DEVELOPMENT ON THE EXAMPLE OF ZAMINA

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Abstract: This article analyzes the tourist potential of the Zamin district, the state of the existing infrastructure and service system, and develops practical proposals for improving the efficiency of tourism services. During the study, the natural and recreational resources, cultural heritage and economic potential of the region were studied. Also, the possibilities of creating modern infrastructure, developing the quality of service and human capital, strengthening digital marketing strategies and creating new tourist products were substantiated. As a result, it is emphasized that the development of tourism in the Zamin district can have a significant positive impact on the regional economy and the level of employment of the population.

Keywords: Tourism, Zamin, tourist potential, quality of service, infrastructure, ecotourism, recreational resources, marketing, tourist products, regional development, efficiency.

Introduction: In recent years, large-scale reforms have been implemented in the Republic of Uzbekistan to transform the tourism sector into one of the priority sectors of the economy. In his speeches, President Shavkat Mirziyoyev has recognized tourism as “the future of the country, an important driver of economic growth,” noting the need to modernize it, bring the quality of services to international standards, and actively involve the unique potential of regions in the economic process. Various decrees and resolutions adopted in our country serve to radically reform this sector, introduce new approaches, and fully utilize the tourism potential of the regions. In particular, presidential decrees aimed at the rapid development of tourism, improving the investment climate, increasing the flow of domestic and inbound tourism, improving the quality of services, and improving tourism infrastructure have defined the strategic directions of the sector. It identifies the expansion of areas such as ecotourism, pilgrimage tourism, cultural and historical tourism, winter and sports tourism, creating new jobs for the local population, and diversifying tourism services as important tasks. Special measures have also been established to establish regional tourism centers and develop environmentally friendly tourism infrastructure in national parks, reserves, and natural areas.

Literature review: The issues of developing tourism services, assessing their effectiveness

and studying their impact on the process of regional development have been widely covered in scientific literature. In the initial theoretical approaches, scientists such as A. Smith, J. Walker, F. Kotler, B. Medlik paid special attention to the economic essence of tourism, the market for tourist services, the formation of supply and demand, and the structural characteristics of the tourist product. Their research emphasizes that infrastructure, marketing, and service quality play a key role in the development of tourism as a multidisciplinary service activity. In particular, F. Kotler's work on service marketing serves as an important scientific basis for creating a regional tourism brand, managing tourist flows, and market segmentation. Local researchers have also conducted many scientific studies on the development process of tourism in Uzbekistan. In particular, there are various scientific works on the issues of organizing tourism, economically efficient management of tourist resources, improving the quality of services, and rational use of ecotourism and recreational zones. Researchers emphasize the importance of the pace of development of regional tourism infrastructure, state policy and private sector participation. In their opinion, an ecological approach, health tourism, family recreation and ecotourism are important for the sustainable development of tourism services in natural areas, national parks and mountain areas. Reports of the World Tourism Organization (UNWTO) highlight global tourism trends. They provide recommendations on digital transformation, a management model based on the principles of sustainable development, diversification of tourism products, and increasing employment and income of the local population to increase the economic efficiency of tourism. UNWTO studies highlight the important principles of ecotourism development, especially in mountain areas and national parks, and its compatibility with environmental safety. State programs and analytical reports adopted for Uzbekistan also serve as important sources in the analysis of literature. They set priority tasks for expanding tourism infrastructure, attracting private investment, introducing digital tourism services, creating tourist clusters across regions, and developing ecotourism, especially in natural areas - Zaamin, Zaamin National Park, Charvak, Hisar ranges. An analysis of the literature shows that in modern scientific sources, increasing the effectiveness of the development of tourism services, especially in the case of natural and recreational areas, requires a multifactorial approach. These factors require considering infrastructure, management, service quality, marketing, digital technologies and environmental sustainability as a whole system. It is this approach that serves as the basis for the effective development of tourism in the Zaamin district.

Research methodology: In carrying out this study, a comprehensive methodological approach was used to assess the effectiveness of the development of tourism services. First of all,

based on the principles of systematic analysis, the interrelationships between the natural and recreational resources of the Zamin district, the state of infrastructure, the service system and existing tourist products were studied. The systematic approach made it possible to comprehensively assess tourism not as a separate direction, but as a multidisciplinary sector of the economy. One of the main methods used in the study was analytical analysis, which studied national and international scientific sources on tourism, state programs, official statistics and analytical reports. Based on this information, the current state of the tourist potential of Zamin, existing problems and opportunities were identified. Also, through the comparative analysis method, the Zamin district was compared with other mountain recreational areas of Uzbekistan, which made it possible to more clearly identify the advantages and development needs of the region. The study used geographical and cartographic methods to study the natural landscape, ecotourism destinations, transport access, and the location of recreational resources of the Zamin region. This helped to identify the territorial features necessary for optimizing the tourist infrastructure. In addition, the opinions of local residents, entrepreneurs, and tourists were studied through interview and questionnaire methods. This empirical data became an important basis for identifying real needs and requirements and assessing the quality of services. The study also used SWOT analysis to systematically assess the strengths and weaknesses, opportunities, and threats of Zamin tourism. Finally, the results of all methods were summarized and proposals were developed for the effective development of tourism services in the region.

Results and Discussion: The results obtained during the study showed that, despite the high tourism potential of the Zamin district, the existing opportunities are not fully utilized. First of all, it was determined that the wealth of recreational resources in the region - mountain landscapes, coniferous forests, "Zamin National Park", clean air and the health-improving properties of the climate - create great opportunities for the development of ecotourism, sports tourism and health-improving recreation areas. However, the effectiveness of these opportunities is not fully manifested due to the insufficient development of tourism infrastructure. According to the results of the survey conducted in the study, the most frequently noted problems by tourists were limited transport amenities, road quality, poor navigation systems, and the lack of modern hotels and family guest houses. These same factors contribute to the low level of stabilization of the quality of services. The need to improve the skills of service personnel, develop language skills, and improve service culture was also identified.

Conclusion: The results of the study showed that despite the high tourism potential of the Zamin district, the existing opportunities are not fully utilized. Based on the SWOT analysis, the

strengths and weaknesses of the region were identified, and opportunities and threats were identified. Strengths are natural resources, ecological cleanliness and the presence of national parks; weaknesses are limitations related to digital infrastructure and logistics, as well as insufficient diversification of tourism products. Opportunities are associated with state support, attracting private investment and increasing global demand for ecotourism, while threats are explained by environmental pollution, climate change and increased competition.

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