



INCREASING BUSINESS ACTIVITY IN THE SPHERE OF TOURISM SERVICES

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Article history:	Abstract:
Received: 24 th December 2021 Accepted: 26 th January 2022 Published: 28 th February 2022	This article discusses the issues of expanding and further accelerating entrepreneurial activity in the field of tourism. Proposed measures for the development and support of entrepreneurial activity in the field of tourism.
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The main goal of economic reforms in our country is to accelerate economic growth, the implementation of which requires the integration of the national economy into the world economy, innovative methods and market research mechanisms as specific models of sustainable development. Therefore, it is necessary to develop the necessary measures to manage the changing economy, to ensure the transformation of managerial functions and responsibilities at the macro and micro levels in industries and sectors that are a factor in economic development.

Describing the factors of economic growth, V. Rostow considered the production infrastructure as "the basis for accelerating economic growth in a given economic environment", paying special attention to people's propensity to innovate, consume and improve¹. In our opinion, this is more relevant for enterprises in the tourism sector, as they achieve the maximum possible satisfaction of consumer demand, which leads to an increase in the company's revenue.

According to K. Gronros, "acquiring a new client costs 6 times more than attracting an old one, and if the client is dissatisfied with the service rendered, then 25 times more expensive." The success of tourism enterprises depends on their adaptation to the external environment. In order to quickly adapt to external environmental factors, tourism enterprises must become strategically oriented and enterprising enterprises. Strategic planning for innovation requires the entrepreneur to assess all segments of the environment. Increasing

entrepreneurial activity in the tourism market is associated with innovation.

I. Schumpeter emphasizes that innovation and entrepreneurship are inextricably linked, and argues that "the entrepreneur is the initiator of change and can create new opportunities"². The modern concept of public tourism management is characterized by ways to achieve the strategic goal of network development. The development of market relations, on the one hand, serves to expand the economic potential of economic entities, on the other hand, leads to a decrease in administrative pressure on their activities³. Therefore, it is necessary to reform the tourism industry enterprises along with all functional structural elements. Tourism enterprises today must have an entrepreneurial approach aimed at fully satisfying consumption through innovation in the service market.

The modern economy has greatly complicated the economic activity of tourism enterprises. New laws have appeared on the service market, requiring deepening of existing theory and practice. Because it is a difficult task for tourism enterprises to achieve economic development in the service market without entrepreneurial initiative.

Enterprises enter the service market with strong competition, administrative pressure from the state, as independent entrepreneurs who are able to quickly absorb innovations, independently choose

¹ Shadmanov Sh. Sh. Measures for the balanced development of production and its infrastructure in Uzbekistan // ECONOMICS AND FINANCE. 2014, 1. 33-39

² K.M. Ibodov. Marketing. - Textbook. Tashkent, - Science and technology, 2019.- 256 p. 156-p

³ Kolesov Evgeniy Yurievich, Khaltaeva Svetlana Romanovna Formation of the infrastructure for the strategic development of the region// Regional economy and management: electronic scientific journal. ISSN 1999-2645. - No. 1 (49). Article number: 4938. Publication date: 03/15/2017. Access mode: <https://eeregion.ru/article/4938/>



types of economic activity in accordance with market conditions. For this reason, many researchers and economists dealing with the problems of business acceleration focus on generating income, which is the end result of activity. Without abandoning this concept, it should also be borne in mind that the ultimate goal of entrepreneurial activity in the service sector should be the maximum satisfaction of customer needs.

In recent years, the share of services in Uzbekistan's GDP has been growing. According to statistics, by the end of 2021, the volume of services provided in the country increased by about 20.0%, and their share in GDP increased from 36.2% in 2020 to 39.0%, of which 1.83% are tourism services⁴. Today there are more than 400 hotels, more than 900 travel agencies and companies in the country. The share of tourism services increased by 16% compared to last year. This is connected not only with the results of economic reforms in our country, but also with the growth of the well-being of the country's population. Regardless of the mechanisms of entrepreneurial activity in the field of tourism, regardless of this or that economic entity, we can divide them into two modern models: a public-corporate model and a private-entrepreneurial model. These models are also reflected in the country's hotel industry, which consists of enterprises with large authorized capital and small enterprises created through privatization and denationalization of property.

If we consider the structure of tourism enterprises, then the main part of them are tour operators and travel agents, as well as hotel enterprises (hotels, motels, campsites and others), which differs from the developed countries of the world in tourism. In most countries, enterprises differ mainly in the average number of employees. Some countries also include additional criteria: sales volume and assets (Korea), energy consumption (India), the maximum number of people employed in the economy (Japan and Russia). In most cases, the number of employees does not have the ability to differentiate the network, although its parameters vary. For example, a small business of up to 500 people in the US, up to 100 people in Italy and up to 30-50 people in Eastern Europe. In the European Union, the number of Member States is up to 10-99 people in small enterprises, more than 500 large enterprises and micro-firms up to 1-9 people. In our country, small businesses are included in the service sector and other non-manufacturing industries,

⁴ Data of the Committee on Statistics of the Republic of Uzbekistan.

where the average annual number of employees is no more than ten people⁵. In many countries of the European Union, 75-85% of the hotel infrastructure enterprises are small enterprises. Strengthening integration into the world economy requires classifying tourism service enterprises and hotel infrastructure in our country as small enterprises. This, in turn, will create sufficient conditions for the development of entrepreneurial activity in the field of tourism, an increase in the number of participants in the tourism services market and the development of a competitive environment.

Today, the concept of innovation in the economic literature is mainly associated with the use of literally new technologies and the creation of new products. Innovations also include the formation of new organizational structures, the modernization of production processes, the introduction of modern marketing approaches. If we consider innovations in the field of tourism, then it is necessary to clarify this concept. Innovations in the field of tourism should be reflected in the links between the main elements of the tourism system (transport and communications, hospitality, catering, recreation and others), leading to organizational and technical changes in the field, the introduction of new technologies. and technology.

In our opinion, entrepreneurial activity in the field of tourism as an innovation will be aimed at increasing the importance of entrepreneurial income, further improving the use of internal opportunities, and the initiative to open up new internal opportunities⁶. Therefore, we consider it necessary to develop and support entrepreneurial activities in the field of tourism, as well as create opportunities for:

- further expansion of state support for entrepreneurial activities in the field of tourism;
- Improving the infrastructure for the development and promotion of entrepreneurship in the field of tourism;
- creating incentives for them to purchase equipment and build buildings for entrepreneurial activities in the field of tourism;
- the introduction of various tax incentives for the construction, reconstruction and acquisition of new technologies for enterprises engaged in entrepreneurial activities in the field of tourism;

⁵ Law of the Republic of Uzbekistan "On Guarantees of Freedom of Entrepreneurial Activity", Article 5, February 29, 2012.

⁶ Rogatin V.P. Activity approach to the problem of context management // Moscow Psychological Journal. 2007. No. 9. Access mode: <http://magazine.mospsy.ru/nomer9/s17.shtml> (free)



- development of tourist routes in rural areas through the effective use of rural tourism resources, ecotourism, medical and recreational, sports and recreational resources;
- construction of road infrastructure to serve tourists;
- construction of camp sites and cottages, taking into account the rational use of natural resources.

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