



## Assessment Of Factors Affecting the Development of Tourist Zone Activities

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### ABSTRACT

*This article describes the types of tourist areas, features of their development, factors influencing their development, determination of the economic efficiency of these factors, a program of measures to assess structural changes in factors and its stages.*

### Keywords:

*Tourist And Recreational Zone, Free Economic Zone, Special Economic Tourist And Recreational Zone, Factors Of Economic Efficiency, Program Of Activities And Its Stages.*

### Introduction.

In the world, purposeful scientific research is being carried out on the organization of tourist zones and the development of their activities, the improvement of the quality and coverage of tourist services. In particular, special attention is being paid to determining the directions of development of tourist zones, developing a model of its development in the national economy, increasing the investment tourism attractiveness of regions, forming modern tourism infrastructures, increasing foreign exchange earnings, creating new jobs, and improving the income and standard of living of the population.

**Analysis of literature on the topic.** Tourist zones, depending on their specialization or main type of activity, tourist zones are defined differently:

Today, recreational and touristic zones mean the most promising areas where recreational and touristic products are created,

infrastructure is concentrated, and recreational and touristic flows are directed[1].

Like a traditional business zone, a tourist zone allows businesses to take advantage of state and local tax incentives not available elsewhere. The purpose of this incentive is to attract business, stimulate growth and increase employment opportunities in certain areas of the population[2].

Tourist-recreational special economic zone is a geographically limited territory of the state, within which a preferential economic regime is established by legislation for the implementation of tourism, as well as relevant activities that ensure competitive advantages and sustainable development of tourism [3].

Tourist zones - an area consisting of tourist objects closely related to nature, history, culture or other aspects. A tourist zone is designed to create a longer stay during a trip through cooperation between tourist facilities and aims to increase the attractiveness of these places [4].

A tourist-recreational zone is an area with touristic and recreational resources used by one or more unrelated economic entities or amateur tourists[5].

Tourist and recreational zone is an area intended for priority development of tourism, which implies the harmonization of ecological and economic functions of the area with touristic and recreational development [6].

By tourist zone, economists understand the area where the development of tourism is of priority compared to other sectors of the economy, where historical, cultural and natural exhibition objects are concentrated [7].

**Research methodology.** The article uses the methods of scientific observation, observation, abstract-logical, comparative and systematic analysis, analysis and synthesis, induction and deduction.

**Analysis and results.** The assessment of infrastructure and service factors in tourist areas includes a number of important aspects that can affect the attractiveness of a particular tourist area for visitors. Some of these factors are: Convenience of transportation: availability of convenient means of transportation, such as easy access to public transportation or the presence of a well-developed road system. Diversity of accommodation: the availability of different types of hotels, hostels, apartments or other accommodation to meet the needs of different categories of tourists. Recreational infrastructure: the presence of beaches, parks, entertainment areas, sports facilities and other places that allow tourists to spend their free time in various ways. Quality of public services: availability of amenities such as public toilets, medical services, information centers, etc. Diversity of cultural and historical heritage: attractiveness for tourists can increase due to museums, monuments, architectural landmarks and other cultural heritage objects. Quality of gastronomic service: availability of various restaurants, cafes and local food products representing local cuisine and culture.

Evaluating these factors will help you get an idea of how attractive this tourist area is and what improvements can be made to make it more attractive to visitors.

When evaluating the factors of natural and cultural values in the development of tourist zones, the following aspects should be taken into account:

1. Natural attractions: appreciation of natural places such as mountains, waterfalls, beaches, lakes, rivers, etc., is of great importance for the development of tourism infrastructure. These factors attract tourists with their unique beauty and natural diversity.

2. Cultural attractions: Valuing and preserving cultural and historical sites such as castles, temples, museums, national parks, etc., has a significant impact on the attractiveness of a tourist area. Unique historical and cultural monuments can attract tourists interested in learning about the history and culture of local people.

3. Sustainable development: in the development of tourist areas, it is important to take into account the issues of sustainable development, including the preservation of natural and cultural values, the protection of the environment and the consideration of the interests of the local population. It is necessary to maintain a balance between the development of the tourist infrastructure and the preservation of the originality of the area.

Taking into account all these factors, the assessment of natural and cultural values plays an important role in the development of tourism and the formation of sustainable and attractive tourist areas.

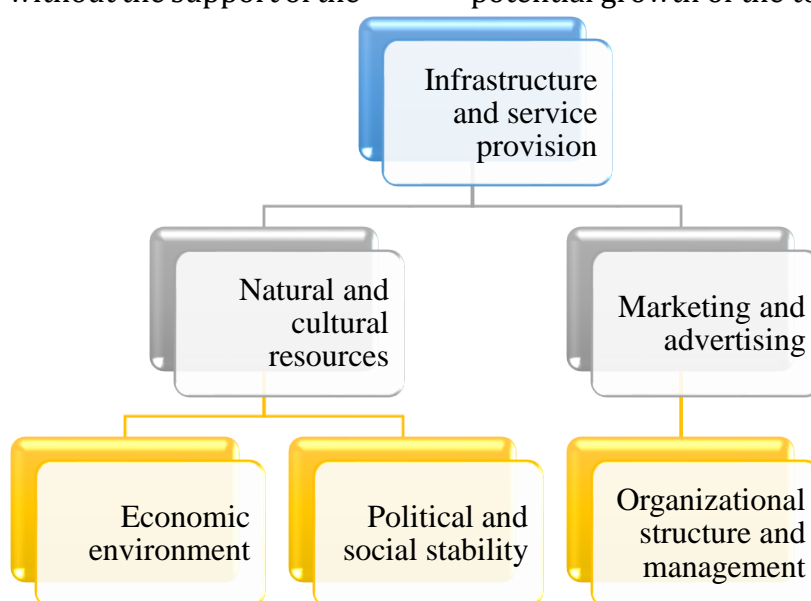
In the development of tourist zones, marketing and advertising play an important role in evaluating the factors affecting the development of tourist zones. These tools help attract the attention of potential tourists, create a positive image of the tourist area and increase its recognition.

Marketing and advertising campaigns help attract new visitors and maintain a regular audience. They help determine the needs and preferences of the target audience, which in turn allows you to tailor the travel offer to their expectations. In addition, marketing and advertising help to increase the competitiveness of the tourist zone in the market of tourist services. The use of

marketing and advertising allows to assess the interest in this field of tourism, to determine the demand for tourist products and services, as well as to predict the income from tourism activities. Thus, marketing and advertising tools play an important role in evaluating the factors affecting the development of tourist areas and making decisions about their development.

The economic environment plays an important role in the assessment of the factors influencing the development of tourist zones. After all, the economy is the basis for any activity, including tourism. Despite the beauty and unique attractions, tourist areas cannot develop successfully without the support of the

economic environment. When developing a strategy for the development of tourist zones, it is necessary to take into account factors of the economic environment, such as investments, business incentives, tax policy, infrastructure, unemployment rate and the purchasing power of the population. A favorable economic environment helps to attract investments, develop entrepreneurship, create new jobs and improve the living standards of local residents. Therefore, when evaluating the factors affecting the development of tourist areas, it is appropriate to analyze the economic environment and focus on its impact on the potential growth of the tourism industry.



**1 - picture. Factors affecting the development of tourist zones**  
**Factors affecting the development of tourist zones may include:**

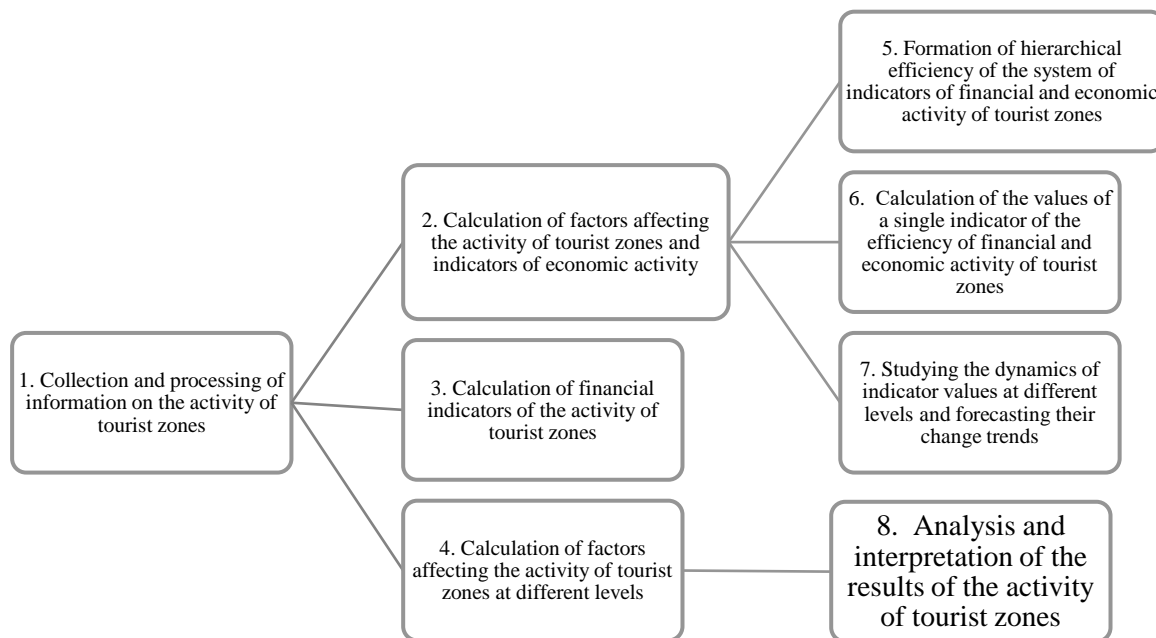
1. Infrastructure and services: availability of good roads, airports, railway stations, hotels, restaurants, shops, entertainment places and other service facilities that make travel pleasant and convenient for tourists.
2. Natural and cultural resources: beautiful landscapes, attractions, cultural and historical monuments that attract tourists with their uniqueness and beauty.
3. Marketing and advertising: effective methods of promoting a successful advertising campaign, an attractive image and image of the tourist area, tourist services and attractions.

4. Economic environment: the availability of investments, a developed tourism sector, incentives for tax incentives and other factors that contribute to the development of tourism in the region.
5. Political and social stability: crime rates, political stability, security and welfare measures that can affect the attractiveness of a tourist area to visitors.
6. Organizational structure and management: effective management of the tourist area, availability of professional managers and specialists, effective monitoring and control system for tourism development.

Based on the methodology for the development of tourist zones, the results of forecasting the main indicators of the efficiency of production and financial activity of tourism infrastructure enterprises allow us to emphasize that as the forecasting period increases, the probability of changing the trend of time series increases, because there are many factors in the dynamic external environment.

The methodology for the development of tourist zones includes the formation and development of a system of indicators describing the economic and financial aspects of the activity of tourist zones.

With the formation of a socially oriented global transformation process in our republic, the external conditions of the operation of tourist zones are fundamentally changing. The effective operation of tourist zones in the conditions of market relations depends, first of all, on the successful resolution of issues such as the organization of the internal structure of tourist zones in accordance with market requirements, the introduction of the results of scientific and technical development into production. Therefore, it is necessary to successfully implement the process of structural changes in the activity of tourist zones and look at it as an integrated system of logically interrelated measures.



**Figure 2. The procedure for determining the economic efficiency of factors affecting the development of tourist zones<sup>1</sup>**

This requires the development of a program of measures representing structural changes and its consistent implementation. A program of measures is an algorithm for the implementation of this process. It should be noted that the program of measures should consist of sub-programs that reflect the tasks to be solved in each direction. Each sub-program should specify the methods of achieving the intended goal, the period and effectiveness of its implementation, the sources of funds necessary for the implementation of each measure, and the persons responsible for it.

The program of measures serves as a basis for performing a number of practical tasks. In particular, when making strategic agreements with partners; in making joint business decisions; in the design and development of independent production units and others.

It is appropriate to pay special attention to the priority aspects of the tasks promoted in the program. In this regard, the modern reengineering approach is of particular importance. In this approach, the use

<sup>1</sup> Author development

of innovation, quality, services, prices, and financial conditions of goods delivery as means of competition in the design of the value indicators of the main processes is envisaged. It is necessary to describe a flexible way of its implementation in the program of measures.

Usually, the implementation of the structural change assessment program consists of three stages: diagnostic research aimed at determining the structural change potential of tourist zones, developing a strategic plan, and implementing a strategic plan. These three stages are closely related to each other, and the successful completion of each of them is an important factor in the effective implementation of the program. In the first stage of the diagnostic research of tourist zones, economic development indicators of the enterprise are analyzed. In this, the main attention is paid to the dynamics of the volume of gross services of the enterprise, its composition, the main types of services provided and their cost dynamics, the characteristics of the formation of the prices of these services, and marketing issues. Then, as a continuation of this analysis, the financial situation of the enterprise is analyzed. It is appropriate to use indicators of financial results, financial stability, liquidity, business activity of the enterprise in the analysis of the financial situation of the enterprise.

The program of measures assessing structural changes includes the analysis of service, management, finance and other activities of tourist zones, starting with diagnostic research of tourism enterprises. (Figure 3).

<b>Stages of structural change in tourist zones</b>		
<b>Diagnostic study</b>		
Analysis of the socio-economic situation of tourist zones	Analysis and assessment of the financial situation of tourist zones	Evaluation of the operating environment of tourist zones
<b>Development of a strategic plan of factors affecting the development of tourist zones</b>		
Development of short-term measures of structural change	Development of options for structural change	Develop long-term measures of structural change
<b>Implementation of a strategic plan for the change of factors affecting the development of tourist zones</b>		
Development of the concept of implementation of structural change	Implementation of a short-term plan of structural change	Implementation of a long-term plan of structural change

**Figure 3. The program of measures and its stages evaluating the structural changes of the factors affecting the development of the activity of tourist zones<sup>2</sup>**

<sup>2</sup> Developed by the author.

In the analysis of the results of the financial activity of tourist zones, it is important to evaluate the level of its usefulness, the composition, structure and dynamic changes of the financial results, to study the formation and use of profits. First of all, this is due to the fact that the profit calculated as the result of financial and economic activity is the basis of the socio-economic development of tourism enterprises in the conditions of the market economy. As a result, the material basis for the collection of state budget funds, allocations to extra-budgetary funds and sponsorship is created along with meeting the internal needs of the enterprise.

**Conclusions and suggestions.** The development of tourist zones has the character of a multifaceted complex. Therefore, when assessing the factors affecting the development of tourism zones in the country, we recommend the following:

- development of scientific and practical proposals to study all the factors related to the evaluation of the country's tourist zones and their use;
  - development of a single national regulation on the assessment of the economic efficiency of existing tourist zone facilities;
  - coordination of activities of tourist zones in the country and their constant control;
  - implementation of marketing activities for the release of products of tourist zones to the national and international tourism market and improvement of the use of marketing research;
- The proposed recommendations are aimed at increasing the efficiency of the international and domestic tourism services market as an effective direction of the country's socio-economic development. The development of tourism in the country is accompanied by a strong multiplier effect. This situation is confirmed by many years of world experience and many scientific studies.

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