

THE NEED FOR FORMING EFFECTIVE MEASURES FOR TOURISM DEVELOPMENT

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Abstract: *The paper examines the economic aspects of the growth of tourism services in conditions of growth depending on economic, political and social factors. It is noted that the ability to meet socio-economic needs depends on how material, financial and human resources are involved in the process of tourism services. Various financial indicators characterizing the activities of travel companies are considered. And also a set of reasons holding back this development.*

Keywords: *tourism, tourist flow, financial indicators, profitability, liquidity.*

INTRODUCTION:

The national economy of the Republic of Uzbekistan in general, and the tourism sector in particular, is currently facing a number of problems of an economic, financial and organizational nature. This forces travel companies in this area to carry out a restructuring process, that is, to seek out and develop innovative organizational forms and methods of providing tourism services, organization and management aimed at better satisfying the needs of tourists during their trip. The need for these measures is determined by a number of economic, political and social factors. Thus, today travel companies are a complex complex, including a number of areas of tourism products, which can now include trade in goods for tourists and the production of various goods for them (souvenirs), transport, financial, insurance services, etc.

Assessment of the activities of travel companies can be characterized through a number of indicators. The number of local and foreign tourists is gradually increasing. If in 2017 their number was 10.6 million people, then in 2022 11.4 million local residents were already traveling around the country. In 2022, more than 5.2 million foreign tourists visited Uzbekistan. This is 2.5 times more than in 2017. In 2022, the volume of exports of tourism services reached \$1.61 billion. In 2021, this figure reached \$296.4 million, and in 2019 - \$951 million. In total, in 2017-2022. Total exports of tourism services reached \$5.13 billion.

In 2022, 1,838 travel companies and tour operators operated in Uzbekistan. Compared to 2017 (749), their number increased almost 2.5 times. For the period from 2017 to 2022. the number of hotel



beds increased 2.6 times and reached 124 thousand (in 2017 - 37 thousand). A similar situation has developed in other tourism products.

A general indicator of the activities of travel companies is the volume of tourism products and their cost. Thus, compared to the previous period, the volume of tourism product services increased by approximately 40%, while an increase in the amount of costs by 26% was noted. In general, the system in 2022 registered positive performance results. However, a positive trend can be noted, characterized by the fact that the amount of profit increased by approximately 15% compared to the previous period. All travel companies ended the financial year with a positive result, that is, with a profit.

Among the activities of the system, a special role is given to retail trade, designed to serve tourists. This retail network is growing every year. The development of market relations contributes to the growth of the economic potential of travel companies, and the ability to meet socio-economic needs depends on how material, financial and human resources are involved in the process of tourism services, to what extent compliance with modern requirements has been achieved in terms of organization, management and formation financial mechanisms. They are the basis of the activities of any travel company, as they include various tools, levers, methods and forms that allow one to determine, evaluate and predict financial results. The financial mechanisms also include those related to the formation, distribution and use of financial resources.

This is explained by the fact that travel companies cannot carry out rational service activities without being provided with financial resources. The relevance of studying various aspects of these issues is due to the influence of numerous factors that require appropriate solutions, due to the fact that they have a significant impact on their effectiveness. Based on the above, problems associated with the supply of financial resources, especially acute, require resolution in relation to travel companies serving primarily travel companies - in particular, transport enterprises, trade, catering, ticket offices, cultural centers, etc., where The influence of economic, social, political and other factors is very strong.

At the same time, for the normal functioning and development of these enterprises, the formation of various funds is required, which, depending on their type, require the presence of various sources of coverage, depending on the field of activity, type of ownership and organizational forms. For the effective functioning and development of service entities within these funds, a special role is assigned to long-term and current assets, since financial results depend on the level of provision with them. From this position, it is necessary to constantly study the dynamics of the availability of fixed and working capital, their structure, as well as the technical condition of their capacities.

Thus, their use of long-term tangible assets shows that capital productivity has decreased significantly in recent years. This is explained by the fact that travel service enterprises are provided with fixed assets, the age composition of which varies between 10-15 years. It is clear that such an age structure does not allow the provision of additional services with minimal costs (expenses). In addition, the degree of wear and tear of these funds requires spending huge amounts of money on their repair and modernization. Practice shows that depreciation charges do not cover the need for financial resources allocated for these purposes.

On the other hand, for the effective development of financial activities, travel companies are forced to pay great attention to working capital management. It involves the organization of cash flows, accounts receivable and others, as it is aimed at meeting the needs of the tourism market. The presence of the necessary resources gives freedom in drawing up travel plans and marketing techniques. Their presence makes it possible to more effectively satisfy the needs of tourists and, accordingly, ensures the elasticity of the activities of travel companies.

A negative factor in the work of travel companies is the decrease in tourist attendance from the nearest regions of the republic. In turn, this led to a decrease in the utilization rate of current assets and



an increase in the turnover of tourists. The profitability of travel companies in relation to the optimal value is approximately 2 points less. As for return on assets, it is lower by almost 4 points. The same picture is observed in relation to economic and financial profitability, the level of which is 3% in relation to 6-8% and 5%, respectively. An examination of liquidity ratios shows that their value is significantly less than the established standards, since their size reached 0.12, instead of 0.16-0.20. One of the indicators that comprehensively reflects the effectiveness of financial resource management is the coverage ratio of current assets.

Analysis of information on current assets shows that the main share falls on accounts receivable, amounting to 10%, which is not a positive factor in the financial stability of travel companies. The presence of accounts receivable had a negative impact on the final results of operations in hotels designed to serve tourists.

During the analyzed period, the volume of inventories of goods and materials as part of current assets amounted to 16.6%. At this stage, this volume is relatively normal, but the problem lies in the inflated price of goods in relation to the market price, which explains the establishment of a high trade markup on goods purchased by tourists. Maintaining an optimal volume of inventory allows you to quickly respond to changes in demand and meet the needs of tourists. But in this case, costs arise, which are characterized by costs associated with storing goods and reducing the speed of their turnover. Subsequently, stocks can be increased to such a volume that the resulting savings are greater than the costs associated with storing stocks of goods in the warehouse of a retail outlet or hotel warehouses designed to serve tourists. As a result, in every hotel where tourists stay, prices for goods (souvenirs and the like) fluctuate greatly from 10 to 20%, which greatly affects the purchasing power of tourists. Considering that goods (souvenirs) are mostly sold to tourists, it is necessary to reduce the level of trade markup to 10%, reduce costs at the stage of storage and sale of goods, such as souvenirs, with embroidery having a national flavor.

In the future, in order to achieve financial stability, it is necessary in the near future to increase the size of the own working capital of firms designed to serve tourists by 15% and ensure their constant growth. Since by 2025 it is expected that the number of tourism entities will increase and the quality of service for tourists can be achieved by attracting external investment. In parallel, in the process of developing a forecast for the development of travel companies designed to comprehensively serve tourists, the following block of problems must be solved:

- identification of financial resources in amounts that allow the effective functioning and development of travel companies;
- optimal provision of short-term financial resources necessary to make current payments in order to provide quality services;
- finding the most rational areas for using long-term assets of travel companies.

Thus, to improve the activities of travel companies in general and their financial situation in particular, as well as to optimally provide them with the necessary financial resources, it is necessary to develop a set of measures aimed at revising the mechanism for establishing financial connections, improving methods of formation, management and use of capital, as well as procedures for financial planning, forecasting and increasing the number of tourists with a subsequent increase in the quality of services provided to them at the lowest cost.

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