

THE CONCEPT AND PRINCIPLES OF PUBLIC ADMINISTRATION IN THE FIELD OF TOURISM

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Abstract:

This scientific article talks about the effectiveness of mechanisms of implementation in the tourism activity in our country, the role of this industry in the concept and principles of state management.

The purpose of writing this article is to highlight the current scientific approaches of world scientists to these concepts in determining the essence and specific characteristics of tourism and tourist services.

Result: to show the management of different parts of the service system, in particular, some components of the international trade service system, to the tourism sector.

Keywords: public administration, tourism, economy, efficiency, trade service.

Tourism development includes not only representative functions of the state in internal and external relations, but also state programming, control, and effective management of state property. Scientists and international organizations take as a basis for determining the theoretical and methodological bases of scientific research on tourism, which types of human activity can be included in the field of tourism. The effectiveness of the implementation mechanisms in tourism activities is mainly directly dependent on the correct interpretation and adequate assessment of the essence of the object being studied. International organizations in the world approach this activity, i.e. the tourism sector, as various parts of the service system, in particular, as some components of the international trade service system. For example, the World Bank (WB) classifies tourism and tourist services as non-factor services (including transport and non-financial services). Factor services, according to DB experts, include income from investments, license fees, and monthly wages allocated by non-residents. The existing scientific approaches and definitions of the world's scientists to these concepts are of great importance in determining the essence and specific characteristics of tourism and tourist services. Therefore, based on the historical approach, it is appropriate to get acquainted with the main sources of theoretical ideas in more detail.

At the beginning of the 20th century, until the beginning of the Second World War, educational institutions, institutes and universities directly related to the development of tourism research began to appear in Germany, Austria, Switzerland and other countries.

The most famous scientists of that time, professors Kurt Kraft and Walter Hunziker of the University of Bern, conducted scientific research in the field of tourism. They developed the theoretical foundations of modern tourism and for the first time provided the most accurate definition of the tourism phenomenon. Later, this definition was adopted by the Association of Scientific Experts on International Tourism and entered into scientific circulation. They define tourism as a series of events

and relationships that occur before people stay permanently as a result of their travel and travel is no longer associated with profit.

The Russian scientist Y.V. Temniy approaches the "tourist market" as a set of specific (concrete) economic relations and connections between tourists and tour operators, as well as travel agents and counterparties in terms of tourist products and money movement, reflecting the economic interests of market relations subjects.

According to him, the tourist services market will work efficiently only if three main conditions are met:

- in conditions of free competition of producers;
- in the presence of the possibility of free choice of consumers;
- subject to the same rules for the quality and safety of the services provided.

In the tourist market, any market has its own goals and objectives, namely: 1) exchange of goods that are valuable for the consumption needs of the buyer and seller in a certain area; 2) demand for goods or services, the quality of which is measured by the volume of sales in a certain period of time; The mechanism of movement of benefits and services in the form of goods and money is carried out within all areas of the economic system of the society.

According to the definition of Y. V. Ustyugova, "Tourist services are non-material producer activities that satisfy consumer demands of tourism enterprises."

In this case, tourist services are the main (included in the contract and paid for by the consumer) and additional (which are performed to meet the needs of the client during the provision of basic services during the trip (tour) and are fully paid by the client at that time) is divided into services.

Based on this, it can be recognized that the market of services differs from the market of goods in the following ways:

The Service will not be available until it is rendered. This, in turn, makes it difficult to evaluate or compare the quality of services to be provided, since only expected and actual services can be compared.



One of the specific aspects of services is the level of uncertainty and abstraction of them (services) during the conclusion of the contract for the provision of services, which puts the client in a difficult situation and prevents the service provider from promoting their services in the tourism market. That is, the quality level of the recommended services is completely unknown for the client who intends to purchase the services, and it is not easy for the employee of the tourist organization

recommending these services to encourage him to take the services whose quality of presentation is abstract.

Despite the fact that scientists have different approaches to the essence of concepts such as service, service in the field of tourism, tourist product, tourist market, tourist services are undoubtedly an

economic category, because certain economic relations are manifested in them. These relations are formed between the producer and the consumer, and they are aimed at meeting the economic and socio-cultural needs of people. The first interpretation and rules of the term "Tourism Industry" were developed in 1991 in the works of Karl Spütz. The definition of this term in the work of a scientist is used as the basis of the concept of "tourism industry", which is covered in national legislations in the field of tourism today.

In particular, in Chapter 3 of the Law "On Tourism" of the Republic of Uzbekistan entitled "Tourist Industry": "Accommodation facilities, transport, public catering facilities and entertainment, educational, business, treatment-health, physical training-sports and other purpose-built facilities, touristic organizations, excursion service organizations.

2. Basic principles of management of the tourism sector

Government bodies are directly responsible for the improvement of tourism and its role in the process of raising funds for the development of the sector is crucial for the following reasons:

- * determines the national policy of the state and uses them to control the process of development of tourism activities based on the concept of planned development;
- * develops the infrastructure within the jurisdiction of state authorities at the republican and local levels;
- * in some cases, state intervention ensures, for example, the development of socio-economic, youth, cultural tourism, because business activity here does not bring high income;
- * state support for tourism, as well as economic and legal regulation of this field by the state.

The main directions of the state policy in the field of tourism are as follows:

development of this industry as a strategic branch of the country's economy;

ensuring citizens' rights to rest, free movement and other rights while traveling;

rational use of tourist resources and their preservation;

improvement of the regulatory legal framework;

-development of domestic tourism, including development of social tourism, creation of necessary conditions for organization of tourism and excursions for children, youth, elderly, as well as persons with disabilities and low-income segments of the population;

attracting investments in the tourism sector and creating favorable conditions for making investments;

development of public-private partnership in this field;

creating equal opportunities for business entities in the tourist services market;

encouragement by setting tax and customs benefits for subjects of the tourism sector;

ensuring the safety of tourists and excursionists, protection of their rights, freedoms and legal interests and property;

organization and development of scientific research;

personnel training, retraining and improvement of their qualifications;

such as the development of international cooperation

Therefore, supporting the development of the social component of tourism, on the one hand, reduces the death rate of the population, increases life expectancy, and on the other hand, increases employment through the development of tourist areas. Development of inbound tourism is generally

impossible without state support. And this means that if it is not there, the funds of foreign citizens will stimulate the economy of other countries, not the Republic of Uzbekistan.

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