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## DEVELOPMENT OF MANAGEMENT OF TOURISM IN THE DZHIZAK AREA OF THE REPUBLIC OF UZBEKISTAN

**Abstract:** management of the tourist organization carries out a double problem. On the one hand, administrative problems are solved with its help and the purposes of the tourist enterprise are reached, and with another it serves the purposes of development of tourist region. In article the system approach in the decision of problems of development of tourism in the Dzhizak area of republic of Uzbekistan is considered. The system approach assumes an establishment different criteria's and indicators for different levels of management in tourism and the unique hierarchy of the purposes and according to them of criteria of efficiency. In article problems of development of management tourism in the Dzhizak area of Uzbekistan, in particular the organization cluster's on tourism are investigated.

**Key words:** management, tourism, tourist branch, a tourist product, individual rounds, shop tours.

**Language:** English

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### Introduction

Tourism is one of the largest, highly remunerative and most dynamical branches of world economy. Its successful development makes positive impact on such key sectors economy as transport, communication, trade, agriculture, building, manufacture of consumer goods and etc. It is known also that the international tourism is one of the basic sources of currency for the state, and in many countries these receipts make a basis of the state budget. The tourist branch on level of incomes concedes to only oil-extracting industry and motor industry and that is very important, provides with workplaces millions people.

The Dzhizak area of the Republic of Uzbekistan as one of regions with high tourist potential is one of developing regions with such kinds of tourism, as ecotourism, agro tourism, religious tourism, wine tourism and medical tourism.

The Dzhizak area visit on the average about 6 thousand foreign and more than 800 thousand local tourists a year. For today in the Dzhizak area 22

hotels, 7 hostels' and 10 family guest houses operate. Thus it is necessary to notice that, proceeding from the forecast on a tourist stream, material conditions in the field of tourism (building of hotels, hostel etc.) are found That will improve quality of life of the population, will support enterprise initiatives in area by tourism development. The cluster method approaches in tourism development in area is perspective: the project tourist clusters in Bakhmal and Zaamin areas of the Dzhizak area is interesting. The project tourist cluster's consists of 3 directions: it is ecological tourism, agro tourism and ethnic tourism that corresponds to the general state strategy with a view of development of various kinds of tourism in republic.

With a view of full satisfaction of demand for placing means in Arnasay, Bakhmal, Mirzachul, Gallaaral, Zaamin, Sh. Rashidov and Forish areas, is planned the organization of family guest houses. Family guest houses in areas with high tourist potential in territory of the Dzhizak area which is directed to the corresponding organizations for

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allocation of credits within the limits of the program are created. In the project rural or agro tourism will occupy 5 thousand hectare where building of rest houses, a sports complex for sportsmen, nurseries on preservation and reproduction of rare species of birds and animals, the centers for cultivation, gathering, storage and preparation of grasses and juice, farmyards is planned. Also, in the given area creation of beer apiaries is planned. Tourists can drive on camels, observe national sports game of Kupkary from the organized platform, to participate in agricultural works, gardening, harvesting of vegetables and fruit, collecting of grasses. For ethno - a tourist zone building of modern hotels, children's resorts, the organization of camping's, flights by a balloon is provided. The program of this direction means countryside visiting, cultural - historical sights and nature sanctuaries, participation in researches of archaeological objects, acquaintance to traditional ceremonial ceremonies, household way of local population, a national craft and decoratively-applied creativity. Tourists can participate in preparation of national dishes of region.

The investment project tourist cluster's is directed on development of internal, regional and international tourism. Now state standards are entered and provided by the corresponding certificate in 4 zones of rest, 4 camping's, 2 holiday camps and 2 Yurt the camp, located in foothills, near to reservoirs in Dzhizak areas. According to these standards necessary measures are taken for safety of visitors in zones of rest and creation for them favorable conditions. Round tourist objects activity of family guest houses for creation of the big conveniences to the people visiting regions for the purpose of religion tourism, recreational tourism and travel will be organized. For today the total of the family guest houses included in the uniform register of republic, makes 346 (3 063 places), from which 245 (2 177 places) - have been created in January - May, 2019. The Zaamin of the Dzhizak area is one of many underestimated tourist regions of the country. At height about 2 200 meters above sea level, the Zaamin area has ancient history to what ruins of fortresses and a legend testify. Zaamin it is unique the nature: coniferous woods, medical air and recreational resources on which base it is possible to develop many kinds of tourism. On purpose to give a push to development for the present not realized tourist potential of Zaamin, within the limits of realization of the joint project of the Cabinet of the Republic of Uzbekistan and UNDP «Support of system of local management: civil participation and partnership» (project UNDP), are conducted a number of works in it of directions. In particular, project UNDP had been developed brand and marketing strategy on strengthening of tourist potential of Zaamin area of the Dzhizak area, an original logo and a slogan of Zaamin in three languages, also concrete investment offers

and the feasibility report of separate investment projects [1-8].

One of perspective directions for transformation Zaamin in a popular tourist zone is development here mountain-skiing tourism during the winter period. Height of Zaamin Mountains (1200-4025 m above sea level) provides ideal temperature and plentiful snowfalls. Snow here dry and cold, perfectly well approaching for driving, and by estimations of experts is considered one of the best in the world. Slopes are around very beautiful and abrupt enough to take pleasure in mountain-skiing descent. The kind opening to a sight causes delight in everyone who at least time has inhaled a full breast curative mountain air of Zaamin. With that end in view, efforts of Management of Resorts at the Federation Council of Trade Unions of the Republic of Uzbekistan and sanatorium "Zaamin" management, and also with assistance of experts trade-union Children's youthful sports school mountain skiing, in sanatorium "Zaamin" territory had been constructed a demonstration mountain-skiing line with tow the lift the in length of 350 meters and a steepness of 15 degrees for beginning fans and children. And also, rent of mountain-skiing stock, in number of 20 pair's ski boots, mountain skis, sticks, gloves and points is organized.

In this connection, with a view of demonstration of the created conditions for attraction of tourists in Zaamin during the winter period and on purpose to discuss concrete joint efforts to a place, Management of Resorts at the Federation Council of trade unions of Uzbekistan in partnership with Project UNDP have organized 2 day information trip for representatives of travel companies and mass-media in the tourist zone Zaamin. Within the limits of info-round program some actions for demonstration of the latent tourist potential of Zaamin during a winter season have been organized.

In particular, participants have taken part in special presentation session in which could familiarize with the created conditions in sanatorium "Заамин" for the tourists, existing possibilities of the organization of transportation of tourists and available tourist routes, and also with presentation of private businessmen of Zaamin on rendering of tourist services (preparation of Zaamin culinary dishes realization of products of handicraftsmen, meditative herbs, honey etc.).

Sanatorium "Zaamin" is in reserve territory. The beautiful mountain landscape, pure air, sun abundance - all it creates favorable conditions for carrying out preventive procedures to children and adults with diseases of respiratory organs, nervous system.

The sanatorium is equipped by the newest medical-diagnostic equipment. The basic medical factor is the mountain climate. Balneo - therapy (artificial pearl, coniferous baths, souls, and pool), physiotherapy, massage, a sauna and hydrochloric

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cameras for treatment sick of a bronchial asthma is widely used.

Really, tourist product is a complex of the services given by the tourist-excursion enterprises to citizens (tourists).

The success of commercial activity in the tourism market is defined, first of all, by an attractive tourist product. The tourist product simultaneously represents set of rather difficult diverse elements [1-8].

The primary goal of activity of travel agency in Dzhizak area is creation of the round supported with the corresponding program of service. This product also is the basic tourist product of travel agency which are let out on the market. Depending on a kind of the demand of the tourist (them now it is not enough for the Dzhizak area) and from a way of the organization of sale rounds can be individual and group.

Individual rounds in the Dzhizak are attractive and they more expensive, as can give to the tourist of more independence and independence, but such types of service as intra routing transport, services of the guide, and some other the tourist pays completely, unlike group rounds where this price is displayed on all members of group. For this reason individual rounds are not too accessible to the mass tourist.

Besides, the organization of individual trips is very much the labor-intensive process demanding use of the computer technics for realization of booking, scheduling, calculations and other operations.

On the other hand, individual tourism from the economic point of view is very favorable to tourist firms as gives higher incomes counting on one tourist in comparison with incomes of group rounds.

Therefore certain places should be found in travel company strategy, both for group, and for individual tourism.

Group rounds cheaper, accessible to the mass tourist, but on group trips their each participant is obliged to submit to the order of travel established for group. Creation of an attractive tourist product is the first and most important problem of travel agency. This field of activity of the tourist enterprises is directly connected with productions.

The commodity policy of the enterprise demands acceptance of the co-ordinated decisions between manufacture and realization (commerce), and also the decisions, concerning assortment of rounds, programs of service and quantity of a tourist product.

At creation of a tourist product the tourist pays not hotel placing, and new sensations and acquaintance to the unknown; a cosines, the attention, having conditions.

Therefore creation of a tourist product begins with studying of its consumer qualities and properties, from revealing of the most attractive parties for tourists. They are reference points by working out and realization of a tourist product [1-8].

Each tourist enterprise can be engaged by means of enough simple means in the analysis which will help it to learn an own product better.

### Discussion.

It is necessary to look at a tourist product in the Dzhizak area: to define its strong weaknesses т.е to consider positioning of a tourist product (it is the concept of attraction of clientele and fuller satisfaction of inquiries).

Position of any product in the market can be real and estimated. It is real in that case when the analysis of a share of the market allows Travel Company to establish actual position of service in the market at previous stages of activity. Estimated position grows out of representations to travel company about positions of its product in the market. It can disperse from opinion of consumers if the travel company offers on the market of service which, in her opinion, has high quality at rather low prices. But, according to clients, the firm takes of other position in the market, services of average quality at the low prices. In such situation the tourist firm can have problems with clients. It is necessary to consider that the position of a tourist product on one segment of the market can differ from how it is perceived by consumers on other [9-10].

At a choice of the segment in the market of tourist services following factors are analyzed: the trip purposes: rest business, training, shopping.

Geographical factors: entertainments, interest to cultural and architectural values.

Age groups: schoolboys, students, adult, families.

The organization of rounds on rest should consider such factors, as vacation spot, prestige or, on the contrary, economy of means, and also age of tourists; at the organization of business trips and shop tours special value has a site of the country of tourism, and for tours for the purpose of training to the last the analysis of age structure of tourists is added also.

Process of creation of any tourist program begins with working out of overall aims, development of the preliminary forecasts based, first of all, on studying of demand of consumers and the offer of competitors.

Tourism management assumes management of the tourist organizations in the conditions of the market: orientation to recreational requirements and demand of clients; aspiration to increase of economic efficiency of activity of the tourist organization; aspiration to growth of its economic independence; the account of a condition and tendencies of the tourist market.

Subsystems of management of the tourist organization are: planning, technical training, manufacture, supply and sale.

Management of tourism system should be based on strategic plan (in the future) vision and a prediction [11-15].

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The major feature of tourism as object of management is specificity of a tourist product, its inseparability from a formation source. The goods in a material kind (meat, clothes) exist irrespective of its manufacturer, tourist service (and it too the goods) is inseparable from a source of its creation.

Because at realization of a tourist product the personal aspect amplifies, process of granting of tourist service can be automated in ready smaller degree, than, for example, process of manufacture of the goods.

For this reason in tourism management immeasurably more attention it should be given to human resource management and regulation of interpersonal relations.

At last, as feature of tourism it is necessary to allocate its seasonal prevalence. At a management solution of a problem in tourism the given phenomenon is necessarily considered by heads of the tourist enterprises as demand fluctuation can essentially worsen operating conditions of all tourist industry.

**Conclusions:** features of tourist branch as object of management specify that managers of tourist business should reckon with that this branch is absolutely not similar to other branches and consequently mechanically to transfer operating time or models of management from other spheres of labor activity to tourism sphere it is impossible.

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