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Bukhara State University

Master's Department

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**“Experience of European tour operators in organizing of a new tour product
and its implementation in Uzbekistan”**

**“Yangi turmahsulot yaratishda Yevropa turoparatorlarining tajribasi va uni
O'zbekistonda qo'llash imkoniyatlari”**

Specialization: 5A610301- Tourism (by branches and spheres)

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DISSERTATION

Supervisor:

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ANNOTATION

To master's dissertation work of Sarvinoz Toyirova - student of 2nd course Master student of faculty of tourism, 5A610301 -Tourism (by branches and spheres) of Bukhara state university on the theme of "Experience of European tour operators in organizing of a new tour product and its implementation in Uzbekistan"

Key words: tour, tour packages, tourism product, tourist services, tour program, tourism sector, tour package design, promoting a tour product, travel company, activities, a route, implementation, formation of a tourist product, promotion, pricing, realization and etc.

A tour is a commodity form of a tourism product sold to a customer, namely, a set of services and goods, united by a common purpose of travel, provided according to a specific program and a certain price and tied to a specific route, accommodation facilities and dates.

A tour package is the minimum package of services and goods offered to a tourist, united by a common purpose of travel and tied to one of the basic services. This set is included by the tour operator in the tour and it was this set of services that we called the elementary tourist product. Formation of a tourist product is the activity of a tour operator in concluding and executing contracts with third parties that provide separate services included in a pre-designed tourist product, as well as giving a marketable tourist product (here, third parties are accommodation facilities, catering companies, carriers, objects of display, guides entertainment establishments, etc.).

The process of creating any package tourism product can be divided into two qualitatively different stages: - the design of a tourism product and the formation of a tourism product. In the process of design, based on an analysis of the market of tourist products and their producers, the original tourist product is identified and it identifies the needs and preferences of its customers. Then, based on these needs and preferences, as well as the identified tourist opportunities of the chosen destination,

a virtual, speculative tourist product is created and the feasibility of its formation, that is, implementation in practice, becomes clear. The second stage is the formation of the designed tourism product. This stage is realized only if the economic feasibility of creating this tourist product is revealed.

Existing tourist products may differ significantly from each other in a variety of ways. According to these signs, tourism products can be classified, that is, divided into separate groups. Accordingly, all created tourist products can be classified according to a variety of signs and criteria:

- according to the goal;
- by way of movement;
- by age of travelers, etc.

This classification allows to identify the specifics of each group of tourist products:

- specifics in the composition of services;
- specifics in the organization of tours;
- specifics in the technology of creating one or another type of tourist product;
- specifics in the promotion of tourism products, etc. Each specialist who solves a specific task uses the classification that helps to solve the task before him.

Tourist products can be divided into two groups:

1. Absolutely new, not existing before tourist product.
2. A tourist product created by a tour operator on the basis of an existing tourist product, which we called the original tourist product.

Promotion of a tourist product is a set of measures aimed at stimulating sales of a tourist product (advertising, participation in specialized exhibitions, fairs, organization of tourist information centers for the sale of a tourist product, publication of catalogs, booklets, etc.).

Subjects of research: The **subject** of research is the process of applying foreign experience in the creation of new tourism products.

Relevance of the study: Development of measures to create new tourism products in the tourism sector in Uzbekistan, measures, proposals and

recommendations on the use of tourism products recognized and used by international tourism organizations.

Based on these aims, the following key tasks were identified:

- ❖ To study the history, definition and understanding of tourism products;
- ❖ Determination of the process and development of creating tour product;
- ❖ Learn methods, proposals and classification of producing tour products;
- ❖ Analyzing of European countries in the production of tour products;
- ❖ Creating new tour product in Uzbekistan with the experience of Europe countries;
- ❖ Understanding standards of creating tour products;
- ❖ Promoting tour products in the tourism market.

Methods of research: In the research work is used method of quiz observation around the Bukhara city to defining main problems in tourism sector and especially tour products of Uzbekistan. Then was used graphs and figures to illustrate dynamics of process and progress. Usually author uses foreign practice to implement and adoption in current tourism market of country. Based on foreign experience, the activity of European travel companies was analyzed, the websites and travel products of travel agencies were analyzed, which are compared with the activities of existing travel agencies in Uzbekistan. Comparisons were made to avoid differences in comparison, and their implementation has been demonstrated worldwide.

The results obtained and their novelty: The scientific novelty of the research results lies in the fact that this work reveals the need and effectiveness of using the experience of tour operators in the formation of a tourism product, namely:

- principles of organization of tour operator activity;

- discloses the specialization of tour operators working in the domestic and foreign market;
- analyzes the economic performance of tour operator activity.

Practical value: Tourism was formed as a network that brings people together at different times, not only providing culture, religion, faith, history, nature, diversity of people, but also relaxing people's treatment, but also contributes to the acceleration of economic growth increases. Along with the development of all types of tourism in the world, some countries are the basis of the national economy.

It should be noted that the tourism industry is an integral part of the world community, plays an important role in the development of economies of countries and regions and is one of the priorities of the global economy in the 21st century. Tourism is a product of human civilization. This concept has its own theoretical and practical interpretation. In this regard, for its detailed interpretation it is necessary to consider and interpret it from the point of view of human behavior, economic category, political situation, outdoor activities. From year to year, new types of tourism and new types of tourism services appear.

According to the Decree of the President of the Republic of Uzbekistan of December 2, 2016 Part-2 of paragraph-1 of Presidential Decree No. PF-4861 “On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan” “... Development and implementation of national and regional programs for the comprehensive development of domestic, incoming and outgoing tourism aimed at creating new tourist routes in the regions, their certification, the formation of a single national register of tourist destinations and tourist sites” the issue has been raised, which means that the creation of new destinations in the field of tourism in our country is one of the urgent tasks.

During last two years the size of tourism in Uzbekistan enlarged in scale more than 2.5 times. At the end of 2019, tourism services exports amounted to \$1,313,032,000. (1,041,089,000 in 2018). It is considered as the most progressive sphere of economy of country. In 2017 the number was just around 547 million US dollars, so it was less than 1% of GDP, but in 2019 it can raise by more than two

times. Today, the country provides services for 1,482 travel companies, 1,188 accommodation facilities, 6.7 million tourists in 2019. There are 110 international routes. Of these, 65 - on the objects of historical and cultural heritage, 30 - natural and recreational, 15 - ecological routes with elements of health tourism. Currently, the most popular type of tourism for visitors to Uzbekistan is cultural and historical tourism.

Degree of embed and economic efficiency: There are different ways to improve tourism market in Uzbekistan. Creating a new tour product is one of the main tasks of tourism industry. It helps to improve the number of tourists that coming to Uzbekistan.

Field of application: Given the popularity of Samarkand, Bukhara and Khiva among foreign citizens and based on statistical data, we can confidently say that these cities deserve more attention and can rightfully become an international tourism center. According to vacationers, all trips convince them that Uzbekistan has remained the most beautiful country, combining European beauty and oriental wisdom and the development of the tourism industry in Uzbekistan from year to year.

The sphere of tourism is becoming one of the leading spheres of the economy. And our region has great potential in this respect. 660 objects of material and spiritual heritage speaks volumes. The Resolution of the President of the Republic of Uzbekistan of May 19, 2019, "On Immediate Measures to Develop the Tourism Potential of the City of Bukhara and the Bukhara Region in 2019-2020", and the Decree of August 16, 2019, "On the Development of Tourism in the Years 2019-2021" are important steps towards the realization of this sphere. In accordance with these resolutions, a plan was developed to create favorable conditions for foreign tourists as well as local tourists visiting the country and further improving the quality of their services.

In order to develop tourism in the region and further improve the infrastructure of the tourism industry, the country's leader approved a program on the basis of which a total of 21 hotels (17 of which in the city of Bukhara), 7 new buses of tourist

type were put into operation. For a short time, the schedules of flights and high-speed train "Afrosiyob" are optimized.

New hotels in the city of Bukhara, cultural and entertainment places, such as an amphitheater designed for 500 people and other modernly equipped facilities are included in the tourist zone "Ancient Bukhara", located on 10 hectares of land where architectural and construction works are completed by both local and foreign architects.

As a result of studying the current activities of tourism infrastructure providing tourism services and analyzing the collected data, the main directions of the organization of relevant tourism infrastructure in improving the efficiency of tourism are as follows:

- ✓ Improving the infrastructure of Bukhara International Airport and creating infrastructure to provide quality services;
- ✓ Further improvement of the tourist infrastructure of railway stations in Bukhara region;
- ✓ Creation of a free tourist zone in Bukhara;
- ✓ increase the number of hotels in the region, as well as home hotels;
- ✓ Easy delivery of information to tourists through the use of geo information technologies in historical and cultural tourist sites in the Bukhara region;
- ✓ Improving and controlling the quality of transport services;
- ✓ Facilitation of tourist visits in the desert areas of the region and the development of new products for tourists;
- ✓ Enter cartographic data on maps working online and offline and organize regular updates.

Buxoro davlat universiteti, Turizm fakulteti 5A610301 –

Turizm (tarmoqlar va sohalar bo'yicha) mutaxassisligi magistratura ta'limi II bosqich talabasi Toyirova Sarvinozning "Yangi turmahsulot yaratishda Yevropa turoparatorlarining tajribasi va uni O'zbekistonda qo'llash imkoniyatlari" mavzusidagi magistrlik dissertatsiyasiga

ANNOTATSIYA

Tayanch so'zlar: tur, turistik paket, turistik mahsulot, turistik xizmatlar, turistik dasturlar, turizm sektori, turistik paketlar dizayni, turistik mahsulotni reklama qilish, sayyohlik kompaniyasi, faoliyati, yo'nalishi, turistik mahsulotni shakllantirish, reklama, narxlash, realizatsiya va boshqalar.

Tur - bu mijozga sotiladigan turizm mahsulotining tovar shakli, ya'ni umumiy sayohat maqsadi bilan birlashtirilgan, ma'lum bir dasturga va ma'lum narxga muvofiq taqdim etiladigan va sayohat bilan bog'langan turistik mahsulot. aniq yo'nalish, turar joy imkoniyatlari va sanalari.

Turlar to'plami - sayyohga umumiy sayohat maqsadi bilan birlashtirilgan va basys xizmatlaridan biriga bog'langan turistga taklif etiladigan xizmatlar va tovarlarning minimal to'plami. Ushbu to'plam tur-operator tomonidan turga kiritilgan va aynan biz ushbu xizmat turini "oddiy sayyohlik mahsuloti" deb nomladik. Turistik mahsulotni shakllantirish - bu turoparatorning oldindan ishlab chiqilgan turistik mahsulotga kiritilgan alohida xizmatlarni taqdim etadigan va shartnomalar tuzishdagi faoliyati, shuningdek, bozorga chiqariladigan turistik mahsulotni taqdim etish (bu erda uchinchi shaxslar turar joy binolari va boshqalar). umumiy ovqatlanish korxonalarini, tashuvchilar, ko'rgazma ob'ektlari, ko'ngilochar muassasalar va hokazolar).

Har qanday paketli turistik mahsulotni yaratish jarayonini sifat jihatidan ikki bosqichga bo'lish mumkin: - turistik mahsulotni loyihalash va turizm mahsulotini shakllantirish. Dizayn jarayonida, turistik mahsulotlar va ularning ishlab chiqaruvchilarining bozorini tahlil qilish asosida, asl turistik mahsulot aniqlanib, u

xaridorlarning talab va istaklarini aniqlaydi. Keyin, ushbu ehtiyojlar va afzalliklar asosida, shuningdek tanlangan yo'nalishning aniqlangan turistik imkoniyatlaridan kelib chiqqan holda, virtual, spekulativ turistik mahsulot yaratilib, uni shakllantirish, ya'ni amalda qo'llash maqsadga muvofiqligi aniq bo'ladi. Ikkinchi bosqich - bu mo'ljallangan turizm mahsulotini shakllantirish. Ushbu bosqich ushbu turistik mahsulotni yaratishda iqtisodiy maqsadga muvofiqligi aniqlangan taqdirdagina amalga oshiriladi.

Mavjud turistik mahsulotlar har xil jihatdan bir-biridan sezilarli darajada farq qilishi mumkin. Ushbu belgilarga ko'ra, turizm mahsulotlarini tasniflash mumkin, ya'ni alohida guruhlariga bo'linadi. Shunga ko'ra, yaratilgan barcha turistik mahsulotlar turli xil belgilar va belgilarga ko'ra tasniflanishi mumkin:

- maqsadga muvofiq;
- harakatlanish yo'li bilan;
- sayohatchilarning yoshiga qarab va boshqalar.

Ushbu tasnif turistik mahsulotlarning har bir guruhiga xos xususiyatlarni aniqlashga imkon beradi:

- xizmatlar tarkibidagi o'ziga xosliklar;
- turlarni tashkil etishning o'ziga xos xususiyatlari;
- turistik mahsulotning u yoki bu turini yaratish texnologiyasining o'ziga xos xususiyatlari;
- turizm mahsulotlarini reklama qilishning o'ziga xos xususiyatlari va boshqalar. Muayyan vazifani hal qiladigan har bir mutaxassis oldidagi vazifani hal qilishga yordam beradigan tasnifdan foydalanadi.

Turistik mahsulotlarni ikki guruhga bo'lish mumkin:

1. Mutlaqo yangi, ilgari turistik mahsulot mavjud emas.
2. Turoperator tomonidan mavjud turistik mahsulot asosida yaratilgan turistik mahsulot, biz uni asl turistik mahsulot deb atadik.

Turistik mahsulotni ilgari surish - bu turistik mahsulotni sotishni rag'batlantirishga qaratilgan chora-tadbirlar majmui (reklama, ixtisoslashtirilgan

ko'rgazmalar, yarmarkalarda ishtirok etish, turistik mahsulotni sotish uchun turistik ma'lumot markazlarini tashkil etish, kataloglar, bukletlar nashr etish va boshqalar).

Tadqiqot obyektlari: Tadqiqot mavzusi yangi turizm mahsulotlarini yaratishda xorijiy tajribani qo'llash jarayoni.

Ishning maqsadi: O'zbekistonda turizm sohasida yangi turistik mahsulotlarni yaratish bo'yicha chora-tadbirlar, xalqaro turizm tashkilotlari tomonidan tan olingan va ishlatiladigan turistik mahsulotlardan foydalanish bo'yicha chora-tadbirlar, taklif va tavsiyalar ishlab chiqish.

Ushbu maqsadlar asosida quyidagi asosiy vazifalar belgilandi:

- ❖ Turistik mahsulotlarning tarixi, ta'rifi va tushunilishini o'rganish;
- ❖ Turistik mahsulotni yaratish jarayoni va jarayonini aniqlash;
- ❖ Turistik mahsulotlarni ishlab chiqarish usullari, takliflari va tasnifini o'rganish;
- ❖ Yevropa mamlakatlarining turistik mahsulotlar ishlab chiqarishda tahlili;
- ❖ Yevropa mamlakatlari tajribasi bilan O'zbekistonda yangi sayyohlik mahsulotini yaratish;
- ❖ Turistik mahsulotlarni yaratish standartlarini tushunish;
- ❖ Turistik mahsulotlarni turizm bozorida reklama qilish.

Tadqiqot metodlari: Tadqiqot ishlarida Buxoro shahrida viktorinani kuzatish usuli turizm sohasidagi va ayniqsa O'zbekiston turistik mahsulotlaridagi asosiy muammolarni aniqlash uchun foydalaniladi. Keyin, jarayon va rivojlanish dinamikasini aks ettirish uchun grafikalar va chizmalar ishlatilgan. Odatda, muallif mamlakatning zamonaviy turizm bozorini tanishtirish va qabul qilish uchun xorijiy amaliyotdan foydalanadi. Chet el tajribasidan kelib chiqib, Yevropa sayyohlik agentliklari faoliyati tahlil qilindi, sayyohlik agentliklarining saytlari va sayyohlik mahsulotlari tahlil qilindi, ular O'zbekistondagi mavjud sayyohlik agentliklari faoliyati bilan taqqoslandi. Taqqoslashda tafovutlar paydo bo'lishining oldini olish uchun taqqoslashlar amalga oshirildi va ularning amalga oshirilishi butun dunyo bo'ylab namoyish etildi.

Olingan natijalar va ularning yangiligi: Tadqiqot natijalarining ilmiy yangiligi shundan iboratki, ushbu ish turistik mahsulotni shakllantirishda turoperatorlarning tajribasidan foydalanish zarurligi va samaradorligini ochib beradi.

- turoperatorlik faoliyatini tashkil etish tamoyillari;

- ichki va tashqi bozorda ishlaydigan turoperatorlarning ixtisosligini ochib beradi;

- turoperator faoliyatining iqtisodiy ko'rsatkichlarini tahlil qiladi.

Amaliy ahamiyati: Turizm turli davrlarda odamlarni birlashtiradigan tarmoq sifatida shakllangan bo'lib, nafaqat madaniyat, din, e'tiqod, tarix, tabiat, odamlarning xilma-xilligini ta'minlabgina qolmay, balki odamlarning davolanishini yengillashtiradi, balki iqtisodiy o'sishni tezlashtirishga yordam beradi. . Dunyoda turizmning barcha turlarini rivojlantirish bilan bir qatorda, ba'zi davlatlar milliy iqtisodiyotning asosini tashkil etadi.

Ta'kidlash joizki, turizm industriyasi jahon hamjamiyatining ajralmas qismi bo'lib, mamlakatlar va mintaqalar iqtisodiyotini rivojlantirishda muhim rol o'ynaydi va XXI asrda global iqtisodiyotning ustuvor yo'nalishlaridan biri hisoblanadi. Turizm insoniyat tsivilizatsiyasining mahsulidir. Ushbu tushuncha o'zining nazariy va amaliy talqiniga ega. Shu munosabat bilan, uni batafsil talqin qilish uchun uni insonning xulq-atvori, iqtisodiy kategoriya, siyosiy vaziyat, tashqi faoliyat nuqtai nazaridan ko'rib chiqish va izohlash kerak. Yildan yilga yangi turizm turlari va turistik xizmatlarning yangi turlari paydo bo'ladi.

O'zbekiston Respublikasi Prezidentining 2016 yil 2 dekabrda "O'zbekiston Respublikasi turizm sohasini jadal rivojlantirishni ta'minlash chora-tadbirlari to'g'risida" gi PF-4861-sonli Farmonining 1-bandi 2-qismining 2-qismiga muvofiq "... ichki sohani har tomonlama rivojlantirish uchun milliy va mintaqaviy dasturlarni ishlab chiqish va amalga oshirish. , hududlarga yangi turistik yo'nalishlar yaratish, ularni sertifikatlashtirish, sayyohlik yo'nalishlari va turistik saytlarning yagona milliy reyestrini shakllantirishga qaratilgan kiruvchi va chiquvchi turizm

"Mamlakatimizda sayyohlik sohasida yangi yo'nalishlarni yaratish dolzarb vazifalardan biri hisoblanadi."

So'nggi ikki yil ichida O'zbekistonda sayyohlik ko'lami 2,5 barobardan ko'proq oshdi. 2019 yil oxirida turizm xizmatlarining eksporti 1 133 032 000 dollarni tashkil etdi. (2018 yilda 1,041,089,000). Bu mamlakat iqtisodiyotining eng progressiv yo'nalishi hisoblanadi. 2017 yilda bu ko'rsatkich atigi 547 million AQSh dollarini tashkil etdi, ya'ni u yalpi ichki mahsulotga nisbatan 1 foizdan kamni tashkil etdi, ammo 2019 yilda u ikki baravar ko'payishi mumkin. Bugungi kunda mamlakat 1482 ta sayyohlik kompaniyalariga, 1 188 ta mehmonxona muassasalariga, 2019 yilda 6,7 mln sayyohga xizmat ko'rsatadi. 110 ta xalqaro yo'nalish mavjud. Ulardan 65 tasi tarixiy va madaniy meros ob'ektlariga, 30 tasi tabiiy va rekreatsion, 15 tasi sog'lomlashtirish turizmining elementlari bilan ekologik marshrutlarga. Hozirgi kunda O'zbekistonga tashrif buyuruvchilar uchun eng mashhur turizm turi madaniy va tarixiy turizmdir.

Tadbiq etish darajasi va iqtisodiy samaradorligi: O'zbekistonda sayyohlik bozorini takomillashtirishning turli xil usullari mavjud. Yangi turistik mahsulotni yaratish sayyohlik sanoatining asosiy vazifalaridan biridir. Bu O'zbekistonga kelayotgan sayyohlar sonini ko'paytirishga yordam beradi.

Qo'llanish sohasi: Xorijiy fuqarolar orasida Samarqand, Buxoro va Xiva mashhurligini hisobga olgan holda va ishonch bilan ayta olamizki, ushbu shaharlar ko'proq e'tiborga loyiqdir va haqli ravishda xalqaro sayyohlik markaziga aylanishi mumkin. Dam oluvchilarning so'zlariga ko'ra, barcha sayohatlar O'zbekistonning Yevropa go'zalligi va sharqona donoligi va sayyohlik sanoatining yildan-yilga rivojlanib borishini o'zida mujassam etgan eng go'zal mamlakatligicha qolishiga ishontirmoqda.

Sayyohlik sohasi iqtisodiyotning etakchi tarmoqlaridan biriga aylanmoqda. Bu borada bizning mintaqamiz katta imkoniyatlarga ega. 660 ta moddiy va ma'naviy meros ob'ektlari juda ko'p narsani anglatadi. O'zbekiston Respublikasi Prezidentining 2019 yil 19 maydagi "2019-2020 yillarda Buxoro shahri va Buxoro viloyatining turizm salohiyatini rivojlantirishning shoshilinch chora-tadbirlari

to'g'risida" gi va 2019 yil 16 avgustdagi farmoni. " "2019-2021 yillarda turizmni rivojlantirish" ushbu yo'nalishda amalga oshiriladigan muhim qadamlardir. Ushbu farmonlarga muvofiq, chet ellik sayyohlar, shuningdek, mamlakatga kelgan mahalliy sayyohlar uchun qulay sharoitlar yaratish va ularga xizmat ko'rsatish sifatini yanada yaxshilash rejasi ishlab chiqilgan.

Mintaqada turizmni rivojlantirish va turizm industriyasi infratuzilmasini yanada takomillashtirish maqsadida mamlakatimiz rahbari dasturni tasdiqladi, uning asosida jami 21 mehmonxona (ulardan 17 tasi Buxoro shahrida joylashgan), 7 ta yangi turistik avtobuslar foydalanishga topshirildi. Qisqa vaqt ichida Afrosiyob tezyurar poezdlarining parvoz jadvali optimallashtirildi.

Buxorodagi yangi mehmonxonalar, madaniy va ko'ngilochar maskanlar, masalan, 500 kishiga mo'ljallangan amfiteatr va boshqa zamonaviy jihozlangan ob'ektlar 10 gektar maydonda joylashgan arxitektura va qurilish ishlari yakunlangan "Ko'hna Buxoro" sayyohlik zonasiga kiritilgan. mahalliy va xorijiy me'morlar.

Turistik xizmatlarni taqdim etuvchi turizm infratuzilmasining joriy faoliyatini o'rganish va to'plangan ma'lumotlarni tahlil qilish natijasida turizm samaradorligini oshirishda tegishli turistik infratuzilmani tashkil qilishning asosiy yo'nalishlari quyidagilar:

- Buxoro xalqaro aeroporti infratuzilmasini takomillashtirish va sifatli xizmat ko'rsatish uchun infratuzilmani yaratish;
- Buxoro viloyatidagi temir yo'l stantsiyalarining turistik infratuzilmasini yanada takomillashtirish;
- Buxoroda erkin sayyohlik zonasini yaratish to'g'risida;
- Mintaqadagi mehmonxonalar va uy-joylar sonini ko'paytirish;
- Buxoro viloyatining tarixiy va madaniy sayyohlik joylarida geografik axborot texnologiyalaridan foydalangan holda sayyohlarga oddiy ma'lumot etkazish;
- Transport xizmatlari sifatini boshqarish va takomillashtirish.

ANNOTATION

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implementation in practice, becomes clear. The second stage is the formation of the designed tourism product. This stage is realized only if the economic feasibility of creating this tourist product is revealed.

Existing tourist products may differ significantly from each other in a variety of ways. According to these signs, tourism products can be classified, that is, divided into separate groups. Accordingly, all created tourist products can be classified according to a variety of signs and criteria:

- according to the goal;
- by way of movement;
- by age of travelers, etc.

This classification allows to identify the specifics of each group of tourist products:

- specifics in the composition of services;
- specifics in the organization of tours;
- specifics in the technology of creating one or another type of tourist product;
- specifics in the promotion of tourism products, etc. Each specialist who solves a specific task uses the classification that helps to solve the task before him.

Tourist products can be divided into two groups:

1. Absolutely new, not existing before tourist product.
2. A tourist product created by a tour operator on the basis of an existing tourist product, which we called the original tourist product.

Promotion of a tourist product is a set of measures aimed at stimulating sales of a tourist product (advertising, participation in specialized exhibitions, fairs, organization of tourist information centers for the sale of a tourist product, publication of catalogs, booklets, etc.).

Subjects of research: The **subject** of research is the process of applying foreign experience in the creation of new tourism products.

Relevance of the study: Development of measures to create new tourism products in the tourism sector in Uzbekistan, measures, proposals and

recommendations on the use of tourism products recognized and used by international tourism organizations.

Based on these aims, the following key tasks were identified:

- ❖ To study the history, definition and understanding of tourism products;
- ❖ Determination of the process and development of creating tour product;
- ❖ Learn methods, proposals and classification of producing tour products;
- ❖ Analyzing of European countries in the production of tour products;
- ❖ Creating new tour product in Uzbekistan with the experience of Europe countries;
- ❖ Understanding standards of creating tour products;
- ❖ Promoting tour products in the tourism market.

Methods of research: In the research work is used method of quiz observation around the Bukhara city to defining main problems in tourism sector and especially tour products of Uzbekistan. Then was used graphs and figures to illustrate dynamics of process and progress. Usually author uses foreign practice to implement and adoption in current tourism market of country. Based on foreign experience, the activity of European travel companies was analyzed, the websites and travel products of travel agencies were analyzed, which are compared with the activities of existing travel agencies in Uzbekistan. Comparisons were made to avoid differences in comparison, and their implementation has been demonstrated worldwide.

The results obtained and their novelty: The scientific novelty of the research results lies in the fact that this work reveals the need and effectiveness of using the experience of tour operators in the formation of a tourism product, namely:

- principles of organization of tour operator activity;
- discloses the specialization of tour operators working in the domestic and foreign market;

- analyzes the economic performance of tour operator activity.

Practical value: Tourism was formed as a network that brings people together at different times, not only providing culture, religion, faith, history, nature, diversity of people, but also relaxing people's treatment, but also contributes to the acceleration of economic growth increases. Along with the development of all types of tourism in the world, some countries are the basis of the national economy.

It should be noted that the tourism industry is an integral part of the world community, plays an important role in the development of economies of countries and regions and is one of the priorities of the global economy in the 21st century. Tourism is a product of human civilization. This concept has its own theoretical and practical interpretation. In this regard, for its detailed interpretation it is necessary to consider and interpret it from the point of view of human behavior, economic category, political situation, outdoor activities. From year to year, new types of tourism and new types of tourism services appear.

According to the Decree of the President of the Republic of Uzbekistan of December 2, 2016 Part-2 of paragraph-1 of Presidential Decree No. PF-4861 “On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan” “... Development and implementation of national and regional programs for the comprehensive development of domestic, incoming and outgoing tourism aimed at creating new tourist routes in the regions, their certification, the formation of a single national register of tourist destinations and tourist sites” the issue has been raised, which means that the creation of new destinations in the field of tourism in our country is one of the urgent tasks.

During last two years the size of tourism in Uzbekistan enlarged in scale more than 2.5 times. At the end of 2019, tourism services exports amounted to \$1,313,032,000. (1,041,089,000 in 2018). It is considered as the most progressive sphere of economy of country. In 2017 the number was just around 547 million US dollars, so it was less than 1% of GDP, but in 2019 it can raise by more than two times. Today, the country provides services for 1,482 travel companies, 1,188

accommodation facilities, 6.7 million tourists in 2019. There are 110 international routes. Of these, 65 - on the objects of historical and cultural heritage, 30 - natural and recreational, 15 - ecological routes with elements of health tourism. Currently, the most popular type of tourism for visitors to Uzbekistan is cultural and historical tourism.

Degree of embed and economic efficiency: There are different ways to improve tourism market in Uzbekistan. Creating a new tour product is one of the main tasks of tourism industry. It helps to improve the number of tourists that coming to Uzbekistan.

Field of application: Given the popularity of Samarkand, Bukhara and Khiva among foreign citizens and based on statistical data, we can confidently say that these cities deserve more attention and can rightfully become an international tourism center. According to vacationers, all trips convince them that Uzbekistan has remained the most beautiful country, combining European beauty and oriental wisdom and the development of the tourism industry in Uzbekistan from year to year.

The sphere of tourism is becoming one of the leading spheres of the economy. And our region has great potential in this respect. 660 objects of material and spiritual heritage speaks volumes. The Resolution of the President of the Republic of Uzbekistan of May 19, 2019, "On Immediate Measures to Develop the Tourism Potential of the City of Bukhara and the Bukhara Region in 2019-2020", and the Decree of August 16, 2019, "On the Development of Tourism in the Years 2019-2021" are important steps towards the realization of this sphere. In accordance with these resolutions, a plan was developed to create favorable conditions for foreign tourists as well as local tourists visiting the country and further improving the quality of their services.

In order to develop tourism in the region and further improve the infrastructure of the tourism industry, the country's leader approved a program on the basis of which a total of 21 hotels (17 of which in the city of Bukhara), 7 new buses of tourist type were put into operation. For a short time, the schedules of flights and high-speed train "Afrosiyob" are optimized.

New hotels in the city of Bukhara, cultural and entertainment places, such as an amphitheater designed for 500 people and other modernly equipped facilities are included in the tourist zone "Ancient Bukhara", located on 10 hectares of land where architectural and construction works are completed by both local and foreign architects.

As a result of studying the current activities of tourism infrastructure providing tourism services and analyzing the collected data, the main directions of the organization of relevant tourism infrastructure in improving the efficiency of tourism are as follows:

- ✓ Improving the infrastructure of Bukhara International Airport and creating infrastructure to provide quality services;
- ✓ Further improvement of the tourist infrastructure of railway stations in Bukhara region;
- ✓ Creation of a free tourist zone in Bukhara;
- ✓ increase the number of hotels in the region, as well as home hotels;
- ✓ Easy delivery of information to tourists through the use of geo information technologies in historical and cultural tourist sites in the Bukhara region;
- ✓ Improving and controlling the quality of transport services;
- ✓ Facilitation of tourist visits in the desert areas of the region and the development of new products for tourists;
- ✓ Enter cartographic data on maps working online and offline and organize regular updates.

Buxoro davlat universiteti, Turizm fakulteti 5A610301 –

Turizm (tarmoqlar va sohalar bo'yicha) mutaxassisligi magistratura ta'limi II bosqich talabasi Toyirova Sarvinozning "Yangi turmahsulot yaratishda Yevropa turoperatorlarining tajribasi va uni O'zbekistonda qo'llash imkoniyatlari" mavzusidagi magistrlik dissertatsiyasiga

ANNOTATSIYA

Tayanch so'zlar: tur, turistik paket, turistik mahsulot, turistik xizmatlar, turistik dasturlar, turizm sektori, turistik paketlar dizayni, turistik mahsulotni reklama qilish, sayyohlik kompaniyasi, faoliyati, yo'nalishi, turistik mahsulotni shakllantirish, reklama, narxlash, realizatsiya va boshqalar.

Tur - bu mijozga sotiladigan turizm mahsulotining tovar shakli, ya'ni umumiy sayohat maqsadi bilan birlashtirilgan, ma'lum bir dasturga va ma'lum narxga muvofiq taqdim etiladigan va sayohat bilan bog'langan turistik mahsulot. aniq yo'nalish, turar joy imkoniyatlari va sanalari.

Turlar to'plami - sayyohga umumiy sayohat maqsadi bilan birlashtirilgan va basys xizmatlaridan biriga bog'langan turistga taklif etiladigan xizmatlar va tovarlarning minimal to'plami. Ushbu to'plam tur-operator tomonidan turga kiritilgan va aynan biz ushbu xizmat turini "oddiy sayyohlik mahsuloti" deb nomladik. Turistik mahsulotni shakllantirish - bu turoperatorning oldindan ishlab chiqilgan turistik mahsulotga kiritilgan alohida xizmatlarni taqdim etadigan va shartnomalar tuzishdagi faoliyati, shuningdek, bozorga chiqariladigan turistik mahsulotni taqdim etish (bu erda uchinchi shaxslar turar joy binolari va boshqalar). umumiy ovqatlanish korxonalar, tashuvchilar, ko'rgazma ob'ektlari, ko'ngilochar muassasalar va hokazolar).

Har qanday paketli turistik mahsulotni yaratish jarayonini sifat jihatidan ikki bosqichga bo'lish mumkin: - turistik mahsulotni loyihalash va turizm mahsulotini shakllantirish. Dizayn jarayonida, turistik mahsulotlar va ularning ishlab chiqaruvchilarining bozorini tahlil qilish asosida, asl turistik mahsulot aniqlanib, u xaridorlarning talab va istaklarini aniqlaydi. Keyin, ushbu ehtiyojlar va afzalliklar asosida, shuningdek tanlangan yo'nalishning aniqlangan turistik imkoniyatlaridan

kelib chiqqan holda, virtual, spekulativ turistik mahsulot yaratilib, uni shakllantirish, ya'ni amalda qo'llash maqsadga muvofiqligi aniq bo'ladi. Ikkinchi bosqich - bu mo'ljallangan turizm mahsulotini shakllantirish. Ushbu bosqich ushbu turistik mahsulotni yaratishda iqtisodiy maqsadga muvofiqligi aniqlangan taqdirdagina amalga oshiriladi.

Mavjud turistik mahsulotlar har xil jihatdan bir-biridan sezilarli darajada farq qilishi mumkin. Ushbu belgilarga ko'ra, turizm mahsulotlarini tasniflash mumkin, ya'ni alohida guruhlariga bo'linadi. Shunga ko'ra, yaratilgan barcha turistik mahsulotlar turli xil belgilar va belgilarga ko'ra tasniflanishi mumkin:

- maqsadga muvofiq;
- harakatlanish yo'li bilan;
- sayohatchilarning yoshiga qarab va boshqalar.

Ushbu tasnif turistik mahsulotlarning har bir guruhiga xos xususiyatlarni aniqlashga imkon beradi:

- xizmatlar tarkibidagi o'ziga xosliklar;
- turlarni tashkil etishning o'ziga xos xususiyatlari;
- turistik mahsulotning u yoki bu turini yaratish texnologiyasining o'ziga xos xususiyatlari;

- turizm mahsulotlarini reklama qilishning o'ziga xos xususiyatlari va boshqalar.

Muayyan vazifani hal qiladigan har bir mutaxassis oldidagi vazifani hal qilishga yordam beradigan tasnifdan foydalanadi.

Turistik mahsulotlarni ikki guruhga bo'lish mumkin:

1. Mutlaqo yangi, ilgari turistik mahsulot mavjud emas.
2. Turoperator tomonidan mavjud turistik mahsulot asosida yaratilgan turistik mahsulot, biz uni asl turistik mahsulot deb atadik.

Turistik mahsulotni ilgari surish - bu turistik mahsulotni sotishni rag'batlantirishga qaratilgan chora-tadbirlar majmui (reklama, ixtisoslashtirilgan ko'rgazmalar, yarmarkalarda ishtirok etish, turistik mahsulotni sotish uchun turistik ma'lumot markazlarini tashkil etish, kataloglar, bukletlar nashr etish va boshqalar).

Tadqiqot obyektlari: Tadqiqot mavzusi yangi turizm mahsulotlarini yaratishda xorijiy tajribani qo'llash jarayoni.

Ishning maqsadi: O'zbekistonda turizm sohasida yangi turistik mahsulotlarni yaratish bo'yicha chora-tadbirlar, xalqaro turizm tashkilotlari tomonidan tan olingan va ishlatiladigan turistik mahsulotlardan foydalanish bo'yicha chora-tadbirlar, taklif va tavsiyalar ishlab chiqish.

Ushbu maqsadlar asosida quyidagi asosiy vazifalar belgilandi:

- ❖ Turistik mahsulotlarning tarixi, ta'rifi va tushunilishini o'rganish;
- ❖ Turistik mahsulotni yaratish jarayoni va jarayonini aniqlash;
- ❖ Turistik mahsulotlarni ishlab chiqarish usullari, takliflari va tasnifini o'rganish;
- ❖ Yevropa mamlakatlarining turistik mahsulotlar ishlab chiqarishda tahlili;
- ❖ Yevropa mamlakatlari tajribasi bilan O'zbekistonda yangi sayyohlik mahsulotini yaratish;
- ❖ Turistik mahsulotlarni yaratish standartlarini tushunish;
- ❖ Turistik mahsulotlarni turizm bozorida reklama qilish.

Tadqiqot metodlari: Tadqiqot ishlarida Buxoro shahrida viktorinani kuzatish usuli turizm sohasidagi va ayniqsa O'zbekiston turistik mahsulotlaridagi asosiy muammolarni aniqlash uchun foydalaniladi. Keyin, jarayon va rivojlanish dinamikasini aks ettirish uchun grafikalar va chizmalar ishlatilgan. Odatda, muallif mamlakatning zamonaviy turizm bozorini tanishtirish va qabul qilish uchun xorijiy amaliyotdan foydalanadi. Chet el tajribasidan kelib chiqib, Yevropa sayyohlik agentliklari faoliyati tahlil qilindi, sayyohlik agentliklarining saytlari va sayyohlik mahsulotlari tahlil qilindi, ular O'zbekistondagi mavjud sayyohlik agentliklari faoliyati bilan taqqoslandi. Taqqoslashda tafovutlar paydo bo'lishining oldini olish uchun taqqoslashlar amalga oshirildi va ularning amalga oshirilishi butun dunyo bo'ylab namoyish etildi.

Olingan natijalar va ularning yangiligi: Tadqiqot natijalarining ilmiy yangiligi shundan iboratki, ushbu ish turistik mahsulotni shakllantirishda turoperatorlarning tajribasidan foydalanish zarurligi va samaradorligini ochib beradi.

- turoperatorlik faoliyatini tashkil etish tamoyillari;

- ichki va tashqi bozorda ishlaydigan turoperatorlarning ixtisosligini ochib beradi;

- turoperator faoliyatining iqtisodiy ko'rsatkichlarini tahlil qiladi.

Amaliy ahamiyati: Turizm turli davrlarda odamlarni birlashtiradigan tarmoq sifatida shakllangan bo'lib, nafaqat madaniyat, din, e'tiqod, tarix, tabiat, odamlarning xilma-xilligini ta'minlabgina qolmay, balki odamlarning davolanishini yengillashtiradi, balki iqtisodiy o'sishni tezlashtirishga yordam beradi. . Dunyoda turizmning barcha turlarini rivojlantirish bilan bir qatorda, ba'zi davlatlar milliy iqtisodiyotning asosini tashkil etadi.

Ta'kidlash joizki, turizm industriyasi jahon hamjamiyatining ajralmas qismi bo'lib, mamlakatlar va mintaqalar iqtisodiyotini rivojlantirishda muhim rol o'ynaydi va XXI asrda global iqtisodiyotning ustuvor yo'nalishlaridan biri hisoblanadi. Turizm insoniyat tsivilizatsiyasining mahsulidir. Ushbu tushuncha o'zining nazariy va amaliy talqiniga ega. Shu munosabat bilan, uni batafsil talqin qilish uchun uni insonning xulq-atvori, iqtisodiy kategoriya, siyosiy vaziyat, tashqi faoliyat nuqtai nazaridan ko'rib chiqish va izohlash kerak. Yildan yilga yangi turizm turlari va turistik xizmatlarning yangi turlari paydo bo'ladi.

O'zbekiston Respublikasi Prezidentining 2016 yil 2 dekabrda "O'zbekiston Respublikasi turizm sohasini jadal rivojlantirishni ta'minlash chora-tadbirlari to'g'risida" gi PF-4861-sonli Farmonining 1-bandi 2-qismining 2-qismiga muvofiq "... ichki sohani har tomonlama rivojlantirish uchun milliy va mintaqaviy dasturlarni ishlab chiqish va amalga oshirish. , hududlarga yangi turistik yo'nalishlar yaratish, ularni sertifikatlashtirish, sayyohlik yo'nalishlari va turistik saytlarning yagona milliy reyestrini shakllantirishga qaratilgan kiruvchi va chiquvchi turizm "Mamlakatimizda

sayyohlik sohasida yangi yo'nalishlarni yaratish dolzarb vazifalardan biri hisoblanadi."

So'nggi ikki yil ichida O'zbekistonda sayyohlik ko'lami 2,5 barobardan ko'proq oshdi. 2019 yil oxirida turizm xizmatlarining eksporti 1 133 032 000 dollarni tashkil etdi. (2018 yilda 1,041,089,000). Bu mamlakat iqtisodiyotining eng progressiv yo'nalishi hisoblanadi. 2017 yilda bu ko'rsatkich atigi 547 million AQSh dollarini tashkil etdi, ya'ni u yalpi ichki mahsulotga nisbatan 1 foizdan kamni tashkil etdi, ammo 2019 yilda u ikki baravar ko'payishi mumkin. Bugungi kunda mamlakat 1482 ta sayyohlik kompaniyalariga, 1 188 ta mehmonxona muassasalariga, 2019 yilda 6,7 mln sayyohga xizmat ko'rsatadi. 110 ta xalqaro yo'nalish mavjud. Ulardan 65 tasi tarixiy va madaniy meros ob'ektlariga, 30 tasi tabiiy va rekreatsion, 15 tasi sog'lomlashtirish turizmining elementlari bilan ekologik marshrutlarga. Hozirgi kunda O'zbekistonga tashrif buyuruvchilar uchun eng mashhur turizm turi madaniy va tarixiy turizmdir.

Tadbiq etish darajasi va iqtisodiy samaradorligi: O'zbekistonda sayyohlik bozorini takomillashtirishning turli xil usullari mavjud. Yangi turistik mahsulotni yaratish sayyohlik sanoatining asosiy vazifalaridan biridir. Bu O'zbekistonga kelayotgan sayyohlar sonini ko'paytirishga yordam beradi.

Qo'llanish sohasi: Xorijiy fuqarolar orasida Samarqand, Buxoro va Xiva mashhurligini hisobga olgan holda va ishonch bilan ayta olamizki, ushbu shaharlar ko'proq e'tiborga loyiqdir va haqli ravishda xalqaro sayyohlik markaziga aylanishi mumkin. Dam oluvchilarning so'zlariga ko'ra, barcha sayohatlar O'zbekistonning Yevropa go'zalligi va sharqona donoligi va sayyohlik sanoatining yildan-yilga rivojlanib borishini o'zida mujassam etgan eng go'zal mamlakatligicha qolishiga ishontirmoqda.

Sayyohlik sohasi iqtisodiyotning etakchi tarmoqlaridan biriga aylanmoqda. Bu borada bizning mintaqamiz katta imkoniyatlarga ega. 660 ta moddiy va ma'naviy meros ob'ektlari juda ko'p narsani anglatadi. O'zbekiston Respublikasi Prezidentining 2019 yil 19 maydagi "2019-2020 yillarda Buxoro shahri va Buxoro viloyatining turizm salohiyatini rivojlantirishning shoshilinch chora-tadbirlari to'g'risida" gi va 2019 yil

16 avgustdagi farmoni. ” “2019-2021 yillarda turizmni rivojlantirish” ushbu yo'nalishda amalga oshiriladigan muhim qadamlardir. Ushbu farmonlarga muvofiq, chet ellik sayyohlar, shuningdek, mamlakatga kelgan mahalliy sayyohlar uchun qulay sharoitlar yaratish va ularga xizmat ko'rsatish sifatini yanada yaxshilash rejasi ishlab chiqilgan.

Mintaqada turizmni rivojlantirish va turizm industriyasi infratuzilmasini yanada takomillashtirish maqsadida mamlakatimiz rahbari dasturni tasdiqladi, uning asosida jami 21 mehmonxona (ulardan 17 tasi Buxoro shahrida joylashgan), 7 ta yangi turistik avtobuslar foydalanishga topshirildi. Qisqa vaqt ichida Afrosiyob tezyurar poezdlarining parvoz jadvali optimallashtirildi.

Buxorodagi yangi mehmonxonalar, madaniy va ko'ngilochar maskanlar, masalan, 500 kishiga mo'ljallangan amfiteatr va boshqa zamonaviy jihozlangan ob'ektlar 10 gektar maydonda joylashgan arxitektura va qurilish ishlari yakunlangan "Ko'hna Buxoro" sayyohlik zonasiga kiritilgan. mahalliy va xorijiy me'morlar.

Turistik xizmatlarni taqdim etuvchi turizm infratuzilmasining joriy faoliyatini o'rganish va to'plangan ma'lumotlarni tahlil qilish natijasida turizm samaradorligini oshirishda tegishli turistik infratuzilmani tashkil qilishning asosiy yo'nalishlari quyidagilar:

- Buxoro xalqaro aeroporti infratuzilmasini takomillashtirish va sifatli xizmat ko'rsatish uchun infratuzilmani yaratish;
- Buxoro viloyatidagi temir yo'l stantsiyalarining turistik infratuzilmasini yanada takomillashtirish;
- Buxoroda erkin sayyohlik zonasini yaratish to'g'risida;
- Mintaqadagi mehmonxonalar va uy-joylar sonini ko'paytirish;
- Buxoro viloyatining tarixiy va madaniy sayyohlik joylarida geografik axborot texnologiyalaridan foydalangan holda sayyohlarga oddiy ma'lumot etkazish;
- Transport xizmatlari sifatini boshqarish va takomillashtirish.

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INTRODUCTION

Usually travelling is considered as business, but this field is not limited with it.

It makes people be rich spiritually. That`s to say we can`t imagine the world, the life without travelling. All independent people strive for making acquaintance of foreign peoples` history, their culture, life style and other wealth. [1.5]

Shavkat Miromonovich Mirziyoyev.

Tourist activity can be considered as the activity of tour operators and travel agents in the formation of a product, namely, a tourist product, on the one hand, and the actions of tourists consuming a tourist product, on the other. A tourist product is the basis of a tourist offer and tour. A tourism product as a product is characterized by consumer value, usefulness, or the ability to satisfy certain needs of people in leisure and recreation. The usefulness of a tourism product is determined by its value to the consumer. Because of this, tour operators are striving to create such a tourist product that would be valuable to as many people as possible, that is, if possible, it should have a mass consumer. Then you can use industrial technology for the production of tourism products. As a rule, due to this approach, this product turns out to be widely targeted and includes only basic tourist services such as accommodation and transportation.

Relevance of the case. December 2, 2016 Part-2 of paragraph-1 of Presidential Decree No. PF-4861 “On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan” “... Development and implementation of national and regional programs for the comprehensive development of domestic, incoming and outgoing tourism aimed at creating new tourist routes in the regions, their certification, the formation of a single national register of tourist destinations and tourist sites” [2.105] the issue has been raised, which means that the creation of new destinations in the field of tourism in our country is one of the urgent tasks.

The task of enterprising and receptive tour operators to create new tourism products in Uzbekistan and promote them in the market, create new types of tourism, open new destinations is relevant at a time when tourism potential is developing.

Object and subject of research. The **object of the study** is a tour companies participating in the tourism industry in Europe and Uzbekistan. The **subject** of research is the process of applying foreign experience in the creation of new tourism products.

The aim of the research work. Development of measures to create new tourism products in the tourism sector in Uzbekistan, measures, proposals and recommendations on the use of tourism products recognized and used by international tourism organizations.

Based on these aims, the following key tasks were identified:

- ❖ To study the history, definition and understanding of tourism products;
- ❖ Determination of the process and development of creating tour product;
- ❖ Learn methods, proposals and classification of producing tour products;
- ❖ Analyzing of European countries in the production of tour products;
- ❖ Creating new tour product in Uzbekistan with the experience of Europe countries;
- ❖ Understanding standards of creating tour products;
- ❖ Promoting tour products in the tourism market.

The novelty of the research work. The scientific novelty of the research results lies in the fact that this work reveals the need and effectiveness of using the experience of tour operators in the formation of a tourism product, namely:

- principles of organization of tour operator activity;
- discloses the specialization of tour operators working in the domestic and foreign market;
- analyzes the economic performance of tour operator activity.

Degree of study of the problem. With the help of literature on tourism, tourism products, tour operators, the order of sale of tourism products, its market promotion and other problems were studied. Scientists from the EU countries David Airey, Richard Butler, Corne Djickmans, Keith Hollinshead, Scott Mccabe, Bert Van Walbeek and others. , theoretical and practical aspects of textbooks and work were analyzed.

Alimova M., Kvvatov A., Tukhliev N. On improving tourism in Uzbekistan, Navruz-Zoda B.N. on tourism marketing and regional marketing, Ibragimov N. On competitiveness and management and a number of other types of tourism was reflected in the scientific work of specialists in this area.

Based on foreign experience, the activity of European travel companies was analyzed, the websites and travel products of travel agencies were analyzed, which are compared with the activities of existing travel agencies in Uzbekistan. Comparisons were made to avoid differences in comparison, and their implementation has been demonstrated worldwide.

The importance of the research work. Tourism was formed as a network that brings people together at different times, not only providing culture, religion, faith, history, nature, diversity of people, but also relaxing people's treatment, but also contributes to the acceleration of economic growth increases. Along with the development of all types of tourism in the world, some countries are the basis of the national economy.

The scope of the dissertation. The dissertation consists of introduction, 3 chapters by 3 parts, conclusion, references list and applications. There are 28 graphs and pictures, 11 tables, 10 figures and diagrams, 2 projects for development. Except application and annotation, the volume of the main part is 96 pages. **The structure of the dissertation.** The dissertation consists of an introduction, three chapters, conclusions and recommendations, references and appendices.

In the *introductory part* of the dissertation, the relevance of the topic, its level of study, the relevance of the work for research plans, the purpose of the study, theoretical, methodological and methodological foundations, subject, object, scientific novelty, published scientific works on the dissertation. and information on its practical significance, implementation and testing of the dissertation.

The first chapter of the dissertation is called "*The major features of tour product in the tourism sector*" and consists of three plans. First of all, it describes the meaning of the word tourism, the history of its formation, the process of creating

tourism products, the types and classification of tourism products, the concepts of tourism statistics.

The second chapter, entitled “*Analyses of European countries in the production of tour products*”, contains an analysis of foreign experience in promoting tourism products, the annual income of German tour operators, as well as the website and tourism products of a travel company in Berlin.

The third chapter is devoted to “*Foreign experience of creating new tour product and the ways of its implementation in Uzbekistan*”. It focuses on the current increase in the number of tourists visiting Uzbekistan and the sale of new tour products for tourists to spend time meaningfully, and also considers the activities of tour operators in the country.

The *concluding part* of the dissertation presents the conclusions and recommendations obtained as a result of research.

The *appendix* consists of scientific articles and theses.

Chapter 1. The major features of tour product in tourism sector

1.1. Definition, history and understanding of tourism products

A **tour** is a commodity form of a tourism product sold to a customer, namely, a set of services and goods, united by a common purpose of travel, provided according to a specific program and a certain price and tied to a specific route, accommodation facilities and dates. [2.11]

The term ‘tour’ was in vogue as early as 1670. The Britishers traveled to widen their knowledge of the continent, especially to study the culture and social life. This practice was gradually adopted by other lovers of cultural centers.

The result of the process was that many European historic and cultural centers were opened to the British tourist. By the early 1730’s the small fishing resorts around the British coast begin to attract tourists seeking to their diseases by drinking the sea-water or by immersing themselves in it.

The introduction of a rail link between the major centers in 1830, had a profound impact on the pleasure travelers for the first time. Many entrepreneurs began to inspire rail travel by organizing excursions for the public at discounted offers.

However, to ‘the origin of package tour’ the credit goes to Mr. Thomas Cook in 1855, Cook, extended his business operation to different countries by introducing the first “inclusive tour” to the Paris.

Mr. Cook put together all the components of tourism products and sold them as ‘inclusive tour’ to the tourists. His pre-packaged tour inspired other tour organizations in the travel industry to organize similar tours to all parts of the globe.

Most of the Cook’s tours were a linear tour i.e., the person went from place to place on a single destination. Basically, Mr. Cook developed the concept of ‘grand tour and escorted tour’, the concept which is still used. [3.19]

Incidentally, World War II has tremendously developed the package tour concept because of the following reasons:

- Social and Economic Conditions
- Lower Cost

- Increase in Aircrafts
- Marketing Conditions
- Legal Requirements
- Integration took place.



Picture 1.1.
Resource: illustrated by author

A tour package is the minimum package of services and goods offered to a tourist, united by a common purpose of travel and tied to one of the basic services. This set is included by the tour operator in the tour and it was this set of services that we called the elementary tourist product. [3.28]

Formation of a tourist product is the activity of a tour operator in concluding and executing contracts with third parties that provide separate services included in a pre-designed tourist product, as well as giving a marketable tourist product (here, third parties are accommodation facilities, catering companies, carriers, objects of display, guides entertainment establishments, etc.). [2.3]

Promotion of a tourist product - a set of measures aimed at the implementation of a tourist product (advertising, participation in specialized exhibitions, fairs, organization of tourist information centers, publication of catalogs, booklets, etc.). [3.39]

Realization of a tourist product - the activity of a tour operator or travel agent for the conclusion of agreements on the sale of a tourist product with a tourist or

other customer of a tourist product, as well as the activity of a tour operator and (or) third parties to provide services to the tourist in accordance with this agreement. [2.3]

Tourist products are the means to satisfy tourist needs. According to Jovicic, tourist needs are those that are “satisfied when movement is performed (travel and sojourn) outside the place of residence.” Therefore, “a need is a tourist need only if it requires a departure from one’s place of residence.” These needs can be grouped into two distinct categories:

I. Primary tourist needs are those that urge a person to make a tourist trip in order to satisfy them.

II. Secondary or derived tourist needs are those arising from the decision to make a tourist trip.

For instance, our need to find accommodation in Mytilene is a secondary one, as it has been derived from our decision to take part in this conference. Tourist products are the means to satisfy these primary and secondary needs, thanks to the benefits offered by their consumption. Both the needs and the products are objects of the transaction between tourists and businesses.

Before defining tourist products, a basic distinction should be made considering that they can be determined on two distinct levels: [3.51]

- The total tourist product comprises the combination of all the elements, which a tourist consumes during his/her trip.
- The specific products are components of the total tourist product and can be sold as individual offerings such as accommodation, transport, attractions and other facilities for tourists. In other words, specific products are the offerings of the individual tourist enterprises.

The critical and comparative analysis of the literature as well as the codification of dozens of definitions and other approaches to the meaning of the tourist product have resulted in the following theoretical principles [3.43]:

1. The tourist product should not be seen from the point of view of the individual producer (such as the hotelier or the transportation company) but from

the point of view of the consumer, thus equating the tourist product with his/her total travel experience. The tourist product should be perceived as including all the elements that are part of a trip.

2. These elements can be found at the destination(s) of the trip, the transit routes and the places of residence. In addition, the consumption of these elements takes place before, during and after the trip. For instance, tourists spend part of their travel budget both at their home town (e.g. for buying a map before the trip and developing films after the trip) and route to their destination (e.g. for buying food or gasoline).

3. A tourist product can only be determined in relation to a specific destination, a fact that makes each product unique. For instance, the geological tour of the petrified forest in Sigrid is a product unique to Lesbos; this particular experience and combination of elements cannot be found anywhere else.

4. The tourist product should be distinguished from the destination. The destination is not the product. On the contrary, a destination usually offers several products to its visitors, with each distinct travel experience constituting a tourist product. For instance, the island of Lesbos allows for a cosmopolitan beach vacation in Molino's; a serene beach vacation in a secluded village; a geological tour; a tour of the historic sites; small or medium-sized conferences; culinary experiences related to the local ouzo drink, sardines, olives and olive oil; and the list goes on.

5. The tourist product should be distinguished from the inclusive tours or package tours. An inclusive tour is not a total tourist product but a specific tourist product as discussed above, even though it is a composite one. An inclusive 7 tour is essentially a selected combination of individual elements of the total tourist product, marketed under a particular product or brand label, and sold at an inclusive price

6. The tourist product is a composite product consisting of several components. It is also labelled as a "package", an "amalgam" or a "bundle" of tangible and intangible components. These components complement each other, i.e.

they are functionally interdependent as each one provides only a part of the total sum of benefits sought by tourists.

7. It is not the production but the consumption of the tourist product that explains its composite nature. Each component is produced independently by the respective enterprise and it provides only a limited benefit or no benefit at all to its consumer if it is not combined with the other components of the tourist product. It is only the whole bundle of components that fully satisfies the primary and secondary needs of a tourist. In other words, it is the demand side — and not the supply side — that makes it necessary to consume bundles of elements

8. From the consumer's point of view, the tourist product amounts to his/her travel experience, including everything experienced and consumed as part of the trip. According to Heath and Wall, the product is an experience that is achieved through the combination of a diverse array of products and service. Furthermore, the tourist product has the characteristics of a type A' service, due to the fact that the tourist becomes the external factor of the production process and participates in the provision of services by tourist businesses

9. The purpose of a tourist trip is to engage in certain activities that satisfy the primary tourist needs. For instance, the primary need to relax can be satisfied by bathing in the sea and basking in the sun. The tourist product provides all the means needed to engage in the desired activity, i.e. a safe beach, warm seawater and sunshine. Actually, the concept of the 8 tourist product cannot be fully understood without determining the particular activities that a tourist wants to engage in.

10. The tourist product is a carrier of benefits, as is the case with every product form. It constitutes the means to satisfy both primary and secondary tourist needs as discussed above. Tourist products consist, on the one hand, of the attractions that allow tourists to engage in the desired activities and, on the other hand, of the elements facilitating the tourist's transition to the destination and the social reproduction during his/her stay.

11. Normally, it is the producers of goods and services who decide which benefits to incorporate in their products. In the case of the tourist product, this holds

true only for some of its elements. The benefits of several components are not the result of a management decision, but of natural, cultural and historic processes. A good example for this is the climate and the beaches of Lesbos.

12. It is important to stress that consumers perceive tourist products in a subjective way. The perception depends on each tourist's socio-economic and psycho-demographic variables as well as on his/her previous travel experiences, motivation, conceptions and expectations etc.

13. It is very unlikely that two tourists will have exactly the same travel experience. On the one hand is the subjective perception of each trip as mentioned above. On the other hand, there is a huge number of goods, services and facilities, from which each tourist makes his/her own combination. Even when some important items are sold together in packages determined by the tourism producers or intermediaries, each individual trip will still largely consist of a consumer selection of products, which will be necessarily unique. Thus, each tourist experiences his/her own unique tourist product. According to Cullen, "the experiences of each traveler differ from those of every other traveler in some way. These differences are part of the intangible benefits, the sensations of well-being, acquired by each traveler. The extent of the benefits and their value can be even harder to measure, since they vary with the personality and disposition of the recipients." In short, from an individual tourist's point of view, each tourist engages in a personalized mix of activities, consumes a personalized set of goods, services and facilities and experiences the trip in a subjective manner. It is impossible to determine each individual's tourist product in advance; the exact combination of experiences and consumed elements can only be established after the trip.

14. The tourist product, i.e. the travel experience and the various elements — goods, services and facilities — used and consumed by a tourist as part of his/her trip, has a total price. This price is not settled in one payment; on the contrary, it takes several transactions to obtain all elements of the product, even in the case of an all-inclusive package tour.

15. Some of the tourist product's components are not produced specifically for the tourist market, with the respective businesses serving other markets, as well. It is the consumption phase — and not the production phase — that makes some elements part of the tourist product. For instance, most of the restaurants of Mytilene have tourists among their customers, but their clientele is predominantly the local population. The same holds true for the grocery shops, the pharmacies, the bus lines and many other local businesses. The very same good, service or facility can be a tourist one or not depending not on the way it is produced or provided but on who will consume or use it.

1.2. The process and development of creating new tour product

The process of creating any package tourism product can be divided into two qualitatively different stages: - the design of a tourism product and the formation of a tourism product. In the process of design, based on an analysis of the market of tourist products and their producers, the original tourist product is identified and it identifies the needs and preferences of its customers. [2.9] Then, based on these needs and preferences, as well as the identified tourist opportunities of the chosen destination, a virtual, speculative tourist product is created and the feasibility of its formation, that is, implementation in practice, becomes clear. The second stage is the formation of the designed tourism product. This stage is realized only if the economic feasibility of creating this tourist product is revealed.

At the first stage of the second stage, the selected potential service providers - accommodation facilities, transport companies, tour agencies, local tour operators - conclude service agreements, agree on tariffs and conditions for their use, and potential service providers become real suppliers. Virtual tour product becomes real.

The second stage of this stage of tourism product development is the formation of specific tours. At the same time, the offer of the tour operator is clothed in a tangible form - a commercial offer, in which not only services are specified, but also the terms of their provision, sequence (program), cost, terms of acquisition, adjustment or cancellation of the tour.

And, finally, at the third stage, the tourism product is finalized after the start of its implementation. This refinement is based on taking into account the practical experience of the tours and, in particular, may be associated with a change in the objective conditions for the existence of the tourist product that occurred during the creation of the product.

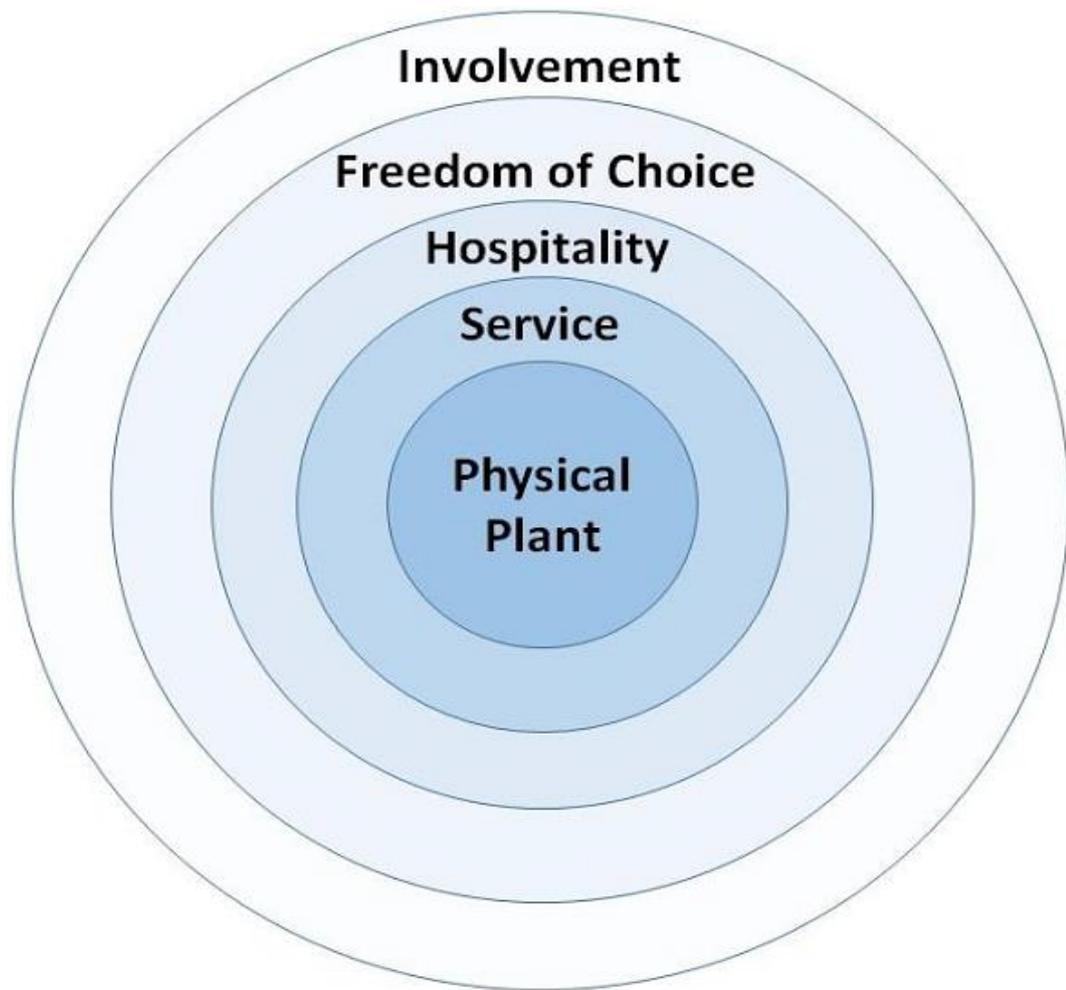
We emphasize once again that the concept of “creating a tourism product” in practice, in most cases, means the creation by a particular tour operator of a particular tourism product based on an existing, previously created tourism product. That is, as a rule, it is not about creating a fundamentally new product that has no analogues, but about creating a product that is not in the range of a particular tour operator.

The tourists have ever changing demands which the tourism product is required to satisfy for the survival of the tourism industry. Kotler defines a product as it is "anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization, and ideas".¹ Medlik and Middleton term tourism products as “a bundle of activities, services, and benefits that constitute the entire tourism experience.” [3.76] This bundle consists of five components: destination attractions, destination facilities, accessibility, images, and price.

Having been known what the tourism product is, let us see the elements of the tourism product and how the tourism product is developed.

Elements of a Tourism Product. Here is an onion shell diagram that depicts elements of a tourism product. The diagram shows progression of elements from core to outer shell depicting the declining direct management control. It shows that the consumer’s involvement is maximum at the outermost shell. The tourism product is not just presence of all five elements but it is also the interaction of these elements among themselves. [3.21]

¹ Бунич Г.А., Старцев В.А. Туристический продукт теория, практика, инновационные аспекты, Монография 2012



Picture 2.2.
Elements of a Tourism product.
Resource: «Defining of a tourism product'' Jeffris David J

The Physical Plant. It is tangible and is composed of various resources on which the tourism is based. Plainly, the physical plant is nothing but the destination with sound and catchy architecture that enhances tourists' experience. It can be –

- A natural attraction such as a landscape, wild life, natural structure.
- A man-made attraction such as a resort.
- A fixed property such as an accommodation.
- A mobile property such as a ship or an airbus.
- A natural or manmade condition such as weather, crowd, infrastructure at the destination.

Service. The features or facilities of the physical plant are put to use for the tourists with service. Providing services calls for a major contribution from human

resources. It pertains to performing tasks for the benefit and satisfaction of the tourists. For example, serving food in a hotel is a service by the staff there.

Hospitality. It is the attitude with which the service is provided. Hospitality includes performing the service with smile, enthusiasm, untiringly, and with dedication. For example, arranging guest room supplies or serving food or beverage in a presentable manner is a part of hospitality.

Freedom of Choice. It is offering the tourist some acceptable range of options in order to elevate their experience. The degree of freedom varies greatly depending on the type of tourism (pleasure, business, family, or other), the tourist's budget, previous experience, knowledge, and reliance on a travel agent.

A good tourism product must include some choice for its consumers. By offering some freedom to the tourists, the product gives some sense of control to the tourists. The freedom to choose an airline, a route, a seat, an accommodation, or a restaurant can enhance a tourist's satisfaction. Freedom also implies good surprises. When the tourists come across unanticipated events, they get the feeling of being very fortunate to be in the right place at the right time, thereby gaining extra value from the visit.

Involvement. It depends upon the quality of inner four elements. These elements prepare the tourists for physical, intellectual, and/or emotional involvement in tourism services. Involvement is not only the physical participation, but also a sense of engagement in an activity- may it be for pleasure or business.

More the involvement of the tourists, more they are interested in striking conversation happily with others, more they are enthusiastic and curious to try out new things, and time passes fast for them.

Thus, a combination of tourists' involvement, freedom of choice, service with hospitality and perfect destination (with all A's present) can make the best tourist product.

Key Principles of Tourism Product Development: [3.88]

A tourism product can be of any type from cultural, educational, recreational, heritage site, or a business hub. [2.10] Tourism Product Development should –

- Be authentic and should reflect the unique attributes of the destination.
- Have the support of the host community.
- Respect the natural and cultural environments.
- Be different from the competitors, avoiding copying developments blindly.
- Be of sufficient scale to make a significant economic contribution, but not very large to create high economic leakage.

The creation of a tourism product is a complex process. The following table shows the steps of creating tourism product:

| Primary Inputs Resources | Intermediate Inputs Tourism Facilities | Intermediate Output Tourism Services | Final Output Tourist experiences |
|---------------------------------|---|--|---|
| Human resource | Accommodations | Vehicle parking service | Social contacts |
| Material | Transport terminals | Tour guide service | Business contacts |
| Equipment | Vehicles/Ships/ Boats/Airbuses/ Ferries. | Hospitality at serviced accommodations/ hotels/ restaurants. | Satisfaction/Memories |
| Fuel/Energy | Restaurants/Food Joints | Cultural performances | Recreation |
| Agricultural product | Convention/ Centers. Shopping | Festivals/Events | Education |
| Capital | Museums | | Relaxation |

Table 1.1.
Steps of creating tourism product
“Tourism Management Tutorials” Tourism Agency EU,2014

The product creation process starts with **primary inputs** such as resources, raw materials, other materials for construction, energy, and fuel. This could also include the agricultural products required to prepare food for the tourists.

The primary inputs are then processed further through manufacturing or construction into **intermediate (or processed) inputs**. The intermediate inputs are nothing but the tourism facilities such as gardens, parks, museums, art galleries, shopping centers, convention centers, accommodations, restaurants, and gift or souvenir shops. They facilitate and support the tourism.

The intermediate inputs are further refined through expert management, workforce, and technical services, and packaging into **intermediate outputs**. The intermediate outputs are nothing but the services associated with tourism industry.

For example, the intermediate input such as a hotel room remains just as a commodity unless it is occupied by the tourist and turns into a part of a tourism product by incorporating the occupant's experience. Similarly, the food at restaurants needs to be cooked and presented by the staff at any restaurant and needs to be ordered and consumed by the tourists.

The **final outputs** are nothing but the personal experience the tourist takes from availing services and by carrying out various tourism-related activities. The tourists utilize the intermediate outputs (or services) to generate intangible but a high value experience such as satisfaction, recreation, and completion of a business related task or maintaining a contact of friends or relatives.

1.3. Methods, proposals and classification of producing tour product

Speaking of tourism services and the tourism product consisting of them, it is necessary to understand the properties of tourism services and what qualitatively distinguishes tourist services and tourism products from consumer services, since these differences cause specific problems for both producers of tourist services and tourist products, and for their consumers. Let us consider these differences both at the production stage and at the consumption stage.

A feature of travel services is that a single service does not satisfy the tourist need of a person.

For example, if a person has a need for rest and recuperation, he will need a whole range of properly selected services:

- it is a tourist delivery to the right place at the right time;
- It is a transfer service from the airport or railway station to the accommodation facility;
- it is a placement service;
- this is the provision of food;

- these are diagnostic and therapeutic procedures that allow the tourist to improve their health;
- these are services of excursion bureaus;
- it is, finally, the provision of detailed information on the location of various infrastructure facilities of the selected resort.

Existing tourist products may differ significantly from each other in a variety of ways. According to these signs, [3.38] tourism products can be classified, that is, divided into separate groups. Accordingly, all created tourist products can be classified according to a variety of signs and criteria:

- according to the goal;
- by way of movement;
- by age of travelers, etc.

This classification allows to identify the specifics of each group of tourist products:²

- specifics in the composition of services;
- specifics in the organization of tours;
- specifics in the technology of creating one or another type of tourist product;
- specifics in the promotion of tourism products, etc. Each specialist who solves a specific task uses the classification that helps to solve the task before him.

Since we are considering the technology of creating a tourist product, we need to classify tourist products according to signs related to the qualitative differences in the technology of creating various tourist products. Because of this, we introduce the classification of tourist products according to the following criteria: [3.45]

A) The division of tourist products, depending on how, by what technology from the existing set of services in the world a specific tour is formed.

B) Depending on the degree of novelty of the tourism product and the basis for its creation.

² David Weaver and Laura Lawton "Tourism Management" 5th edition 2013

C) The division of tourist products, depending on how, by what technology from the existing set of services in the world a specific tour is formed.

In fact, here the criterion for dividing tourist products into separate groups is the degree of participation in the creation of a tour of the customer of this tour and the tour manufacturer, that is, the tour operator. This degree of participation can be divided into three levels: [3.17] - the detailed idea of the tour is fully owned by the customer, and the tour operator acts as a performer; the idea of tours is fully owned by the tour operator, and the customer is forced to choose from the set of tours that the operator offers him; - the customer has a general idea of the tour, and the specific composition of services and the program is formed by him with the help of the tour operator, his achievements and opportunities.

In accordance with these criteria, three types of tours can be distinguished, differing in the technology of their formation: [2.7]

- customized tours;
- package tours;
- compromise tours.

Technologies for creating these types of tour differ significantly. This is a sign of the division of all existing tours into these three groups. [3.23]

Custom tours (the terms “independent”, “exclusive tours”, “individual”, “tours upon request” are also used) are tours that are formed, in fact, by the tourist or the customer. Package tours / terms are also used “standard tours”, “package tours”, “inclusive tours” / - these are tours that are designed and built by the tour operator from the total set of services existing in the destination chosen by the tour operator.

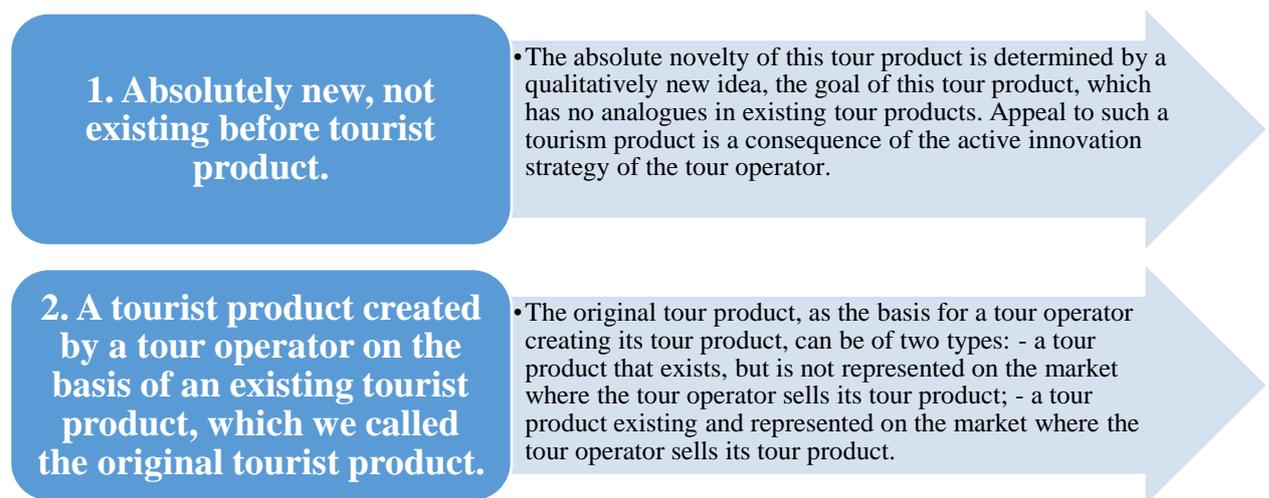
The term “package tour” is connected with the fact that the tour operator in this case forms and offers the buyer certain sets of services, which we called “tour packages” in the previous section.

Compromise tours are tours that are created at the request of the customer, but from those preliminary developments that the tour operator has.

This kind of tours appeared relatively recently. The impetus for the creation of such tours was a change in consumer preferences towards tours that represent a combination of either types of tourism or places of recreation. Tours, which are a combination of, say, an excursion tour with a rest at one of the resorts, or a combination of rest first at one resort and then at the other, have become increasingly in demand. Moreover, the modern tourist prefers that the range of services offered and leisure options is constantly increasing and that freedom of choice increases, both in terms of the composition of services and the duration of the tour.

Tourist products can be divided into two groups: [3.15]

1. Absolutely new, not existing before tourist product.
2. A tourist product created by a tour operator on the basis of an existing tourist product, which we called the original tourist product.



Picture 3.3.
Resource: illustrated by author

Briefly describe these types of tourism products.

1. Absolutely new, not existing before tourist product.

The absolute novelty of this tour product is determined by a qualitatively new idea, the goal of this tour product, which has no analogues in existing tour products. Appeal to such a tourism product is a consequence of the active innovation strategy of the tour operator. This strategy can be based on:

- on original ideas (for example, the idea of a tour of the places described in a popular literary work, with artificial creation in certain places of the situation described in this work);

- on the achievements of scientific and technical progress (for example, tours into space);

- on the development of new geographical areas and directions (for example, tours to the poles of the Earth);

- on the use of extraordinary forms of the tour (prison tour “On the Bunk with Al Capone” in a prison hotel, extreme tour “On a desert island with Robinson Crusoe”). Etc.

Such innovative tourism products often rely on new types of services created by service providers - innovators.

Service providers in tourism are firms, enterprises, individual entrepreneurs who create certain services and provide them to tourists.

Service providers are accommodation facilities (hotels, boarding houses, motels, rest homes, camp sites, etc.), catering enterprises, transport companies (air, rail, shipping, etc.), sightseeing offices, entertainment centers, insurance companies, consulates, etc.

Examples of innovative services that have emerged in recent decades:

- a tour into space;
- familiarity with the life of the sea with the help of a tourist submarine;
- wedding under water or in the air;
- balloon flights, etc.

Creating a completely new tour product, on the one hand, can give the tour operator significant advantages over other tour operators, provide it with a monopoly position in the travel services market, help create the image of a company offering unique tours and, on the other hand, impose increased requirements on the tour operator: tour operator non-standard approaches and solutions, often large investments, as well as the formation of new demands and preferences among consumers.

At the heart of any existing tourism products is a tourist product that was first created for the first time, and if this tourist product turned out to be successful, was in demand and its creation became available to many tour operators, the tourist service market was gradually filled with tourist products of the original tourist product. Then the tour operators adapted this tour product to different groups of consumers, different destinations, that is, they created varieties of the original product, but, strictly speaking, such a tourism product cannot be considered completely new. It belongs to the second variety in the classification under consideration.

Absolutely new types of tourism products are created quite rarely, as the underlying new ideas, new approaches, new scientific and technical discoveries and solutions are rare. Therefore, it is almost impossible to develop clear recipes, the technology to create this kind of tourist product. And their share in the total mass of tourism products created is very small.

2. A tourist product created by a tour operator based on an existing, so-called source tourist product.

As already noted in the definition of the term “source tour product”, the main feature of the source tour product is high demand or high demand growth dynamics. The original tour product, as the basis for a tour operator creating its tour product, can be of two types: - a tour product that exists, but is not represented on the market where the tour operator sells its tour product; - a tour product existing and represented on the market where the tour operator sells its tour product.

The advantages of this kind of tourist product:

- the tour operator, the first to offer a new tourist product for this market, has a chance for some period of time to become a monopolist in this kind of tourist product, and, therefore, to determine the price of tourist product in its market;
- to design such a tourism product can be based on a concept that has already been thought out and tried by others.

Disadvantages of this type of tourism product:

- the uncertainty of the magnitude of the demand for this tourist product, since it is new for consumers in this market;
- the need for significant costs to promote such a tourism product and the formation of demand for it.

1.4. Tour package design and the selection process

The quality of a package tour is entirely based on the above factors. Essentially, to design/formulate a travel product, the tour manager has to take the biggest responsibility, intuitiveness, imagination, and innovation coupled with a lot of business activities which range from finding new exotic destinations and planning, organizing or promoting such tour.

The following are the main stages in the tour design and selection process [2.2]:

1. Initial Research. The decision to develop and formulate a new package is a multi-stage process that involves various positive and negative points/steps. Normally, the idea for a new product comes either from the tour executive within the company due to a review of the questionnaire completed by the previous tour members because of the political, economic and social development in a particular area.

When a tour manager see that a large number of old clients are interested in taking a trip to particular destinations, naturally, those destinations become the nucleus of a new ‘tour concept’.

2. Market Research. Since tour package is a complete tourism product, obviously, before formulating/designing this product, market research needs to be analyzed and assessed in a systematic manner. Market research provides us the answer to the following questions:

- What is the size of the tourism market?
- Who are the existing clients?
- Where do they live?
- Who will be their potential buyers?

- Who are their competitors – their strategy and area of business leisure?
- How many tourist ones want to cater?
- What price will the clients accept?
- What facilities are available and required?
- What are the constraints, license, permission, finance, restrictions, taxes, and others.

Once we know the basic components of the package tour, distribution channels, market conditions, constraints in the tourism market, we can develop the marketing strategy. It enables the smooth functioning of the agency and also offers a clear picture of the tour program. Practically, market research is conducted by the private tour companies/ private tourism enterprises in order to penetrate the market.

3. Itinerary Preparation. By itinerary one means the designing of a program which one wants to sell and it includes destinations, stopping points, number of days and the travel services that are to be included in the program. Whether it is a lean season or an offseason, escorted or not escorted, consumer-oriented or readymade tour program, the itinerary is prepared to identify the origin, destinations, stopping points, accommodations, sightseeing and other travel services on travelers' trip.

4. Handling Agency or Destination Company. The appointment of handling agency not only ensure excellent travel services to the tourist but also make the operation smooth and profitable. It is a matter of great significance as the success of travel business largely depends upon the clients are actually taken care of during the tour.

It is a positive match between the promised services and tourist's actual experiences or feelings. Thus, the tour operator should consider the experience of the handling travel agency in the business, the area of operation, reputation, credibility, professional staff, credit facilities and the competitive price in appointing a handling agency.

5. Negotiation. It is another important management decision area in tour designing and planning. Once the decision has been made regarding the destination's concerning their date, duration and number of clients to be carried during the trip,

the tour management starts negotiations with the principals' suppliers for a normal contract. Negotiation means talk between the travel companies and the principal suppliers for the terms, conditions, and prices of the components of a tour package. When both parties are satisfied, it leads to a formal or informal contract between them. The tour company negotiates with the following tour vendors/suppliers:

- Airlines
- Accommodation
- Transport Operations- Rail and Road
- Ground Operators
- Cruise Companies
- Car Rental Companies
- The overseas representatives
- Ancillary Service Organizations

6. Coasting and Pricing a Package Tour. The cost of a package tour encompasses the air ticket, the hotel room, car rental, entertainment charges, administrative costs, promotional costs, and other travel services. The confidential tariff helps the travel company in preparing the cost sheet which will enable the concern to determine its price strategy.

Tour pricing is a big factor in the success of the company's tour program. The price of a package tour is, whether it is an escorted, independent or hosted the tour, often lower than the combined costs of the same components purchased separately from the principals. However, the purchase price of a travel product is based on three factors: Cost, competition, and demand.

Every tour package sold by a vendor has a quantifiable cost. To produce profit, the price paid by the tourists must be greater than the agency's cost.

7. Tour Brochure. The tour package is an intangible product which has to be purchased by the tourists/clients without inspection and sometimes even without adequate knowledge. In these circumstances, the brochure becomes the principal instrument to perform the major tasks to inform the clients about the products and to pursue them to purchase it.

Designing, printing, and distributions of tour brochures require necessary skills and knowledge about the components of the tour package. Basically, in the era of specialization and intense competition, tour brochure creates awareness and provides the description of the holiday program.

• Thus, tour management should consider various pros and cons while preparing a tour brochure. A brochure should contain the following information:

Name of the Travel Company

- Means of transport
- Details about destinations
- Itinerary
- Accommodation, types, location, meals
- Name of the overseas representative
- Duration of each tour
- Booking, reservation and cancellation conditions
- Details of other services – insurance, currency, entertainment

documents required

- Details of price

8. Development of Reservation System. The next step in tour formulation process is reservation system. The agency management in order to put a package into operation must develop and implement a scientific reservation system. The system depends on whether the reservation is to be handled manually or with a computer working on the distribution method. Whatever method the agency may adopt; the agency management should always keep in mind the sole objective of the reservation system.

9. Marketing of Tour Package. Once a tour package is ready, travel agency management has to make a careful decision regarding promotion and marketing of the particular package tour. The basic objective of management is to make a tour package widely known to make it more and more attractive.

To achieve these objectives, the management must consider the budget available, promotion mix, potential market, easiest and most effective media, campaigning through the international, regional or the public/private sector etc.

The promotion of a package tour means increasing its sales potential and creating an awareness of the existing and potential markets. The following methods are commonly used to promote package tours:

- Middlemen – Retail Travel Agents, GSA, consolidators
- Familiarization tours
- Building Brand Loyalty
- Encouraging Potential Buyers
- Competitive Market
- Courier

10. Tour Handling/Actual Tour Operation. After the successful marketing and achieving target sales, the next and final step in the process of tour designing is tour handling. It means an actual operation of tours, which generally includes administrative work and passenger handling like maintaining reservations, handling deposits, sending advice to ground operators, arranging travel representation, analyzing the feedback received from clients/escorts/ground operator and so on.

All this is not an easy task. At every stage, one has to face different types of queries and problems due to lack of coordination and communication.

Significances of Tour Package

Tour package is beneficial to travel companies, travelers, destinations and other organizations which are directly or indirectly involved in the tourism business.

The main benefits are:

- Time Saver
- Increase the seasonality of a destination cost/price
- Earn foreign currency
- Better quality of products Professional services
- Wide-variety of the tour package
- Provide bulk business to organizers

Summary of Chapter I

Tourism refers to the temporary travel of individuals outside their usual environment, an activity which is more common today than even before. In 2018, there were more than one billion international tourist arrivals worldwide and international tourism receipts hit a new record of 837 billion euros, equaling to a 4% increase from the previous year. In addition, another five to six billion tourists are estimated to travel domestically every year. It is clear that the tourism industry is a significant contributor to the global economy, as it generates export earnings not only through international tourism receipts but also through international passenger transport. Consequently, international tourism accounts for 30% of the world's exports of services, 6% of overall exports, and is ranked fifth as a worldwide export category, right after fuels, chemicals, food, and automotive products. (UNWTO 2019.) The enormous growth of international tourism since the 1950s has been fueled by the development of the package tourism industry, which forms the context of the current dissertation. Package tourism is seen as a model example of mass tourism, a consumption characterized by undifferentiated products, a highly standardized production process, and a dependency on scale economies.

Chapter 2. Analysis of European countries in the production of tour products

2.1. Foreign experience in promoting a tourism product (in the example of European countries)

Travel services in international trade act as an "invisible" product. A characteristic feature and peculiar advantage of tourist services as a product is that a significant part of these services is produced at minimal cost on the spot and, as a rule, without the use of foreign currency. Foreign tourists use the enterprises of the tourism industry of the country of destination. In addition, they consume or buy and export as souvenirs a certain amount of goods purchased in the country of visit for foreign currency, having previously exchanged it for local currency.

International tourism as a form of international economic relations has acquired enormous proportions in modern conditions and has begun to exert a significant influence on the political, economic and cultural ties between countries. In addition, in many countries, tourism revenues constitute a significant part of national income (Spain, Australia, etc.).

Promotion of a tourist product is a set of measures aimed at stimulating sales of a tourist product (advertising, participation in specialized exhibitions, fairs, organization of tourist information centers for the sale of a tourist product, publication of catalogs, booklets, etc.).

In Germany, the main tourism promotion functions are performed by the German tourism center - Deutsche Zentrale für Tourismus (DZT). DZT has 4,000 partners in Germany and abroad. In the tourist budget of Germany, 65% are state funds, the remaining 35% come from commercial activities. The organization is focused on solving problems in three main areas: introducing German tourism abroad; development of domestic tourism; promotion of national tourism products.

In the UK, the UK Office of Tourism (VisitBritain) coordinates the promotion of domestic and inbound tourism. Each year, more than 17 million foreign tourists

use the organization's website (www.visitbritain.com) when planning a trip to the UK. Information on the site is presented in 21 languages of the world.

In France, the national tourist center, Maison de la France, promotes tourism at the state level. The main function of the center is marketing research and promotion of the country in the global tourism market, development of strategic foundations for activities in the field of tourism and planning of investment objects in this sector of the economy, promotion of innovative technologies and development of measures to improve the quality of tourism services. France receives more than \$ 300 of revenue for every dollar spent on tourist advertising.

France, Spain, the United States and Italy together occupy more than 30% of the global tourism market. [3.61] When analyzing foreign experience in promoting a tourism product, the experience of these countries should be addressed first of all. The experience of Austria and Thailand will also be interesting.

Let us examine in more detail the experience of Spain. The implementation and promotion of the national tourism product in Spain primarily means maintaining and increasing, by all possible methods, the demand for Spanish national tourism product. In particular, this includes various events that imply that, as well as the participation of large groups of society, they are very narrowly oriented.

Advertising campaigns as part of the tourism product promotion "Spain" are carried out using, in most cases, three main methodologies.

Advertising companies aimed at a wide audience. The tools that are used with this method are: TV - advertising, SMM marketing, almost electronic and phoning. As part of this function, feedback is carried out by conducting surveys for the purpose of analyzing demand.

In addition, public relations are important, this increases the loyalty of customers and the local population, which is visited by tourists. Public relations include: [3.44]

- fam-trips involving the press;
- development of methodologies for resolving force majeure situations and overcoming crisis situations;

- providing with information: newsletters, press releases and personal consultations;
- analysis of media publications.

The promotion and promotion of a tourism product have quite similar goals used together in the conditions of the Spanish tourism market.

Sales promotion can both directly increase the number of sales, and indirectly. The main sales promotion events are various exhibitions, workshops and family trips. Workshops are exhibition events with consultation of the audience, where the manufacturer of the tourism product meets directly with his client. In practice, there are two types of workshops - "direct" and "reverse". By "direct" means trips, this is sending representatives of local Spanish travel companies to the markets where the supply of tourists comes from. Typically, in such cases, conferences and meetings are held in countries.

"Reverse" workshops are events on the arrival of foreign agents sending tourists to Spain. They are usually sent to local authorities.

In fam-trips, in addition to experts in the field of tourism and travel managers, they also send journalists working in the tourism sector of the media. Fam - trips, depending on the participants and organizers, I can be financed both partially and completely. Organizers of family trips usually turn to the Autonomous Communities and / or regions, provincial tourism centers and other regional organizations for money to cover the costs of accommodation, meals, transportation and accompanying guests. Flight, as a rule, is carried out at the expense of the airline cooperating with the administration.

Fam trips are most effective if: the lists of invitees are correctly drawn up; the fam-trip itself is organized at a high level and is carefully prepared; the results of the invitees are tracked, after a fam trip and invitations are sent to new ones, in case of a positive result.

The Austrian experience is also a very good example of a country with a highly developed tourist infrastructure.

The state structure that defines the strategy and tactics of tourism development in Austria is the Austrian National Tourism Office.

Services provided to tourism organizations:

- Market research, competitors and the situation in the tourism sector. The Austrian national tourist office provides complete information. In addition, he analyzes and draws conclusions on information;

- PR events that are developed individually. The tools for the PR company are: conferences, trips and negotiations;

- Advertising and sales on the Internet, the creation of information portals and forums, which allows you to put the Austrian product on the world market and strengthen its position on it.

Not the first year France has been a leader in the number of tourists arriving. It will be useful to make an analysis of its main tourism product - the "National Tourist House" created back in 1987. This organization is designed to bring together all those interested in the development, promotion and sale of tourism products in France.

France is guided by the principles of quality and prefers "better tourism" than "more tourism", achieving this by methods:

- the distribution of tourists by season and territory of the country evenly;
- optimization of daily expenses.

French tourism is the quality of services and infrastructure.

The Tourism Authority is planning and implementing the promotion and promotion of Thai tourism products abroad. These tasks are being addressed by the 15 offices of the Tourism Authority Abroad. At the same time, the most promising markets in the main countries may have several.

An analysis of the experience of leading countries shows that only an integrated approach to the promotion of tourism products, which allows coordinating the activities of all interested professional, scientific, business structures, as well as government organizations, can give results in the field of promotion and, therefore, in the development of inbound tourism.

A tourist attraction must have good transport accessibility. The experience of tourists of border states in their visits to other countries shows that they are focused on highly urbanized objects. Such facilities should have convenient parking for tourist buses. High throughput facilities intended for mass tourism should be provided for in the design of a tourist facility. The object of mass tourism should provide year-round visits by tourists.

Such objects in the region are completely insufficient, and even they have only been put into operation and are not yet used at full capacity for visiting by foreign tourists.

2.2. The role of tour companies in the tourism sector and the analyses of tour packages in Germany

The German tour operator market grew more strongly than expected in 2018/19 thanks to good bookings and higher prices, the Tour Operators Dossier shows. Most leading tour operators generated solid revenue increases and were optimistic for 2020.

The 56 tour operators covered by the new-look annual dossier increased their combined revenues in Germany by 7.4% to €22.8 billion last years. The dossier also includes the Swiss and Austrian markets for the first time, covering both German tour operator revenues in those two markets and local market leaders. The overall tour operator revenues in Germany, Austria and Switzerland (the so-called D-A-CH region) increased by 6.9% to €25.5 billion last years. [3.100]

For 2018, dossier has been restructured and takes into account the results of the Gaff ‘mobility monitor’ which will be published by the German Travel Industry Association DRV at ITB Berlin and is exclusively available in advance. The DRV estimates the total German organized travel market at €33.7 billion last year, 8% more than the previous year, based on the findings of the GfK panel, which surveys 40,000 consumers monthly and thus also covers bookings such as coach holidays and diverse other organized trips.

The overall German travel market is estimated by GfK and DRV at €64.7 billion in 2016/17, which would be an 8.2% increase on the previous year. This includes direct bookings by consumers from suppliers such as airlines and hotels as well as through online portals, which are estimated at €31 billion last year.

German market recovers from weak 2016 with higher average prices

The 7.4% rise in tour operator revenues in Germany last year was a much better performance than in 2016 when business stagnated due to slumping demand for Turkey and North Africa. In 2017, tour operators achieved significantly higher average prices, given that the overall number of customers increased by only 2.8% last year. This was due to a mix of factors, including healthy demand for Spain, Greece and other more expensive Mediterranean destinations as well as strong growth for cruises and other higher-priced holidays.

The Package Holidays segment comprises of travel deals booked via online and offline travel agencies (e.g. Opodo, Expedia), directly from a tour operator (e.g. TUI) in a travel agency or by telephone. Package holidays normally contain travel and accommodation sold for one price, although optional further provisions can be included such as catering and tourist services. The booking volume includes all booked travels made by users from the selected region, independent of the departure and arrival. Users represent the number of travelers:

- Revenue in the Package Holiday segment amounts to US\$4,652m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2023) of 18.5%, resulting in a market volume of US\$7,740m by 2023.
- User penetration is 7.6% in 2020 and is expected to hit 12.3% by 2023.
- The average revenue per user (ARPU) currently amounts to US\$744.01.
- In global comparison, most revenue is generated in the United States (US\$22,643m in 2020).

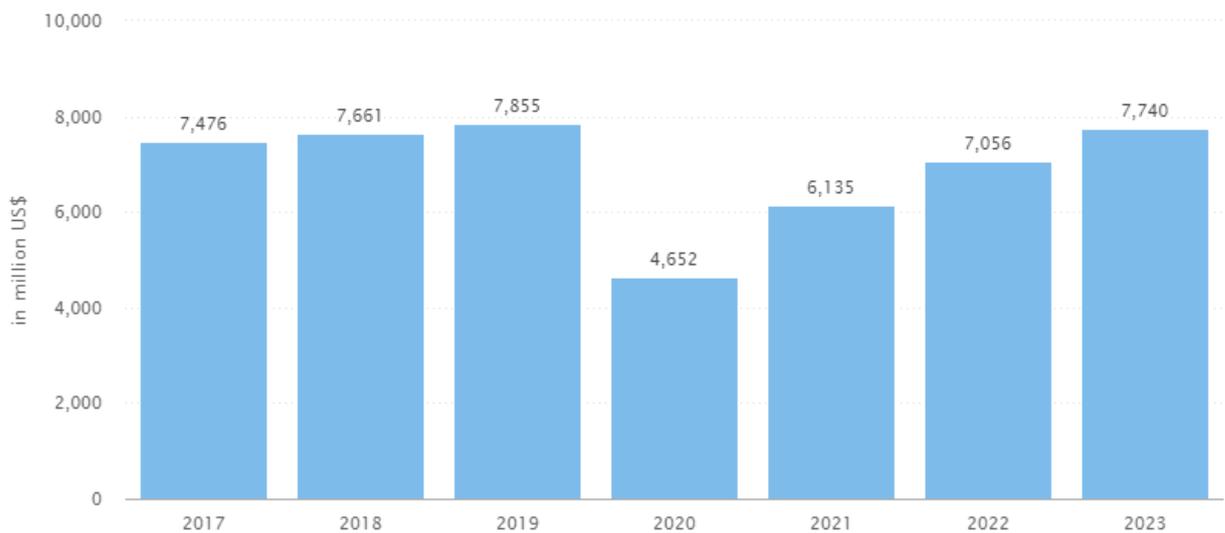


Diagram 2.1.

Revenue of package holidays in Germany

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

Revenue in the Package Holiday segment amounts to US\$4,652m in 2020.

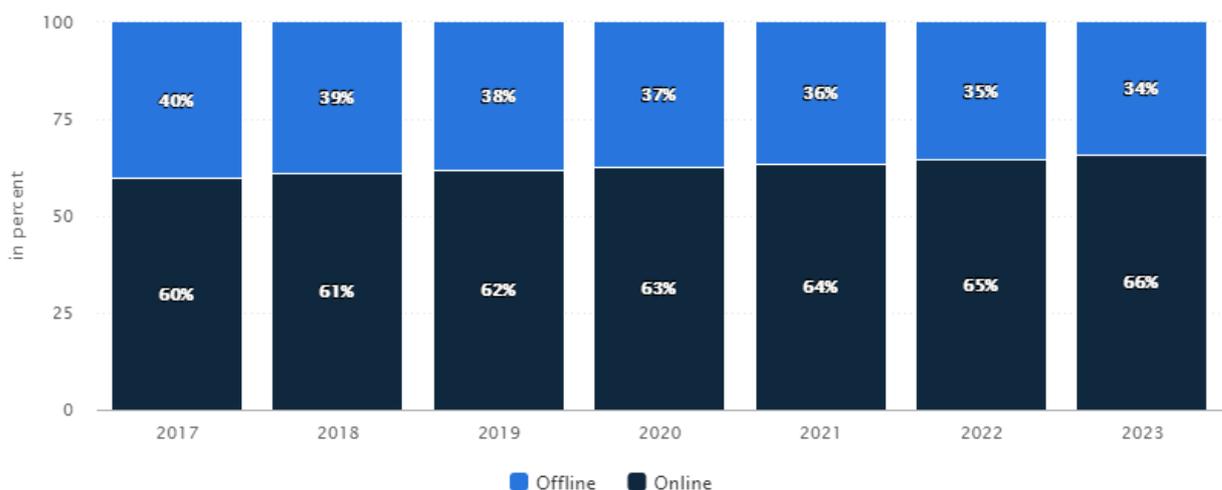


Diagram 2.2.

Sales Channels (in percent)

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

Package Holidays is the second largest of the Travel & Tourism market. The relatively large market size is due to comparably high prices of all services included, like travel and full accommodation, in contrast to the other segments. Package Holidays are typically booked when going on vacation for a longer time having a destination far away from home.

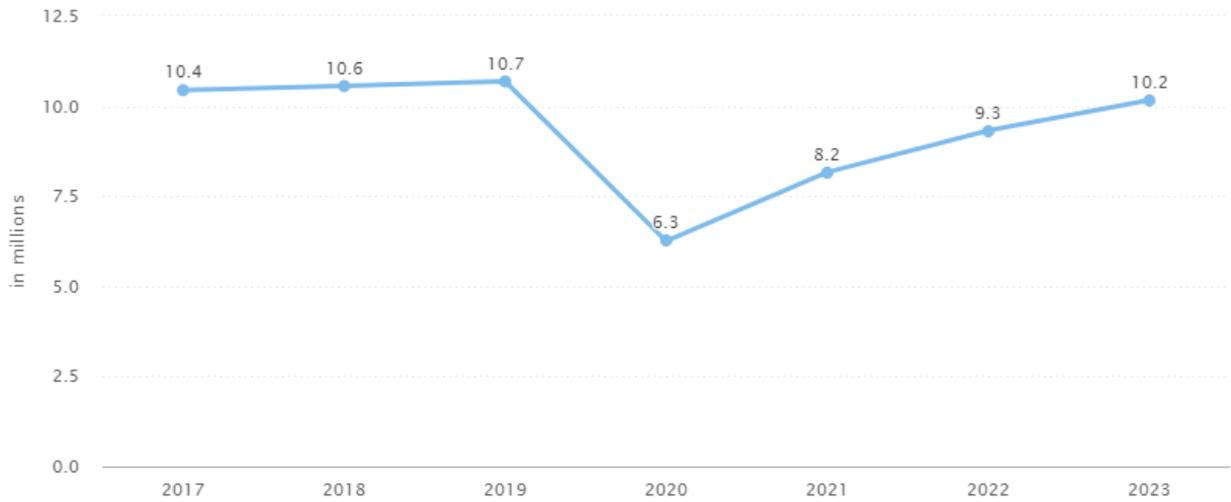


Diagram 2.3.
Users(in millions)

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

In the Package Holiday segment, the number of users is expected to amount to 10.2m by 2023.

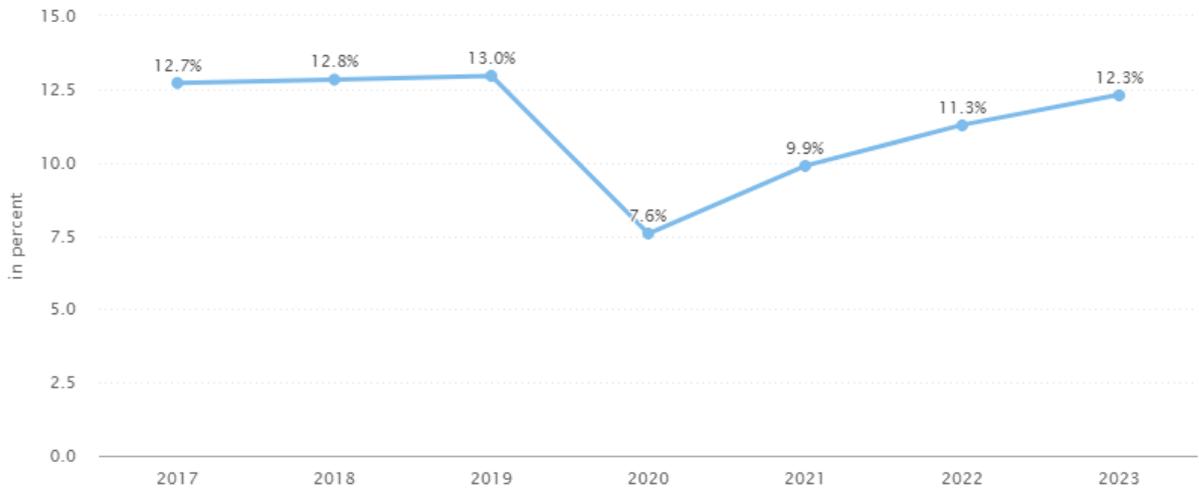


Diagram 2.4.
Penetration rate (in percent)

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

User penetration in the Package Holiday segment is at 7.6% in 2020.

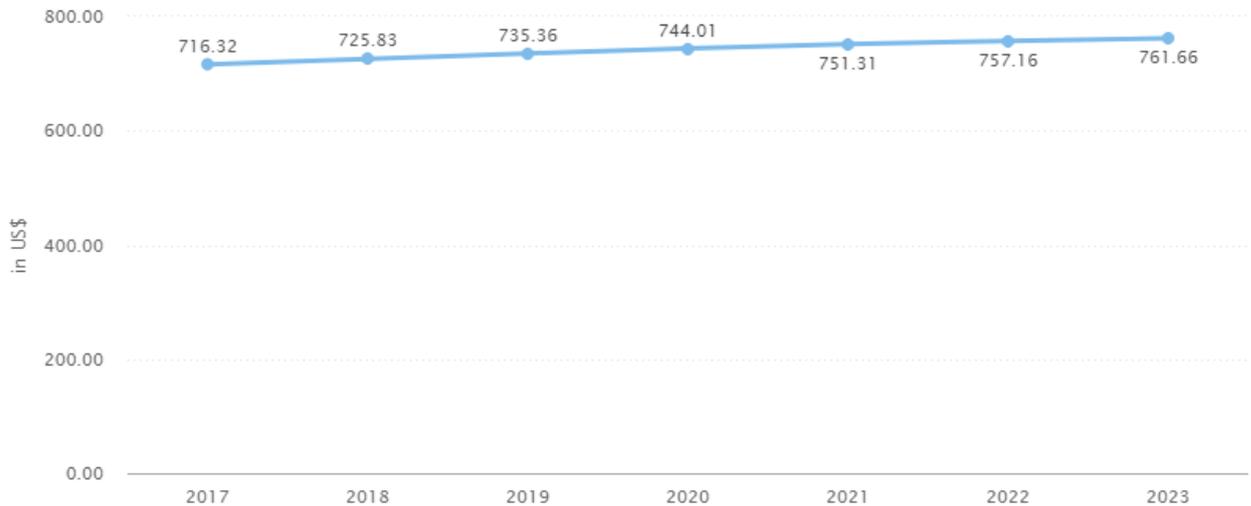


Diagram 2.5.

The average revenue per user (in US \$)

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

The average revenue per user (ARPU) in the Package Holiday segment amounts to US\$744.01 in 2020.

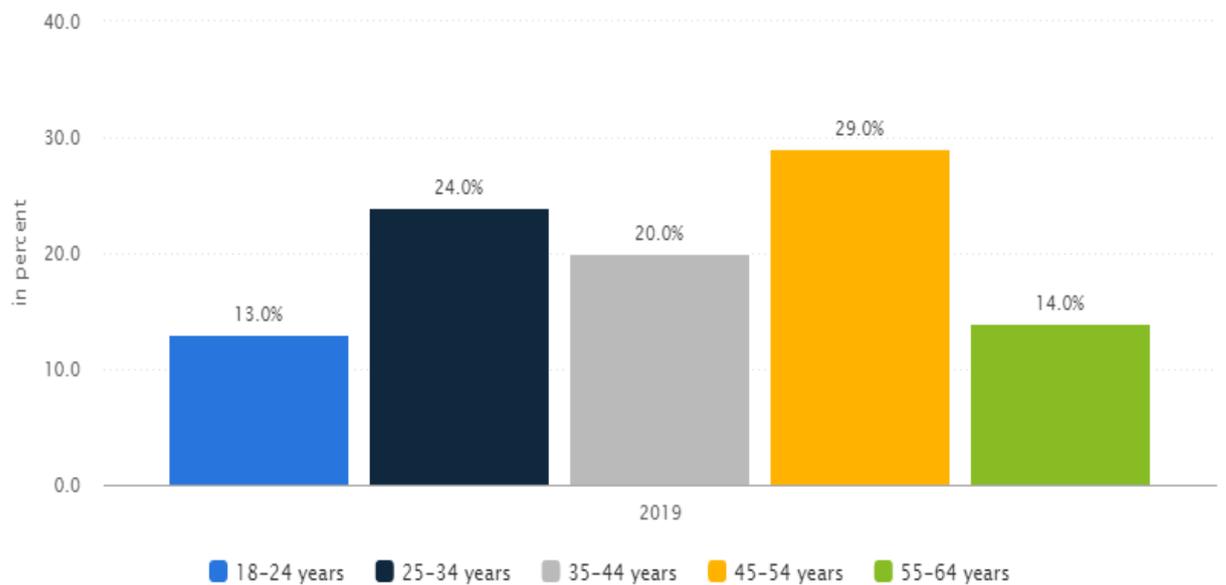


Diagram 2.6.

Users by age (in percent)

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

In the year 2019 a share of 29.0% of users is 45-54 years old.

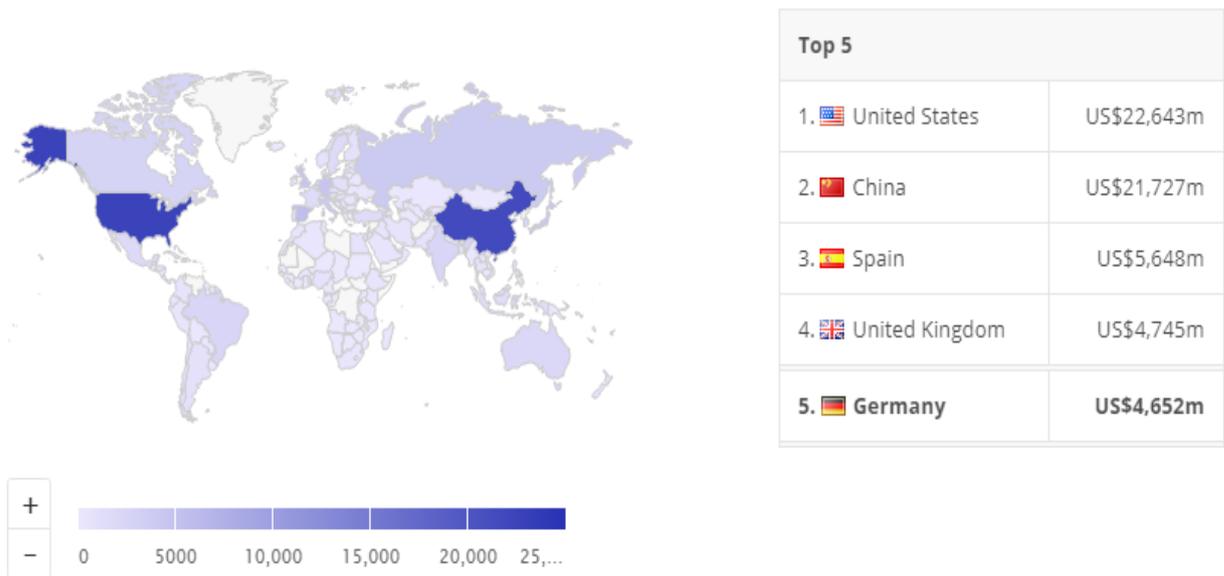


Table 2.1.

Global comparison-Revenue (in US \$)

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

With a market volume of US\$22,643m in 2020, most revenue is generated in the United States.

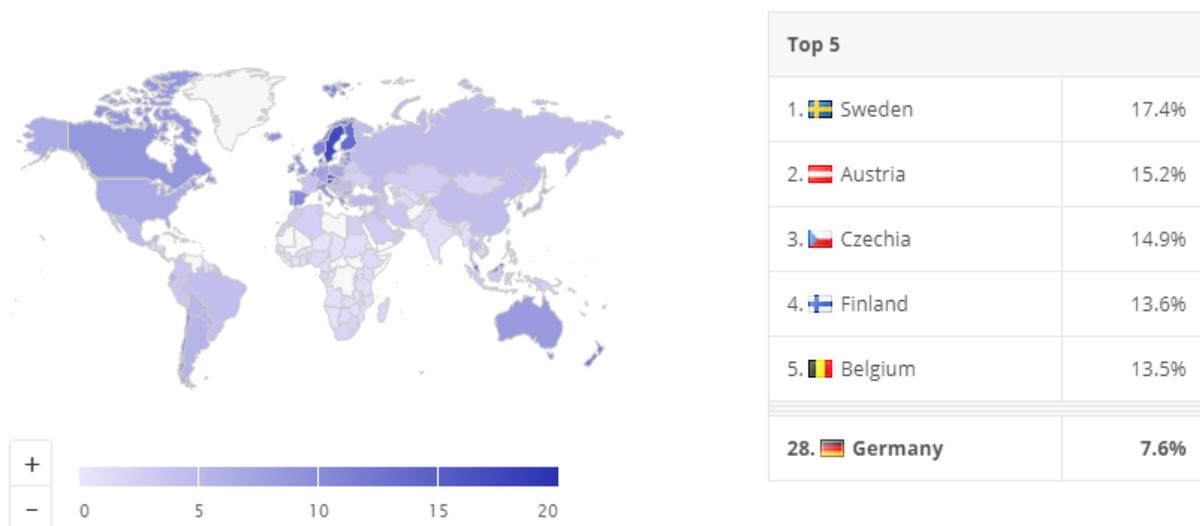


Table 2.2.

Global comparison-User penetration (in percent)

Source: www.statista.com (forecast adjusted for expected impact of COVID-19)

With a rate of 17.4%, the user penetration in the Package Holiday segment is highest in Sweden.

The top three tour operator ranking remains unchanged, with TUI as the clear market leader ahead of Thomas Cook and DER Touristic. [3.75]

With estimated revenue growth of 7.1% to €5.3 billion last years, *TUI* grew slightly faster than the overall market in the three German-speaking countries, and also improved its underlying profits in the region. Estimated customer numbers were up by 3% at 6.8 million. In Germany, TUI had slightly lower growth of 6.8% in revenues and 2.3% in bookings, according to the dossier.

Thomas Cook generated moderate growth of 3.2% to €3.82 billion in the DACH region, which includes Condor's seat-only sales that are estimated at about €800 million. The tour operator business improved its profits by 29% while Condor returned to profit last year. Customer numbers are estimated to have risen by 7.9% to 6.8 million last year.

DER Touristic had a weak year and saw turnover drop by 3.6% to €3.47 billion, following serious IT reservation system problems at the start of the year. The group's customer numbers dropped by 8.3% to 6.3 million in the region.

In contrast, *FTI Group* grew rapidly with a 15.4% increase in revenues to €2.55 billion, with customer numbers up by 9% to 4.25 million. The group profited from strong Egypt bookings and was notably the only major tour operator with higher Turkey bookings last year.

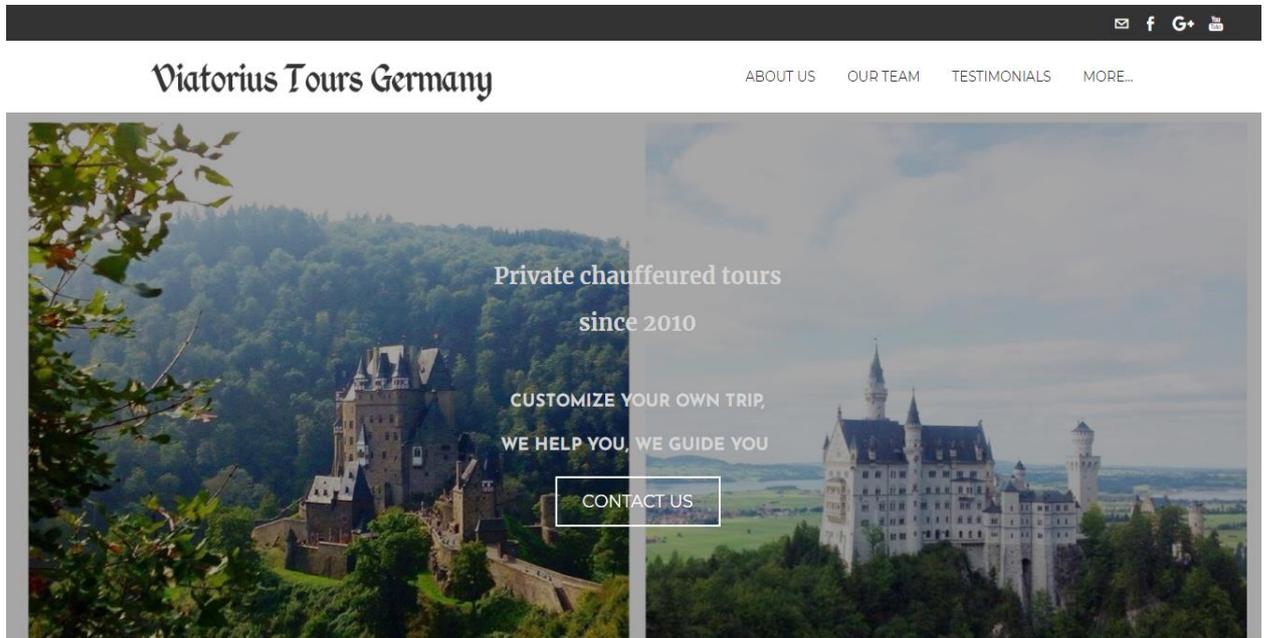
The other two large tour operators, *Alltours* and *Schauinsland-Reisen*, both had better years in 2017 than the year before. Alltours, which suffered a double-digit revenue slump in 2016, recovered with a solid 4.5% rise in revenues to nearly €1.4 billion. Schauinsland, after flat revenues last year, grew strongly with a 7.3% increase to nearly €1.2 billion.

The two largest German cruise operators both generated strong growth last year thanks to adding new ships and general strong demand for ocean cruises. *Aida Cruises* increased revenues by 13.3% to €1.7 billion while *TUI Cruises* achieved growth of as much as 30% last year to top the billion-euro mark.

Among the other top ten ranked companies, Swiss market leader *Hotel plan* had low growth while river cruises specialist *Phoenix* enjoyed solid growth.

2.3. Analysis of the activities of tourist services in the travel company "Viatorius Tours Germany".

The tour company is located in the heart of Germany, Berlin. Viatorius Tour company provides private escorted tours.



Picture 3.1.
The web-site of "Viatorius Tours Germany"
Resource: Google Chrome

Let's analyze the web site of the tour company.

The web-site of the tour company features 30,000 blogs and more than 1.4 million photos. It has active forums where we can ask just about anything. The discussions of forums on this website are a great way to find out more information about potential clients. What travelers want, what are their worries. This is important if you want to form your offers based on their needs. One of the travel websites for tour operators that can give you the deepest insight into your customers' way of thinking.

The more language versions there are on the site, the more visitors will be able to get information, the more visitors will come to the site from search engines. In our occasion there is only one language.

The second point of the site analysis is of great importance, since two options for the existence of sites are not acceptable: an untwisted site and a site without information.

The more information a site has, the more benefits it will bring. It is very important that not quantitative but qualitative characteristics are pursued in filling information. Still, it is better to read one paragraph of the information sought than ten, of which one is the information sought. In the web-site of the tour company there is enough information to read.

If we assume that the tourist going to the country does not want unpleasant surprises, then we can conclude that the following information should be located on the site: about hotels, restaurants, vehicles between them, etc. If we make the assumption that our tourist also wants to get rich in culture, then the site should contain information about theaters, museums, exhibitions, attractions, etc. If our tourist decided to plan all his movements in advance, then information on routes, timetables and prices of public transport and addresses where he can rent a car should be provided at his services. So, there is a piece of information about one tour from the web-site and the price per person.

Classics and Fairy Tales (6 days) This tour contains the most romantic part of Germany. Discover Bavaria, the Romantic Road, Heidelberg and the Rhine river valley, famous for medieval towns, romantic villages and fairytale castles. [3.74]

Prices per person and in US \$ starting at:

No airfare included!

6 passengers \$ 1900 pp Single room add \$ 300 per person

4 passengers \$ 2250 pp Single room add \$ 300 per person

2 passengers \$ 2975 pp Single room add \$ 300 per person

>>> Larger groups on request Tour price includes: personal driver, transportation, many entrance fees, taxes and tolls, accommodation expenses (based on two people sharing one room), breakfast. [3.74]

Based on the foregoing, we can offer the following ways to improve the quality and competitiveness of tourism products:

1. Refusal to sell the most uncompetitive tours that are not in demand, or change the complex and package of services, make changes to an existing tourist product, which will reduce the cost of creating and selling tours. (Direct dependence)
2. Development of new tourism products taking into account market conditions, customer preferences and competitors.
3. Making timely adjustments at all stages of the product life cycle
4. Maintaining discounts and bonuses for customers during the tour, which will increase the number of potentially new customers by 10-15%.
5. Conducting advertising campaigns to promote tourism products. (Visual advertising and advertising on the Internet can increase the attractiveness of tourism products from 20-50%)
6. Conducting SWOT analysis of tourism products to identify potential threats, dangers and weaknesses.

From the marketing point of view and the point of view of a tourist entangled in millions of offers, reviews of real customers (tourists) who have already gone this way can be very useful. A completely independent visitor to the site who prefer unorganized tourism, useful maps of the region, city, districts.

Here is the feedbacks of some tourists: *“Dear Markus, I had a great time on my recent trip to Germany. You did an excellent job planning the route based on the places that I wanted to see and added excellent recommendations as well. Two of the highlights of the trip were places I would never have thought to visit, the Blooming Gardens of Mainau and Cecilienhof Palace in Potsdam. The trip was very good value for money and the flexibility is priceless. On several occasions, I ran out of time and couldn't see all of the places I wanted to visit in one day. That was no problem. I just went first thing in the morning the next day and we left for our next destination two hours later that morning. I could never have done that on a regular bus tour. We also stopped at lovely towns, such as Erfurt, on the way to the next destination, which was an additional bonus. Of course, the comfort level was superior being in a luxurious Mercedes rather than packed into a bus with 50 people. The hotels were all very clean and well located,*

and you were very good about making sure we found restaurants that met my primarily vegetarian diet. I had such a good time, that I am already researching an itinerary for another trip to Germany with you in 2016! Regards, Jean” . [3.74]

| Evaluation criteria | Rating (point) |
|------------------------|----------------|
| Functionality | 8 |
| Reliability | 7 |
| Service level | 9 |
| Fame | 9 |
| Prestigiousness | 7 |
| Average value | 8 |

Table 2.3.
Quality rating
Source: www.tripadvisor.com

| Strengths | Weaknesses |
|--|--|
| Indented coastline Washed by four seas Favourable geographical position at the junction of three parts of the world 300 sunny days a year Unique natural attractions A large number of historical and cultural monuments, the most important world shrines and pilgrimage centres High level of developed infrastructure | Competition from other less expensive destinations Hostilities in neighboring states Seasonality (despite the availability of ski resorts, the main flow of tourists falls in the summer) Earthquakes Act of terrorism |
| Opportunities | Threads |
| High potential for the development of yachting, business tourism Attracting tourists to cultural attractions, hot springs and winter sports - high tourist figures all year round | Periodic outbursts of the nationalist movement Earthquakes in neighbouring states |

Table 2.4.
SWOT analyses of the tour product
Source: by author

Analyzing a specific tourist product of the Viatorious Tours Germany, we can conclude that, based on the specific areas of the tours, the travel agency has both advantages and disadvantages over competitors.

From an economic point of view, we can say that the travel company has quite successfully established itself in the market and in some areas has a competitive advantage, however, there are certain problems in other areas of the sale of tourist products.

Application of the recommendations:

The introduction of discounts and bonuses, the development of advertising companies, the rejection of the implementation of uncompetitive tours and other offers will help this travel agency become more competitive in the travel services market, and will also improve existing tourism products and put these offers into the foundation for creating future tourism products.

Summary of Chapter II

France, Spain, the United States and Italy together occupy more than 30% of the global tourism market. [3.82] When analyzing foreign experience in promoting a tourism product, the experience of these countries should be addressed first of all. The experience of Austria and Thailand will also be interesting.

Based on the foregoing, we can offer the following ways to improve the quality and competitiveness of tourism products:

1. Refusal to sell the most uncompetitive tours that are not in demand, or change the complex and package of services, make changes to an existing tourist product, which will reduce the cost of creating and selling tours. (Direct dependence)

2. Development of new tourism products taking into account market conditions, customer preferences and competitors.

3. Making timely adjustments at all stages of the product life cycle4. Maintaining discounts and bonuses for customers during the tour, which will increase the number of potentially new customers by 10-15%.

5. Conducting advertising campaigns to promote tourism products. (Visual advertising and advertising on the Internet can increase the attractiveness of tourism products from 20-50%)

6. Conducting SWOT analysis of tourism products to identify potential threats, dangers and weaknesses.

From the marketing point of view and the point of view of a tourist entangled in millions of offers, reviews of real customers (tourists) who have already gone this way can be very useful. A completely independent visitor to the site who prefer unorganized tourism, useful maps of the region, city, districts.

CHAPTER III. FOREIGN EXPERIENCE OF CREATING NEW TOUR PRODUCT AND THE WAYS OF ITS IMPLEMENTATION IN UZBEKISTAN

3.1. Features of the development of the tourist services market in Uzbekistan.

The expansion and strengthening of international relations, the decree of the President of the Republic of Uzbekistan on the establishment of the National Company "Uzbektourism" attached particular importance to tourism. In addition, a number of private travel agencies operate in the republic. At present, in modern Uzbekistan as a whole, a diverse national tourism product has already been formulated, with high competitiveness in foreign markets. Today, the country provides services for 1,482 travel companies, 1,188 accommodation facilities, 6.7 million tourists in 2019. [3.98] There are 110 international routes. Of these, 65 - on the objects of historical and cultural heritage, 30 - natural and recreational, 15 - ecological routes with elements of health tourism. Currently, the most popular type of tourism for visitors to Uzbekistan is cultural and historical tourism.

Today, Uzbekistan has developed a unified strategy for attracting tourists. This is a program for the development of the service sector that is designed for 2020-2026, with the help of which interesting programs and offers are developed and implemented, both for inbound and domestic tourists. In accordance with it, more than a hundred tourist routes were created that ran through all regions of Uzbekistan. Particularly active today is the development of public-private partnerships in the field of tourism, especially as part of a program for the development of geological, ethnographic, ecological and natural tourism.

| Visit objectives | Respondents |
|--------------------------------------|--------------------|
| Visiting acquaintances and relatives | 39.4 % |
| Holidays, leisure and recreation | 33.6 % |
| Business and professional goals | 9.1 % |
| Medical and wellness treatments | 5.7 % |

| | |
|--|-------|
| Shopper | 5.4 % |
| Transit (further trip abroad) | 2.0 % |
| Visiting religious places and pilgrimage | 2.0 % |
| Education and training | 1.5 % |
| Other goals | 1.0 % |

Table 3.1.
Visiting objectives of tourists to Uzbekistan
Source: by author

Further analysis of the purpose of visiting tourists in Uzbekistan shows that the majority of respondents who noted that the main purpose of their trip to Uzbekistan is visiting friends and relatives, are citizens of neighboring countries: Kazakhstan (26.6%), Tajikistan (20.2%), Kyrgyzstan (19.2%), Turkmenistan (16.1%). Citizens of the Russian Federation also make up a significant part of the respondents (15.1%) in this context. In general, citizens of the above countries make up more than 97.0% of the respondents who answered that they arrived in Uzbekistan with the aim of visiting friends and relatives.

Continuing the analysis of the length of stay of tourists in Uzbekistan, it can be seen that a total of 5,664 tourists spent more than 39 thousand nights in Uzbekistan, i.e., the average length of stay per visit was 6.9 nights. The period of stay of the majority of tourists surveyed (79.0%) ranged from 1 to 9 nights, 19.8% spent in Uzbekistan from 10 to 39 nights. Less than 2.0% of tourists said they were in the country for more than 40 nights.

On February 4, 2018 President of Uzbekistan Shavkat Mirziyoyev signed a decree “On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan”. In accordance with the decree, the National PR Center is created in order to further intensify the work to promote the tourist, cultural, natural and sports potential of Uzbekistan. The National PR Center is being created on the basis of the State Unitary Enterprise "Center for the Promotion of the National Tourism Product", which also functioned

under the State Committee for Tourism. But, there is no information about this center anymore.

Speaking about travel agencies that carry out various tours and trips around Uzbekistan, one can show several travel agencies, for example, the Asia Adventures travel company, which was created by professionals with 29 years of experience in international tourism. "Asia Adventures" conducts all kinds of tours and travels in Uzbekistan, as well as in neighboring republics: Kazakhstan, Kyrgyzstan, Turkmenistan, Tajikistan and China.

"Asia Adventures" organizes and conducts:

- Bus tours to the ancient cities of Uzbekistan (Samarkand, Bukhara, Khiva, Shakhrisabz, Termez, Ferghana Valley) and Central Asia (Penjikent, Khojent, Turkestan, Kunya-Urgench, Mary, Osh, Uzgen, etc.);

- Incentive tours, VIP and business tours, special corporate programs, conferences, presentations,

- Trekking, biking, horseback riding tours in the Pamir and Tien Shan mountains;

- Climbing expeditions to the peaks - 7,000 meters (Lenin peak, Khan-Tengri peak, Victory peak, Communism peak (Somoni), Korzhenevskaya peak, Muztag-Ata peak);

- Active weekend in the mountains (hiking, cycling and horseback riding, trekking) [3.74]

In addition, Asia Travel Discoveries offers foreign and local tourists who want to see the history of Uzbekistan, cultural and historical tours of the ancient cities of the Great Silk Road (Samarkand, Bukhara, Khiva, Kunya-Urgench, Mary, Osh, Khujand).

Speaking about the development of the tourist services market, one can say about the interest of international countries in this mysterious country. For example, countries such as Germany, and many other western continents provide loans in large amounts for the construction of hotels, reconstruction of buildings, monuments and much more. So, for example, the foreign company Wide Tent System JSC

purchased the Bukhara Palace Hotel, the largest in Bukhara, at auction. The deal amounted to 27.5 billion sums.

In addition to European countries, Asian countries are showing interest in Uzbekistan. Uzbekistan and India are treasures of famous architectural and natural monuments, where world-famous cities are located throughout the territory. Being on the routes of the Great Silk Road, they served as major centers of international trade, where many different peoples came together, there was an exchange of knowledge, ideas, mutual enrichment of cultures. The growing interest of tourists in these two countries is associated with the presence of historical and natural monuments, unique natural sites, the diversity of flora and fauna, as well as the opportunity to get acquainted with the traditions and lifestyle of the local population, its culture and ethnographic features.

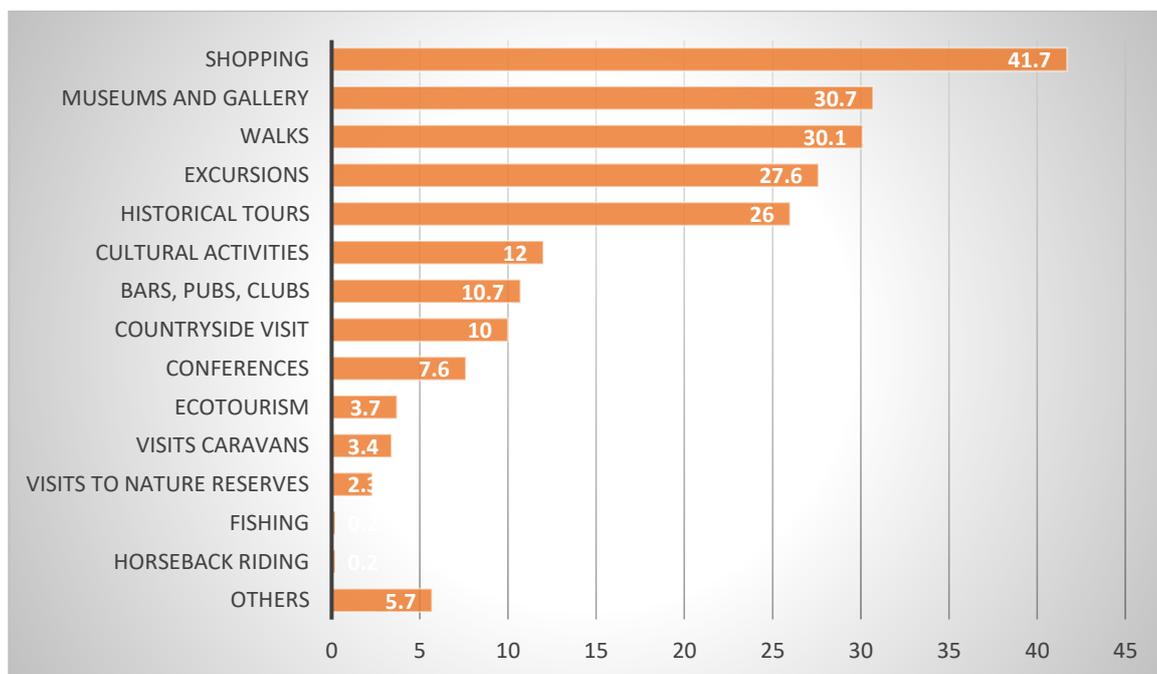


Diagram 3.1.
Tourist activity during a stay in Uzbekistan (%)
Source: uzbektourism.uz

According to the survey results, visitors were most interested in shopping in Uzbekistan. High interest was also shown in visiting museums and galleries, walks / hikes, excursions and historical walking tours. Visitors were less interested in cultural events, entertainment (bars / pubs / clubs), and visits to the countryside. The least interest is ecotourism, visiting yurts, caravanserais, nature reserves and natural

parks, fishing, horse riding. According to the results of the survey, visitors from Central Asia showed the greatest interest in shopping in Uzbekistan. So, 39.7% of visitors noted shopping as a tourist activity during their stay, another 31.9% - walks / hikes, 14.5% - historical walks, 13.7% - tours, 12.9% - visits to museums and galleries.

The picture of the European region looks different. The majority of visitors from Europe noted visiting museums and galleries (77.5%) as a tourist activity during their stay in Uzbekistan. Another 60.6% - excursions, 54.1% - historical walks, 45.2% - shopping, 20.3% - walks / moves. Similarly, the bulk of visitors from the Asia-Pacific region were noted as tourist activity during their stay in Uzbekistan visiting museums and galleries (72.2%). Next are historical walks - 59.5%, excursions - 56.0%, shopping - 48.0%, walks / hikes - 16.0%. It should be noted that 3.7% of respondent's ecotourism was noted as a tourist activity during their stay in Uzbekistan. The majority of tourists who have shown interest in ecotourism are citizens from the European region (37.7%). Next are tourists from the Asia-Pacific region (24.6%), Central Asia (16.3%), the CIS (11.6%).

With the help of the tourism market for services for foreign suppliers, the state not only attracts advanced technologies and knowledge, but also contributes to the growth of employment. In addition, new opportunities for Uzbekistan for the development of the tourism and ecotourism industry appear.

It is believed that liberalization of access to the national market for goods may lead to damage to industries with all the ensuing negative socio-economic consequences. However, there is another opinion that liberalization in the developed market of tourism and service services, on the contrary, can lead to the strengthening of the national services sector, facilitating access to cheap and high-quality services for the national tourism industry, strengthening competitiveness.

Analysis of the current state of tourism in many countries allows us to conclude that the development of tourism should be accompanied by efforts to promote domestic, national tourism programs. Within each country, tourism, thanks to the redistribution of national income, contributes to the stable position of the

national economy, a deeper awareness of common interests and the development of activities favorable to the country's economy as a whole.

After the independence of Uzbekistan in the reform of the economy, changes have occurred that affect all areas of activity, which have had a significant impact on the process of managing business entities in the field of tourist services. Competition has arisen requiring the attraction of a significant amount of financial resources in order to develop tourism and provide competitive tourism services to the population. The transition to the market of tourism services is determined by the growing responsibility of tourism organizations with the best benefits for economic activity, its resource provision in the changing conjuncture of the interests of various population groups. International tourism in Uzbekistan is a developing field. As in all countries, as well as in Uzbekistan, new work is carried out every year, new directions are explored, the scope of offer and deepening of specialization in tourism is expanding to attract foreign visitors.

In order to further develop the tourism infrastructure and attract investment in the tourism industry, the President of the Republic of Uzbekistan adopted on 05.01.2019 No. PP-4095 “On measures to accelerate the development of the tourism industry”, [3.61] which provides for the introduction of public-private partnership mechanisms in the implementation of projects to create objects of tourist infrastructure.

In general, over the past period, 11 draft regulatory legal acts were prepared and adopted. [3.87]

Demand in the domestic tourism market is given preference to traditional types of recreation - recreational, cultural and historical. But more and more people are showing interest in cultural and educational tourism and varieties of specialized tourism, such as scientific, educational, sports, event ecological tourism, which provide sales of the whole complex of tourist and related products and services.

Many tourists go to travel agencies after determining the amount they are willing to spend. The cost of the tour, who travels somewhere, is as follows: they spend on the tour no more than \$ 100 - 35%, less than \$ 100 - 27%, 25% are willing

to spend from \$ 300 to \$ 600. Only 10% can spend from 600 to 1000 US dollars on the purchase of a tourist trip, and only 3% over 1000 US dollars.

The main expenses are travel (20%), accommodation (17%) and food (18%). Three almost equal parts are spent on entertainment - 12%, visiting museums, attractions - 10%, and on the purchase of souvenirs - 11.2%. The remaining 11.8% spend money on the purchase of clothing, electronics, sporting goods, jewelry, shoes, cosmetics and household items.

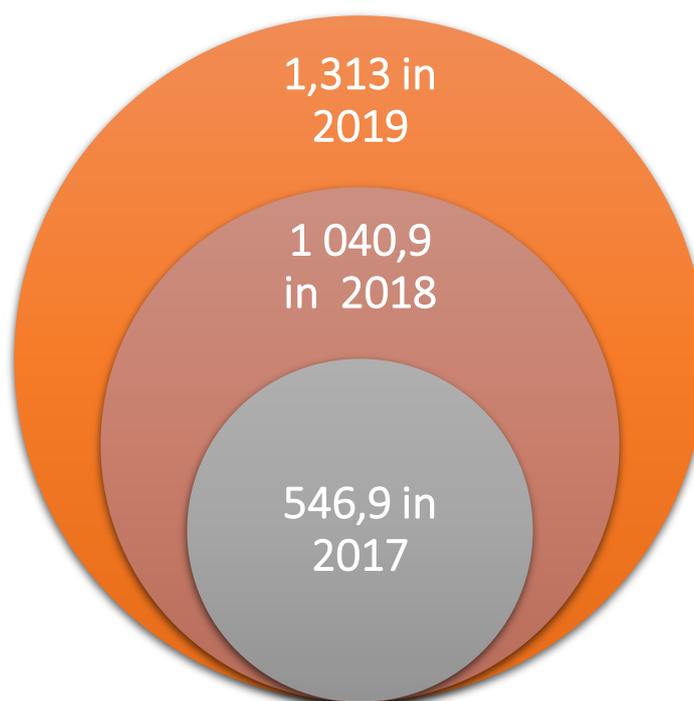


Diagram 3.1.
Export of tourism services Billion \$US.
Resource: uzbektourism.uz “Book-Curved”

Despite the fact that tourism is developing in Uzbekistan, there are the main negative factors hindering the development of tourism in the Republic of Uzbekistan:

- remoteness of Uzbekistan from the main suppliers of tourist flows. Overpriced transport costs in the package of travel services reduces the competitiveness of the tourism offer in the international tourism market;
- low level of advertising activities of tourism in Uzbekistan both in the domestic and in the international sphere. Lack of budget for quality commercial advertising.

- insufficient material for the development of tourism and its infrastructure in the main centers and regions associated with them, for example, in the Ferghana Valley, Surkhandarya, Kashkadarya, Jizzakh regions and in the Republic of Karakalpakstan;

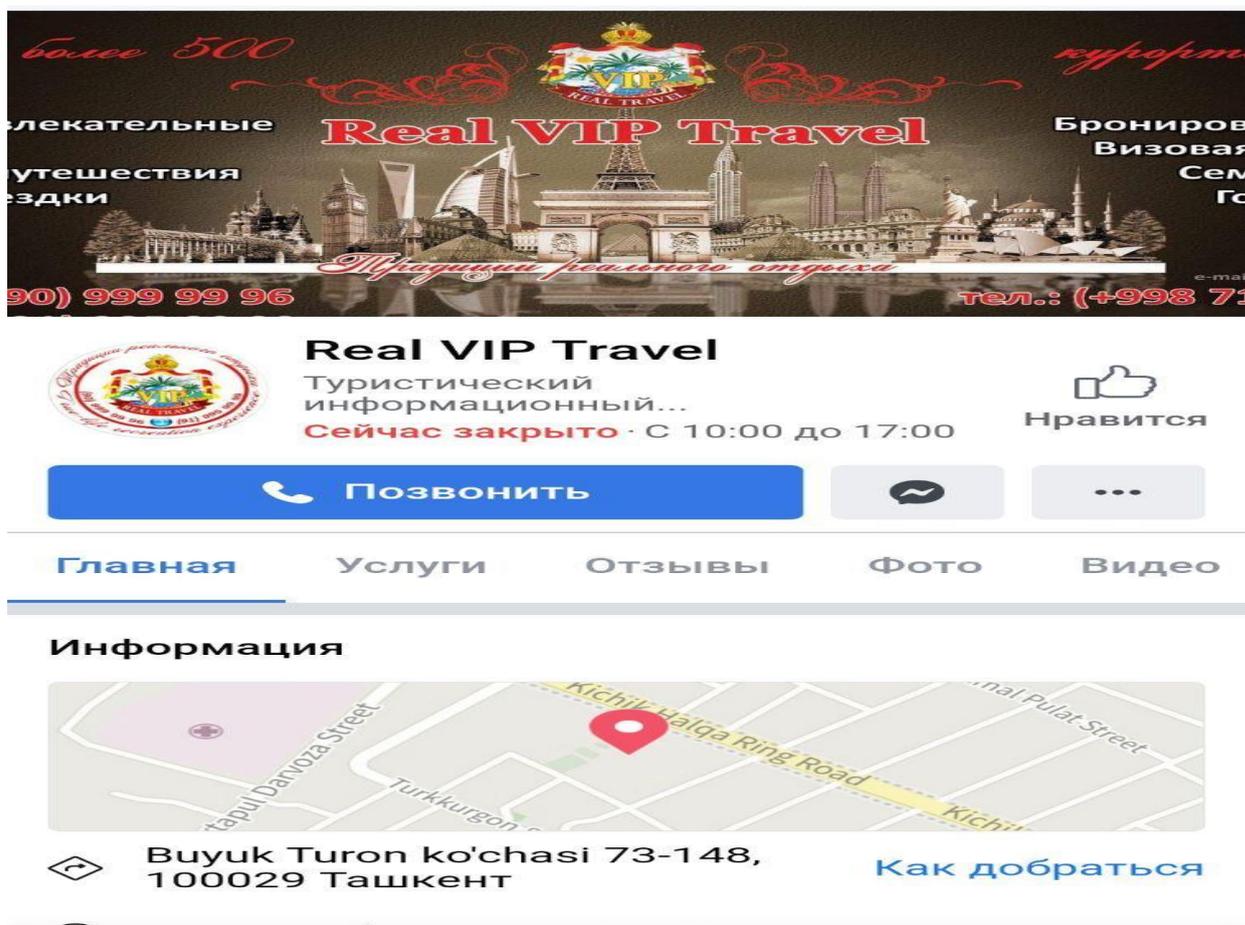
- Lack of representative offices from NK “Uzbektourism” abroad for conducting PR-companies.

Given the popularity of Samarkand, Bukhara and Khiva among foreign citizens and based on statistical data, we can confidently say that these cities deserve more attention and can rightfully become an international tourism center. According to vacationers, all trips convince them that Uzbekistan has remained the most beautiful country, combining European beauty and oriental wisdom and the development of the tourism industry in Uzbekistan from year to year.

3.2. Analysis of the activities of tourist services in the travel company "REAL VIP TRAVEL".

Travel company “REAL VIP TRAVEL” has been represented on the international tourism market since 2011. During its existence, the company has developed and successfully implements a number of fascinating group and individual tours to Uzbekistan, Kyrgyzstan, Turkmenistan, Tajikistan, Kazakhstan, Georgia, Azerbaijan, Armenia and China. The company gained extensive experience in the tourism industry, established time-tested partnerships with a number of tour operators in the countries of Transcaucasia, Western Europe and North America.

The company provides hotel reservation services, in addition to organizing tours of the countries of the Great Silk Road. The team of company professionals also organizes and services business trips in the countries of the Great Silk Road and develops exclusive tours for the client.



Picture 3.1.
Facebook page of the travel company
Source: Google Chrome

The purpose of the travel agency "REAL VIP TRAVEL" is to create unique, unforgettable and interesting tours for its customers.

The main activities of the travel company are:

- international tourism;
- domestic tourism;
- health-improving tours;
- shop tours;
- sightseeing tours;
- exotic tours;
- corporate customer service on order.

Travel company "REAL VIP TRAVEL" offers its customers a wide range of services:

- 1) providing information on routes, types of services associated with these routes - consultations and recommendations;
- 2) booking a package of tours (including preliminary);
- 3) the possibility of organizing a tour along the desired routes;
- 4) visa support;
- 5) registration of medical insurance;
- 6) hotel reservation worldwide;
- 7) booking air, railway tickets.

The positive aspects of this company can be shown by professional guides who are very much in demand today.

Existing travel companies can be divided into the following groups:

- 1) joint-stock companies of a closed type. Their strength lies in the fact that they inherited most of the old ties and, therefore, the volume of services rendered is great. Their weakness is that customer service is in most cases put on stream and takes little account of the specific interests of the individual;

- 2) joint ventures, vouchers of which are sold to foreign founders abroad through an extensive network of travel agencies. Such companies are focused on serving large groups in which individual service is practically not feasible;

- 3) In most cases, they offer a higher quality of service and an individualized approach to the client. Some of them stand out because they specialize in sports or recreational tourism. This travel agency belongs to private companies, usually with a small amount of work, interested in working with foreign partners - suppliers of customers. The market niche (individual, customer-oriented tourism) makes a profit, and at the same time is small in order to attract large travel companies that serve large flows of tourists. Today, the agency attracts customers through direct contacts or on the recommendation. The agency is looking for foreign partners in order to increase the volume of work by establishing contacts with Western firms, which in turn will lead to increased profits.

The main idea of the project: - "Creating a tourist product for people who love active recreation, able to significantly exceed the expectations of our" guests "from

it. Since the basis of the pleasure received from the rest is the superiority of expectations from it. And the more times the rest of expectation exceeds, the more frantic is the delight.”

The main concepts of the project:

1) Group routes with friendly atmosphere created by experienced leaders and guides

2) Active leisure

3) The high level of training of guides, their competence in a particular region, knowledge of life, culture, high level of service.

4) A wide range of leisure activities. This idea is the most important - the harmonious combination of all types of tourism in each route. Such as: tracking, gastronomic tourism, extreme tourism, party tourism, cultural tourism, historical tourism, etc.

5) Adding a lot of unusual and non-standard events not included in the program along the routes.

The tourism product was created in 3 stages. The first stage is the collection of information about the countries of the region, familiarization with them and the determination of the route thread. The second stage was to draw up the route itself, to search for intermediaries and agents in the country of arrival. The third stage was to set up armor and enter into partnership agreements with agents located in the tourist center.

Since the travel company “REAL VIP TRAVEL” is not only an internal but also an international company in the tourism business, it was customary to show the calculation of the tour for 2017 in the international industry. Most citizens of Uzbekistan prefer to travel or relax at sea. Popular places are considered such countries as Malaysia, Thailand, Indonesia, OEA and many others. The calculation of the cost of the tour for the rest was adopted in the country of Thailand.

Tour program in Thailand [3.69]

Tashkent-Bangkok-Phuket-Bangkok

Tour Dates: 01/09 - 01/18/2021

Number of people: 2 adults

Monday, January 9 - departure from Tashkent to Bangkok, flight HY 531 at 23:00

Tuesday, January 10 - arrival in Bangkok at 07:15 in the morning. Transition to the transit zone. Departure to Phuket, flight TG2273 at 11:50 (Thai Airlines). Arrival in Phuket 13:15

January 10 - 16 - rest at the THAVORN BEACH VILLAGE hotel in Phuket. room category beach cottage.

During the stay, the tourists selected the following excursions:

Wednesday January 11th - Phuket Tour

Visit to a Buddhist temple, snake farm, fruit market, natural latex factory, health and beauty center, tea tasting

Thursday January 12th - Khao Sok National Park

Thailand's largest and most picturesque national park is located at the edge of the karst mountains. Elephant ride through the jungle, rafting on the river through the valley of the province of Surat Thani. Shopping at Thai traditional medicine and cosmetics, as well as tea tasting. Dinner.

Friday January 13th - Rest at the hotel

Saturday January 14th - The Mysteries of Phuket

The most fantastic attractions in Phuket. The kingdom of tigers with its striped inhabitants. A 3D museum with riddles, a labyrinth and an inverted house where you can take amazing photos. A visit to the bee apiary. Dinner.

Sunday, January 15 - Rest at the hotel

Monday, January 16th. - Breakfast in the hotel. Departure from the hotel. Airport transfer. Departure to Bangkok by flight TG2278 (Thai Airlines) at 11:35. Arrival in Bangkok at 13:00. Meeting at the airport. Transfer to the BAIYOKE SKY HOTEL Hotel

From January 16 - 18 - Accommodation at the BAIYOKE SKY HOTEL Hotel

Tuesday, January 17 - Breakfast, Transfer to the CENTRAL WORLD Shopping Center.

Wednesday, January 18 - Breakfast, Free day. Late check out from the hotel.
Transfer to the international airport. Departure to Tashkent by flight HY534 at 23:05.

Thursday, January 19 - Arrival in Tashkent at 03:55

Tour Details:

International Air Flight Tashkent-Bangkok-Tashkent

HY 531 B MO09JAN TASBKK HK1 2300 0715 + 1

HY 534 T WE18JAN BKKTAS HK1 2305 0355 + 1

Cost for 1 adult: \$ 450 * 2 adults = \$ 900

For 1 night = \$ 101 * 2 nights = \$ 202

Transfer airport-hotel-airport: 70 \$

Transfer hotel-shopping center-hotel: 30 \$

Health insurance: Based on \$ 1.05 per day * 11 days * 2 people = \$ 24. Paid in soums at the rate of the Central Bank of the Republic of Uzbekistan on the day of payment.

Company services - 150,000 soums per person * 2 people = 300,000 soums

Next, the costs were calculated to establish the price of the tourist product, which were divided into fixed and variable costs and the cost was calculated when recruiting a group of 4, 6 or 8 people.

$$\text{cost price} = \text{fixed costs} + \frac{\text{variable costs}}{\text{number of people}}$$

In the next step, in accordance with the costly method you need to set the desired percentage of profitability and calculate the margin. Management set a lower margin for profitability of 15%. To establish a more accurate value of the percentage of profitability, a selection of similar tourism products from competitors was made. Selection criteria: Maximum program similarity and similar period trips. The average price for a similar product is \$ 1,300.

| Competitors | Price for a similar tourism product |
|------------------|-------------------------------------|
| “Victoria Tour” | 1390 \$ |
| “Granat Tour” | 1320 \$ |
| “Premium Travel” | 1499 \$ |
| “Sofia Travel” | 1260 \$ |

Table 3.1.
The cost of a similar tourism product from competitors
Source: by author

Competitor analysis also revealed tools and methods that they use in the process of promoting a tourism product. The advertising strategies of these three clubs are quite different. So, the "Granat Tour" focuses on stimulation of word of mouth, convenience and good design Landing page and groups on social networks. Travel company "Victoria Tour" has long been on the market and does not conduct active advertising companies, uses passively contextual advertising. And the travel company “Premium Travel” uses targeted VKontakte advertising and mass-following, mass-sharing methods on Instagram.

| STRENGTH | WEAKNESSES |
|---|--|
| <p>The presence of a variety of natural, recreational and cultural-historical resources</p> <p>The presence of a developed infrastructure that meets international standards (hotels of all categories, including those included in international hotel chains, excellent congress facilities, European-class routes, constant transport links between the centers of tourist areas)</p> <p>Fame and prestige of resorts</p> <p>Service level is above average</p> <p>Direct cooperation with tour operators and travel agents of different countries</p> | <p>Environmental degradation due to an increase in the amount of harmful emissions into the atmosphere in the largest cities and industrial centers of the republic, which creates the conditions for the spread of influenza viruses and other dangerous diseases</p> <p>Lack of markings and road signs on non-European class roads</p> <p>Traffic jams at border points</p> |

| OPPORTUNITIES | THREADS |
|---|--|
| <p>Investment contribution to the development of agricultural tourism and mass information of potential consumers of this type of tourism</p> <p>Development of business tourism through the formation of a special image of the congress centers of the country and the holding of business events of world significance</p> <p>Creation and expansion of offers of ecological, gastronomic, industrial, event tours</p> | <p>Rising prices for accommodation and meals in the most important tourist centers of the country, and as a result of the outflow of foreign tourists to neighboring cheaper countries</p> <p>Competitive tourism product sales growth</p> |

Table 3.2.
SWOT analyses of a tour product
Source: by author

SWOT analysis showed that the developed tourism product is very promising and non-standard. However, due to its specifics and the complexity of the structure of each route, force majeure will be frequent and you need to learn how to deal with it.

Due to the high profitability and investor attractiveness of the project, there is a possibility of its rapid development and occupation of a large part of the market. This prevents difficulties with the recruitment of personnel capable of competently conducting such routes. It was revealed that there is an urgent need to train our own staff and the introduction of a 3-step hierarchical ladder - an assistant, an assistant guide and the main guide, which will be needed in case of development projects. The duties of the main guide should include the functions of monitoring compliance with high standards and adhering to the principles and ideology of the Real Trip project by other employees, as well as compiling and certifying new routes and changes in current ones.

To create a price for a tourist product, the strategy of “skimming the market” was used, which is appropriate, since the high quality of the product and the favorable image of its manufacturer make it possible to set a high price on the

product. At the same time, an audience was attracted, ready to purchase goods at this price. For pricing, a costly method with a risk approach was used.

Based on what is presented, it can be said that this calculation of the tour is expensive and, with the current economy of Uzbekistan, only people with unlimited incomes can afford such a trip. For ordinary people, even ordinary tours in Uzbekistan cost a lot of money. In foreign countries, such tours cost a lot more, but at the same time the income of citizens corresponds to their standard of living.

3.3. Development of a route and a new tour program for implementation in Bukhara Region

The sphere of tourism is becoming one of the leading spheres of the economy. And our region has great potential in this respect. 660 objects of material and spiritual heritage speaks volumes. The Resolution of the President of the Republic of Uzbekistan of May 19, 2019, "On Immediate Measures to Develop the Tourism Potential of the City of Bukhara and the Bukhara Region in 2019-2020", and the Decree of August 16, 2019, "On the Development of Tourism in the Years 2019-2021" are important steps towards the realization of this sphere. In accordance with these resolutions, a plan was developed to create favorable conditions for foreign tourists as well as local tourists visiting the country and further improving the quality of their services.

In order to develop tourism in the region and further improve the infrastructure of the tourism industry, the country's leader approved a program on the basis of which a total of 21 hotels (17 of which in the city of Bukhara), 7 new buses of tourist type were put into operation. For a short time, the schedules of flights and high-speed train "Afrosiyob" are optimized.

New hotels in the city of Bukhara, cultural and entertainment places, such as an amphitheater designed for 500 people and other modernly equipped facilities are included in the tourist zone "Ancient Bukhara", located on 10 hectares of land where architectural and construction works are completed by both local and foreign architects.

Cooperation with foreign countries is being strengthened. In particular, Memorandums of Cooperation between Luoyang of China and the Russian city of Vladimir and Bukhara were signed. Also negotiations in this direction are conducted with such countries as Spain, Japan, Singapore, Indonesia, Malaysia, Russia, Latvia and Turkey.

The success of any company in the market depends primarily on the attractiveness of the product. It forms the main part of the marketing complex, on which all the other elements are tied: price, market promotion and distribution. The discrepancy in the perception of tourism products between consumers and manufacturers is complicated by economic research in the field of tourism. The problem is that products entering the market do not always coincide with those requested by customers. Buying tours, the buyer is actually looking for something completely different than a set of services. Some going on vacation buy a ticket to the resort to relax, relax, sunbathe, improve their health. Others go on a business trip to conduct business negotiations and conclude contracts. Having studied the peculiarities of perception of a tourist product by consumers, suppliers restructure their work in accordance with them, they offer a range of services and advertise not so much products as their consumer qualities and properties.

In order to develop the tourism industry of Bukhara region there is a task for tour operators to create a new tour product in Bukhara Region. It is necessary to multiply the number of tourists visiting Bukhara. After creation of a new tour product tourists can stay in Bukhara and spend more time in this region.

When designing a tour includes the following:

1. The main characteristics of the developed tour and the technology of the process of serving tourists are determined.
2. The technological documentation of the developed tour is being prepared (a technological map of the tourist route and guidelines for filling it out, a schedule for loading a tourist enterprise, an information leaflet for a tourist ticket, etc.).
3. The method of quality control and analysis of the developed project is determined.

The formulation of the tour for its further sale consists of the following related steps:

1. First of all, it is necessary to develop a tour plan, its main idea. Here, attention is drawn to the following: for whom the tour is intended (socio-demographic characteristics of a potential consumer).
2. After that, search and selection of partners and suppliers is carried out.
3. Form the main and additional package of services in the developed tour.
4. The last step is an experimental tour of the tour, in its creation.

The following data shows the description of the tour.

The duration of the tour is 1 day and can be calculated for a group in the amount of 2 to 15 people.

Tour program:

The tour starts at 9.00 from the hotel. They are met by the group leader (guide), who will accompany tourists throughout the tour.

09.15-10.20 - From a hotel in the old part of Bukhara (or a hotel in another part of the city), the guide and the driver take the guests by car to the Ark Fortress, and the tour begins at the Ark Fortress.

10.30-11.20 - From the Ark fortress tourists will visit to the Poi Kalon complex and the tour will continue from there. Guests will visit the Mir-i-Arab Madrasa, listen to legends about the history of the Kalon Minaret, and visit the Kalon Mosque. The tour will be accompanied by a guide.

11.40-12.30 - After Poyi Kalon complex, guests will visit Toqi Zargaron complex. During this time, they will be given a break of 10-15 minutes and will have the opportunity to shop in the mall. The tour will continue in Ulugbek and Abdullazizkhan Madrasas. Photographer services will also be provided during the tour, and random photos taken by guests during the tour will be presented to them at the end of the tour.

12.35-13.25 - The Taki Telpakfurushon complex also consists of many shopping malls and has all the conditions for guests to shop. After the complex, a tour of the Magoki Attor Mosque will continue.

13.30- 14.30 - Lunch will be held at the CHINOR restaurant in the old part of the city. Afterwards, guests will be given a 1-hour break and taken to the hotel.

16.00-19.00 - There will be a visit to the horse-drawn carriage on the gas road. During the visit, guests will have the opportunity to travel on horseback, eat koumiss and "Bukhara" patir.

19.00-20.00 - Dinner will be held in the teahouse near the Tulpor equestrian center. In this restaurant, guests will be able to choose from a variety of Uzbek dishes of their choice.

20.05 – Transfer from the restaurant to the hotel.

The tour price includes:

- services of the group leader (concurrently being a tour guide) throughout the route (includes meals);

- dinner;

- Pre-ordered lunch at the CHINOR cafe;

- transfers (carried out by bus);

- guide services throughout the city;

- City tour;

-tickets to the monuments.

The tour price does not include:

-horse hiking;

- insurance.

Note.

Before the trip, tourists need to take care of travel insurance.

All transfers during the tour will be carried out by bus.

When organizing a tour, it is necessary to warn tourists about the need to select shoes for a walking tour.

The cost of the tour is calculated in dollars.

| | |
|------------------------|-------|
| Dinner | 5 \$ |
| Guide Service | 25 \$ |
| Transportation | 4 \$ |
| Tickets | 3 \$ |
| Supper | 5 \$ |
| Company Service | 10 % |
| Total: | 42 \$ |

Table 3.3.
Calculation of a tour product
Source: Illustrated by author

Based on, what is presented, we can say that the tour is suitable for ordinary people also. The tour includes three types of tourism in one time: cognitive tourism, ecotourism and pilgrimage tourism. So tourists can relax and get information about cultural sides of Bukhara city.

There is not enough infrastructure to complete the system. Based on the above-mentioned foreign experiments, it can be noted that in order to use GIS in one place, it is necessary to include all the tourist places close to it. The facilities of the new house, which will be visited in the first half of the day, are located very close to each other, and there will be no difficulties in the use of GIS technology. At present, these facilities have special boards QR codes, and tourists will be able to get full information about the facility after entering the code. However, due to the fact that the “Tulpor” equestrian center, which will be visited in the afternoon, is located on the outskirts of the center of Bukhara, the number of restaurants and hotels around it is limited and the choice of tourists is limited. But even so, owning one is still beyond the reach of the average person.

Summary of Chapter III

During last two years the size of tourism in Uzbekistan enlarged in scale more than 2.5 times. At the end of 2019, tourism services exports amounted to \$1,313,032,000. (1,041,089,000 in 2018). It is considered as the most progressive

sphere of economy of country. In 2017 the number was just around 547 million US dollars, so it was less than 1% of GDP, but in 2019 it can raise by more than two times. Today, the country provides services for 1,482 travel companies, 1,188 accommodation facilities, 6.7 million tourists in 2019. There are 110 international routes. Of these, 65 - on the objects of historical and cultural heritage, 30 - natural and recreational, 15 - ecological routes with elements of health tourism. Currently, the most popular type of tourism for visitors to Uzbekistan is cultural and historical tourism.

In order to develop the tourism industry of Bukhara region there is a task for tour operators to create a new tour product in Bukhara Region. It is necessary to multiply the number of tourists visiting Bukhara. After creation of a new tour product tourists can stay in Bukhara and spend more time in this region.

Conclusions and Suggestions.

It should be noted that the tourism industry is an integral part of the world community, plays an important role in the development of economies of countries and regions and is one of the priorities of the global economy in the 21st century. Tourism is a product of human civilization. This concept has its own theoretical and practical interpretation. In this regard, for its detailed interpretation it is necessary to consider and interpret it from the point of view of human behavior, economic category, political situation, outdoor activities. From year to year, new types of tourism and new types of tourism services appear.

According to the Decree of the President of the Republic of Uzbekistan of December 2, 2016 Part-2 of paragraph-1 of Presidential Decree No. PF-4861 “On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan” “... Development and implementation of national and regional programs for the comprehensive development of domestic, incoming and outgoing tourism aimed at creating new tourist routes in the regions, their certification, the formation of a single national register of tourist destinations and tourist sites” the issue has been raised, which means that the creation of new destinations in the field of tourism in our country is one of the urgent tasks.

During last two years the size of tourism in Uzbekistan enlarged in scale more than 2.5 times. At the end of 2019, tourism services exports amounted to \$1,313,032,000. (1,041,089,000 in 2018). It is considered as the most progressive sphere of economy of country. In 2017 the number was just around 547 million US dollars, so it was less than 1% of GDP, but in 2019 it can raise by more than two times. Today, the country provides services for 1,482 travel companies, 1,188 accommodation facilities, 6.7 million tourists in 2019. There are 110 international routes. Of these, 65 - on the objects of historical and cultural heritage, 30 - natural and recreational, 15 - ecological routes with elements of health tourism. Currently, the most popular type of tourism for visitors to Uzbekistan is cultural and historical tourism.

Summing up the work, it is necessary to emphasize the following: a new tourist product is any service that meets the needs of tourists during the trip and payable on their part. The success of any company in the market depends primarily on the attractiveness of the product. It forms the main part of the marketing complex, on which all the other elements are tied: price, market promotion and distribution.

This innovative tour offered by the author refers to year-round tours, does not require special training and is suitable for all ages, including children. In the author's opinion, a wellness tour to Bukhara will be attractive and prestigious for consumers, it meets the requirements that provide additional amenities for tourists (transfer, reliable airlines, comfortable accommodation, professional guides, good nutrition). The company offers rehabilitation program. It takes into account the needs of customers and topics of services (pilgrimage and ecotourism), in terms of content, composition of services, their quantity and the order of provision. The wellness tour is unique, not found on the Bukhara market and is competitive by all criteria.

New or improved products, positively perceived by consumers, provide the company with an advantage over its competitors for a while. This allows you to reduce the intensity of price competition, which is associated with the sale of traditional products, the lack of a product strategy leads to instability of the supply structure due to the influence of random or transient current factors, to loss of control over the competitiveness and commercial effectiveness of the product.

The process of creating any new tourism program begins with the development of common goals, the development of preliminary forecasts, based primarily on the study of consumer demand and competitors' offers. Successful operation of an enterprise depends not only on the product being manufactured. It is not enough to produce a quality product; it must find its consumer.

The meeting of an innovative product with a potential consumer is the most important condition for its implementation. Therefore, manufacturers must offer their products to the market through intermediaries, forming their own sales channels. The formation of appropriate sales channels in tourism is not only an urgent need due to the specifics of this area, but it is also the key to the successful

functioning of a tourism company in the market, increasing sales and profits due to the wide coverage of real and potential sales markets. On the one hand, a high proportion of intermediaries complicates the mechanism of the tourist market, but, on the other hand, self-mediation provides the normal functioning of the tourist market and facilitates the planning and implementation of travel for tourists.

According to the author, the demand for innovative travel services will undergo some changes due to the emergence of a new type of consumer in the tourism market. The tourist of the future is highly informed and educated, he is very demanding and fastidious, mobile and individual, he seeks to live a full life and get a lot of various impressions from this life, he is spoiled by the abundance of goods and services offered to him, he is fickle and craves variety, pleasures and entertainment. Like any product, a tourist product passes through a series of successive stages that are characterized by fluctuations in sales and profits.

During the dissertation research based on the application of analysis and synthesis methods, comparative and system analysis, an integrated approach to promoting tourism products on the international market is developed. The results obtained allowed us to formulate the following conclusions:

- ✓ Uzbekistan has great tourist potential, including the cultural, historical and natural-recreational resources. Tour operators offer on the international market a wide range of tourist products that satisfy the most diverse needs of foreign tourists. The regions of Uzbekistan also demonstrate an increase in interest in the development of tourism in their territories, investments in modernization and the creation of new tourist infrastructure are growing;
- ✓ the factors restraining the growth of inbound tourism are identified. Among them:
 - insufficiently developed and unbalanced structure of the material base of tourism;
 - existing, in some cases, price mismatch with the quality of services provided;
 - the long term and high price of applying for an entry visa at consular posts abroad;

- weak and inefficient promotion of the Russian tourism product in the international market.
 - ✓ currently, ideologized, scientifically based methods of promoting the period are lost. The system of foreign missions for tourism has been eliminated. Although recently, with the advent of funding, this work has begun to improve somewhat. Certain activities are underway to publish tourist maps, booklets, and produce promotional information CDs;
- For effective work to promote tourism, the Department of Tourism does not have the personnel and organizational and managerial capabilities.
- At present, the opportunities and efforts of the ministries and departments, commercial and public structures in the field of tourism are not used. They are not coordinated in terms of content, time and financial participation, there is no state system for promoting a national tourism product;
- ✓ to study foreign experience and the possibilities of using its individual elements in Uzbekistan, a comparative analysis of the systems of promoting national tourism products in the countries most successful in relation to the development of tourism has been carried out. For this purpose, a system of indicators and characteristics has been developed, which compare the systems of promotion of tourism products of different countries, including Uzbekistan, and which clearly demonstrates the absence of the majority of promotion, as well as minimal funding for these purposes;
 - ✓ remoteness of Uzbekistan from the main suppliers of tourist flows. Overpriced transport costs in the package of travel services reduces the competitiveness of the tourism offer in the international tourism market;
 - ✓ low level of advertising activities of tourism in Uzbekistan both in the domestic and in the international sphere. Lack of budget for quality commercial advertising.
 - ✓ insufficient material for the development of tourism and its infrastructure in the main centers and regions associated with them, for example, in the Ferghana

Valley, Surkhandarya, Kashkadarya, Jizzakh regions and in the Republic of Karakalpakstan;

- ✓ lack of representative offices from NK “Uzbektourism” abroad for conducting PR-companies.

As a result of studying the current activities of tourism infrastructure providing tourism services and analyzing the collected data, the main directions of the organization of relevant tourism infrastructure in improving the efficiency of tourism are as follows:

- ✓ Improving the infrastructure of Bukhara International Airport and creating infrastructure to provide quality services;
- ✓ Further improvement of the tourist infrastructure of railway stations in Bukhara region;
- ✓ Creation of a free tourist zone in Bukhara;
- ✓ increase the number of hotels in the region, as well as home hotels;
- ✓ Easy delivery of information to tourists through the use of geo information technologies in historical and cultural tourist sites in the Bukhara region;
- ✓ Improving and controlling the quality of transport services;
- ✓ Facilitation of tourist visits in the desert areas of the region and the development of new products for tourists;
- ✓ Enter cartographic data on maps working online and offline and organize regular updates;

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