



## ORGANIZATIONAL AND ECONOMIC FOUNDATIONS OF THE ORGANIZATION OF TOURIST COMPLEXES IN THE DEVELOPMENT OF TOURISM IN THE REGIONS

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**Annotation.** This article examines the main factors determining the specifics of innovative activities that develop tourist complexes, the organizational structure of the regional tourism and innovation tourist complex and the fact that the specifics of tourist services are associated with the demand and supply to them.

**Keywords.** innovation activist, innovation tourist complex, tourist service, organizational structure, tourism and recreational services.

**Аннотация.** В данной статье рассматриваются основные факторы, определяющие специфику инновационной деятельности, развивающей туристские комплексы, организационную структуру регионального туристско-инновационного туристского комплекса и тот факт, что специфика туристических услуг связана со спросом и предложением на них.

**Ключевые слова.** инновационная деятельность, инновационный туристский комплекс, туристское обслуживание, организационная структура, туристско-рекреационные услуги.

Tourism is one of the main types of domestic and international activities, and for many countries it is the most important source of income. Thus, almost the entire GDP of some countries is formed due to the tourist flow.

The development of tourism is of particular importance both for the entire world economy and, in particular, for the economy of Uzbekistan. Modern conditions of fierce competition, economic and political instability in many regions require tourism organizations to constantly adapt to rapidly changing external conditions[1]. The rapidly growing needs and demands of tourists, as well as the saturation of the tourist market, constantly require the search for new types of tourist products, the opening of new routes, etc. Therefore, it is possible to conduct scientific research on the need to introduce the method of innovation of the development of the tourism industry. In addition to the economic effect, the introduction of innovations in the field of tourism is of social importance both for a single tourist organization and for society as a whole. Innovative activities in any economic sector have their own characteristics, and the tourism sector is no exception. This is due to the peculiarities of tourist services, their demand and supply (Table 1).



**1- Table**

**The main factors determining the specifics of innovative activities that develop tourist complexes**

<b>Factors determining the specifics of innovative activities in the field of Tourism</b>	<b>Areas of application of innovations under the influence of the presented factors</b>
<b>Distinctive features of tourist services</b>	
Storage capacity	Production innovations
Exposure to seasonal fluctuations	Organizational and management News
Nomoddism	Marketing news
Temporary discrepancy between the facts of the sale and consumption of tourist services	
Continuity of Service and place of its presentation	
Use of the service for the need to leave permanent residence	Environmental, logistics, technological innovations
Territorial separation of producers and consumers of tourist services	Innovations in the field of Transport services
<b>Distinctive features of the manufacturers of tourist services</b>	
Complementarity and interdependence in the long run	Technological, material and technical, organizational and management innovations
<b>Distinctive features of consumers of tourist services</b>	
The impact of demand for these types of services on various internal and external factors	Production, marketing innovations

The targeted programs for the development of domestic and foreign tourism in our republic provide for the development of tourist complexes on the basis of a shaping approach through the production of regional tourist products, which are evaluated in a limited area of enterprises and organizations engaged in the development, promotion and sale of tourist products, as well as activities related to tourism and recreational services[2].

As we can see, in modern conditions, the main purpose of the organization of territorial tourist complexes to increase the competitiveness of regions in the field of tourism is to create a structure in which the realization of the innovative potential of the territory is achieved.

According to research, the introduction of an approach to the formation of tourist complexes in the organization of territorial tourism leads to a sharp positive change in the indicators of the development of Tourism, and in this regard it is also worth listing the following disadvantages:

- insufficient investment in tourist infrastructure, which leads to a lack of developed tourist infrastructure in most regions of the Republic;
- weak use of the mechanism of Public-Private Partnership in the field of Tourism;



- the fact that the clustering policy at the territorial level is not well developed;
- non-compliance of the tourist product of our country with international quality standards.

In our opinion, in the concept of shaping the tourist complex of the Regional Tourism Organization, there are contradictions that do not allow the full implementation of the potential of territorial tourism.

The tourist complex is an informal association, the positive effect of which is caused by the synergy effect. That is, having merged into the complex, organizations will continue to receive the main goal for themselves – profit.

The development of territorial tourism in general is not the purpose of the activities of tourist complexes, but its side effects.

Thus, the formation of tourist complexes in the organization of territorial tourism in order to eliminate the identified shortcomings of the approach, it is necessary to determine the economic nature of the complex, form a clear organizational and economic model of the tourist complex, taking into account the innovation-oriented approach.

In our opinion, the problem of determining the economic essence of the tourist complex remains controversial, despite the fact that in the scientific economic literature a lot of attention is paid to the concept of the organization of tourism in the formation of tourist complexes. In this regard, it is important to clarify the economic essence of tourist complexes, to give it a more accurate definition.

It is proposed to understand tourist complexes as an economic insight. The main condition for talking about tourist complexes as an economic insight is the presence of relations and functional dependence between members of the complex, which determines the set of rules and restrictions inherent in the economic institution.

The rules for the functioning of business entities within the framework of the tourist complex are determined by the following set of mechanisms[3]:

- organizational and economic mechanism;
- financial mechanism;
- the mechanism of Legal Regulation.

This research is devoted to improving the organizational and economic mechanism as one of the components of the tourist complex.

Tourism and Innovation Complex is an association of private and public organizations, as well as local public authorities, on the basis of general financial and information flows in order to create a final highly competitive tourist product (service) based on innovation developments.

Tourism and innovation complexes can be distinguished among other enterprises and agglomerations in the field of tourism by the following criteria:

- a special structure of the members of the complex, since in addition to tourism service providers, travel agents and tour operators, the complex includes scientific, research, consulting, insurance and educational organizations;
- developed innovation infrastructure, encourage the flow of highly qualified specialists, as well as investments;
- high share of innovational products and services in the total volume of production.



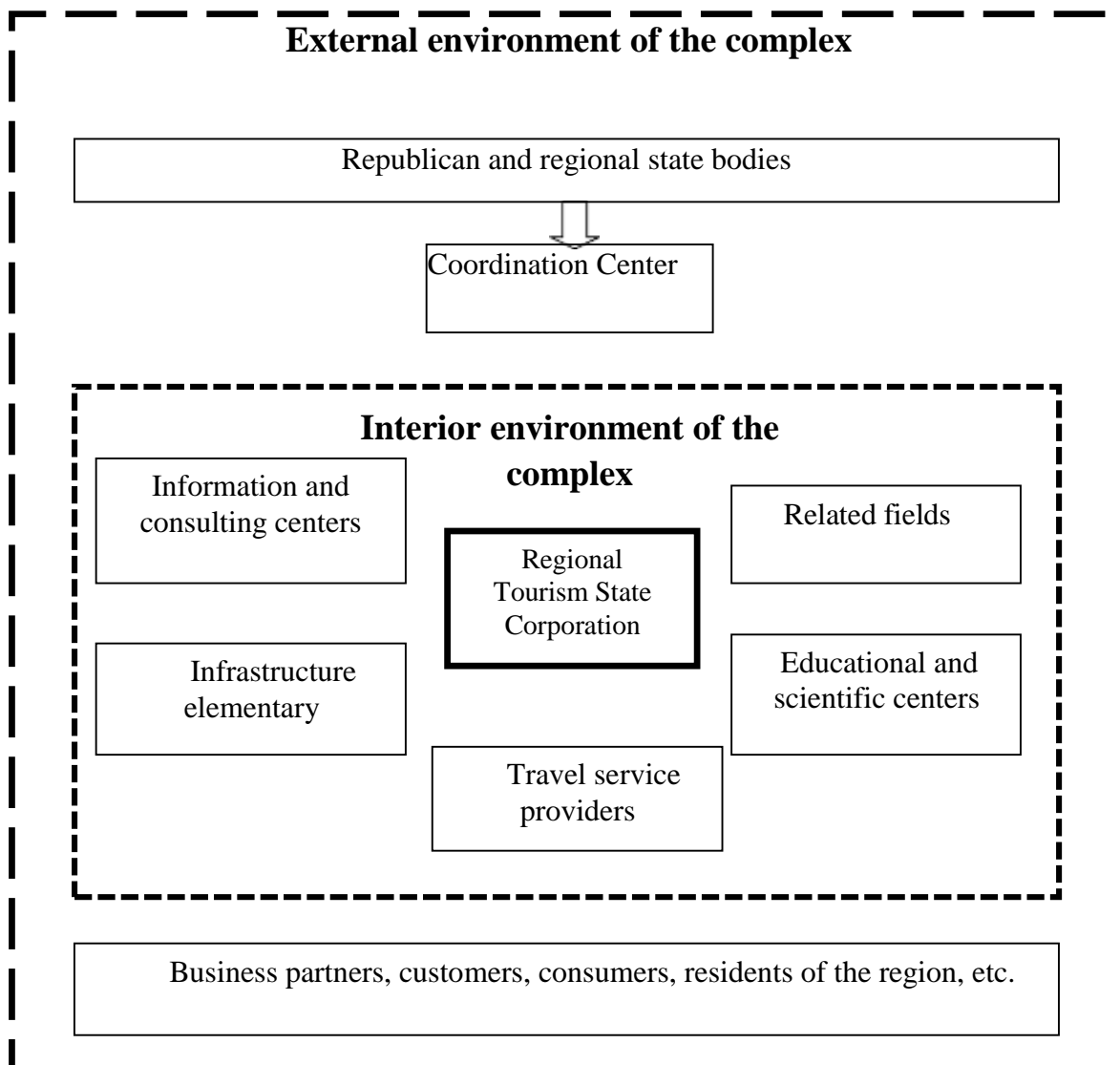
The first stage in the creation of the tourist complex of Tourism and innovation is the emergence of the necessary conditions for the creation of the complex. At this stage, the innovation infrastructure, as well as the institutional environment of the complex, are formed and developed. At the second stage, the need to form an existing structure is determined based on the existing conditions. The third stage of the formation of the tourist complex of Tourism and innovation is the formation of the organizational structure of the complex (figure 1).

In the development of regional tourism, the core of the tourist complex is estimated to consist of organizations engaged in the activities of a tour operator and a travel agency. Most tour operators and travel agencies in Uzbekistan are private organizations.

**Figure 1. Organizational structure of the regional tourism and innovation tourist complex**

The existing system of self-regulation of the tourism industry contributes to the development of tourist complexes in the regions, and the self-management system serves as an additional stabilizer for the development of the tourism industry.

In our opinion, the way out of the state of existing problems in the field of tourism is



the creation of territorial vertically integrated tourism state corporations. It is such a structure that serves as the core from which the Innovative Tourist Complex is formed.



Most of the tourist organizations are commercial enterprises with a form of private ownership. The main purpose of the activities of all commercial enterprises is to make a profit, which is to determine the type of activity of the enterprise in search of the greatest profit. For the tourism industry, this situation is one of the pressing problems:

- 1) the fact that tourism is just developing in most regions of our country;
- 2) relatively low level of profit in tourism;
- 3) the period of reimbursement of investments in tourism is much longer than in other areas, etc.

Thus, in the field of tourism, it is necessary to look for the optimal form of the enterprise, which contributes to the sustainable development of tourism at the territorial level, as well as increases the innovation activity of tourism organizations.

In our opinion, the optimal form of enterprise in the field of tourism is a Joint-Stock Company of employees. One of the main features of the form of collective property is the possibility of joining the territorial planning system. With the form of private property, the enterprise carrying out planning sets itself the task of obtaining the maximum profit, and territorial management sets itself completely different tasks, planning the socio-economic development of the region, that is, steadily developing the economy of the region.

The introduction of the form of a national enterprise in organizations providing tourist services can significantly improve the current low level of the quality of tourist services in our country, which is one of the main problems of the development of National Tourism.

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