

FORECAST THE ACTIVITIES OF TOURIST DESTINATIONS ON THE BASIS OF MODELS

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Annotation

This article developed trend models based on modeling and forecasting in the linkage of factors affecting the development of the activities of tourist destinations. Resource component analysis of the last 10 years, which directly affects the development of the activities of tourist destinations, has been carried out and the trends of change have been evaluated. At the same time, forecast indicators were developed by 2027 in the linkage of the gross value added volume created in the industry on the basis of the use of tourist destinations and indicators of the factor affecting its change.

Keywords

tourism, tourism sector, tourist destination, tourist and recreational, activities of tourist destinations, management, modeling, forecasting, tourism industry.

Introduction

In the world, special importance is paid to ensuring economic development on the basis of the development of destinations in the tourism sector, the proportional development of territories and the increase in the standard of living of the population through this.

Although the tourism sector in essence is directly part of the services sector, the main part of the activity of the industry directly depends on the activities of enterprises of material production. At the same time, the fact that the development of the tourism industry does not require material means of a very large size, as well as the connection of activities with the availability of Natural Resources, indicates that there is an opportunity to rapidly develop the industry in our country at a short time. As of 2016, systematic reforms on the development of the tourism services sector at the country level also indicate that the sector may be one of the “growth” points in the rapid development of the country's development.

Since the concept of tourist destination has been formed over a long period of time and is still being researched today, there are a number of other views on the content of this concept that differ from the approaches above. In some studies from this point of view, “tourist destination” refers to the concept of traditional and modern characters [1].

In the traditional concept, tourist destination is interpreted as a place where customers (consumers) spend their holidays and vacations, appearing as its distinctive elements in forms such as Place (tourist area and its composition), people (consumer demographics, motivation and rating of the area) and vacation (activities of tourists during the holiday period).

The modern concept, which represents the content of tourist destination, however, explains the concept in the light of dual theories:

1. From the point of view of the customer visiting the tourist destination. In this case, the destination location is defined as an “area” rather than a “place” where people spend their vacation, and it is possible to choose or designate an alternative location within the area to spend their vacation. Specific elements of this concept include territory (Urban, flora and fauna, coastal, etc.), choice (personal motive affecting choice, alternative place or activity), and influence (socio-economic, cultural, environmental, etc).

2. From the point of view of the entrepreneur operating in tourist destination. In this, tourist destination is seen as a destination that represents the management of tourist demand and its impact on destination. The expanded content of the “tourist destination “is the” management”, which implies the management of demand, as well as the implementation goal for the development of Tourism. Also introduced are the concepts of Impact Management, which means planning and zoning.

Literature analysis

The development of the tourism sector largely depends on the availability of natural and economic resources and the inclusion of these resources in economic activities. In economic terminology, an area that is chosen by tourists, i.e. consumers of services, and where the services created in the area are consumed is called a “tourist destination” [2].

The creation of services from a tourist point of view, the effective use and management of tourist destinations in activities determines their competitive advantages. This, in turn, increases the effectiveness of tourist activities.

The term "destination" originally arose within the framework of a systematic approach to tourism activities. Tourist system N.Requires the existence of at least the following interrelated 5 elements according to the Leiper model [3]:

- tourists (consumers);
- tourist forming areas;
- tourist passing transit areas;
- tourist destinations;
- tourist industry.

When researching the development of the tourism industry, the effectiveness of the activities of tourist enterprises and the process of creating a tourist product, it is advisable to first study “tourist destination” as a key element of the tourist system. With this in mind, the development of an author's approach with a wider study of the term “tourist destination” and approaches to it in the research process was defined as one of the main tasks.

In the scientific literature, the term” destination ” is interpreted in a non-uniform way. The concept of” destination ” is usually considered as an area with certain tourist resources from a geographical point of view. Approached from this point of view, the concept of destination means an alternative to the concepts of a tourist region or tourist area. It is desirable to explore the concept of

destination today in terms of tourism by its attractiveness (attractiveness) towards a potential customer.

In the interpretation of certain researchers, “destination” is viewed as a geographical area that offers tourists a set of services that meet their needs and requirements, as well as a specific level of engagement [4].

And by a number of researchers, the concept of “tourist destination” is understood by tourists as a place that is trying to go, a place that shapes the tourist flow, some kind of location (territory, space, aquatoria) [5] in this content, tourist destination is considered by a tourist as a place where he plans to get new sensations and specific satisfaction in this space.

Analysis and results

The development of the tourism services market of our country is significantly spurring the development of both the activities of its structures and destinations where tourist resources are located. At the same time, it can be seen that the development of Tourism and its structural structures, as well as the resources associated with tourist activities, are developing the activity of the industry year after year, even in increasing the volume of statistical indicators in the structure of the network.

The development of the tourism sector simultaneously shows its multiplicative impact on the development of the intersecting networks and sectors of activities. In particular, the development of the tourism sector has its own impact on the development of living and nutrition services, personal services, health services, trade, which are considered the main branches of the services sector. The table data reflected the changes in the analysis time interval of the results of activities in the service areas listed above. The analysis of these indicators also shows trends of change in parallel with the level of development of service sectors associated with the main tourism sector. This reaffirms the above points[6].

The following table lists the number of tourist enterprises that have carried out tourist activities in the regions of our country during the period 2014-2022 and the nature of the services provided by them (table 1).

Table 1.

Indicators of tourist enterprises and their activities that have carried out tourist activities in the Republic of Uzbekistan¹

Specification	Years								
	2014	2015	2016	2017	2018	2019	2020	2021	2022
Number of tourist firms and organizations, unit	343	398	433	449	502	517	337	288	324
Number of customers served by tourist firms and	514,1	560,4	465,4	666,9	713,2	942,0	212,3	577,8	743,4

¹ Developed by the author on the basis of data from the statistical agency under the President of the Republic of Uzbekistan.

organizations, thousand people									
Including:									
Number of customers received, thousand people	419,0	421,3	351,0	558,6	613,4	788,8	186,2	525,2	687,7
Number of customers sent, thousand people	61,2	98,4	80,1	72,5	84,9	128,5	18,6	57,4	93,8

During the analyzed period, the number of tourist firms and organizations operating in our country increased in proportion to the volume of tourist flow. If in 2014, a total of 343 tourist firms and organizations operated on the territory of our country, they provided tourist services for admission (419.0 thousand people) and shipment (61.2 thousand people) to a total of 514.1 thousand customers. As of 2019, the number of tourist firms and organizations operating increased by 1.56-fold to 517, and tourist services were carried out by these tourist enterprises for the year to receive 942.0 thousand customers (788.8 thousand people) and send (128.5 thousand people) [7].

Turistik destinatsiyalardan foydalanish asosida sohada yaratilgan yalpi qo'shilgan qiymat hajmi o'zgarishini endogen omil sifatida olgan holda uning asosiy omil (resurs)lar ta'sirida o'zgarishi bo'yicha ko'p omilli tahlil amalga oshirildi. Turistik destinatsiyalardan foydalanish asosida sohada yaratilgan yalpi qo'shilgan qiymat hajmini funksiyaning yuqori cho'qqisi, ya'ni natijaviy omil sifatida belgilab olgan holda, unga ta'sir etuvchi omil ko'rsatkichlarini soha mutaxassislarning yetakchi ekspertlari ishtirokida o'tkazilgan ekspert tahlili asosida tanlangan quyidagi ko'rsatkichlar tanlandi (table 2):

X_1 – number of business entities operating in tourist destinations;

X_2 – the volume of investments in tourist destinations;

X_3 – the volume of investments in tourist destinations;

X_4 – population occupied in tourist destinations.

When the essence of the indicators of the endogenous factor and the exogenous factor acting on it is seen, it will have a connection close to the model in the form of a production model based on factor indicators that represent factors of significant influence through capital, resource and population occupied in tourist destinations as influencing factors. In order to determine the trends in the change in the volume of Gross Value Added created in the industry based on the use of tourist destinations based on the linkage of the main endogenous and exogenous factors extracted, the data in the form of the above time series was analyzed using the EViews10 program.

Table 2.

Gross value added volume created in the industry based on the use of tourist destinations and indicators of the factor affecting its change²

² Developed by the author on the basis of data from the statistical agency under the President of the Republic of Uzbekistan.

Years	Gross Value Added created in the industry based on the use of tourist destinations, mlrd. soum (Y ₁)	Number of business entities operating in tourist destinations, quantity (X ₁)	The volume of investments in tourist destinations, mlrd. soum (X ₂)	Number of customers served in tourist destinations, thousand people (X ₃)	Population occupied in tourist destinations, thousand people (X ₄)
2011	3294,7	332,0	13,8	209,6	115,4
2012	3561,5	358,0	21,0	293,1	141,8
2013	3793,4	336,0	15,9	359,7	162,9
2014	4066,4	343,0	18,7	514,1	185,0
2015	4219,5	398,0	18,5	560,4	188,4
2016	4253,3	433,0	35,2	465,4	170,9
2017	4631,8	499,0	31,7	666,9	187,6
2018	5085,7	983,0	44,9	713,2	201,0
2019	6169,0	1158,0	87,5	942,0	231,4
2020	1240,0	1337,0	101,7	212,3	190,8
2021	1680,2	1483,0	580,2	577,8	208,3
2022	3851,4	1503,0	708,6	743,4	214,6
2023	5522,1	1579	483,6	753,3	232,5

Since the unit of measurement of the resulting and influencing factor indicators separated in the table above is not the same, that is, the factor indicators are not homogeneous, we can define the main trend Model in the form of a linear logarithmic linkage. To do this, all of the factor indicators are induced by natural logarithmic indicators (table 3).

During regression analysis performed using the Eviews10 software package, the parameters identified as well as the importance of the model were evaluated through key evaluation indicators calculated by the program. A linear logarithmic model of the trend is formulated by isolating the coefficients of the regression model for the state being seen from the results of Regression analysis.

Table 3.

Logarithmic value of gross value added volume created in the industry based on the use of tourist destinations and indicators of the factor affecting its change³

³ Developed on the basis of the author's calculations.

t	LnY	LnX ₁	LnX ₂	LnX ₃	LnX ₄
2011	8,10	5,81	2,62	5,35	4,75
2012	8,18	5,88	3,04	5,68	4,95
2013	8,24	5,82	2,77	5,89	5,09
2014	8,31	5,84	2,93	6,24	5,22
2015	8,35	5,99	2,92	6,33	5,24
2016	8,36	6,07	3,56	6,14	5,14
2017	8,44	6,21	3,46	6,50	5,23
2018	8,53	6,89	3,80	6,57	5,30
2019	8,73	7,05	4,47	6,85	5,44
2020	7,80	7,20	4,62	5,36	5,25
2021	8,57	7,30	6,36	6,36	5,34
2022	8,75	7,32	6,56	6,61	5,37
2023	8,62	7,36	6,18	6,62	5,45

Based on the use of tourist destinations using the identified data, a multi-factor econometric model of the change in the volume of Gross Value Added created in the industry and influenced by factors affecting it was compiled. According to it represents this process

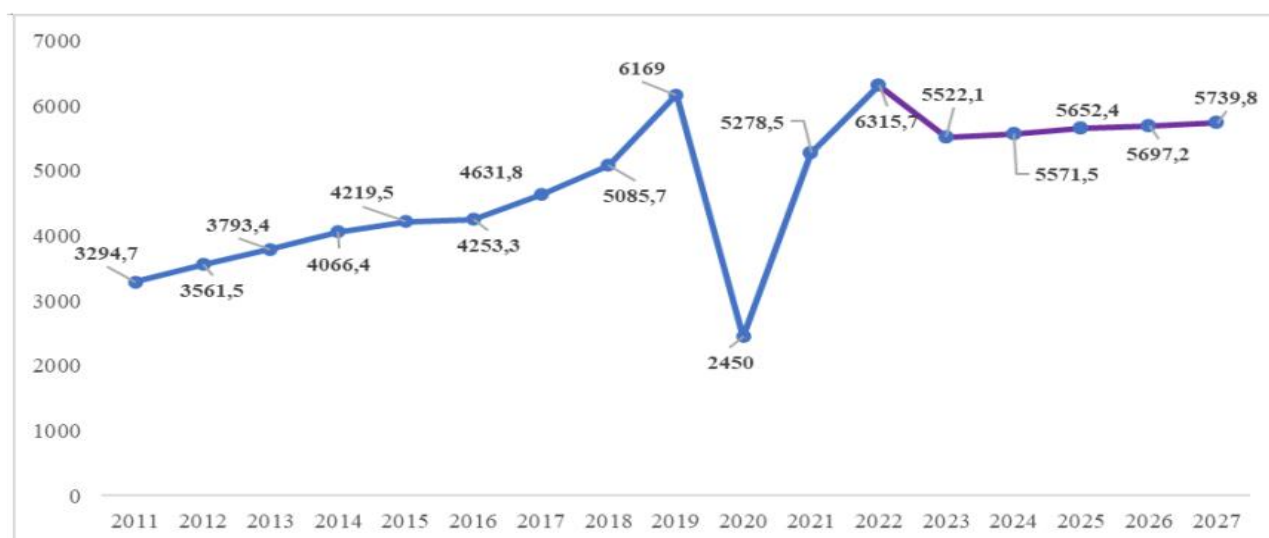
$$\text{LnY} = 0.005 \cdot \text{LnX}_1 + 0.082 \cdot \text{LnX}_2 + 0.694 \cdot \text{LnX}_3 - 0.907 \cdot \text{LnX}_4 + 8.441 \quad (1)$$

the regression equation is constructed.

When a defined linear logarithmic model is potentiated, an econometric model with a non-linear representation representing the gross value added volume created in the field based on the use of tourist destinations follows:

$$Y_1 = \frac{X_1^{0.005} \cdot X_2^{0.082} \cdot X_3^{0.694} \cdot e^{8.441}}{X_4^{0.907}} \quad (2)$$

Using a multi-factor econometric model, a graph of the values the change in the volume of income from the tourism sector in the medium term, that is, in 2011-2027, was expressed (Picture 1).



Picture 1. Changes in the gross value added volume indicator created in the industry based on the use of tourist destinations in 2011-2027, billion soums (forecast indicators for 2024-2027)

Based on the links of the above factor, a development scenario was developed based on the influence of factors on the volume of Gross Value Added created in the industry, based on the use of tourist destinations, which are considered by us to be the most significant indicators in the development of the tourism industry. The use of identified trends makes it possible to optimize the effect obtained from the unit of the resource with the correct distribution of the volume of the resource being introduced into the industry..

Conclusions and suggestions

The tourist destination of the activity during the training period is the optimal scenario for the development of the activity:

1. The concept of "tourist destination" is a tourist resource with a clear border; a system with a single management strategy with a clear implementation mechanism at the national, territorial and local levels; a multi-stage complex tourist product, a tourist resource that is used as a result of complex interaction of tourists, entrepreneurs and local management structures; it is only desirable that, without having the value of consumption, it is interpreted as a value with the value of a product, territory, consumption, which has the main signs, such as a tourist product that shapes the tourist experience.
2. Analysis of the main statistical indicators that represent the development of the tourism sector in our country shows that the development of the tourism sector at the macro level has had a steady and rapid development trend in the period up to 2020. Despite the fact that the industry has sufficient resource potential during the pandemic, it has declined sharply due to the fact that access is based on tourism, and in the period from 2021 to today, the fluctuation tension is stabilizing.
3. A multi-factor econometric analysis of factors affecting the development of tourist destinations revealed econometric models in the form of a production function based on a multi-factor linkage of the volume of Gross Value Added created in tourist destinations, taking into account the large use of multi-factor production functions and the resulting functions. On the basis of multi-factor models, the target forecast indicators for 2024-2027 of the gross value added volume created in the industry

based on the use of tourist destinations based on the determination of the volume of gross value created in tourist destinations and the directions for managing factors affecting it were determined.

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