

SYSTEMATIZATION OF ECONOMIC-GEOGRAPHICAL AND SOCIO-ECONOMIC DETERMINANTS OF REGIONAL TOURISM DEVELOPMENT**Sh.Kh. Mukhitdinov**

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Abstract

This article describes the classification of economic-geographical and socio-economic factors in the development of regional tourism, as well as the essence of the concept of "tourist services market" in systematic approaches.

Keywords

regional tourism development strategy, structural and functional parts, methodological concept of optimal regulation, factors of tourist resources.

The initial document for the development of the strategy for the development of regional tourism is a concept, in summary, it defines the scope, rates, proportions and main directions of the socio-economic development of the region, its separate structural and functional parts and problem areas, as well as the system of measures aimed at increasing the efficiency of production management is generally based, methods for eliminating regional and intersectoral disparities are given, and reasons are given for increasing the level of service to tourists.

Based on the concept of optimal regulation of regional tourism development, sectoral and territorial programs, targeted complex documents are developed, in which detailed and clearly substantiated aspects, as well as the coordination of problematic issues are raised to the level of the concept, and this concept is considered a methodology for regulating the development of regional tourism, consisting of four blocks and three equal aspects. The correct choice of strategy will allow realizing the potential of tourism resources for economic development and thereby ensuring the effective development of regions in market conditions. In the process of developing the strategy, the place, role and functions of regions are determined in the context of implementing the Concept of Administrative Reforms, strategic priority areas of regional development in the context of a changing economy are determined, and economic, financial and organizational mechanisms for implementing the strategy in new institutional conditions are based.





2.1.2-расм. Минтақа туризмини ривожлантиришни оптимал тартибга солиш методик консекцияси

To develop a method for optimal regulation of regional tourism development, it is first necessary to pay attention to specific events. It is necessary to discuss the problems, causes and countermeasures of regional tourism development regulation and reach a consensus on the meaning of the concept of regulation. Due to the mobility of tourism activities and the intangibility of tourism products, it is important to directly apply the results of existing research and develop a conceptual model of regulation. In the optimal regulation of regional tourism, methods of strategic planning for development, investment attraction, marketing methods, the formation of incentives aimed at providing new types of services and creating jobs for various forms of business in the region are used, and with the help of these methods it is necessary to classify a number of factors for the development of tourism 1-жадвал.

1-жадвал

Минтақа туризмини ривожлантиришда иқтисодий-географик ва ижтимоий-иқтисодий омилларни таснифлаш

№	Таснифлаш омиллари	Моҳият мазмуни
1	Ижимоий-иқтисодий омиллар	Ривожланиш стратегияси, технология, инвестиция, инновация, демография (меҳнат ресурслари), экология, инфратузилма ва бошқаларга таъсир кўрсатади.



2	Туристтик ресурслар омиллари	Ишлаб чиқариш жараёнларига махсус хомашё ресурсларини жалб қилиш, янги ишлаб чиқариш тармоқларини шакллантиришга таъсир қилади.
3	Стратегик омиллар	Миллий иқтисодиётни узоқ муддатли прогнозларини ишлаб чиқиш ва ҳудудларни рақобатбардошлигини ошириш йўллари аниқлашга ёрдам беради.
4	Технологик омиллар	Янги юқори технологиялар асосида ишлаб чиқаришни ташкил қилиш ва илмий таълим мажмуасини ривожлантириш имкониятини беради.
5	Инвестиция омиллари	Жозибали инвестицион иқлимни яратиш, инвестиция манбаларини кенгайтириш, тўғридан тўғри хорижий инвестицияларни жалб қилиш.
6	Инновация омиллари	Худудий инновация тизимини ривожлантириш, илмталаб корхоналарни жойлаштириш инновацияларни тижорат-лаштириш институтларини шакллантиришга ёрдам беради.
7	Транспорт омили	Минерал хомашё, ёқилғи-энергетика, табиий-иқлим шароитлари ва б.
8	Экологик омиллар	Экологик вазият ва экологик хавфсизлик талаблари асосида ишлаб чиқариш кучларини жойлаштириш.
9	Агломерация омиллари	Катта ва ўрта шаҳарларни ривожлантириш, урбанизация масаллари билан боғлиқ ҳолда ижтимоий-иқтисодий ривожланишни таъминлаш.

Thus, proponents of an integrated approach emphasize the need to involve multiple sectors of the economy in creating an integrated tourism product, thereby emphasizing the importance of the interaction of participating entities.

The existence of a wide range of definitions within each approach encourages analytical processing of their terminological apparatus. Summarizing the variety of definitions within the framework of the systemic approach allows us to interpret the market of tourist services as a system of global economic relations, as a socio-economic system, as a multi-level system of relations between market entities. a system of internal and external relations, a finite variety of functional elements and the relations between them, as a multi-dimensional, multi-structural and multi-level system is formed in Table 2.

2-жадвал.

“Туристтик хизматлар бозори” тушунчасининг моҳиятини тизимли ёндашув асосида талқин қилиш

Муаллифлар	Моҳият талқини
1	2



S.P. Grabovenskaya ¹	Туристик ва экскурсия хизматларини нақд пулга айлантириш ва пулни туристик ва экскурсия хизматларига тескари айлантириш жараёни амалга ошириладиган жаҳон иқтисодий муносабатлари тизими.
A.A. Lyubitseva ²	Тизим кўп ўлчовли, кўп тузилмали ва кўп босқичли бўлиб, талаб ва таклифни мувозанатлаш қонунига мувофиқ ишлайди, бунинг натижасида вақт ва маконда иқтисодий ва табиий-моддий шаклларни самарали талаб ва таклифнинг мувофиқлаштириш зарурати объектив равишда такрорланади. туристик маҳсулотни ишлаб чиқариш ва ундан фойдаланишдаги тебранишлар асосида
A.A. Komlichenko, N.V. Rotan ³	Иқтисодий қадриятлар соҳасига табиий рекреацион ва маданий-тарихий мерос ресурсларини жалб қилиш имконини берувчи ижтимоий-иқтисодий муносабатлар тизими
A.P. Yuriev ⁴	Туристик ва экскурсия хизматларини пулга ва аксинча, пулни туристик ва экскурсия хизматларига айлантириш жараёни амалга ошириладиган ички ва ташқи алоқалар тизими
A. Kirillova ⁵	Ўзини-ўзи тартибга солишнинг юқори даражасига эга очик ижтимоий-иқтисодий тизим, унинг асоси маълум бир ҳудудда туристик хизматлар ёки комплекс туристик маҳсулотни ишлаб чиқариш, сотиш ва истеъмол қилиш билан боғлиқ муносабатлар ва минтақавий туризмни аниқлаш мезони ҳисобланади. бозор туристик пакетни сотиб олиш жойи ва унинг таркибига кирувчи туристик хизматларни истеъмол қилиш жойидир

At the same time, the central place in the systemic approach is occupied by the thesis that the starting point for the formation and development of the economic system of the tourist services market is the demand for tourist products and the satisfaction of tourism needs, which form the basis of the demand for tourist services. services, and the satisfaction of this demand, in turn, is carried out through the system's offers on the market.

Taking into account the above, the analysis of theoretical developments made it possible to systematize theoretical approaches to segmentation and stratification of the tourist services market and identify the most scientifically sound approach to the classification of tourist markets, highlighting two important criteria. Thus, according to the ratio of demand and supply, distinguish the consumer market and the producer market, each of which is divided into separate

¹Грабовенская С.П. Анализ и структура рынка туристических услуг в Украине / С.П. Грабовенская // Научный вестник Полтавского университета экономики и торговли. 2013. № 1 (56). С. 226-234.

² Любичева А.А. Рынок туристических услуг (геопропространственные аспекты) / А.А. Любичева. - М.: Альтпрес, 2002. - 436 с

³ Комличенко А.А. Формирование и оценка экономического потенциала туристической отрасли региона / А.А. Комличенко, Н.В. Ротань // Вестник Одесского национального университета. Серия: Экономика - 2014. Т-19, Вып. 2 (4). С. 178-182.

⁴Юрьев А.П. Безопасность жизнедеятельности в туризме. - Донецк: ДИТБ, 2001. - 100 с

⁵ Кириллова А. Маркетинг на рынке туристических услуг / А. Кириллова // Маркетинг в Украине. 2009. - №3. - С. 57-59.



segments (consumer market segments and producer market segments) into tourist mesoregions (subregions), national. tourist markets, local markets. When identifying consumer market segments, it is advisable to use the following criteria: socio-economic (social affiliation, income level, profession, type of activity); demographic (age, gender, family status); psychological behavioral (type of person that determines lifestyle, interests, motives for traveling, level of readiness to perceive the product, loyalty to the tourist product or company). In determining the segments of the producer market, all the tourist services market involved in creating an integrated tourist product and providing services to tourists.

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