

# DEMOGRAFIYA VA MEHNAT BOZORI



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**DEMOGRAFIYA  
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## THE IMPACT OF INCREASING THE COMPETITIVENESS OF TOURIST AREAS ON THE LEVEL OF EMPLOYMENT

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**Annotation.** It is important to increase the competitiveness of tourist areas in the development of the tourism industry. The topic of our research is directly related to this. In this study, the nature and characteristics of the competitiveness of tourist areas, the ways of increasing the competitiveness of tourist areas, and the impact on the level of employment of the population are highlighted. In addition, the cluster method has been researched, having studied the world experience of increasing the competitiveness of regions.

**Key words:** tourism, employment, labor resources, economy, competitiveness, industry, characteristics, etc.

## TURISTIK HUDUDLAR RAQOBATBARDOSHLIGI OSHISHINING BANDLIK DARAJASIGA TA’SIRI

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**Annotatsiya.** Turizm sohasi rivojlanishida turistik hududlar raqobatbardoshligini oshirish muhim hisoblanadi. Bizning tadqiqotiimiz mavzusi bevosita shunga bog‘liqdir. Ushbu tadqiqotimizda turistik hududlar raqobatbardoshligining mohiyati va xususiyatlari, turistik hudud raqobatbardoshligini oshirish yo‘llari hamda aholi bandlik darajasiga ta’siri yoritilgan. Bundan tashqari hududlar raqobatbardoshligini oshirishning jahon tajribasini o‘rgangan holda, klaster usuli tadqiq etilgan.

**Kalit so‘zlar:** turizm, bandlik, mehnat resurslari, iqtisod, raqobatbardoshlik, sanoat, xususiyatlar va boshqalar.

## ВЛИЯНИЕ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ ТУРИСТИЧЕСКИХ ТЕРРИТОРИЙ НА УРОВЕНЬ ЗАНЯТОСТИ

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**Аннотация.** В развитии туристической отрасли важно повысить конкурентоспособность туристических территорий. Тема нашего исследования напрямую связана с этим. В данном исследовании выделены сущность и особенности конкурентоспособности туристских территорий, пути повышения конкурентоспособности туристских территорий, влияние на уровень занятости населения. Кроме того, кластерный метод был исследован, изучив мировой опыт повышения конкурентоспособности регионов.

**Ключевые слова:** туризм, занятость, трудовые ресурсы, экономика, конкурентоспособность, промышленность, характеристики и др.

**Introduction.** It is important to study the role of the state in the formation of competition and its coordination in the tourist market. In recent years, the global competition between tourist areas has made competition in tourism and the competitiveness of tourist areas a topical issue, requiring deep scientific research. Therefore, issues of competition and competitiveness in tourism require in-depth scientific research, determining the laws of their formation and development, as well as the main trends. It is important to increase the competitiveness of tourist areas in the development of the tourism industry. Several reforms aimed at increasing the level of employment are being carried out in our country, especially state programs aimed at increasing the level of employment in the tourism sector, and presidential decrees are being adopted. In particular, the decision of the President of the Republic of Uzbekistan dated July 29, 2023 “On measures to further accelerate reforms in the field of tourism and effectively organize the state management system in the field” was adopted[1]. Accordingly, it is necessary to attract additional investments in the field of tourism, to further improve the tourism infrastructure by creating favorable conditions for the private sector, to increase the employment of the population, to expand the transport routes, to promote the tourism potential of the republic in domestic and foreign markets. The goals of speeding up development and introduction of new procedures in

state management of the sector were set. In addition, during 2023-2026, increase the share of the tourism industry in the country's economy. In this direction, by developing the necessary infrastructure and promoting the tourism potential of the republic in the world market, increasing the share of tourism in the country's gross domestic product to 5%, as well as attracting more than 11.6 million tourists by the end of 2026, including 2 million from distant foreign countries. Additionally, attracting large segments of the population to the consumption of tourist and excursion services, restoring the popularity of the domestic tourism movement, developing tourism services and implementing the program named: "Travel around Uzbekistan!", expanding the internal flow of tourists between regions by 20 million per year were marked[2].

**Literature analysis.** In our country, many economists have conducted scientific research on the theoretical and scientific issues of tourism development, as well as on ensuring employment by increasing the competitiveness of tourist areas.

According to I.A. Solovev, all facilities are being created for increasing competitiveness and foreign investments in the tourism industry[3]. These are:

- The main goal of reforms in the field of tourism is to attract a large number of foreign tourists to the country;
- turning tourism entrepreneurship into one of the profitable industries;
- improvement of specialist personnel training;
- a competitive and strong tourism industry is to enter the world market.

M. Porter pays great attention to the strategic location and emphasizes that the factor of geographic proximity to the leading industries and innovation cluster regions is important for the competitiveness of countries[4]. M. Porter concluded that the role of the state is limited to providing them with the most optimal regulatory and legal framework, institutional and educational system, information and basic infrastructure that increases the competitiveness of the country's producers, as well as rational macroeconomic management, directly in relation to foreign direct investment comes to the conclusion that it is desirable to increase the attractiveness of the economy and create the most favorable business environment.

According to Academician K.X. Abdurakhmanov, "Employment is the expansion of the demand for labor force into useful activities ensuring the scope, conditions and forms of engagement, employed formation, distribution, use, release, retraining of employees and is a set of measures and actions aimed at redistribution"[5].

According to R.A. Fatxidinov, the increase in competition is the development of tourism enterprises in our Republic, the study of the factors that actively influence the increase in the volume of exports in the

international market, the proper organization of the marketing system, the identification of aspects related to the specific characteristics of tourism, and finding a solution to the problem. has a feature. The relevance of the marketing strategy for tourism firms and companies is only the problem of ensuring the success of tourism firms in the competition.

A.A. Eshtayev recognized that, in order to develop tourism industry and provide employment in our country in with modern trends, it is necessary to sufficiently research the scientific-research, theoretical-methodological foundations and to establish innovative integration of educational science practice[6].

The concept and essence of the competitiveness of tourist areas are also interpreted differently by research scientists. M. Porter defines competitiveness as the ability of a subject of goods, services, market relations to participate equally in the market with similar goods, services and competing subjects of market relations. As noted by M. Porter, there is currently no generally accepted definition of the concept of competitiveness. Competitiveness for firms means the ability to compete in the world market in the presence of global strategies. For politicians, competitiveness means a positive foreign trade balance, and for economists, it means the lowest costs per unit of output[7]. We support N. Yashina's[8] views on competitiveness that the competitiveness of the economic entity is interpreted as the ability and dynamics of the producers of goods to adapt to the changing competitive conditions in the market.

According to I.S. Tukhliyev, "Competitiveness depends on the level of participation in large cooperation projects and strategic alliances, which lead to the enjoyment of technological innovations and knowledge that companies cannot achieve individually"[9].

**Research methodology.** The research methods of scientific abstraction, empirical, descriptive statistics, grouping, comparison and dynamic analysis are used in the article.

**The main part.** It is known that in competitive areas, the development opportunities can be high. Increasing the level of employment will also be improved in that area. Creation of opportunities to implement competition mechanisms in tourist areas is extremely important for the regions and serves as a catalyst for activation of the internal potential of the region, and at the same time as an additional factor for ensuring long-term and promising regional development.

Competitiveness of a tourist area is the ability of tourist areas to maintain their position in all markets and regularly increase their quality and scope over time. In addition, competitiveness is the ability of tourist regions to create value-added products and integrate them with the rational use of existing

resources while maintaining their market share in relation to their competitors, as well as the needs of visitors and the products and services provided by the region with other tourist regions.

Economist M. Porter distinguishes the four stages of regional economic competitiveness “Factors of production, investment, introduction of innovations and wealth corresponding that determine the level of development of the region in certain periods of time”[10].

Evaluation of the strategic development of the region and the investment policy, the effectiveness of strategic management, the evaluation of the organization and management of tourism in the region, development strategies, programs and concepts in the field of tourism and related sectors, as well as the level of development of specific types of tourism, the effectiveness of the investment policy, tourism assesses the activities of public associations in the field.

Based on the information presented in (Table 1), functional tasks that serve to reflect the general socio-economic situation in the region, as well as serve to carry out a comprehensive assessment of the tourism network.

In the process of researching theoretical approaches to the development of regional tourism competition, its practical importance which is reflected in the following:

- firstly, competition encourages local government bodies to analyze the interrelationships and relationships with competitors and potential partners, as well as the state of their territory;

- Secondly, it allows to clarify the target groups of consumers of the territory's resources. Such self-analysis, choosing the strategic direction of one's profile is the key to the success of developing competitive factors and retaining consumers or attracting additional groups;

- Thirdly, the assessment of the region's competitiveness is an important element of determining the region's strategy in the external environment and monitoring the gradual strengthening of its position;

- Fourthly, the development of competitive relations between individual regions and districts actually increases the country's competitive potential and serves to eliminate differences in the socio-economic development of regions. But for this, first of all, the central government and local government agencies need to implement urgent measures to create the necessary conditions for free and equal competition for all subjects of territorial organization. It should be noted that the competition between regions includes their political, legislative, economic, social, ecological and cultural systems, strategies, and mutual competition regarding the success of regions. In this case, the various interests of the target groups in harmony with the specific aspects of certain regions show that the direction of competition assessment, clarification and increase is

a multifaceted and at the same time complex phenomenon. The competitiveness of the tourist area is largely dependent on the existence of competitive advantages and the ability to create these advantages based on competitiveness factors[11].

**Possibilities of organizing a tourist cluster in increasing the competitiveness of the tourist regions and ensuring employment.** Clustering method is important for the country's economy, because of its revenue. We may say that in our touristic regions we have massive opportunities to create touristic clusters. For example, in Parkent district of Tashkent region or Samarkand region, there are tons of grape fields where fields of grapes that is not found anywhere else in terms of taste. That can be main reason that if we create "Wine tourism cluster" in these kinds of regions, both of employment and competitiveness would be provided.

1-graphic

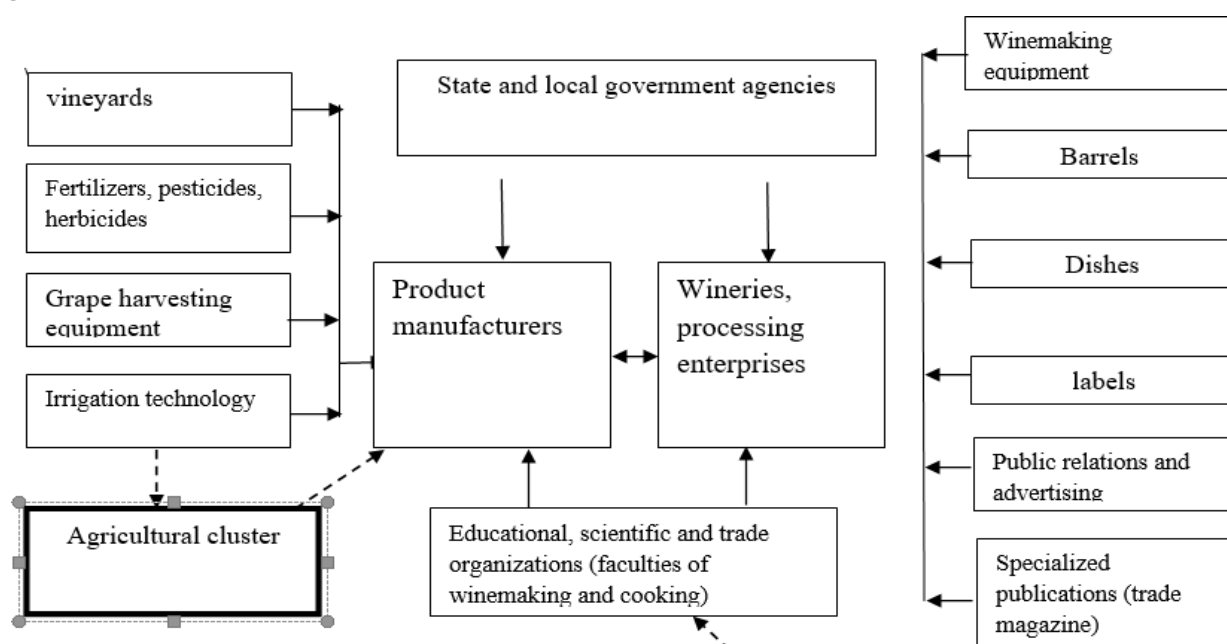
### Methods used in assessing the determinants of regional tourism competitive advantages[12]

Determinants	Evaluation methods
Strategic development of the region and investment policy	<ol style="list-style-type: none"> <li>1. Support the tourism sector at the state level.</li> <li>2. State regulatory and strategic management system.</li> <li>3. Efficiency of investment policy.</li> <li>4. Existence of public associations in the field of tourism and their activities</li> </ol>
Factor (resource) dimensions	<ol style="list-style-type: none"> <li>1. Tourist and recreational resources.</li> <li>2. Tourist infrastructure.</li> <li>3. Labor potential.</li> <li>4. Investor attractiveness and investment attraction.</li> <li>5. Interregional relations.</li> </ol>
Market conditions	<ol style="list-style-type: none"> <li>1. The scope and segments of tourist flows.</li> <li>2. The total amount of paid services provided to the population.</li> <li>3. Significant macroeconomic constraints</li> </ol>
Core and support power networks	<ol style="list-style-type: none"> <li>1. Deployment tools.</li> <li>2. Catering sector.</li> <li>3. Transport infrastructure.</li> <li>4. Trade and household services</li> </ol>

According to the statistic information of Harvard Business School, more than 32% of employment in the US economy is provided by clusters. It should be noted that the level of labor productivity and wages in the clusters are much higher than the average indicator of the country. In the production sectors organized on the basis of the cluster principle in the USA, goods and services are exported outside the region, and the wages are 29% higher than the average indicator[13].

The experience of many countries in the field of tourism shows that clusters make it possible for the economy to achieve high efficiency, thereby ensuring the development of the nation and increasing the well-being of the population. The formation of clusters makes it possible to use the tourism resources available in the country more fully. The formation of a tourism cluster within any region is an important way to find a solution to the problems related to the development of the industry. In order to gain an understanding of the cluster system, it is permissible to pay attention to the researches conducted on its content, structural structure and structure. A.A.Eshtayev, M.Rakhmatov, B.Zaripov from Uzbek scientists defined the cluster system as follows: “Clustering is a group of enterprises connected to a chain under a single management, concentrated in one geographical area and aimed at solving a certain specific task. they are an integrated, innovative and, of course, science-based process that ensures economic growth and unites labor forces in order to strengthen collective competition”[14].

Uzbekistan is the main wine-producing country in Central Asia. A significant part of wine products is exported by Uzbek winemakers. Dry, semi-sweet, sweet red and white wines are produced in the country. The idea that we want to propose as a scientific innovation in this study is directly related to this. The region of Samarkand is distinguished by the abundance of grape fields in Uzbekistan and the fertility of the land. That is why we think it would be appropriate to implement this idea in Samarkand. In other words, Since the territory of Uzbekistan is a sunny country, wines made from grapes grown in our region have a unique taste.



**Figure 1. Structural model of organization of wine tourism cluster in regions**

Wine clusters include two main factors: grapes and wine production. Most of the high-quality wine producers have long-term contracts with producers. We know that winemaking is a long process that involves several steps such as crushing, fermentation and shipping. For shipment, large wine is transferred to barrels, sometimes made of oak, which ensures that it does not lose its quality. The production of barrels for quality wine is a kind of industry in itself. Not to mention packaging, labeling, and manufacturing. Another important contributor to cluster success factors, include distribution, sales marketing, technology development and financing. It is envisaged that the wine tourism cluster model will serve as one of the main factors in the deeper development of the tourism sector in the region. If such a cluster system is used in practice in the Samarkand region, it will not only increase the regional competitiveness, but also increase live advertising in that region, which has not yet been observed in any other region. It is natural to create an opportunity for the whole world to see the unique taste of wine.

**Conclusion.** In conclusion, for the improving the competitiveness and employment rate, it is possible to understand the methods of advantages of regional competitiveness. Analyzing the foreign experience of increasing the competitiveness of the tourist area, a methodical approach was proposed to increase the competitiveness of the area by using the cluster approach in the formation and development of tourist zones in the regions of our country, and with the help of the organization and development of clusters. It shows that most of the popular methods for assessing the competitiveness of the tourist area can be widely used in the conditions of Uzbekistan in their initial form or by making certain changes and additions to them. The fact that the Samarkand region is distinguished by the large number of grape fields in Uzbekistan provides an opportunity to create a wine cluster in this region and makes a great contribution to increasing regional competitiveness. Additionally, in order to create new jobs in touristic regions like Samarkand, it can be possible way to develop clustering system.

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