

ACTIVITY OF TOUR OPERATORS IN TOURISM DEVELOPMENT MANAGEMENT

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Abstract: In this article, the reasons that hinder the development of tourism, as well as the analysis of conferences on tourism and the contribution of conferences to the development of tourism, and the system of tour operators and their role in tourism. The attitude to tourism in Uzbekistan and decisions and decrees on tourism. Also The achievements of the conferences held in the territory of Uzbekistan were directly covered.

Annotatsiya: Ushbu maqolada turizmni rivojlanishiga to'siq bo'layotgan sabablar, shuningdek turizmga oid konferensiyalar tahlili va konferensiyalarning turizm rivojlanishi qo'shgan hissasi va turoperatorlar tizimi va ularning turizmdagi roli. O'zbekistonda turizmga bo'lgan munosabat va turizmga oid qarorlar va farmonlar. Shuningdek O'zbekiston hududida o'tkazilgan konferensiyalar yutuqlari haqida bevosita yoritib o'tilgan.

Аннотация: В данной статье рассмотрены причины, препятствующие развитию туризма, а также анализ конференций, связанных с туризмом и вклад конференций в развитие туризма, система туроператоров и их роль в туризме, отношение к туризму в непосредственно освещены Узбекистан и решения и постановления, связанные с туризмом, а также достижения конференций, проводимых на территории Узбекистана.

Key words: tourism, tour operator, conference, terrorism, CIS.

INTRODUCTION: Today, in the process of globalization, special attention is paid to tourism. It is no exaggeration to say that tourism brings benefits as an income product in developed countries. The United States of America, the countries of the European Union, Malaysia, and Saudi Arabia, which are considered giant countries, are a clear example of these. In the context of global development, it is important to strengthen interstate relations and develop tourism international conferences play a key role in preventing urgent international problems

Concept of tourism, goals and tasks, history of tourism.

TOURISM is a temporary stay of an individual in the country, without engaging in activities related to income from sources, departure and travel from the place of

permanent residence. Let's mention five travelers who changed the world. The reason is that as a result of geographical discoveries, the world map was formed at a new stage. Today's tourism development relies on these discoveries. Below we explain the main early travelers on the world map.

Christopher Columbus (1451-1506), known as the traveler who ended his life of greed, was a real seafarer. He studied geography. He put forward the idea of going to India through the Atlantic Ocean. The reason is that in those days, Turkey separated East and West and opposed it. With the financial support of the King of Spain, he went to the open sea in 1492 and discovered the countries of San Salvador (Gaunahani), Juan Island (now Cuba), and Espanol (Haiti). As a result, Europe will discover the archipelago of the Greater Antilles, the Orinoco river basin, and Central America. Vasco da Gama (1490 - 1542) continued his father's journey and became the first in the world to open a way from Portugal to the East through the ocean. As a result of several successful expeditions, he reached India. Fernando Magellan (1480 - 1521), who first started his journey with Admiral Francisco Almeda's fleet, after several expeditions, Fernando reached the Malay Archipelago in Indonesia, South America, later named after him James Cook (1728 - 1779) explores the Straits of Magellan, the Moluccas, and the Philippine Islands. Based on the financial support of England, he made a great contribution to geography by discovering the eastern coast of Australia, the islands of New Zealand and New Guinea. As a result of Cook's mapping, he included New Caledonia, South Georgia, Easter, Marquesas, and Commonwealth Islands on the map. It crosses the southern hemisphere. Together with this, he visited Hawaii, Christmas and several islands. Mikluho Maclay (1846-1888) traveled to the Canary Islands, then Madeira, Morocco, and the coast of the Red Sea. They mainly study fauna and become ethnographers. He was more interested in flowers. Maclay researched the indigenous people of South-East Asia, Australia and Guinea Islands. In the science of the basics of tourism, descriptive method is also widely used. This method is relatively simple and widely used. consists of systematization and collection of data in chronological order. Method of tourism research:

1. Descriptive method is a relatively simple and quick-to-use method that serves to collect and systematize information about past events in chronological order.

2. The method of cartography (taking a map of a place, making a map of a certain place) - determining travel routes, defining and classifying regions according to natural conditions, landscapes, population composition. 3. Comparison - historical method. Collecting and identifying the similarities and differences in the culture of different peoples. The Mazur method is used together with the cartography method

4. Historical-logical method. It is a collection of methods that allow to organize historical processes in a logical sequence.

Market research and analysis: Tour operators conduct market research to determine the trends, preferences and needs of tourists. This helps them develop attractive travel packages and develop new destinations. Product development: Tour operators work to create new and unique tour packages that meet the diverse needs and interests of tourists. This may include developing partnerships with local suppliers and creating customized experiences. Destination Promotion: Tour operators play a crucial role in promoting destinations and attractions to potential tourists through various marketing channels such as websites, brochures, social media and travel agencies. Partnership Management: Tour operators work closely with local suppliers such as hotels, airlines, transport providers and local tour guides to ensure the smooth execution of tour packages. Risk Management: Tour operators take steps to minimize risks and ensure the safety of customers during the tour. This may include providing travel insurance, ensuring health and safety standards and having contingency plans. Development of sustainable tourism: Tour operators are increasingly focusing on sustainable tourism by promoting environmentally friendly practices, supporting local communities and preserving cultural heritage. Customer Service and Support: Tour operators provide continuous support and assistance to tourists before, during and after the tour to ensure a smooth and enjoyable experience. Regulatory Compliance: Tour operators must comply with local and international regulations and standards in order to operate ethically and legally in the tourism industry. Innovation and Adaptation: To remain competitive in the industry, tour operators must constantly innovate and adapt to changing market trends, technological advancements and customer preferences. Partnerships with Tourism Stakeholders: Tour operators work with government agencies, industry associations and local communities to collaborate on initiatives that promote sustainable tourism development and to address challenges facing the tourism industry. The father of history - Herodotus (5th century BC) traveled across Europe, Asia and Egypt. His work entitled "History" describes the life, customs and rituals of the ancient nomadic tribes of Central Asia: Agrippa, Issedon, Massaget, Dayi, Sakas, and their relations with neighboring countries (for example, Iran). Herodotus recorded that the Massagetae were artisans: they were masters of copper and gold weapons, horse harnesses, various dishes, ornaments, headdresses, belts, and goldsmiths. Or, the French explorer and geographer Pythia (320 BC) incredibly traveled all over Europe at the same time. He traveled around the British Isles and went to Norway and Iceland. Many geographical inventions are described in his wonderful work called "About O Kean". Let's give an opinion about some of them (though for those who have visited our country and those who have not). In fact, they are many and diverse. In the book "Sources of the history of Uzbekistan" by the late historian and academician Boriboy Akhmedov, we researched The first www.ziyouz.com library of the work is of unlimited importance in studying the history of travelers. It is especially valuable for

guides and guides. Therefore, by reading it and other historical relics, we were able to learn from the point of view of the history of travel and early travel, and get very important historical information. because the time they lived in is our recent past. If we pay attention to the people who inform about the history of our work, we can count the stonemasons in the religious tradition of ancient times among the first literate ones. Representatives of all religions have their own pilgrimage sites, which they consider sacred. If we imagine the times of the past, people used to believe in certain things. If necessary, they also performed sacrifices on this road. They went from one area to another for the purpose of believing or worshiping and performed their religious practices. The books of people's belief have been sent by Allah to His servants. Believed according to these books. For example, Muslims performed one of the obligatory acts due to the pilgrimage, so to speak, they traveled. So, people went for the purpose of religious pilgrimage and joined the category of travelers. Tour operators are legal or physical persons who form (build or design) a tourist product, market it, as well as implement it. (Note: here and hereinafter the term "natural person" means that a legal entity must be registered as an entrepreneur who has no education.) According to this rule, the first two functions of tour operators are relatively clear: formation of a tourist product means: service and performance of services and work, arranged and connected according to tour duration, purpose determination, price and quality, according to the sequence, their offer and means making contracts, booking and reserving accordingly. Directing to the market is understood as a set of activities that will create incentives for the potential consumer to purchase these products, or in simpler words, advertising of types and services, advertising of goods. The next function requires further explanation. That is, the term "Realization" has two different meanings: a) sale; b) performance. Sometimes the tour operator creates a special structural unit - a central tourist agency for the retail sale of tours, which deals not only with showing tourists, but also with the coordination of all agency work. In practice, the number of tour operators does not exceed 5% of enterprises in the field of tourism, and travel agencies make up 95%. In addition, the tour operator is responsible for the performance of the tourist product in front of the consumer (tourist). control and operational monitoring of the tourist product, at least for tourist groups.

According to the classic (traditional) scheme of activity, the tour operator promotes only the wholesale sale of tourist products to the tourist agents-promoters, and the agents-promoters distribute these products by regions and regions and sell them through local tourist agencies. . The retail sale of tours to the consumer - the tourist is carried out by a tourist agency (abbreviated as a travel agency). Usually, in order to perform the function of a tour operator, it is necessary not only to register the enterprise as a legal entity, but also to obtain a special license for such activity. For example, this issue was clarified in the decision of the Cabinet of Ministers of the Republic of

Uzbekistan dated November 1, 2003 "On approval of the Regulation on Licensing of Tourism Activities". In Russia (note: the procedure for licensing international tourist activities was introduced in 1995 by a court order), obtaining a license is required only for the implementation of international tourist activities. No license or special registration is required for activities in the field of domestic tourism. In Uzbekistan, a single license is required for domestic and international tourism. The tour operator is responsible to the consumer of the tourist product. It is from him that the consumer buys a package of services that includes the services of many different companies. This liability includes the appropriate guarantees of the tour operator (a bank guarantee for a certain amount of funds deposit or other provision, professional liability insurance if possible under licensing laws (Note: if the performance function is not performed, or intentionally, the tour operator It is possible to collect a lot of money and disappear immediately. This is regularly done by tourism fraudsters and extortionists. In addition, the licensing institution and various guarantees protect tourists from such incidents. cannot protect) is intended. Travel agencies (travel agent) are legal entities that perform the function of retail sales of certain tourist services and types to consumers (tourists) or customers. With a tour operator or travel agency, it is related to the financial sector and even An agency contract binds a wide variety of interactions and settlements that may provide for some degree of redistribution of responsibility. As a seller, the travel agent has limited liability for the tourist product if his function under the agency contract consists only of this mediation function. Miso! for a) providing certain services; b) tourist packages received from the tour operator; d) there are agencies that sell a set of different services that are not tied to a package, for example, for individual tourists. Several types of activities are distinguished in the field of agency:

a) sale of types on behalf of a person and on behalf of an enterprise. In essence, it is a "store of tourist vouchers" of various tour operators. All the details of the tour operator and the agent who made such a sale are always indicated in the tourist voucher (Note: in countries with the concept of agency percentage, the amount of the agency percentage is always shown on the check or voucher for tourist services will be shown. In such countries, there are no vouchers, but there is a voucher, we note that there is a special frame for writing down the information on the cash register. In this case, the agency itself performs the function of a tour operator, bearing all the consequences and responsibility);

b) Tours on his own behalf, but the tourist product belongs to a specific tour operator d) Selling a tourist product on its own behalf (without mentioning that this product belongs to a specific tour operator), a jointly created tourist product.

Based on the accepted schedule of interaction, clearly defined levels of responsibility, financial calculations and taxation of activities arise. A tourist agent is an important link in the chain of participants in the process of selling a tourist product,

and based on his natural characteristics and the character of the consumer, he should reach the potential consumer himself, as much as possible, to his home or place of work. It is for this reason that there are many tourist agencies and in general they constitute the majority in terms of the number of employees, but they are also located on the first floor of the shop window and in the places where many pass (Note: some m According to the public, there are 324,000 travel agencies in New York), each agency employs a large number of hired workers serving a specific segment of the consumer market in certain locations. In developed countries, most of the tours are sold through family agencies (Note: family specialists include dentists, doctors, lawyers and travel agents.) An international conference on the Great Silk Road was held in Samarkand An international conference on "Afghanistan, Central Asia and Iran - common heritage along the Great Silk Road, road to Europe" was held in Samarkand. This was reported by UzA. In addition to the countries of Central Asia, Orientalists, art historians and historians, international experts from Iran, Afghanistan, Turkey, Azerbaijan and Pakistan participated in the conference organized in cooperation with UNESCO, the European Union and the International Institute of Central Asian Studies. Erkinjon Turdimov, Acting Governor of Samarkand Region, Krista Pickat, Head of UNESCO's Office in Uzbekistan, Eduards Stiprays, Head of the European Union Delegation, and others stated that Uzbekistan's domestic and foreign policy is aimed at further strengthening close cooperation with neighboring countries and various countries of the world. emphasized. It was noted that these relations are developing consistently in the cultural-humanitarian and tourism spheres along with the economic sphere. At the conference, representatives of international organizations and experts exchanged views on preserving tangible and intangible cultural heritage objects in the region, increasing general knowledge about the cultural heritage of the peoples of the countries located on the Great Silk Road, and effectively using new opportunities for sustainable development of tourism. International projects related to cultural objects were discussed at the conference. Lectures were held on topics such as support, digital copying of manuscripts stored in world museums, research of classical music samples, and inter-religious relations in the Middle Ages. Event a memorandum of cooperation was signed between the International University of Tourism "Silk Road" in Samarkand and the International Institute of Central Asian Studies on the training of qualified personnel.

CONCLUSION:

The countries of Central Asia, especially Uzbekistan, are paying special attention to tourism. Dozens of conferences on tourism are being held in Uzbekistan. Decisions on the more rapid development of tourism have been made at the conferences, mutual agreements and agreements have been made between the countries. With the help of foreign experts, several activities are being conducted to develop the tourism sector of

Uzbekistan. Through the construction of the Great Silk Road Institute, qualified personnel are being trained: tour operators, tour agents, and tour guides. Tourism is a wide-ranging field and operates together with more than 20 professions. Central Asian countries are also developing tourism by maintaining good relations with foreign countries. However, there are problems in the international arena: Covid-19, the Russia-Ukraine war, and the ongoing Israeli-Palestinian wars are causing a drop in demand for tourism. remained and thereby opened more roads to tourism. Travelers preferred to travel to the territory of Uzbekistan, which is far from the warring countries. Tourism, which suffered as a result of the war, is now developing in Uzbekistan. The flow of tourists is increasing year by year as a result of freedom in the activity of tour operators.

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