

ECONOMIC FOUNDATIONS OF THE ORGANIZATION AND DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY IN TOURIST ENTERPRISES

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ABSTRACT: The article studied the economic foundations of the organization and development of entrepreneurial activity in tourist enterprises on the basis of theoretical and practical research, and the effectiveness of activities was substantiated.

KEYWORDS: Tourism, tourist enterprise, tourism services, entrepreneurial activity, business entities, model, economic efficiency.

INTRODUCTION

The formation of a market economy in Uzbekistan coincided with a period of sharp changes in the field of tourism in world markets. The world tourism industry has become one of the most significant sectors of the economy. The tourism industry provides jobs for about a million workers and employees, providing opportunities for the growth of their professional skills. It should be noted that the state of employment in this area is growing twice as fast as in other areas. The development of entrepreneurial activity in the field of tourism is influenced by socio-economic, technical and technological factors.

The complexity and uncertainty of medium and long-term planning in the development of entrepreneurship in the activities of tourism enterprises determines the importance of the time factor, which is characterized by high variability of the external environment. Therefore, the functioning of entrepreneurship in the direction of tourism should be considered as a continuous process, changing the planning, implementation and control of plans. It is also referred to as the process of identifying results, managing the situation, and controlling and regulating results. In our opinion, the way out of the situation that has arisen is to develop a strategy for the development of entrepreneurial activity at the state level at tourist enterprises, based on the approaches proposed above.

In the development of entrepreneurial activity in the activities of tourist enterprises, it is based on the interaction of entrepreneurial structures, power and nature, which allows the combination of vertical and horizontal management systems. The combination of vertical and horizontal control systems creates real opportunities for minimizing socio-economic risks.

The analysis of the development and regulatory status of tourism structures formed in our country today shows that a separate form of the above-mentioned models is not used, the development system is in the form of a combination of all three models.

Within the framework of the implementation of the study, methods for organizing the strategic development of entrepreneurial activity in the field of tourism are summarized and systematized by assessing the level of diversification in the accumulation of resources. Diversification is manifested in the need to use various material and intangible resources, production technologies, professional skills and skills to provide each specific service. Therefore, the tourism sector demonstrates a wider and more diverse organizational structure than other sectors of the service sector [1].

The tourism industry is a Real sector of the economy that provides diversified services to consumers in the process of using tourism resources. In turn, in the entrepreneurial structure in the field of tourism, it is understood an independent business entity engaged in the formation, development and sale of services to tourists, as well as other types of additional economic activities established by the Charter of the enterprise and not prohibited by the legislation of the country (Fig. 1).

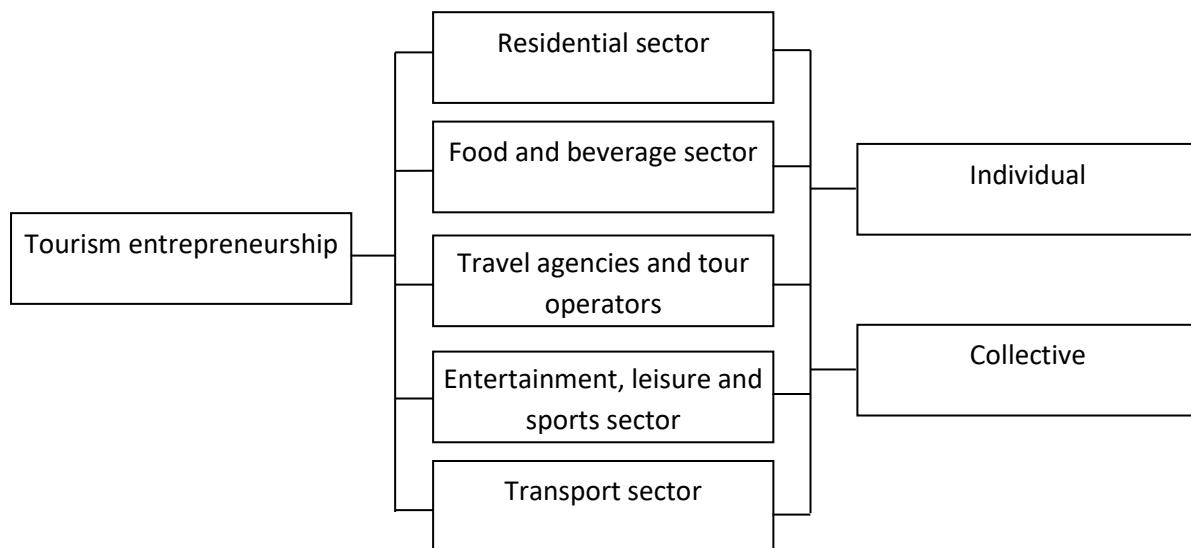


Figure 1. The main branches of entrepreneurial activity in the field of tourism¹

The nature of entrepreneurial activity in the field of tourism is manifested as a unity of interrelated functions. The development of the tourism sector at the state level in any country is carried out with the help of regulatory legal acts on the basis of increasing national income from entrepreneurial activities of business entities in this area, preserving tourist resources and protecting consumer rights. The network level of regulation of entrepreneurial activity consists in the development by them of the industry together with foreign tourist organizations due to the production of high-quality tourist products and services, replenishment of the domestic market.

¹ Муаллиф томонидан ишлаб чиқилған.

The level of domestic production is determined by the organizational and legal form of Organization of the tourism industry, its size, types of services, the strategic goal of development, the need to increase competitiveness, maintain permanent groups of consumers and win new ones [2].

In the course of the study, the influence of organizational and economic methods for the development of entrepreneurial activity in the field of tourism on the development of the resource potential of the industry is determined. Entrepreneurial structures affect costs and profitability through effective economic systems, and, as a result, the overall efficiency of activities (Fig. 2).

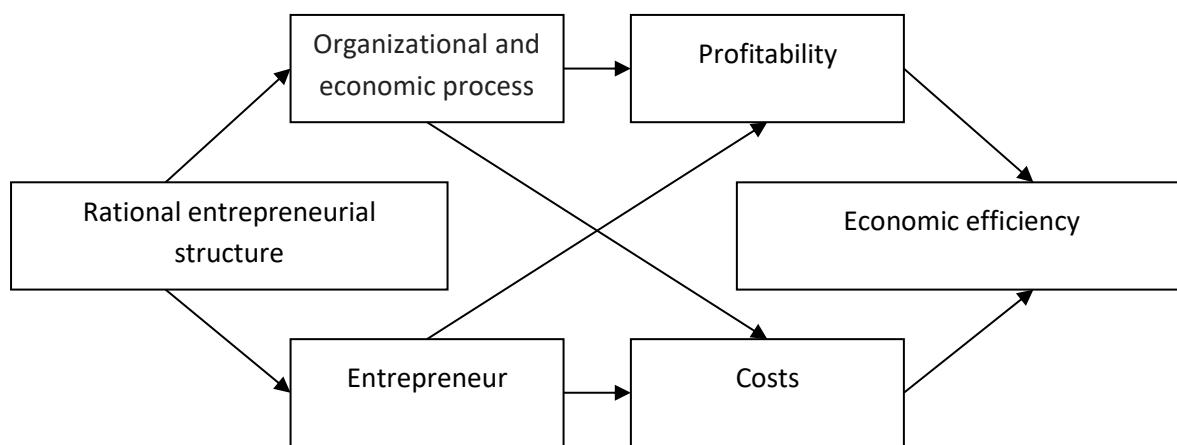


Figure 1. The impact of the entrepreneurial structure on economic efficiency in tourism activities [3,4]

Assessment of economic efficiency in entrepreneurial structures begins with an analysis of the compatibility of the systems used. An effective organizational structure, on the one hand, can improve the management process of decision-making, planning, leadership, motivation and control in order to achieve high efficiency. On the other hand, it can affect the promotion and limitation of the number of employees, reduce the costs of internal management of the organization [5,6].

In the process of carrying out activities in tourist enterprises, there are various levels of economic efficiency, which, in turn, are directly and indirectly related to the establishment of the boundaries of the development of entrepreneurial structures of tourist enterprises. In many ways, these boundaries depend on the state of the internal environment of the entrepreneurial structure, on the direction and quality of organizational, technical, managerial, personnel service, instead of the one that tourist enterprises hold in the system, as well as on the possibility of forming a single structure of tourist enterprises of the general target direction, which is a tourist.

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