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METHODS FOR EVALUATING THE COMPETITIVENESS OF TOURIST DESTINATIONS

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Аннотация: Мазкур мақолада мамлакатимизда туризм соҳасининг ривожланиши ва миллий туристик дестинациянинг рақобатбардошлигини баҳолаш усуллари ёритилган. Шунингдек, Ўзбекистон Республикасига ташриф буюрган туристларнинг туристик талабга таъсири туристларнинг танлаш индексини ҳисоблаш орқали ёритилган ва муаллиф томонидан туристик дестинациянинг рақобатбардошлигини ошириш бўйича илмий таклифлар берилган.

Калит сўзлар: турист, туристик дестинация, ташриф буюрувчилар, туристлар оқими, туристик талаб, кириш туризми, туристларни танлаш индекси.

Аннотация: В данной статье описывается развитие туризма в нашей стране и методы оценки конкурентоспособности национальных туристических дестинации. Влияние туристов на туристический спрос в Республике Узбекистан также рассчитывается путем расчета индекса выбора туристов, и автор приводит научные рекомендации по повышению конкурентоспособности туристических дестинацией.

Ключевые слова: турист, туристическая дестинация, посетители, туристический поток, туристический спрос, въездной туризм, индекс избирательности туристов.

Annotation: This article describes the development of tourism in our country and methods for assessing the competitiveness of national tourist destinations. The influence of tourists on tourist demand in the Republic of Uzbekistan is also

calculated by calculating the index of selectivity of tourists, and the author gives scientific advice on improving the competitiveness of tourist destinations.

Keywords: tourist, tourist destination, visitors, tourist flow, tourist demand, inbound tourism, tourist selectivity index

Introduction. Tourism has become a global economic activity in recent decades. Driven by a relatively strong global economy, a growing middle class in emerging economies, technological advances, new business models, affordable travel costs and visa facilitation, international tourist arrivals grew by 5% in 2018 to reach the 1.4 billion mark. This figure was reached two years ahead of UNWTO forecast. At the same time, export earnings generated by tourism have grown to USD 1.7 trillion. This makes the sector a true global force for economic growth and development, driving the creation of more and better jobs and serving as a catalyst for innovation and entrepreneurship. In short, tourism is helping to build better lives for millions of individuals and transforming whole communities. Growth in international tourist arrivals and receipts continues to outpace the world economy and both emerging and advanced economies are benefiting from rising tourism income. For the seventh year in a row, tourism exports has grown faster than merchandise exports, reducing trade deficits in many countries. According to World Tourism Organization, there is expected to be an increase in international arrivals 3.3% per annum to over 1.8 billion by 2030, with the proportion of developing countries, both as destinations and as source markets [1].

Literature Review. The various scientific papers examine theoretical and methodological issues that are specific to various aspects of tourist destinations. This was mainly researched by foreign scientists: P. Keller, D. Piers, N. Lepper, U. Ziltener, U. Martini, G. Pechlaner[2], T. Bieger, P. Beritelli[3], D. Buhalis and others. The problems of using tourist resources in tourist destinations are studied from the scholars of GIS Countries A.Aleksandrova, V. Azar, I. Balabanov, V. Kvartalnov, V. Senin, G. Romanov, N. Morozova[4]. Uzbek scientists B.N.Navroz-Zoda, N. Ibragimov have investigated the scientific problems of tourism development in the destination[5].

Today, despite the large number of publications published in recent years, there is a lack of research today into the innovative development tourist destinations with a clear theoretical concept of competitiveness of destinations in development and emerging countries and, consequently, a consistent methodological derivation Analysis that is flexible enough for use in various economic contexts of destination development.

A key element of a successful tourism industry is the ability to deal with changes in various influencing factors and their interactions with tourist demand[6]. Economic growth is considered the basis for the expansion of international and national tourism. Disposable income is a key factor influencing tourism demand[7]. The influencing factors do not represent trends in tourism demand, but rather their framework controls and shape the probability of tourism development

According to the World Tourism Organization classification, a tourist - is a person who travels from his place of residence to a tourist destination, with a temporary stay of one to one year, and whose main purpose is not to generate income.

In tourism statistics, one-day visits are also recorded and individuals who do this are treated as day visitors or excursionists. Tourists of all types constitute the tourist stream and are generally referred to as visitors. Overnight stays are an economic indicator of the flow of tourists in tourist destinations. The amount of tourist flow is determined by the change in the volume of tourism demand in tourist destination.

Research methodology. Tourist demand is the volume of tourist consumption that can be met in the tourism market. In the real tourist demand, tourism service providers meet consumption at the time of their appearance. In the event of potential tourism demand, consumption will be met through the creation and expansion of tourism services.

The development of tourism depends on the size and structure of tourism demand in destinations. The demand for incoming tourism is influenced by the destinations' tourism resources, the level of development of the tourist infrastructure and changes in demand in outbound tourism are influenced by the socio-demographic

structure of the population, the location of the country in relation to international and regional tourism centres providing tourism services. As the tourist demand and supply changes, the influx of tourists is formed. In tourism, the influx of tourists is divided into previously organized and unorganized species. The organized flow of tourists includes tourists who buy travel before departure and they are received by tourist companies. There they will be able to accommodate the hotel and other accommodations. The unorganized flow of tourists includes free travellers or tourists without the participation of tour operators. The structure and changes in tourist flows are analysed to predict the process of tourism planning and sustainable development of tourist destinations. The study of the tourist flow in the destinations is based on the four main methods:

- Method of mathematical-statistical analysis;
- Documentary-statistical method;
- Observation method;
- Social survey method.

The method of mathematical-statistical analysis shows the relationship between tourist flows and the development of tourism, the factors that influence the sustainable development of the tourism industry and the relationship between international tourism and international economic relationships in relation to the geographical location. This includes methods such as grouping, correlation, factor and regression analysis, indices and coefficients. Large statistical databases are required to be able to use them in practice. It uses statistical collections, various reports and the systematization of data from various research activities.

The documentary-statistical method examines the actual data from tourism companies, organizations and associations in order to control the process of tourism services and tourism migration. This category includes: documents of statistical records of customers of the tourism company; statistics on passengers; statistics on crossing points in border areas, analysis of tickets sold at tourist attractions.

The observation method is used to track the data from tourist flows that are not included in the tourism statistics by observing the tourist flow. It is possible to get the

information based on the number of cars in the country or the number of passengers in its lounge when crossing borders. This method is important for assessing the number of tourist flows that are not organized for tourist destinations.

The social survey method is used in the large-scale and accurate collection of tourist flow data. These methods include written questionnaires, interviews, oral or telephone interviews. In some cases, these methods can be combined, such as a written questionnaire interview. World Tourism Organization makes recommendations for the development of international tourism based on the peculiarities of the tourism industry in the respective country or its small tourist destinations. It is important that the sample size and structure of the respondents are clearly shown in the sampling method and that the data obtained are suitable for processing using a mathematical-statistical analysis.

Although some methods require a lot of time and money to scientifically analyse tourist flow in tourist destinations and access reliable information, they all need to be used. On the basis of this data, the factors influencing the development of tourism destinations should be scientifically defined and serve as the basis for tourism planning and forecasting of tourist flows.

Statistical data on the flow of tourists are also required to assess the impact of travel destinations on the tourism market. External tourism market indicators for the sale of the product of tourist destinations are:

- Number of tourists arriving at the tourist destination (visitor days and overnight stays);
- Changes in the flow of tourists (increase in average annual visitor and night stay);
- Geographical structure of the tourist flow;
- Tourist selectivity index;
- Destination travel product market priority index.

The number of tourist flows in tourist destinations is an indicator of the number of tourists who visit and stay during the tour. This also reflects the sales volume in the tourism market for a geographically limited market segment. The average annual

increase in tourist flow is mainly expressed as a percentage. The geographic structure of the tourist flow reflects the analysis of the tourists who have visited the tourist destinations within the country or region. The geographic structure can mainly be expressed in pie charts or histograms.

The index for the tourist selectivity identifies the sustainable development of travel destinations in the tourism markets. This index was proposed by the Belarusian scientist D.G. Reshetnikov[8] and is calculated by the following formula:

$$I_t = (T_{ij} \times T_w) \div (T_i \times T_j)$$

Here it is:

I_t – tourist selectivity index;

T_{ij} – number of foreign tourists visiting the country from I to country J;

T_w – total tourists from around the world;

T_i – total inbound tourism in the country I;

T_j – total outbound tourism from country J.

To determine the most promising markets for promoting the national destination, we have used the methodology for calculating the index of priority for the market for tourist products in destination. At the same time, the calculation is made not by the number of visitors, but on the revenue and costs associated with their services. Information on tourism revenues and expenses is regularly published by the World Tourism Organization. Index index of priority for the market for tourist products in destination is calculated using the following formula:

$$I_k = (K_{ij} \div TI_j) \div (K_i \div K_w) \quad \text{or} \quad I_k = (K_{ij} \div K_w) \div (K_{ij} \div TI_j)$$

Here it is:

I_k - destination travel product market priority index;

K_{ij} - expenses of foreign visitors from country i in country j (export of tourism services by country j in country i);

K_i - international travel expenses of the population of country i (import of tourism services by country i);

TI_j - income from international tourism by country j ;

K_w - total world travel expenses

Research analysis and results. Tourism has high economic and social significance for the economies of many countries, including the Republic of Uzbekistan, which is confirmed by the results of studies conducted by the authors. Current conditions of fierce competition in the global tourism market, economic and political instability in many regions, rapidly growing needs and demands of tourists indicate the need to switch to an innovative way of developing the tourism industry.

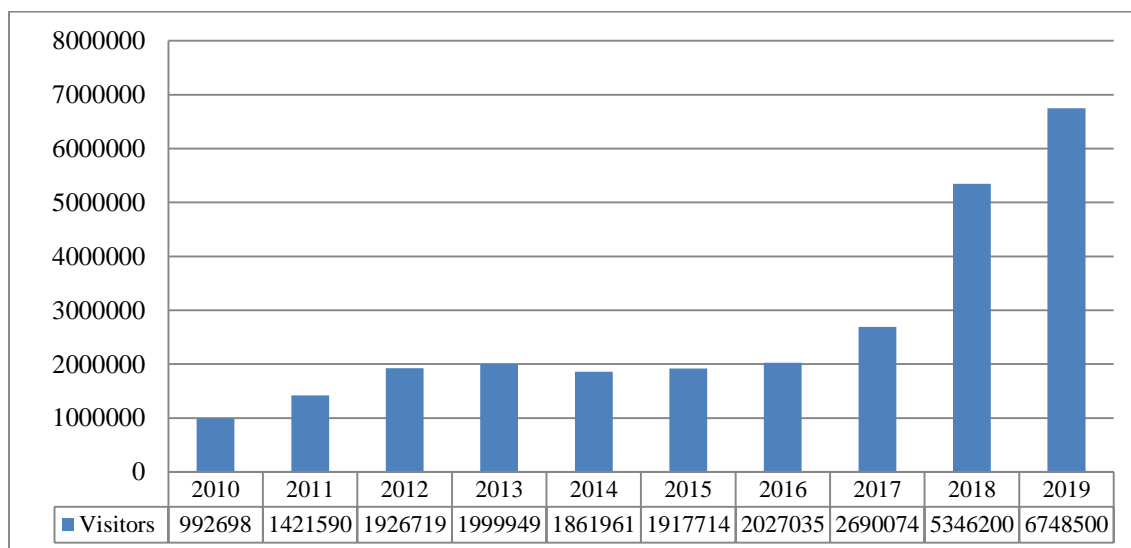


Figure 1. The dynamics of inbound tourism of the Republic of Uzbekistan (people)

The number of arriving foreign visitors to the Republic of Uzbekistan is growing annually with high temps. Based on tourism development committees, 6,748,500 tourists visited Uzbekistan in 2019. There were 5,346,200 tourists in 2018. Demographic analysis shows that 51.3% of visitors are 31-55 years old (52.1% in 2018), 20.2% are 55 years and older (19.4% in 2018), 19.5% are 19-30 years old (19%). 20.4% in 2018) and 9.1% are 0 to 18 years old (8.1% in 2018). Most of the tourists came from the Central Asian region with a total of 5,764,500. The number of

immigrants from the CIS was 495,600. The number of visitors from abroad was 488,400 thousand. Most of the tourists came from Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, Russian Federation, Turkey, Afghanistan, China, Republic of Korea and India. The proportion of visitors who visited relatives and friends was 81.8% and the proportion of visitors was 15.5%.

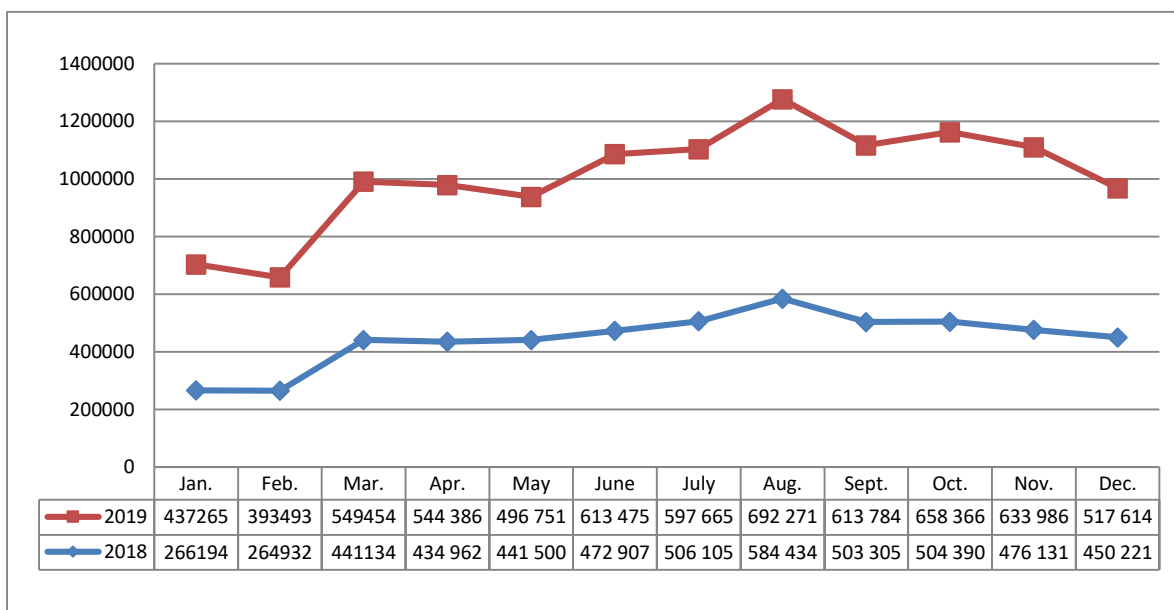


Figure 2. Change in the number of visitors to the Republic of Uzbekistan depending on the seasonality

Other reasons, including treatment, shopping, attending business meetings and studying, were 2.7%. At the end of 2019, tourism services exports were \$ 1 billion (\$ 313 million), an increase of 26.1 percent from 2018 (\$ 1 billion 041 million in 2018).

The tourist selectivity index reflects the tourist destination visitor's tourist destinations being studied in relation to the global tourist destination and reflects the changes in the use of destinations for the tourist market. This index identifies the main areas of geographical segmentation of tourist destinations in the tourism market. Table 1 shows the calculation of the tourist selectivity index for the Republic of Uzbekistan.

Table 1.

Tourist selectivity index in relation to the far abroad countries, the main partner of the Republic of Uzbekistan.

Country rankings relative to tourist selectivity index		Country	Tourist selectivity index		Share of countries in relation to the number of foreign visitors to the Republic of Uzbekistan, %	
2014	2017		2014	2017	2014	2017
1	1	Turkey	33,12	39,72	23,2	26,6
2	2	Republic of Korea	12,51	8,55	17,6	17,1
3	3	India	7,07	4,61	11,3	8,3
8	8	China	0,68	0,77	6,9	8,3
9	9	Germany	0,65	0,57	4,7	3,9
5	5	France	1,49	1,40	3,6	3,1
7	7	Italy	0,89	1,10	2,1	2,6
4	4	Iran	7,44	2,11	5,1	1,7
6	5	Japan	1,00	1,65	1,5	2,3
10	10	Great Britain	0,22	0,25	0,016	0,017

The dynamics of the index for the period 2014-2017 showed close political, economic, ethnic and cultural ties, a similar level of economic development and tourist consumption standards in the Republic of Uzbekistan are typical for Turkey, the Republic of Korea, India, Iran and France. The calculation of the index of tourist selectivity in practice is complicated by the collection of necessary statistics on the total travel of tourists from the country of partners of the far abroad and also the

researcher may face this problem in the analysis of local and regional tourist destinations.

Conclusion and Recommendations. With the aim of developing and improving the methodology for assessing the competitiveness of national destinations, a conceptual approach based on a theoretical model of destination is proposed, featuring a complex of indicators, methods for their analysis. In order to identify promising markets for the export of tourism services, a calculation of the index of tourism selectivity has been introduced, which shows the orientation of the markets for tourism services and destinations. Ranking and country analysis of the world by this index makes it possible to distinguish among them the most promising ones with the aim of carrying out the most effective marketing of destinations. This article offers the following scientific proposals to improve the competitiveness of tourist destinations:

1. Development of scientific research on formation of regional tourist destinations in our country.
2. Organization of public-private tourist destinations clusters in the regions of the country to improve the competitiveness of tourist destinations.
3. Development of a concept of tourism digitalization strategy for each region and tourism destination of our country within the program "Digital Uzbekistan 2030".
4. To improve the competitiveness of tourist destinations, development of modern communication infrastructure and training of specialists in this area.
5. Strengthening marketing measures for increasing the position of tourist destination in the international tourist market.

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