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ISSUES OF TOURISM DEVELOPMENT BASED ON PUBLIC-PRIVATE PARTNERSHIP IN THE REGIONS

Abstract

This article examines tourism development in Uzbekistan, with particular focus on establishing public-private partnership (PPP) systems in this sector. The creation of tourist complexes, clusters, and zones based on PPP in regions is identified as a critical priority, enabling each subject to develop its unique potential and provide quality tourism services. The study highlights that PPP at the initial stage creates significant opportunities for revealing regional uniqueness, selecting development paths, and identifying promising directions. The article references the Strategy of Actions on five priority directions for Uzbekistan's development (2017-2021) as the foundational framework. The author develops proposals for region-specific tourism development through PPP and discusses factors influencing the achievement of Uzbekistan's future strategic goals in tourism. Additionally, systematic solutions to current sectoral challenges are proposed.

Keywords: tourism development, public-private partnership, tourist clusters, regional development, Uzbekistan.

Introduction

Establishing a system of public-private partnership in the organization of tourism in the development of the economy of our country is considered to be a comprehensively effective direction. Many scientists have conducted scientific research in this field of research. Yu.A.Dmitriev, A.I.Shustrov, A.B.Baykov showed three main types of forms of public-private partnership of tourist complexes in the regions. B.N. Navruz-Zoda, one of the economists in our country, believes that clusters are formed on the basis of the principle of public and private sector cooperation, and the state occupies an important place in the initial stages of their formation and implementation [1-3].

At the present time, the normative-legal basis of touristic clusters has not been developed in our country. Thus, it is appropriate to establish tourist complexes, clusters, zones in the regions of the country on the basis of public-private partnership.

Under the influence of the acceleration of the strong level of globalization in the world economy, every country and every region is looking for and launching new potentials while strongly relying on its internal capabilities. In the development of the economy of the regions, new opportunities and resources of the regions will be launched through the rapid development of tourism. In the development of tourism in the regions, the establishment of tourist complexes, clusters, zones on the basis of public-private partnership is one of the most urgent issues. In this, each subject is developed to the maximum extent, and through this, tourist facilities, complexes, clusters, zones are able to provide comfortable tourist services.

One of the most difficult problems to solve in the regions is the establishment of tourist complexes based on public-private partnership. At the initial stage, the public-private

partnership of development opens up great opportunities in revealing the unique aspects of the regions, in choosing the development paths of the region, in developing promising directions.

Tourist complexes on the basis of state-partnership in regions with limited natural resources independently choose the types of activity of tourist objects and achieve effective operation. The development of regional production systems, opportunities to enter international and local markets are the reason for the development of new directions of economic development.

The above tasks should be taken into account in the development of short, medium and long-term state programs for the development of the country's economy. In the development of such programs, it is necessary to attract local investors to tourist facilities in the regions. This will open up opportunities to increase the types of incomes coming to the local budget. The investment attractiveness of the region will increase through rapid development of this network. Participants in this mechanism have a unique participation in economic relations due to limited resources.

Methods and Materials

According to the World Tourism Organization, by the end of 2020, international travel will decrease by 89%, the number of jobs will decrease by 74 million, and the total losses in the tourism sector will be 800 billion US dollars. Intensification of scientific research aimed at in-depth study of the activities of enterprises based on public-private partnerships in the field of tourism operating in our country, establishment of small enterprises in the field of tourism in the development of the regional economy, and development of the tourism industry in the region are among the most urgent tasks of today. In the economy of developed countries, rapid development of forms of public-private partnership in the field of tourism is one of the urgent tasks of today [4-7].

Development of tourism in the national economy is one of today's urgent issues. By developing this sector, it is possible to ensure the employment of a significant part of labor resources. In this regard, the introduction of modern mechanisms of public-private partnership is of great importance. In our country, in the direction "Introduction of modern mechanisms of public-private partnership aimed at increasing the effectiveness of mutually beneficial cooperation in the implementation of tasks for the socio-political and socio-economic development of the country" listed in paragraph 1.2 of the Strategy of Actions on the Five Priority Areas of the Development of the Republic of Uzbekistan in 2017-2021 fits.

Because the main source of reducing the financing of social sector objects from the state budget can be achieved by actively involving representatives of the private sector in this process. Currently, it is necessary to implement comprehensive measures to develop tourism, which is considered as an urgent issue, to strengthen the material and technical base of tourist companies, and to further improve tourism infrastructure and material and technical equipment. Studying, analyzing and using the experience of foreign countries and the history of economic doctrines in introducing the principles of the public-private partnership mechanism into social spheres is of great importance in the further development of our country.

Most of the above problems will be solved by introducing the public-private partnership mechanism in the social sphere objects of the national economy of our country. This is an important condition for achieving the goals of socio-economic development of Uzbekistan in the development of market relations. Therefore, the issue of introducing the public-private partnership mechanism for the organization of tourist companies that meet modern and

international standards has been repeatedly emphasized by the President. The importance of introducing the mechanism of public-private partnership is to take measures to increase the transparency of spending and planning of social sector expenditures, to increase the openness of their activities and their independence, which serves as a basis for the establishment of public-private partnership [8].

Also, in order to ensure reasonable and affordable prices for services in the social sphere, investors are provided with extensive tax breaks and preferential loans. In order to effectively introduce the mechanism of public-private partnership in the field of tourism, it is appropriate to study the experience of developed countries in this regard. In the United States of America, the issues of public-private sector cooperation are reflected in the scientific research of H. Anthony, P. Felipe and J. Guáqueta [9].

As a result of public-private sector cooperation in the United States of America, increasing the role of the private sector in the field of tourism, creating a state regulatory legal framework, it is worth mentioning that the choice of tourism services has increased and the quality of tourist services has improved. In our country, the formation and development of public-private partnerships were studied by N. Yusupov, A. Nizamov and F. Karabaev.

Results and Discussion

In our opinion, the public-private partnership mechanism is not only a way to increase the quality and efficiency of tourist services, but also an innovative means of financing this sector.

The question arises as to how the implementation of the public-private partnership mechanism will benefit the participants.

The benefits of the public-private partnership mechanism for the public interest include:

1. The possibility of saving budget funds increases through the public-private partnership mechanism.
2. The state uses innovative means to finance the tourism sector.
3. The possibility of introducing private capital funds into the field of tourism in the national economy will increase.

By attracting private financial investments to the financing of tourism firms, the possibility of effective use of costs increases.

4. The competitiveness of private tourist companies will increase, modern competitive tourist services will develop.

The benefits of the public-private partnership mechanism for tourism companies include:

1. Competitiveness of tourism firms in the country's economy is ensured.
2. Possibilities of financial support for private tourism companies will increase.
3. Private tourist companies will be able to provide modern services.
4. There are opportunities to introduce innovative ideas to private tourist companies.
5. The material and technical supply of private tourist companies will be strengthened, and the interest of workers in work will increase.

Benefits to the private sector from the public-private partnership mechanism include:

1. The effectiveness of the use of financial resources by representatives of the private sector will increase.

2. As a result of the implementation of state partnership projects, their profit potential increases.

3. The efficiency of private sector financing will increase.

4. By increasing the competitiveness of the private sector, the possibilities of implementing innovative ideas will increase.

5. Needs for charitable funds are met in the private sector.

Conclusion

The establishment of an effective system for using financial resources in tourist companies is another critical outcome. PPP promotes financial discipline by introducing private sector management practices, including performance-based budgeting, cost control mechanisms, transparent financial reporting, and risk management frameworks. This leads to more efficient allocation of resources, reduced operational inefficiencies, and increased profitability of tourist enterprises. The ability to effectively manage financial resources is particularly important for small and medium-sized tourism enterprises, which often face constraints in accessing capital and managing cash flows. Through PPP, these enterprises can benefit from improved financial planning, better access to credit, and enhanced investor confidence. In summary, public-private partnership represents a transformative mechanism for tourism development in Uzbekistan. The benefits of PPP extend beyond the tourism sector itself, contributing to broader economic development goals, including employment growth, regional development, infrastructure improvement, and fiscal sustainability. However, the successful implementation of PPP requires a comprehensive approach, including the development of clear normative-legal frameworks, capacity building for government agencies, transparent and competitive procurement processes, and mechanisms for effective monitoring and evaluation of PPP projects. The government should prioritize the development of a dedicated legal framework for tourism PPPs, establish specialized PPP units at both national and regional levels, and create platforms for public-private dialogue to address challenges and identify opportunities. Furthermore, capacity building programs for government officials and private sector stakeholders are essential to ensure successful project preparation, negotiation, and implementation.

With these conditions in place, PPP can serve as a powerful tool for realizing the full potential of Uzbekistan's tourism sector and supporting the country's socio-economic development objectives. The country's rich cultural heritage, diverse natural landscapes, strategic location on the Great Silk Road, and growing international interest provide a strong foundation for tourism development. By effectively leveraging PPP mechanisms, Uzbekistan can accelerate tourism growth, create sustainable employment opportunities, enhance regional economic development, and improve the quality of life for its citizens, while positioning itself as a premier tourist destination in Central Asia and beyond.

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ӨНІРЛЕРДЕГІ МЕМЛЕКЕТТІК-ЖЕКЕШЕЛІК ӘРІПТЕСТІК НЕГІЗІНДЕ ТУРИЗМДІ ДАМУ ТУРАЛЫ МӘСЕЛЕСІ

Түйін

Бұл мақалада осы салада мемлекеттік-жекеменшік серіктестік (МЖӨ) жүйесін құруға баса назар аударып, Өзбекстандағы туризмнің дамуы қарастырылады. Өңірлерде МЖӨ негізінде туристік кешендерді, кластерлер мен аймақтарды құру әрбір субъектіге өзінің бірегей әлеуетін дамытуға және жоғары сапалы туристік қызметтерді көрсетуге мүмкіндік беретін маңызды басымдық ретінде анықталды. Зерттеу МЖӨ бастапқы кезеңде аймақтық бірегейлікті анықтауға, даму жолдарын таңдауға және перспективалы бағыттарды анықтауға айтарлықтай мүмкіндіктер туғызатынын атап көрсетеді. Мақалада іргелі негіз Ретінде Өзбекстан дамуының бес басым бағыты бойынша Іс-қимыл Стратегиясы (2017-2021 жж.) туралы айтылады. Автор МЖӨ арқылы белгілі бір аймақта туризмді дамыту бойынша ұсыныстар әзірлейді және Өзбекстанның туризм саласындағы болашақ стратегиялық мақсаттарына қол жеткізуге әсер ететін факторларды талқылайды. Сонымен қатар, саланың өзекті мәселелерін жүйелі түрде шешу ұсынылады.

Кілттік сөздер: туризмді дамыту, мемлекеттік-жекеменшік серіктестік, туристік кластерлер, аймақтық даму, Өзбекстан.

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ВОПРОСЫ РАЗВИТИЯ ТУРИЗМА НА ОСНОВЕ ГОСУДАРСТВЕННО- ЧАСТНОГО ПАРТНЁРСТВА В РЕГИОНАХ

Аннотация

В данной статье рассматривается развитие туризма в Узбекистане, с особым акцентом на создание систем государственно-частного партнерства (ГЧП) в этом секторе. Создание туристических комплексов, кластеров и зон на основе ГЧП в регионах определено в качестве важнейшего приоритета, позволяющего каждому субъекту развивать свой уникальный потенциал и предоставлять качественные туристические услуги. В исследовании подчеркивается, что ГЧП на начальном этапе создает значительные возможности для выявления региональной уникальности, выбора путей развития и определения перспективных направлений. В статье в качестве основополагающей основы упоминается Стратегия действий по пяти приоритетным направлениям развития Узбекистана (2017-2021). Автор разрабатывает предложения по развитию туризма в конкретном регионе посредством ГЧП и обсуждает факторы, влияющие на достижение будущих стратегических целей Узбекистана в сфере туризма. Кроме того, предлагаются систематические решения текущих отраслевых проблем.

Ключевые слова: развитие туризма, государственно-частное партнерство, туристические кластеры, региональное развитие, Узбекистан.

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