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## To Increase the Potential of the Regional Tourism Industry and the Productivity of its Use

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**Abstract:** The article examines the physiological, medical, socio-economic processes of organizing modern leisure. If we look at the meanings of the terms "recreation" and "tourism" separately, it is not difficult to understand that "recreation" has a deeper meaning. At the same time, these phrases complement each other, creating a unique meaning and content. Therefore, in this study, we preferred to use the terms "tourist rest" or "recreational tourism". Recreational tourism is a trip organized for the purpose of rest, recovery, treatment, development of the physical, mental and emotional forces of a person. Recreational tourism is characterized by long journeys, mostly with fewer visits to one place and other dating sites.

**Key words:** Tourist enterprise, labor, mathematical methods, production, optimization model, firm, profit.

One of the key issues in the development of the region's economy, including the tourist and recreational complex, is to determine the role and place of the state in this process. Because the scale of government intervention in market processes has a direct impact not only on business and competition, but also on the strategic goals of tourism policy. In economically developed countries, where the laws of supply and demand are dominant, the problems of public administration have been studied in depth and solved in practice. In the second half of the 20th century, there was a tendency to reduce government intervention in the economy and limit its role in the economy. Many of the scientific papers published by foreign scholars have argued that the market is self-governing. In the real economy, too, government intervention in the development of the process based on these principles has been assessed as a negative phenomenon. During this period, it was concluded that the task of the state in a market economy is not to change or regulate market mechanisms, but to create conditions for its free functioning. But the global financial and

economic crisis has shown the need to control the mechanisms of a self-governing market economy, and the consequences of denying government intervention. An unfair assessment of the role of the state in the real sector of the economy and the financial system has had negative consequences. The global financial and economic crisis has called for a transformation of the socio-economic models that have developed over the years in most developed countries and a change in the principles of development. The role of public administration has once again proved to be an important link in the conditions of market relations. That fact must be taken into account.

The current imbalance in the regional economy, low rates of development and efficiency of the tourism product and tourism industry, uncompetitiveness of many types of tourist services, low investment in the tourism and recreation sector of the region, declining tourist consumption, statistical reporting All the shortcomings in the management indicate the need to expand the function of public administration in the field of tourism in the region and to improve the existing organizational and economic mechanism and methods used.

It is known that the tourist and recreational complex, as a subsystem of the socio-economic super system, is inextricably linked with such institutions as "economy", "society", "ecology". The effectiveness of this activity largely depends on the strength of its ties with other sectors of the economy. Due to the comprehensiveness and importance of tourism, it can be included in the list of strategic sectors of the economy. Such integration requires direct government intervention for the smooth, consistent development of tourism across the region.

Tourism enters into external economic, environmental and socio-cultural relations in the process of interaction with other sectors. In most cases, it is beyond the competence of tourism entities to resolve, regulate or control the issue. That is why it justifies the need for public administration (regulation) aimed at achieving positive results or reducing negative consequences.

The regulatory function of the state in the development of the tourist and recreational complex is to influence the activities of economic entities in order to create the necessary conditions for the sustainable operation of the market mechanism in practice. appears at the exit.

The practical manifestation of public administration in the development of tourist and recreational complexes, the solution of priority socio-economic issues and the development of an integrated concept of tourism development in order to create the necessary conditions for the proper functioning of market mechanisms in the tourism and recreation sector. 'means to keep a secret.

This process involves, first of all, the development of the principles of public administration policy for the development of tourism, the definition of its goals, objectives and the definition of tools and methods of management.

One of the peculiarities of tourism is that it has socially important aspects in the economic mechanism that cannot be solved by organizing on the basis of market relations, or are economically inefficient. Given the scale and importance of such issues, they cannot be resolved without government intervention. Among the most important of these

- Strengthen the legal framework to ensure a level playing field for all tourism businesses, ensure the inviolability of private property and protect the rights of owners, and encourage and promote effective and healthy competition in the industry.
- Managing economic growth in the tourism sector to ensure the balanced development of tourism in the region, encouraging positive shifts in sectoral and regional economic structures;
- Redistribution of financial resources for social protection purposes (providing conditions for the poor to use tourist services).

Economic instruments of state tourism management - the provision of financial incentives and sanctions for taxes, extra-budgetary payments, the allocation of general and targeted subsidies, the definition of sources of income and expenditure of extra-budgetary funds, income and expenditure of state enterprises and organizations regulates through control.

The scope of state management and regulation of the regional tourism market is determined by the means at the disposal and authority of state bodies.

Tasks and methods of tourism management policy development in the region are given in Table 4: Methods and tasks of state regulation of tourist and recreational complex. 4-table

№	Functions	Methods of implementation
1	Creating a regulatory framework for the organization and regulation of tourism	<ul style="list-style-type: none"> <li>➤ Unification of concepts and definitions of tourism activities into a single system and as a single form</li> <li>➤ Adaptation of treaties and agreements to international standards</li> <li>➤ Establishing procedures for entry and exit, customs clearance</li> </ul>
2	<i>Determining the prospects for tourism development</i>	<ul style="list-style-type: none"> <li>➤ <i>Development of tourism development model, its general strategy and concept Introduction of effective mechanisms of financial and economic regulation of the industry, improvement of organizational structures Regulation of accommodation of tourism facilities on the basis of the principles of rational planning Defining plans for the development of tourism infrastructure</i></li> </ul>
3	Regulation of types of tourist activities	<ul style="list-style-type: none"> <li>➤ Development of state standards for the main types of tourist services</li> <li>➤ Certification of tourism products</li> <li>➤ Licensing of tourist services</li> </ul>
4	Tourism security	<ul style="list-style-type: none"> <li>➤ Development of tourist protection and safety programs</li> <li>➤ Insurance of tourists and their property</li> <li>➤ Licensing of private security services</li> <li>➤ Certification of private security companies</li> <li>➤ Standardization</li> </ul>
5	Tourist staffing	<ul style="list-style-type: none"> <li>➤ Development of state standards, curricula for a continuous system of training for the tourism industry</li> <li>➤ Formation of a system of professional development of personnel in the field</li> <li>➤ Creation of a system of training, retraining and advanced training for enterprises of the tourism industry</li> </ul>
6	Ensuring scientific research of the tourism market	<ul style="list-style-type: none"> <li>➤ Increasing the scientific potential of tourism, the establishment of national centers for the study of tourism</li> <li>➤ Conducting marketing research in the tourism</li> </ul>

		market ➤ Creation of information support system for tourism enterprises
7	Supporting foreign economic activity of tourism companies	➤ Establishment of branches and representative offices abroad ➤ Concluding international agreements ➤ Participate in dispute resolution ➤ Promotion of national tourism products
8	Addressing issues of environmental protection and preservation of historical monuments	➤ Protection and restoration of natural resources ➤ creation of rules, laws and economic incentives for the restoration of historical monuments ➤ Financing of cultural institutions
9	Creating a strong image of the area	➤ Marketing in the tourism industry ➤ Defining the directions of information and advertising activities ➤ Conduct a favorable tax policy ➤ Encourage investment ➤ Monitoring the international competitiveness of national tourism products
10	Accounting and control functions	➤ Current control, audit ➤ Introduction of statistical reporting forms and establishment of a mechanism for its maintenance

The current stage of development of the Samarkand regional tourist and recreational complex requires the improvement of public administration, strict financial and relatively liberal expansionist policies aimed at increasing investment and achieving overall economic development.

This includes state programming (programming) or indicative planning (development of targeted programs that define the tasks of socio-economic development of the tourism industry for a certain period).

World experience shows that programming is one of the most advanced methods of centralized public administration. The main purpose of programming should be to coordinate measures aimed at regulating investment issues, allocating loans, determining budget priorities, managing the money and credit market through changes in interest rates and lending rules, and so on.

Programming allows for a comprehensive use of the tools of state regulation of the economy, creating conditions for the prevention of inconsistencies and conflicts in the conduct of management activities. Therefore programming from available resources can be considered as one of the ways to optimize the directions of rational use. Therefore, the main task of the territorial bodies of management of the tourist and recreational complex is to develop a clearly defined strategy for the final stages and priorities of socio-economic development of the regional tourism sector.

One of the directions of the state's influence on the development of the tourism market is the formation of a favorable tax policy aimed at attracting domestic and foreign investors to the industry. The following benefits are provided for local and foreign investors in today's kundaturism:

- Tax support measures
- Exemption from customs duties and VAT on imported goods
- Soft loans. Tax benefits:

But in general, the development of the tourism industry is taking place in an environment where the taxation of tourist organizations and the hotel industry is as close as possible to the general system of business activities.

The current situation in the tourism market is volatile, tourism the tax burden of business entities in the field, local governance structures, pressure from oversight bodies, corruption

The failure of the elements to eliminate a number of disadvantages, in the first place, it can lead to tax evasion by any means. As a result:

The mass transfer of tourism businesses to the shadow economy

Decrease in regional tour product competitiveness

There will be a reduction in budget revenues to the republican and regional budgets.

Tourism and recreation sector in Samarkand region

Based on the analysis of the evaluation of public administration, the following conclusions can be drawn:

First, declining efficiency of tourism production, problems in promoting regional tourism in the tourism market, insufficient level of competitiveness due to the uniformity of tourist offers, reduction of tourist consumption and other factors justify the need for state regulation of tourism and recreation.

Second, the means of economic influence, namely taxes and other payments, general and targeted subsidies, direct government funding and lending, quotas and licensing of tourism activities, the provision of state guarantees for investments, is the most influential trio of state management and regulation of the tourism sector.

Thirdly, it should be noted that the development of the tourism industry in our country is carried out in conditions that are as close as possible to the general system of taxation of tourist organizations, hotels. One of the important tasks of the state in relation to the TTT is to increase the efficiency of their activities by reducing the tax burden for enterprises in the tourism sector and to achieve sustainable development of the economy as a priority sector that forms the budget;

Fourth, the expansion of RONK Fifth, the regional tourist and recreational complex it is not advisable to draw up comprehensive development programs for more than 5 years so that they do not become more declarative. At the regional level, the concept of tourism development should be developed in a short period of time, focusing on a clear development strategy based on marketing research.

While acknowledging the special role of government in the development of the tourism industry, it should be noted that the application of the principles and tools of self-government of the tourism market also plays an important role

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