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## STRATEGIC PLANNING PROCESSES IN REGIONAL TOURISM IN THE DIGITAL ECONOMY

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**ABSTRACT:** The article examines the theoretical aspects of strategic planning for the development of regional tourism. The article also describes the functions of tourism planning at the national and regional levels, as well as the components of regional strategic planning for tourism development.

**KEYWORDS:** tourism, excursion, strategic planning of tourism, geographic area, tourism opportunities, socio-economic sphere, hospitality, infrastructure.

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### INTRODUCTION

In the digital economy, the planning process is the foundation for management functions or the basis of the functional structure of the management system, as well as the main tool to help achieve goals. Planning incorporates processes and decisions that are used to develop business strategies that ensure that production and service enterprises achieve their goals.

Like any other complex device, a competitive economy can fail in a stressful situation, and such a situation always arises when faced with problems that are significantly different from those previously solved. During the transition from war to peace, from prolonged stagnation to rapid growth, or when rapid and drastic technological changes are necessary, the solution to the problem of achieving general equilibrium can be ensured through the use of external influences, i.e., planning [1].

Today, Uzbekistan attaches great importance to strategic planning of tourism as one of the goals and priorities of state policy in the field of tourism in the medium term. Implementation of these directions

requires the development of a strategic plan for the development of tourism, its share in GDP, in-depth analysis of the tourism and recreation market and the development of relevant programs to provide the population with new jobs.

The process of tourism planning depends on a specific geographical area, which should be of interest for tourism activities and rich in tourist resources with tourist opportunities as well as specific features and recommendations. Tourism planning should be separate from other non-tourism areas and should have the ability to implement specific tourism plans, monitor them, predict the future of these activities, or pursue clear policies.

The essence of strategic tourism planning in the region is the development of regional policies, programs and plans for tourism development, taking into account the specific conditions of the region. Given that tourism is a very complex and multifaceted, multifactorial socio-economic sector, it should be noted that changing any of these factors or reducing their status can lead to irreparable negative consequences in the planning of the tourism industry..

## MAIN PART

The development of regional tourism is a complex issue, which is primarily explained by the lack of scientific and methodological work to highlight the role and importance of tourism in the regional economy. The methods used as an effective practice of tourism management in countries with developed market relations are ineffective due to national and cultural factors in Uzbekistan. This can be explained by the fact that tourism has a pronounced regional character, which complicates the planning of regional tourism in our country due to the fact that tourist resources are located within one or more administrative units or regions and the emphasis on specific planning principles in each region.

At the current stage of development of the digital economy, regional tourism planning should be based on a comprehensive approach, combining the goals of the tourism industry and the interests of the local population, sustainable development of the national and regional economy.

Planning considers a variety of alternatives, increases choice, allows for an effective distribution of responsibilities, authority and responsibility, and takes the time factor into account. According to the World Tourism Organization (WTO), tourism planning at the national and regional levels has the following functions:

- ❖ identification of general tasks and directions of tourism development;
- ❖ Ensuring the use of tourism in the direction of "sustainable tourism" aimed at preserving the existing natural and socio-cultural resources of the region for future generations;
- ❖ to a certain extent reflect and rationally harmonize the development of tourism in the socio-economic development of the country, to ensure the preservation of the organic connection of tourism and related industries;
- ❖ making wise decisions on tourism development at the public and private sector levels;
- ❖ Achieving coordinated development of all elements of the tourism industry. This allows for the interconnection of tourist hospitality, various activities, other types of services that allow further detail of the tourism market;
- ❖ efficient distribution of economic, social and environmental benefits from tourism, minimization of problems related to tourism;

- ❖ organization of an organizational structure dealing with the creation, placement, selection and determination of the level of development of tourist hospitality facilities, infrastructure and various services;
- ❖ development of various complementary standards and guidelines in coordination with the tourism development program in the region;
- ❖ Tourism development plan and effective implementation of tourism policy, organization of organizational and other institutional structures that allow for sustainable management of the tourism sector;
- ❖ Ensuring effective coordination of public and private sector investment activities in the field of tourism development;
- ❖ Ensuring regular monitoring of the tourism development process.

Targeted regional programs based on the study of methodological issues of regional planning in the new economic digitalization relations will ensure that the decisive factor in the development of tourist and recreational clusters and zones in the regions of Uzbekistan.

To ensure the comprehensive and sustainable development of the region on the basis of tourism, it is necessary to develop a strategy for planning and forecasting its development [3]. To develop this strategy, it is expedient to assess the demand and supply indicators of tourist services. First of all, it is necessary to assess the volume of total tourist demand, tourism turnover, the number of people employed in the industry, income from tourism services and income from the provision of goods and services in related industries by different social groups (segments), regions and total supply. Based on this assessment, it is necessary to develop a development strategy based on the principle of customer orientation of the region as a tourist destination, and, of course, the image of a tourist destination should form the basis of this strategy.

Assessing the effectiveness of the tourism industry allows to determine the extent to which tourism has contributed to the development of regions (territories, destinations). It also allows assessing the impact of other economic indicators on the economic efficiency of tourism, their effective control and identification of positive indicators. Based on the calculation of these indicators, it will be possible to assess and monitor the development of tourism as a result of changes in certain factors.

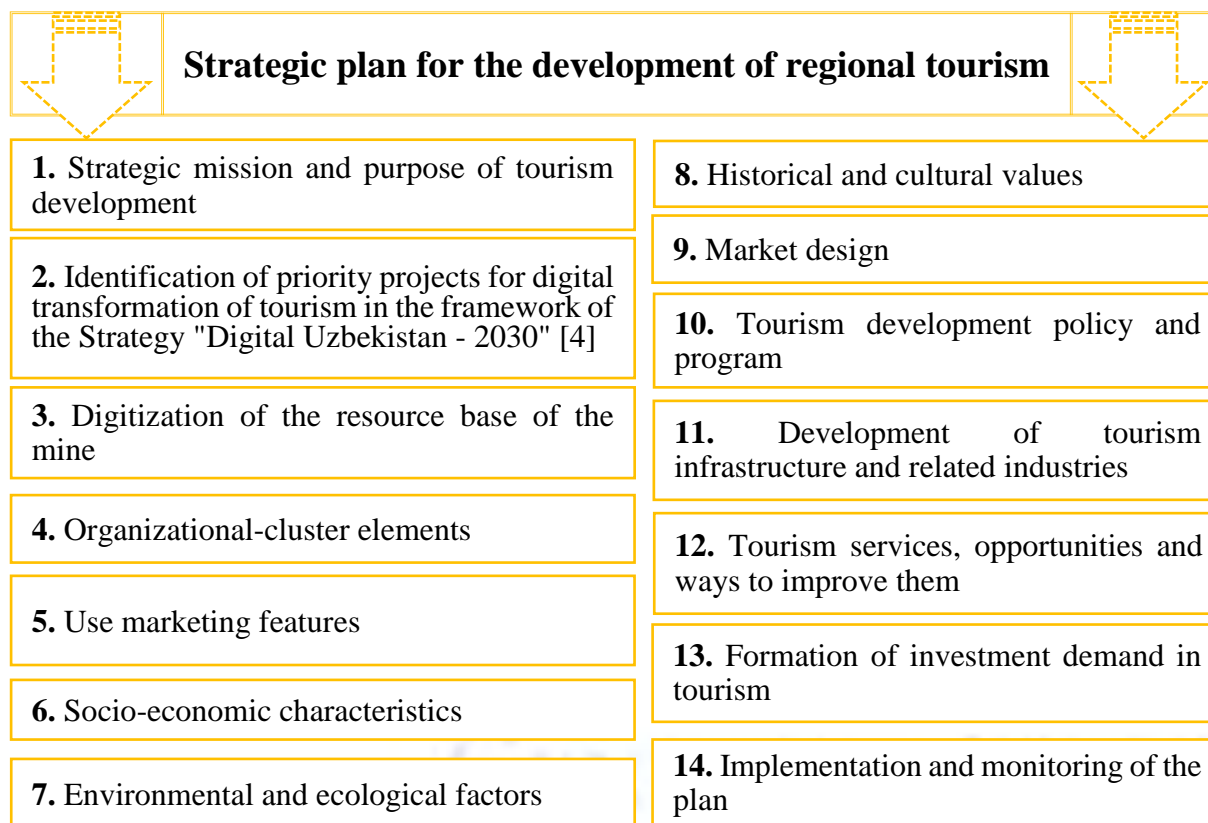


Figure 1. An integral part of strategic planning of regional tourism in the digital economy

## CONCLUSIONS

In practice, the tourism development plan is partially reflected in the socio-economic development programs of the regions for a certain period. We recommend that the structure of the detailed strategic plan for the development of tourism in the region in the context of digital transformation should consist of the following sections (Figure 1).

As shown in Figure 1, strategic planning for the development of regional tourism is expedient to implement a planning process consisting of 14 sections. The following should be considered in the components of the planning sections shown in this figure:

**1. Strategic mission and purpose of tourism development:** The mission reflects the essence and state of the organizational system, defines a goal-oriented task, serves as a basis for the study of strategic goals. If the mission expresses the essence of the organization's activities, then the specific basic situation in which the organization operates at any given moment is defined in terms of its goals. In other words, goals are the specific state of a particular feature of an organization, the achievements it needs, and the activities that focus on those achievements.

**2. Identification of priority projects for the digital transformation of tourism in the framework of the Strategy "Digital Uzbekistan - 2030" [4]:**

Under this strategy, the following priority projects for the digital transformation of the tourism industry should be integrated into digital geographic information systems: integration of the new official website of the State Committee for Tourism Development with regional data resources and data placement; introduction of a single electronic register of all accommodation facilities, sanitary and hygienic outlets

and investment-intensive facilities in the field of tourism. Introduction of the system of identification of tour guides operating in the field of tourism of the Republic of Uzbekistan (automation of the identification of guide-tour leaders using QR code technology).

**3. Digitization of the resource base of the region:** historical, cultural, geographical, climatic, demographic and ecological characteristics of the region; the state of natural resources of the regions and unused land and natural resources of certain areas; availability of local development programs, plans and strategies; development trends of the regional economy.

**4. Organizational and cluster elements:** public and private organizational structures, tourism clusters, tourism enterprises and formality; investment in tourism in order to attract resources; human resources and education and training programs.

**5. Use of marketing functions:** increase of tourism products and tourist attractiveness of the region on the basis of available funds, definition of channels and strategies of sale of tourist products.

**6. Socio-economic characteristics:** types and amount of tourist costs; the level of profitability of the planned types of tourism development; Recommendations for increasing the economic and social efficiency of tourism and improving the living standards and quality of life through the development of tourism.

**7. Environmental and ecological factors:** changes and problems in the environment under the influence of tourism and recommendations for their reduction; environmental protection, conservation programs, recommendations for reducing the impact of ecotourism projects on nature.

**8. Historical and cultural values:** To determine the socio-cultural impact of tourism for the regions of Uzbekistan with rich historical and cultural heritage, unique natural potential, to develop a roadmap to improve living standards and quality of life through tourism development.

**9. Market design:** global and regional tourism routes and projects; tourist visits to the region and destinations; the impact of competition on tourism; identification of primary and secondary markets, the main factors influencing tourist visits; defining market goals; the level of use of household products by the local population; determination of the quantity, type and quality of living conditions of tourist facilities.

**10. Tourism Development Policy and Program:** Due to the status of tourism as a strategic sector of the economy in Uzbekistan, further improvement of the legislative and regulatory framework in the field of tourism, development of targeted programs to create favorable conditions for tourism, all obstacles to tourism development elimination, simplification of visa and registration procedures, improvement of passport and customs control, statistical accounting system.

**11. Development of tourism infrastructure and related industries:** Accelerated development of tourism facilities in all regions of the country that meet the needs and requirements of tourists to meet modern world standards: catering, transport and logistics facilities, information centers, road and transport engineering and communication infrastructure, quantitative and qualitative improvement of hotels and similar facilities for the placement of roadside infrastructure along major tourist routes, as well as the widespread attraction of foreign investment for these purposes.

**12. Tourist services, opportunities and ways to improve them:** existing and planned accommodation tools and prospects (quantity, type, location and quality) and measures to improve it. location of tourist facilities, territories, zones and transport; stages of development; models and programs that determine the tourist destination and routes; plans to promote and inform tourism to the general public; distribution of powers between the public and private sectors; tourist information supply and service.

**13. Formation of investment demand in tourism:** active investment policy of the state and increasing investment attractiveness in the regions, monitoring of the investment climate, public spending on tourism, capital investment in tourism, export of tourism services, foreign direct investment, mutually beneficial with domestic private investors cooperation, financing of investment projects and encouragement of initiatives.

**14. Implementation and monitoring of the plan:** development program, which includes cost estimates and executives; implementation measures and sources of funding; norms and standards for tourism development; technical control over the implementation of the plan and measures to improve it. Thus, it was found that the scientific basis of strategic planning of regional tourism in the digital economy is a multi-level system that allows you to effectively organize, manage and control tourism, starting from the process of defining the purpose and mission of tourism development.

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