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DIRECTIONS FOR IMPROVING THE ORGANIZATIONAL MECHANISM FOR INCREASING TOURIST FLOW TO THE REGIONS

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Abstract: This article focuses on organizational mechanisms for the effective organization of tourist destinations, primarily on implementing effective management and ensuring sustainable development of the tourist destination.

Key words: organizational mechanism, tourism, management, destination, communication, trend, tourism resource, business, civilization.

It is important to effectively utilize the tourism potential of tourist destinations, increase the attractiveness of tourist destinations, organize new tourist routes, and develop organizational and economic mechanisms for the improvement of existing mechanisms and the effective development of tourist destinations.

In a broad sense, the term mechanism refers to a set of methods, means, or procedures developed to achieve a specific goal. It is used in various fields, including technology, economics, the way organizations work, and many others. A mechanism refers to a system or means used to perform specific tasks, solve problems, or achieve goals.

An organizational mechanism is a system of organizational rules, processes, functions, and responsibilities developed to achieve a specific goal or perform tasks. The organizational mechanism includes procedures for distributing authority, organizing work processes, making decisions, and exercising control.

The application of organizational and economic mechanisms for the effective organization of tourist destinations is of great importance in increasing their sustainable development and competitiveness. The organizational mechanism for the effective organization of tourist destinations is complex and multifaceted, and their successful implementation requires mutual cooperation and responsibility from all stakeholders.

Organizational mechanisms for the effective organization of **tourist destinations** is one of the important factors in tourism development. These mechanisms include (Figure 1):

In creating tourism planning and management structures, define the long-term goals of the destination and develop ways to achieve these goals. This is related to the planning of long-term and comprehensive strategies and goals for the development of tourist destinations, which must take into account environmental sustainability, economic income, etc. Furthermore, when developing a long-term strategy for the development of the Navoi region's tourism sector, it will be necessary to define goals for the full realization of the region's tourism potential.

Establishment of organizations responsible for tourism management at the local, regional, or national level. These organizations are also involved in planning tourism development, establishing marketing strategies and advertising campaigns, quality control, and identifying and resolving problems related to tourism activities.

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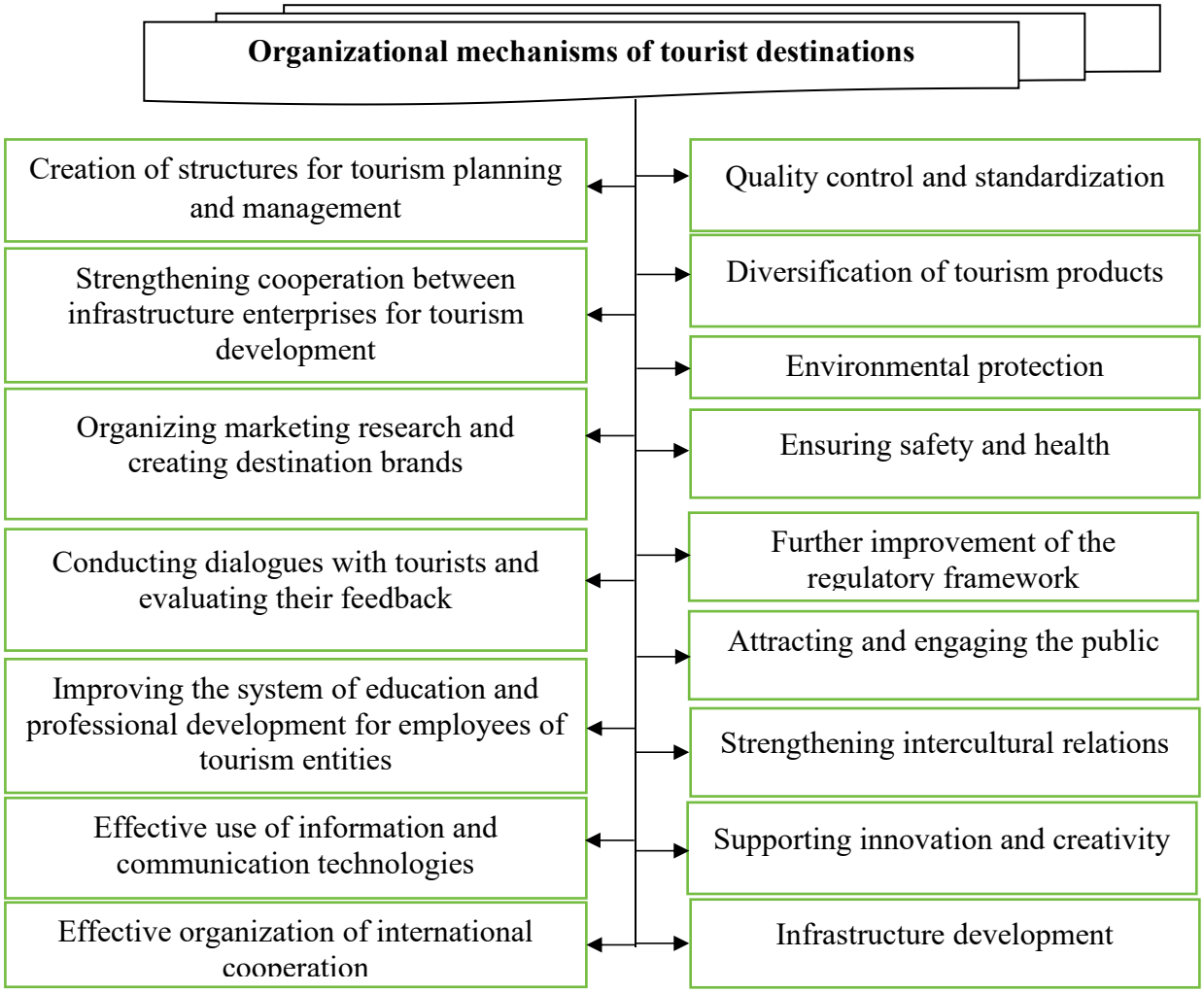


Figure 1. Organizational mechanisms for the effective organization of tourist destinations

Strengthening cooperation between infrastructure enterprises for tourism development. During this process, the following must be taken into account:

- developing strong cooperative ties between accommodation facilities, catering enterprises, transport service providers, coordinating organizations, government agencies, and various stakeholders, establishing partnerships between entrepreneurs representing the private sector and authorities for the effective organization and development of tourist destinations and the improvement of infrastructure;

- it is necessary to strengthen cooperation between local authorities, tourism enterprises, non-governmental organizations, and local organizational structures, and to organize the exchange of experience with international tourism organizations and tourism enterprises in other regions.

Quality Control and Standardization. In this clause of the organizational mechanism, to ensure the highest quality of services provided to tourists, it is necessary to focus on quality control through quality control and standardization systems, as well as licensing and certification of enterprises engaged in tourism activities.

Organization of marketing research and creation of destination brands. In doing so, it is advisable to take into account the following:

- to promote tourist destinations in domestic and foreign tourism markets, it is necessary to develop marketing strategies, create a unique brand of the destination, and promote this brand on a global scale. This increases the popularity of the destination and makes it competitive;

- promoting tourist destinations in the global market and increasing their attractiveness through marketing and advertising campaigns aimed at various market segments, developing effective marketing strategies for the unique tourism products and services of the Navoi region;

- Ensuring the participation of the Navoi region in international tourism exhibitions and strengthening online marketing, conducting market research to identify the needs of foreign tourists. The data obtained on the basis of the research will be relevant in the development of criteria for improving tourism services and products;

- making accurate and effective economic management decisions by using information sources in the tourism industry, collecting new data, and analyzing them.

Diversification of tourism products. That is, to attract tourists with different interests by developing new tourism products and offering services to meet the diverse needs of tourists, and to increase the attractiveness of the destination by offering unforgettable impressions to tourists. This may include cultural, natural, sports, and other types of experiences.

Conducting dialogues with tourists and evaluating their feedback. This involves creating effective channels for collecting feedback from tourists and responding to them. This will help improve the quality of service and increase the likelihood of tourists returning. It is also important to follow online reviews and social media comments about tourist destinations and their services. Because this helps to expand positive customer experiences and eliminate potential problems.

Environmental protection. When developing and operating tourist destinations, it is necessary to take measures to prevent environmental damage. This includes preserving natural resources and promoting environmentally sustainable tourism models.

Effective use of information and communication technologies. According to the principle of effective use of information and communication technologies of the organizational mechanism, it will be necessary to perform the following tasks:

- using modern technologies, such as online booking systems, mobile applications, and virtual reality, to provide more convenient and efficient services for tourists;

- as a result of collecting and analyzing data to determine the behavior and needs of tourists, we will have the necessary information to improve the quality of tourist goods and services;

- introducing information about tourist destinations through websites, social networks (facebook, instagram, telegram) and blogs. These methods can yield fast and effective results and reach a wide audience;

- Using innovative technologies such as digital marketing, virtual reality, and blockchain. This is of great importance for increasing and improving tourism products, services, and their types.

- Using digital analysis to study and analyze tourism data and obtain market development forecasts. This provides important information about the behavior of tourists visiting from abroad and the advantages of tourism services.

Ensuring safety and health. It is necessary to implement the necessary measures to guarantee the safety of tourists, including the development of emergency preparedness and response mechanisms, the introduction of public health standards and sanitary requirements to protect public health and respond to epidemiological situations.

Further improvement of the regulatory framework. In this principle of organizational mechanism, it is necessary to organize the country's tourism activities based on national and international legal documents, as well as standards and requirements related to the tourism sector, and to focus on simplifying and clarifying the procedures for obtaining the necessary licenses and permits for organizations engaged in tourism.