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IRECTIONS FOR IMPROVING THE ECONOMIC MECHANISM FOR INCREASING TOURIST FLOW TO TOURIST DESTINATIONS

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Abstract: This article focuses on the economic mechanisms for the effective organization of tourist destinations, primarily on increasing the financial efficiency and ensuring the sustainable development of the tourist destination.

Keywords: economic mechanism, tourism, national economy, destination, communication, trend, tourism resource, business, civilization.

The Navoi region is considered one of the tourist attractions of Uzbekistan. This region has a rich historical, cultural, and natural heritage. Therefore, it is important to effectively utilize the tourism potential of this region, 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.

The economic mechanism is a complex of processes and procedures related to the distribution of resources in the economy, the development of tourism goods and services, and their sale on the market. It includes methods of regulating financial incentives, pricing, tax policy, government influence on the economy, and other economic activities. The economic mechanism, in this order, serves as an important factor for the efficient allocation of resources and the achievement of economic growth.

Economic mechanisms for the effective organization of tourist destinations are primarily aimed at increasing the financial efficiency and ensuring the sustainable development of the tourist destination. Economic mechanisms can include the following (Figure 1).

Financing and investment attraction. In:

- attracting investment in tourism infrastructure and projects. This can also be applied in practice using partnership models between the two industries;
- Attracting funds to finance tourism infrastructure and projects. Attracting funds can be carried out through direct private or foreign investment, international financial institutions and grants, state funds, etc.;

Tourism taxes and fees. Collecting payments from tourists, such as hotel taxes, entrance fees (e.g., museum admission, etc.). These funds can be directed toward improving tourism infrastructure and services.

To attract investment for the development of tourist destinations and stimulate the improvement of service quality, it is necessary to provide tax incentives and subsidies to representatives of the tourism sector, and to provide tax incentives and subsidies to tourism-related enterprises to stimulate the tourism sector.

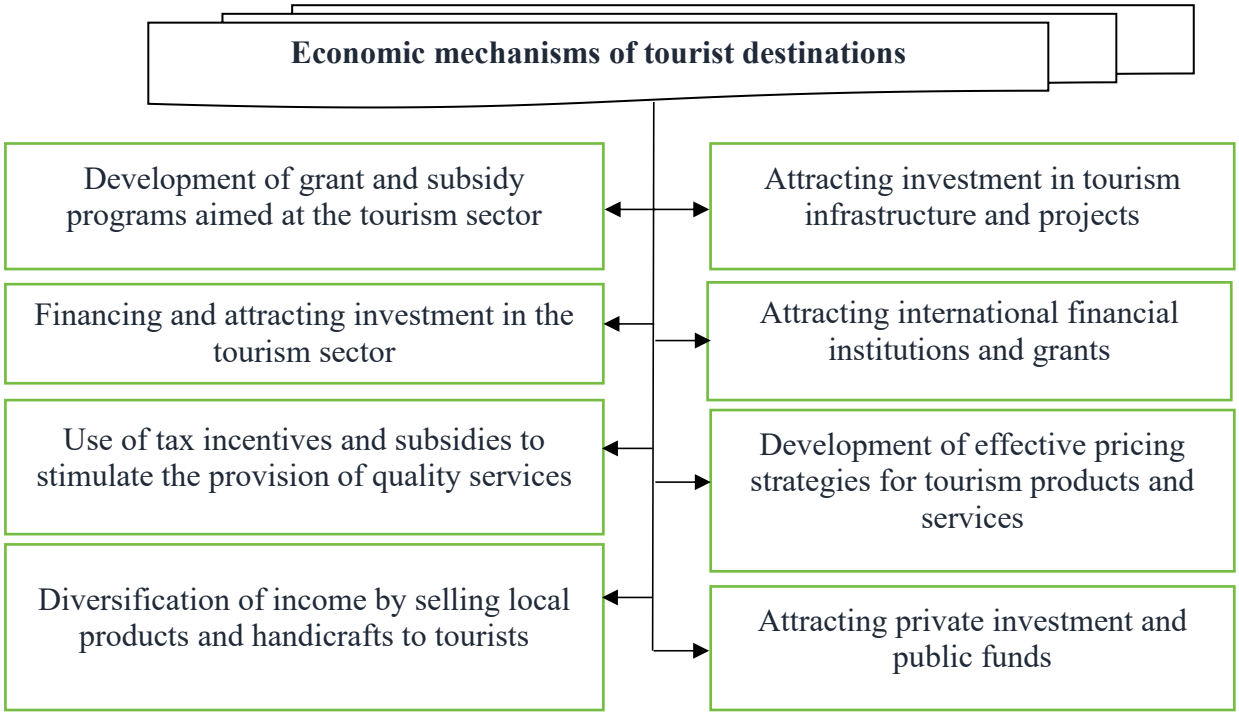


Figure 1. Economic mechanisms for the effective organization of tourist destinations

Diversification of tourism revenues. By creating completely new and innovative tourism products capable of meeting all the demands and needs of domestic and inbound tourists, as well as by providing high-quality services, it is possible to reduce seasonality and attract a broader audience of domestic and foreign tourists. In addition, it is possible to diversify income by selling eco-friendly and unique local products and national handicrafts to tourists, attract more foreign tourists by introducing our national culture and traditions to the world, as well as reduce seasonality and develop special programs that serve to provide foreign currency inflows and tourism income throughout the year.

The desire to generate tourism revenues from various sources, including hotels, restaurants, transport services, excursions, and cultural events. This will ensure economic stability and reduce the negative effects of seasonality.

Pricing strategies. Developing optimal pricing strategies for tourism goods and services, thereby managing supply and demand, is an important factor in ensuring the stability of tourist destinations.

The principles of the aforementioned economic mechanism are of great importance in the effective organization of tourist destinations and the cycle of achieving sustainable and successful development of destinations. They not only increase the economic efficiency of the destination but also guarantee the social and environmental sustainability of tourism.

Ways to improve the organizational and economic mechanisms for the effective organization of tourist destinations in the Navoi region by adapting them to modern requirements require a multifaceted approach. By implementing these approaches, it will be possible to develop the region's tourism sector and fully utilize its economic potential.