

Open Access Article

## THE ESSENCE AND CHARACTERISTICS OF THE TOURISM MARKET AS A COMPLEX SYSTEM: SCIENTIFIC-THEORETICAL ANALYSIS

Mashhura Toirxonovna Alimova

Professor of the Department of Management, Samarkand Institute of Economics and Service, Doctor of Science in Economics, alimovamashhura79@gmail.com

**Abstract:** the article examines the essence and conditions of the concept of “tourism market” in the quality of a complex system based on the theory of systems and the research of a systematic approach to development. As a result of the study, the principles of the systematic approach to the development of the tourism market have been developed. Therefore, scientific and theoretical analysis, the peculiarities of the development of the tourism market on the basis of a systematic approach have been discussed.

**Keywords:** tourism market, tourist product, partner organizations, counterparties, tour operators, tour agents, conditions, principles, systematic approach, openness, integrity, emergency, forex description, hierarchy.

**摘要：**文章基于系统论和系统发展方法的研究，考察了“旅游市场”概念在复杂系统质量中的本质和条件。作为研究的结果，制定了旅游市场开发的系统方法原则。因此，在系统方法的基础上，进行了科学和理论分析，讨论了旅游市场发展的特点。

**关键词：**旅游市场、旅游产品、合作伙伴组织、交易对手、旅行社、旅行社、条件、原则、系统方法、开放性、完整性、紧急情况、外汇描述、层次结构。

### Introduction

The tourism market is a complex, developing, improving open system, consisting of a complex of elements that are multifaceted, interrelated with each other. In this system, the presence of elements that are radically different from each other in terms of content and content, their multifaceted interaction, as well as the interaction and influence of the system with the environment, as well as the manifestation of various characteristics inherent in it because of its activity in integrity, signifies its complexity. A systematic approach to the concept of the development of the regional tourism market is primarily due to the complex description of

tourist activity. Upon this, the originality of mutual socio-economic relations within the framework of various branches of the national economy, as well as the fact that it is part of a macro-system in the form of a huge “economy – society-environment” has been encountered. Elements of the tourism market system, first, demonstrate the “integrity” inherent in the system due to their actions in integrity and interoperability through their interaction and interaction. This integrity ensures the existence of the so-called tourism market system and its effective operation.

The peculiarities of the tourism market in the quality of the system, in our opinion, arise from

Received: October 05, 2021 / Revised: October 31, 2021 / Accepted: November 28, 2021 / Published: December 16, 2021

About the authors : Mashhura Toirxonovna Alimova

Corresponding author- \*Email:

the theoretical-methodological views inherent in the systematic theory and systematic analysis. Thus, the purpose of our research is to research the nature, characteristics, conditions and principles of the tourism market as a complex system from a scientific and theoretical point of view.

### Literature view

The system of World Economic Relations, which covers the phenomenon of turning tourist services into money and money back into tourist services, finds its expression in the essence of the concept of the tourism market. The formation

and improvement of the definition of the concept "tourism market" has more than half a century of history. In this period Range, many economists-scientists have developed different definitions based on different approaches (1-table).

The peculiarities of the tourism market in the quality of the system, in our opinion, arise from the theoretical-methodological views inherent in the structural theory and structural analysis. Thus, the purpose of our research is to research the nature, characteristics, conditions and principles of the tourism market as a complex system from a scientific and theoretical point of view.

### 1-table Evolution of the concept of "tourism market"

Author	Definition	Source
A.P.Dubnov	The tourist market is a system of tourist flows connecting regional tourist markets.	Dissertation. "Methodological problems of assessing and forecasting demand in tourism" Novosibirsk.1970. p.178.
V.I.Azar	The tourist market is the sphere of realization of tourist goods and services. They consist of three main groups: transportation services; goods and services related to the presence of tourists in the resort-tourist areas; one-time goods and services, that is, entertainment services, souvenirs, etc. From the point of view of the region, the concept of the tourist market is as follows: 1) local tourist services market; 2) regional tourist services market belonging to a particular region or other territorial unit; 3) National Tourist Services Market in the whole country; 4) it can be considered as an international tourist services market on a global scale.	Economy and organization of tourism. M. Economics. 1972. p.141, 142.
Bulgarian scientists: N.Tsarevsky and	As an economic category, the international tourist market reflects	

E.Georgiev	the sphere of commodity-money relations associated with the accumulation (concentration) of supply and demand for the necessary goods and services to meet the individual needs of tourists during their travels outside their permanent residence.	Economy and organization of tourism. M. Economics. 1984. p.151, 152.
West German scientist Freyer W.	In a narrow sense to tourists in the tourist market – the usual tourist services by the usual tourist organizations (as the usual tourist services say, the services provided by the usual tourist organizations such as tour agencies, resorts, tour operators are understood), in a broad sense by the unusual tourist organizations (W.Freyer refers to credit organizations, insurance organizations, diplomatic missions, in the words of ordinary tourist services, as well as unusual tourist services (barber services, medical services) by local organizations, services of public catering organizations, products, etc.) are offered.	Tourismus. Muenchen. 1988. p.117.
R.P.Kasumov	The tourism market is a system of relations between individual entities on the development and consumption of tourist goods and services.	Problems of demand and supply of tourism services (marketing in tourism). Abstracts of the papers. All-Union conf. M., 1988. p. 45.
V.V.Smirnov	It is necessary to consider the tourist market not as a geographical concept, but as a set of economic relations that arise in the sphere of exchange of tourist goods, services and their service.	Problems of demand and supply of tourism services (marketing in tourism). Abstracts of the papers. All-Union conf. M., 1988. p. 65.
V.N. Akishin and others	In this work, the interpretation of the tourist market in the quality of the system of relations that unites the producers and consumers of tourist products is proposed... .. In practice, the tourist market is the economic relationship between the organizations that accept tourists	Fundamentals of tourism marketing. Methodological recommendations. Central Council for Tourism and Excursions. M. 1990. p. 18.

	and the turiststic region, as well as the tourist region and the organizations that send tourists to travel.	
I.Zorin, V.Kvartalnov	Tourist market: 1) a system of international economic relations, in which the processes of transformation of tourist-sourcing services into money, as well as money from another to tourist-sourcing services occur; 2) a set of consumers who have the means to buy tourist products today and tomorrow.	Explanatory dictionary of tourist terms. Moscow- Athens. INFOGROUP.  1994. p. 191.
U.N.Borisova and others	The concept of "tourist market" means the demand and supply of a tourist product.	The economy of tourism. Textbook. M.: RMAT. 1996. p.37.
Molchanova V.F.	The tourist market is seen as a component of the single market of services, and the tourist service refers to the general characteristics inherent in services.	Dissertation. "Analysis and organization of promotion of tourist services to the market." St. Petersburg 1996. p. 62.
A.V.Pishenko	The tourist market is an economic category that reflects the socio-economic phenomena and processes that arise in the field of turnover between the consumer and the developer of the product.	Organizational and economic - fundamentals of management of the development of the tourist market in the Russian Federation. M., 1996. p.21.
Ageyeva N.N.	The tourist services market is the relationship that arises between the consumers (buyers) of tourist goods and services and the suppliers of tourist products.	Dissertation. Organizational and economic mechanism- formation of the market of tourist services. M., 1996. p.37.
I.Azar, Tumanov U.	The tourist market is an abstract concept (except stocks, fairs and markets), like any other market, characterized by demand and supply for tourist services and Tavares. In other words, the tourist market is an industry that realizes goods and services for tourists.	Economics of the tourist market: Institute of International Tourism. M: IPK of civil service, 1998. p.22.
A.P.Durovich	The tourism market is a socio-economic phenomenon that unites demand and supply to ensure the process of buying and selling tourist	Marketing in tourism. Minsk, 2001. p. 135.

	products in a specific place and time.	
M.G.Voronsova	The tourist services market is a socio-economic phenomenon that unites demand and supply in order to ensure a clear space and a process of buying and selling specific tourist services and tokens in time.	Tourism: organization and management. Studies. Manual.- St. Petersburg: SPbGUKI, 200.
I.S.Markova	The tourism market is an economic system consisting of four main elements, namely: tourist demand; tourist product supply; price and competition interdependence	Organizational and economic mechanism of development of the tourist services market (on the example of the Khabarovsk Territory) Dissertation for the degree of Doctor of Economics. Khabarovsk 2009. 46 p.
I.S.Tuxliev, R.Hayitboev, N.I.Ibodullayev, R.S.Amridonova	The tourism service market is a front that unites the demands and offers that provide the process of selling and buying a tourist product, creating a collective economic relationship between the producer and the tourist product consume	Basics of Tourism. Training manual. Refined and filled 3rd edition. S.: SamIES, 2009. – 214p..

In Particular, M.G.Voronsova told the tourism market:" this is a socio-economic phenomenon that unites demand and supply in order to ensure a clear space and a process of buying and selling specific tourist services and tokens in time " [1], described as. Similar definitions are also cited by scientists of our country, who believe that "the tourism service market is a front that unites the demands and offers that provide the process of selling and buying a tourist product, creating a collective economic relationship between the manufacturer and the consumer of a tourist product" [2].

In the "dictionary of tourist terms" I.V.Zorin and V.A.Kvartalnov stated tourism market "system of international economic relations, in which the processes of transformation of tourist-sourcing services into money and money from other to tourist-sourcing services" [3] as interpreted. In

this case, the tourism market is interpreted on the basis of a two-way approach: first as the sphere of circulation and exchange of tourist services, and secondly as a system of socio-economic relations between people, which covers the processes of development, turnover and consumption of tourist services.

In order to develop a full-fledged definition of the tourism market, some economists-scientists have tried to create new economic terms. In Particular, S.A.Bistrov, M.G.Voronsova used the concept of "sub-marketers" in classifying it into segments, depending on the characteristics of the tourism market. In their opinion, as "sub-marketers": the market of hotel services; can be represented in the form of the market of catering services and many other markets [4].

Some researchers in the field of tourism have interpreted it as "the tourism market – an

economic system consisting of four main elements, namely: tourist demand; tourist product offer; price and competition interconnectivity" [5].

In the Explanatory Dictionary of the market economy, the concept of the tourism market is interpreted as "the possibilities of supply and demand in relation to tourist services" [6]. Here, the introduction of a qualitative and complete presentation to the concept of "offer in the tourism market" only the material base of tourist services and goods and tourism, which depends on the sufficient development of the infrastructure of "recreation".

### **Methodology**

The systematic approach to science was first introduced in the early twentieth century by the Russian scientist AA Bogdanov. However, the science of "Tectology" on the proposed systematic approach has not found its practical application due to the demands of the times. Later, in the early 1920s, a young biologist, Ludwig Bertalanfi, studied biological organisms as systems and embodied his views on systems in his 1929 book, *The Modern Theory of Development*. He later used a systematic approach to the analysis of social phenomena and processes, and in 1969, through his *Theory of General Systems*, he succeeded in introducing his theory into science as a general science. In the formation and development of the theory of systems L. Bertalanfi, A.A. Scientists such as Bogdanov, U. Ashby, G. Simon, P. Drucker, A. Chandler [7-12] made a huge contribution.

Stanford Optner, head of S.L.Optner & Associates, a major research laboratory in the United States, was one of the first to justify the possibilities, features, and characteristics of the

use of systematic approaches in the management of an organization.

Representatives of the "New School of Management Science" (L.Bertalanfi, A.Rapoport, R.Akof, R.Kalman, M.Mesarovich, S.Bir, V.Leontev, etc. [13-21]) founded in 1950 in the introduction and development of a systematic approach and systemic views in economic education contribution is large. Scientific-theoretical views and concepts specific to this school are formed on the basis of scientific achievements in the field of electronic computing, economic-mathematical methods and simulation models. They used the theory of general systems as the main basis in the study of management activities and applied the methods of the exact sciences to the process of analysis. A systematic approach and systematic analysis served as the main paradigm of this school.

During the formation and development of systems theory, the concept of "system" has been interpreted in various scientific literatures as similar definitions. In particular: "a set of interconnected and unified elements"[22], "a set of interrelated elements with each other and their attributes"[23], "such an organized set of elements, the change, removal or introduction of a new element is legally reflected in other elements"[24], "A set of objects with structural properties, as well as a set of relationships between objects and their properties" [25], "a whole consisting of parts; integrity and unity as a result of the combination of interconnected and interconnected elements" [26], "a set of interconnected elements that form a stable integrity and integrity with integral properties and laws" [27], "mutual assistance in order to achieve a useful result in the focus of interactions and interactions»A set of selected components that take on the character of"[28].

The Russian scientist L.I. Lopatnikov defined the concept of economic system as “an integral part of a higher socio-economic system. It is a complex dynamic system covering the processes of production, exchange, distribution and consumption of material goods”[29].

Thus, it is expedient to look at the analysis of the concept of a system as a means of research, not as an element of the object under study, but as a set of closely related components that ensure the existence and functioning of the system under study or formation [30]:

$$S_{def} = \langle Z, STR, TECH, COND \rangle \quad (1),$$

here:

$Z = \{z\}$  – target structure or bars;

$STR = \{STR_{np}, STR_{opr}\}$  – a set of structures that achieve goals

$STR_{np}$  – production structure,  $STR_{opr}$  – organizational structure;

$TECH = \{meth, means, alg, \dots\}$  – a set of technologies that implement structure (meth – methods, means – tools, alg – algorithms);

$COND = \{\phi_{ex}, \phi_{in}\}$  – the conditions of operation of the system, the factors influencing its formation and development ( $\phi_{ex}$  – external,  $\phi_{in}$  – internal).

Thus, based on the analysis of the definitions that reveal the essence of the concept of “system”, it is possible to distinguish the following system-specific cases:

the system is formed, operates and develops under the influence of certain factors;

the system consists of a specific structural structure (organizational, economic, social, production, etc.);

consists of a set of elements that achieve specific goals through their activities as a whole;

consists of a set of methods, tools and algorithms that implement the structure between the elements, in other words, a mechanism that implements structural connections.

In conclusion, it should be noted that “the combination of many elements that form a definite whole” and “the unity of many elements with clear common features” reveals the essence of the concept of the system and reflects its boundaries and conditions of development. These features are interpreted as “emergent law” and “additive law” according to systems theory and system analysis.

“Emerging law (integrity) (“emergent”-emerging, emerging) - a law that manifests itself in the emergence of new features that are not specific to the individual elements of the system, in the system, which is the result of their integrity”. The law of integrity consists of three aspects that differ from each other according to the theory of systems.

The first aspect is that the integrity properties (QS) of a system are not a simple sum of the properties of the ( $q_i$ ) elements that make it up:

$$Q_s \neq \sum_{i=0}^n q_i \quad (2),$$

here:

QS – features of complex;

$q_i$  – i-element characteristics .

The second aspect is that the properties of a system are determined by the properties of the elements that make it up as a whole:

$$Q_s = f(q_i) \quad (3),$$

The third aspect is that the elements integrated into the system often lose their previous features and acquire new ones:

$Q_s \neq \sum_{i=0}^n q_i$  ,  $Q_s = f(q_i)$  шартлари  
бажарилганда  $\{q_i\} \neq \{q_i\} \in Q_s$  (4)

The law of additivity (lat. Additio - addition) reflects the properties that are “manifested in a system that is supposedly broken down into independent elements”. In this case, the feature of the system consists of a set of properties of its constituent elements. In this case, the following equation can be used:

$$Q_s = \sum_{i=0}^n q_i \quad (5),$$

Moreover, according to the theory of systems, one of the laws of system operation is the law of commutation. According to this law, “it (the system) forms a specific unity with the environment...,... and is connected with the environment through various communications” [30]. The boundaries between the environment and the system may change during the object study period. Depending on the different stages of development, new correlations may occur between the elements of the system and the environment, and in this case the migration of elements from the system to the environment or from the environment to the system can be observed.

Thus, systems operate in a period from the state in which their elements are characterized by strictly centralized connections to the state in which these connections are completely severed. The systematic approach is a direction of research methodology based on the consideration of the studied object as a set of elements in the whole and the set of interactions between them, ie as a system [31].

## Results

In our opinion, the tourism market is a complex system that includes socio-economic relations

between sellers of tourist products (this is the offer) and buyers (demand), as well as economic links that directly regulate demand and supply to tourist products.

In the tourism market, a tourist product is offered, which is unique to consumers, that is, visitors. A tourist product is a complex or individual service (commodity) in a interconnected technological connection of services designed to meet the demand of visitors during a tourist trip. It is manifested in the following forms:

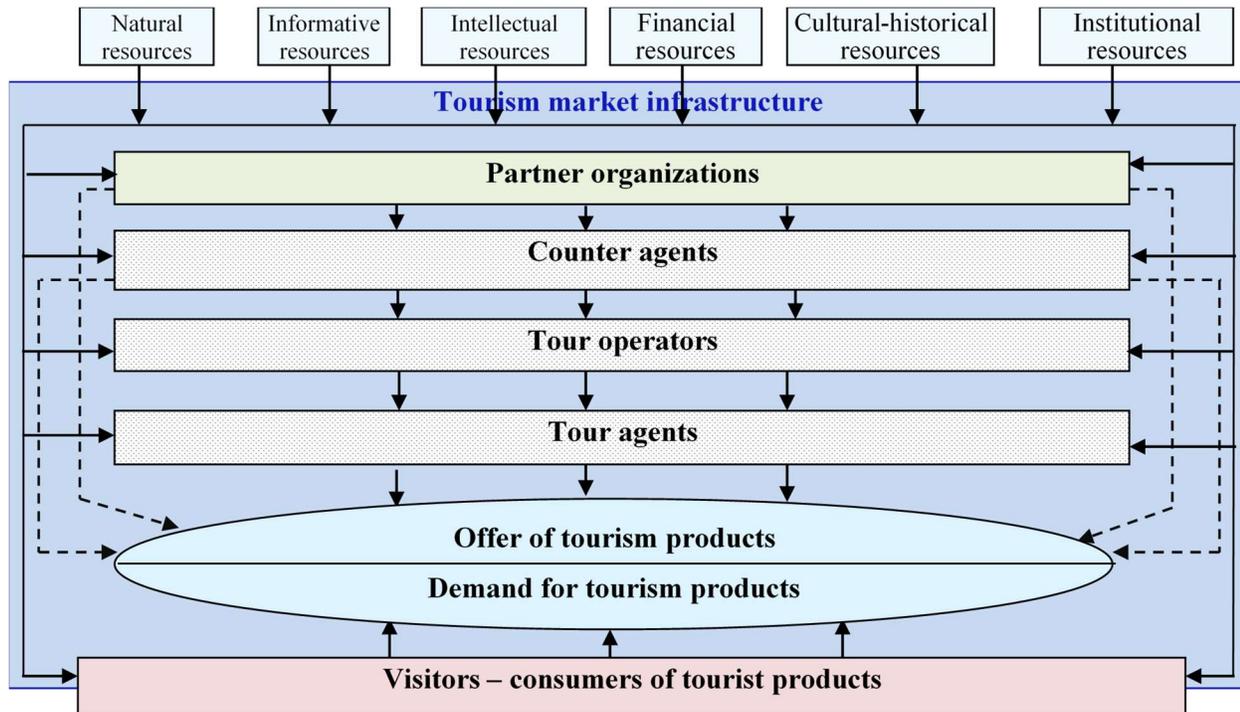
- 1) on the basis of the main route, the exact time period, the exact route, the services of different floors (household, transport, placement services, etc.) are combined.) is a set of tourist tickets and voucher (a document confirming in writing the right of the tourist in relation to the services included in the structure of the tour and the provision of these services during the tour) shall be formalized in the form;
- 2) separate views of tourist-excursion and other services provided by the Tourist Organization and the organizations accompanying it;
- 3) tourist specific special (booklet, cards, souvenirs and goods on the floor) and simple (consumer products, etc.) goods in appearance.

The tourist product is created as a tourist package (formed, designed) and contains specific information on the set of various services and goods that are delivered to tourists throughout the entire tour. Through the realization of the purchase and sale of tourist, products included in its composition and intended for a different time and space is carried out. In addition, a special feature of tourism as an independent network of the national economy is that the product of this network is considered "the right to use the specified set of services", these services are

created in the tourism network, as well as in other sectors of the economy.

The tourism market, like other markets, has its own subjects. These are: tour operators; tour

operators; counterparties; collaborate organizations; visitors (tourists and travelers) (picture 1).



**1-picture. Structure of the tourism market**

Tour operators and tour operators are considered "organizers of tourism" in their essence and character, through which specific types of services, mediation and organizational activities are carried out in the tourism market. This means that tour operators are legal entities that are engaged in the formation (creation or design) of a tourist product, ensuring its movement in the market and making its realization. The task of formation of the type is the design of a sequence of services and works that correspond to the wishes of the customer are interconnected on the basis of a specific term and purpose. On this case, Quality, Guarantee and price are agreed upon in advance (which will be provided in the future), and conclude contracts for their provision (in the future). The task of referral includes a set of

works aimed at provoking the acquisition of a tourist product by a potential buyer for reasons. In this case, advertising is one of its main structural elements. The concept of "realization" in most cases is interpreted as two different, namely: sale and implementation. When applying this concept in relation to the tour operator, in our opinion, it means "control over the implementation and execution of the services included in the tour product by the counterparties".

Tour operators are wholesale sellers of a tourist product. Tourist retail, that is, direct sales of the product to the consumer, directed to the tourist, is carried out by the tourist agency (tour operator). At present, only about five percent of tourist organizations in the world practice are

tour operators, and the remaining ninety-five percent are tour operators.

A variety of services and goods included in the tour product, produced by tour operators and sold by tourists to consumers of tourist services (tourists), are delivered directly to tourists by contractors. Counterparties are legal or natural persons who directly carry out tourist services during the tour. As well as special tourist goods and services (souvenirs, postcards, fashion show, etc.) to tourists.) to provide services (banking services, insurance services, mobile-communication services, household services, media services, etc.) that specialize in producing tourism, as well as to meet the special needs of tourists during travel.) "partner organizations" that provide tourism is also a participant in the buying and selling relations in this market.

The essence of socio-economic relations in the tourism market is, on the one hand, the promotion of activities of tour operators, tour operators, their contractors and partner organizations on the production and realization of products aimed at meeting tourist demand, on the other hand, on the basis of bilateral agreement, aimed at satisfying and motivating tourists' solvency requirements.

Like other markets, the existing infrastructure and the level of its development are of high importance in the effective functioning of the tourism market. According to experts in the field of tourism: "the concept of tourism infrastructure is a system of buildings that provide tourists with the most comfortable use of tourist reserves, engineering and communication networks, including roads, various service enterprises of Tourism and the necessary use and provision of them is understood" [2]. Thus, the infrastructure of the tourism market is an expression from a set of systems, organizations, institutions that

manifest themselves in the manner of trade-offs of tourist products, serve the tourism market, as well as perform specific tasks to ensure its effective operation.

It is known that the essence of any market maker finds its expression in the main tasks that it performs. As the main functions of the tourism market, the following can be stated:

1. The task of mutual coordination of development and consumption of tourist products serves to ensure a mutual balance between the volume and composition of the available demand and supply in the tourism market, and this task is carried out through the organization and implementation of trade relations between organizations and tourists operating in the tourism market.

2. The organization of the process of delivery of tourist products to the consumer is carried out by the realization of the created tourist product and the creation of a network of information networks that operate effectively on the products of Tourism.

3. The task of realizing the value and consumer value embodied in the tourist product is reflected in the process of money turnover of the tourist product, that is, in the "movement of value". The end of this exchange process indicates the completion of commodity-money relations, the realization of the embodied value in the tourist product, as well as the recognition by society of the consumer value of the tourist product.

Thus, the tourism market is a phrase from a complex of multifaceted socio-economic relations that provide for the interaction of supply and demand in it. The foundation of this relationship, which determines the development of the tourism market, is formed on the basis of the foundation of conditions inherent in a particular space and time. In order to fully

understand the characteristics of the development conditions of the tourism market in a particular region, it is desirable to study them into three structural groups (Table 1).

**Table 1**  
**Development conditions of the tourism market**

The main blocks	The structural structure
Natural-geographic	Forms the basis conditions for the formation of tourism in the region: - geography of the region; - natural-geographical, historical-cultural, territorial-geographical features and resources of the region.
Socio-economic	- employment of tourist activities with labor resources; - financial resources provided by the tourism industry.
Organizational-institutional	- institutional and information resources of tourist activities; - development of tourist infrastructure; - the opportunity to visit the tourist area in orort; - effective performance of state regulation of tourism development; - ensuring the safety of tourists in the area.

The conditions for the formation and development of tourism relations in the territory are manifested on the basis of a set of resources available in this territory. As we know, the resource supply of the tourism sector consists of various sources, namely natural, financial, Labor, information and entrepreneurial resources.

It is formed on the basis of natural-territorial conditions of development of the tourism sector – natural-geographical, historical-cultural, territorial-geographical resources. The composition of the main elements of Natural Resources includes landscapes, seas, rivers, lakes, climate, flora, fauna, forest massifs, etc. products included. In turn, on the basis of mutual

accumulation and combination of structural elements of Natural Resources, tourist-recreational complexes of different specialties are formed. In addition, the result of the Coordination of these complexes with the main motivations of tourist travel is the creation of tourist products, which depends on the level of consumption, that is, their eligibility, as well as the state of development of the regional tourism infrastructure. It provides an opportunity to improve the efficiency of the use of the regional recreational potential by analyzing the structural status of the group of natural and territorial conditions. Therefore, to identify tourist resources that are not covered by the existing tourist routes and to use them in the process of

developing new tourist routes, as well as to create new types of

Today on the territory of Uzbekistan there are more than 7000 tourist objects (545 architecture, 578 historical monuments, 1457 Art Monuments and more than 4420 archaeological sites), which cover a rich historical, national and cultural past, historical and cultural monuments. Moreover, including rare archaeological finds and paleontological remains, as well as attractive natural settlements containing rare plants and the animal world (about 4500 species included under the protection of UNESCO).

The socio-economic conditions for the development of the tourism sector are associated with the level of employment and financial resources of the region in terms of quantity and quality.

If we look at the practice of development of World Tourism, we can see that in recent years, as the main resource for the development of the tourism network, the state of wide application of new tourist technologies and information technologies to this sphere is observed. In particular, the importance of information resources in the formation of a tourist product, its movement in the tourism market, its realization is high.

Analysis of the organizational and management block of the development of the tourism market in the region further increases, in our opinion, the possibility of assessing the tourist material and technical base of the region and creating an effective management system for it. The development of tourism in a particular area requires, above all, the formation of the infrastructure for the industry and the improvement of its existence. This requires a certain amount of investment resources. Therefore, the economic importance and level of

development of tourism in the area is determined by the availability of more financial resources. It means that the opportunities for the development of Tourism Network in an area with rich natural resources, but with limited financial resources and an ineffective organizational and management system will be limited.

In recent years, it is necessary to consider a new group of resources, that is, institutional resources, which are of particular importance in the formation and development of socio-economic relations related to tourism. This is because institutional resources create additional conditions for the full and comprehensive use of the potential of state organizations, official and informal institutions in order to activate the total resource supply. It is important to ensure the safety of tourists, which is one of the elements of the organizational and management block that requires constant control over the development of the tourism market in the region.

The regional tourism market is formed and developed on the basis of the above conditions. In our opinion, the regional tourism market is a system of socio-economic relations between sellers and buyers of tourist products developed on the territory, formed on the basis of the natural-geographical, socio-economic, ethnic, material-technical, organizational and institutional features of the relevant territory with the geographic scope of this market and is part of the world tourism market.

From the above points of view, we can conclude that the effective development of the regional tourism market depends on the actions of natural-recreational, financial, Labor, information resources of private business entities and the rational and productive interaction of the state.

In order to achieve the necessary results in the development of the regional tourism market, it is

necessary to base on the following principles: inter-sectoral solidarity and compliance; functional solidarity and compliance; hierarchical solidarity and compliance; cooperative activity in the tourism market. Below we will look at the content and essence of these principles more broadly.

The tourism industry manifests itself as a complex network that unites various sectors of the national economy. The competitiveness of regional tourist products in the international tourism market requires cooperation on the basis of the principle of inter-industry solidarity and compliance.

Subjects of the regional tourism market conduct their activities independently of each other by offering individual parts of the tourist product, but perform the same tasks as content (for example, marketing activities) in achieving effective results in the market. Their effective operation in the market depends on the competitiveness of the market of the holistic tourist product offered by them. This situation dictates that these organizations operate on the principle of functional solidarity and compliance in the market (for example, collaborative advertising activities).

In accordance with the principle of solidarity and compliance with the hierarchic, the development of a plan of appropriate activities for the development of the tourism market at all levels of state power on the basis of mutual solidarity and compliance is required. It is for this reason that the programs of the state that regulate the development of tourism in a particular region should be appropriately reflected in all programs of socio-economic development of its territory. Based on the principle of cooperative activity in the tourism market, it is possible to achieve effective development of the regional tourism

market by establishing strong cooperation relations between public and private business, private business and science.

The above-mentioned principles of effective development of the regional tourism market, in our opinion, are manifested in the theoretical aspects of development on the basis of systems theory and systematic approach.

Based on these approaches, it provides an opportunity to study the regional tourism market, explore its system-specific features. We would like to introduce a number of unique features of the regional tourism market as a system:

First, the regional tourism market is an open economic system. The "openness" of the regional tourism market as a system is due to its high degree of connection with the external environment. Macro-environment of the regional tourism market PESTLE-factors.

Secondly, the "switching" feature inherent in an open system leads to a change in the boundaries between the external environment and the system, as well as the exchange of mutual elements. This leads to self-improvement and improvement of the system. The process of globalization, scientific and technological progress, the improvement of the transport system has improved the regional tourism markets, in which the "commutativity" characteristic inherent in the system is more fully manifested.

Thirdly, the "emergent" feature inherent in the regional tourism market system demonstrates that it is radically different from other systems. The feature of "emergent" is a feature that is not inherent in individual elements of the system and occurs only as a result of the actions of these elements in a single system in integrity. The development of the tourism market also affects the economic situation of a number of economic

network organizations, in which participants of complex socio-economic relations in this market are considered, thereby creating a multiplicative effect. Multiplicative efficiency is a feature that expresses integrity and integrity inherent in this system.

From the four, the regional tourism market, as a holistic system, embodies the inalienable relations and integrity efforts of various organizations specializing in the delivery of "complex tourist product to the consumer".

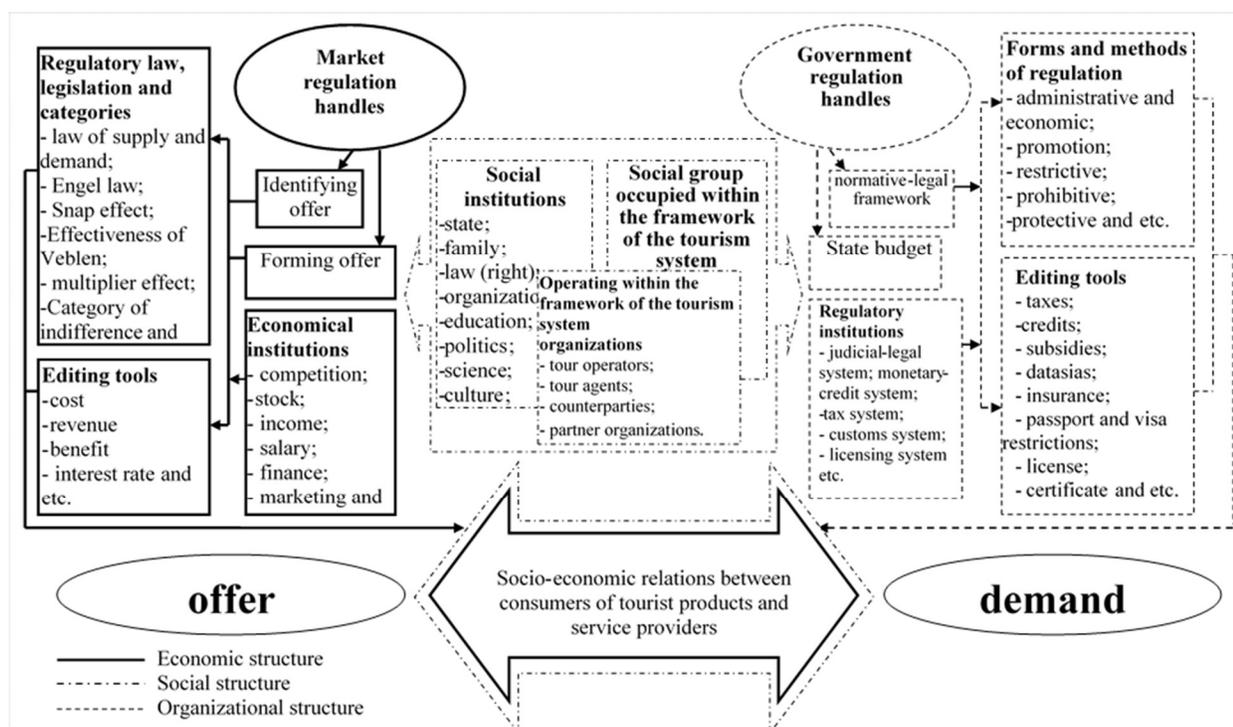
Fifth, the tourism market also manifests its "hierarchy" feature as a complex system. The "hierarchy" of the system is based on the consideration of each of its constituent elements as components (system) of a broader system (e.g. regional tourism market, national tourism market, international tourism market) in terms of coverage.

In gold, the regional tourism market is considered to have a structural characteristic inherent in a complex and open economic system. This structural classification consists of the following, namely: system of socio-economic relations; organizational and legal forms of economic activity; market mechanism; system of stimulation and motivation of market subjects; integrity and integrity of such elements as the infrastructure of the tourism market.

Seventh, like every economic system, the interaction between the tourism market and its subjects is coordinated through the regulatory support of the market economy. However, no matter how much the tourism market has improved and is not perfect, its regulatory economic mechanism cannot fully cover such effective development supports as training of qualified personnel for the tourism network, modernization of the transport system, ensuring the safety of tourists, preservation and protection

of historical and cultural heritage, protection of the environment. The economy of modern tourism determines the position of the state not only as a subject of socio-economic relations, but also as a regulatory body of these relations.

The mechanism of development of the regional tourism market is expressed in the forms, means and methods of improving the socio-economic relations between the various segments of the system: tour operators and their counterparties, tour operators and tourists, tour operators and consumers of tourist products, subjects of the tourism market and the state. This framework is aimed at the development of socio-economic relations between supply and demand by creating a favorable economic environment that ensures the development of the market and is an expression of a set of organizational, economic, socio-economic, administrative, legal and socio-psychological supports (picture 2).



### 1- Mechanism of tourism market development

#### Conclusion

The description of the tourism market as a complex multi-faceted system brings about a systematic approach to its development. This, in turn, dictates the actions of the elements of this system in integrity and mutual harmony, giving a higher effect to their relatively irregular actions. Each system is characterized by a set of specific elements, its structural description, their relationship between elements, methods of their interaction, as well as their interaction with the external environment and their impact. Therefore, the peculiarities of the systematic approach to the development of the tourism market are formed on the basis of the theory of systems and the characteristics inherent in the system.

#### References

- Vorontsova M.G. Tourism: Organization and Management. Textbook. Manual.- 2004. page. 38.
- Tuxliev I.S., Hayitboev R., Safarov B.Sh., Tursunova G.R. Basics of tourism. Textbook. Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan - T.: Science and Technology, 2014. P.214.
- Zorin I.V., Kvartalnov V.A. Tourist terminological dictionary. Reference and methodological manual. - M.: Soviet sport, 1999 P.191.
- Bystrov S.A., Vorontsova M.G. Tourism: Macroeconomics and Microeconomics. - SPb.: Gerda Publishing House, 2008., P.47.
- Markova I.S. Organizational and economic mechanism for the development of the market of tourist services (on the example of

- the Khabarovsk Territory) Diss. ... doc. econom. n. Khabarovsk, 2009.S. 35.
- Explanatory dictionary of the market economy. - M.: Gloria, 1993
  - Bogdanov A.A. General organizational science: tectology: in 2 vols. A.A. Bogdanov. - M., 1905 - 1924.
  - Bertalanffy L. von. General Systems Theory - An overview of problems and results. Systemic research. Yearbook. - M.: "Science", 1969. - 203s., Pp. 34-35
  - Bertalanffy L. Background. History and status of general systems theory / Bertalanffy L. Von // Systems research: yearbook. - M.: Nauka, 1973. -- P. 20 - 37.
  - Ashby W. R. Introduction to Cybernetics: trans. from English / under. ed. V. A. Uspensky. Preface A. N. Kolmogorov. Ed. 2nd, stereotyped. - M.: "KomKniga", 2005.
  - Ashby W. R. General theory of systems as a new scientific discipline. In the book: Research on general systems theory. Collection of translations. M.: "Progress", 1969, p. 125-142
  - Ashby W.R. Self-organization principles. In the book: The principles of self-organization. Tran. from English Ed. and with a foreword by Dr. Tech. Sciences A. Ya. Lerner, M.: "Mir", 1966, p. 314-343.
  - Rapoport A. Remarks on the general theory of systems. In the book: General theory of systems. Tran. from English V. Ya. Altayev and E. L. Nappelbaum. M.: "Mir", 1966, pp. 179-182
  - Rapoport A. Mathematical aspects of abstract systems analysis. In the book: Research on general systems theory. Collection of translations. M.: "Progress", 1969, pp. 83-105
  - Rapoport A. Various approaches to the general theory of systems. In the book: System research. Yearbook. - M.: "Science", 1969. - 203s., Pp. 55-80.
  - Akof R.L. Systems, organizations and interdisciplinary research. In the book: Research on general systems theory. Collection of translations. M.: "Progress", 1969, pp. 143-164
  - Akof R.L. General systems theory and systems research as opposed concepts of systems science. In the book: General theory of systems. Tran. from English V. Ya. Altayev and E. L. Nappelbaum. M.: "Mir", 1966, pp. 66-80
  - Akof R.L., Sasieni M. Fundamentals of Operations Research / Tran. from English M.: "Mir", 1971, 536s.
  - Kalman, Falb, Arbib. Essays on Mathematical Systems Theory
  - Mesarovich M. General theory of systems: mathematical foundations / M. Mesarovich, J. Takahara. Tran. from English E. L. Nappelbaum, ed. V.S. Emelyanova. - M.: "Mir", 1978
  - Beer S. T. Cybernetics and management. Translation from English. V. Ya. Altayev / Ed. A. B. Chelyustkina. Preface L. N. Ototsky. Ed. 2nd. - M.: "KomKniga", 2006. - 280s.
  - Bertalanffy L. von. General systems theory - a critical review // Research on general systems theory: Collection of translations / General. ed. and int. Art. V.N.Sadovsky and E.G. Yudin. - M.: Progress, 1969. S. 23–82.
  - Hall A., Feydzhin R. In the article: V. A. Lektorskoy, V. N. Sadovsky On the principles of systems research // Problems of Philosophy, 1960. No. 8 Electronic resource:

- [http://vphil.ru/index.php?option=com\\_content&task=view](http://vphil.ru/index.php?option=com_content&task=view)
- Toporov VN From the field of theoretical toponomastics // Questions of linguistics. No. 6. 1962
  - Fundamentals of general systems theory: textbook. allowance. - SPb. : YOU, 1992. - Part 1.
  - Great Soviet Encyclopedia. Electronic access: <http://bse.sci-lib.com/letter004.html>
  - Clear, D. Systemology / D. Clear. - M. : Radio and communication, 1973. -- 262 p.
  - Anokhin, P.K. Selected Works: Philosophical Aspects of Systems Theory / P.K. Anokhin. - M. : Nauka, 1978.p.15
  - L.I. Lopatnikov. Dictionary of Economics and Mathematics. 2003. Electronic access: <http://slovari.yandex.ru/economic%20system/Lopatnikov/Economic%20system/>
  - Systems theory and systems analysis in the management of organizations. Edited by V.N. Volkova, A.A. Emilyanov. M. : "Finance and Statistics" 2006. P.17
  - Pechatnikova S.M. System management in the image and likeness as a factor in the survival of an enterprise in the market // Management in Russia and abroad - 2005. - №3. - with. 11-17.
  - SOBIROV, B., & ALIMOVA, M. (2019). Accelerated development of tourism in Uzbekistan: trends, reforms and results. E-methodology, 6(6), 128-140.
  - Aslanova, D. Kh., Sattarova, Z. I., & Alimova, M. T. (2016). Regional tourist cluster as a tool to improve the efficiency of the region's economy. Scientific result. Economic Research, 2 (1 (7)).Toirxonovna, A. M., Obloqulovich, U. T., & Tuychiev, I. I. (2020). Institutional Framework for the Development of the Tourism Market. Indonesian Journal of Law and Economics Review, 8, 10-21070.
  - Alimova, M.T., & Rakhmonov, Sh.Sh. (2018). An innovative mechanism for the development of tourism in the regions of Uzbekistan. Questions of science and education, (1 (13)).
  - Rakhmonov, Sh. Sh., & Alimova, M. T. (2018). Tourism is a powerful catalyst for the socio-economic development of the region. International Journal of Innovative Technologies in Economy, (3 (15)).Toirxonovna, A. M. (2016). LM, Analysis of trends and forecasting the development of the international tourism market. SAARJ Journal on Banking & Insurance Research, 5(1), 50-70.
  - Alimova, M. T., Nasimov, A. R., & Rakhmonov, S. S. (2020). THE METHODOLOGY OF THE FORMATION OF TOURIST CLUSTERS: THE EXAMPLE OF THE REGIONS OF UZBEKISTAN. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(7), 14462-14475.
  - Alimova, M. T., Obloqulovich, U. T., & Rakhmonov, S. S. (2020). ASYSTEMATIC APPROACH TO THE DEVELOPMEN TO THE REGIONAL TOURISM MARKET. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(7), 14252-14261.
  - Aslanova, D. X., & Alimova, M. T. (2020). METHODOLOGY FOR THE IDENTIFICATION OF TOURIST CLUSTERS: THE EXAMPLE OF THE REGIONS OF UZBEKISTAN. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(6), 14820-14833.