

OPPORTUNITIES TO REDUCE THE NEGATIVE IMPACT OF THE SEASONALITY FACTOR IN THE DEVELOPMENT OF TOURISM

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ABSTRACT

There are many factors which have impact whether positive or negative on the development of tourism. One clear illustration of the factors is seasonality. This factor can be recognized as the primary reason for the uneven distribution of tourists in a certain period (a year, half a year). From an economic point of view, it represents recurring fluctuations in demand with alternating peaks and valleys. Lower seasonal demand unevenness is also characteristic of medical and business tourism; different tourist regions have specific forms of seasonal demand unevenness. Therefore, we can talk about the specifics of tourist demand in a particular locality, region, country, on a global scale. The seasonality of demand is also influenced by psychological factors (traditions, imitation, fashion). Peaks and declines in tourist activity can be largely explained by the conservatism of most tourists such as the ingrained opinion that summer is the most favorable time for holidays. Seasonal fluctuations in tourist demand can lead to forced downtime of the material and technical base, give rise to social problems. Furthermore, this factor heavily influences when it comes to major tourist centers. The main aim of this paper is to research the possibilities of alleviating the negative impact of the seasonality factor in the development of tourism in Samarkand.

Keywords: Tourism, Uzbekistan, Semarkand

TURIZMNI RIVOJLANTIRISHDA MAVSUMIYLIK OMILINING SALBIY TA'SIRINI PASAYTIRISH IMKONIYATLARI

ABSTRACT

Turizmni rivojlanishiga ijobiy yoki salbiy ta'sir ko'rsatuvchi ko'pgina omillar mavjud. Shulardan biri mavsumiylikdir. Ushbu omil ma'lum bir davr ichida turizm industriyasi xizmatlaridan foydalanuvchilarni notekis taqsimlanishining asosiy sababchisi hisoblanadi. Iqtisodiy nuqtai nazardan ushbu omil talabning cho'qqi va tushkunlik bilan o'rin almashib turuvchi tebranuvchi holatini aks ettiradi. Past darajadagi mavsumiy nomutanosiblik davolanish va biznes turizmga ham hosdir, turli turistik mintaqalar talabning mavsumiy nomutanosibligining o'ziga xos shakllariga ega. Shu sababdan, alohida bir aholi yashash joyi, tuman, mamlakat, dunyo miqyosida turistik talabning xususiyatlari haqida gapirish mumkin. Mavsumiylikka psixologik xarakterdagi omillar (an'analar, taqlid, moda) ham o'z ta'sirini ko'rsatadi. Turistik faollikdagi o'sish va pasayishlarni ko'p jihatdan turistlarning konservatizmi bilan, ya'ni yoz ta'til uchun eng qulay davr degan dogma bilan bog'liq. Turistik talabning mavsumiy tebranishlari moddiy-texnika bazani faoliyatsiz turib qolishiga olib keladi, ijtimoiy jihatdan muammolarni keltirib chiqaradi. Shuningdek, ushbu omil yirik turistik markazlarni rivojlantirish jarayoniga ham kuchli ta'sir kuchiga ega. Ushbu tadqiqotda mavsumiylik omilining Samarqandda turizmni rivojlantirishga salbiy ta'sirini pasaytirish imkoniyatlari o'rganilgan.

Kalit so'zlar: Turizm, O'zbekiston, Semarkand

TURIZMİN GELİŞİMİNDE MEVSİMLİK FAKTÖRÜNÜN OLUMSUZ ETKİSİNİ AZALTMA FIRSATLARI

ÖZET

Turizmin gelişimini olumlu veya olumsuz yönde etkileyen birçok faktör bulunmaktadır. Bu faktörlerden biri mevsimsellik. Bu faktör, turizm endüstrisi hizmetlerinin kullanıcılarının belirli bir süre içinde (bir yıl, yarım yıl) eşit olmayan dağılımının nedenidir. Ekonomik açıdan bakıldığında, değişen zirveler ve vadiler ile talepte tekrarlayan dalgalanmaları temsil eder. Düşük mevsimsel talep eşitsizliği, tıp ve iş turizminin de özelliğidir; farklı turizm bölgelerinin belirli mevsimsel talep eşitsizliği biçimleri vardır. Bu nedenle, belirli bir yerellik, bölge,

ülke, küresel ölçekte turist talebinin özelliklerinden bahsedebiliriz. Talebin mevsimselliği de psikolojik faktörlerden (gelenekler, taklit, moda) etkilenir. Turist faaliyetlerindeki zirveler ve düşüşler, büyük ölçüde turistlerin yoğunluğunun muhafazakarlığıyla açıklanabilir. Yaz tatilleri için en uygun zaman olduğuna dair kökleşmiş görüş. Turist talebindeki mevsimsel dalgalanmalar, maddi ve teknik tabanın zorunlu olarak durmasına yol açmakta, sosyal sorunlara yol açmaktadır. Bu faktör aynı zamanda önemli turizm merkezleri söz konusu olduğunda da güçlü bir etkiye sahiptir. Bu çalışma, Semerkant'ta turizmin gelişmesinde mevsimsellik faktörünün olumsuz etkisini azaltma olanaklarını araştırmaktadır.

Anahtar Kelimeler: Turizm, Özbekistan, Semerkant

INTRODUCTION

The accelerated development of the tourism and increasing its role in the economy is considered one of the important tasks in the Development Strategy of the Republic of Uzbekistan. In recent years, tourism has become one of the “focal points” of the national economy, which, being a driver for the development of other related industries, stimulates income growth, having a high multiplier effect. Tourism development is influenced by many factors. A special place among them is occupied by seasonality, which acts as the most important specific problem. Seasonality is the property of tourist flows to concentrate in certain places over a short period of time. From an economic point of view, it represents recurring fluctuations in demand with alternating peaks and valleys. The “high” tourist seasons are summer (July-August) and winter (January-March). In addition, there are “off-seasons” (April-June, September-December), during which tourist flows fade and demand is reduced to a minimum.

LITERATURE REVIEW

Studies of Turaev B.Kh. (2008), Safarov B.Sh. (2015), Muminov N.G. (2022), describe the theoretical and methodological foundations of tourism development and the factors which influence it. Features of the development of ecological tourism are studied in the works of Andrew Holden (2016), Hoshimov M. (2009), Tukhliev N. and Abdullaeva T. (2006), Kholmatjanov B.M. and others (2020). The following scientists have dealt with the problems of formation and sale of tourism products in foreign countries and in Uzbekistan: Durovich A.P. (2008), Hristov T.T. (2007), Fedtsov V.G. (2008), V.V. Ludnikova (2013), Voloshinova M.V. and Zagorskaya V.V. (2021), Usmonova D.K. (2009), Egamberdiev F. (2022). These works describe the features of development in various

countries of the world during the pandemic. The analyzed material on tourism encourages a deeper study of tourism policy in our country, as well as in foreign countries.

METHODOLOGY

When solving the tasks set, a structural-system approach, a classification method, comparative and statistical analysis, induction and deduction, extrapolation, generalization, economic and mathematical modeling, as well as empirical and logical methods have been applied.

RESULTS

Features of the seasonality of demand in tourism are as follows: it varies significantly by type of tourism. Thus, educational tourism is characterized by less significant seasonal fluctuations than recreational tourism. Lower seasonal demand unevenness is also characteristic of medical and business tourism; different tourist regions have specific forms of seasonal demand unevenness. Therefore, we can talk about the specifics of tourist demand in a particular locality, region, country or on a global scale.

Hence, according to statistics, in Europe two summer months account for up to half of all tourist trips. In countries where annual fluctuations in temperature and other climate elements are insignificant, the seasonality of tourism is less pronounced (for example, Morocco has a year-round tourist season); seasonality in tourism is determined mainly by factors such as climatic, social and psychological.

The seasonality of demand is also influenced by psychological factors (traditions, fashion). Peaks and declines in tourist activity can be largely explained by the conservatism of many tourists, for instance the ingrained opinion that summer is the most favorable time for holidays.

Seasonal fluctuations in tourist demand have a negative impact on the national economy. They lead to forced downtime of the material and technical base, give rise to social problems. The fact that most of the enterprises of the tourism industry and its personnel are used only a few months a year is the reason for the increase in the share of semi-fixed costs in the cost of tourism services. This reduces the possibility of a flexible pricing policy, complicates the activities of tourism enterprises in the market and reduces their competitiveness.

The negative consequences of seasonal uneven demand require the study of this phenomenon and the adoption of organizational, economic and social measures to smooth out seasonal peaks and recessions in tourism. To this end, tourist organizations and enterprises practice

seasonal price differentiation (increased prices in the high season, moderate or reduce prices in the “off-season”; the difference in hotel rates depending on the season can reach 50 percent), stimulation development of types of tourism that are not subject to seasonal fluctuations (for example, business, congress, etc.).

The smoothing of seasonality in tourism gives a great economic effect, allowing economic agents to increase the life of the material and technical base, increase the degree of use of personnel labor throughout the year, and increase tourism revenue.

A special place in the tourism industry is occupied by accommodation and catering enterprises. The attractiveness of the region for tourists largely depends on the level of hotel and restaurant service. But the tourism industry, especially accommodation and catering enterprises, is subject to fluctuations in demand for tourist services during the year (seasonality), which leads to an increase in the cost of maintaining accommodation and catering enterprises and an increase in the cost of their services.

The main tasks of tourism are (Karpova G.A., 2013, p. 138):

- establishment of harmonious relations between the economy, nature and society;
- creation of as many tourist organizations as possible, whose activities would be aimed at increasing, reproducing and preserving the already existing consumer value of the natural environment. It is also important that a part of the funds received from tourism revenues be directed to the solution of these problems; preference should be given to long-term projects, but at the same time, short-term interests should be taken into account;
- longer-term ones should be directed to the preservation of nature, historical monuments and other attractions for future generations.
- multiple increase of the country's recreational and tourist resources, development of local communities in socio-economic terms;
- constant, purposeful and systematic cultivation of the criteria responsible for the balance of the environment.

Tourism development is hampered by several key points (Pisarevsky E.L., 2011, p. 35).

Firstly, the lack of high-quality hotel infrastructure and professional staff. Many hotel managers prefer hiring people “off the street” and teach them on their own.

The second important factor is the problem of transport. In many regions there are no decent roads, and air travel is too expensive.

The third factor is few well-maintained facilities. There are several territories in which any economic activity is prohibited by law. As a result, such places simply fall into disrepair.

Undoubtedly, inbound tourism significantly limits the visa issue, but it's not just about visas.

Tourism around the world is developing quite quickly, but in Uzbekistan there are some problems that need to be solved for tourism to develop better in our country.



Figure 1. Number of tourists visiting Uzbekistan in 2016-2021 (million people)

Source: Center for Economic Research data

For the period 2016-2020, the Government of Uzbekistan adopted more than 60 regulatory legal acts related to the tourism sector. A visa-free regime has been introduced for citizens of 90 countries of the world. During this period, the number of tour operators increased by around 2.7 times (from 484 to 1346), the export of tourism services by 2.4 times (from \$547 million to \$1.3 billion), tourist accommodation facilities increased by 1.7 times (from 750 to 1308), the number of places in accommodation facilities increased 1.8 times (from 34.1 thousand to 61.5 thousand), the number of countries with which a visa-free regime was introduced increased 10 times (from 9 to 90).

A very simple and effective method of minimizing the negative impact of seasonality on tourism development is the organization of short-term

tours to major tourist centers. For example, organizing a short tour to Samarkand has the following advantages:

- duration of the tour - 12-16 hours.
- tour costs are minimal (transport Tashkent-Samarkand-Tashkent).
- good highway Tashkent - Samarkand meeting international standards.
- existence of roadside communications for rest and short-term stop.
- services of a guide introducing the tourist destinations of Samarkand.
- transport in Samarkand to visit tourist destinations (perhaps the same transport as from Tashkent).
- lunch (possibly + dinner) with the maximum combination of national dishes.
- visiting the famous Samarkand Siyab market and country bread market (Samarkand Patir).
- purchase of souvenirs for memory and for gifts.

However, there are also negative aspects of short-term tourism:

- lack of time to visit all tourist destinations.
- Long periods of sitting on the road (7-8 hours round trip) and on your feet visiting tourist destinations (approximately 5-8 hours) can be exhausting for some tourists.

CONCLUSION

Based on the above analytical and research materials, the following conclusions can be drawn: to some extent each factor impacting the development of tourism is the main one but in its own way, there are no secondary factors; each factor affecting the development of tourism can be a reason to both positive and negative consequences; the seasonality factor has a dogmatic character, and it can be gradually transferred to a wave of positivism that is to say any season can be used for various types of tourism; short-term tourism such as Tashkent-Samarkand-Tashkent, which was aforementioned as an example, will not give time and opportunity to tourists to forget their comfort along with the changes in weather patterns which will not greatly affect tourism plans.

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