Structure and scheme of touristic products. Case of Uzbekistan

Tursunova Gulmira Rabbonovna¹, Tursunov Eldor Rabbonovich¹

¹ Researcher, Samarkand Institute of Economics and Service, Uzbekistan
✓ tursunova.gulmira1703@gmail.com

Abstract: This paper provides theoretical points and structural policy of touristic products in the case of Uzbekistan. On this way, major elements and components of this term were discussed and analyzed in this paper. Moreover, determinants of touristic packages and creation of tours were also observed in the question. Finally, major points of touristic products with its overall shape in Uzbek tourism market were mentioned as whole.

Keywords: Touristic products, economic relations, marketing, entertainment services.

Introduction

By now, tourism has become one of the leading sectors of the world economy. In this regard, Uzbekistan pays special attention to the modernization of the tourism industry, the development and improvement of the regulatory and legal framework for sustainable development of the industry, the organization of foreign guests in accordance with international standards. In the years of independence, Uzbekistan made a significant breakthrough in this area, along with the preservation and augmentation of the historical and cultural heritage of the people, the revival of national traditions and customs, the restoration and arrangement of the sights of the republic. In order to create a modern highly efficient and competitive tourist complex in the country, a strong regulatory and legal framework has been formed, based on the Law on Tourism, adopted on August 20, 1999. There are programs of targeted measures to improve the tourist infrastructure, including attraction of investments, diversification of touristic products, intensification of cognitive-educational activities, training and professional development of specialists in the field. An important step in the formation of the national tourism model was the creation in 1992 of the National Company "Uzbektourism" by the Decree of the President Islam Karimov. Since then, the structure has been coordinating the activities of industry organizations, training relevant personnel, facilitating the flow of domestic and foreign investments into the creation of a new and expanding existing material and technical base, stimulating the development of all types of tourism, actively participating in
foreign events, and organizing major international forums. The result of measures taken in this direction is an increase in tourists arriving in Uzbekistan.

So, annually more than two million people from different parts of the world visit Uzbekistan. The geography of foreign guests is wide. Our country enjoys special popularity among the citizens of Germany, France, Italy, the Republic of Korea, Japan, China, Malaysia, Russia, India.

Since the first years of independence, Uzbekistan has been actively building up cooperation with international organizations, regularly acting with initiatives to deepen cooperation in this promising direction. An important milestone in the history of domestic tourism was the entry of the republic in 1993 into the United Nations World Tourism Organization (UNWTO). In 1994, 19 countries of the world adopted the Samarkand Declaration on Tourism along the Silk Road. In 1999, the Khiva Declaration on Tourism and Preservation of Cultural Heritage was adopted, supported by UNWTO, UNESCO and the Council of Europe. In 2002 - the Bukhara Declaration on Tourism along the Silk Road, which emphasizes the benefits of sustainable tourism and identifies specific steps to promote cultural and ecological tourism in this direction.

Moreover, in recognition of the special place of the republic in the world tourism industry, in 2004 the regional office of UNWTO was established in Samarkand to coordinate the development of tourism on the Silk Road. It should be noted that such an office exists only in two countries - Japan and Uzbekistan. Its main function is to designate directions in the development of not only regional, but also international tourism.

The opportunities of Uzbekistan are evidenced by the presence of over seven thousand objects of material cultural heritage of different epochs and civilizations, including historical centers of Bukhara, Khiva, Samarkand and Shakhrisabz included in the list of UNESCO World Heritage sites. World-famous historical monuments, modern cities, unique nature of Uzbekistan, unique national cuisine, as well as the unrivaled hospitality of our people attract travelers.

Through the efforts of the republic’s leadership, the tourist infrastructure has been raised to a rather high level in recent years. In the country, in particular, 1,176 tourist organizations, including 621 tour operators, 555 hotel farms, function successfully. An extensive network of hotels for more than 25 thousand seats meet modern international standards.

During the years of independence, due to truly large-scale works on the construction and reconstruction of infrastructure facilities in Uzbekistan, 11 airports have received the status of international harbors. Modern comfortable airplanes of the National Air Company "Uzbekistan Airways", consisting of Boeing and Airbus airliners, perform regular flights to more than 40 cities in Europe, Asia, the Middle East and America. In 2016, two modern «dream liners» - Boeing Dreamliner, will supplement the country’s civil aviation fleet.

Visiting tourists in Uzbekistan have the opportunity to get to the sights of the republic and by rail. So, in addition to the usual and high-speed trains, high-speed Afrosiab trains produced by the Spanish company Talgo runs daily between Tashkent, Samarkand and Karshi, which significantly improved the quality of customer service and shortened the travel time. In addition, in June 2016, the world witnessed another breakthrough in the development of the tourism and
transport industry in Uzbekistan - the opening ceremony of the electrified railway line "Angren-Pap", which connected the picturesque Fergana Valley with the rest of the country.

In recent years, new types of travel have been actively introduced in Uzbekistan, including ecological tourism. Presence of reserves, national parks, nurseries, reserves, natural monuments, biosphere reserve in the republic turns ecotourism into a very promising direction.

In addition, ecotourism, medical tourism, as well as mountaineering and rafting have developed in Uzbekistan. In the regions, recreation areas and comfortable infrastructure facilities are being built. For example, in the sports and health centers "Chimgan", "Beldersay" and "Charvak" located in the Tashkent region, the necessary conditions for skiing and other winter sports are created. There are built mountain routes of different types with a length of 300 to 3 thousand meters. Vacationers can climb the cable car with a special lift.

In Uzbekistan, the gastronomic direction of tourism is gaining popularity, the development of which has made it possible to make pilaf and other national dishes a recognizable brand of the country. The modern growth dynamics of the tourism industry confirms the need to modernize the training system for it, taking into account the existing realities and prospects. Creation of a number of educational institutions for the training of qualified specialists in this field was facilitated by the Decree of the President of the country "On training qualified personnel for tourism in Uzbekistan" of June 30, 1999 and the Resolution of the Cabinet of Ministers "On measures for further support and development of tourism in the Republic of Uzbekistan" from October 10, 2012.

To date, there are five higher educational institutions in the country that produce specialists in this field: the Samarkand Institute of Economics and Service, the Tashkent State Economic University, the Bukhara and Urgench State Universities, and the Singapore Institute of Management Development in Tashkent. Annually more than 500 students who graduated from universities in this specialty receive diplomas of bachelors, and over 40 - masters. In addition, more than 3,5 thousand cadres produce 12 specialized professional colleges.

A major role in ensuring the accelerated development of the tourism sector in Uzbekistan, the formation and maintenance of the country's image on the world market is played by large-scale events held regularly in the republic. One of the most important annual events is the Tashkent International Tourism Fair "Tourism on the Silk Road". Today it is the largest forum in Central Asia where industry professionals meet, negotiations are held in various formats, including business-to-business, the Hosted Buyers program is being implemented for buyers of the national tourism product, conferences are held on topical issues of development of the tourism industry in Uzbekistan and the world generally.

Representatives of Uzbekistan also regularly participate in international fairs and exhibitions held abroad to present the tourism potential of the republic. Participation in them allows you to keep abreast of the latest trends in the world tourism market, conclude business contracts, develop cooperation with foreign partners.

Thus, the intensive development of the tourism industry in Uzbekistan, including the careful attitude to the historical and cultural heritage, the creation of an infrastructure that fully meets
international standards, the strengthening of international relations have made our region one of the most visited countries in the world.

**Theoretical background**

The success of any company (firm) in the market depends, first, on the attractiveness of the produced product. The product, as an economic category, has a capacious content, which is probably why it is generally accepted definition is still lacking. Professor of Marketing, Northwestern University, USA F. Kotler gives the product the following definition: "The product is everything that can satisfy desire or need and is offered to the market in order to attract attention, purchase, use or consumption." In tourism, the product can be represented in two planes.

First, as a comprehensive service, i.e. a set of services sold to tourists in one package. This perception of the tourist product is inherent mainly to consumers and is significantly different from the perception of producers. If you ask suppliers what they produce, carriers will call transport services, hotels - accommodation services, theme parks - entertainment services, etc. For each of them, the product is a specific type of service provided. In this second case, tourist products are the component parts of the package of services.

Thus, the tourist product is a complex tourist service pre-arranged by the tour operator, including at least two services: transportation of the tourist to the country (place) of temporary stay and accommodation; sold or offered for sale at a single, lump-sum price. At the same time, the period of rendering services exceeds 24 hours or includes spending the night. Tourist services make up a significant part of the services consumed by the population and have a specific social and recreational character. For instance, rest the possibility of personal development, cognition of historical and cultural values, sports, participation in cultural events, by which tourism combines economic, social, humanitarian, educational and aesthetic factors. In domestic practice the term "service" was introduced GOST R 5064694, which defines the service as the result of direct interaction between the performer and the consumer, as well as the performer's own activity to meet the consumer's needs.

The term "service" includes:

I. Service is interaction of the consumer and the performer;
II. It is directly the process of rendering a service,
III. The process of performing a certain work by the executor;
IV. The result of these actions in the form of "transformed products" or "service result".

From the point of view of production, a tourist product (service) is a collection of a certain quantity and quality of goods and services of a predominantly recreational nature prepared at that particular moment for sale by the consumer. For consumers, the tourist product (service) has no material expression:
Tourist services include:

- Accommodation of tourists;
- Travel of tourists from the country (place) of permanent residence to the country (place) of temporary stay and back;
- Providing tourists with food;
- Transportation of tourists from the place of their arrival in the country (place) of their temporary stay to the place of accommodation and back (transfer);
- Other transportation within the country (place) of temporary stay provided for by the conditions of travel;
- Satisfaction of cultural needs of tourists (excursions, visits to theaters, concert halls, museums, art galleries, festivals, sports competitions, etc.);
- Satisfaction of business and scientific interests (participation in congresses, conferences, symposia, etc.);
- Information (about tourist resources of this or that region, customs and border formalities, rates of currencies, etc.);
- Means of communication (using the Internet, long-distance and international communication, fax);
- Organizational (registration of passports, visas, insurance, provision of guides, translators, etc.);
- Trade enterprises both general and special purpose (sale of souvenirs, gifts, postcards, etc.);
- Intermediary (reservation of places in hotels, tickets for various types of transport, sending and delivery of correspondence, etc.);
- Household (repair of clothes, shoes, dry cleaning, hire, etc.);
- Sports and recreation (use of swimming pools, sports facilities, hunting and fishing under licenses, etc.)
It is a potential opportunity, an abstract consumer product consisting of goods whose sources are in nature both in material (tourist goods, facilities, and infrastructure) and intangible (services, social environment) form.

Combining all these benefits into one concept is an objective necessity, since the consumer cannot meet his various needs for the restoration of vital forces only at the expense of one type of tourist goods or services, but only in a complex and at the same time in a certain setting. Thus, we can talk about the duality of the tourist product (service), which has the characteristics of both tangible goods and services. Characteristics of tourism services are inherent in certain features that determine the peculiarity of the tourist product: intangibility, the indissolubility of production and consumption, volatility and inability to store. The intangibility, or elusiveness, of tourist services means that they do not acquire a materialized form. They cannot be demonstrated, seen or tried before they are received. Unlike the purchase of goods, maintenance does not lead to possession of anything.

Tourist products have a different degree of tangibility. For example, the services provided at the sale of a comprehensive lunch at a fast-food factory are tied to a real object (lunch) and are of a very tangible nature. To a lesser extent, the materiality is expressed during the service in a classic restaurant, where the visitor comes not so much to satisfy the need for food as for the sake of the atmosphere itself. It is even more difficult to catch the services offered by hotels and transport companies. Making payment, the tourist buys not the hotel and the plane, but the accommodation and transportation.

In addition to the characteristics listed above, the tourist product has a number of other distinctive features. Among them - the blurriness of consumer properties; uncertainty and to some extent the anonymity of the source of services, due to the multi-subjective nature of the producer and the disconnection of the seller and the consumer of tourist services; non-transportability of the tourist product, generating a new, very dynamic form of demand, in which the buyer advances to the supplier. These features of tourism services in terms of economic efficiency make management of operations in tourism more difficult than in industry.

Tourist product consists of three elements: tour, additional tourist and excursion services, goods (see Fig. 1).
2. Tour as the main element of the tourist product

Tour - the primary unit of the tourist product sold to the client as a whole, the product of the tour operator's work for a certain route and in a specific time frame (see Fig. 2). This is a complex of various types of services united by the main purpose of travel and provided at a certain time on a certain route with a pre-established program. Tour as an economic category must meet the following requirements:

- be an objective phenomenon, which is based on the limited nature of tourist resources;
- to express the relations between the tourist organization and its clients in the production, formation, promotion and sale of tourist services;
- have an active, stimulating start, be an incentive for both the tourist enterprise and its clients;
- In its formation both objective and subjective factors should participate;
- have a consuming and exchange value; to be a commodity.

On this way, ensuring viable responsible tourism products by meeting market needs consists of market growth, motivation, needs, sustainability, travel patterns and spending functions as whole. (Graph 2)

Graph 2, Ensuring viable responsible tourism products by meeting market needs

The main type of tourist product is a comprehensive service, in other words, a standard set of services sold to tourists in one "package". Abroad, tourist trips, realized based on standard sets or
packages of services with a pre-established service program and a single price for the consumer, are called package tours or inclusive tours. Packing tours are the main subject of tourism enterprises and are defined as a package of services, including the following components - transportation and accommodation, as well as other services not related to the first two. The structure of such tours largely varies depending on the country, the characteristics of tourists, their purchasing power, the nature, range and quality of the services offered.

Package tours have advantages over other tourist services companies, since their cost is usually lower than the aggregate retail prices for individual services included in the package. A characteristic trend of the modern tourism market is to reduce the number of services included in the tour. On the one hand, to such a step, tourist enterprises are being pushed by competition and the desire to enter the market with the offer of prices lower than those of competitors. Due to the exclusion of some of the services from tourists, tourists get the illusion of cheap trips. For example, in the proposed tour, only hotel accommodation and transportation from the airport (train station) to hotels and back (which is now common for tours to Europe) can be offered.

As a major component of successful tourism, destinations could be counted different features. On this case, accessibility, amenities, attractions, accommodation and activities are considered as important ones (Graph 3).

Graph 3. Components of successful tourism destinations

Accessibility

Amenities

Attractions

Accommodation

Activities

TOURISM DESTINATION

All other necessary services tourists acquire independently.

This list of types of tours is not exhaustive. Classification of the types of tourism (by types, categories, species, forms, etc.) clearly shows the existence of great opportunities for extending the typology of tours.
The basis for the development and implementation of a tourist product as a combination of consumer values, manifested during travel, is a tourist route. The tourist route is a pre-planned way of travel of tourists during a certain period with the purpose of providing them with the services program provided.

Tourist routes are classified according to various signs:
- For the purpose of the itinerary: thematic, marching, physical culture and health.
- By the nature of movement: linear, radial, annular.
- From the mode of transportation: automobile, bus, motor (sea, river), aviation, railway, combined.
- On a territorial basis: international, domestic (within the country), regional, local.

An important condition for the efficient servicing of tourists is the careful development of the route. An appropriate maintenance program must back up the tour. Tourist services are a combination of activities that provide tourists with various conveniences when buying and consuming services and goods while traveling and staying outside their permanent place of residence. Tourist services are both comprehensive and specific. The first assumes the satisfaction of the needs of the tourist on the journey, the second is determined by the fact that his organization and structure are fundamentally different from the services in the places of permanent residence of the tourist. The level of complexity and specificity is one of the most important criteria for the quality of tourist service. The service program is a document containing comprehensive information indicating the dates and times when tourists were provided with the services they paid for. When developing the program, it is important to ensure the optimal service, offering: the targeted orientation of the tour, the program's compliance with travel goals, rational maintenance of the number of services provided, and the matching of all types of services to one level (class) of service. The class of service is used to indicate the quality of the services provided. There are no normative documents on the establishment of classes of tours and service programs. The problem is that the tourist product in most cases is complex, consisting of a set of services, having their own special internal gradations (Graph 4).

Graph 4. The responsible tourism product development process.
In practice, the classes of service in relation to the tour are conventionally designated by the following categories: "luxury", first, tourist, economic. It is necessary to take into account that graduation of service classes is rather conditional and often has national variants and features. A variation of the voucher is a tourist voucher.

3. Additional tourist product and its economic features

The additional tourist product represents those additional services that the client can receive, and is a characteristic feature distinguishing this tourist product from similar products of competing firms. As you know, all tourist services are divided into basic and additional. The first includes services included in complex services (usually transport, accommodation, meals) and paid for by the tourist in advance, to the second - purchased by the tourist during the trip over the previously paid comprehensive service. From the point of view of consumer properties, there is no fundamental difference between basic and additional services. So, excursions, if included in comprehensive services, are considered basic services. If the tourist purchases a tour in addition to the paid tour, this service becomes additional. Therefore, the difference between basic and additional services is their relation to the originally acquired tourist complex of tourist services. Thus, additional tourist services are services not provided for by a voucher or voucher, brought to the consumer in the mode of his free choice. Additional services are not included in the basic cost of the voucher.

Additional services have a very wide range and occupy up to 50% of the total income under the developed tourism infrastructure. These include: additional excursions not included in the list of basic services; sports and health services; medical services; cultural and entertainment and game events and so on (Graph 5).

Graph 5. Unique characteristics of tourism products
At present, a number of new non-traditional additional services have appeared. This is an insurance policy, special phone cards for travelers, credit international plastic cards (Visa Classic and Visa Gold), legal cards, club cards, etc.

All additional services provided to customers can be divided into the following groups:

1. **Services rendered to clients in the course of purchases of tour products.**

These services are aimed at enabling consumers to more effectively implement the process of selecting, selecting and calculating tourism products (for example, consulting a specialist, displaying an advertising video, offering drinks to customers, etc.).

2. **Services provided to customers in the process of their reception and maintenance.**

These services are associated, as a rule, with certain types of services consumed by tourists in this tour (organization of additional excursions, SPA procedures, organization of currency exchange offices, gift wrapping of purchased goods, etc.).

3. **Services not directly related to the sale of specific tours.**

While not connected with the implementation of specific tours, they nevertheless create more comfortable conditions for the implementation of the process of servicing tourists (organizing a children's room, atelier services, etc.).

Along with the functional characteristics of the additional services provided to buyers on tours, they are also divided into paid and free.

All kinds of additional services require certain expenditures of labor, material and financial resources, that is, they have a certain cost. However, the cost of organizing individual services is offset by a corresponding increase in the turnover of tourist products, and, consequently, additional revenues from tourism activities. The travel agency on a free-of-charge basis can provide such services.

In addition, the costs of individual services can be included in the price of the tours being implemented, creating the appearance of free provision of them to customers. This practice can be of limited nature, since the increase in prices for tours that are being implemented significantly weakens the competitive position of the tourist enterprise in the consumer market. Expensive services should be provided to tourists exclusively on a paid basis in order to generate additional revenues for the tourist enterprise.

Particularly careful differentiation of services should be carried out on tours with different price orientations. In low-cost tours, the list of additional services for tourists is usually reduced to a minimum, which allows you to significantly reduce the prices of tours. At the same time, in elite, exclusive tours this nomenclature can be significantly expanded, first of all, at the expense of various paid services.

3. Goods
Tourist goods - material items of consumption, souvenir and other commodity products, directly or indirectly necessary for the tourist in the process of consumption of tourist services.

Goods can act as a specific material part of the tourist product, which includes tourist plans and maps of cities, postcards, booklets, souvenirs, tourist equipment, etc., and non-specific, which includes a large number of goods that are scarce or more expensive in places permanent residence of tourists.

The cost of tourist goods in the overall structure of the tourist product depends on the country of temporary residence, the purposes of travel, the number of basic tour services and other indicators.

For example, in the structure of the cost of a standard package tour to Egypt, the cost of tourist goods purchased by Russian tourists is only 20%, while the cost of the tour and the cost of additional services is 50 and 30%, respectively. In addition, in the structure of the cost of the same standard package tour in the UAE, the share of tourist goods will be 40% at 40% and 20%, respectively.

Thus, the quality of the tourist product is formed by various factors, which is a consequence of its essence, since the tourist product is a complex of complex elements that satisfy the needs of tourists during travel and is the result of the efforts of the enterprises of the tourist industry.

**Conclusion**

To conclude with, we have discovered and examined the concept of a tourist product and its constituent elements.

This goal was achieved by solving the following tasks:

1. the concept of a tourist product is given, its content, features and structure are disclosed;
2. The elements of the tourist product are characterized: tour, additional services, tourist goods, their structure and economic significance are revealed for qualitative satisfaction of the tourist’s needs.

Thus, the tourist product is a complex tourist service pre-arranged by the tour operator, including at least two services:

- transportation of the tourist to the country (place) of temporary stay and accommodation;
- sold or offered for sale at a single, lump-sum price.

At the same time, the period of rendering services exceeds 24 hours or includes spending the night. From the point of view of production, a tourist product (service) is a collection of a certain quantity and quality of goods and services of a predominantly recreational nature prepared at that particular moment for sale by the consumer.

Tourist product has a duality, because it has the characteristics of both tangible goods and services. The main features of the tourist product are intangibility, continuity of production and consumption, variability and inability to store. Tourist product consists of three elements: tour, additional tourist and excursion services, and goods. Tour - the primary unit of the tourist product, sold to the client as a whole, the product of the tour operator’s work for a certain route and in a specific time frame.
This is a complex of various types of services united by the main purpose of travel and provided at a certain time on a certain route with a pre-established program. The additional tourist product represents those additional services that the client can receive, and is a characteristic feature distinguishing this tourist product from similar products of competing firms.

Additional tourist services are not provided by the voucher or voucher, are brought to the consumer in the mode of his free choice and are not included in the basic cost of the voucher. Tourist goods - material items of consumption, souvenir and other commodity products, directly or indirectly necessary for the tourist in the process of consumption of tourist services.

They can act as a specific material part of the tourist product, including tourist plans and maps of cities, postcards, booklets, souvenirs, tourist equipment and so on. On this way, non-specific ones that include a large number of goods that are scarce or more expensive in permanent places stay of tourists. The quality of the tourist product is formed by various factors, which is a consequence of its essence, since the tourist product is a complex of complex elements that satisfy the needs of tourists during their travels and is the result of the efforts of tourism industry enterprises.

References


