



A systematic approach to the development of the tourism market

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Annotation:

Tourism market is a system consisting of the elements operating in the integrity and conformity. Precisely this integrity provides effective functioning of the tourism market's system. The article based on a systematic approach and methods of analysis of systems theory considers the essence, as well as peculiarities and patterns of development of tourism market.

Key words:

tourism, system theory, systematic approach, systematic analysis, tourism market, mechanism

The tourism market is a sophisticated, evolving, progressive and open system of multifaceted, interconnected elements. In this system, the existence of elements that are essentially different in terms of their content and content, their multifaceted interconnection and the appearance of specific features resulting from its full functionality indicate the complexity of this system. A systematic approach to the concept of regional tourism market development is, first of all, a comprehensive description of tourism activity, the uniqueness of socio-economic relationships between different sectors of the national economy, and the fact that it is part of a large "macroeconomic-socially-environment" macro system will come out. The elements of the tourism market system, first of all, demonstrate a system-specific "integrity", due to its interaction and interconnectedness through its interaction and interaction. This is exactly the same as ensuring the existence of a system called Tourism Market and its efficient operation. The characteristics of the tourism market as a system are based on theoretical and methodological



approaches to systemic theory and system analysis. In the formation and development of the theory of systems, such scientists as L. Bertalanfi, A. Bogdanov, U. Ashby, G. Simon, P. Druker, A. Chandler made a great contribution. The introduction and systematic approach of economic education to the introduction and development of the representatives of the "New School of Management Science", founded in 1950 (L. Bertalanfi, A. Rapoport, R. Akof, R. Kalman, M. Mesarovich, S. Bir, V Leontev and others). The scientific-theoretical concepts and concepts of this school have been formed on the basis of scientific achievements in the field of electronic computing, economic-mathematical methods and imitation models. They used specific methods of analysis in the process of analysis, using the theory of general systems as the basis of their management study. Systematic approach and systematic analysis serve as the main paradigm of this school. During the formation and development of the theory of systems, the notion of "system" has been interpreted in the form of similar definitions in various scientific literature. In particular: "a set of interconnected and unity elements", "a set of interrelated elements of one another and their attributes", such an arrangement of elements, change of an element, a breakout or the introduction of a new element is legitimate in other elements, "" a set of structural features and a set of relationships between objects and their properties "[4]," fragments integrity; Integrity and unity as a result of the merging of interconnected and interconnected elements ", " Sustainable Integrity with Integral Characteristics and Legitimacy ", and a set of interconnected elements that form a single unit, a combination of "attractive, sophisticated" components that "reciprocate" the reciprocal "support" to obtain a positive outcome in the focus of attention and interrelationships

Russian scientist L.I. Lopatnikov described the economic system as "a component of the socio-economic system that is relatively high. It's a complex dynamic system that combines the processes of production, exchange, distribution and consumption. "Moreover, according to the theory of systems, one of the laws



of system functioning is the commutation behavior. In line with this law, "it creates a peculiar unity with the system, and connects with the environment through various communications."

Thus, the systems are applied to their elements from the state of the decentralized communications, to the complete disconnection of these relations.

The systematic approach is the object of the research methodology based on the complexity of the object being studied, as a set of interactions between them, ie the systematic approach. Based on these approaches, the study of the regional tourism market provides an opportunity to explore its system-specific features. We want to introduce a distinctive feature of the regional tourism market as a system. Because the implementation and implementation of these features are crucial for the full functioning of the regional tourism market.

First, the regional tourism market is an open economic system. The "openness" of the regional tourism market is due to its high level of interaction with the outside world. The macro environment of the regional tourism market is characterized by PESTLE Factors (Political - Political, Economic - Economic, Social - Social, Technological - Legal, Legal - Legal, Environmental - Nature) In the modern tourism market, tourist organizations operate on three main principles of the market economy:

First, they carry out their economic activity on the basis of free socio-economic relationships and establish their own economic products on that basis;

Secondly, they carry out their business activities on the basis of existing laws and regulations in the tourism market;

Thirdly, the state and other social institutions regulate existing processes in the tourism market in order to ensure the protection of the nature, society, economic law, and the high level of security of tourists. The mechanism of functioning of the tourism market in this area will ensure the harmonious interaction of the modern market economy with the existing market.



Thus, as a complex system of the tourism market and the structural features of this system-specific socio-economic relationships, it is possible to formulate a mechanism for the effective functioning of the elements of this system. The continuous operation of this mechanism creates the conditions for development as one of the leading industries in the country.

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