

## **SYSTEM OF COMPETITIVE FACTORS IN THE NATIONAL TOURISM SECTOR**

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**Abstract.** The article considers the competitive environment in the national tourist sector as well as the real difficulties of the interaction of its structural components. The influence of the competitive environment components on the national tourist sector were examined.

**Key words:** national tourist sector, competition, competitive environment, competitive components, regulatory tools.

The variables influencing competitive advantages in the national tourism industry are classified as the internal factors and external factors based on the management corps of the tourist enterprise's impact capabilities. Internal factors are those that influence competitive advantages in the national tourist sector and are modified as a result of management decisions made by the management corps. On the other hand, if the variables influencing competitive advantages in the national tourist network do not alter as a result of management actions, they are categorized as external factors.

A tourist firm should endeavor to react to external influences impacting competitive advantages in the national tourism industry to the greatest extent possible. External variables influencing competitive advantages in the national tourist sector should include the following:

- state policy on international trade in tourist services;
- level of economic development of the country;
- state policies and administrative procedures applicable to countries that send the majority of tourists;
- efficiency of the capital market and the quality of financial services;
- level of modernization of infrastructure facilities in the country;
- targeted use of scientific and technological potential;
- qualification of labor resources; - fiscal and monetary policies
- customs policy, including import duties and quotas;
- the state insurance system;
- the country's position in the international distribution of labor;
- the state service certification system;
- guaranteed protection of consumer rights;

- the market capacity of the national tourism network and the competitive environment. External factors influencing competitive advantage in the national tourism sector necessitate scientifically informed market research and monitoring of the competitive environment by tourist firms on a regular basis.

The internal factors influencing competitive advantages in the national tourist sector show new avenues for successful economic growth. External factors influencing competitive advantages in the national tourist sector should include the following:

- the organizational structure of the tourist enterprise;
- the regulation of the service process and management accounting;
- the qualification of service personnel;
- the establishment of an informational and normative-methodical management base;
- the existence of a service quality control system;
- the establishment of a strategic management system;
- the formation of a dealer network in the sale of tourist products;
- the use of moderators in internal information exchange
- the use of modern information technologies and communication platforms in the sale of tourist products;
- the development of an electronic commerce system based on online platforms for the sale of tourist products;
- the consistency with which investments are directed to ensure the efficiency of the service process;
- the formation of a customer base for the sale of tourist products;
- the reputation of the tourist enterprise in the competitive environment (goodwill);
- staff motivation;
- identifying better strategic competitive advantages;
- determining the success of the chosen competitive strategy;
- determining the breadth of restructuring prospects. Internal variables influencing competitive advantages in the national tourism network are routinely monitored by the corps of tourist company managers. Making management decisions can impact the modification of internal elements when necessary.

The internal factors influencing competitive advantages in the national tourism industry show the tourist enterprise's economic power. Internal factors can potentially be used strategically by a tourist firm with an excellent management system. It identifies and mobilizes economic growth reserves in order to increase competitive advantages. A complicated economic evaluation of the mix of internal and external factors influencing competitive advantages in the national tourist sector necessitates keen intellect, in-depth knowledge, and extensive practical experience on the part of the management corps.

These variables have an impact on the development of contemporary tourism infrastructure, the establishment of facilities for tourist flow, and the streamlining of administrative procedures for arriving visitors. As a result, it is critical to maintain track of internal and external variables influencing competitive advantages in the national tourist sector, as well as to be able to apply current situational analysis tools effectively. The impact of internal and external elements on sustainable development at the global economic system, national economy, regional economy, and tourism enterprise is particularly significant. The table below (table №1) reflects the balance of internal and external variables influencing competitive advantages in the national tourist business.

**Table №1**

**The balance of internal and external factors affecting competitive advantages in the national tourism sector<sup>1</sup>**

The main factors affecting competitive advantages in the national tourism sector	
External factors	Internal factors
State policy on international trade of tourist services	Organizational structure of the tourist enterprise
The level of economic development of the country	Regulation of the service process and management accounting
The administrative procedures applicable to the main tourist destination on the countries	The qualification of service personnel
The fiscal and monetary policy	The creation of the informational and normative-methodical base of internal management
The customs policy, related import duties and quotas	Existence of a service quality control system
The position of the country in the international division of labor	Establishment of a strategic management system
State service certification system	The formation of a dealer network in the sale of tourist products
The guaranteed protection of consumer rights	Ensuring confidentiality in internal information exchange
The market capacity of the	Creation of an e-commerce system using online platforms for the

<sup>1</sup> It has been created by the author.

national tourism sector and the prevailing competitive environment	sale of tourism products
Emergence of competitors promoting tourist products with unique technological innovations	The potential to promote a differentiated tourist product to a selected market segment

In direct, competitive advantages in the national tourist industry are gained through resource provision, technical advancements, management structure competency, market position, and inventive developments. Maintaining and consistently expanding competitive advantages in the national tourism sector necessitates particular management abilities on the part of the corps of travel managers.

Obtaining a competitive edge in the national tourist sector through resource supply is based on partnerships formed with businesses that provide the most common types of services. Despite the creation of physical items, the tourism environment promoted by the tourism sector consists of a collection of services. Transportation, lodging, and catering companies that provide the major types of services on a contract basis create a supply chain in the national tourist business. The continuity and effectiveness of the supply chain in the national tourist network eventually results in a competitive advantage.

Generating competitive advantages in the national tourism industry through technical advancements is based on modern equipment utilized in tourist firms' commercial activities. Among the technological innovations are programs for the online reservation of airline tickets and hotel rooms, humanoid concierges who communicate directly with tourists, sensory tourist catalogs and menus, virtual travel platforms, virtual reality glasses, and software tools for real-time evaluation of key performance indicators. Tourism businesses must be ahead of the curve when it comes to incorporating the newest technology developments. Adopting patented and copyrighted technical breakthroughs is not always inexpensive. To attain competitive advantages in the national tourism sector through technical breakthroughs, tourist firms must have adequate financial resources on their balance sheets.

The degree of professionalism of the tourist service workers and administrative staff is the foundation for achieving competitive advantages in the national tourism industry via the competency of the management structure. It is highly valued that workers who interact with visitors understand the characteristics of service consumption, talk easily in other languages, and understand business etiquette. Administrative workers of tourism businesses are expected to monitor market conditions, make objective assessments, locate reputable sources of information, and make productive decisions.

Finding a competitive advantage in the national tourism industry through market positioning is based on the capacity to identify certain groups with a genuine need for the

advertised tourist product. Analyzing the demand structure in the selected market segment, determining the classification of needs of the category of potential tourists, and establishing the offer of tourist products in accordance with the ability of tourists to pay all contribute to the tourist enterprise's market position strengthening.

Obtaining competitive advantages in the national tourism industry through creative advances is based on novel methods to tourist product marketing, sale, and destination promotion. The presence of creative marketers, public relations managers, image builders (experts involved in the formation of the tourist enterprise's business reputation), and advertising agents in the state unit of the tourist enterprise will aid in the development of new approaches to the promotion and sale of tourist products, as well as the organization of destination promotion campaigns. In a nutshell, gaining a competitive edge in the national tourist network is a multi-stage process. A methodical arrangement of actual efforts in commercial activity is required to achieve this goal.

To summarize, the competitive advantages of the national tourism sector are a significant source of boosting the flow of international tourists into the country. Potential visitors will have more information about the country and will purchase tourism items in order to travel to this country as a result of the competitive advantages of the national tourism sector. The assessment of the national tourism sector's competitive advantages enables it to provide a distinctive range of tourist items to potential tourists. The financial success of a tourist advertising strategy is also directly reliant on competitive advantages. The advertiser can protect its company reputation and the recognition of the tourist product it offers by stressing the competitive advantages of the national tourism industry. The continual growth of competitive advantages is the focus of attention in the formulation of long and medium term market strategies. Such practical efforts, in turn, strengthen the national tourist sector's brand image.

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