

## Ways to Develop Infrastructure of Tourism Destinations

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**Abstract.** This article explores the theoretical aspects of coordinating the management of infrastructure components in the development of tourism destinations and the practical state of the infrastructure in destinations. Based on the analysis, proposals have been developed based on international experience in the development of tourism infrastructure.

**Keywords:** Tourism destinations, tourism infrastructure, destination quality, evaluation criteria.

### 1 Introduction

In the current economic climate, most countries around the world are developing their national economies through the development of tourism infrastructure.

The XX century has brought great changes to all spheres of human life and activity. These changes have been vividly demonstrated in the fields of science and scientific research, technical development, the creation of new materials, technologies, and production management. The market economy is an event involving all possibilities and is an inevitable stage in the development of world civilization. The ultimate goal of a market economy is, first of all, to create decent living conditions for people and to bring the republic to the heights of culture and development. The Decree of the President of the Republic of Uzbekistan dated January 5, 2019 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" identifies the factors that negatively affect the accelerated development of tourism and sets a number of tasks for tourism development. The fact that our country has the same opportunities to improve the tourism infrastructure as any other country is the main source of our success in this regard. As in other economic sectors, special attention is paid to the development of tourism. The main goal is to further improve the quality of services for tourists visiting our country and to attract the attention of the world community as a country with a tourism industry that fully meets market requirements. The basis for the development of the system of international economic relations in the tourism of the Republic is the development of tourist organizations, accommodation facilities and other activities.

The main goal in the development of tourism is to identify the importance of infrastructure and identify ways to improve it. Tourist infrastructure increases the attractiveness and competitiveness of tourist destinations. Along with the development of tourism, the tourism infrastructure requires the active participation of stakeholders in the private sector. These studies

are aimed at studying the concept of tourism infrastructure, to coordinate the development of tourism infrastructure facilities and tourism, to determine the role of the private sector in the development of tourism infrastructure and tourist destinations.

## 2 Analysis of The Literature on The Subject

A key element of the tourism system is the area that attracts tourists, who make their trips and spend part of their funds on tourism. Destination The concept of "destination" is derived from the Latin word "address" and is one of the key terms in the conceptual apparatus of foreign researchers and tourism practitioners. In Russian science and practice, the concept of "location" is relatively new, but it is an increasingly recognized and actively used mechanism (especially in the economics and management of tourist areas). Despite its prevalence, the concept of "address" itself has never been the subject of a separate analysis in the tourism literature.

However, from the point of view of both science and effective management, it is fundamentally important to analyze the nature, structure and content of the concept of "goal" itself. Here are some definitions of the concept of "goal" put forward by the most famous and influential foreign, Russian researchers.

In tourism, address is perceived as a combination of places, infrastructure and people, but how are these components related to each other? Can a location be called an area with significant tourist resources or is it something else necessary? If you need to define a goal as a product, there is a difference between target marketing and product and service marketing. Many definitions do not answer these questions.

If we look at the most complex concept of "destination" from our point of view, one of the most cited tourism theorists is Liu A. (in 1987). He proposed a goal from a single point of view, namely: the development of an ideographic tourism destination. The ideographic aspect is a reflection of the specific "material" aspects of the area: natural (climate, landscapes, flora and fauna), people-related aspects (culture, infrastructure, educational opportunities, shopping, price levels, local population etc.) and a proposal aimed at increasing the weight of infrastructure for the effective development of mixed destinations (beaches, parks, ski resorts).

In covering this topic, theoretical ideas related to the development of tourism infrastructure were used, which reflected the meaning of the term "Infrastructure", "Tourist Infrastructure". The level of practical application was analyzed based on the results of research conducted by the authors.

Today, due to the high income and rapid development of tourism, great importance is attached to the development of this sector in the regional economy. Before consistently studying the state of the tourism infrastructure, we need to understand the meaning, significance, composition, and key elements of the concept of "tourist infrastructure".

"Tourist infrastructure is a set of objects with different material and intangible properties, aimed at qualitatively satisfying the desires of different districts of the tourist in a certain time and place." The words "tourism" and "tourist" appeared in the scientific literature in the late eighteenth century. It is derived from the French word "tour". It was first used from the time young people in the UK went to the continent to study. More precisely, such a trip was called a "grandtour," referring to travelers as tourists. Typically, a tourist destination is a tourist facility that has created favorable conditions for serving tourists, and this is closely related to the concept of boutique infrastructure.

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In a broad sense, the tourism infrastructure includes material, legal, environmental and psychological benefits that ensure the convenience, reliability and sustainability of the tourism product [5]. There is no single definition of "tourism infrastructure" because tourism includes several sectors [1]. An analysis of the specialized literature shows that there are definitions of the concept of tourism infrastructure based on different approaches. Correspondingly, economic capital is focused on supporting production (e.g., roads, streets, bridges, etc.), while social capital is concerned with increasing human capital on the basis of services (e.g., health, education, etc.).

Tourism infrastructure has a broad meaning and is associated with elements that allow the development of tourism in the tourist destination [6]. At the same time, some aspects of the region's infrastructure can be considered as elements of tourism infrastructure [2]. Efforts to develop tourism infrastructure have a direct impact on the development of tourism in the country [4].

## 3 Research Methodology

The object of the study was the infrastructure of tourist destinations in Samarkand. It consists of a set of financial and economic relations related to the opportunities to improve the quality and efficiency of tourism infrastructure. The research was conducted in tourist destinations in Samarkand. The UK system of infrastructure quality assessment was used. The research method consists of a set of methods and techniques. The study also used methods such as analysis and synthesis, induction and deduction, cause and effect, time and space, systematic approach, and financial-economic mathematical and statistical methods to study the relationship between outcome and factors.

## 4 Analysis and results

The study was conducted in Samarkand region and was conducted in 2019. There are 1626 archeological, 670 architectural, 37 attractions, 18 monumental, 21 memorial material and cultural heritage sites in Samarkand region. Of these, 473 are architectural monuments, 5 are archeological monuments, 18 are monumental art monuments, 8 are museums, 3 are unregistered museums, 37 are attractions and 23 are tourist sites. The 10 most popular tourist destinations were selected for the study. Kitchens and gas stations along the M37-39 highway passing through Samarkand region were monitored for the condition of gas stations, and proposals to the heads of kitchens and gas stations for the installation of modern gas stations were implemented. In addition, in order to provide a tourist destination, the Amir Temur shrine in Samarkand will be equipped with ramps for local and foreign tourists with disabilities, as well as wheelchairs for the Registan ensemble. In addition, proposals were made to install wheelchair ramps for the free movement of local and foreign tourists in the shrines visited by all tourists in Samarkand.

The condition of roads leading to all cultural heritage sites in the region was studied. In addition, 95 road signs leading to all cultural heritage sites are installed in Uzbek and English.

In order to attract local and foreign tourists to all our cities and districts, 23 advertising banners reflecting the objects of cultural heritage have been installed.

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QR-code, 67 Wi-Fi, website formation, modern video surveillance system, mobile application system, radio guide, information system in Uzbek and English languages, all in the most visited cultural heritage sites of the region, each In the entrance part of a monument there are proposals for the installation of a monument in front of the monument in Uzbek and English.

Taking into account the fact that the majority of visitors to Samarkand travel through the railway station, there is traffic congestion in front of the railway station during the day, especially during the arrival and departure of trains, which causes inconvenience to visitors. it is planned to open a pedestrian lane for motor vehicles for roundabout traffic.

As a result of the growing flow of tourists visiting Samarkand, the number of appeals from tourists is also growing. It is also having difficulty finding the provincial IIB to appeal to tourists. With this in mind, a total of 15 "SOS" buttons will be installed along Registan and Islam Karimov streets and other historical monuments, which will increase the confidence of foreign and local tourists in the country. will lead to more tourist visits.

In determining the quality of tourist destinations, we relied on a 5-point quality assurance scheme of assessment applied to tourism infrastructure facilities in the UK. According to him, tourist destinations are rated from 0 to 5 points and are given a star rating. Evaluation is carried out by independent experts on objective indicators. At the same time, the tourist infrastructure is assessed on a 5-point scale for 6 components, and a special evaluation sheet is maintained. At the end of the process, the evaluator will present the results to the tourist destination management. In this case, the assessment is carried out mainly on the basis of 6 sections (Table 1).

**Table 1** Criteria for assessing the quality of tourist destinations

<b>№</b>	<b>Sections</b>	<b>Evaluation indicators</b>
1	Arriving at the tourist destination	<ul style="list-style-type: none"><li>- The content of the instruction booklet;</li><li>- road signs;</li><li>- appearance of the object, landscaping;</li><li>- parking condition.</li></ul>
2	Introduction to Destination	<ul style="list-style-type: none"><li>- clear and understandable indicators;</li><li>- appearance of the building or structure;</li><li>- quality of reception by employees;</li><li>- appearance of employees;</li><li>- quality of the general structure of the building;</li><li>- cleanliness and tidiness.</li></ul>
3	Representation of the object	<ul style="list-style-type: none"><li>- level of content;</li><li>- level of customer flow management;</li><li>- degree of adaptation to the customer group;</li><li>- adequacy of information and correct translation into foreign languages;</li><li>- attitude of staff;</li><li>- inner plates;</li><li>- cleanliness and tidiness.</li></ul>
4	Eating	<ul style="list-style-type: none"><li>- Ability to manage the flow of customers;</li><li>- menu structure;</li><li>- Assortment of food and services;</li><li>- personal relations;</li><li>- ambient condition (quiet or noisy);</li><li>- decoration of rooms;</li><li>- cleanliness and tidiness.</li></ul>

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|---|---------------------------|--|
| 5 | Retail                    | <ul style="list-style-type: none"> <li>- Ability to manage the flow of customers;</li> <li>- Conformity of the product range to the customer structure;</li> <li>- status of product demonstration;</li> <li>- personal relations;</li> <li>- cleanliness and tidiness.</li> </ul> |
| 6 | Sanitary hygiene stations | <ul style="list-style-type: none"> <li>- Ease of location and equipment;</li> <li>- condition and quality of plumbing and equipment;</li> <li>- condition of equipment;</li> <li>- level of service;</li> <li>- level of hygiene, cleanliness and tidiness.</li> </ul>             |

Based on the above methodology, the infrastructure of 10 tourist destinations was assessed and their ratings were determined (Table 2).

**Table 2** The results of the assessment of the quality of the infrastructure of tourist destinations

N <sup>o</sup>	The name of the tourist destination	Price	Rating
1	Registan complex	5 (priceless)	87
2	Amir Temur Complex (Gori Amir Mausoleum)	4 (excellent)	81%
3	Ruhobod complex	4 (excellent)	79%
4	Bibihanim Mosque Complex	4 (excellent)	80%
5	The Saraymulk Khanum mausoleum	3 (very good)	75%
6	Shahi Zinda Complex	4 (excellent)	82%
7	Hazrati Hizr Mosque	4 (excellent)	81%
8	I.A.Karimov Memorial Complex	5 (priceless)	90%
9	M.Ulugbek Observatory	4 (excellent)	82%
10	Tomb of Huja Daniel	3 (very good)	75%

In determining the quality of these tourist attractions, we relied on a 5-point quality assurance scheme of assessment applied to tourism infrastructure facilities in the UK. According to it, tourist attractions are rated from 0 to 5 points and are given a star rating (Table 3). Evaluation is carried out by independent experts on objective indicators.

**Table 3** Criteria for assessing the infrastructure of tourist facilities

Star rating	Evaluation	Rating
Not given	0 = unsatisfactory	<53%
*	1 = satisfactory	53-55%
**	2 = good	65-70%
***	3 = very good	78-84%
*****	5 = priceless	85-100%

At the same time, the tourist infrastructure is assessed on a 5-point scale for 6 components, and a special evaluation sheet is maintained. Also about the project on preservation of objects in the territory of Samarkand city, included in the UNESCO World Heritage List brief information was prepared and suggestions were sent.

**Project name:** Samarkand city territory - under state protection.

**Project Implementing Agency:** State Committee for Tourism Development

**Project location:** Samarkand

**Total cost of the project:** 450.0 mln. sum

**Loan amount required to implement the project:**

**Brief description of the project:**

- The UNESCO city of Samarkand;
- in the outer buffer boundary zone - 24 walls;

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- inside the buffer zone - 15 walls;
- for densely populated areas, centers - 25 marble stones;
- Online video recorder connected to UNESCO - 10;

**The purpose of the project:** UNESCO World Heritage, taking into account the growing number of foreign and domestic tourists in Samarkand, the fact that Samarkand is the "Pearl of the Orient and the crossroads of culture", Samarkand is an ancient city, international festivals and festivals in the region. Preservation of the territory of Samarkand, included in the list.

**Expected result:** Tourism will develop in Samarkand, the flow of tourists will increase, local and foreign tourists will get more accurate information about the historical sites, there will be a positive impression, it will be easier to attract foreign investment, new jobs will be created.

## 5 Conclusions and Suggestions

According to scientific research, the quality of tourist services of all tourist destinations should be evaluated annually by neutral experts and the practice of issuing a special certificate should be applied. At the same time, there is an opportunity to eliminate the existing shortcomings in the infrastructure of the tourist destination and make appropriate adjustments to the equipment. The organization of corridors for the disabled, as well as the placement of wheelchairs will also make it possible for people with disabilities to visit comfortably. Hence the fact.

The condition of tourist facilities in the city and internal roads leading to hotels has deteriorated. The night lighting system is not good. There are not enough conditions for tourists to spend the night. Frequent power outages in hotels are rightly the cause of protests from our foreign and domestic tourists.

**Suggestion:** Implementation of measures in the targeted program for the development of tourism infrastructure of Samarkand, approved by the Resolution of the Cabinet of Ministers No. 450 of June 30, 2017. Trained personnel in the field of tourism also do not meet the established standards. Almost all graduates of institutes and colleges in the field do not know a foreign language, which creates a number of difficulties in their employment in the specialty. Almost 95% of tourism entities are private entrepreneurs. They are protesting against the employment of graduates who do not know a foreign language.

**Suggestion:** Short-term training of personnel for the tourism industry of Samarkand, including teachers of professional colleges, the organization of training and retraining of employees of the tourism industry of the region, the involvement of foreign specialists and experts to improve the quality of tourist services training courses, seminars and conducting master classes. There is a lack of modern toilets in Samarkand. This poses challenges not only for foreign tourists but also for our local guests. Development of specific routes for agrotourism, ecotourism, pilgrimage and other tourism directions. Wide promotion of "ethno" tourism in the foothills of the city, the organization of appropriate practical work on the organization of guest houses in the regions. Ensuring the development, approval and implementation of cultural and recreational activities during the season. Formation and implementation of a working group to monitor the construction, repair and equipping of cultural heritage sites, densely populated areas, parks, markets, stations and facilities along the highway M-37 and M-39 in accordance with modern requirements make

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