TOURIST THEORETICAL AND METHODOLOGICAL ANALYSIS
OF THE EFFECTIVENESS OF ECONOMIC ACTIVITY

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Abstract: Current article is devoted to improvement of the effectiveness of the economic activity of the tourist companies looking to improve the analysis of the theoretical and methodological issues. The tourism and travel-related and similar concepts revealed in the theoretical aspects and specific features. In addition, analysis of the factors in improving the efficiency of tourism firms should use the methods and ways to implement it as shown below. The tourism company's overall result is gained the net proceeds by serving foreign tourists. There, we revealed the result of the impact of factors of different changes such as all the changes in the amount of tourist groups, the average number of tourists to coincide with the tour company, the share of foreign visitors, tourists, average net earnings from one foreign tourist. In this calculation was used method of chained replacement.

Keywords: traveller, travel, tourism, tourist, analysis, factor analysis, an indication of the results of factors, chained replacement.

Introduction

At the moment, great attention is paid to the tourism industry all over the world, including Uzbekistan. This sector is very ancient in the country today, butthere is lack of studies of its characteristic and the theoretical essence. As a result, the economic literature, the media coverage of this issue is established with some misunderstanding and confusion. The uncertainty of foreign literature is also common (David Airey & Myra Shackley, 1997).

Namely inaccuracy in terms of tourism and travel is particularly significant. In some of the literatures, these are interpreted as synonymous terms. Some of them differentiate, but cannot reveal clear differences. We began to reveal the contents of the words in this article because of that(Alegre & Garau, 2010; Rahima & Sobirov).

Uzbek-Russian dictionary defines of tourism as tourism and travel. Both can be used as a synonym for the word. However, tourists and travellers are different. We want to give special attention to the correct understanding of the following («Uzbek-russian online dictionary»). Usually people go from place to place because of tourism and travel. They are connected with one another, and very close to each other the concepts and processes. Because they are concepts that associated with closely related to human activities and the movement. However, these concepts are different from each other their unique features.

People do several things through tourism and travel many kinds of activities. These include:

- Going abroad in order to relax;

- Going abroad for doing sports and taking part in sport competitions;

- Going abroad in order to discover and study surroundings;

- Going abroad because of health recreation and treatment reasons;

- Visiting relatives and their special events such as weddings, anniversaries;

- Trade works (shopping and trading);

- Moving from one place to another in order to earn money;

- Pilgrimage and etc.

This works almost all of the concepts and tourists. Tourism is different in some aspects of the trip. It is a type of the trip; processing, trading or other activities should not be carried out in order to earn money.

Conceptual study

In order to clarify these concepts, it is good idea to pay attention to their theoretical description of the process. First of all, let's pay attention to the definition of the concept of tourism. *Tourism* is movement of people from their permanent place of residence or the country to another placeor the country in order to spend free time efficiently, for leisure, recreation, traveling, business purposes and these kinds of purposes for period from 24 hours to 6 months (Bhatia, 2006). Purely from economic point of view tourism is people's journey from one place to

another or from one country to another for the purposes, such as entertainment and travel expenses that occur in the process of economic relationships are considered to be complex. Tourism does not include work and business visits for financial incomes. So tourism is population's travel from one place to another for the purposes like spiritual, mental and physical recreation, and to act in order to recreate the health, earning is not included. Thus Uzbekistan has the great tourist potential. The most important point is how to use this potential effectively. Now let's turn to the definition of the concept of travel. In this regard, there are a number of definitions. But not to dwell in their theoretical analysis we found this to be developed in accordance with the purpose of description. Travel we described as the following.

Travel is the movement of people to some destination, regardless of length of time, means of transportation, direction and the purpose. It includes all the actions of the people. If a person earns money through commercial purposes or in order to come to a location from another, or even travel to the country from one country to another, it is considered as travel. However, the movement of people travelling for this purpose is not considered as a tourist. As a result, tourism and the trip need to be differentiated (Akimov & Dollery, 2006). Tourism and the trip are clearly differentiated from each other while we recommend the following table (see Table 1).

Table 1.

Tourism and journey's relationship with one another and the difference

Type of people's travel	In what sphere of	
	Trip	Tourism
1. To go on holiday within the country or from one country to another country	+	+
2. To go for commercial purposes within the country or from one country to another country	+	-
3. To go to earn the money within the country or from one country to another country	+	-
4. To go to participate in sports within the country or from one country to another country	+	+

Type of people's travel	In what sphere of	
	Trip	Tourism
5. To go to learn and discover the environment within the country or from one country to another country	+	+
6. To go for treatment and rehabilitation of health within the country or from one country to another country	+	+
7. To visit different places of native country, or foreign country to pilgrimage	+	+
8. Movement of passenger-carrying water, air, railway transports' drivers and those who serve them	Working	-
9. Study inanother region of native country or to another a country	Studying	-

Note: The range of movement can be further increased, but in orderto distinguish these concepts we have brought only some of them

Under market economy conditions, the most important task facing our country is to create the conditions for the representatives of the world who wish to watch and the mobilization of gained finances to the development of the economy of the country. We do have sufficient basis and potential. For example, Samarkand appears in the list of the world's 50 cities to visit (Hsu, Tsai, & Wu, 2009).

According to before mentioned definition of tourist activity for tourists, tourist sites, tourist goods, their sales methods, the existence of the local population and tourist services, the relationship between economic, social and legal process be ensured. In this relation, tourism is covering an array of social, economic and legal relations as an independent sector.

Now evaluation of the activities of tourist companies dealing with the issue of tourism, and to identify the factors affecting the effectiveness of their way to calculate them and others. However, the activity of economic entities is to identify opportunities and to develop practical ways to mobilize. This requires a deep analysis of the activities of tourist firms (Gürgen, 1999).

Theoretical factor analyses Tourist firms rarely use factor analysis methods in the analysis of economic activity. There are many factors and their impact on the study. As a result, many of the indicators as well as domestic capacity will remain

opened. Given these, tourist firms aimed to study the factors that influence the results of the work (Abdukarimov B.A, 2013).

Analysis of the results of tourist firms in total net earnings, including net revenue from foreign tourists is also important. Thus we aim to study a number of factors which affect to the change of the net proceeds from foreign tourists (Kapiki & Tarikulov, 2014; Navruzzoda & Ibragimov, 2015; S. Adilxodjayeva & S.Muratayev, 2014).

Our research showed that foreign tourists may affect the change of the net proceeds from the following factors. These include:

• The number of tourist groups (a);

• average number of tourists per tourist firm (b);

• share of foreign tourists in total number of tourists (c);

• average net earnings gained from one foreign tourist (d).

The link between the sizes of travel companies the net proceeds and the abovementioned factors are determined by the following formula:

$$R = a \cdot b \cdot c \cdot d$$

Where: R - the amount of the net proceeds from the foreign tourists;

a – The number of tourist groups;

b – The average number of tourists to coincide with the tour company;

c – Share of all foreign visitors in total number of tourists;

d –Average net revenue fromone foreign tourist.

These factors' impact can be identified by the chain the method of economic analysis. In this case to determine the factors that it is carried out series of calculation as follows:

1. The first factor's (the number of tourist groups) effect in the change of the result, i.e.the amount of the net proceeds from foreign tourists is determined by the following formula:

$$R_a = (a^1 \cdot b^0 \cdot c^0 \cdot d^0) - (a^0 \cdot b^0 \cdot c^0 \cdot d^0);$$

2. The second factor's (The average number of tourists to coincide with the tour company) impact in the change of the result, i.e. the amount of the net proceeds from foreign touristsis determined by the following formula:

$$R_b = (a^1 \cdot b^1 \cdot c^0 \cdot d^0) - (a^1 \cdot b^0 \cdot c^0 \cdot d^0);$$

3. The third factor's (share of all foreign visitors in total number of tourists) impact in the change of the result, i.e. the amount of the net proceeds from foreign tourists is determined by the following formula:

$$R_c = (a^1 \cdot b^1 \cdot c^1 \cdot d^0) - (a^1 \cdot b^1 \cdot c^0 \cdot d^0);$$

4. The fourth factor's (average net revenue from one foreign tourist) impact in the change of the result, i.e. the amount of the net proceeds from foreign tourists is determined by the following formula:

$$R_d = (a^1 \cdot b^1 \cdot c^1 \cdot d^1) - (a^1 \cdot b^1 \cdot c^1 \cdot d^0);$$

As always, the impact of all factors is equal to the total difference. This is determined by the following formula:

$$\Delta R = R_a \mp R_b \mp R_c \mp R_d$$

We used practical information and chain substitution method of economic analysis to solve the existing problem in order to observe the effectiveness of the method. It is concluded in the following table (see Table 2).

Table 2

"Shokhruh" tourist firm account of the factors affecting the
outcome of the season

Indicators	The plan	In truth	Difference (+, -)	Chain substitutions		
				1	*2*	*3*
1.Number of tourist groups	8	9	+1	9	9	9
2. The average number of tourists inone tourist group, person	1472	1541	+69	1472	1541	1541
3. Foreign visitors share in total number of tourists,%	62.3	63.4	+1.1	62.3	62.3	63.4
4. The average net revenue from one foreign tourist, thousand UZS	42.5	48.3	+5.8	42.5	42.5	42.5
5. The net revenue volume,	311.8	424.7	+112.9	350.8	363.3	373.7

million UZS							

This can be seen in the table that the analysis of the tourism firm's net revenue increased to 112.9 million UZS. These four factors affect the change. Those include:

1. The amount of the net proceeds from foreign visitors under the influence of the first factor, the increase in the number of tourist groups for 1 rose to 39.0 million UZS: (350,8 - 311,8 = +39,0 million UZS).

2. The amount of the net revenue from foreign tourists under the influence of the second factor, when the average number of tourists to coincide with a tour group rose to 69 people, increased to 12.5 million UZS: (363,3 - 350,8 = +12,5 million UZS).

3. The amount of the net revenue from foreign tourists under the influence of a third factor, that is, additional 1.1% of all tourists in the share of foreign tourists, increased for 10.4 million UZS: (373,7 - 363.6 = +10,4 million UZS).

4. The amount of the net revenue from foreign tourists under the influence of the fourth factor that is a foreign tourist to be an average increase in net earnings to 5.8 thousand UZS reached to 51.0 million UZS: (424,7 - 373,7 = +51,0 million UZS). As usual, impact of all factors is equal to the total difference of the results, namely 112.9 million UZS: (39.0 + 12.5 + 10.4 + 51.0 = 112.9 million UZS).

Methods of factor analysis shows that tourism industry is still not sufficiently developed. Therefore, in our opinion this sector needs special attention as well.

Recommendations and conclusion

Based on the above, the following scientific and practical recommendations:

• The term part of the economic literature on tourism and tourism related concepts and definitions should be included in accordance with the purpose of teaching them to the students.

• In order to develop tourism, there should be created new routes based on the area's ecological tourist objects and the routes is aimed to be adopted into the tourist subjects activity.

- As we recommended, the impact factors such as foreign tourists all the changes in the amount of the net proceeds of the number of tourist groups, the average number of tourists to coincide with the tour company, the share of foreign visitors in all tourists, average net earnings from a foreign tourist should be calculated, there should be made the relevant management decisions.

- If our recommendation is to be implemented, to increase its efficiency in the development of tourism in the country can achieve success.

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