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THE INFLUENCE OF FACTORS AFFECTING RECREATION AND TOURISM ACTIVITIES ON ECONOMIC INDICATORS

Abstract: This article discusses the impact of factors affecting recreation and tourism on economic indicators. The author put forward proposals that positively affect the development of recreation and tourism.

Key words: recreation and tourism activities, economic analysis, investors, investment resources

These factors have both short-term and long-term effects on individual recreation and tourism institutions, which is of great importance in the process of development and implementation of measures aimed at the development of health institutions. The established factors also affect the entire recreation and tourism complex of the Republic of Uzbekistan.

A number of scientific methods and approaches are used to study the impact of various factors on this or that economic entity. Studies show that statistical methods are often used to evaluate the effect, namely: index, grouping, relative values, absolute values, average values, sample observation, etc. To evaluate these effects, it is appropriate to use econometric methods, in particular, regression-correlation analysis. In simpler cases, economic and financial analysis methods, including factor analysis, horizontal and vertical analysis, and integrated analysis, may be used.

The choice of the method of assessing the impact of factors on a business entity or an economic event is determined by the goals and objectives of such research, as well as the availability of the necessary data for calculations. In addition, the substantive nature of some factors is of great importance. Quantitative characteristics of factors allow the use of quantitative methods for

evaluation. At the same time, qualitative factors or factors whose quantitative parameters are uncertain cannot be estimated using the above methods.

In order to use one or another method of assessing the influence of factors, it is necessary to determine which indicator can describe the result of the activity and development of the recreation and tourism complex. For a private health care facility that operates on a commercial basis, i.e. provides self-financing, the main indicator will be the amount of profit received. At the same time, the amount of profit for the sanatorium-resort complex of the Republic of Uzbekistan is not very informative, because the task of the complex is not to profit from a separate resort, but to provide health care based on the interests of the region and the country. Also, the effectiveness of the activity of the sanatorium-resort complex can be evaluated by the relative indicator of the number of people who have recovered when calculating the number of long-term beds. Such an indicator allows to take into account not only the number of people who have recovered, but also the available opportunities of sanatorium-resort institutions in the region to provide health care services.

In order to assess the influence of factors on the performance of health care facilities, it is necessary to group all recreation and tourism facilities located in one or another resort according to the number of available beds and the largest and smallest beds. Then, according to these groups, any methods of evaluating the influence of factors can be used.

1 group of beds in each recreation-tourism and health-care facility - up to 200 beds; 2 groups - from 201 to 500 seats; 3 groups - distinguished by the presence of more than 500 bedrooms. Such grouping of sanatoriums and sanatoriums makes it possible to single out only one group of health institutions, which includes more than 30 facilities, which allows the use of appropriate methods of factor impact assessment.

If we take into account that "DoktoR" LLC, selected for the study, belongs to group 1, is adapted to 200 places and operates on a commercial basis,

the following type of multifactor regression model can be used to assess the influence of factors on recreation and tourism institutions:

$$y_x = a_0 + a_1x_1 + a_2x_2 + \dots + a_nx_n + \varepsilon$$

where: y_x is the dependent variable, (outcome factor);

x_1, x_2, \dots, x_n – independent variables or factors affecting the factor-result;

$a_0, a_1, a_2, \dots, a_n$ are coefficients of the regression model;

ε - random variables not involved in observation (observation errors).

In order to study the influence of independent variables on the factor (the number of people cured in one place), it is recommended to choose the following factors, in particular: a) price (price of a 12-day referral); b) the period of use of the healthcare facility during the year; c) level of medical services; d) price-quality ratio of medical services.

The price of a 12-day pass is determined in soums. The period of operation of the health facility during the year is determined by days. The level of providing medical services is determined by a coefficient on a scale from 0 to 1 in accordance with the quality of services determined by the Ministry of Health and Tourism of the Republic of Uzbekistan. The price-quality ratio of medical services is defined as the ratio of the referral price to the level of service quality. Based on this, the daily fee for 2 people - 350,000 soums and 4 people - 300,000 soums per day for "DoktoR" LLC, in common dormitories, and some of the services (azan, ignotherapy, hydrotherapy treatment methods) are paid and for those who live in separate cottages. daily fee for one person - 400 thousand soums.

In this sense, in 2010-2021 at DoktoR LLC, we will carry out an econometric analysis of changes in the number of visitors - TBC, the number of service employees in the institution - XKX, the number of places available in the institution - OS and the number of types of services available in the institution - XTS. For this, first of all, we will consider the resultant and intercorrelation of

these factors. The analysis results show that the factors are correctly selected and there is no multicollinearity between the interacting factors

The result of correlating the number of visitors to "DoktoR" LLC with selected factors

	<i>TBC</i>	<i>XKX</i>	<i>OS</i>	<i>XTS</i>
TBC	1			
XKX	0.78621719	1		
OS	0.80208337	0.789821785	1	
XTS	0.963556017	0.611467286	0.73436325	1

If we give an economic explanation to the defined equation, today, even if the number of service personnel and seats in the institution is increased by 10%, the number of visitors will not increase, but it is expected to decrease by 0.5 and 0.3%, respectively. However, if the number of visitors to DoktoR LLC is increased by 10%, the number of visitors will increase by 1.8%. It can be seen that the available positions and staff at "DoktoR" LLC, even the available opportunities, cannot withstand the competition among other recreational tourism centers in the region. Therefore, it is desirable to launch new types of services in the institution, to improve the activities of marketers, and most importantly, to strengthen advertising.

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