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Tourism Product and Its Importance in Tourism Industry

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ANNOTATION. In this article, the history of the establishment of tourism and the periods of its development are explained. Economic development, especially in the field of tourism, was analyzed. Also, the meaning of the terms and expressions needed in the field of tourism was explained in detail.

KEYWORDS: Italy, Europe, Grand Tour, Britain, transport, tourism industry, tourism product, tour package, India, psychological, potential, airline, tour guide, heterogeneous, Manali, Shimla, Nainital, Missouri, Goa, escort, and hosting.

Currently, in countries with a developed market economy, mainly private and commercial companies provide services to tourists. However, under any circumstances, tourism can develop only if the state creates an optimal economic and legal environment. If the state does not deal with the issues of professional training, protection of the natural and cultural environment, information and advertising work and simplification of formalities, then tourism will not reach the expected level of development. It is important to develop methodological and practical approaches related to the development of tourism by the state, the formation of the market of tourist services, the reformation of economic regulation methods and tools, the improvement of the organizational management systems of tourism, the increase of its export potential and, most importantly, the attraction of foreign investments. is enough

The concept of a tourism product can be integrated or combined in nature, that is, various attractions, vehicles and other entertainment facilities in a certain destination will lead to complete or 100% customer satisfaction. Each element of a tourism product is delivered by a single supplier of services or entities such as tour operators, airlines, hotels and resorts. tourism products can be studied based on four important elements, i.e. attractions, comfort, accommodation and amenities.

As with the history of any thing or person, we will start with how the tourist product came about and the history of its origin. Travel is as old as mankind on earth. At the beginning of his existence, man roamed the surface of the planet in search of food, shelter, safety and better habitats. However, over time, such actions turned into wandering. About five thousand years ago, climate change and reduced food and shelter conditions caused enemy invaders to leave their homes and seek refuge elsewhere, just as climate change forced the Aryans to leave their homes in Central Asia. Perhaps this will lead to the development of trade, commerce and industry. Human migration has continued to increase over the centuries due to the efficiency of transportation and the support and safety that people can travel with. By the end of the 15th century, Italy became the intellectual and cultural center of Europe. It represented the classical heritage for both the intellectuals and the nobility [1].

In the 16th century, travel was considered an important part of every young Englishman's education. Thus, travel has become a means of self-development and education in a broad sense. The educational tour is known as the Grand Tour.

The Industrial Revolution brought about significant changes in the structure and structure of British society. Thus, the British economy was largely responsible for the beginning of modern tourism. It also created a large and prosperous middle class. As transportation systems improved significantly in the second half of the 18th century and the first quarter of the 19th century, more people began to travel for pleasure.

Travel was originally inspired by the need for survival (food, shelter, and safety), the desire to expand trade, and the desire to conquer. As the transportation system improved, the interest in bringing the wider world closer together created a new industry, namely Travel and Tourism.

Now let's consider what the tourism product means and why it is necessary. A tourism product is a group of different components and elements combined to satisfy the needs and wants of consumers. A product in the tourism industry is the complete experience of a tourist from the point of origin to the point of destination and the point of return. In tourism, a product can be defined as "the sum of physical and mental satisfaction provided to the tourist from the point of origin to the destination and during the travel route". The raw materials of the tourism industry are the



natural beauty, weather, history, culture and people of the destination and other important elements such as water supply, electricity, roads, transport, communication, service and other ancillary industries. are existing facilities or infrastructure. services. If any of these elements are missing, it completely destroys the entire tourist experience. Tourist products are offered in the market with certain expenses, i.e. money. Thus, the product can be defined according to three characteristics:

- The product must be offered.
- It should satisfy some or all of the customer's needs.
- It should be replaced by some value.

Tourist products are mainly service goods of different types or characteristics. For example, the services provided by various large convention centers and hotel chains in the management and planning of business tourism. Various fairs and festivals are events offered only at certain times of the year for fun and entertainment, and they are usually fickle and perishable. In a country like India, one can watch and experience many traditional/ancient attractions in the form of music and dance [2]. There are various natural products such as flora and fauna and wildlife that can be consumed by a tourist traveling to India. The characteristics of tourist products are as follows:

- Intangibility of the tourism product.
- Psychological.
- Perishable product.
- The compositional nature of the tourism product.
- Instability of demand for tourist products.
- Stable supply in the short term.
- Lack of ownership of tourism products.
- Heterogeneous nature of the tourist product.
- Dangerous (risky).
- Best seller.

Intangibility of the tourism product is that, unlike a tangible product, say a train or a television, there is no transfer of ownership of the product to tourism. Tourism goods or products may not be consumed or displayed prior to purchase. Instead, certain installations, amenities, and equipment are available for a specific or defined period of time and for a specific use. For example, a hotel room is offered or provided for a certain period of time, or a seat is given on a train for a few hours of travel [3].

A psychological characteristic is a tourist product offered to provide or offer a certain level of satisfaction to consumers or tourists. The tourist will have the experience of consuming various tourist products. Experiences gained in interacting with new places, people and environment help to motivate potential customers and attract them to consume the products offered in the market.

Also, the perishable characteristic is that usually a tour operator or travel agency offers or sells various tourism products to the market that are perishable in nature and cannot be stored or stored for a long time. The production of products and services is possible if there is demand and customers are actually available and if the customer buys the product, it cannot be blocked, canceled or adapted. If the product is not consumed or used in time, the opportunity is lost, that is, if the tourist does not buy a flight ticket on a certain date, then the opportunity is lost at that time, or the seat is said to be expired possible [4] or not used. This may be due to the large discounts or offers given by the airline on the specified date or during the off-season.

The compositional, i.e. diversity, nature of the tourism product means that the tourist product is never offered or produced by one enterprise, different parties (i.e. travel agency, hotels, airline, tour guide, etc.) are involved in the production of the product. Various parties are involved in providing or producing a complete tourist product. The product protects the extensive experience of vacationing in a specific place. And many suppliers and providers to create this experience. For example, a hotel provides food and rooms, a travel agency makes reservations for sightseeing and accommodation, an airline and a railway provide seats, etc.

Instability of demand for tourism products is a problem or difficulty for tourism products, because tourism products are affected by seasonality, economic and political factors. For example, there is a demand for a hill station during the summer season as people like to travel to cool places, mainly Manali, Shimla, Nainital, Mussorie etc. Demand for coastal areas like Goa increases in winter. There are different times of the year when certain destinations are more in demand than others. This is a time of great tension in hotel reservations, transportation system, employment etc.

In the short term, this tourist product with stable supply cannot be taken to final consumers like factory-made products, consumers must go to the products that are offered to them. Product development is based on an analysis of consumer tastes and preferences, behaviors, likes and dislikes, and therefore consumer expectations and realities.



Therefore, the supply of tourism products is limited in the short term and can be maximized on a long-term basis depending on the growth of the demand for the tourism product [5].

If more specific information is provided about the lack of ownership of the tourism product, the tourism product does not have ownership rights. For example, when you buy a product, say a bicycle or a car, ownership of it passes to you, but when someone hires a taxi, they only buy the right to go from one place to another, and you own both the driver and the taxi. Similarly, tourism products such as airline tickets, train tickets or hotel rooms can be used for a period of time but not owned. Travel products can be purchased for use only, but ownership of the same remains with the service or product provider, so one can watch an Opera show but not retain the performer.

The heterogeneous nature of the tourist product means that tourism is not the same product. Similarly, tourism products are not uniform because they change or change over time in terms of quality and standard, unlike television or other factory products. A flight or tour package cannot always be the same. The reason for the changing nature of tourism products is the customer (consumer) orientation of services. Thus, there is variability in tourism products because all people are not the same and differ in their behavior, tastes and preferences. For example, not all workers in a hotel can provide the same facility, and one worker may not work the same morning and evening. Therefore, the services may not be the same or the same[6].

As for risk, tourist products are bought first and then consumed, so there is a high level of risk in buying the product before consuming it. There is always an element of risk in the process. For example, a movie may not be as exciting as promised, or a summer vacation in Goa may be disappointing due to bad weather or heavy rain [7].

A fast market means that these tourist products are sold in different markets. First, regional and national organizations are engaged in securing potential customers (tourists) to travel to different regions (destinations) across the country [8]. Second, individual firms are trying to sell their tourism products to satisfy potential customers.

We have given information about the characteristics of tourism products, now we will continue with information about how tourism products are made, what types there are, that is, about tour packages. A package tour is a pre-arranged, pre-paid trip combining two or more travel components including airfare, airport transfers, accommodation and other services. In practice, it is very difficult to define the concept of tour package. Tour packages are divided into 5 types:

- Independent tours.
- Escort tours.
- Host tours.
- Incentive trips/tours.
- Freedom Tours.

These are divided into types based on the wishes of tourists. A tour package is very important for a tourist, because this tourist knows in advance how well his personal needs will be met. A tourist learns about what places to visit during the trip, what places to eat, where to stay and transportation before the trip. Travel companies pay a lot of attention to the quality of this tour package. If during the trip there are no routes or places specified in the tour package, Tourism enterprises will lose customers. Satisfying the needs of tourists is the most important task in tourism in general [9].

In short, if the tourism product, i.e. the sum total of a country's tourist facilities, transport systems, hospitality, entertainment and infrastructure, is well designed and developed and then offered to the tourist, it is ultimately leads to consumer satisfaction. Tourist products are nothing but various services offered to tourists and belong to the category of service products. Tourism product is the main reason for choosing a destination for tourists. A tourism product helps generate revenue for a destination.

Also, in the field of tourism, it is necessary to solve the problems of every entrepreneur in a quick and efficient way, and to create facilities for new entrepreneurs. This will improve the country's economy and investment environment and create new jobs.

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