

Ways to Increase the Economic and Social Efficiency of Pilgrimage Tourism

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Abstract: *The article highlights the impact of pilgrimage tourism on socio-economic efficiency. Also, a system of indicators representing the economic efficiency of the tourism industry was analyzed.*

Keywords: *visiting, pilgrimage tourism, economic efficiency, social efficiency, innovation in tourism, economic indicators.*

INTRODUCTION. The method of determining the share of pilgrimage tourism in the gross domestic product of the region and the country and ways to improve it are of not only theoretical but also important practical importance today. In the course of the research, a method for determining the share of the tourism industry in the gross domestic product of the region and the country and ways to improve it were developed in order to ensure the implementation of the tasks set out in legal and regulatory documents such as Program of measures to ensure the implementation of the issues provided for in the Action Strategy for the development of our country for 2017-2021; Decree of the President of the Republic of Uzbekistan PF-4861 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan", signed on December 2, 2016; Decree of the President of the Republic of Uzbekistan No. PF-4895 "On Amendments to the Decree of the President of the Republic of Uzbekistan dated December 2, 2016 No. PF-4861 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan"; and Resolution of the President of the Republic of Uzbekistan dated December 2, 2016 No PP-2666 "On the organization of the State Committee for the Development of Pilgrimage Tourism of the Republic of Uzbekistan".

Although there is a lot of literature on increasing the economic and social efficiency of the pilgrimage tourism network, the issue of determining their location and increasing their efficiency with real indicators is rarely covered in the economic literature. Due to this, in this work, the role of pilgrimage tourism in the socio-economic life of the country can be determined by a number of indicators, which have been tested in practice. As well as, the issues of their practical use were also taken into consideration.

As a result of economic activity in the field of pilgrimage tourism, national income is created through the payment of wages to the employed population and the payment of taxes and other mandatory payments to the local and state budgets. In the formation of the budgets of some countries, pilgrimage accounts for a significant part of revenues from tourism. In return for foreign tourists, many countries are doing significant work in shaping their foreign exchange reserves and budgets. In the future, pilgrimage tourism is expected to become an industry that will bring great benefits to our economy.

Literature review. Ways to increase the economic and social efficiency of the pilgrimage tourism network are widely covered in the researches of many economists, including scientists from the CIS countries M.A. Morozov, S.S. Nikolayev, T.V. Lvova [3,4,5] and others.

The research works of Uzbek economists M.Q.Pardayev, N.Tuxliyev, N.B.Navruz-Zoda, B.X.Turaev, R.Kh Ergashev [6,7,8,9,10,11,12,13] are devoted to various issues of socio-economic development of tourist areas.

However, despite the fact that the above-mentioned studies of the specifics of the development of the tourism industry, the factors influencing its development are widely covered, the issues related to increasing the economic and social efficiency of the tourism industry and its role in the national economy have not been sufficiently studied. The issues of increasing the economic and social efficiency of the pilgrimage tourism network are also poorly covered in the economic literature. This situation requires in-depth scientific research on the problems of increasing the economic and social efficiency of the tourism industry in our country and strengthening the impact of this sector on the national economy.

In spite of the fact that these studies cover the specifics of the development of the tourism industry, the factors influencing its development, one of the factors influencing the national economy, the issues of increasing the economic and social efficiency of the tourism industry have not been sufficiently studied.

Research Methodology. In the course of the research, induction and deduction, systematic analysis, comparative analysis of the methodology of various international and non-governmental organizations, drawing methods were used in the analysis of increasing the economic and social efficiency of the tourism industry.

Analysis and Results. If pilgrimage is considered as a branch of the economy, its effectiveness should be approached in the same direction. If this approach is taken, it will have to be assessed in two ways. For evaluation, a system of natural indicators is used. There are several opinions on this. In particular, M.Q. Pardayev, Q.J. Mirzayev and O.M. Pardayev divided efficiency indicators into 3 groups by sectors of the economy (indicators at the level of macroeconomics, mesoeconomics and microeconomics), and by sectors of the economy into 4 groups (industry, agriculture, construction, services and other areas) [5]. Based on the characteristics of the pilgrimage tourism network, we consider it expedient to divide them into two groups based on their economic content in order to express its effectiveness. These are indicators of economic efficiency and social efficiency. Their relationship to each other is shown in the following figure (Figure 1).

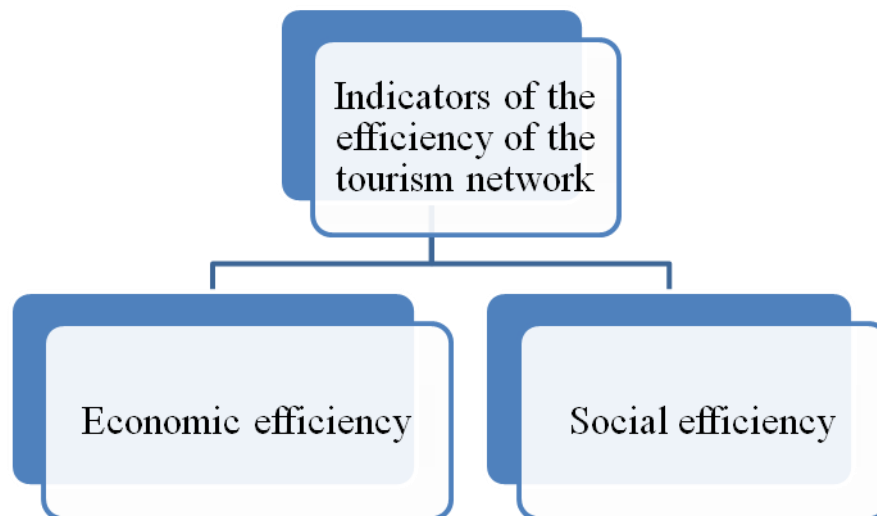


Figure 1. Groups of indicators representing the effectiveness of the pilgrimage tourism network

In the course of the research, we developed ways to include what each group of indicators included and how to identify them.

In order to develop a system of indicators that represent **the economic efficiency** of the pilgrimage tourism network, it is advisable to first develop its definition. Because it is difficult to carry out its practical direction correctly without expressing its theoretical interpretation. Based on this situation, we recommend the following definition of the economic efficiency of the pilgrimage tourism network.

The economic efficiency of the pilgrimage tourism network means that it has created economic opportunities for its own development by contributing to the country's economy and achieving a steady increase in the number of tourists and their profits through the development of the industry. Now, in accordance with this theoretical view, it is possible to develop a system of indicators that represent the effectiveness of this area.

We recommend that the following indicators be included in the indicators of economic efficiency of the pilgrimage tourism network:

- speed of tourism process (T_s);
- intensity of tourists (T_i);
- usefulness of tourists (T_u);

The relationship between these indicators is shown in the following figure (Figure 2).

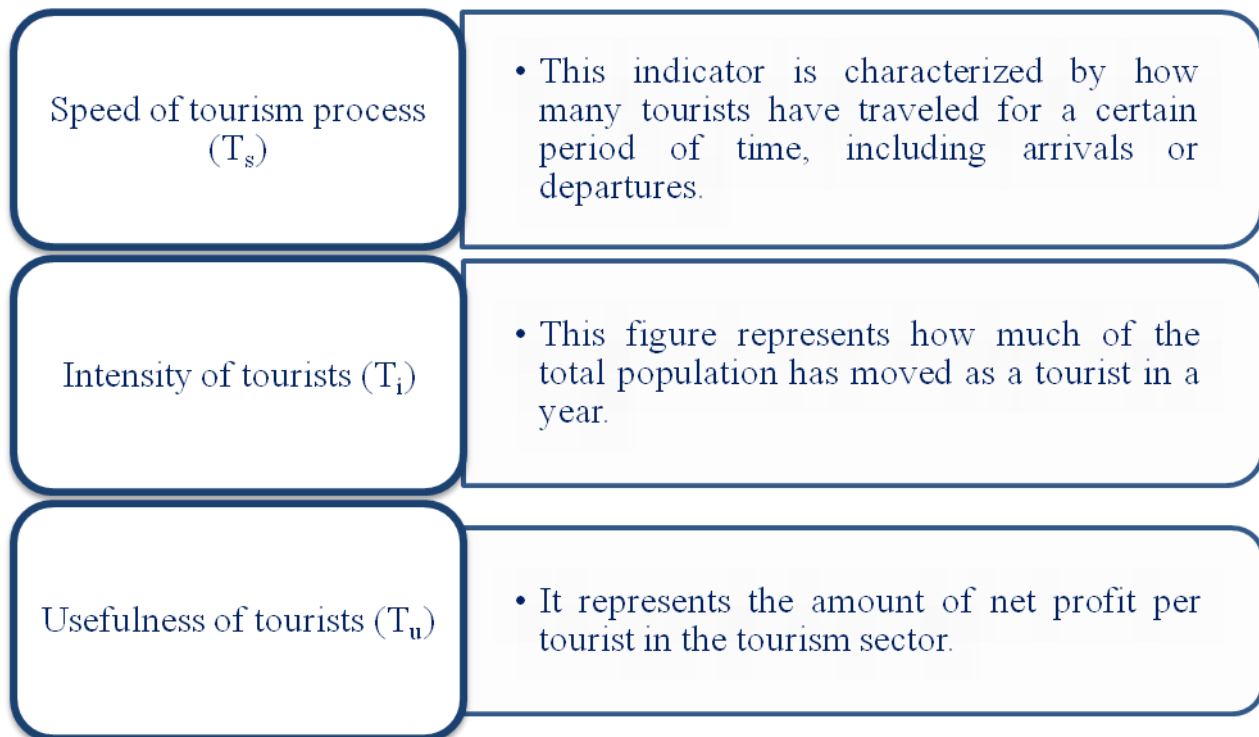


Figure 2. Indicators of economic efficiency of the pilgrimage tourism network and their description

The network of pilgrimage tourism is such an area that it has not only economic but also social significance. Therefore, along with the economic indicators of this sector, it is necessary to determine the indicators of **social efficiency**. In this case, too, it requires the development of a definition of this concept. Based on this need, we found it appropriate to give a definition of the industry.

Social efficiency in the field of pilgrimage tourism refers to the processes associated with the creation of an objective reality aimed at providing employment, improving the welfare, raising the cultural and intellectual level of the population. It is clear from this definition that the social effectiveness of pilgrimage tourism is also a broad concept. It is now possible to develop a system of indicators that covers this concept.

The indicators of **social efficiency** in the field of pilgrimage tourism include the following:

- the share of the population engaged in pilgrimage tourism in the total population;
- the average wage level of the population engaged in pilgrimage tourism
- the share of new jobs created in pilgrimage tourism in the total number of new jobs created;
- the share of GDP created in the network of pilgrimage tourism in the country's GDP;
- the share of taxes paid from the pilgrimage tourism network in total taxes;
- the impact of the network on the growth of tourist services such as trade, catering, transport, hotels.

Conclusions and suggestions. The issues of improving the organizational and economic mechanisms of the pilgrimage tourism network and the main directions of state policy on the

development of pilgrimage tourism, the issues of improving the organizational and economic mechanisms of pilgrimage tourism and ways to increase the economic and social efficiency of the pilgrimage tourism network:

1. The issues of improving the organizational and economic mechanisms of the pilgrimage tourism industry, grouping and studying the main directions of state policy in this area, indicators of its economic and social effectiveness are poorly studied by domestic scientists and, accordingly, poorly covered in the economic literature.
2. During the study, it was shown what results can be achieved through the effective development of the field of pilgrimage tourism, namely: pilgrimage tourism will increase the gross national product of the country at the expense of the sector; replenished due to the growth of tax payments and other payments to the state budget; employment of the population, creation of new jobs will be achieved;
3. Foreign capital will be attracted to the industry and foreign exchange earnings will increase; Along with the development of pilgrimage tourism, there is an opportunity to develop other sectors of the state; development of pilgrimage tourism infrastructure and industry will be achieved; reform of the recreation structures of domestic and foreign tourists will be achieved.
4. Within the framework of ways to increase the economic and social efficiency of the pilgrimage tourism network and methods of their assessment, a definition of the economic and social efficiency of the pilgrimage tourism network and groups of indicators representing them have been developed. The economic efficiency of the pilgrimage tourism network means that it has created economic opportunities for its own development by contributing to the country's economy and achieving a steady increase in the number of tourists and their profits through the development of the industry.

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