

## Methods of Assessing the Competitiveness of Entrepreneurial Activity in Tourism Enterprises

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### Abstract:

This article examines the methods of evaluation of the tourist services market in the context of trends arising under the influence of various positive and negative changes, as well as increasing the competitiveness of the created tourist services are considered one of the important issues for business entities operating in the tourism sector on the scale of all countries of the world today.

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### Introduction

Introduction. Today, the tourism sector has become one of the leading sectors of the economy on a global scale. Therefore, in our country, like many other countries, a number of practical activities are established in order to modernize the tourism sector, develop and improve the regulatory framework of sustainable development of the industry, and provide services to foreign visitors in accordance with international standards. The main goal of this is the rapid development of the tourism sector in Uzbekistan, including respect for historical and cultural heritage, the creation of infrastructure that fully meets international standards, strengthening international relations, the development of a mechanism to make our country one of the most visited by tourists.

Relying on the experience of the world economy, without foreseeing the future, without forecasting the ways of its development, the development of society and the state cannot be achieved. In recent years, forecasting economic processes has become one of the main methods of ensuring the effective and targeted functioning of the sectors and sectors of the economy. In the process of developing alternative scenarios for the planning and development of the future period, forecasting serves as a means of anticipating the paths of socio-economic development in the scientific justification of society's production and its goals. Introduction into practice of long and medium-term economic efficient directions, policies

and adopted decisions of economic modeling in a market economy. It is necessary to know how to see and analyze the state. It is extremely important to choose optimal decisions and ensure their implementation in the planning and management of production, since today the level of losses from making inappropriate decisions for society is growing. Therefore, in the expansion of the scope of forecasting the activities of modern business, in the first place, it is required to improve its methods and methodologies

In the context of the trends of the tourist services market, which are affected by various positive and negative changes, entrepreneurial activity as well as increasing the competitiveness of the created tourist services are among the most important issues for business entities operating in the tourism sector of all countries today.

Currently, there are different approaches to competitiveness and its definition, the diversity of which creates certain differences and variations in the formation of a single approach to the definition of competitiveness. Some researchers understand competitiveness only as the technical characteristics of manufactured products, while others give different interpretations without distinguishing different levels of production (service).

One of the main reasons for the decrease in consumer demand in relation to services created by entrepreneurs operating in the tourism services market is the fact that the quality and price of products are in mutual imbalance. In such conditions, competition becomes a means of stimulating the efficiency of activities of entrepreneurs, regulating the optimal ratio of prices for services with an appropriate quality indicator, as well as consumer demand.

Today, competition for consumer (customer) is on the rise in the market of tourist services, and the task of forming bright and expressive competitive advantages is being put forward, which form the process of ensuring competitiveness to a greater extent. The assessment of the competitive struggle of entrepreneurs operating in the field and the analysis of the theory of competition makes it possible to identify the following important cases that affect the competitiveness of these business entities:

- the situation that characterizes the business entity;
- condition describing tourist services;
- a situation that characterizes the customer service process;
- a situation that characterizes marketing and sales policies.

Shu bilan bog'liq ravishda raqobatbardoshlikni ta'minlash yo'llari va usullarini qo'shimcha tadqiq etish, monitoring vositalarini aniqlashtirish, raqobatbardoshlikni baholash usullarini o'rganish zarurati tug'iladi.

Before assessing the competitiveness of entrepreneurial activity in the tourism services market, it is important to clarify the concepts of "competition" and "competitiveness".

The main concept that expresses the essence of market relations in modern conditions is considered the concept of competition, competition is the center of internal resistance of the entire market economy system, constitutes the sum of relations between producers with respect to price fixing and the volume of supply of goods in the market[1].

The competitiveness of entrepreneurship in the field of tourism is its ability to successfully compete in the market and obtain certain economic benefits in relation to competitors. Competitiveness is a complex property that can be expressed through group, generalized indicators. The purpose of assessing the competitiveness of an enterprise is to determine the location of the enterprise in local, regional or international markets. Despite the complex problems that arise in the scientific field with the study of the

nature of competitive processes, there are different definitions of it. For Example, M.Porter noted: "competition is a dynamic and evolving process, a constantly changing landscape in which new products, new marketing paths, new production processes and new market segments appear"[2].

R A Fatxutdinov tomonidan esa "raqobat" tushunishiga ko'ra ta'rif berish tavsiya etiladi: "raqobat – bu qonunchilikdagi yoki tabiiy tadbirda obyektiv va subyektiv yutuqlarni qayta ishlash uchun raqobatchilarga qarshi kurashda g'alaba qozonish yoki boshqa maqsad uchun raqobat ustunliklari bilan boshqaruv jarayonidir"[3]. Competition from the point of view of the development of society is the competition of the old structure with the newly formed system (new products, new technologies, new sources of needs, new types of entrepreneurial activity, etc.).

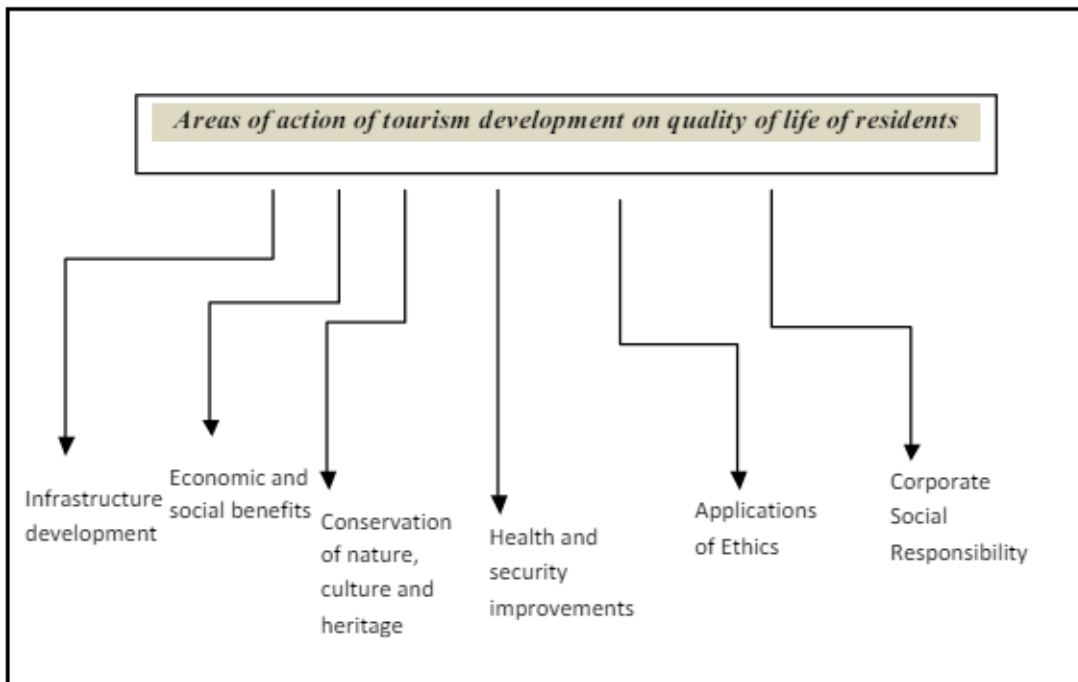
At the current stage of economic development, competition as a driving force constantly forces manufacturers to look for new ways to increase their competitiveness. Summarizing a number of existing definitions for this reason, enterprise competitiveness is the ability of a product or type of services to withstand competition in comparison with similar objects in a particular market, their level, the level of development of a firm is to meet the needs of people in a more efficient way than the level of development of competing firms with their goods. The competitiveness of an entrepreneur is significantly influenced by the social environment, among other factors.

When assessing the competitiveness of a business entity operating in the tourism services market, the following aspects can be defined as fundamental:

- on the quality of products and services;
- by marketing and sales strategy;
- by Employee Qualification level;
- by the high technological level of Service;
- on the financial condition of the business entity.

With the development of the market mechanism, the problem of competitiveness of business entities in the tourism sector has become acute, and its solution requires all market participants to look for Effective Ways and ways to increase competitiveness in the tourism services market. In this regard, in order to increase profits, it is necessary to increase competitiveness in order to strengthen positions in the market. Since competitiveness is the key to the success of a tourist product and its manufacturer in the market, and solving the problem of competitiveness is the most difficult task in the activities of any tourism enterprise, and the fact that all departments of the enterprise are evenly coordinated requires targeted operation. A special area of activity of tourism enterprises is the development of strategic approaches to competition. The modern interpretation of the concept of competitiveness as a multifaceted process of implementing competitive relations is one of the main conditions for its introduction into activity – the management of the competitiveness of the enterprise.

The formation of the competitiveness of an entrepreneur operating in the tourism services market, in general in any services market, occurs under the influence of specific criteria and factors (Figure-1).



### 1-figure. Factors and criteria that shape the competitiveness of tourist entrepreneurship

Enterprise competitiveness management is a type of entity's system of influencing an object (competitiveness) in order to transfer that object to the desired state by developing object parameters. Management of the competitiveness of a business entity will be inextricably linked with entrepreneurial activity and will be aimed at those who are relevant:

- influence on the elements and processes that ensure the formation of competitive advantages and the development of the competitiveness potential of the enterprise in order to increase its stability in the context of competitive pressure and changing environmental factors;
- to establish long-term goals of activities and carry out activities to achieve them effectively, based on maintaining competitive advantages and adequate response to changes in the external environment.

The importance of assessing the competitiveness of tourism activities is determined by the increasing role of tourism in all areas of social life. Tourism helps to optimize economic processes in the economy through the development of tourism enterprises, catering, communication, employment of the population and an increase in foreign currency revenue to the country. Many scientific research works at the world and local levels are devoted to the study of various aspects of assessing the level of competitiveness of tourist enterprises. However, the development of an algorithm for creating services and improving financial management in tourist entrepreneurial activities, the specifics of Tourism, Its Theory and methodology, including a constant assessment of the competitiveness of activities, is required.

In general, approaches to assessment should be carried out taking into account the industry dependence of the management of the competitiveness of the enterprise, since competitiveness has a number of features that are important in the development of its assessment methodology. It has a dynamic character: it can only be studied and analyzed in relation to a certain period, taking into account changes in market conditions. Competitiveness can only manifest itself in a non-deficient market. It follows from this that assessment methods that do not take into account the activities of competitors are not reliably divided.

Thus, the process of planning competitiveness makes it possible to plan and systematically formulate the general competitiveness policy of entrepreneurial activity of tourist enterprises. Methodological

recommendations and approaches developed in the research work on ensuring the competitiveness of tourist enterprises are the basis for the release of entrepreneurial activity at enterprises to a new level of quality.

In conclusion, the most important task of assessing the competitiveness potential of tourist enterprises is to increase the level of economic activity of countries, ensure financial stability, the efficiency of using innovative activities and marketing resources, and assess the level of qualifications of employees.

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