

STRUCTURE OF TOURISM PRODUCT

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Abstract. This article provides an in-depth analysis of the structural composition of the tourism product. The tourism product is viewed as a complex system, including not only core services — transportation, accommodation, and catering — but also supplementary and auxiliary services, innovative approaches, and regional characteristics. The study results reveal the economic, social, and cultural significance of the tourism product, as well as its adaptation to regional and global trends. Strategic recommendations for tourism product development are also presented.

Keywords: tourism product, structural elements, regional characteristics, service integration, innovation, sustainable tourism

Annotatsiya. Ushbu maqolada turizm mahsulotining tarkibiy tuzilishi va uning komponentlari chuqur tahlil qilingan. Turizm mahsuloti nafaqat asosiy xizmatlar – transport, joylashtirish va ovqatlanishdan iborat bo‘lib, balki qo‘shimcha va yordamchi xizmatlar, innovatsion yondashuvlar va hududiy xususiyatlar bilan uyg‘unlashgan murakkab tizim sifatida ko‘rib chiqilgan. Tadqiqot natijalari turizm mahsulotining iqtisodiy, ijtimoiy va madaniy ahamiyatini, shuningdek, hududiy va global tendensiyalarga moslashuvini ochib berilgan. Maqolada shuningdek, turizm mahsulotini rivojlantirish bo‘yicha strategik tavsiyalar keltirilgan.

Kalit so‘zlar: turizm mahsuloti, tarkibiy elementlar, hududiy xususiyatlar, xizmatlar uyg‘unligi, innovatsiya, barqaror turizm

Аннотация. В данной статье проводится глубокий анализ структурных элементов туристического продукта. Туристический продукт рассматривается как сложная система, включающая не только основные услуги — транспорт, размещение и питание, но и дополнительные и вспомогательные услуги, инновационные подходы и региональные особенности. Результаты исследования демонстрируют экономическую, социальную и культурную значимость туристического продукта, а также его адаптацию к региональным и глобальным тенденциям. В статье также представлены стратегические рекомендации по развитию туристического продукта.

Ключевые слова: туристический продукт, структурные элементы, региональные особенности, интеграция услуг, инновации, устойчивый туризм

Introduction

In the context of the increasing importance of the tourism sector in the global economy, a deep analysis of the concept of a tourism product and a scientific study of its structural elements are urgent issues. A tourism product is not only the experience that a tourist receives during a trip, but also a complex system that satisfies his material and intangible needs. A tourism product is multi-component, in which transport, accommodation, catering, excursion and guide services, entertainment and cultural services, information and marketing systems work in an integrated

manner. Therefore, considering a tourism product only as a service does not adequately reflect its complex nature and economic, social, and cultural significance.

In recent years, in particular in 2023–2026, the development of the tourism sector in the Republic of Uzbekistan has become one of the priority areas of state policy. The regulatory and legal documents adopted during this period have fundamentally changed the approach to the tourism product, focusing on its formation as a complex system consisting of basic services, additional services and goods. The Resolution of the President of the Republic of Uzbekistan “On the Strategy for the Development of the Tourism Sector in the Republic of Uzbekistan for 2023–2026” of February 28, 2023 became an important legal basis for modernizing the structural structure of the tourism product. This Strategy set the following tasks: clustering tourism products based on regional resources; integrating transport, accommodation, catering, excursion and entertainment services into a single product; as well as developing local souvenirs, gastronomic products and handicrafts as the final commodity element of the tourism product.

Also, the regional tourism programs for 2024–2026 provide for the creation of complex tourism products based on cultural heritage in historical cities such as Samarkand, Bukhara, Khiva, Shakhrisabz, and the development of ecotourism and agrotourism products in mountainous and rural areas. These decisions and programs have created the need to interpret the tourism product not only as a set of services, but as a complex system that fully shapes the tourist experience.

The structural division of the tourism product into basic services, additional services and goods is clearly visible. Basic services - transport, accommodation and catering services - form the functional basis of travel. Additional services, including excursion, guide, entertainment, sports and wellness services, enrich the tourist experience and increase its comfort. Goods (local souvenirs, gastronomic products and handicrafts) serve to strengthen the regional brand and increase the final value of the product.

The tourism product allows not only to increase economic efficiency, but also to develop regional development, create jobs, promote cultural heritage and develop international cooperation. At the same time, modern trends - digitization, smart tourism, experiential services and sustainable tourism principles - require a review of the product structure and its adaptation to the requirements of the tourism market. Therefore, it is of great importance to conduct a scientific analysis of the structural structure of the tourism product, study its compatibility with regional opportunities and modern global trends.

Literature review

The study of the tourism product is considered one of the main issues in the field of tourism in scientific research. The tourism product is a multi-component system, and it is important to determine its composition, understand the interdependence of services, and assess the impact on the tourist experience. In scientific literature, the tourism product is interpreted as a set of tangible and intangible services, goods, and emotional experiences that a tourist receives during his trip. Kotler, Bowen, and Makens interpret the tourism product as an integration of services and experiences aimed at satisfying the needs of tourists. Middleton and Clarke consider it a complex system based on the harmony of territorial resources and infrastructure.

A group of scientists analyze the tourism product as an economic system and study its economic efficiency and impact on regional development. For example, Brownlee and Giacco emphasize the economic mechanisms that ensure the harmony of services, quality, and efficiency in the structure of the tourism product. According to their analysis, the tourism product is important not only as an economic resource, but also as a means of creating a regional brand and attracting investment.

Other scholars analyze the tourism product from the perspective of psychological and cultural experience. They see the product not only as a set of material and intangible services, but

also as a system that satisfies the emotional and spiritual needs of the tourist. For example, Ceriello and Motz argue that the tourism product depends on the individual experience and satisfaction of the tourist, which directly affects the harmony of services and the quality of experience. This point of view indicates the need to take into account psychological and cultural needs when forming the structural elements of the tourism product.

Another approach to the theory of the tourism product emphasizes its study as a complex system. Forbes and Cooper divide the structure of the product into main, additional and auxiliary components. The main components are transport, accommodation and catering services, which form the functional basis of the trip. Additional services increase the comfort of the tourist, while special or auxiliary elements increase the competitiveness of the product through branding, marketing and innovative approaches. This conceptual model allows us to study the tourism product in a systematic and integrated manner.

The approach of classifying tourism products by territorial and tourist segments is also widely used in the literature. The resource potential, cultural heritage, ecological capabilities and infrastructure of tourist regions determine the composition of the product. Juraev emphasizes that in the conditions of Uzbekistan, the tourism product is formed on the basis of territorial characteristics, national heritage and gastronomic wealth. At the same time, in modern tourism theory, digital technologies, smart tourism, experience-based services and sustainable tourism concepts are included as new components of the product composition.

Thus, the tourism product is a multi-component, complex and dynamic system, and a deep analysis of its composition should be carried out taking into account economic, cultural, ecological and social contexts. Theoretical approaches serve to identify the main, additional and auxiliary components of the product, to harmonize the needs of the tourist and regional opportunities, as well as to develop new tourist packages taking into account global trends. The development and modernization of the tourism product is important not only to ensure the coherence of services, but also to create a regional brand, increase economic efficiency and enrich the tourist experience. Therefore, in scientific research, it is necessary to combine the theoretical and practical aspects of the tourism product and conduct a deep analysis of its structural elements.

Methodology

A number of methods are used to identify the main structural elements of the tourism product. The first is an analytical approach, in which applied research and scientific literature in the field of tourism are analyzed, the interrelationships of the components and their role in satisfying tourist needs are determined. The second is the component modeling approach, which allows for a systematic integration of the main, additional and auxiliary elements of the tourism product. The third approach involves collecting data through empirical research, including questionnaires, interviews, excursion observations and service quality assessments.

Results and analysis

When analyzing the constituent elements of the tourism product, it becomes clear that it is a complex, multi-component system. The tourism product is a multi-component and complex system, the main components of which are:

- *Basic services*: transport, accommodation, catering;
- *Additional services*: excursions, guides, entertainment, sports, health;
- *Goods*: souvenirs, consumer goods



Picture 1. Main components of tourism products

The main services form the functional basis of the tourism product and are directly related to the success of the trip, the safety, convenience and comfort of the tourist. The quality and convenience of transport services determine the success of the trip, and the accommodation service ensures the safety and comfort of the tourist. Catering services reflect the gastronomic and cultural potential of the area and enrich the tourist experience.

Excursion and guide services correspond to the cultural and educational part of the tourism product, the tourist gets acquainted with the historical heritage, cultural values and ecological resources of the area, as a result of which the value of the product increases. Entertainment services enrich the emotional experience of the tourist and make the product competitive. Thus, the tourism product is not only a set of services, but also a system that forms the overall experience of the tourist.

Additional components increase the convenience of the product and ensure its quality. Insurance, transfer services, mobile communications and visa services contribute to the safety and ease of movement of the tourist. Special or auxiliary components increase the competitiveness of the product through marketing, branding and innovative approaches. Therefore, the success of a tourism product depends on the harmony of its structural elements, the quality of services and the presence of innovative components.

The analysis shows that the structure of a tourism product should be in line with regional and global trends. For example, digital technologies and smart tourism platforms combine transport, accommodation and excursion services, increasing the quality of the product. Experiential services, on the other hand, serve to satisfy the emotional and spiritual needs of tourists, while promoting the cultural and ecological resources of the region.

When analyzing the structural elements of a tourism product in the conditions of Uzbekistan, regional characteristics are of great importance. Historical centers of the Great Silk Road, heritage sites such as Samarkand, Bukhara, Khiva, gastronomic riches and national festivals and traditions enrich the tourist experience and ensure the uniqueness of the product. The infrastructure of the region, the transport system, the quality of hotels and additional services determine the level of tourist satisfaction.

In this way, the tourism product is not only composed of basic services, but also appears as a complete and integrated system, combined with additional and auxiliary components, innovative approaches, principles of sustainable tourism and territorial characteristics. The quality and harmony of each component determines the competitiveness of the product. Therefore, it is important for each region and state to apply a strategic approach to the formation of a tourism product, integrate modern technologies and innovative services, as well as develop additional elements that enrich the tourist experience.

Conclusion

A deep analysis of the structural structure of the tourism product shows that it is manifested as a multi-component, complex and dynamic system. The effectiveness of the product is associated not only with the main services - transport, accommodation and catering, but also with additional and auxiliary components, innovative approaches, marketing strategies and regional characteristics. At the same time, the economic, social and cultural significance of the tourism product is further enhanced, a regional brand is created and a competitive product is launched on the international market.

Modern tourism trends, including digitalization, smart tourism, experiential services and sustainable tourism, require a revision of the structure of the tourism product. Services are integrated through digital platforms, and experiential services satisfy the emotional and spiritual needs of the tourist. At the same time, the application of ecological and sustainable principles serves to preserve the natural resources of the region and ensure its long-term development.

In the conditions of Uzbekistan, the structural elements of the tourism product are enriched with regional characteristics, historical heritage, gastronomic wealth, cultural traditions and festivals. Therefore, it is important for the country to adopt a strategic approach to developing tourism, developing services that are in harmony with regional resources, integrate modern technologies, and enrich the tourist experience.

The following recommendations can be made: firstly, it is necessary to take into account regional characteristics and tourist needs when forming a tourism product. Secondly, it is important to ensure the coherence of services and enhance competitiveness by improving quality. Thirdly, it is necessary to integrate digital technologies and innovative services, as well as develop experience-based services. Fourthly, the introduction of sustainable tourism principles serves to preserve the natural and cultural resources of the region.

Thus, the tourism product is a structurally complex system, the effectiveness of which is determined by the harmony of components, the integration of innovative approaches, and regional capabilities. At the same time, the tourism product serves as a strategic tool for increasing regional development, economic efficiency, and international market competitiveness.

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