



Volume: 03 Issue: 03 | Mar 2022 ISSN: 2660-454X

[www.centralasianstudies.org/index.php/CAJITMF](http://www.centralasianstudies.org/index.php/CAJITMF)

## MODERN APPROACHES TO IMPROVING THE EFFICIENCY AND QUALITY OF CAMPING SERVICES AND THE PRACTICE OF THEIR APPLICATION

A.Makhmudova<sup>1</sup>, A.Meyliyev<sup>2</sup>

**Email:** [maxmudova\\_a@sies.uz](mailto:maxmudova_a@sies.uz)

Received 26<sup>th</sup> February 2022,

Accepted 05<sup>th</sup> March 2022,

Online 31<sup>th</sup> March 2022

**ABSTRACT:** This article analyzes modern ways to improve the quality and efficiency of camping hotel services.

**KEYWORDS:** camping, efficiency, camping localization, tour operator, tourist and recreational system.

<sup>1</sup>PhD, Samarkand institute of economics and service, Uzbekistan

<sup>2</sup>Master, Samarkand institute of economics and service, Uzbekistan

### INTRODUCTION

The active development of amateur camping tourism around the world marks a change in the tourism paradigm - a change in the passive consumption of tourism products, formed by tour operators by the active organization of travel by tourists themselves.

This is due to many factors, the most important of which are the following.

The era of television has been replaced by the era of the Internet. Passive consumption of information has been replaced by the active participation of "consumers" in the generation of information. The development of social networks contributed to the self-organization of amateur tourism, which prompted tour operators to defragment their package tours to itemized, special and individual offers in narrow thematic market segments.

Global climate change and environmental degradation, which contributed to the formation in the mass consciousness of the idea that "future generations will be deprived of the nature that still exists in our time." This motive resulted in a sharp increase in mass family amateur tourism, the purpose of which was the revival of family values, the strengthening of family ties.

The formed "framework" of the main services of the generalized (essential) model is supplemented by a complex of additional, auxiliary and related services. They play a big role in developing tools for managing the efficiency and quality of camping services.

The third level of the model is a recreation area and attractions. The entire array of relevant services of this level is presented in the model as a continuum, the extreme points of which are two opposite services: services related to outdoor recreation (the Landmarks/Ecology block), which involves solitude, the creation of an intimate atmosphere (silence), and services related to the organization of events (block "Events"), which involves the unification of a large number of people in one area (lack of silence). Between these extreme points, outdoor recreation services are indicated.

The services of the third level of the model can be provided both by the campsite itself and by the enterprises surrounding it in the external environment. If these services are provided for in the structure of the campsite itself, then they will be related to related services. If they are provided outside the campsite, then they affect the structure of support services. This means that camping, through support services (handouts, signs, promotions, etc.), raises the awareness of guests that they can use these services outside the campsite. This increases the subjective quality of camping services, since the tourist perceives the tourist product of camping in a complex way, regardless of the place where the service is provided in the "camping location".

Camping location - the area in which the campsite is located. The camping location includes the territory of the campsite itself (camping park), as well as the area adjacent to it with tourist and recreational resources that are used by camping guests for recreational purposes.

The complex of tourist and recreational resources (TRR) determines the tourist and recreational potential (TRP) of a camping location. Tourist and recreational potential of a campsite is a set of tourist and recreational resources, social, economic and other conditions for organizing recreation and recreation of tourists staying in a campsite.

In this regard, one can single out an important feature of campsites - environmental management. Campsites are an effective ecological regulator of "human pressure on the environment" in their camping location due to their economic sense, since they are attractive to tourists precisely because they preserve and maintain their basic (authentic) tourist and recreational resource. The main value of camping services is determined by the location - near or "inside" the tourist and recreational complex (natural and recreational, cultural and historical, social, event, etc.).

Adding the "Recreation zone and objects of attraction" level to the model structure completes its construction.

The developed model allows us to give a more precise definition and description of camping than what was stated at the beginning of the study. The author proposes the following definition of camping.

Camping is an enterprise of a recreational and tourist type, which is a specialized (alternative to hotels) collective accommodation facility with self-service conditions, a feature of which is the rental of places for camping (pitches), where tourists with private mobile / portable accommodation facilities can stay ( tents, caravans, motorhomes, etc.).

In addition, campsites are usually equipped with light, non-permanent buildings or mobile (mobile) homes to provide services such as: organization of a reception and accommodation point for guests (reception), security, sanitary services (toilet, shower, laundry, place for drying clothes, guest kitchen, a place for washing dishes, a place for draining biocassettes - for servicing caravaners, a place for draining "gray" water, a place for fresh water filling, selling bottled drinking water, etc.), hotel stock services -

- a) accommodation of guests in stationary buildings (cottages, bungalows, chalets, tree houses, etc.),
- b) semi-stationary dwellings (yurts, wigwams, tips, tents, glam-ping lodges, geodesic houses, etc.),
- c) mobile homes
- d) with domestic amenities (static caravans, etc.);

At the same time, camping and the territory surrounding it are considered as a single tourist and recreational system, which is designated by the author as a camping location, the potential of which determines the attractiveness of the camping tourist product.

## CONCLUSION

Based on the advanced paradigm, we highlight the essential aspects of camping as an element of the camping industry:

1. Campsites serve amateur tourists with mobile private (personal, own) accommodation facilities (tents, motorhomes, caravans). In this regard, it seems important to emphasize the need to introduce the very concept of "privately owned accommodation" (privately owned accommodation), which is currently absent in scientific circulation, which leads to incorrect statistical observation in the tourism industry.
2. Campsites as hotel companies operate on the principles of self-service.
3. A distinctive feature of campsites from other types of hotel enterprises is the rental of pitches (landscaped areas) for amateur tourists with mobile private accommodation facilities.
4. A feature of campsites is that they provide the opportunity to spend the night in the immediate vicinity of (or inside) some kind of tourist and recreational complex (TRC) - natural, cultural or event-based. At the same time, the campsite and the adjacent tourist and recreational complex form a single tourist and recreational system, which the author refers to as a camping location.

## REFERENCES:

- Sadibekova, B., Makhmudova, A., Abdukhamidov, S., & Mukhamadiev, A. (2021). The main forms of pilgrimage tourism. *Central Asian Journal Of Innovations On Tourism Management And Finance*, 2(2), 84-88.
- Mahmudova, A. (2018). Ensuring the competitiveness of the scientific approaches of eco-tourism. A case of Uzbekistan. *American Journal of Economics and Business Management*, 1(4), 1-8.
- Abdukhamidov, S. A. (2019). DISTINCTIVE FEATURES OF REGIONAL TOURISM DEVELOPMENT. *Theoretical & Applied Science*, (4), 337-341.
- Tukhliev, I. S., & Abdukhamidov, S. A. (2021). STRATEGIC PLANNING PROCESSES IN REGIONAL TOURISM IN THE DIGITAL ECONOMY. *CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE*, 2(5), 22-27.
- Тухлиев И.С. ва бош. Туризм соҳасининг замонавий атамалари изохли луғати: маълумотлар тўплами. /– Т.: “Фан ва технология”, 2020, 182 бет.
- Samuelson P, Nordhaus W. *Economics*, 13th ed./ P. Samuelson. – New-York: McGraw-Hill Education, 1989.– 837p.
- Папирян Г.А. *Международные экономические отношения. Экономика туризма: Учебное пособие /*

- Г.А. Папирян, М.: Финансы и статистика,– 2014. 208 с.
- Р.М. Байбуриев , А.С. Актымбаева , Р.В. Плохих. Туризм.// Вестник КазНПУ.-2017.
- Tukhliev, I. S., Abdukhamidov, S. A., & Muhamadiev, A. N. (2020). Features of the use of digital technology in the development of geographic information systems in tourism. Journal of Advanced Research in Dynamical and Control Systems, 12(7 Special Issue), 2206-2208.

