

**SOME ASPECTS OF SMOOTHING SEASONAL FLUCTUATIONS IN THE TOURISM
SPHERE**

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Abstract: The article defines the directions for stabilizing the frequency of seasonal fluctuations and management the level of seasonality with a theoretical study of the possibilities of smoothing seasonal fluctuations arising in the tourism sector.

Keywords: Seasonality, seasonal fluctuations, diversification, interregional programs, outsourcing, seasonal prices, seasonality smoothing.

INTRODUCTION

One of the main problems of our country in the field of tourism is the fluctuation of tourist flows in the range of large indicators for the seasons of the year, and even within the framework of measures to stabilize the tourism sector at the country level, this issue does not find a necessary solution.

The extension of the tourist season and the solution of the problem of smoothing seasonal fluctuations in the tourism sphere expand the possibility of full employment of the population in the regions, increase the level of use of the material component of tourist facilities, provide rational use of natural resources, reduce the dependence of demand for tourist services on seasonal fluctuations, and, as a result, stabilize the growth of the indicators.

METODOLOGY

Having studied the most important factors of seasonal fluctuations in the movement of tourist flows in the process of carrying out the study, it was theoretically studied to stabilize seasonal fluctuations in demand for tourist services, to minimize vibration frequencies. This process used research methods such as monographic research, comparison, systematic analysis of the flattening of demand seasonal fluctuations as well as empirical research.

LITERATURE REWIEV

Research related to the emergence of the seasonality factor in tourism, the specifics of factors affecting the degree of seasonality characteristic, and the stabilization of seasonality fluctuations have been carried out by a number of researchers.

Seasonality in the field of tourism as well as seasonality characteristics of the demand for services in the field theoretical study was carried out by V.A.Antonets, the researcher in this research focused on managing the demand for tourist services, taking into account the factor of seasonality [1, 10-17].

In the researches of E.Pecheritsa and S.Sexla, theoretically studied the occurrence of the seasonality factor in the field of tourism, as well as the factors that cause it [2, 164-167; 3, 122-128].

In the scientific research of a number of other researchers, studied the influence of the seasonality factor on the demand for tourist services. In particular, in the issues of analysis of the problem of seasonal fluctuations in the field of tourism and the development of strategies for eliminating the seasonality factor studied by M.Voloshinova and A.Ool [4, 107-114], the issue of hurting the factors affecting the offer of tourist services has been studied by O.Chabanyuk [5, 25-32].

While the issue of leveling seasonal fluctuations in demand and supply for tourist services based on theoretical studies is another research object of a group of researchers. In particular, in the

researches of the O.Suranova and N.Ogneva, studied theoretically and practically the methodologies for smoothing the seasonal fluctuations of tourist services [6, 208-219; 7, 180-183].

ANALYSIS AND RESULTS

The influence of the demand for tourist products on sharp seasonal fluctuations is considered one of the most important features of activity in the field of Tourism. In the process of determining the demand for services and the volume of sales in the tourism sphere, it is required to adequately take into account the seasonality factor arising from the existing resource components of the industry and the assortment of tourist products.

SMOOTHING THE “PEAK” SEASON OF VIBRATIONS

GOVERNMENT	TOURIST ENTERPRISES
Expanding the territory where tourist services are provided by subsidizing the cost of transporting tourists during public events	Stratification of prices for tourist products (increasing prices with an increase in demand, lowering when demand decreases)
Involvement of additional tourist resources in activities: in the medium term-at the expense of potential resources, in the short term – at the expense of unused resources in the season	Attracting additional staff (attracting temporary working students and housewives)
Control of the limits of the maximum human load on the tourist area	Increase the volume of additional tour products without reducing the level of comfort and safety for tourists
	Automation of service processes
	Outsourcing of non-directional functions in order to reduce the burden on key employees

SMOOTHING THE “LOW” AND “DEAD” SEASONS OF VIBRATIONS

GOVERNMENT	TOURIST ENTERPRISES
Implementation of the program “tourist cashback” (transportation, living and other expenses)	Application of differentiated prices (lowering prices, giving discounts and shares)
Formation of event tourism events taking into account the seasonality factor	Providing additional tourist products
Development of interregional cooperation (organization of recreation for tourist groups in the “low” and “dead” season, using the historical, cultural, tourist and recreational potential of the regions, as well as the creation of a single network of tourist routes)	Introduction of improved forms of tourist services
Promotion of national, regional and local tourist products	Integration into tourist products with low seasonality
Promotion of non-seasonal tourist product types	

Figure 1. Directions for smoothing seasonal fluctuations in demand for tourist services

A number of factors influence the origin or intensity level of the seasonality of tourist activities. These factors can be classified into primary and secondary according to their degree of importance.

Factors that are part of the influencing factor groups have a two way – positive or negative effect on the level and intensity of the seasonality of tourism services.

In our opinion, in stabilizing the level of indicators in the “peak”, “low” and “dead” seasons of fluctuations, enterprises belonging to the tourism industry are required to carry out their activities in cooperation with the coordination systems of the government (Figure 1).

The implementation of measures in the direction of stabilization of the above-mentioned seasonality will expand the opportunities for growth, while reducing the intervals of seasonal fluctuations in the indicators of tourist activity. In this case, the time factor should also be taken into account when planning the target indicators of tourist activity, since they must be carried out before the start of the main season.

Obviously, due to the predisposition to seasonal fluctuations, it is not possible to create a single flow of tourists all year round, but it will be possible to reduce the level of uncertainty and tourist risk caused by seasonality.

CONCLUSIONS

Based on the results of the above studies, it can be said that the seasonality of tourist activity arises from the place of the area where the tourist resource components are located, the characteristics of the resource components and the consumer characteristics of the proposed tourist products.

The study of the factors that provoke the seasonality of tourist activities shows that it is advisable to group them in a generalized way into natural-climatic, economic, social, demographic, material-technical, technological and political factors.

Due to the tendency to seasonal fluctuations, it is not possible to create a single flow of tourists all year round, but the level of uncertainty and tourist risk caused by the influence of seasonality will be reduced through activities on the above-mentioned routes.

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