

WAYS TO IMPROVE THE REGION'S TOURISM INFRASTRUCTURE

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Abstract. *This article analyzes a number of positive developments in the modern organization of tourism infrastructure in the region*

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Tourism infrastructure serves as an important factor for the effective use of existing tourist potential, increasing revenue by attracting tourists. That is, tourism infrastructure will play a significant role in ensuring the development of the tourism industry, which is growing rapidly in the future. The formation and development of a tourist destination and the choice of a tourist's travel direction are closely related to the availability of tourism infrastructure. The development of tourism infrastructure, taking into account the capabilities and competences of each region, plays a decisive role in ensuring the effectiveness of the regional tourism business. For this reason, special attention is currently being paid to the formation of theoretical and methodological foundations for understanding and analyzing the essence, functions, and structural structures of regional tourism infrastructure.

With the acceleration of globalization and the improvement of people's living standards, the demand for tourism has become increasingly diversified and personalized, expanding from traditional sightseeing tourism to multifaceted destinations such as cultural experiences and ecotourism. In such an environment, understanding the changing trends in tourism demand and predicting future market trends requires the attention of tourism industry managers and decision-makers.

Tourism infrastructure refers to the complex of facilities and services designed to support and enhance tourism activities, including transport systems, accommodation, recreational areas, and communication networks. A strong tourism infrastructure is essential to attract and accommodate visitors, stimulate regional development, and ensure sustainable tourism growth. Effective planning and investment in tourism infrastructure can significantly increase the economic impact of a destination while providing a high-quality experience for travelers.

Many empirical studies have shown that, although tourism is important for employment and growth, tourism development creates serious externalities on the environment[1]. The issues of explaining and defining the essence of the concepts of "tourism infrastructure," "tourist infrastructure", "regional tourism infrastructure" are usually raised in normative, strategic, and programmatic management documents and in

scientific and specialized literature in the field of tourism. In economic literature, the object of study is a set of enterprises that create the conditions necessary to meet the needs of tourism, depending on the goal set and the tasks set on its basis [2], a set of existing structures and networks for the activities of the tourism sector [3], it is defined as a system of facilities and organizations that create the necessary conditions for the provision of a full range of services (transfer, accommodation, catering, transportation services, etc.) [4]. Tourism infrastructure is a crucial component of the hospitality and tourism world. It includes a wide range of facilities and services that support tourists throughout their travel experience. Tourism infrastructure typically includes transportation, accommodation, and attractions [5]. These elements serve to enhance the comfort, convenience, and overall satisfaction of visitors.

The development of tourist services, ensuring stable growth of income from the sector based on increasing the number of tourists visiting the region, is of great importance today. In order to develop the necessary measures for the coming period in this direction, it is first necessary to study the trends in changes in the number of tourists and their impact on income from tourist services. In fact, to ensure high growth rates of both indicators, it is necessary to shape the tourism infrastructure and adapt it to today's requirements.

As the analyses carried out within the framework of the study show, in recent years, a number of positive steps have been taken to modernize the tourism infrastructure in the region and expand its capabilities. However, the inconsistency of the quantitative changes observed in this sector with the qualitative changes requires the calculation of prospective indicators for the development of tourism and the selection of a suitable model for this.

Given the common aspects of approaches to the concept of infrastructure, it is appropriate to consider this category as a set of facilities and services that provide the general conditions for the effective organization of production processes, production, and social development. That is, tourism infrastructure consists of a system of material facilities and measures to provide tourism services to the population, improve their health, and increase their income.

The development of tourism infrastructure is an important factor in ensuring regional development and is a dynamic process aimed at increasing the number of facilities necessary for the development of tourism and the provision of tourist services and ensuring the improvement of the services offered by them. The objective necessity of developing tourism infrastructure is reflected in increasing the capacity of tourism infrastructure enterprises, improving their structural structure, improving the quality of services, and creating new elements and facilities.

Developing a classification of factors according to various criteria and directions will help to identify and evaluate which mechanisms are most effective in supporting and promoting tourism infrastructure. In particular, the division of factors affecting tourism

infrastructure into environmental, historical and cultural, socio-economic, market, innovative, and technological factors determines the effective use of mechanisms.

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