

STRUCTURAL STRUCTURE AND FUNCTIONS OF THE TOURIST MARKET

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Abstract: In this article, the structural structure of the tourism market, specific aspects of the tourist product, aspects different from other types of products, and types of tourist products are covered in more detail. Also, the article lists the main functions of the tourist market and reveals the specific aspects of each.

Keywords: Tourism market, tourist product, tourist product types, tourist product functions, price, information, regulation, mediation, selection.

The tourism market, as a part of the general market, has all the "virtues" characteristic of the market. In the tourism market, the process of buying and selling tourist products and services takes place between the providers of tourist services and the consumers of these services. In such a market, economic relations take place between providers of tourist services and consumers of these services. These relations constitute market relations in the field of tourism.

In market relations in the field of tourism, the offer of producers of tourist products and services and the demand of those who need these products and services occupy the main place. The demand for tourist products is not as constant and objective as for people's bread or other food. Because 4-5 hours after one stomach is full, there is a need to eat it again. Man again goes to the market to satisfy his needs. In tourism, it is completely different. Producers of this product and entrepreneurs who claim to provide tourist services should awaken people's needs. This aspect of the tourism market is its main characteristic.

Usually, the market plays the role of an economic mechanism in the implementation of all phases of expanded production. It is involved in production, distribution, exchange and consumption. The tourist market goes through the same stages. For example, in the process of developing tourism products, an entrepreneur turns to the appropriate market for the formation of necessary materials and labor for the development of this product. Those who buy and enjoy a tourist product can allocate funds for the use of this service after their income fully covers other needs. This is a proof that the utilization of the allocated funds by tourist entities is one of their services for distribution. The tourist market actively participates in the exchange of tourist products and services, as well as in the relationship with tourists and tour product owners. With this, they participate in the exchange stage of the economy. And, finally, the tourist market actively participates in the consumption of tourist products and services. Their consumption is carried out only if they are sold through the tourist market. These aspects of the tourist market determine its participation and place in the extended reproduction. Now we want to focus on the main aspects that cause the existence of the tourist market. Because the theoretical analysis of the tourist market is difficult to find its complete solution without this issue.

The first aspect is that the tourism product is located in one place and its consumers in another place. Consumers of tourist products are satisfied not by taking the product, but by bringing tourists to the place where the product is located. Tourist services play an intermediary role in this.

The second aspect is that tourism product sellers, tourists and tourism service providers are independent entities that are not related to each other. All three entities have an interest in market

relations. In the process of selling tourist products and providing tourist services, as well as consuming them, these interests should be shared. If this ratio is maintained, the development of the tourist market and the quality of the offered tourist products and services will increase. And this, in turn, the process of development of the economy takes place thanks to this sector.

The third aspect is that the activities of all entities are based on entrepreneurship. Because both producers of tourist products, service providers, and consumers act with the desire to benefit to a certain extent. But their desires cannot do everything they want because of the limitations of price, product, and demand. Due to this, their activities are carried out surrounded by problems such as the presence of economic risks, the dominance of the competitive environment, and the presence of the risk of breakage.

The fourth aspect is the creation of opportunities for business entities in this field to operate within the framework of written and unwritten laws in the conditions of market relations. Sale of tourist products, provision of services and their consumption are not organized blindly. They are carried out according to certain procedures. These procedures are regulated by Laws and other regulatory documents. These include changes in demand and supply, matching the demand of consumers of tourist products with the level of opportunity, the existence of a competitive environment, and the fact that the activity of entities engaged in tourism activities is largely dependent on external factors.

One of the theoretical issues of the tourist market is the research of its types. Currently, tourist products appear as objects of sale in the tourist market. In this process, as mentioned above, the owner of the tourist product, the entity providing tourist services and the consumers of tourist services participate. The participation of these forms the tourism market. The tourist market is divided into different types depending on what is sold in it. For example, the name of ordinary markets is determined by what is sold in them. In particular, the food market - where food products are sold, the goods market, where, of course, goods are sold. A cattle market is where only goods are sold, etc.

Similarly, the tourism market has several types depending on which tourism product is being sold. These may include:

- market of historical monuments in tourism;
- religious tourism market;
- ecological tourism market;
- sports and wellness tourism market, etc.

Another theoretical issue related to the tourist market is to theoretically reveal its functions. In our opinion, the following can be included in the functions of the tourist market. These include:

- pricing;
- providing information;
- regulation;
- mediation;
- choose.

It is advisable to consider each function separately during the research process.

One of these functions is **the price formation** function. In the conditions of the planned economy, the price of goods was determined before production, and the price was set at the first sale after production. In the conditions of market relations, the price is determined directly in the market, in the process of buying and selling. If the producer of the product expects to make a certain amount of profit

by covering his costs, the buyer pays for the product with the expectation that he will enjoy using it and consuming it. In this case, the amount of the price will depend on the balance of demand and supply, the state of the competitive environment. Price formation in tourism has its own characteristics. Several entities are involved in this. The cost of transport service, cost of hotel service and cost of other types of services to bring and travel the tourist from one place or country to another place or country is formed. All of them make up the total value of the tourist product. In order to form this, the entity providing the tourist service should conclude contracts with the transport company, the hotel service, guides, transport organizations within the city and make an agreement with them in advance. Otherwise, disagreements may arise. In such conditions, the effectiveness of tourism will be negatively affected. Thus, the tourism market performs the function of forming the price of tourist products.

Another function of the tourist market is **to provide information**. This function makes the need to collect complete information about the market an objective necessity. Because in order to produce a product to be put on the market, it is necessary to know the amount of demand, quality and price information. This necessity requires the collection and provision of information. In this way, the market also performs the function of forming and providing information.

Another important function of the tourist market is **the regulatory** function. An increase in the demand for tourist products leads to an increase in their price, while a decrease in the demand for them leads to a decrease in the price. This will be the basis for reducing or increasing the production (service) of tourism product manufacturers (service providers). Even if the demand for the quality of the tourist product (service) changes, producers must follow it. In this way, production and service are regulated by the market without any orders or demonstrations. Because of this, the businessmen of the industry need to pay special attention to the perfect execution of this function on time.

Another function of the tourist market is **the intermediary** function. This was explained above. Because tourism services act as an intermediary between producers of tourist products and tourists. This process does not happen spontaneously, but has certain laws. In order to consume a tourist product, it cannot be taken to the consumer, but the consumer must see the product on the spot and experience a different tourist situation. In this case, the tourist market plays an intermediary role between the tourist and the tourist product. The characteristic of this market compared to other markets is that if in other markets the seller and the buyer carry out the transaction directly, then in the tourist market there must be an intermediary. Without an intermediary, the touristic process will not be complete. In this respect, the tourist market also performs a mediating function.

One of the objective processes occurring in the market is **selection**. Of course, there will be many offers in the market. You choose the product (service) you need based on quantity, quality and price. This process creates such a situation that everyone can choose the products of one entrepreneur, and no one can ask for some of them. Such brutality will break the entrepreneur who has not passed the product. The entrepreneur is forced to stop this activity. Because of this, every entrepreneur engaged in tourism should try to gain a place in the competition. The selection process that takes place in the market is not carried out by someone's show or command, but objectively chooses the best quality, the cheapest price, and the one that is convenient for him. Due to this, the tourist market also fulfills the selection function.

All these functions are interrelated. All of these are aimed at market regulation, efficiency improvement, quality improvement, etc.