

THEORETICAL FOUNDATIONS AND DEVELOPMENT DIRECTIONS OF ENTREPRENEURIAL ACTIVITY IN TOURIST TRANSPORT SERVICES

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Abstract - *This article analyzes the theoretical foundations and development directions of entrepreneurial activity in tourist transport services. The study examines the specific characteristics of the service sector, the role of transport services in tourism, and the economic importance of entrepreneurship. It also identifies the impact of service quality, infrastructure, and digital technologies on sector development. Based on the findings, practical recommendations are proposed to improve entrepreneurial activity in tourist transport services.*

Keywords: *Turism, transport services, entrepreneurship, service quality, infrastructure, innovation*

INTRODUCTION

In the context of globalization, the tourism sector is increasingly recognized as one of the most dynamically developing areas of the global economy. The efficiency and sustainable development of this sector largely depend on the level of development of the transport services system. Transport services serve as a key infrastructural element of tourism, ensuring the movement of tourists between regions and representing an integral component of the tourism product. Therefore, the development and improvement of entrepreneurial activity in tourist transport services are considered one of the important directions of modern economic research.

The development of tourist transport services not only contributes to the growth of tourist flows but also has a positive impact on regional economic development, employment, and the expansion of service exports. In particular, the improvement of transport service efficiency creates a comfortable and safe environment for tourists, thereby increasing the overall attractiveness of tourism. This, in turn, creates new economic opportunities for business entities operating in the tourism services market. As highlighted in previous research, the development of the transport services system directly influences all stages of the tourism value chain and contributes to improving service quality.

In recent years, there has been a growing trend toward the implementation of digital technologies in tourist transport services, the development of multimodal transport systems, the optimization of logistics processes, and the application of “smart transport” solutions. These innovative approaches enhance service efficiency, reduce operational costs, and enable a more comprehensive satisfaction of consumer needs. At the same time, the diversification of transport services, the improvement of service

standards, and the development of digital platforms are emerging as key factors that increase the competitiveness of entrepreneurial activity in this sector.

In the Republic of Uzbekistan, the development of tourism and transport services is also considered one of the priority directions of state policy. Large-scale reforms are being implemented to enhance the country's tourism potential, increase the flow of domestic and international tourists, and modernize transport and logistics infrastructure. In this process, the role of business entities operating in the transport services market is steadily increasing. However, despite existing opportunities, several challenges remain, including insufficient infrastructure development in certain regions, uneven service quality, and limited use of innovative technologies.

The specific characteristics of this sector further increase the relevance of the research. Services, including transport services, are characterized by intangibility, perishability, and the simultaneity of production and consumption, which complicates their management and quality assurance. Therefore, the development of entrepreneurial activity in this field requires a comprehensive approach that integrates economic, organizational, and technological factors.

LITERATURE REVIEW.

The analysis of the existing literature indicates that although the interrelationship between the service sector, transport economics, and tourism has been widely studied by various scholars, the comprehensive analysis of entrepreneurial activity specifically in the field of tourist transport services, as well as the assessment of its development factors and efficiency, has not been sufficiently explored. This necessitates further scientific research in this direction .

Based on this, the main objective of this article is to conduct an in-depth analysis of the theoretical foundations of entrepreneurial activity in tourist transport services and to identify its priority development directions. To achieve this objective, the study focuses on examining the theoretical aspects of the service sector and transport services, identifying the key factors influencing entrepreneurial activity, and developing scientific and practical recommendations for their improvement .

Issues related to the interconnection between the service sector, particularly transport services, and tourism have been extensively discussed in economic literature. Various scientific approaches exist regarding the concept of services and their economic essence, each contributing to a deeper understanding of the specific characteristics of this sector. In particular, F. Kotler defines services as activities offered by one party to another, which are essentially intangible in nature. This approach highlights key characteristics of services, such as intangibility, perishability, and the simultaneity of production and consumption .

In studies on services marketing, K. Lovelock considers services as processes that create value for consumers. According to his perspective, services possess not only economic but also social significance, contributing to the development of market relations by satisfying customer needs. Furthermore, C. Grönroos interprets services as a process of interaction between the customer and the service provider, emphasizing the importance of direct communication in managing service quality .

Transport services, as an integral component of economic infrastructure, have also been widely studied by scholars. Research in this field identifies the transport system as a key factor that strengthens economic linkages between regions and connects production and consumption processes. At the same time, transport services represent an essential component of the tourism industry, facilitating tourist mobility and contributing to the formation of a complete tourism product .

The relationship between tourism and transport services has also been the subject of numerous studies. International experience shows that countries with well-developed transport infrastructure tend to experience faster growth in the tourism sector. In particular, the implementation of multimodal transport systems, optimization of logistics processes, and the application of digital technologies significantly enhance the efficiency of tourism services .

Scholars from the Commonwealth of Independent States have also conducted extensive research on the development of transport services and tourism. Their studies focus on the theoretical foundations of organizing transport services, improving service quality, and developing tourism infrastructure. Additionally, attention has been given to issues such as transport management, logistics system improvement, and increasing competitiveness in the service market .

Researchers in Uzbekistan have also explored issues related to the service sector, transport economics, and tourism development. These studies analyze the economic significance of the service sector, development trends in the transport services market, and ways to improve it. Moreover, they examine the role of transport services in tourism, service quality factors, and determinants influencing the development of entrepreneurial activity .

At the same time, a review of existing scientific literature reveals that the comprehensive study of entrepreneurial activity in tourist transport services—particularly its theoretical foundations, development factors, and economic efficiency—remains insufficiently addressed. There is a clear need for deeper analysis of the interaction between key factors such as service quality, safety, pricing policy, and digital technologies .

Thus, although existing studies have contributed significantly to the development of theoretical and practical foundations in this field, there remains a need for new scientific approaches and comprehensive research aimed at improving entrepreneurial activity in tourist transport services. This article seeks to address this research gap.

METHODOLOGY

In this study, a comprehensive scientific approach was applied to examine the theoretical foundations of entrepreneurial activity in tourist transport services and to identify its development factors. The research methodology is based on a combination of general scientific and specialized methods, which enabled a systematic analysis of various aspects of the problem.

At the initial stage of the research, the method of **literature review** was employed. Through this method, scientific works of both domestic and foreign scholars

related to the service sector, transport economics, and tourism were analyzed. This made it possible to identify the theoretical foundations of tourist transport services and to generalize existing scientific approaches.

In addition, a **system approach** was used to examine the interrelationship between transport services and tourism in a comprehensive manner. Within this framework, transport services were evaluated as an integral component of tourism infrastructure, and their impact on economic processes was analyzed.

The study also widely applied the **comparative analysis method**. This approach made it possible to identify differences between international experience and national practice, as well as to assess the applicability of effective models of transport services and entrepreneurial activity observed in developed countries. As a result, advanced practices that could be adapted to national conditions were identified.

Furthermore, the methods of **logical analysis and generalization** were used to systematize the obtained results and formulate key conclusions. These methods ensured the scientific validity of the research findings and allowed them to be presented in a consistent and logical manner.

The level of development and efficiency of entrepreneurial activity in tourist transport services are determined by a number of economic, organizational, and institutional factors. The results of the study indicate that transport services, as a core element of tourism infrastructure, not only ensure the mobility of tourists but also function as a key component of the tourism value chain.

Based on the conducted analysis, the main characteristics of transport services as part of the service sector were clarified. In particular, these services are intangible in nature and cannot be stored or inventoried in advance. Moreover, the production and consumption of transport services occur simultaneously, which creates additional challenges in ensuring stable service quality. These characteristics require special attention to service quality, direct interaction with customers, and the efficiency of operational management in organizing entrepreneurial activity.

ANALYSIS AND RESULTS

According to the results of the analysis, the main factors influencing the development of entrepreneurial activity in tourist transport services can be summarized as follows:

First, the level of development of **transport infrastructure** plays a crucial role. The quality of roads, airports, railway systems, and logistics centers directly determines the efficiency of transport services. Underdeveloped infrastructure leads to increased transport costs, lower service quality, and a reduction in tourist flows.

Second, **service quality** is identified as a key determinant of competitiveness in the transport services market. Based on the dissertation findings, the most significant service quality indicators include safety ($IX = 0.68$), overall service quality ($IXS = 0.45$), price affordability ($INM = 0.37$), and driver behavior ($IHM = 0.28$). These indicators are interrelated and have a direct impact on customer satisfaction and company revenues.

Third, the implementation of **digital technologies** is an important factor in

improving the efficiency of transport services. The widespread use of online booking systems, mobile applications, GPS monitoring, and electronic payment systems enhances service speed, reduces operational costs, and improves customer convenience. Moreover, digital platforms enable the integration of services, thereby supporting the development of multimodal transport systems.

Fourth, the activities of **entrepreneurial entities** play a significant role in sector development. In particular, small and medium-sized enterprises (SMEs) gain advantages in the transport services market through flexibility, innovative approaches, and customer-oriented services. At the same time, investments made by large companies contribute to the modernization of transport infrastructure and the improvement of service quality.

The analysis also revealed that the above factors are closely interrelated, and their separate development does not yield sufficient results. For example, even with well-developed infrastructure, low service quality or insufficient digitalization can reduce the overall efficiency of transport services. Therefore, a **comprehensive approach** is required for the effective development of the sector.

Furthermore, the study results indicate that improvements in service quality factors have a positive impact on the financial performance of transport enterprises. Based on the multifactor regression model developed in the dissertation, it is demonstrated that improvements in service quality, safety, and price affordability lead to an increase in company revenues. This confirms that managing these factors is an important tool for enhancing the efficiency of entrepreneurial activity.

Overall, the findings suggest that the development of entrepreneurial activity in tourist transport services requires the integrated advancement of infrastructure, service quality, digital technologies, and management efficiency. This approach will ensure sustainable development of the sector, improve service quality, and contribute to the growth of tourism flows.

CONCLUSION

This article provides a comprehensive analysis of the theoretical foundations and development directions of entrepreneurial activity in tourist transport services. The findings indicate that transport services are an integral component of the tourism system, and their effective functioning plays a crucial role in the formation of a complete tourism product and in meeting the needs of tourists.

Based on the analysis, it was determined that the specific characteristics of transport services—such as intangibility, perishability, and the simultaneity of production and consumption—require a special approach to the organization of entrepreneurial activity. At the same time, factors such as service quality, safety, price affordability, and the behavior of service personnel have a direct impact on customer satisfaction and the economic efficiency of enterprises.

The results of the study also revealed that key factors influencing the development of entrepreneurial activity in tourist transport services include the level of transport infrastructure development, service quality, the implementation of digital technologies, and market competition. These factors are closely interrelated, and their

integrated development is essential for improving sector efficiency.

Furthermore, it was demonstrated that the multifactor approach developed based on the dissertation materials can be effectively used to assess service quality and its influencing factors, thereby contributing to the improvement of the economic performance of transport enterprises. This highlights the importance of making scientifically grounded managerial decisions in this field.

Based on the conducted research, the following practical recommendations were proposed:

- modernization of transport infrastructure and promotion of regional development;
- improvement of service quality to meet international standards;
- wider implementation of digital technologies and automation of services;
- support for small and medium-sized enterprises and encouragement of their innovative activities;
- strengthening integration between transport services and tourism entities.

In general, the development of entrepreneurial activity in tourist transport services is an important factor in ensuring economic growth, increasing tourism potential, and enhancing competitiveness in the service market. The implementation of measures based on a comprehensive approach will contribute to the sustainable development of the sector.

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