

**MINISTRY OF HIGHER AND SECONDARY SPECIAL
EDUCATION OF THE REPUBLIC OF UZBEKISTAN**

TASHKENT STATE ECONOMIC UNIVERSITY

As a manuscript UDC 338.48:338.24(575.1)

PIRNAZAROV ERNAZAR DAULETIYAROVICH

**STRATEGIC MANAGEMENT OF TRAVEL
AGENCIES**

**71010401 - Tourism
(in the direction of activity)
MASTER'S THESIS**

**SUPERVISOR:
Cand. Sc.(Econ.), Prof. D.E. Abidova**

TASHKENT – 2025

CONTENT

	INTRODUCTION	3
CHAPTER I	THEORETICAL FOUNDATIONS OF THE STRATEGIC MANAGEMENT OF TRAVEL AGENCIES	8
1.1.	Concept of tourism and the role of travel agencies.....	8
1.2.	Theoretical aspects of strategic management.....	11
1.3.	Strategic management in the system of travel agencies.....	14
	Conclusion on the 1 st chapter.....	22
CHAPTER II	TRENDS AND PRACTICAL APPLICATION OF STRATEGIC MANAGEMENT TOOLS IN MODERN TRAVEL AGENCIES	23
2.1.	The digital imperative: transformation challenges for modern travel agencies.....	23
2.2.	Changing customer behavior in the tourism market: trends, preferences, and adaptation tools.....	27
2.3.	Case studies of effective strategic management practices in travel agencies	33
	Conclusion on the 2 nd chapter.....	47
CHAPTER III	CONCEPTUALIZING AND VALIDATING STRATEGIC SOLUTIONS IN THE TRAVEL AGENCY SECTOR	48
3.1.	Development of author's strategic management model for travel agencies.....	48
3.2.	Methodological tools for implementing the strategic model in practice.....	58
	Conclusion on the 3rd chapter.....	66
	CONCLUSION.....	67
	THE LIST OF USED LITERATURE.....	70
	APPENDIX.....	73