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The Role Tourism Development in Uzbekistan

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ABSTRACT

This article describes an analysis of the development of tourism in the the Republic of Uzbekistan. On this case, this sector has been pinpointed as driver sector of the economy. Hence, current global economic environment and competitive condition will force to pay more attention on the hospitality sector as the whole. In conclusion, international rates of tourism, digital economical perspectives of the development of tourism with shortcoming and outcomes were analyzed as the whole.

INTRODUCTION.

Today, tourism has become one of the sectors that has its place in the world economy. At first, tourism was considered as a simple infrastructure that provides travel and recreation of the population, but at the same time, it is being formed as an important branch of the country's economy, and great attention is being paid to its development. Tourism covers many areas of human life and activity. Tourism as a unique catalyst of socio-economic development has a great impact on the development of transport and communication, trade, construction, agriculture, production of consumer goods and other important sectors of the economy. One of the main areas of development of the export-oriented economy is the tourism industry. Tourism is one of the important features of the business sector, which attracts a constant flow of foreign tourists[1].

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In recent years, consistent measures have been taken to develop the tourism industry in Uzbekistan, including creating as much convenience as possible, increasing the competitiveness of the industry, improving the quality of services provided, and actively promoting national tourism products in the world market[2].

Systematic work has managed to achieve significant results in terms of increasing the flow of tourists, modernization of infrastructure, liberalization of the visa regime. For example, in the ranking of the most liberal visa regimes in 2019, Uzbekistan took second place among the CIS countries[3].

International tourism is one of the most highly profitable and dynamically developing industries in the conditions of the modern world economy, it ranks third after the fuel and energy and military-industrial complexes and is formed under the influence of the processes of globalization of economic, political, cultural and social spaces.

This is largely due to the fact that the costs of organizing a tourism business are relatively low, and the amount of profit that such firms receive remains high. The tourism sector, influencing such key sectors of the economy as transport and communications, trade, construction and much more, is a catalyst for the socio-economic development of countries. Tourism is the main source of foreign exchange earnings in many countries. Tourism in the modern world is seen as a socio-economic phenomenon that has a direct and indirect impact on the development of all related infrastructure. Modern tourism is based on a high level of development of transport, social and service sectors, which ultimately turns it into a highly profitable sector of the economy.

According to the World Tourism Organization (WTO), today tourism is one of the most profitable and most dynamic sectors of the world economy. In terms of profitability, it is second only to the extraction and processing of oil. Tourism accounts for about 6% of the world's gross domestic product, 7% of global investment, every 16th job, 11% of global consumer spending and 5% of all tax revenues. In this regard, in many countries, the tourism industry is actively developing with state support.

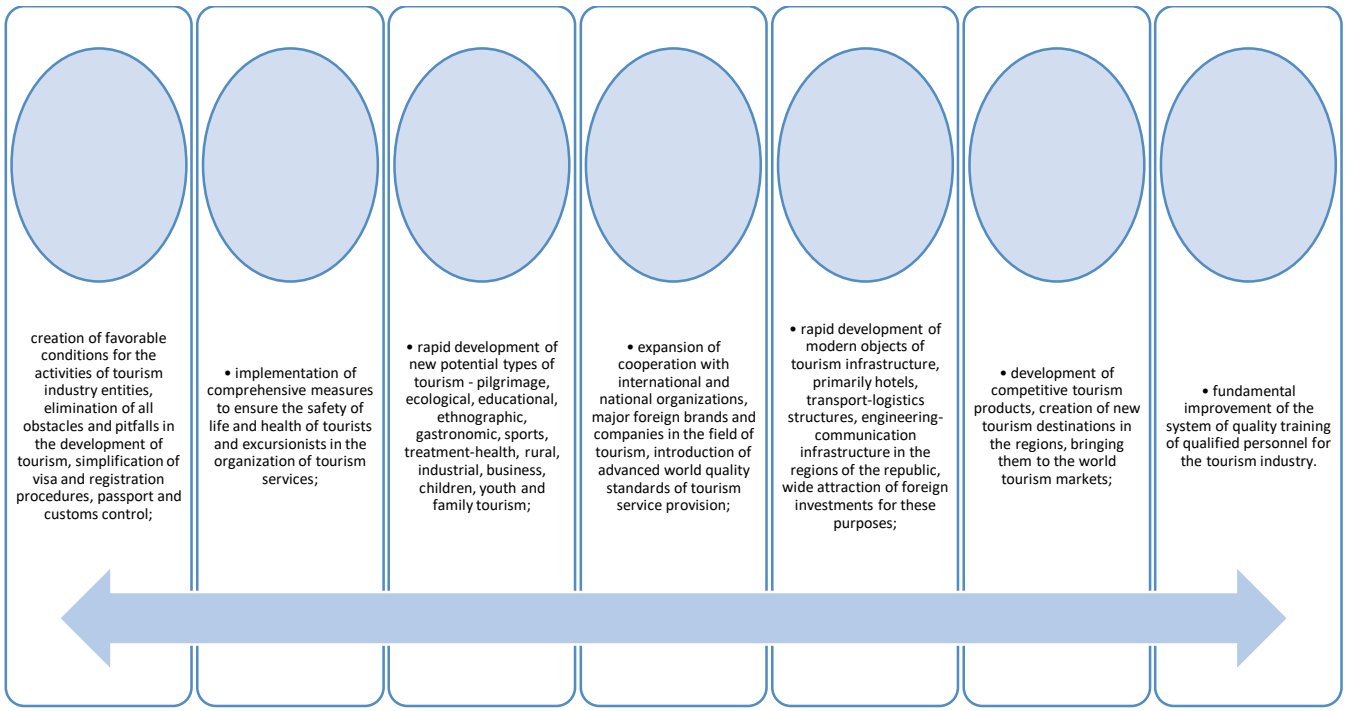
Main part. One of the main features of tourism development is the uneven distribution of international tourist flows in different regions and countries. Tourist flows are concentrated in several regions of the globe, their movement is mainly intraregional in nature. Tourist flows are mainly concentrated in Europe and Asia. At the same time, the role of the countries of the New World in tourist exchanges is increasing.

When organizing family guest houses and at least five different types of services for tourists, who are not indifferent to increasing the tourism potential of our country, there are news about granting the status of "Tourism Neighborhood", "Tourism Village" or "Tourism Farm". The support of the proposal to establish a badge "For the contribution to the development of the tourism industry" to the representatives of public organizations who have made a significant contribution to the development and popularization of the tourism industry in the country, and to compatriots abroad Undoubtedly, it will be an important factor in opening the huge touristic opportunities of Uzbekistan[4].

Despite the country's huge tourist potential, the tourism infrastructure, the quality and level of tourism services, as well as the network management system do not meet modern requirements in the conditions of globalization and intense competition. The contribution of tourism to the country's economy, the development of the service sector and the employment of the population lag behind the world average, according to the official comment on the decree[5].

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The decree envisages unprecedented measures for the radical reform of this industry, which will mark the transition of state policy in the field of tourism to a qualitatively new stage, the following main target tasks and priorities are defined:



The state plays a key role in the development of tourism infrastructure under any conditions, especially during the transition to a market economy. Almost all countries are trying to increase the importance of the tourism industry in their national economy[5]. Because tourism has the following priorities in the development of the national economy: a source of providing local workforce with qualified work and living conditions; market formation and capital investment flow mechanism; construction (hotels, campsites, motels), communication (cellular, tele and optical communication), transport (cars, buses, railway cars of international standards, airplanes), as well as service infrastructure (gas stations) means of introduction of new technologies and know-how in such fields; means of development of national folk crafts; factors of stabilization of the political and socio-economic situation in the country and region; methods of preservation of historical monuments and cultural heritage; means of effectively increasing the foreign currency income of the state. In general, the state creates its legal and economic foundations for the development of tourism infrastructure, prepares the issue of personnel training for this sector, simplifies the visa system, stimulates the production of tourist products and traditional goods[6].

It is known that tourists visiting the country demand a certain amount of products and services, from simple food to expensive souvenirs. This naturally opens the way for small and private business enterprises engaged in the production of products and services to further expand their capabilities. Farmers grow clean products in hotels where tourists stay, small and private enterprises operating in the textile and garment industry develop bedroom furniture, bathrobes and the like necessary for tourists, cosmetics industry enterprises produce shampoo, soap and deodorants.

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The support of the proposal to establish a badge "For the contribution to the development of the tourism industry" to the representatives of public organizations who have made a significant contribution to the development and popularization of the tourism industry in the country, and to compatriots abroad It will be an important factor in opening the huge touristic opportunities of Uzbekistan. In short, considering tourism as a strategic sector of the economy, if we implement complex measures related to tourism using the existing opportunities in the development of the economy of the regions and the economy of the country, the sequence of works within the framework of the created programs and concepts will be within the quality and time frame. if we do it, we will definitely achieve the intended goal.

The volume of travel for the purpose of recreation is increasing more dynamically compared to the volume of business tourism. If in the 70s. 20th century Since the business segment dominated the international tourism market, now the ratio has changed towards recreational tourism: 60% of tourists travel for recreation and only 40% for business purposes. It can be assumed that the main development of tourism will be carried out by increasing the number of travelers for the purpose of recreation, despite the fact that business tourism will be important for world tourism in general.

By the end of the 20th century. there is a trend towards an increase in the length of stay during international travel and the number of trips made during the year. The first occurs mainly due to the number of elderly tourists, pensioners. At the same time, there is an increase in the number of short-term trips for weekends or 2-3 overnight stays in world tourism. This is due to young tourists seeking to break out on a trip for several days in order to avoid long breaks in work.

There is an increase in customer demand for service. This is especially evident as tourists travel more and learn about modern service. The more often tourists travel, the more comfort they want, comparing the level of service provided, often criticizing something, demanding claims.

There is an increase in the mobility of the population. Many have cars, they are easily removed from their seats and travel. Travel expenses have increased, travelers have begun to spend more money while traveling. Now non-traditional means of accommodation are popular - mountain chalets, hunting lodges, bungalows, etc. The tourist product is becoming more and more sophisticated. New gastronomic concepts are being created.

The increase in the offer of excursion programs is due to the understanding of the important role for a person of cultural and educational activities and recreation, the recognition of the need to create conditions for the realization of a person's cultural needs in the knowledge of history, religion, traditions, features of the lifestyle and lifestyle, in general, the culture of other peoples. The basis of educational tourism is cultural capital, which is expressed in everyday and highly artistic, common and aristocratic and other sources of culture.

Cognitive tourism, being an important branch of the world economy, is characterized by an extremely uneven level of development in the regions of the world, which is explained both by the differentiation of the states of the world in terms of socio-economic development, differences in the structure of consumer demand and the attitudes of various social and demographic groups of the population, and the uneven distribution recreational and tourist resources, multidimensional tourist policy of states and international organizations.

The search for new experiences determines the increase in demand for tours to Africa and

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the Middle East. Combined tours are developing at a high pace in these regions, which are offered mainly to Morocco, Syria, South Africa, and Tunisia. However, the main part of the income comes from the organization of beach holidays (UAE, Egypt, Tunisia). The popularity of educational tours to such countries as Tanzania, Kenya, Zambia, Zimbabwe, and some others is gradually growing.

One of the interesting trends in the development of international tourism can be the creation of special conditions for the development of tourism (accommodation, transportation, meals, travel programs, etc.), taking into account their national and religious characteristics. Such an approach will contribute to the development, for example, of "halal" tourism (tourism according to the laws of Islam) in the context of a predicted rapid increase in the tourist flow from the countries of the Middle East. We can also talk about the formation of special requirements for tourists from other Asian countries (for example, Japan or China), whose perception of the proposed tourist opportunities is very different from the perception of their representatives of Western civilization. The ever-increasing flow of foreign tourists, who differ greatly in culture, traditions, mentality from the population of their host countries, also forms a new idea of cultural and educational tourism, covering a wider range of issues than the traditional understanding of culture, and requires the creation of a new combined cultural, educational and entertainment tourism. a tourism product that provides an opportunity to get acquainted with all aspects of the life of the society visited by tourists. The changes concern not only the content, but also the technology of the trips.

Thus, the main feature of the development of modern tourism is the need to create an individualized tourist product that would correspond to the constantly changing complex nature of the needs of tourists and could be flexibly and quickly transformed, taking into account the impact of political, economic and other factors of world development. The current stage of tourism development is also characterized by the widespread introduction of innovative technologies. They are manifested in the improvement of all components of the infrastructure of international tourism, the deepening and expanding diversification of types of tourism activities that meet the increasingly complex needs of a modern person in a variety of recreation and leisure, the development of new directions and markets for international tourism.

Conclusion. Currently, educational tourism is one of the leading branches of international tourism. In the context of globalization, educational tourism is no longer considered only as a type of tourism activity, but also as an important mechanism for managing the intercultural dialogue of peoples, an effective way to implement the principles of social partnership at the level of various subjects of interaction. A new understanding of culture in social development and awareness of the need to preserve cultural diversity in the world expands the prospects for educational tourism as a factor in regional development.

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