



TOURISM IS A STRATEGIC SECTOR OF THE COUNTRY'S ECONOMY AND THE FULL AND EFFECTIVE USE OF ITS POWER

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ANOTATION

The theoretical and methodological foundations for the development of tourism in the context of the globalization of world economic relations and the transition to a post-industrial economic system by all countries of the world regarding the modernization and diversification of tourism are considered, the emphasis is on the connection of investment decisions with the tourism development strategy and its mission, and attention is also paid to the implementation of modernization programs the country's economy.

Key words

service market, economic relations, globalization, tourism modernization, tourism diversification, tourism product, tourism potential, tourism development strategy.

According to the World Tourism Organization (UNWTO), "tourism accounts for 10% of the turnover of the market for products and services on the planet. According to the analysis, by 2020 the income from international tourism is projected at the level of 2.0 trillion dollars a year"^[19]. But in 2020, this expected result did not materialize due to restrictions on domestic and inbound tourism in countries around the world due to the 2020 pandemic. The number of tourists from all over the world is growing every year. "The number of tourist arrivals has increased from 240,000 in 107 countries in 2005 to 2.5 million in 2017 and 5.3 million in 2018. formed man. In 2020, we will see a downward trend. On March 16, 2020, quarantine was declared in our country and a pandemic period began. About 5 million of them arrived from the CIS countries, and 325,000 from non-CIS countries"^[20]. This testifies to the ever-expanding and more efficient use of the world's tourism potential.

On the basis of research on improving the organizational and economic mechanisms for the development and diversification of tourism in the world, increasing the share of the industry in the country's economy, a number of

^[19] The author's calculations are based on data from the official website of the World Tourism Organization (UNWTO). UNWTO Annual Report on World Tourism 2018.

^[20] According to official data of the Statistical Committee of the Republic of Uzbekistan.



scientific, theoretical and practical results have been obtained. In particular, the development of the tourism industry, improving the quality and efficiency of tourism services, assessing their level, strengthening the competitiveness of tourism in the foreign and domestic markets, increasing the role of the industry in the economy, improving tourism infrastructure, safe tourism, optimal management decisions Research in areas such as identifying and mobilizing existing domestic capacities for implementation are becoming increasingly important.

Particular attention is paid to the creation of favorable conditions for the rapid development of tourism as a strategic sector of the economy, the fuller and more efficient use of the huge tourism potential of the regions, the creation of national tourism products and their promotion in world markets, and the introduction of best practices.

Uzbekistan is a country rich in ancient historical monuments. However, these sites were not used as tourist attractions until independence. At the 99th session of the Executive Board of the UN World Tourism Organization in Samarkand, it was noted that Uzbekistan is among the top ten countries in the world in terms of tourism development and the number of historical sites. These include the Registan complex in Samarkand, Ulugbek's observatory, the ancient Ark fortress in Bukhara, the Samanid mausoleum, Ichankala in Khiva, the monuments of Odin and Kokgumbaz in Karshi, the Oksaroy cultural monument in Shakhrisabz, and the Kokand Horde. Each of them has always captivated the people of the world. At the 99th session of the Executive Council of the UN World Tourism Organization in Samarkand, representatives of the UN member states, as well as the United States, France, Spain, Germany, Greece, Croatia, China, South Korea, Japan, India, Egypt, Indonesia, Singapore, Thailand. There were specialists from dozens of countries, heads of international tourism organizations and experts.

The volume of investments in the fixed capital of the tourism industry of Uzbekistan in 2020 will amount to 66.4 billion soums, the number of hotels and other accommodation facilities - 910, the number of rooms in accommodation facilities - 22.0 thousand. As a result, the export of tourism services amounted to 951 million US dollars, the number entities operating in the tourism sector increased to 418^[21]. Obviously, this area is also developing rapidly. However, a number of things need to be done for the further development of the tourism industry in our country. According to experts, the existing tourism potential of our country allows us to increase the number of foreign tourists by more than 10 times.

According to the resolution, it is planned to develop the tourism industry and develop ways to diversify tourism. It is planned to build new hotels (for 30, 40, 60,

^[21] Data of the State Committee of the Republic of Uzbekistan for the development of tourism.



200 beds) and tourist infrastructure in the regions and the city of Tashkent. This, of course, is aimed at creating conditions for the meaningful conduct of evenings by tourists, including the development of a program of cultural events. In this regard, it is advisable to use world experience, since our country does not have sufficient experience in implementing nighttime recreational activities. Often it depends on our mentality. Because in hotels it is not customary to work at night. Another direction of tourism development is the creation and promotion of brands of cities and regions of Uzbekistan rich in tourism resources.

Questions of hotels, improvement, safety of tourists are organized at the level of world standards, and this process is being further improved. Another factor in the development of tourism is the creation of new tourist routes and the development of new types of tourism. Historical and cultural monuments are the main tourist attractions. One of the directions of tourism diversification in our country is a further increase in the number of ecological, scientific, extreme, gastronomic and other types of tourism. There are huge opportunities for these types of tourism. In particular, the total amount of financing for the construction and reconstruction of tourism facilities in the Samarkand region alone is 39 billion 340 million soums. Thus, in 2022-2026, it is possible to increase the volume of exports of tourism services by 2.5 times and the number of foreign tourists by 3 times. Considering that similar parameters are given for Bukhara and Bukhara region, Khiva and Khorezm region, Shakhrisabz and Kashkadarya regions, it is easy to know what attention is paid to this area. For this, a corresponding program of measures was adopted to accelerate the development of tourism potential for the same period.

The fact that Uzbekistan has its own characteristics, the presence of sweet fruits, unique national dishes and sweets, indicates the presence of favorable conditions for the development of gastronomic tourism, a new direction of tourism. Currently, this issue is also receiving much attention. The development of tourism in each region provides for the creation of an appropriate infrastructure for the development of gastronomic tourism. Each region of the country has unique tourist sites. As a result, each region has developed and approved regional programs for the development and diversification of tourism. At the same time, the issue of using the existing potential for the development of all existing tourism in the regions is a priority. Therefore, in order to fully understand the essence of this issue, the situation in them, a study of this issue on the ground will be organized, and reports from managers at all levels on this issue will be heard in the appropriate order, to the appropriate level of management.

Given the current stage of development of our country, it should be noted that the issue of financing these projects is one of the most important. First of all, it is



planned to attract funds from foreign entrepreneurs and domestic investors. If necessary, there may be proposals and orders for state support for the implementation of these goals, which will be carried out in accordance with the procedure established in our country. It is noteworthy that the Ministry of Foreign Affairs of the Republic of Uzbekistan is also engaged in attracting tourists, especially foreign ones. One of the peculiarities of our country is that we have many places of pilgrimage that have made a great contribution to Islamic civilization. These include Imam Bukhari, Makhdumi Azam Dahbedi, Khoja Ahrori Vali, Sheikh Khudoydodi Vali, Shah Nematullo Vali, Makhdumi Khorezmi, Sayyid Ota only in the Samarkand region. Since January 1, 2018, work has been underway with partner countries in pilgrimage tourism to simplify the visa regime.

Tourism is one of the important factors directly affecting the improvement of living standards and quality of life, economic development and efficiency. However, the development of tourism is very difficult and requires the competent use of effective organizational and economic mechanisms for its implementation. In turn, organizational and economic mechanisms, as in all areas, are not a rigid or permanent support in the field of tourism. On the one hand, they will improve over time as society develops, economic growth, changes in living standards, and on the other hand, with the development of tourism, more attention will need to be paid to organizing and mobilizing the factors influencing it.

RECOMMENDATIONS:

1. Law of the Republic of Uzbekistan "On Tourism" (LRU-549, 07/18/2019).
2. Decree of the President of the Republic of Uzbekistan No. PF-5611 dated January 5, 2019 "On additional measures to accelerate the development of tourism in the Republic of Uzbekistan".
3. Decree of the President of the Republic of Uzbekistan No. PF-6199 dated April 6, 2021 "On measures to further improve the public administration system in the field of tourism, sports and cultural heritage".
4. Address of the President of the Republic of Uzbekistan Sh. Mirziyoyev to the Oliy Majlis. Tashkent, Uzbekistan, January 24, 2020
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