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Issues Of Tourism Development In Uzbekistan

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Abstract: It is analyzed the main indicators of the problem of tourism development in this article. Issues of improving the tourism sector based on foreign experience have also been studied.

Keywords: Tourism, tourist network, tourism industry, tourism sustainability, tourist zone, tourist flow, tourism model, tourism services, tourism product, tourism service, tourism entrepreneurship.

Introduction

All over the world, including in Uzbekistan, attention to the tourism sector is growing. At the same time, people try to spend their free time productively, relax, restore their health, and learn about the world, customs and values of peoples. This shows that tourism services are expanding. In some countries, the tourism sector is developing very steadily, and their annual growth rates reach 8-10%. This shows how crucial the tourism sector is in the economic system of countries. It is worth noting that as a result of the development of tourism, transport, market infrastructure, trade, food industry, construction, crafts and other service sectors are also developing.

In fact, tourism is a type of recreation industry, which includes industries related to the provision of services to tourists. Cooperation in the field of tourism helps to solve the problem of full and rational use of labor resources by attracting unemployed or underemployed segments of the population to economic social production. This is especially important for regions where the industry is underdeveloped. Cooperation in the tourism sector plays an important role in the development of some regions with relatively low economic potential. Tourism promotes labor activity in these regions, attracts people not engaged in social production, and expands the scope of employment. Cooperation in the field of tourism enhances economic development, helps to effectively use regional resources and improve the skills of service sector workers. The tourism network helps to accelerate the development of agricultural production and improve it.

Literature review

In the economic literature, there are different approaches to highlighting the socio-economic nature of tourism as a category, including in this regard, as stated in the Message of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis dated December 22, 2017: "Today we are following the path of innovative development aimed for a radical renewal of all spheres of state and public life that we pass by." This is not in vain, of course. Because in today's fast-paced world, who will win? The country that relies on new ideas, new ideas and innovation will win." Also, according to the Resolution of the Cabinet of Ministers of the Republic of



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Uzbekistan dated July 10, 2020 No. 433 “On measures to create favorable conditions for the restoration and development of the tourism sector in the Republic of Uzbekistan,” the tourism sector included comprehensive services. In our opinion, the complexity of the tourism industry requires a special approach to the management of tourism services.

Also, innovative competitiveness serves as a general indicator characterizing the innovative activity of the tourism sector. Because “innovation” and “competition” are closely related concepts. Without competition, it is impossible to successfully conduct business in a market way, and competition, in turn, cannot arise without innovation. Therefore, if M. Porter described innovation as a means of creating competitive forces, then R. Dole called innovation an instrument of global competition¹.

Research methodology

In this article it is used methods such as the scientific and theoretical foundations of tourism, statistical observation, induction and deduction, scientific abstraction.

Result and discussion

In the context of increasing globalization of the world economy, it becomes possible to transform the tourism industry into a strategic sector of the economy and formulate a mission to achieve stabilization while transferring the tourism industry to the path of innovative development. Because tourism is a unique sphere that can combine social (quality of life), economic (competitiveness) and natural (ecological cleanliness) components of sustainable development (Fig. 1).

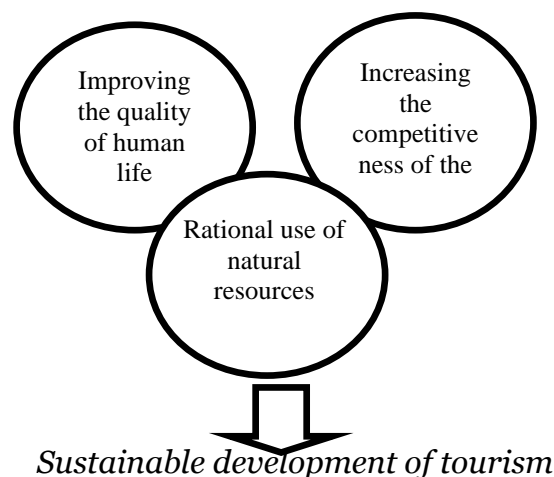


Figure 1. Signs of sustainable development of tourism ²

As can be seen from the data presented in Figure 1 above, the sustainable development of tourism ensures the strengthening of the competitive advantages of the economy. In addition,

¹Doyle P. Marketing management and strategy.– London: Prentice-Hall Europe, 1999.–559 p.

²Source: Figure 3 is the work of B.N. Navruz-Zoda



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based on the formation of competitive tourist territories and clusters, this will be realized as a result of an increase in the flow of tourists, an increase in foreign exchange earnings of the country's budget, and an increase in the income of citizens working in the field. tourism and related industries. In particular, the tourism sector is closely connected with transport, catering, trade, healthcare, industry, agriculture, sports, culture, education, internal affairs and other sectors, which provides employment to the local population. Also, as a result of the development of tourism and a sharp increase in the flow of tourists, the environment of tourist areas and clusters will not be polluted, and natural resources will be rationally used for the purposes of recreation and healing. A distinctive feature of the development of sustainable tourism and its difference from the mass tourism model is that part of the benefits from sustainable tourism is directed to improving socio-economic services and restoring its raw material base (Table 1).

Table 1
Differences between tourist destinations³

Comparison factors	Sustainable tourism	Mass (traditional) tourism
To attract tourists	The scope of providing tourist services corresponds to the socio-economic and ecological potential of the region, which determines the characteristics of tourist activity	Tourist activity is aimed at increasing the flow of tourists all the time. The scope of providing tourist services is limited only by the capacity of the material and technical base
Behavior of tourists	Visitors are required to follow a certain model of behavior in accordance with the culture of the tourist area during the trip. The visit of tourists does not harm the customs and traditions of the local population and natural resources	Visitors bring their own lifestyle to the resort
Attitude towards nature	For visitors, it is not the consumption value of natural objects, but their presence that is most important	The consumer attitude of visitors to natural objects prevails. Natural objects are valued taking into account their usefulness to people
The relationship between local residents and visitors	Friendly, respectful relationship, his goal is to learn a new culture	Formal relationship. Visitors see themselves as masters who must be served by the locals

³ Новиков В.С. Инновации в туризме. М.:ИЦ "Академия",2007.- 358 с



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The following three ways of sustainable development of tourism as a strategic sector of the economy can be distinguished:

1. The path of extensive development associated with expanding the area of tourist territories and clusters, attracting additional workers, increasing the volume of tourism products and services in conditions where the tourism services market is not saturated and there is no strong competition. Thus, the increase in the number of tourism resources occurs in proportion to the increase in the volume of tourism products and services, and the efficiency of the tourism business remains almost unchanged.

2. Effective use of tourism resources, improvement of staff qualifications, improvement of service delivery forms and methods, direct and foreign investments, state support for tourism activities, reconstruction of the main tools in the tourism sector, management and marketing in the tourism sector application of the system, the path of intensive development associated with the modernization of the economy. This way will reduce the cost of tourist products and services, improve the quality and increase the competitive advantage of tourist products and services and increase labor productivity in the field.

3. The path of innovative development, which is related to the introduction and popularization of innovations in the field of tourism, aimed at sharply increasing the efficiency of tourism entrepreneurship and strengthening human capital. In this way of development, a synergetic effect is achieved (increasing the effectiveness of the activity as a result of the integration of individual parts into a single system due to the systemic effect) and leads to a sharp increase in the innovative competitiveness of tourism.

Conclusion

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 sewing industry develop bedroom furniture, robes and the like necessary for tourists, cosmetics industry enterprises produce shampoo, soap and deodorants. Craft workshops and enterprises producing traditional national products also prepare orders for tourists. In general, the activity of private tourist enterprises in the republic's tourism industry is not significant. The main reasons for this are expressed below:

Firstly, the fact that some companies operating in the field of tourism in the republic have a monopoly character. Due to certain reasons, the process of privatization of the facilities of these companies is being carried out rather slowly. In addition, some of the new small tourism firms do not have many of the opportunities available in large tourism companies;

Secondly, due to the lack of highly qualified personnel in the field of tourism, the establishment and efficient operation of new small tourism firms is becoming a more urgent problem; Thirdly, as a result of the inability of the officials working in the local representative bodies in most of the regions and districts of the republic to properly assess the contribution of tourism to the economy and their old-fashioned approach to work, the establishment of tourist firms, as well as the opening of small and private tourism enterprises that indirectly affect the tourism market, are neglected. being considered;



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Thirdly, the production of local handicrafts, clothes in the national spirit, national dishes, etc., is one of the urgent issues.

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