

INCREASING THE ROLE OF TOURISM AS AN IMPORTANT SECTOR OF THE ECONOMY OF UZBEKISTAN

Safarova Umida Toirjanovan

Researcher at the TSUE,

Teacher at the department «Tourism and services»

Annotation:

In the context of globalization, the issues of the effective use of tourism potential have become the most relevant in ensuring the sustainable economic development of the country. In recent years, the state has paid close attention to an active policy in the field of tourism development, adopted regulatory legal acts and targeted regional programs to form the legal foundations of a modern civilized tourism market, and modernize tourism infrastructure.

Keywords:

Tourism development, coronavirus pandemic, quality of tourist services, economic development, competitiveness.

The accelerated development of the tourism sector and increasing its role in the economy is considered one of the important tasks in the Action Strategy for the further development of the Republic of Uzbekistan. In recent years, tourism has become one of the “points of growth” of the national economy, which, being a driver for the development of other related industries, stimulates income growth, having a high multiplier effect: \$ 1 of direct income from tourism gives at least \$ 5-7 in related sectors of the economy[1]. It should be noted that tourism services and related catering services (accommodation and catering in the interpretation of NCEA) have a significant impact on the growth of market services and GDP as a whole. Thus, calculations show that the growth of GDP and the increase in incomes of the population are more affected by the development of the service sector (an increase in GDP and incomes of the population by 67.2% and 60.3%, respectively, which are provided by expanding the volume of market services)[2].

In recent years, a wide range of legal documents on the development of tourism has been adopted, an institutional system for managing the development of

tourism has been formed, structural divisions of the tourism department have been created in all regions of the country to effectively use the huge tourism potential of the regions. New organizations contribute to the development of the tourism industry: the Certification Center for Tourism Services, the Institute for Tourism Development, the National PR Center and others.

It should be noted that the adoption of Resolution No. PP-4095 dated January 5, 2019 No. "On measures for the accelerated development of the tourism industry" served as an intensive development of tourism, the creation and promotion of a national product to world markets based on the creation of favorable economic incentives and organizational and legal conditions. Yes, as of March 15, 2021. A 30-day and 60-day visa-free regime has been established for 90 countries (in addition to the bilateral visa-free regime for the CIS[3]). Subsequently, UP No. 5611 of 01/05/2019. from February 1, 2019 introduced a visa-free regime for 45 countries for a period of 30 days, according to UP No. 5691 of 03/18/2019. for citizens of the UAE for a period of 30 days, according to UP No. 5781 dated 08/13/2019. for 20 countries for a period of 30 days.

Registration of an electronic tourist visa in a simplified manner through the portal "e-visa.gov.uz" was launched through the system for issuing electronic entry visas for 57 countries from July 15, 2018[4]. Foreign citizens of these countries can obtain an electronic visa for a period of 30 days without contacting consular offices in two working days[5].

In addition, a special platform "Silk Road Project"[6] has been created to promote the tourism potential of the Silk Road countries and promising regional tourism products and routes.

In view of the complex structure of the provision of tourism services, great importance is attached to the coordination and strategic management of the processes taking place in it. At the same time, in the system of forming the value chains of the tourism cluster, the supporting business processes have a significant impact on its functioning:

- processes of production and sale of tourism and related goods and products;
- provision of services or performance of works that provide the main process;
- processes for providing additional and related services to tourists.

Priority directions in the management of the tourism system:

- development of the tourism industry and related infrastructure of 3-star and 4-star hotels with a modern level of comfort and an average price category;
- overcoming the administrative and economic barriers of the monopoly structure of the passenger transportation market; and their consequences in the form of high rates for accommodation and air travel;
- training of personnel in the field of tourism for emergencies such as a pandemic, retraining of tour operators;
- improvement of service in tourist centers, expansion of a small range of event events in the country that can satisfy the dynamic and demanding demand of modern consumers.

The presence of a modern material and infrastructural base plays one of the main roles in ensuring the competitiveness of the tourism industry. When consuming a complex service, each tourist by default needs roads, transport hubs, engineering networks and other infrastructure facilities to access the goals of tourist interest and consume the corresponding services. In addition, it is necessary to provide comfortable living conditions in the destination (engineering networks, communications, public transport, financial institutions, information portals, etc.). All these processes that are implemented in tourism, taking into account industry specifics, are reproduced in other areas of the service sector.

An important role is played by legal security and the presence of other incentives that encourage tourists to make a trip, which form the tourist attractiveness of the destination and ensure the effective use of cultural heritage sites.

Historical, educational, gastronomic, health, MICE, mountain, agro-, eco-, archaeological, Muslim and Buddhist pilgrimages - all these types of tourism can be found in Uzbekistan.

Kistan.

Medical tourism in Uzbekistan developed in sanatorium and resort institutions, taking into account the availability of natural resources to improve health.

As part of MICE tourism in the regions, a unified register has been created and the “Meetings & Events Catalogue” has been developed. To coordinate MICE events, a Congress and Exhibition Center was created in the structure of the State Committee for Tourism Development and potential objects were studied.

More attention is also planned to be paid to ziyorat (pilgrimage) tourism. In recent years, various social and cultural entertainment events have been organized to attract tourists, taking into account the specifics of each region:

- pilgrimage (Ziyorat) tourism forum (Bukhara region);
- Bakhshi Art Festival, Archaeological Forum (Surkhandarya region);
- game of heroes (Khorezm region);
- Rally "Muynak";
- Music festival "Element" (Republic of Karakalpakstan);
- Tourism fair of the CIS. (Samarkand region);
- Geotourism Forum;
- Pomegranate Festival (Kashkadarya region);
- Festival of electronic music;
- Gastronomic festival;
- "World Influencers Congress" (Tashkent).

As a result, the number of tourists and the number of hotels has increased significantly, the tourism business has been actively developed, and new types of tourism have appeared.

Over 3 years, the number of tourists has grown 5 times: from 1.3 million foreign tourists in 2016 to 6.7 million in 2019. Due to the pandemic, 1.5 million foreign tourists managed to visit the country in 2020, at the same time, the export of tourism services amounted to \$261 million, and tourism became one of the most affected industries.

It should be noted that the pandemic has seriously affected the tourism industry and related industries, the income of more than a hundred thousand people has sharply decreased, including guides, artisans, workers of architectural monuments and resort institutions, catering facilities, transport and others.

Domestic travel was organized for 1.8 million people in 2020, and this number is expected to rise sharply to 7.5 million in 2021.

In total, 1.7 million foreign tourists are expected in 2021. As expected, thanks to this, the export of tourism services will reach 370 million dollars.

Supporting the tourism and related industries that have been hardest hit and continue to be negatively impacted by the coronavirus pandemic, saving jobs, maintaining incomes, and accelerating the recovery of the tourism industry are priorities in 2021 and beyond.

At the same time, in order to resume inbound tourism as the sanitary and epidemiological situation improves, it is important that measures are worked out to comply with sanitary and hygienic requirements and social distancing, including the creation of rapid response teams. In this regard, it is necessary to analyze the measures taken in other countries, sanitary and epidemiological safety, introduced as tourism markets open.

The targets for the development of the tourism sector of the Republic of Uzbekistan in 2021-2022 are aimed at transforming tourism and achieving its targets (in 2021-2022, Fig. 1), based on the diversification and improvement of the quality of tourism services and tourism infrastructure, attracting foreign investment, conducting effective advertising of tourism products (brand) and successful promotion of the tourism potential of the republic.

Mechanisms for the implementation of these tasks to increase the competitiveness of the industry in the international market of tourism services:

- stimulating the promotion of the tourism industry in Uzbekistan;
- advancing the development of information technologies in the field of tourism;
- further development of transport infrastructure;
- diversification of the tourism product;
- improving the quality of training in the field of tourism;
- improvement of the legal and regulatory framework.

As an assessment of the consumption of complex tourist services, it is proposed to use the degree of consumer satisfaction with the level of services provided. It is this assessment through feedback that determines the direction of managerial influences on all processes of the current model of tourism development.

The tourist brand of Uzbekistan has been formed since the advent of the Great Silk Road, in Uzbekistan there are world-famous cities (Tashkent, Samarkand, Bukhara, Khiva, Shakhrisabz, Termez), there are

8.2 thousand cultural heritage sites, and some of them are included in the UNESCO World Heritage List.

A significant role in ensuring the development of the tourism industry is played by regularly held major MICE events. One of the most important annual events was the Tashkent International Fair "Tourism on the Silk Road", where professionals meet within the framework of the Hosted Buyers program, a forum is held on topical issues of tourism development in Central Asia and the world as a whole. This allows you to conclude business contracts and develop international cooperation.

For the development of medical tourism, it is necessary to create favorable conditions for the intensive modernization of the medical infrastructure and management of the industry, which will increase the income of the regions and at the same time stimulate the development of other areas, as well as develop the infrastructure of medical and recreational areas and improve the health of the population, preserve natural healing resources and cultural heritage. In addition, it is very important to conduct more medical research on the biological mechanisms of the influence of natural factors on health, to develop treatment standards for medical institutions that meet modern requirements. It is also proposed to combine this work with the development of new combined tours throughout the entire route of tourist groups along tourist cities and centers: gastronomic tours (pilaf tours), vitamin tours, archaeological tours, nomad tours, motorcycle tours, etc.

In the field of personnel training, there are 5 higher educational institutions in the country[1], annually graduating more than 500 students with a bachelor's degree, and more than 40 students with a master's degree. In addition, more than 3.5 thousand personnel are graduating from 12 specialized professional colleges.

Thus, the intensive development of tourism in Uzbekistan, including on the basis of the creation of infrastructure that meets international standards, the creation of regional structures, the strengthening of ties with foreign

partners, respect for the historical and cultural heritage, ensured the attraction of tourism and the growth of its share in the national product.

Sources and literature

1. M.Z Temirkhanova -Problems in improving the approximation to international standards for reporting financial results in travel companies. Kaluga. Economic Bulletin, 2018.
2. Т.М. Zhuraevna -Analysis of financial results tourism organization- World science, 2016
3. M Temirkhanova -Features of improving accounting policies in touristic companies and national economy- Bulletin of science and practice, 2018
4. Temirkhanova M. Zh. *Improvement of reporting forms according to international standards Bulletin of science and practice, 2017*
5. М.Ж Темирханова, М. Ш. Бакирова *-Совершенствование бухгалтерского учета и аудита объектов интеллектуальной собственности. НЗ4 Научные исследования в социально-экономическом развитии 443. 2019 г.*
6. MZ Temirkhanova. *-Problems in improving the approximation to international standards for reporting financial results in travel companies. Kaluga. Economic Bulletin, 59. 2018г.*