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## **DEVELOPMENT POTENTIAL OF TOURISM SERVICES IN THE REGIONS**

***Annotation:** The article made: the organization of tourism services, the development of tourism infrastructure, the comprehensive acceptability and capabilities of facilities intended for tourists.*

***Key words:** travel services, tourism infrastructure, diversification, free tourist areas, modern tourism infrastructure, cluster.*

***Izoh:** Maqolada: sayyohlik xizmatlarini tashkil etish, sayyohlik infratuzilmasini rivojlantirish, turistlar uchun mo'ljallangan ob'ektlarning har tomonlama maqbulligi va imkoniyatlari.*

***Kalit so'zlar:** sayyohlik xizmatlari, turizm infratuzilmasi, diversifikatsiya, erkin sayyohlik hududlari, zamonaviy turizm infratuzilmasi, klaster.*

***Аннотация:** В статье сделаны: организация туристических услуг, развитие туристической инфраструктуры, комплексная приемлемость и возможности объектов, предназначенных для туристов.*

***Ключевые слова:** туристические услуги, туристическая инфраструктура, диверсификация, свободные туристические зоны, современная туристическая инфраструктура, кластер.*

Today, the development of tourism services plays an important role in the economic and social life of the world. This contributes to the economic development and employment of the local population, thereby expanding the opportunity to make a significant contribution to improving the living standards of the population, attracting foreign tourists, promoting the development of the Republic of Uzbekistan and preserving historical monuments. According to the decision of the President of the Republic of Uzbekistan “On Priority Measures for the Development of the Tourism Industry for 2018-2019,” it is planned to create

five new modern recreation

The international tourism industry accounts for every twelfth job creation worldwide, and over the next decade, 120 million people (3.5% of the unemployed) are expected to be employed worldwide. It is an important means for developing cooperation between countries and ensuring investment flow.

Modern theories of population employment — equilibrium models, contract-based employment, institutional directions, flexible employment concepts, etc., as well as accumulated practical world experience in the field of labor relations — are the basis for widespread use in Uzbekistan. It should be noted that over the years of independence, tourism infrastructure has been developed in Uzbekistan, convenience, security, the introduction of modern information technologies, all the amenities of tourist facilities, transport and hotel services, and, in general, tourism logistics have been provided.

The Strategy for Action on Five Priority Directions of the Development of the Republic of Uzbekistan for 2017-2021 "... The task of accelerating the development of the tourism industry is to increase its role and share in the economy, diversify and improve the quality of tourism services, and expand the tourism infrastructure". It should be noted that tourism is becoming the largest global trading network and currently ranks third in the world in terms of revenue from total exports of goods and services, the two largest oil and gas industries and the automotive industry. The tourism industry accounts for 10.2% of total exports in the world, and tourism services - 35.5%. Located on the Great Silk Road, the Republic of Uzbekistan, known for centuries for its ancient cities, has real potential for the development of the tourism industry.

Due to the huge potential of our country in the field of international tourism, it is fundamentally different from neighboring countries. The geographical position of Uzbekistan is extremely comfortable and has excellent climatic conditions. Uzbekistan is one of the economically stable countries with unique historical architectural monuments, sweet fruits, a variety of dishes, great national traditions and the hospitality of its people. All this attracts the attention of foreign tourists

and encourages them to go on a tour.

In world practice, targeted research is carried out to ensure a scientific and practical solution to a number of problems in the development of tourism. From this point of view, the relevance of the study is expressed from the point of view of introducing innovations into the tourism system in our country, developing strategies for the sustainable development of tourism, expanding the market for tourism services and increasing the effectiveness of tourism management in the regions. The emphasis in the study on this issue and a positive solution to the problem determine its significance. The current high socio-economic significance of this problem and its insufficient understanding represent the relevance of the research topic.

According to scientists, the nature of the service industry is a classic free market with features such as flexibility, market conditions, communications, and local communications. In this market, the international tourism industry accounts for every twelfth job creation worldwide, and it is expected that over the next decade, 120 million people (3.5% of the unemployed population) will be employed in this sector. This is an important means for developing cooperation between countries and ensuring investment flows.

According to the World Tourism and Tourism Council, more than 292 million jobs were created in this sector, which brought the world economy 7.6 trillion dollars, and its share in GDP is 10.2%.

Diversification of tourist services and the creation of new tourist routes, including: the study of the tourism potential of the whole country and the formation of tourist products, routes, the implementation of a range of activities for organizing tours and excursions for the population, the opening of new domestic flights, the creation of new tourist routes for regional and international routes based on marketing research, measures to further improve modern tourism and reform its attractiveness. The strategy of actions of the Republic of Uzbekistan in the development of the Republic of Uzbekistan for 2017-2020 further expands the possibilities of suppliers of tourism services.

To ensure the rapid development of the tourism sector, a number of government decisions were made to create free tourist zones. The main attention is paid to the introduction of new investments in the industry and at the same time the best global practices and innovations. Based on this, the program of the Cabinet of Ministers of the Republic of Uzbekistan dated May 17, 2017 “Measures for the accelerated development of the tourism potential of the Jizzakh region for 2017-2019” provides for the implementation of 48 projects for the development of tourism in the region.

The following factors influence the development of tourism in the regions: the development and implementation of a mechanism to attract more tourists to organize ecotourism, the strengthening of cooperation with tourism in foreign countries, the activities of tourism organizations and travelers in promoting and selling high-quality tourism products in the world market, the increase in signage for traveling, at least in several languages, an increase in information centers, an Internet portal, the placement of tourist maps in crowded places, uv Increase of travel markers on tourist sites, all tourist organizations are available in cities on one Internet portal, timely updating of all information about places, shops, etc.

**Conclusion.** In the near future, the following strategy for the development of the tourism services market in Uzbekistan is expected:

- the development of existing tourism services and markets and the creation of new, taking into account the state of tourism (natural, cultural and historical) resources of tourist countries;
- involvement of local communities and local authorities in the planning and development of tourism activities and its safety;
- developing ties between travel organizers and local structures to meet the needs of each party and meet their needs;
- overcoming obstacles to improving the welfare of the local population, tax, customs and other tourism, with an emphasis on maintaining prices for tourism services at a level that is favorable for tourists and beneficial for the tourism industry;

- accounting for environmental protection (construction, architecture, anthropogenic pressures) when investing;
- the allocation of large resources for clear marketing and services, the search for tourists belonging to certain groups, and the organization of information about the services offered to them;
- improving the professional level of workers in the tourism industry;
- development of a group leisure system (timeshare).

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