

CHANGES IN THE FIELD OF TOURISM AND HOSTEL FRIENDSHIP INDUSTRY IN UZBEKISTAN

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Annotation: This article examines the changes in the tourism and hospitality industry in Uzbekistan. It was noted that today the government has given the tourism sector the status of a strategic sector of the national economy, which has laid a solid foundation for its further development .

Keywords: tourism , national economy , prospects , development, tourism industry , tourism services market .

Introduction. In the context of globalization, tourism has become one of the most important economic, social and cultural factors. The total revenue in this sector of the economy is trillions of dollars, with more than one billion people traveling around the world every year. Tourism is not only a type of trade services, but today the sustainable development of tourism markets creates opportunities for the creation of new jobs and the development of related industries.

Today, the fact that the government has given the tourism sector the status of a strategic sector of the national economy, creates a great foundation for its further development.

In a historically short period of time since gaining its independence, Uzbekistan has made significant progress in many areas of social life. At present, these achievements are connected with the implementation of the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated December 2,

2016 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan ." ¹

According to the decree, President Shavkat Miromonovich Mirziyoyev has set goals and priorities of state policy in the field of tourism in the medium term in all regions of the country. Accelerated development of projects, transport and logistics structures, information centers, cultural and sports institutions, accelerated construction and reconstruction of road transport and engineering and communication infrastructure, road infrastructure in the main areas of tourism, including determined to attract a wide range of foreign investors for the purposes. This is also an important turning point for the development of the tourism services market .

Materials and methods. Foreign experience in digitization of marketing of gastronomic tourism products in Uzbekistan issues such as systematic, functional analysis, scientific abstract thinking, logical approach were used.

At present, Uzbekistan pays great attention to the development of tourism and the creation of new types of tourism. Therefore, in the analysis of the literature on changes in the tourism and hospitality industry in Uzbekistan , the research conducted by scientists: ZO Rakhimov, NE Ibadullayev, R. Haitbaev, NT Shomurotova, RA Islamova and others was analyzed and studied. .

Results. In 1993, Uzbekistan became a member of the World Tourism Organization (WTO; founded in 1975), which unites more than 120 countries. Uzbekistan is also a member of the WTO European Commission. In 2004, the Great Silk Road project envisages the opening of a representative office of the World Tourism Organization in Samarkand region. The Great Silk Road International Tourism Advertising Gas in Uzbekistan. (Since 1994), Business Guide JUR (in RUS and English) and other mass publications.

In April 2021, a presentation of Uzbekistan's pilgrimage tourism potential was held in Dagestan. On the instructions of the Deputy Prime Minister, Chairman

¹Decree of the President of the Republic of Uzbekistan dated December 2, 2016 No PF-4861 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" // "Lex.uz"

of the State Committee for Tourism Development Aziz Abdulkhakimov, a campaign "Journey to the Land of Imams" has been launched in Dagestan.

ranked among the 50 most beautiful cities on the planet by tourists, according to a ranking published by the popular US online publication The Huffington Post. It is noteworthy that only Samarkand is included in this list of CIS cities ².

Discussion. The dynamics of development of the tourism sector in Uzbekistan in 2005-2019 is reflected in the data of the State Statistics Committee of Uzbekistan (Figure 1-2).

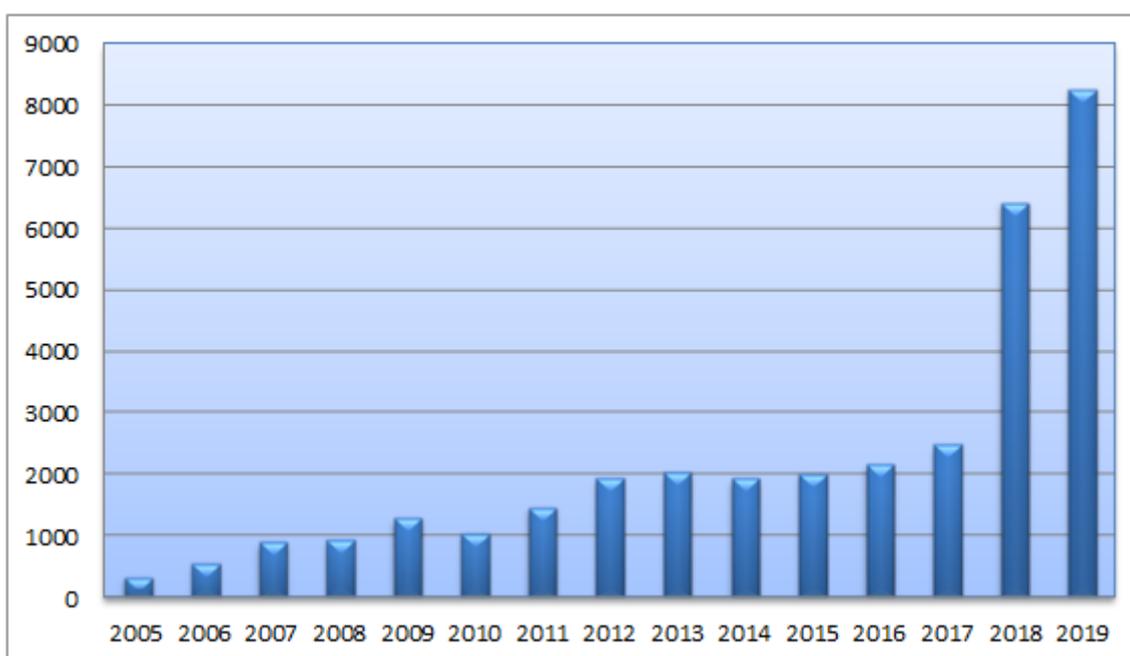


Figure 1. Indicators of services for foreign citizens in the Republic of Uzbekistan for 2005-2019 ³(thousand people).

²fifties // XXI century. 2014, July 24 , №29 (557).

³Compiled on the basis of data from the State Statistics Committee of Uzbekistan.

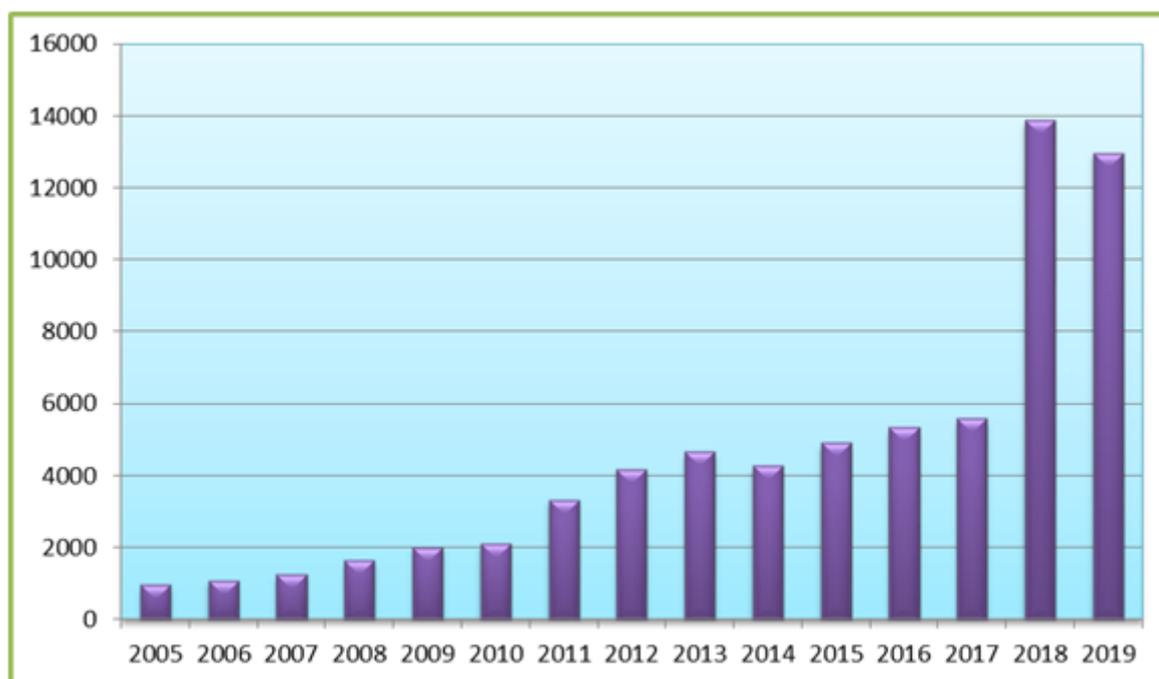


Figure 2. Indicators of emigration of citizens of the Republic of Uzbekistan in 2005-2019 ⁴(thousand people).

According to Figures 1 and 2 , the tourism sector in Uzbekistan is showing steady growth.

President of the Republic of Uzbekistan Sh.M. Mirziyoyev dated December 2, 2016 " ON measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan " has historical significance, and for the first time in the economy, tourism has been given the status of a strategic sector. A new fifth stage of the national tourism industry has started in Uzbekistan to ensure the development of related industries and sectors of tourism that serve foreign and domestic tourists.

The role of the service sector in the socio-economic development of the country is very significant, and the importance of tourism is determined by the fact that it is developing at a higher rate than other services. Therefore, in recent years, Uzbekistan has paid great attention to issues related to the development of tourism, and ways to effectively use its tourism potential are being formed.

⁴Compiled on the basis of data from the State Statistics Committee of Uzbekistan.

Conclusion. The market of tourism services in Uzbekistan, while maintaining global trends, also has a number of unique features. This is primarily due to the social nature of the relationship between supply and demand for tourism and recreation, which occurred during the formation of the tourist complex in our country. In the current conditions of independence, as a result of economic stabilization and improving the quality of services in the tourism industry of our country, there is a balance between supply and demand.

The market of tourism services needs to be managed on the basis of continuous development and control, using the principles of scientific and rational planning. Only then can tourism bring great economic benefits to the state, as well as have a positive impact on environmental conditions and socio-cultural processes in society.

The uniqueness of the tourism industry as a sector of the national economy is that its products are the right to use certain types of services, and these services themselves are created in other sectors of the economy. The positive impact of tourism on the state economy in the country is realized only when it is fully developed, that is, when the state economy is not transformed into a service economy. In other words, the effectiveness of tourism requires its development in parallel and in interaction with other socio-economic sectors in the country.

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