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**CONDITIONS FOR THE DEVELOPMENT OF TOURISM IN THE
KASHKADARYA REGION**

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Abstract.

This article presents the conditions of development of the tourism sector in the Kashkadarya region, strategic plans for the development of tourism in the region and the impact of tourism on the development of the economy.

Key words: tourism, investment, export, import, tourist network, guides, tourism potential, subsidy, tourist information centers, gastronomic tourism

Currently, the tourism sphere has become the main strategic network of the economy in developed countries of the world. The role of the tourism sector in the country's gross domestic product is increasing day by day. Therefore, the development of the tourism sector in Uzbekistan, which has chosen the path of economic development, should be one of the priorities.

We know that wherever there is peace, peace of mind, that area is more interested in both foreign investors and tourists who come for a trip. Uzbekistan has always been in the spotlight in this regard.

Taking into account the touristic potential of the country, the large flow of tourists, and the need to pay special attention to them, a safe tourism system was formed in our country a few years ago.

In the program for the development of the national economy, tourism was described as the enhancer of the economy of Uzbekistan.

Article 3 of the law of the Republic of Uzbekistan on tourism provides the following definition of Tourism: "Tourism-departure (travel) of an individual from a permanent place of residence, not engaged in activities related to the receipt of income from sources in the country (place) of temporary stay" [1]

Today rapid socio-economic development as one of the strategic tasks of the economic development of the regions, to increase the standard of living and income of the people, it is envisaged to ensure the comprehensive and effective use of the natural, mineral and raw materials, industrial, agricultural, tourism and labor potential of each region. Therefore, the development of tourism is one of the main factors that cause the development of the economy of the regions, an increase in the income of the population, an improvement in the standard of living of the population.

In January-February 2024, a total of 16.9 thousand foreign citizens visited the Republic of Uzbekistan for commercial purposes. This figure increased by 11.5 thousand people or 3.1 times compared with the corresponding period last year. In the first 2 months of this year, the largest number of citizens of the following countries came to Uzbekistan for commercial purposes (per person): Turkmenistan – 12013; Tajikistan – 2937; Afghanistan -582, China – 260, Turkey – 243, India – 167, South Korea – 133, Kyrgyz Republic -101, Iran-65, USA -61, other countries -384. [2]

Attracting additional investments in the direction of tourism in our country, further improvement of tourism infrastructure by creating favorable conditions for the private sector, increase in population employment, expansion of transport routes, accelerate the promotion of the tourist potential of the Republic in domestic and foreign markets, also, in order to introduce new procedures in the management of this sector by the state, several measures were laid out in the decision of the president of the Republic of Uzbekistan on "Measures to further accelerate reforms

in the direction of Tourism and effectively organize the public administration system in the sector" PQ-238 of 27.07.2023. An example of this is from January 1, 2024, in order to increase the flow of tourists to the Republic and provide additional state support to tour operators:

a) to provide incentive subsidies in equal shares from US \$ 20 to US \$ 100 at the expense of the state budget of the Republic of Uzbekistan and the tourism Support Fund for each tourist brought to the Republic of Uzbekistan from foreign countries with low tourist flow by tour operators, as well as

b) part of the costs of tour operators and aircraft carriers for charter flights carried out from foreign countries to Samarkand, Bukhara and Urgench international airports for each foreign tourist, in the event that he stayed on the territory of the Republic for at least five nights, It is worth noting the issues of reimbursement in equal shares at the expense of the state budget of the Republic of Uzbekistan and the funds of the tourism Support Fund in the equivalent of US \$ 20, and in the winter season (from November 20 to February 20) in the equivalent of US \$ 50. [3] The implementation of these tasks serves as the basis for the development of tourism in our country.

Uzbekistan has a huge tourism and recreational potential, in which there are a total of 8.2 thousand objects of cultural heritage, 209 of them are located on the territory of four Museum cities — Ichan fortress in Khiva, the historical center of Bukhara city, the historical center of Shahrissabz city and the city of Samarkand and are included in the UNESCO World Heritage List.[4]

At the same time, a number of works were carried out on the development of the tourism sector in the Kashkadarya region. On March 1, 2021, the decision of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to further support and develop the tourism sector in the Kashkadarya region" was adopted.

Therefore, the importance of the tourism sector is high for the development of the regional economy and attracting investments.

It is important to carry out the following strategic tasks for the development of tourism in the Kashkadarya region:

- improving the management system in the development of the tourism network;
- simplifying the procedures of the system for issuing visas, issuing licenses and obtaining permits in the field of Tourism;
- creation of new tourism destinations in the region, development of modern types of tourism, increasing their attractiveness.

Uzbekistan and its Kashkadarya region have great potential for tourism development, which has a total of 1321 material and cultural heritage sites with ancient history. Therefore, the historical objects in Shahrisabz are included in the list of UNESCO's World Heritage Sites. In particular, there are 1043 archaeological, 208 architectural, 27 landmarks, 43 monumental art monuments of the historical and cultural heritage objects taken into account.

In addition, the Kashkadarya region also has its place in our republic with its national cuisine. Especially, the national dish of Kashkadarya "tandoor meat" is known among most countries for its special taste. Therefore, today the region is also considered favorable for the development of the Gastronomic tourism sector.

According to the results of the research, the tourism network has an increasing influence on the economic indicators of the region and the increase in the volume of GRP. Another strong point of this network is that it will have a positive effect on the activity of other networks of the region, even on the development of the economy of regions specializing in industrial production in a depressed state, and we believe that it will help to improve their activity.

The tourism sector has its place for the development of the regional economy. To develop tourism in the region, it is necessary to pay attention to the following:

- creating a website that provides information to tourists about historical monuments, historical figures, territorial and administrative structure of the region, as well as customs and traditions;

- creating a special software system for training guides working in the field of tourism in our region and evaluating their knowledge and skills, development and implementation of a separate project aimed at limiting the participation of the human factor as much as possible in conducting exams and improving the qualifications of guides;

- improvement of engineering-communication and tourism infrastructure in regions with tourism potential of the region, carrying out construction, reconstruction, expansion and modernization of the adjacent infrastructure;

- formation of a list of objects where it is possible to organize gastronomic tourism in the region;

- allocating subsidies for the establishment of family guest houses to business entities that want to establish family guest houses in the region;

- organization of modern sanitary-hygiene points, tourist information centers or visitor centers in the region, as well as installation of tourist maps and road signs;

- organization of tourist streets, as well as special pedestrian and bicycle lanes on the roads of the region, providing for the placement of souvenir, handicraft and food stalls;

- In order to further encourage the introduction of foreign currencies into Uzbekistan by tourist organizations, to give them tax benefits, i.e. exempting a

certain part of their foreign currency income from taxes, etc. This causes entrepreneurs to invest more in the industry.

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