

THE ROLE OF TOURISM IN THE ECONOMY

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***Abstract:** The article describes the important role, importance and problems of tourism in the economy . The article details all the opportunities in the field of tourism and in which regions the development of the tourism industry can be developed.*

***Keywords:** tourism, economic indicators, tourism, excursions, cars, railways.*

In the modern western economy, tourism is seen as a complex socio-economic system, in which the tourism industry is seen as a whole of society, tourism policy and economy. At the same time, economic problems are analyzed in conjunction with the socio-ecological aspects of tourism. The point is that today life strategies and lifestyles are formed within the same socio-political foundations as a rule, they occur with a certain status of the individual in the social system. But if the lifestyle of members of another social group becomes important to the individual, then he is ready to show that this group belongs to him by expressing himself in a way of life that conforms to moral consumption patterns. The segment of political and cultural knowledge tourism requirements is expanding. A large influx of travelers seeking to explore the culture and art traditions of other peoples and nations is moving to Europe, Asia and the Middle East. There is a tradition of expanding the political and cultural motivations of tourists for sports, health, medical and other types of tourism. Political and cultural studies In the development of tourism, the efforts of the government and local administration to preserve the cultural monuments and manage the flow of tourists to them play an important role.

A. Maslow points out that self-activation habits are inherent in many of the problems of the average person: guilt, anxiety, grief, internal conflicts, and so on. But their main difference is their commitment to the chosen job and their values. This

makes them stony in the fight for their cause. At first glance, this category is less promising for inclusion in tourism activities due to its focus on aspects related to another type of person and the insignificance of social attention to life. However, an appropriately structured strategy for this category of work can turn it into a clear segment of the demand market. The symbol and image of famous historical figures in the field of religion, art, politics can travel to places that are important to him. A journey in which a person creates additional conditions for the realization of the spiritual realm : in this he fully expresses himself in his professional direction. Marketing research should not only reveal lifestyles that are considered typical of a particular age, social, political culture, but also determine the relationship between lifestyles consumption motives and behavior.

The tourism sector is designed to meet the needs of tourists themselves and organizations that are directly or indirectly involved in the organization of their products. It includes the following types of services.

1. On the accommodation of tourists (hotels, motels, campsites, boarding houses, sanatoriums, tourist bases, etc.).
2. Catering for tourists (restaurants, cafes, bars, etc.)
3. Transportation of tourists across the country in different modes of passenger transport and from other parts of the country.
4. Excursion services (translators, groups of tour guides).
5. Services to satisfy cultural interests (visits to theaters, cinemas, concert halls, parks, nature and historical reserves, sports competitions and other events).
6. Satisfaction of practical and scientific interests of tourists (participation in congresses, assemblies, scientific conferences, seminars, fairs and exhibitions, participation in general and special purpose trade events).
7. General and special purpose trade services of trade enterprises (sale of gifts, postcards, etc.)
8. Insurance and medical services.
9. Advertising and service (sales) services (development of travel routes, booking in transport, accommodation).

10. Services of administrative control bodies (rent, quarantine, currency, customs, police services, as well as services for registration of documents, visas, passports).

11. Information services (newspapers , magazines, travelogues about tourism resources in one or another region of the globe, the means of accommodation, customs and border clearance and the exchange rate of the country of issue, modes of transport, their directions [and prices](#)).

12. Nature and cultural protection services of environmental services (inspections on protection of historical and cultural monuments). Speaking about the development of tourism infrastructure in Uzbekistan, it is important to dwell on the division of the country into major tourist regions. Today, there are four main tourist regions in the country: Fergana, Samarkand-Bukhara, Tashkent and Khorezm. The Fergana tourism region covers the Fergana Valley. Its tourist resources include archeological excavations and architectural monuments, favorable natural conditions, products of traditional folk crafts and art, industrial and agricultural complexes. The presence of a wide network of roads and railways here also allows the Fergana region to be used for tourism purposes, to locate tourist bases and recreation areas throughout its territory. Tashkent tourism region has universal potential for the further development of all types of tourism. The cultural monuments of this tourist region, the modern life of the capital region, buildings, new towns and villages, modern culture, nature of the region, rich landscape, colorful flora and fauna are important factors that make it attractive. The road and rail network connects the tourist centers of the Tashkent tourism region and allows the development of suburban railway and road tourism. The Samarkand-Bukhara tourism region covers Samarkand, Bukhara and Navoi regions. The world-famous architectural monuments of Samarkand and Bukhara are the basis for the development of tourism in the region. In addition, railways and a wide network of highways crossing the Zarafshan River, low-lying passes and good trails passing through the Zarafshan mountain range are very favorable factors for the development of tourism in the region. The potential of the Khorezm tourist region is mainly based on the richest historical and architectural

monuments in the world, located in the Ichan-Kala reserve in Khiva . Along with the existing tourism regions, there are other promising regions: Jizzakh, Karshi-Termez and Middle Karakalpakstan. In the future, the development of existing opportunities in these regions may lead to further expansion of the market of tourism services in our country. It is located in the eastern part of Namangan, Andijan and Fergana regions . The diversity of natural and climatic conditions, together with many tourist facilities, determines the possibility of using this region for the development of educational and health tourism. Archaeological and architectural monuments, industrial complexes and folk crafts are the main tourist objects that form a tourist complex in the Fergana region. Natural recreation areas have been established in Sarikurgan on the banks of the Sukh River, on Lake Aydinkol, in the south-east of Andijan, in the Bogishamol and Karkidon reservoirs. Extremely favorable natural resources, abundance of rivers, lakes and reservoirs, combined with mountain-climatic conditions, make the district the only large tourist area in a large area.

and highways for the use of Fergana district for tourism purposes is another convenience, which allows to place tourism and recreation bases throughout the district. Covers the Tashkent region. This type of district has universal capabilities for all types of zm. An important factor in the attractiveness of the Tashkent tourist area is its rich landscape nature, colorful flora and fauna. Recreation areas have been established in the Tuyaboguz and Charvak reservoirs in the district. Mountain-hiking and ski-tourism are well developed on the basis of the Chimgan complex. Well-branched roads and railways connect the tourist centers of the Tashkent tourist region and allow the development of suburban railway and road tourism. It covers the territory of Samarkand, Bukhara and partly Navoi regions. The development of tourism in this district is based on the world-famous architectural monuments of Samarkand and Bukhara. The city of Navoi, built on the basis of a single master plan, taking into account the hot climate of the desert, is also of educational importance. The geographical location of the district is very convenient for the development of tourism. The railway along the Zarafshan River, an extensive

network of highways, low passes and good trails through Zarafshan make it very easy to use the district for tourism purposes. It is located in the north-western part of Uzbekistan, on the left bank of the Amu Darya, occupying the territory of Khorezm region. The use of the district for tourism purposes is mainly based on the historical and architectural monuments of Khiva, located in the Ichonkala architectural reserve. Many historical and cultural monuments are located throughout the region. To the south-east of Khiva is Lake Shurkul. The developed system of communication routes in the region will allow in the future to establish here a variety of tourist routes of regional and inter-district importance. mSyrdarya and Jizzakh regions. The region's good transport infrastructure and the availability of natural resources determine the prospects for its use for tourism purposes. Here it is possible to organize weekend itineraries and short term vacations for residents of local and nearby tourist areas. It consists of the territories of Qashqadarya and Surkhandarya regions. Shahrisabz, Karshi and Archaeological and historical-archeological monuments in the cities of Termez; The astronomical latitude in the book is the basis for the development of tourism in the Dendropark region. There are prospects for the creation of tourism and recreation facilities on the banks of the Kashkadarya, Surkhandarya, Amudarya, Chimkurgan, Pachkamar and South Surkhandarya reservoirs. Another region of Uzbekistan -karakalpak. Development of this area requires large capital investments for the construction of communications, large-scale landscaping. There are such excursion sites as Tuproqqala, Burgutqal'a, Gildursun fortresses, Qiyot city. These archeological monuments belong to the ancient Khorezmian civilization and are closely connected with the Khorezm tourist region, which has historical and architectural significance as educational tourism resources. The availability of good transport routes in this area to visit this group of monuments requires their inclusion in the tourism resources of the Khorezm region.

Current trends in the development of tourism show that its impact on both the world economy and the economies of individual countries and regions is growing. Tourism is becoming a major independent sector of the national economy, meeting the specific needs of the population. Due to the diversity of these needs, tourism is

one of the factors that has a multiplier effect on the development of the national economy, involving not only tourism enterprises but also enterprises in other sectors. In addition, tourism is one of the basic needs of people, which significantly helps people to reduce the emotional and psychological effects of rapid development of science and technology, labor intensity .

development of the tourism industry in Uzbekistan is underdeveloped . The study requires the expansion of the tourism education system, the development of programs that ensure the development of specific regions.

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