



TOURISM: INNOVATIVE APPROACH

Toshkentov Kuvonch
Student of KarSU

Boyxurozov Odil
Student of KarSU

Abstract

This article is about the attention and shortcomings in tourism and education in our country.

Keywords: Tourism, education, hotels, tour packages, tourist booklet, Education Law, 12 years of compulsory education.

Introduction

So, what is the tourism industry? First, it is important to define what is meant by the 'tourism industry'. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world's largest industries and the economies of many nations are driven, to a large extent, by their tourist trade.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry and a number of additional industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators.

With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

In simple terms, a tourist is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year.

Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment or pleasure. Alternatively, travelers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and family, or to form new relationships. While business travelers are usually classed as tourists, it is worth





noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to.

Reforms in the Field of Tourism

Unfortunately, Uzbekistan is still far behind in this area. In particular, according to the World Tourism and Travel Council (WTC), Uzbekistan ranks 150th in the world in terms of tourist visits. Despite the fact that our country has a place in the world tourism market, the level of creating favorable conditions for tourists, improving services, increasing the attractiveness of tourist attractions and strengthening advertising is very low. Therefore, it is up to these factors to think about a significant increase in this area. In this list, Kazakhstan ranks 85th, Kyrgyzstan 116th, Tajikistan 119th, and Uzbekistan is the last Central Asian country. Recently, I came across an article on one of the official websites about the fact that in the first half of 2017, 1.8 million tourists visited our country, which is 17% more than in 2016. I think these numbers are a bit exaggerated. Because I work in tourism, I think so. I will try to explain the reasons for this in the article. There is a lot of work being done in our country to develop tourism. What should we do to further increase the flow of tourists, to attract them like a charm? Uzbekistan has a great historical and cultural heritage - more than 7,300 ancient architectural and archeological monuments. Most of them are located in Samarkand, Bukhara, Khiva, Shakhrisabz, Termez, Kokand and Tashkent.

More than 200 historical monuments and monuments of our country are included in the UNESCO list of cultural heritage. For this, we have a rich historical heritage of value and praise. The French city of Paris alone is visited by 15 million tourists a year. And we're not going to go beyond counting the number of tourists each year, and if it's a little bit higher than last year, we're going to announce it out loud. Can't we achieve the result of one city, despite being a country with a huge tourism potential? The figures show that 1.8 million tourists visit our country. If the main tourist season in our country begins in mid-March and the first season ends by the end of June, it is difficult to imagine how many tourists will come during this period. In addition, we do not have enough hotels, which are almost equal to the prices of hotels in European countries, and the price is growing significantly every year. If we turn to Paris, the number of hotels in the city and its environs is 4,260. In our country, this figure is 4 and a half times lower than in the rest of the country, which means that there are only 750 hotels in the country.





Tourism is in the Focus of the Head of State

In his Address to the Parliament, President of the Republic of Uzbekistan Shavkat Mirziyoyev said the following about the tourism industry: "Tourism is one of the most promising sectors of the national economy today. Uzbekistan is a country with great potential in the world in the field of tourism. There are more than 7,300 cultural heritage sites in the country, and about 200 of them are included in the UNESCO World Heritage List. By actively involving world brands in this field, we need to pay special attention to the development of pilgrimage tourism, ecological, educational, ethnographic, gastronomic tourism and other sectors of the industry. In this regard, we must take into account that the use of public-private partnerships opens up great opportunities for the development of the industry. It is necessary to develop and accelerate the program of visiting sacred sites and monuments in Samarkand, Bukhara and Tashkent. The great potential of domestic tourism must also be fully utilized. "All the reforms being carried out for the development of our country are based on the interests of the Motherland and the people. Reforms are taking place in all areas. In order for such positive changes to take development to a new level, we must all do our part wholeheartedly and selflessly. My suggestions for the development of tourism and increasing the number of tourists are as follows:

Provide soft loans to entrepreneurs seeking to operate in the tourism sector, facilitate land transactions, increase the number of hotels that meet international standards, thereby increasing competition and reducing hotel prices. Because as the price of tour packages increases, the number of tourists visiting our country also decreases. As a result, they prefer to travel to other countries with lower prices.

In agreement with Uzbekistan Airways, the proposal to launch a transparent online service by purchasing air tickets online is also very relevant. In developed countries, the concept of air ticket is a word that is never used in everyday life. In a country where tourism is developed, no one goes to the ticket office to buy a plane ticket. A person who wants to go to a country should be able to do all his work from a computer without leaving home.

I believe that if reforms are carried out in this area, the number of tourists visiting our country will increase sharply. It would be great if Uzbekistan Railways could improve its online ticketing system. In addition, it is very difficult to buy tickets for the Afrosiyob high-speed train for large tourist groups. Tickets can be purchased in the system 40 days in advance. But if you go to the box office, the number of tickets is already limited.

In cooperation with experts in the field of Uzbekistan as a tourist country, a compact "tourist guide" about Uzbekistan has been prepared, translated into all languages, at





low cost or, if possible, abroad. to distribute to countries and publish more about our historical monuments on the Internet. - To prepare a photo album with interesting information about Uzbekistan for publication in collaboration with tourism experts (with their ideas) and publish it in high quality in different languages. It should not be expensive and should be sold in all bookstores and tourist destinations in Uzbekistan.

If a competition of documentaries and feature films about our country, our traditions and customs, national values and rich historical heritage is announced and we encourage the best, dub their films into English, German and other languages and participate in international competitions, tourists will be able to participate. The number is expected to increase.

If the competitions for the most beautiful and tidy apartment, street, neighborhood, village, district, city, region of the year are announced and promoted every year, our dancing and hard work It is clear that our compatriots will turn their place of residence into a "paradise" in the coming years. In developed European countries, this is very well established. In Germany, in particular, in the annual competition, many places are beautified at the initiative of local residents. So, no matter what village or town in Germany you visit, it is beautifully decorated. Which, of course, made the video an overnight sensation.

References

1. Boltabaev, R., & ISTukhliev, B. (2018). Safarov, SAAbduhamidov" Tourism: theory and practice". Textbook. T. *Science and technology*.
2. Тухлиев, И. С., Бабаев, Ф., & Махмудова, А. (2017). Основные задачи дальнейшего развития туристической отрасли Узбекистана. *Индустрия туризма: возможности, приоритеты, проблемы и перспективы*, 10(1), 391-398.
3. Suyunovich, T. I., & Adhamovich, A. S. (2019). DIRECTIONS OF ACTIVATION OF INNOVATIVE ACTIVITIES OF HIGHER EDUCATION INSTITUTIONS IN FORMING INNOVATIVE ECONOMY. *BBK: 75.81 T 88*, 235.
4. Nabiyev, G. A., & Isroilova, D. D. (2022). PROBLEMS OF FORMATION AND DEVELOPMENT OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP. *Scientific progress*, 3(3), 46-51.
5. Djuraev, B. (2015). CLASSROOM ORGANIZATION AND EFFICIENCY OF JURISTIC KNOWLEDGE MASTERING BY PROFESSIONAL COLLEGE STUDENTS. *European Journal of Research and Reflection in Educational Sciences* Vol, 3(2).





6. Djuraev, B. (2016, February). ОБЩАЯ ПСИХОЛОГИЯ И ПСИХОЛОГИЯ ЛИЧНОСТИ УЧЕБНАЯ МОТИВАЦИЯ УСВОЕНИЯ ЮРИДИЧЕСКИХ ЗНАНИЙ В КОЛЛЕДЖАХ Бахром Джураев. In Контактная информация организационного комитета конференции (p. 16).
7. Siroj, K., & Yorkulov, M. (2021). Improving innovative training and national spirituality for tourism education: Developing hospitality prospects in Uzbekistan. *ACADEMICIA: AN INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL*, 11(1), 1652-1656.
8. Боймирзаев, Ж. Ш. У., Юнусходжаева, Н. А., Ризаева, Н. М., & Жумабоев, Ж. А. (2019). Получение гемостатического геля на основе местного растительного сырья. *Science Time*, (2 (62)), 44-48.
9. Khusainova, R. A., Ubaidullaev, K. A., Zainidinov, A. O., & Rizaeva, N. M. (2019). Content analysis of the nomenclature of drug antibiotics of the cefalosporin range of the pharmaceutical market of the Republic of Uzbekistan.
10. Rizaeva, N. M. Choice of composition and development of technology for glyhiszine tablets (Doctoral dissertation, Thesis of on the scientific degree competition of the candidate of pharmaceutical sciences).
11. Rizaeva, N. M., Vakhidova, N. M., Khusainova, R. A., Radjarova, N. S., & Toychiboev, M. M. (2018). DEVELOPMENT OF DENTAL GEL COMPOSITION AND TECHNOLOGY. *Научное знание современности*, (2), 35-38.
12. Темиров, А. С., Хусаинова, Р. А., Дусматов, А. Ф., Абдуллаев, У. Ф. У., & Ризаева, Н. М. (2019). ОПРЕДЕЛЕНИЕ ОСТАТОЧНОГО КОЛИЧЕСТВА ОРГАНИЧЕСКИХ РАСТВОРИТЕЛЕЙ В СУБСТАНЦИЯХ АМПИЦИЛЛИНА НАТРИЯ. *Science Time*, (2 (62)), 49-54.
13. Abdullaeva, N. K., Khusainova, R. A., Rizaeva, N. M., & Pshenichnov, E. A. (2020). Quantitive Determination And Validation Of Cobafen (Lyophilizate 10mg For Preparation Of Solution For Injection). *European Journal of Molecular & Clinical Medicine*, 7(03), 2020.
14. Туляганов, Б. С., Вахидова, Н. М., & Ризаева, Н. М. (2020). ИЗУЧЕНИЕ БИОЛОГИЧЕСКОЙ АКТИВНОСТИ СТОМАТОЛОГИЧЕСКОГО ГЕЛЯ. *Вестник Науки и Творчества*, (9 (57)), 18-21.
15. Махмуджанова, К. С., & Ризаева, Н. М. (2021). ОПРЕДЕЛЕНИЕ РАСПАДАЕМОСТИ И РАСТВОРЕНИЯ ТВЕРДЫХ ЛЕКАРСТВЕННЫХ ФОРМ В «УНИВЕРСАЛЬНОМ ПРИБОРЕ». *Science Time*, (7 (91)), 45-49.
16. Махмуджанова, К. С., Шарипова, И. Ш., Ризаева, Н. М., & Пазилбекова, З. Т. (2021). РАЗРАБОТКА ТЕХНОЛОГИИ НОВОГО АНТИГИПОКСИЧЕСКОГО



- ПРЕПАРАТА НА ОСНОВЕ ЛЕКАРСТВЕННОГО РАСТЕНИЯ ГЕРАНИ ХОЛМОВОЙ (GERANUM COLLINUM STEPH.). *Science Time*, (8 (92)), 8-13.
17. Mallaevna, O. N. (2021). Theoretical Basis of Formation of Pedagogical Ethics in Students. *International Journal of Development and Public Policy*, 1(5), 131-132.
 18. Mallaevna, O. N. (2022). THE PROCESS OF FORMING PEDAGOGICAL ETHICS IN STUDENTS AND ITS EFFICIENCY. *Web of Scientist: International Scientific Research Journal*, 3(02), 679-682.
 19. Очилова, Н. М. (2017). СОВРЕМЕННЫЕ ТРЕБОВАНИЯ К УРОКАМ АНГЛИЙСКОГО ЯЗЫКА. *Ученый XXI века*, 43.
 20. Uktamovna, K. D. (2022). THE ROLE OF THE EAST IN THE LIFE AND CREATIVE ACTIVITY OF LEO TOLSTOY.
 21. Khusenova, D. U. (2022). THE ROLE OF THE EAST IN THE LIFE AND CREATIVE ACTIVITY OF LEO TOLSTOY. *Oriental renaissance: Innovative, educational, natural and social sciences*, 2(3), 463-468.
 22. Khusenova, D. U. (2021). THE MORAL MEANING AND AESTHETIC MEANING OF THE FOLK STORIES OF LN TOLSTOY'S.
 23. KHUSENOVA, D. (2018). Consonance of oriental views in the "Confession" by Leo Tolstoy. *Scientific journal of the Fergana State University*, 2(3), 105-105.
 24. KHUSENOVA, D. (2019). Eastern motives in the literary works by LN Tolstoy. *Scientific journal of the Fergana State University*, 1(6), 121-123.
 25. VIKTORIYA, G., & NARGIZA, X. Functioning of Ethnographic Terms in the Russian Language at the Level of Polysemy, Homonymy, Synonymy, Antonymy. *JournalNX*, 7(02), 170-173.
 26. Ходжаева, Н. Т. ИЗУЧЕНИЕ ГЕНДЕРА В СОВРЕМЕННОЙ ЛИНГВИСТИКЕ. Editorial board/Редакционная коллегия Главный редактор, 88.
 27. Khodjaeva, N. T., & Shevchenko, E. LINGUOCULTURAL ASPECTS OF INTERNATIONAL TOURISM TERMS.
 28. Abdugafurovich, A. A., & Tavakkalovna, K. N. (2021). Intertextual signs in the scientific style. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(3), 1658-1661.
 29. Ходжаева, Н., & Шевченко, Е. В. (2021). STYLIZATION AS A METHOD OF LITERARY STYLE. *Journal of Central Asian Social Studies*, 2(02), 13-18.
 30. Ходжаева, Н., & Хусейнова, Д. (2021). FUNCTIONS OF SYNONYMS IN LANGUAGE. *Herald pedagogiki. Nauka i Praktyka*, 1(1).



31. Xodjaeva, N. (2021). RESEARCH OF LINGUOCULTURAL ASPECTS OF THE TERMINOLOGY OF INTERNATIONAL AND REGIONAL TOURISM. CURRENT RESEARCH JOURNAL OF PEDAGOGICS, 2(11), 83-86.
32. Ходжаева, Н. Т., & Шевченко, Е. В. (2022). ВЛИЯНИЕ ИГР И СИМУЛЯЦИЙ НА ВЫСШЕЕ ОБРАЗОВАНИЕ: СИСТЕМАТИЧЕСКИЙ ОБЗОР ЛИТЕРАТУРЫ. Conferencea, 262-264.
33. Ibragimkhodjayev, A. M., Rakhmonberdiyev, G. R., Murodov, M. M., & Kodirov, O. S. (2009). "Influence of ripening process of cellulose from topinambour on its fractional composition. Chemistry and chemical technology. Tashkent, (4), 57.
34. Турдибоева, Н. У., Муродов, М. М., & Урозов, К. М. (2018). РАЗРАБОТКА ТЕХНОЛОГИИ ПОЛУЧЕНИЯ ЦЕЛЛЮЛОЗЫ ИЗ РАСТЕНИЙ КЛЕЩЕВИНА И ПОЛУЧЕНИЯ Na-КАРБОКСИМЕТИЛЦЕЛЛЮЛОЗА НА ЕЁ ОСНОВЕ. Учредители, 36.
35. Муродов, М. М., Юсупова, Н. Ф., Сидиков, А. С., Турабджанова, С. И., Турдибаева, Н., & Сиддиков, М. А. OBTAINING A PAC FROM THE CELLULOSE OF PLANTS OF SUNFLOWER. SAFFLOWER AND WASTE FROM THE TEXTILE INDUSTRY.
36. Mohigul, A., & Sidiqjon, M. (2022). TILSHUNOSLIKDA VERBAL VA NOVERBAL MULOQOT. RESEARCH AND EDUCATION, 1(2), 429-432.
37. Mo'minov, S. (2020). Мутолаа маданиятининг лингвокультурологик тамойиллари. FarDU. ILMIY XAVARLAR – НАУЧНЫЙ ВЕСТНИК. ФЕРГУ.
38. Mirsobirovich, M. S. (2022). Linguopoetic Features of the Language of Isajan Sultan's Novel "Alisher Navoi". International Journal of Culture and Modernity, 17, 78-84.
39. Mirsobirovich, M. S., & Tavakkalovna, N. M. (2022). On the Use of Peraphrases in the Works of Malika Mirzo. International Journal of Culture and Modernity, 17, 72-77.

