



DEVELOPMENT OF TOURISM IN THE REGIONS

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Abstract

This article discusses importance of developing tourism in the regions, the widespread use of digital technologies in tourism, increasing the competitiveness of tourism enterprises and provides recommendations.

Keywords: tourism, tourist travel, tourism industry, competitiveness of tourism enterprises, exhibitions and fairs.

Introduction

Tourism is a major contributor to employment, especially for women, youth, rural communities and the local population, and has links with other sectors. As a result, tourism can lead to poverty reduction, socio-economic development and decent work. According to experts, the driving force of the world economy in the XXI century will be tourism. By 2025, the number of tourist trips in the world is projected to double. The tourism sector plays an important role in establishing and developing socio-economic and cultural cooperation among countries. According to the analysis of statistics from the World Tourism Organization, "tourism accounts for 10% of the turnover of the production and services market on the planet.

Tourism is a key area of economic development: it is a fast-growing and labor-intensive industry involving many economic activities. Investment Development and Support Agencies (IPAs) can play an important role in the development of the country's tourism sector, as increasing international competition between tourism destinations and the high competitiveness of FDI projects develop effective proposals to attract investors to the sector.

Tourism has emerged as an important tool for sustainable development, and although the amount of investment in tourism is small, their importance in the sector should not be overlooked. One of the important features of the tourism industry is that it requires labor. Tourism is also an important source of interregional and international cash flows. But the problem facing the global tourism industry today is the KOVID-19





pandemic. Due to this problem, the borders of many countries are closed and this is relevant for the countries that make up the bulk of GDP through tourism.

The lack of widespread use of digital technologies in tourism and the seasonality of labor activity in tourism are factors influencing the tourism industry. The introduction of local sightseings in remote areas will attract local and foreign tourists to these areas, thereby increasing the number of people employed in tourism and providing employment.

In recent years, our country has been taking consistent measures to develop the tourism industry, including the creation of facilities, further increase the competitiveness of the industry, improve the quality of services and actively promote the national tourism product in the world market.

In accordance with the Decree of the President of Uzbekistan dated November 1, 2019 "On measures to further develop the tourism industry in the Republic of Uzbekistan", the State Committee for Tourism Development began to form. If at least 20 family guest houses are created in neighborhoods and at least five types of services (excluding accommodation or catering services) are provided for tourists, they are given the status of "tourist neighborhood", "tourist village" or "tourist village".

Decree of the President of the Republic of Uzbekistan dated August 13, 2019 PF-5781 "On measures to further develop the tourism industry in the Republic of Uzbekistan", as well as the President of the Republic of Uzbekistan dated February 12, 2016 "On measures to accelerate the development of tourism in Uzbekistan" Decree PF-4861 sets a number of tasks for the development of tourism. Also, according to the relevant decree of the President (PF-52, 15.01.2022), from January 1, 2022 to January 1, 2023, part of the costs of tourism entities and airlines for the organization of charter flights from foreign countries to Uzbekistan for each foreign tourist in case of staying in the territory for at least five nights, it will be reimbursed from the State budget in the amount of 10 US dollars, and in winter (from November 20 to February 20) in the amount of 25 US dollars.

In the current globalization, market economy, especially in the context of a pandemic, raising the country's economy and prestige, maintaining the health and well-being of our people, ensuring employment and the future of our youth is an important goal of our state. In order to achieve this goal, the development of tourism in the socio-economic, spiritual, educational, political and cultural development of our society is becoming an urgent task. However, the development of tourism in the economies of developed and developing countries remains one of the most important sources of national income. This is because the tourism industry has become the fastest growing and most profitable sector in a short period of time. Accordingly, many countries are





trying to further develop this sector, to raise the relevant infrastructure to the level of world requirements.

Located in one of the centers of the Great Silk Road and one of the world's leading historical monuments, recognized by international tourism organizations as an "open-air museum", the native Republic of Uzbekistan is undergoing large-scale reforms to develop this area.

The comprehensive measures taken in the country to diversify the national economy, accelerate the development of regions, create new jobs, increase incomes and living standards, increase the country's investment attractiveness as one of the strategic sectors contribute to the gradual development of tourism. Engaging in any type of tourism around the world is one of the most important areas of the economy.

Along with the ongoing reforms in the Republic of Uzbekistan, a number of program plans have been developed to increase the competitiveness of tourism enterprises, "we will continue to help our entrepreneurs to "stand on their own two feet" in the face of a pandemic shortage of working capital. from March 1 next year, the task will be to launch domestic flights and introduce a system of reimbursement of part of the cost of air tickets from the budget, We will continue consistent reforms in 2021 to develop tourism. Special attention will be paid to the development of pilgrimage tourism and domestic tourism. In addition, 1 trillion soums will be allocated from the budget to improve land, water and road infrastructure around tourist facilities, benefits for tourism, transport and catering will be extended until the end of next year. I also propose to extend the deadline for payment of land and property taxes by 20,000 entrepreneurs by 400 billion soums for another year".

In order to enhance the prestige of Uzbekistan abroad and promote the tourism potential of the country, as well as to intensify the integration of our country into the world economy, close cooperation has been established with international tourism organizations, especially the World Tourism Organization.

There are some problems in increasing the competitiveness of the tourism industry, which requires the development of a system of measures to address it.

One of the most pressing issues today is the active development of the tourism industry, the effective use of the country's tourism potential, the organization of quality services for tourists, increasing the competitiveness of the tourism industry and its contribution to the development of the national economy.

The existing tourism potential of the region is not used effectively enough. To effectively attract tourists from Europe, Africa, Asia and the CIS, take comprehensive measures to create a new modern image of Bukhara and Bukhara region, modernize the city and transport infrastructure, increase the number of tourism entities,





including modern hotels. as well as further development and efficiency of tourism potential of Bukhara city and Bukhara region, creation of more favorable conditions for tourists to get acquainted with unique historical, cultural and architectural heritage sites and rapid development of modern tourism infrastructure in the region. it is necessary to expand the list and improve the quality of hotel and transport services.

Based on the above considerations, we recommend the following to effectively manage the achievement of tourism competitiveness in the regions:

- Development of institutional factors of competitiveness of the tourist area and models of state management;
- Analysis of the competitiveness of tourism enterprises;
- Application of innovative marketing strategies in the effective management of tourism competitiveness;
- It is necessary to promote tourist areas, ie tourist areas, villages, using digital technologies, and provide information on them to tourists;
- Effective management of exhibitions and fairs to increase the competitiveness of tourism enterprises;
- It is advisable to introduce medical or medical tourism in the regions.

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