
SPECIFIC DIRECTIONS IN THE DEVELOPMENT OF TOURISM POTENTIAL

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Abstract

Tourism is not only financial and economic stability, but also a bridge of interregional relations. Tourism development should undoubtedly become a leading factor in the preservation of biological diversity. Ecosystem of tourist destinations requires only careful attitude from local and foreign tourists. A certain part of the income received from receiving and providing services to the flow of tourists is directed to the protection of the ecosystem. The mission of the concept of sustainable tourism and the implementation of the priority tasks formed within it will ultimately be the basis for consistently increasing the pace of socio-economic development. International organizations operating in the field of tourism, interregional associations, national ministries and agencies, regional management bodies, business entities are responsible for the full implementation of the same goals and tasks in their integration relations and business relations. This article describes in detail the directions of tourism related to the economy, the steps in their development, projects and, in a word, the importance of tourism in the development of the country. Examples of scientific research and statistics of world scientists are also given in the given opinions.

Keywords: tourism, regional relations, ecological development, financial freedom, economic stability, comprehensive measures, etc.

Introduction

The field of tourism services is one of the rapidly developing sectors of the national economy. The creation of new jobs and the modernization of infrastructure facilities go hand-in-hand with the development of this industry. In this regard, complex measures for the development of tourism as one of the strategic sectors of the economy of Uzbekistan are being implemented consistently. This allows for rapid development of regions, increase of income and standard of living of the population, as well as improvement of investment attraction. A number of activities are being carried out by our state for the further development of the tourism sector. The expansion of the field of services for domestic and foreign tourists and their quality improvement, the benefits and facilities provided to tourists have changed significantly over the last two to three

years. In order to improve the quality of tourist services, a number of legal documents have been developed by the government in a new version and additions have been made. The main goal of this is to increase the flow of tourists to the country, increase the income of the population in the country, at the same time, further develop the economy, and further expand the investment attractiveness of the country. For this, of course, it is appropriate to train young personnel who meet the needs of the times, who are fully compliant with international standards, and who have the potential to manage the international tourism industry in the future.

Today, tourism has become one of the sectors that has its place in the world economy. At first, tourism was considered as a simple infrastructure that provides travel and recreation of the population, but at the same time, it is being formed as an important branch of the country's economy, and great attention is being paid to its development. Tourism covers many areas of human life and activity. Tourism as a unique catalyst of socio-economic development has a great impact on the development of transport and communication, trade, construction, agriculture, production of consumer goods and other important sectors of the economy. One of the main areas of development of the export-oriented economy is the tourism industry. Tourism is one of the important features of the business sector, attracting a constant flow of foreign tourists. In recent years, consistent measures have been taken to develop the tourism industry in Uzbekistan, including creating as much convenience as possible, increasing the competitiveness of the industry, improving the quality of services provided, and actively promoting national tourism products in the world market. Systematic work has managed to achieve significant results in terms of increasing the flow of tourists, modernization of infrastructure, liberalization of the visa regime. For example, in the ranking of the most liberal visa regimes in 2019, Uzbekistan took second place among the CIS countries.

Methods

When organizing family guest houses and at least five different types of services for tourists, who are not indifferent to increasing the tourism potential of our country, there are news about granting the status of "Tourism Neighborhood", "Tourism Village" or "Tourism Farm". The support of the proposal to establish a badge "For the contribution to the development of the tourism industry" to the representatives of public organizations who have made a significant contribution to the development and popularization of the tourism industry in the country, and to compatriots abroad Undoubtedly, it will be an important factor in opening the huge touristic opportunities of Uzbekistan. Despite the country's huge tourist potential, the tourism infrastructure, the quality and level of tourism services, as well as the network management system do not meet modern requirements in the conditions of globalization and intense competition. The contribution of tourism to the country's economy, the development of the service sector and the employment of the population lag behind the world average, according to the official comment on the decree. Tourism means travel. In its content,

extensive socio-educational and cultural processes such as recreation, relaxation, physical training, studying the country, socially useful work, nature protection, maintaining natural balance, (ecology), conducting scientific research are embodied. Organizational and management activities play an important role in their implementation. It should be noted that the means of travel in this direction are purposefully used in many countries of the world. For this reason, the unique historical development of tourism is directly related to the socio-economic, cultural and political activities of the countries. Tourism includes such types as walks (excursions), adventures and walking, and in terms of content, it solves the most important tasks such as expanding the scope of people's knowledge, developing intelligence (thinking) and educating physical fitness. includes doing. It should be recognized that excursions (excursions) are one of the most public and cultural events at the international level. Sightseeing of historical and cultural monuments, getting acquainted with their history, modern constructions, luxurious houses, beautiful gardens, learning about the customs of nations, are of great interest to travelers. In this case, the use of vehicles (transport), financial expenses, provision of accommodation and food, and cultural services are highly prioritized organizational activities.

Results

The decree envisages unprecedented measures for the fundamental reform of this sector, which will mark the transition of state policy in the field of tourism to a qualitatively new stage, and the following main target tasks and priorities are defined:

- Creation of favorable conditions for the activities of tourism industry entities, elimination of all obstacles and pitfalls in the development of tourism, simplification of visa and registration procedures, passport and customs control;
- Implementation of comprehensive measures to ensure the safety of life and health of tourists and excursionists in the organization of tourism services;
- Rapid development of new potential types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, treatment-health, rural, industrial, business, children, youth and family tourism;
- Expansion of cooperation with international and national organizations, major foreign brands and companies in the field of tourism, introduction of advanced world quality standards of tourism service provision;
- Rapid development of modern objects of tourism infrastructure, primarily hotels, transport-logistics structures, engineering communication infrastructure in the regions of the republic, wide attraction of foreign investments for these purposes;
- Development of competitive tourism products, creation of new tourism destinations in the regions, bringing them to world tourism markets;
- Fundamental improvement of the system of quality training of qualified personnel for the tourism industry.

The state plays a key role in the development of tourism infrastructure under any circumstances, especially during the transition to a market economy. Almost all

countries try to increase the importance of the tourism industry in their national economy. Because tourism has the following priorities in the development of the national economy: a source of providing local workforce with qualified work and living conditions; market formation and capital investment flow mechanism; construction (hotels, campsites, motels), communication (cellular, tele and optical communication), transport (cars, buses, railway cars of international standards, airplanes), as well as service infrastructure (gas stations) means of introduction of new technologies and know-how in such fields; means of development of national folk crafts; factors of stabilization of the political and socio-economic situation in the country and region; methods of preservation of historical monuments and cultural heritage; means of effectively increasing the foreign currency income of the state. In general, the state creates its legal and economic foundations for the development of tourism infrastructure, establishes the issue of personnel training for this sector, simplifies the visa system, stimulates the production of tourist products and traditional goods. Speaking about the development of tourism infrastructure in Uzbekistan, it is important to dwell on the division of the country into the main tourism regions. Today, there are four main tourist regions in the republic, they are Fergana, Samarkand-Bukhara, Tashkent and Khorezm tourism regions. The Fergana tourism region includes the Fergana Valley. Its tourist resources consist of archeological excavations and 10 architectural monuments, favorable natural conditions, products of traditional folk crafts and art, industrial and agrarian complexes. The presence of a wide network of roads and railways here also provides an opportunity to use the Fergana region for tourism purposes, to place tourism bases and recreation centers in its entire territory [9-18]. Tashkent tourism region has universal opportunities for the development of all types of tourism in the future. Cultural monuments in this tourism region, today's life of the capital region, constructions, new cities and villages, modern culture, nature of the region, rich landscape, colorful flora and fauna are important factors that make it attractive. The network of automobiles and railways connects the tourism centers of the Tashkent tourism region with each other and allows the development of railway and automobile tourism around the city. Samarkand-Bukhara tourism region includes Samarkand, Bukhara and Navoi regions. The world-famous architectural monuments of Samarkand and Bukhara are the basis for the development of tourism in this region.

Discussion

It is known that tourists visiting the country demand a certain amount of products and services, from simple food to expensive souvenirs. This naturally opens the way for small and private business enterprises engaged in the production of products and services to further expand their capabilities. Farmers grow clean products in hotels where tourists stay, small and private enterprises operating in the textile and garment industry develop bedroom furniture, bathrobes and the like necessary for tourists, cosmetics industry enterprises produce shampoo, soap and deodorants. they release Craft workshops and enterprises producing traditional national products also prepare orders for tourists. In

general, the activity of private tourist enterprises in the republic's tourism industry is not significant. The main reasons for this are expressed below. Support for the proposal to establish a badge "For Contribution to the Development of Tourism" to representatives of public organizations who have made a significant contribution to the development and popularization of tourism in the country and to compatriots abroad not only our compatriots, but also our compatriots living abroad will undoubtedly be an important factor in opening the huge touristic opportunities of Uzbekistan. The support of the proposal to establish a badge "For the contribution to the development of the tourism industry" to the representatives of public organizations who have made a significant contribution to the development and popularization of the tourism industry in the country, and to compatriots abroad It will be an important factor in opening the huge touristic opportunities of Uzbekistan. In short, considering tourism as a strategic sector of the economy, if we implement complex measures related to tourism using the existing opportunities in the development of the economy of the regions and the economy of the country, the sequence of works within the framework of the created programs and concepts will be within the quality and time frame. if we do it, we will definitely achieve the intended goal.

Conclusion

Tourism as a set of practical actions and activities is an important means of physical education. Its educational and health-enhancing properties have an important place in the development of society in terms of form and content. That is, it directly serves to improve the quality of production and the formation of a healthy lifestyle by improving knowledge and practical skills in the process of travel. As we have mentioned, tourism is expressed in excursions and trips. In the course of a walk (excursion), participants reach the designated place, get on and off the mountain, enter the destination and directly participate in the walk. Because, freely performing all activities, carrying their luggage, actively participating in sightseeing, walking fast or slow depending on the conditions, stopping, sometimes running. These processes also help to improve the health of travelers and take active practical actions. In conclusion, tourism forms of hiking and walking have their own characteristics in terms of content and essence. It is very important for officials to fulfill their responsibilities in purposefully organizing and conducting them.

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