

**AUTHORITY TO DEVELOP INTERNATIONAL TOURISM UNDER ECONOMIC REFORMS**

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**Abstract:** In the article drew attention to the peculiarities of the development and regulation of the tourism industry based on the study of organizational and economic aspects of its functioning in a modern economy, examined the factors that contribute to effective use of the potential of tourism development. The development of the international tourism market is directly related to the issues of restoration of caravan routes. Uzbekistan has been and still is at the center of these ancient roads, and its participation in the activities to restore them is very necessary. This process is related to the level of development of the road system. Considering this, great attention is paid to the construction of road networks in the republic.

**Key words:** tourist, tourism, tourism industry, tourist activity, tourist product, transtour, tourist package, tourist product.

**Introduction.** Globalization appears as a process that encompasses all economic relations, causing all its elements to develop more in harmony with each other. In fact, this situation is very significant for the sector of the economy that provides services to the population, especially in the field of tourism, and its activity may change direction under the influence of the economic and financial crises occurring in the world. In particular, if we look at the current development of world tourism, then it can be noted that a significant part of tourists, according to the current price level, considers it necessary to rest at home in 2017. One of the reasons for this is that, for example, the cost of a hotel for one person during a 1-week vacation in Egypt is 1.5 thousand pounds, 2.4 thousand pounds in Thailand, and more than 4 thousand euros in Alpine resorts. In 2017, compared to 2021, due to the increase in the cost of flying, the price of long-haul tours increased from 10 percent to 40 percent. As a result, people's visits to other countries can be drastically reduced.<sup>[1]</sup>

Indeed, the tourism sector is very sensitive to various unpleasantness and other negative situations. In the context of globalization, opportunities are being created for the development of in Uzbekistan, gaining an important importance in its economy, International tourism increases the foreign currency income, which is already and in the future for the country's treasury, provides employment to the population, and on this basis, it serves to improve the population's social well-being. . For this purpose, it is necessary to cooperate with the public and fully fund the construction of its facilities, and the construction of a modern hotel that can meet the requirements of world standards in the cities of Tashkent, Samarkand, Bukhara, Khiva, which are considered the capital of Uzbekistan, is a close example of this.

The Republic of Uzbekistan, along with other commonwealth countries, is taking measures to develop international tourism and is working to create tourism based on its national model. It is emphasized that this model should be implemented taking into account the domestic capabilities, the mentality of the Uzbek people and the requirements corresponding to world standards. It is also necessary to take into account that what are the circumstances that motivate people to tourism? Why do they sometimes get nervous and spend their money and energy on a tourist trip? The choice of where to go and for what purpose is very innumerable in the current conditions, and only a few directions can be

<sup>1</sup> <https://uzbekistan.travel/uz/>

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determined by one or another person. At the same time, the development of tourism according to the directions adopted at the international level is also an important issue.

In the development of international tourism, it is important to have touristic objects that are attractive and serve for recreation and pleasure. For example, there are theme parks in Europe that attract many tourists. One of these places is located in Tashkent, the capital of Uzbekistan, and is connected with the activities of Disneyland and Aquapark. They have been operating since 1997 and are the most prominent parks not only in Uzbekistan, but also in Central Asia. If it is well managed and promoted, it can attract many foreign tourists. In order to do this, it is necessary to further expand the technical capabilities of the park and increase the number of objects, attract additional investments. The experience of foreign countries proves that this way is the most effective and successful. For this, it is appropriate to study the demand of foreign tourists for tourist products.

The results of the research indicate that, in the development of the national tourism base, in addition to the hotel complex, it is appropriate to widely use the object that is not considered a hotel, but fulfills its function. Accommodation in hotels is not the only accommodation. Campsites, boarding houses, hostels, as well as many private apartments and houses, have the possibility to organize accommodation for tourists. Increasing the number of private hotels in Uzbekistan is one of the important demands of the day. Its contribution is 5% of the total number of hotels in Uzbekistan. World experience shows that private hotels contribute more than 25 percent of tourism funds to tourist accommodation. When placing a tourist map, such an object is usually very convenient and simple, and the quality of the connection is high. Camping is a private apartment, holiday home, youth home, tourist accommodation, family club and a very convenient accommodation for tourists. In tourism, it is widely found and camping. However, although there are ample opportunities for the brewing of in the region of Uzbekistan, there is not much importance attached to the harvesting and use of. However, the use of accommodation such as camping is very convenient for tourists who are looking for tourism in the direction of folk tourism. Especially in times of economic difficulties existing in the current economy, it is convenient and convenient for our domestic tourists to use such accommodation. It is considered appropriate to open and use such an accommodation in a place that is usually crowded with people, not only national tourists, but also tourists, who are famous for Uzbekistan. For example, "Shahimapdon" is a place in the Farghona valley, which is a part of those. During the summer months, this place is considered to be a relaxing place for many and many tourists visit this place to enjoy the natural scenery of mountains, rivers, lakes and so on. But the lack of modern cheap campsites here is a sign that it is a dead end for visitors from abroad. Although there is an opportunity to earn foreign exchange here every year and even in the winter months, great opportunities are lost due to the lack of a thorough approach to this issue, and neglect of business issues in this area. Mostly domestic tourists visit here. In many cases, there is not enough service for them here.

In our opinion, we should organize a revision of the prices in the hotels, following the example of the world standards, in order to use the space effectively. In addition, it is advisable to use small hotels, even buildings designed for 1 family or 2-3 people, in cities of Uzbekistan that attract tourism.

The customs, sincerity, hospitality, hospitality and many other factors of this or that nation play an important role in the development of the tourism industry. Tourists who have come to the land of Uzbekistan, no matter what direction, dream of visiting this land once again because of its hospitality, which is considered sacred for the Uzbek people. From the conducted sociological observations, it became clear that do you have a desire to come to Uzbekistan again? to the question "I will definitely come again, the hospitality, sincerity, and attention to people of this place surprised me." In addition, they said that there are many places to visit, know and praise in Uzbekistan. At the same time, it was noted that the service was not up to the demand level. This is reflected in the fact that the rudeness of the staff in the large hotel in the direction of public tourism, abuse of their duties and, finally, dissatisfaction with the service were also noted. Such a situation certainly causes a sharp decrease in the flow of tourists not only

in the international direction, but also in the domestic direction. Here, the work of employees, their potential is of great importance. In increasing the number of tourists visiting Uzbekistan, the treatment of tourists who have visited this place before is of crucial importance. For example, if a tourist likes a trip too much, he can tell at least 10 friends about it, and if he doesn't like it, he can tell 20 times more people about bad impressions. This may cause a sharp decrease in the number of tourists. Therefore, every service provided to foreign tourists should be able to meet world standards.

Currently, it is very appropriate to fully utilize the available opportunities for the development of international tourism. A very small part of the 1.0 billion tourists traveling around the world have an idea about Uzbekistan and Central Asian countries in general. Let alone the ordinary citizens of the countries, even many famous state, public, literary and artistic figures visiting our country have gradually begun to discover Uzbekistan.

Uzbekistan is located at the crossroads of Eurasia and has convenient access to Asia and Europe. In the future, this situation creates opportunities for the implementation of the republic's foreign economic activities with many countries and allows the inter-state exchange of technologies, investments, and cultural resources.

Uzbekistan is connected with Iran, Turkey, Afghanistan, India, Iraq, Central Asian countries through its highways and railways. In particular, the birth of the opportunity to reach the Arabian Sea and the Persian Gulf through Iran and Afghanistan and to actively participate in the international arena through these means will affect the development of international tourism.

In turn, Uzbektourism, the national company for the development of international tourism, has an important task of solving two marketing issues: firstly, the formation and realization of a tourist product or a product in a place intended for tourism, for which there are really great opportunities in Uzbekistan. In order to attract international tourists to the Republic, the construction of airports meeting international standards was completed in the cities of Tashkent, Samarkand, Bukhara, and Urganch; secondly, it consists in finding and activating the necessary markets for these products. For this purpose, it will be necessary to attract tourists to Uzbekistan as much as possible using advertising and other means. This, in turn, creates opportunities for further expansion of the international tourism market.

Therefore, in order to achieve a specific goal in international tourism, the internal and external environment of the national company "Uzbektourism" operating in this field is of great importance, taking into account the state policy, advertising, competition and many other processes to attract tourists need.

At the same time, new road networks are being built and repaired for Uzbekistan to enter the world market. For example, the project of high-speed highways "Andijan - Tashkent - Nukus - Kungiroi", "Tashkent - Andijan - Osh - Kashgar" forms the basis of the Great Silk Road restoration program and connects Europe with the People's Republic of China and all South-East Asian countries. As a result of the use of these roads, the development of international tourism through road transport, the establishment of inter-country trade will be ensured, and great opportunities will be created to raise the economy of the regions and improve the well-being of the population..

According to the predictions of the World Tourism Organization, the average annual growth rate of tourism until 2020 should be 3.2% in Europe, 6.8% in the Middle East, 6.8% in South Asia, and 7.9% in East Asia and the Pacific Ocean.<sup>2</sup> But this prediction did not come true because of COVID-19. This number is 16% for Uzbekistan and is twice as high as for the Asian continent. One of the main reasons for this was the territorial location of Uzbekistan within the countries of Central Asia, the availability of transport services for many countries, and the fact that the number of visitors to Uzbekistan will increase only for the purpose of tourism. However, the widespread spread of the coronavirus pandemic in the world has had a profound negative impact on the sustainable development of the tourism sector as well as all sectors of the economy. In the industry, the number of foreign tourists in 2020 decreased by 56%

<sup>2</sup> <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-08/UN-Tourism-Policy-Brief-Visuals.pdf>

compared to 2019, the loss of tourist services exports reached 1.2 trillion US dollars, which is more than 3 times the loss caused by the global financial and economic crisis in 2009<sup>[1]</sup>. According to the World Tourism Organization (UNWTO), «... 10 percent of the turnover of the services market on the planet is accounted for by the tourism sector, and by 2020, it was predicted that the annual income will amount to 2.0 trillion US dollars»<sup>[2]</sup>, but this economic prediction could not be justified due to the international pandemic. Development of opportunities for development and diversification of the sector is an important process in alleviating this crisis in the international tourism market. In 2021-2025, increasing the share of the tourism industry in the country's economy. In this direction, by developing the necessary infrastructure and promoting the tourism potential of the republic in the world market, increasing the share of tourism in the country's gross domestic product to 5% (by the end of 2017 — 2.3%), as well as by the end of 2025, more than 9 million tourists, including long-distance It is planned to attract 2 million tourists from abroad<sup>[3]</sup>.

Focusing on the issues of prospective development, it should be noted that there is no universal single method. In determining the development prospects of international tourism, the number of tourists who visited Uzbekistan internationally for tourist purposes using the methods of determining the development of international tourism, taking into account the growth rate in 2018-2021, the number of tourists who visited this place in 2021 increased the tendency about 6.7 million. and more than 1.7 million people, including those coming from far abroad. Based on the expenses for each tourist, it is possible to make an approximate calculation of foreign exchange earnings.<sup>[4]</sup>

Uzbekistan's opportunities in recent years, the material and technical base and infrastructure of the tourism network have been significantly strengthened. As of 2019, there were 615 hotels and similar accommodations in Uzbekistan. Their simultaneous reception capacity is 17779 rooms and 34898 beds. The highest rate in this regard is Tashkent city (19.8%), Samarkand (16.4%) and Bukhara (15.4%) regions, and the lowest is Jizzakh (2.8%), Namangan (2.8%) and Syrdarya regions account for (1.6%). Compared to 2015, at the beginning of 2020, the number of hotels and alternative accommodation facilities increased to 1,224 units and 42,745 beds. According to the results of 2020, the largest number of means of placement went to the city of Tashkent (20.5%), Bukhara (17.1%) and Samarkand (14.5%), the least to Syrdarya (1.5%), Andijan (3.1 %) and Namangan (3.2%) regions. [5]

Focusing on the prerequisites and opportunities for the development of the international tourism market in Uzbekistan, we should note that our republic, located in the center of the Great Silk Road, has the following conditions most favorable for tourism:

the presence of many historical monuments and the colorful wheel of history;

Lack of mass tourism in Uzbekistan;

the mentality of the population, hospitality, always being kind to others;

the purity of the natural environment, the presence of mountains, water, forests, flowers and other fauna;

the availability of opportunities to engage in such processes as sports, recreation, and health recovery;

improvement of road infrastructure and ease of establishing transport links.

<sup>[2]</sup> Author calculations based on data from the official website of the World Tourism Organization (UNWTO). UNWTO World Tourism Annual Report 2018.

<sup>[3]</sup> Decree of the President of the Republic of Uzbekistan "On the development strategy of the new Uzbekistan for 2022-2026", No. PF-60 dated 28.01.2022;

<sup>[4]</sup> <https://uzbekistan.travel/uz/>



“As a result of the analysis, it became clear that the development of international tourism, of the tourists visiting the countries, 30% of foreigners and 20% of their citizens rest in 4-5\* hotels, 30% and 20% in 3\* hotels, 40% and 60% in 1-2\* hotels. , as tourists stop. Therefore, in order to use the resources of the national wealth wisely in Uzbekistan, the following ratio of hotels was proposed. These are 5\* - 5%, 4\* - 12%, 3\* - 36%, 2\* - 24%, 1\* - 23%. 70% of hotels with 220-250 beds or a total of 70% of hotels of this type consider it appropriate..” [6]

Conclusion. In general, there are many ways to develop tourism. Which of them to use depends on the people themselves. For the population of Uzbekistan, in the conditions of the market economy, more commercial tourism has become important. Of course, in this type of tourism, export tourism is more important than import tourism. This has a negative impact on the economic potential of Uzbekistan to a certain extent. Therefore, the main goal and demand of today is the need to strengthen the level of service for foreigners coming to our country. Through this event, there will be an opportunity to supply our country's treasury with more foreign currency.

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