



INTERNATIONAL TOURISM AND ITS ROLE IN THE DEVELOPMENT OF THE ECONOMY OF UZBEKISTAN

Ergashev Khudoynazar Khabibullaevich, Associate Professor,
Samarkand Institute of Economics and Service, Uzbekistan

Article history:	Abstract:
Received: 20 th March 2023 Accepted: 28 th March 2023 Published: 28 th May 2023	Uzbekistan, possessing unique natural resources and the original culture of the nomadic people, has a huge untapped potential for the development of tourism in the international and regional markets. The tourism potential of recreational resources and historical and cultural heritage allows Uzbekistan to harmoniously integrate into the international tourism market and achieve an intensive development of tourism in the country. This will ensure a steady growth in employment and incomes of the population, stimulation of the development of industries related to tourism and an increase in the inflow of investments into the national economy. The purpose of the article is to study the current state of international tourism in Uzbekistan, its impact on the country's economy.
Keywords: Landscape, climate, economic aspects, importance, recreational geography, recreation, interdisciplinary approach, psychological approach, marketing, tourism product.	

The tourism industry in Uzbekistan at the state level is recognized as one of the priority sectors of the economy. An analysis of statistical and empirical data indicates a growing interest in the Uzbek tourism product and favorable trends in the growth in the number of tourists and the expansion of sales markets. The Republic becomes more attractive for businessmen, athletes, scientists, fans of extreme recreation, as well as for people interested in the history and present day of the countries located on the Great Silk Road.

In addition to natural attractions, Uzbekistan is rich in historical and cultural monuments located on the Great Silk Road, which are of worldwide importance. The organization of transit tours on the Great Silk Road is especially relevant, as this will give Uzbekistan the opportunity to enter the zone of interest of such countries as Japan, Malaysia, China, Korea, as well as European states. The study of tourism is carried out using various approaches and methods, in the choice of which there is no unanimity among specialists. For example, authoritative American professors R. Mackintosh, Ch. Goldner and B. Ritchie recommend the following approaches [1].

1. An institutional approach to the study of tourism involves the study of various tourism institutions and intermediaries, such as hotels, restaurants, tour operators, travel agents, etc. This method requires the study of the organizational process, operational methods, business economic environment, etc.
2. The product-based approach examines various tourism products in relation to their production, marketing and distribution. However, this approach requires a lot of time to study and does not allow researchers to quickly determine the basics of tourism.
3. The historical approach includes an analysis of the activities of tourism institutions in a historical perspective and the impact of innovation on their development. Such an evolutionary approach has not been widely developed, since tourism has become widespread relatively recently.
4. The management approach, according to experts, is the most important and promising, as it is focused on individual tourism companies, that is, it has a microeconomic character. This approach focuses on such types of management activities necessary for the functioning of a tourism organization, such as planning, control, pricing, advertising, etc. The importance and prospects of this approach are due to the fact that institutional changes, changes in the product and even society imply that it is management goals and procedures that should launch the mechanism of change, taking into account the changes taking place in the tourism environment.
5. The economic approach, due to the importance of tourism, both for the domestic and for the global economy, is actively studied by economists in terms of the formation of supply and demand, its impact on the balance of payments and the exchange rate, employment, economic development and other economic factors. Using this approach, it is possible to develop a scheme for analyzing tourism and its economic impact on the country's economy. However, he does not pay due attention to the environmental, socio-cultural, psychological and anthropological impact.
6. The sociological approach is due to the fact that tourism is a social activity, so the attention of sociologists is directed to the study of individual and group behavior of tourists and the impact of tourism on society. With this approach, social groups, habits and customs are considered, both guests and residents of the host country. The social aspects of tourism and recreation have not yet been sufficiently studied, and this predicts a wider application of the sociological approach.

7. The geographical approach focuses on the study of the terrain of the tourist area (tourist flows to these areas), landscape, climate, as well as economic and socio-cultural aspects. Of particular importance here is the course of recreational geography, since tourism and recreation are closely interconnected [2].

8. The interdisciplinary approach is primarily due to the fact that tourism covers almost all aspects of society. Since travelers have a variety of goals, it is necessary to use a psychological approach when marketing and promoting a tourism product. When studying cultural tourism, among other things, it is advisable to apply an anthropological approach. The involvement of political institutions due to the crossing of state borders by tourists and the need to obtain a passport and visa for this from the relevant state bodies, as well as the existence in many states of government structures for the development of tourism, require the involvement of political science. In order for the tourism industry to function, legislatures must provide 1089 appropriate legal framework in the form of tourism laws and other regulations.

9. A systems approach to the study of tourism integrates other approaches into a single comprehensive approach, with the help of which at the micro level it is possible to study the activities of tourism firms in a competitive environment, their markets, as well as their relationship with other systems, such as political, legal, economic and social.

Uzbekistan has objective prerequisites for a more active entry into the world tourism markets. The main tourist product of Uzbekistan is a variety of natural resources, historical and cultural heritage. The analysis of statistical and empirical data testifies to the growing interest in the tourism products of Uzbekistan and positive trends in the development of tourism [3].

The main goal of tourism development in Uzbekistan is the formation of an environmentally and socially oriented, highly profitable and competitive tourism industry that can meet the needs of tourists in a variety of tourism services that generate income for the country and create new jobs, including in tourism-related sectors of the economy. The role of international tourism in the economy of Uzbekistan is determined by the degree to which this goal is achieved.

Implementation of the Concept of Tourism Development in Uzbekistan until 2010, developed within the framework of the Comprehensive Development Framework of Uzbekistan and the National Poverty Reduction Strategy (NPRS), contributes to the creation of a modern competitive tourism industry. To achieve the goals of the Concept for the development of the tourism industry, it is necessary to ensure:

- consistency of tourism policy at the national and regional levels and a clear delineation of functions, powers and responsibilities of all parties interested in the development of tourism: the state, the private sector, professional non-governmental organizations and the local community [4];
 - unification and coordination of efforts and initiatives of the state, international organizations providing technical assistance to Uzbekistan in the development of tourism, representatives of the private sector and their professional associations;
 - introduction of a horizontally and vertically integrated institution of social partnership: the state - the private sector and their professional associations and associations - local communities as a mechanism for ensuring an equal dialogue.
- Solving the problems of effective development of tourism will significantly increase the flow of tourists to Uzbekistan and the inflow of cash receipts into the country's economy, as well as ensure, on the one hand, the growth of tax deductions to the budgets of various levels and increase employment, and on the other hand, the development of regions and related sectors of the economy. All this will increase the role of international tourism in the economy of Uzbekistan.

In the course of the study, it was found that the tourism industry of Uzbekistan is able to maximize its competitive advantages by concentrating market efforts on certain types of tourism and target markets. The most competitive and attractive types are:

- historical tourism;
- mountain adventure tourism;
- tourism on the Great Silk Road;
- business tourism.

These types of tourism are the most promising until 2010, as they are attractive to tourists and have a high economic return on investment in a short period of time.

Currently, the income of the tourism industry is about 90 million US dollars, by 2010 they can be about 160 million US dollars, which can be a significant contribution to the country's GDP, as well as to the formation of the balance of payments [5].

According to the estimates and data of the State Committee for Tourism, the number of tourists from the CIS countries and Uzbekistan visiting Issyk-Kul is about 700 thousand per year. The number of tourists in this category is growing from year to year on average by at least 5% and is by far the largest both in terms of arrivals and income. Thus, the above data indicate the growing role of international tourism in the economy of Uzbekistan at the present time, as well as the prospects for the development of tourism in the near future.

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