



PROSPECTS FOR THE GROWTH OF TOURISM IN UZBEKISTAN AND THE USE OF ORGANIZATIONAL AND ECONOMIC METHODS IN THE MANAGEMENT OF TOURIST COMPLEXES

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Annotatsiya: The mechanisms of tourism development as one of the strategic sectors contributing to economic diversification, accelerated development of territories, creation of new jobs, increase in incomes and living standards of the population, as well as increase the investment attractiveness of the country are studied.

Kalit so'zlar: tourist enterprises, visa, mechanism, digitization, tourism. The liberalization of the visa regime, simplification of the registration procedure for foreign citizens, and the provision of benefits and preferences for the development of the tourism industry have made it possible to effectively promote the national tourism potential in the domestic and foreign markets.

At the same time, the analysis shows the imperfection of the regulatory framework governing the tourism industry, the absence of separate rules for the provision of tourist services, as well as separate visa regimes widely used in world practice by categories, duration of stay and goals of foreign citizens.

The lack of accommodation facilities and infrastructure facilities, especially during the tourist season, insufficient coordination of the passenger transportation system on various modes of transport, as well as the low level of organization of providing tourists with information about the existing tourist potential, inefficiency of marketing campaigns to promote domestic tourism, cultural heritage sites and pilgrimage identity in the regions of the country also have a negative impact on the dynamic development of tourism.

The concept of tourism development in the Republic of Uzbekistan for 2019-2025 is aimed at increasing the effectiveness of ongoing reforms to create favorable economic conditions and factors, identifying priority goals and objectives for accelerated development of the tourism sector, increasing its role and share in the economy, diversifying services and improving their quality, improving tourist infrastructure.

Analysis of the current state of the tourism industry

Uzbekistan has a huge tourism and recreational potential, with a total of 7.4 thousand objects of cultural heritage, 209 of which are located on the territory of four Museum cities — “Ichan-fortress in Khiva”, “historical center of Bukhara city”, “historical center of the city of Shahrizabz”, “City of Samarkand” and are included in the UNESCO World Heritage List.

During 2010-2017, tourism services exports doubled to us \$ 546.9 million in 2017 and US \$ 1,041 million in 2018. The growth rate of the number of foreign visitors until 2016 exceeded 2.69 million people, with an average annual rate of 8%, in 2017-7%. As of the end of 2018, 5.3 million foreign tourists visited the Republic. As a result of measures aimed at supporting and protecting the private sector, the number of tourism organizations, which amounted to 398 in 2015, reached 950 as of the end of 2018, and the number of hotel farms-from 661 to 900.

In recent years, major investment projects have been implemented for the development of tourism infrastructure, including the opening of hotels branded “Nyatt Regency Tashkent” and “Lotte City Notel

Tashkent Palace” in Tashkent, the establishment of cultural and entertainment parks in Andijan, Urganch and Tashkent, the opening of the “Angren-Pop” railway, it is worth mentioning the opening of electrified Railways for high-speed trains to Bukhara, Karshi, Shahrisabz and Khiva.

In the field of tourism, public policy is aimed at leading the tourism sector in the comprehensive development of Regions and their infrastructure, solving urgent socio-economic tasks, increasing jobs, ensuring the diversification and development of regions, increasing the income, living standards and quality of the population and improving the investment attractiveness and image of the country.

As an important factor in doubling the number of foreign tourists entering in 2018, it can be shown that the visa regime, the rules of stay in Uzbekistan and the procedure for conducting entrepreneurial activities have been simplified, measures have been taken to promote infrastructure development and tourism potential in the field of tourism, including:

- the introduction of a visa-free regime to an additional 9 (total of 18) states, a simplified procedure for issuing entry visas to their citizens, increased the number of countries introduced from 12 to 50;
- the system of registration and submission of electronic entry visas has been launched, the procedure for visa-free entry, temporary stay and departure of citizens to Uzbekistan through transfer points has been introduced to 101 Citizens of the state passing through the territory of Uzbekistan in transit;
- the procedure for temporary registration of foreign citizens on the territory of the Republic was simplified, this procedure was transferred to full electronic form through the “E-MENMON” system;
- the procedure for certification of guest houses is canceled;
- the introduction of a new mechanism for certification of vehicles of a tourist class intended for the transport of 8 or more passengers imported into the territory of the Republic, and as a result of this, in 2018, the fleet of vehicles of a tourist class was increased to 128 units (47 buses and 81 minibuses).

Today, special attention is paid to the development of the tourism sector in our republic. In particular, the improvement of its organizational and economic and institutional framework in accordance with the concept of development of the tourism sector in the Republic of Uzbekistan in 2019-2025 is one of the important directions.(Table 1).

Focusing on analytical data, the flow of tourists as a result of measures taken by the state in the Republic reached 5.3 million at the beginning of 2018. in the case of a person, this figure is 6.7 million as of the beginning of 2020. increased to a person.

Also, the number of placement tools was 914 by the beginning of 2018, and 1,620 by the beginning of 2021, which means that this indicator increased by more than 79%.

In addition, citizens of about 80 countries have been able to issue an electronic visa according to a simplified procedure.

1-jadval

Target indicators for the implementation of the concept of development of the tourism sector in the Republic of Uzbekistan in 2019-2025 [3]

T/r	Ko‘rsatkichlar nomi	2018-y	2019-y	2020-y	2021-y	2022-y	2023-y	2024-y	2025-y
1.	Number of foreign tourists visiting Uzbekistan (thousand people)	5 346	6 041	7 010	8 410	10 010	10 600	11 250	11 810
2.	Tourism services export (mln. US dollar)	1 041	1 180	1 360	1 620	1 900	2 000	2 080	2 170
3.	Number of domestic tourists (thousand visits)	15493	16 100	17 230	18 806	20 317	21 867	23 404	25 010

4.	Number of hotels and similar accommodation tools(PCs)	914	1 100	1 620	2 200	2 600	2 800	2 900	3 050
5.	Number of rooms in accommodation facilities (thousand)	20,2	24	35	47	55	59	62	64
6.	Number of seats in placement vehicles (thousand)	41	49	72	95	110	122	124	128
7.	Number of tour operators(individual)	983	1 100	1 190	1 250	1 320	1 390	1 420	1450

Note: the projected indicators may be amended based on the results of the implementation of state and territorial programs for the development of Tourism.

For individual types of citizens of a foreign state, new 5 different types of visas were introduced, such as “compatriot”, “Student”, “Academic”, “Medicine” and “pilgrimage”.

According to the Ministry of Tourism and Sports of the Republic of Uzbekistan, the simplification of the visa regime showed its own positive results. In 2019, the growth in the number of foreign tourists was on average 26%, while the growth rate among countries where the visa-free regime was introduced was 58%. In Uzbekistan, the gastronomic direction of tourism is becoming more and more popular, its development has made it possible to turn pilaf and other national dishes into a well-known brand of the country.

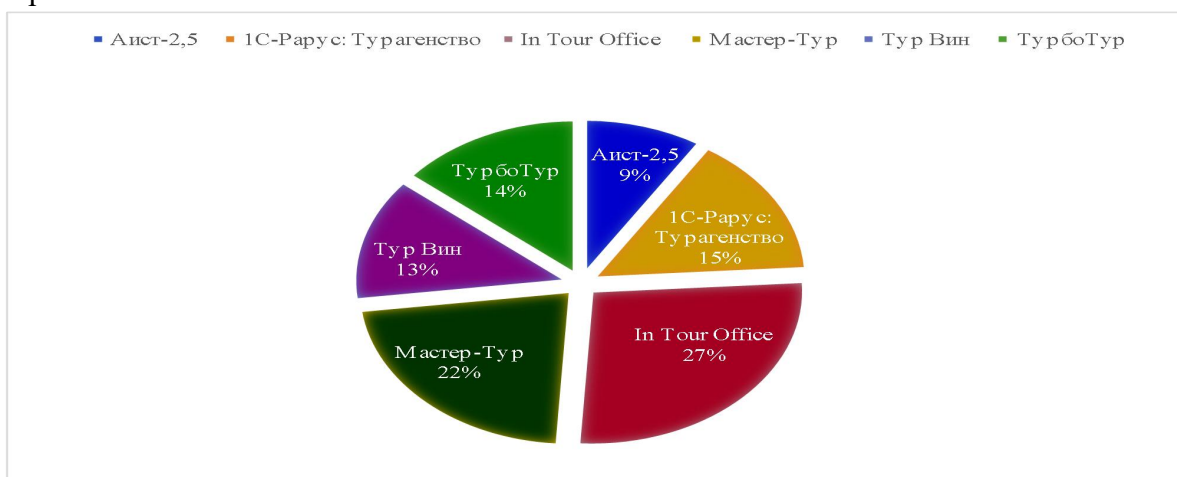
The current growth dynamics of the tourism industry confirms the need for it to modernize the personnel training system taking into account existing realities and prospects. The decree served to establish a number of educational institutions for the training of qualified specialists in this direction.

1.5 million tourists visited Uzbekistan in 2020. Last year, 1.5 million foreign tourists visited Uzbekistan, they were provided with services worth \$ 261 million. Domestic tourism figures were 1.8 million people. It is expected that 1.7 million foreigners will arrive this year, while the number of domestic tourists will reach 7.5 million.

To date, six higher education institutions are operating in our country that train specialists in this field: Samarkand International Tourism University “Silk Road”, Samarkand Institute of Economics and services, Tashkent State University of Economics, Fergana State University, Bukhara and Urgench state universities, as well as the Singapore Institute for management development in Tashkent. Every year, more than 500 students who graduate from higher education institutions in this specialty receive a bachelor's degree, and more than 40 receive a master's degree. Also, more than 3.5 thousand personnel graduate from 12 specialized vocational colleges.

Major events regularly held in our country are important in ensuring the rapid development of the tourism sector of Uzbekistan, forming and maintaining the image of our country in the world market. One of the

most important annual events is the Tashkent International Tourist fair “tourism on the Silk



Road”.

Diagram 1. Special software used in tourism facilities in Uzbekistan[2] (%)

International trends in the development of Professional tourism education include:

first of all, modernization of vocational education in the tourism profile;

secondly, ensuring the continuity of the professional tourism education system;

thirdly, expanding the range of educational programs in the tourist profile;

fourth, the creation of a personal choice opportunity (the level of acquired professional qualifications is determined based on the needs of the audience).

It should be noted that the development of tourism as a multidisciplinary branch of the economy depends on human resources and their mobility (the ability of workers to switch to new types of professional activities), as well as the ability to interact with specialists in the relevant fields.

Currently, the main goal of the effective development of the tourist services market is the formation of a favorable competitive environment that ensures the development of this market through the improvement of economic relations in the field, and the solution of the following tasks is aimed at:

1. Achieving a market balance between supply and demand in the tourist services market;

2. Improving the organization and regulatory support of mutual socio-economic relations between its subjects in the tourist services market;

3. Development and realization of a strategic concept for the development of the tourism industry based on the formation of a competitive environment in the tourist services market.

The implementation of tourism development tasks requires the development of practical proposals based on a scientific approach to the content of state regulation of Tourism. As a social sphere of the economy, tourism can be characterized as the influence of state bodies on the activities of economic entities and market conditions in order to provide conditions for the functioning of market mechanisms, state regulation.

The process of state regulation is a complex task, which includes the development of economic policy, the justification of its provisions, the choice of means and methods of implementing this policy. The state regulation of tourism on the object of influence is understood as measures to regulate three interconnected parts, namely: tourist resources, the development of tourist and financial flows in this area. The content of the state regulation of tourism is determined by the goals facing state authorities, as well as the means at their disposal when conducting economic policies of state tourism agencies in the region.

In order to meet the demand caused by a sharp increase in the number of tourists, complex measures were carried out by the state to increase the number of accommodation facilities.

First, 22 types of redundant requirements regulating the activity of hostels of the type of affordable accommodation have been eliminated. Including the cancellation of the procedure for mandatory certification of hotel services provided by hostels, the practice of conducting activities has been established, having passed the registration of guest houses and hostels from the unified register.

Secondly, in order to increase the number of small-type hotels in the country, 8 types of sample projects of small hotels up to 50 numbers based on the experience of Turkey and South Korea were

provided free of charge to entrepreneurs. It is estimated that the total cost of distributed projects is 60 billion. The sum is in excess of.

Thirdly, in order to attract foreign investment in the tourism sector, a number of benefits were introduced for the construction of hotels under the conditions of Public Private Partnership. According to him, for each room of the built 3-star hotels, 30 million was paid by state budget funds., 40 million for 4-star hotels. Sum compensation allocation was set. At the same time, the practice of partially compensating the royalty costs of hotels that attracted world-famous hotel brands was established. According to him, 200 US dollars for each room of 3-star hotels., \$ 400 will be allocated for 4-star hotels. As a result, the number of placement tools increased dramatically.

In particular, between 2016 and 2020, their number increased from 750 to 1,308, and the number of available seats increased from 34,000 to 62,000. Also, during 2018-2020, the number of guest houses increased by 13 times to 1386. More than 10 prestigious foreign publications recognized Uzbekistan as one of the most attractive tourist destinations. Work on the transformation of tourism in Uzbekistan into one of the strategic sectors of the economy has also been reflected in various ratings and nominations.

In particular, in recent years Uzbekistan has been ranked the best tourist destination in the world by The guardian, the fastest growing country under Wanderlust, the best developing tourist destination according to the grandvoyage account.

In addition, the World Tourism Organization under the UN rated Uzbekistan 4th in the list of countries that are rapidly developing in the field of Tourism. But, even those problems that are waiting for their solution in the industry are not uncommon. The fact that transportation costs are high by car compared to neighboring countries, the lack of diversification of air travel, as well as the low quality of road, sanitary and informational infrastructure facilities, a sharp shortage of gid and excursion services in demand are factors that undermine the tourist attractiveness of Uzbekistan in the eyes of tourists.

Quick and high-quality solutions to existing problems are of great importance in the 'treatment' of Uzbekistan's tourism opportunities in the post-pandemic period. It is noteworthy that the increase in the number of tourists occurs differently in different regions. For example, while the number of visitors from Central Asian countries increased on an annual average of around 22-25 percent, the annual growth among citizens of distant foreign countries was 50 percent.

In conclusion, there is a need to change the tourism sector in Uzbekistan through innovation and digitization. As an unoccupied opportunity, it is now necessary to develop market segments such as emerging agro and ethno tourism. The world practice of Tourism Development shows that it is necessary to consolidate and strengthen the efforts of all participants in the public and private sectors in order to turn this industry into a high-income sector. In this, the role of government is to ensure the coordination and planning of development policies in the field of tourism at the international, government and private sector levels.

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