

MODERN UZBEKISTAN AND ITS TOURISM POTENTIAL

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Abstract: this article talks about the significance of tourism in the development of the certain country. Many countries GDP rank is the description of the Tourism rate. So coming from this point of view the author shares some thoughts about the measurements taken to develop this side of activity in our country. She highlights the today's role of this industry in Uzbekistan by giving some significant numbers. As she said tourism industry has raised to a new level. Furthermore, the entrepreneurial activity in tourism sector is also in the center of attention.

Keywords: tourism, industry, GDP, income, role, significant, level, entrepreneur, development, population, employment.

СОВРЕМЕННЫЙ УЗБЕКИСТАН И ЕГО ТУРИСТИЧЕСКИЙ ПОТЕНЦИАЛ

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Аннотация: в этой статье говорится о значении туризма в развитии той или иной страны. Рейтинг ВВП многих стран является описанием уровня туризма. Исходя из этой точки зрения, автор делится некоторыми мыслями об измерениях, предпринятых для развития этой стороны деятельности в нашей стране. Она подчеркивает сегодняшнюю роль этой отрасли в Узбекистане, приводя несколько значительных цифр. По ее словам, индустрия туризма поднялась на новый уровень. Кроме того, в центре внимания находится предпринимательская деятельность в сфере туризма.

Ключевые слова: туризм, промышленность, ВВП, доход, роль, значимость, уровень, предприниматель, развитие, население, занятость.

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Modern Uzbekistan has a huge potential for tourism development. There are more than 7.3 thousand cultural heritage sites in our country, many of which are included in the corresponding UNESCO list. This indicates that Uzbekistan has all the conditions for the transformation of tourism into one of the important sectors of the socio-economic complex. Tourism plays an important role in creating new jobs, improving the well-being of the population, increasing foreign exchange and tax revenues [1].

However, as President Shavkat Mirziyoyev noted at a video conference meeting devoted to a critical analysis of the effectiveness of measures taken to increase the flow of foreign tourists, further develop domestic tourism, improve and expand the types of tourist services, the colossal potential of our country in the field of tourism has not been fully used for many years. The decree of the President of the Republic of Uzbekistan "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" dated December 2, 2016 gave a new impetus to the implementation of program projects in this area. The scale of the tasks put forward in the decree is that the fullest use of the tourist potential will play an important role in raising the socio-economic and financial capabilities of our republic to a new level. This document has become fundamental, aimed at ensuring further accelerated development of the tourism industry, giving tourism the status of a strategic sector of the economy, turning it into a powerful tool for sustainable growth of the country's economy. The decree provided for a comprehensive and effective use of the tourist potential, accelerated development along with the traditional cultural and historical direction of other promising types of tourism - pilgrimage, environmental, educational, ethnographic, gastronomic, sports, health and wellness. The development of children, youth, family, social tourism for the elderly is associated with the implementation of national and regional programs. The study and analysis of this issue raised a wide range of problems associated with the development of tourism. The modern tourism industry is a multifaceted activity that combines historical, educational, cultural, business spheres, and service. Its level and profitability depend on several complex interrelated factors. Despite the existing potential, income from tourism in Uzbekistan now does not exceed two percent of GDP, while in other countries (Spain, USA, France, Egypt, Malaysia, UAE), tourism revenues account for 10 to 45 percent of GDP. This contrast in revenue figures from the tourism industry raises questions about the causes and solutions to this problem. For the development of tourism in the country contributes to an

increase in the inflow of investments, foreign exchange by increasing the export of services, creating new jobs, and improving the quality of service [2].

Today tourism is a profitable and steadily developing industry, its share in the world economy is 10.2 percent, the annual volume is 7.6 trillion dollars, and its share in total employment is 9.2 percent. The fact that the employment rate in this sector of our republic is about three percent indicates that there are unused reserves in this area. In a short period of time, more than 20 normative legal acts were adopted in the republic, which laid the foundation for a new state policy in the field of tourism. In February 2018 alone, President Shavkat Mirziyoyev adopted four important documents in this area, which is the embodiment of the state's high attention to tourism development. These documents define priority tasks for solving the problems accumulated in the industry, increasing the tourism potential, and providing many benefits and preferences for the further development of domestic tourism. The experience of tourism management in the developed countries of the world (USA, France, Great Britain, Austria, Spain) testifies to the high efficiency of the development of the tourism industry with a clear definition of the functions of government bodies in this area. The study of international experience shows that in countries with a developed tourism industry, such as France, Turkey, Greece, Egypt, Japan, in the state management of tourism, the functions of public administration, control of the tourism industry and business are clearly delineated. The tourism infrastructure in Uzbekistan also requires a comprehensive improvement and raising to the level of international standards, since the tourist package is formed from basic, additional and related tourist services. In countries with a developed tourism industry, their list reaches up to 500. For the effective implementation of state policy, organization and coordination of the implementation of these target tasks and priorities, on the basis of the National Company "Uzbektourism", the State Committee of the Republic of Uzbekistan for the Development of Tourism has been established with branches and authorized representatives in the regions of the country [3].

The activity of the State Committee for Tourism is aimed primarily not at the implementation of control and administrative functions, but at all possible assistance to increase entrepreneurial activity in the tourism sector, the elimination of all barriers and barriers that impede the development of tourism, the development of competition in the tourist services market. The use of a business model that involves the active participation of the private sector and the population with the support of the government of the republic, the development of tourism through the preservation and promotion of cultural heritage can become an important driver of economic growth in the country. Thus, the number of tourists who visited the country in 2017 exceeded 2 million 700 thousand, that is, significantly increased compared to 2016 [4].

Tourism is one of the rapidly developing and high-income industries in the world, which not only contributes to the strengthening of international socio-economic, cultural and spiritual ties, but also the strengthening of mutual understanding and friendship with all peoples of the world.

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