

The Role of Tourism in the Socio-Economic Development of the State in Modern Conditions

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Abstract: The article summarizes the theoretical interpretations of the essence of tourism, determines its influence on many key industries, attempts to generalize the factors that stimulate the development of the tourism industry, and analyzes the regional aspects of tourism development in Uzbekistan.

Key Words: globalization, competitiveness, service sector, employment, business.

Introduction. Tourism occupies a special place in the relationship of social and economic spheres of human life. On the one hand, tourism belongs to the service sector, non-productive sphere, on the other hand, tourism as a sphere of economic life closely and directly interacts with the sphere of production. One of the important aspects of economic sociology is the aspect of the restoration of human strength, including through tourism.

The production and consumption of tourist goods and services become widespread only in the middle of the 20th century. At the same time, institutes for the study of tourism problems and a system of statistical accounting are emerging. The formation of a unified science of tourism is also important for solving formal issues in education, the system of training highly qualified personnel, the specialization of academic councils, the introduction of names of degrees and academic titles.

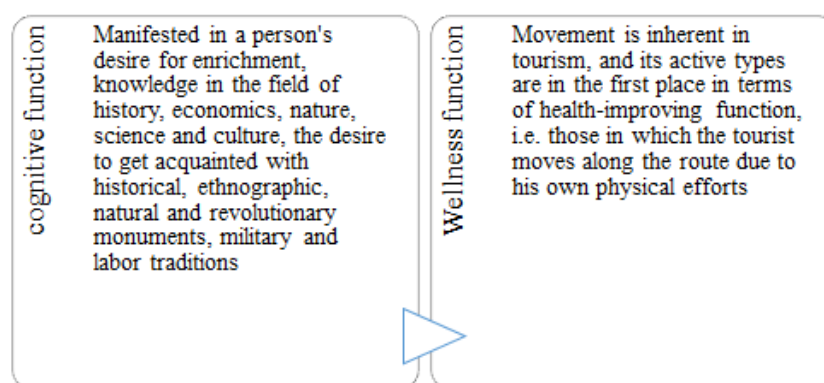
The concept of tourism is associated with the definition of a tourist, since the consumer of tourist services is a tourist. In 1963, at the Rome Conference of International Travel and Tourism of the United Nations, the clearest definition of the term "tourist" was proposed: engaging in paid activities for a period of 24 hours to 6 months in a row or carrying out at least one overnight stay" [Tourism Development, 1963]. The concept is based on the foundations of tourism activities and goals that are determined by tourism.

Methods. The basis for the study was general research methods, including methods of analysis and synthesis, induction and deduction, and processing of statistical data. The information base of the study was the materials of domestic and foreign research institutions, international organizations.

Results.

The essence and significance of tourism is manifested primarily in its functions:

159	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 1 in Jan-2023 https://globalresearchnetwork.us/index.php/ajebm
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Rice. 1 The most important functions of tourism [Loiko O.T., 2005]

Tourism as a socio-economic phenomenon of our time is complex and multifaceted. For consumers of tourist services, it is a journey (trip, trip) made for recreational, business, educational and other purposes. For representatives of the tourism industry, this is a sphere of capital investment, as well as an area of activity that is aimed at shaping and meeting the needs of potential customers.

The influence of tourism on the economic life of the country is manifested, first of all, in the fact that it is one of the most profitable and intensively developing sectors of the world economy. Incomes from tourism in the total volume of exports of goods and services rank second in the world after the export of oil and oil products.

The peculiarity of tourism is that it affects the economy through the demand and consumption of tourists. The specificity of tourist consumption lies in the fact that not the goods are delivered to the consumer, but the consumer-tourist arrives at the place of production and consumption of goods and services. It is through consumption that tourism stimulates the economic activity of a country or a separate region. The incomes of hotels, catering establishments, transport enterprises, sports facilities, cultural institutions, etc. are increasing, the development of consumer services, communications, and car service enterprises is being stimulated. There is a growing demand for souvenirs and local handicrafts, which serve to promote the region. The turnover of trade enterprises, both special and general, is growing.

Tourism allows you to combine relaxation with the knowledge of life, life, history, culture, traditions, customs of one's own and other peoples. Interesting routes, various topics of excursions (historical, architectural, ethnographic) broaden the horizons, develop intellect, form an aesthetic taste, help to better understand the real picture of the world.

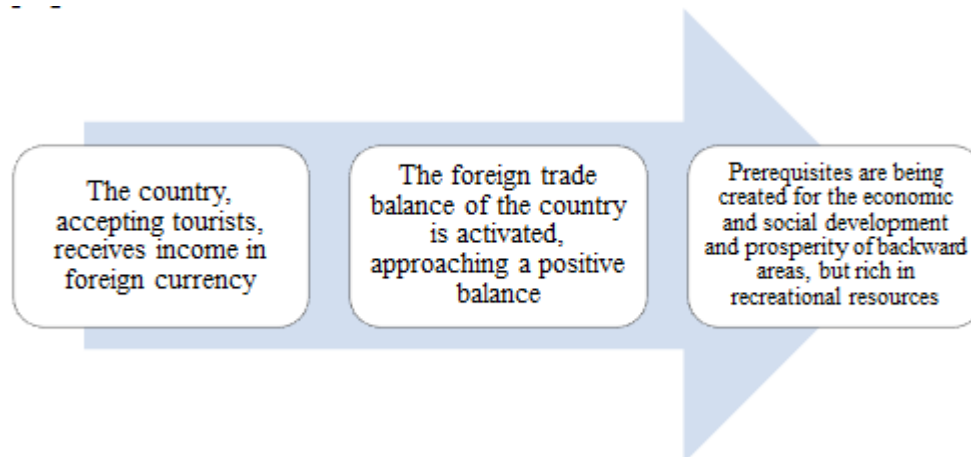
The socio-economic significance of tourism varies from the type of tourism - domestic or international.



Rice. 2. Importance of domestic tourism in the economy

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International tourism is one of the fastest growing forms of international division of labor, since it uses a variety of recreational resources, both natural and anthropogenic.

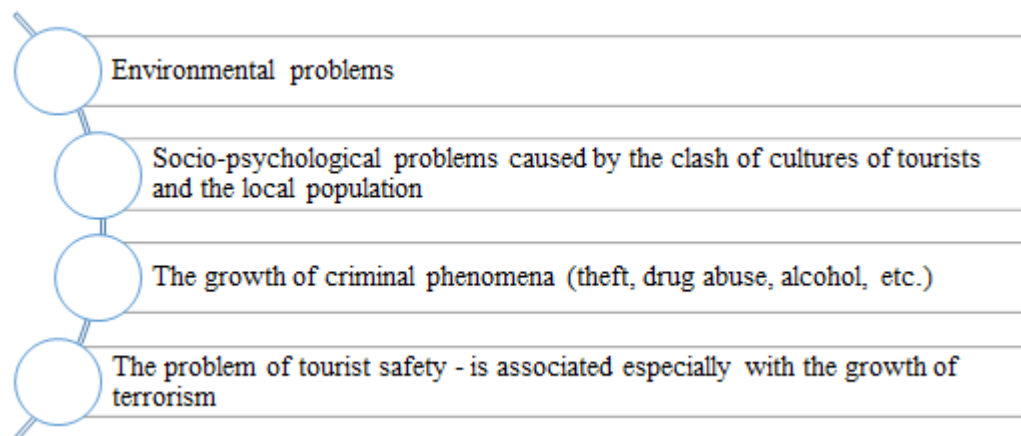


Rice. 3. Importance of international tourism in the economy

International tourism is an important link in the world economy, which accounts for about 1/10 of the world's gross domestic product. In some countries this figure is much higher. So, in the island countries of the Caribbean it is about 1/3, and in Spain about 1/5. Tourism has become an important area for the application of labor - a tenth of all jobs in the world are concentrated in it.

The development of international tourism contributes to the strengthening of not only socio-economic ties between countries, but also contributes to the strengthening of the political image of states.

At the same time, tourism has a number of negative aspects and related problems:



Pic. 4. Negative aspects of tourism development

Tourism, as a socio-economic phenomenon, combines market aspects of economic relations and socially oriented goals of the development of society. In modern conditions, tourism has become one of the leading sectors of the world economy. The reception of foreign tourists is a reliable source of foreign exchange earnings and one of the most profitable forms of international trade. Its role is also great in stabilizing the employment of the population.

Many countries partially satisfy the needs of foreign tourists through imported products. The development of tourism infrastructure in the country can also stimulate the import of raw materials, materials, technologies. In turn, to promote the tourism product, promotional goods and clothing are exported abroad

161	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 1 in Jan-2023 https://globalresearchnetwork.us/index.php/ajebm
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both through direct export channels and through tourists. International tourism accounts for about 7% of world exports [All about tourism <https://tourlib.net/>].

Analyses. The United Nations World Tourism Organization (UNWTO) has recognized tourism as an effective means of helping developing countries achieve the Sustainable Development Goals (SDGs) and participate more actively in the global economy.

The eleven countries that make up the Central Asia Regional Economic Cooperation (CAREC) region are located at the very center of the world: Afghanistan, Azerbaijan, Georgia, Kazakhstan, the Kyrgyz Republic, Mongolia, Pakistan, the People's Republic of China (PRC), Tajikistan, Turkmenistan, and Uzbekistan. Throughout its history, the region has served as a bridge between east and west. The region was, and is now turning again into a dynamic trading environment, currently referred to as the Silk Roads [Alimov R., 2020]. According to the forecasts of the World Tourism Organization, the famous Great Silk Road by 2022 will become the most popular route among tourists on our planet.

Located in the heart of Central Asia, the Republic of Uzbekistan is famous for its numerous architectural monuments, incredible natural landscapes, magnificent palaces, ruins of fortresses of past civilizations, the brightest cultural events, gastronomic delights and famous handicraft workshops.

Uzbekistan is highly prone to earthquakes and floods, so disaster risk management and preparedness is critical to safeguarding the country's historic cities such as Khiva and Samarkand.

In 2019, according to the UN World Tourism Organization (UNWTO), Uzbekistan entered the top five countries with the most dynamically developing tourism industry, and The Guardian recognized the country as the best tourist destination in the world [Majidov Kh., 2021].

At the beginning of 2016 Uzbekistan launched a process of radical reform of the tourism industry. Transformations in the field of tourism are named as one of the strategic directions for the development of the national economy, which can ensure the accelerated development of regions.

The analysis showed a positive trend in the growth of the main indicators of tourism. So, in 2016-2019, there was a significant increase in the number of foreign tourists visiting Uzbekistan. For comparison, if in 2016 the country was visited by 2 million foreign tourists, in 2019 their number increased by 3.3 times and reached 6.7 million [Majidov Kh., 2021].

It should be noted that due to the restrictions imposed against the backdrop of the coronavirus pandemic and the consequences of the global crisis that arose, the tourism industry suffered serious losses. In particular, in 2020, the number of foreign tourists visiting Uzbekistan decreased by more than 4.5 times, to 1.5 million, and the volume of tourism services fell to \$261 million. In particular, the total volume of tourism services provided in 2019, at the starting point of the pandemic, exceeded \$1.5 billion, and exports reached \$1.3 billion, accounting for 38.2% of the total export of services [Alimov R., 2021]

In order to create favorable conditions for local and foreign tourists, diversify the range of tourism products and, most importantly, increase the investment attractiveness of the industry for 2016-2020. more than 60 normative acts were adopted. In general, the simplification of the visa regime between countries, along with ensuring the mobility of citizens, reduces the cost of registration, increases the flow of foreign tourists. For these purposes, in 2018 Uzbekistan introduced a visa-free regime for citizens of 9 countries, in 2019 for citizens of 47 countries, in 2020 - 20, and in 2021 - 5 more. As of May 10, 2021, the number of countries, citizens of which a visa-free regime is granted in the Republic of Uzbekistan, is 90 countries [Alimov R., 2021].

162	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 1 in Jan-2023 https://globalresearchnetwork.us/index.php/ajebm
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In addition, citizens of about 80 countries have the opportunity to apply for an electronic visa in a simplified manner. For some categories of foreign citizens, five new types of visas have been introduced: "Vatandosh", "Talaba", "Akademik", "Tibbiyot" and "Ziyorat". According to the Ministry of Tourism and Sports of the Republic of Uzbekistan, the simplification of the visa regime has yielded positive results. In particular, in 2019, if the average growth in the number of foreign tourists was 26%, then the growth rate among countries where a visa-free regime was introduced reached 58% [Alimov R., 2021].

To meet the demand caused by a sharp increase in the number of tourists, the state has taken comprehensive measures to increase accommodation facilities.

Firstly, 22 types of requirements regulating the activities of hostels related to the type of budget housing have been abolished. In particular, the procedure for mandatory certification of hotel services provided by hostels has been canceled, and the practice of working with a single register of guest houses and hostels has been introduced.

Secondly, in order to increase the number of small hotels, 8 standard projects of small hotels up to 50 rooms were provided to entrepreneurs free of charge, developed based on the experience of Turkey and South Korea. According to the estimates of the Ministry of Tourism and Sports of Uzbekistan, the total value of the projects provided is more than 60 billion soums [According to the Ministry of Tourism and Sports of the Republic of Uzbekistan].

Thirdly, in order to attract more foreign investment in this area, a number of incentives were introduced for the construction of hotels on the basis of public-private partnerships. So, in accordance with the regulation of the Cabinet of Ministers of the Republic of Uzbekistan dated No. 433 [Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 433 dated 05/27/2019], 40 million soums will be allocated from the state budget for each room of 3-star hotels and 65 million soums for 4-star hotels . At the same time, the practice of partial reimbursement of royalties for hotels that attract global hotel brands has been established. The regulation stipulates that 200 dollars is allocated for each room in three-star hotels, and 400 dollars in four-star hotels.

As a result of the work performed, the number of accommodation places in the country has increased dramatically. In particular, from 2016 to 2020, their number increased from 750 to 1308, and the number of beds increased from 34,000 to 62,000. Also, in 2018-2020, the number of guest houses increased 13 times to 1386. Their number is scheduled to be increased to 2 thousand [Alimov R., 2021].

According to the UNWTO, people spend three to four times more on business trips than on leisure travel. In addition, if leisure tourism is seasonal, then business tourism can generate income throughout the year.

In recent years, practical measures have been taken in Uzbekistan to diversify the structure of tourism services and develop new types of tourism. In particular, much attention is paid to increasing the flow of tourists through MICE tourism, that is, organizing various tournaments, meetings, conferences and exhibitions in Uzbekistan.

Uzbekistan is also taking measures to develop medical tourism and attract more tourists to medical organizations. in particular, conferences, training seminars are held in cooperation with the largest public and private medical institutions in the country. Private medical clinics play a particularly important role in providing medical services to foreign citizens.

The data show that in 2019 the number of foreign citizens visiting Uzbekistan for medical purposes exceeded 50,000. In fact, this number may be many times higher, since determining the number of tourists visiting private medical clinics is still a difficult task.

163	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 1 in Jan-2023 https://globalresearchnetwork.us/index.php/ajebm
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Tourism in Uzbekistan in ratings and nominations shows the importance of this industry in achieving sustainable development goals. More than 10 authoritative foreign publications have recognized Uzbekistan as one of the most attractive tourist destinations. The work done in Uzbekistan to turn tourism into one of the strategic sectors of the economy is reflected in various ratings and nominations.

In particular, in recent years, Uzbekistan has been recognized as the world's best travel destination by The Guardian, the fastest growing country in the eyes of Wanderlust, and the best emerging travel destination according to Grandvoyage. As a result of consistently implemented measures, Uzbekistan has risen by 10 positions (22nd place) in the Global Muslim Tourism Index compiled by CrescentRating.

However, there are many problems in the industry that need to be addressed. High transport costs compared to neighboring countries, the lack of diversification of air routes, as well as the poor quality of roads, sanitary and information infrastructure, an acute shortage of guides and guides are among the factors that reduce the tourist attractiveness of Uzbekistan.

It should be noted about the need for the tourism industry of Uzbekistan to transform its business models through innovation and digitalization. It is necessary to develop such market segments as agro and ethno tourism, the potential of which is currently just beginning to be revealed.

At the same time, as the world practice of tourism development shows, in order for the tourism industry to become highly profitable, it is necessary to consolidate the efforts of all participants in the tourism market, the public and private sectors. And here the role of the government is to ensure the coordination of development policy and planning in the tourism industry at the interstate, state and private levels [Majidov H., 2021].

For citizens of the Republic of Uzbekistan and stateless persons permanently residing in the republic, from March 1, 2021, a tourist (hotel) fee was introduced for each day of their stay in hotels, hotels and other accommodation facilities. All proceeds go to programs that encourage domestic travel. In foreign countries, for example, in Ukraine, the tourist tax is 30 hryvnia (that is, 11.4 thousand soums) per day of stay. This experience is also applied in Serbia [<https://uz.sputniknews.ru>].

Discussion.

Tourism has a huge impact on many key sectors of the economy: transport and communications, construction, agriculture, trade, production of consumer goods. In the tourism industry, the dynamics of growth in the volume of services provided leads to an increase in the number of jobs much faster than in other industries. The importance of tourism as a source of foreign exchange earnings and the expansion of international contacts is constantly growing. It acts as a kind of catalyst for socio-economic development.

The region of Central Asia is attracting more and more interest, being a new tourist destination with great potential for further development under the single brand "Great Silk Road". But the countries of the region need to continue cooperation to ensure the development of sustainable tourism and the effective use of their cultural heritage sites and natural resources [According to the World Bank]. Given that the region is still an emerging tourism destination, there are many opportunities for countries to adopt international best practices in building a sustainable and sustainable tourism sector. This will help prevent damage to the habitats of local communities as a result of the massive and uncontrolled influx of tourists to the countries of the region.

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