

THE GROWTH ROLE OF TOURISM-RESOURCE SERVICES AND THEIR DEVELOPMENT TRENDS IN UZBEKISTAN

*Z.I. Usmanova,
PhD*

Abstract: This article was written about the increasing role of development of tourism-recreation services in Uzbekistan.

Keywords: socio-economic phenomenon, modern economy, Tourism, tourist service

1.1. Introduction

In the modern world, tourism being considered as a socio-economic phenomenon that has a direct and indirect impact on the development of all the infrastructure associated with it. However, in Uzbekistan, which has colossal tourist resources, tourism has not yet reached a level of development that is adequate to its potential. Recreational facilities remain unclaimed due to underdeveloped infrastructure, lack of motivation for private investment in the market of tourist and recreational services and effective methods of economic analysis of the tourist complex of the regions.

The increasing role of services in the modern economy is primarily due to the diversification of production, the increase in living standards, the emergence of more free time among the population, which can be used to restore health and for the good of the family. All this makes it possible to talk about the increasing role of tourist and recreational services due to their functional features in the structure of social needs. Tourism, as a component of the service sector, has its own specifics, typology and functions that allow it to be defined as an autonomous sphere of management.

The specificity of the tourist service lies in the characteristic properties that distinguish it from other services. In addition to the known properties of intangibility, inseparability from the source, inconstancy of quality, it is possible to distinguish such properties of tourism services as complexity, accumulation effect and complexity of rationing, which can be refracted in various environments of their production and sale. Tourist and recreational services are territorial in nature, which is determined both by the specifics of meeting the needs for tourism (recreation, travel, restoring health), and by the peculiarity of the formation of demand and supply for tourist products in the region.

The main goal of the tourism sector of Uzbekistan is the formation and development of a competitive tourism market, providing a significant contribution to tourism in the country's GDP and

the development of the national economy by increasing the number of jobs, tax revenues, and foreign currency inflows.

Modern Uzbekistan has a huge potential for development in the field of tourism. This republic, located in Central Asia, is considered one of the centers of tourist visits from almost all over the world.

Cities that have their unique attraction for tourists, located on the territory of the Great Silk Road, have a huge number of architectural monuments belonging to different eras of history. Bukhara, Khiva, Samarkand, Kokand, Shakhrisabz, and this is not the whole list of the oldest cities of Uzbekistan, in which modern buildings are side by side with the greatest monuments of the past.

Uzbekistan has resources that can attract tourists:

- reserves and deserts that are rich in various plants and animals (some are found only in the territory of Uzbekistan)
- Mountain peaks
- Rivers
- Mineral springs filled with healing water
- the presence of unique monuments of antiquity
- Original culture and more.

Recreational resources located in Uzbekistan provide an opportunity to organize various types of recreation, various tourist routes, as well as to receive foreign tourists at any time of the year.

To serve the tourism sector in the country there are a large number of hotels, restaurants and cafes, campgrounds, facilities designed for recreation and entertainment, and a huge number of various tourist routes along rivers and mountain trails.

In recent years, Uzbekistan adopted a number of laws aimed at improving the tourism sector. namely, "... providing tourism with the status of a strategic sector of the economy, turning it into a powerful tool for diversification, structural transformations and sustainable development, which should be the driving force for the comprehensive development of this sector of all regions and interrelated industries. The decree of the President of our country Shavkat Mirziyoyev "On measures of ensuring accelerated development of the tourism industry of the Republic of Uzbekistan" of December 2, 2016, serves as an important factor in ensuring further development of the tourism sector, granting tourism the status of strategic sector of economy, effectively using tourism potential in the regions. This document has become one of the main ones determining the role of this industry in the national economy¹. This approach is a powerful tool for diversification, structural transformation and sustainable development of the economy, which should be the driving force for the integrated development of all regions and tourism-related industries. This decree, giving tourism the status of a strategic sector, makes it possible to calculate the share of tourism-related industries and to . determine the multiplier effect of tourism in the economy, and also contributes to the adoption of relevant regulatory documents. Realization of these tasks indicates the need for scientific research, serving as the basis for developing appropriate programs and being the basis for the further

¹The decree of the President of Uzbekistan Shavkat Mirziyoyev «On measures of ensuring accelerated development of the tourism industry of the Republic of Uzbekistan» of December 2, 2016

development of the tourism industry, increasing its share in GDP and providing the population with new jobs, in-depth analysis of the tourism and recreation market, which are aimed at creating the necessary investment climate, privatization in the tourism sector, the provision of various benefits, the improvement of hotel infrastructure, construction improvement and improvement of road networks and resorts.

Changes in the socio-economic situation in the country, trends in the market for the supply and demand of tourist and recreational services, as well as the evolution of the tourism industry have led to a different interpretation of tourism and recreation today.

In determining the real place of tourist and recreational services in the classifier of services by type of activity, you need to take into account the fact that the tourism industry is a complex inter-sectoral complex, the formation of which is associated with functional features and regional localization of business entities.

Economic evaluation of recreational resources can only be achieved by measuring the effect of using resources, such as income from organizing excursions to museums, entertainment events, accommodation for tourists, catering, as well as the provision of transport services. However, it is difficult to determine in monetary terms the aesthetic pleasure from the beauty of nature, treatment with mineral waters in a sanatorium, visits to architectural monuments and ethnographic holidays. In such cases, it is advisable to use a point system based on expert assessment and sociological surveys of tourists. Analysis of local and foreign literature has shown that there are many different approaches to the assessment and analysis of the tourist and recreational potential of the region, in particular, three of which are shown in the study. Of all the methods for assessing tourism and recreational resources, the most promising is the method of expert assessment.

As the main criteria in the functioning and development, as well as improving the efficiency of the tourist and recreational system, the indicator of the attractiveness of the recreational resources of the region is used. Given that Uzbekistan is a new tourist destination for the international tourism industry, we can expect that Uzbekistan is becoming an important international tourist destination, then tourists will be picky about paying attention to any party. The following trends should be taken into account when shaping the development strategy of tourist and recreational services in Uzbekistan:

- the uneven distribution of the location of sanatorium resorts and recreation organizations compared to demand;
- growth of investments in the development of targeted tourism and recreational tourism;
- a small number of foreign citizens arriving for the purpose of rest and treatment;
- a small number of private modern sanatoriums and resorts and the lack of appropriate tax and customs benefits for the effective use of businessmen's investments in this direction;
- tourist and recreational potential of the regions is associated with the natural and geographical location of recreational resources.

In Uzbekistan, in particular in Samarkand, Navoi, Andijan and Bukhara regions there are great opportunities for the construction of sanatoriums and resorts, boarding schools and children's hospitals. The creation of appropriate recreational infrastructure in these regions will make a

significant contribution to the improvement of the population of our country and will help increase the flow of foreign tourists. It is necessary to improve the efficiency of travel agencies in the use of tourist services provided by sanatorium-resort institutions and recreation organizations located in Uzbekistan. Creating conditions for the treatment and rehabilitation of tourists in sanatoriums and recreation organizations of the country on the basis of travel tickets from travel companies is an important task that needs to be addressed from both an economic and a legal point of view. This task is also relevant for the population of Uzbekistan, since the majority of our citizens cannot use the services of existing sanatoriums, boarding houses and rest homes. We believe that if the State Committee for the Development of Tourism of the Republic of Uzbekistan develops a new system of benefits in addressing this problem, this will increase the interest of our citizens and foreign tourists, which will lead to the effective use of existing sanatoriums and recreational facilities, as well as the promising development of tourism and recreation spheres.

Bibliography:

1. In the years 2019-2025 in the Republic of Uzbekistan Concept of tourism industry development. Annex to the Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611.
2. <https://scholar.google.com/scholar?oi=bibs&cluster=9977943958381509410&btnI=1&hl=ru>
3. https://scholar.google.com/scholar?oi=bibs&hl=ru&cites=4419820718523096499&as_sdt=5
4. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=zofz8lkAAAAJ&citation_for_view=zofz8lkAAAAJ:Se3iqnhoufwC