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## Prospects for the Development of the Socio-Economic Competence of Tourism in the Post-Pandemic Period

<sup>1</sup> Fakhriyev Firdavs Furqat ugli

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<sup>1</sup> Master student of Asia International  
University, Bukhara, Uzbekistan

**Abstract:** This article covers the issues of changes in the field of tourism during the pandemic. In addition, the socio-economic situation in the countries during the pandemic has been theoretically assessed. This article describes the impact of the coronavirus pandemic, which has caused great damage to the tourism industry. At the same time, the ways to develop tourism in this emergency situation have been highlighted.

**Key words:** Tourism, Epidemic, International Cooperation, Pandemic, Coronavirus, COVID-19, UNWTO.

### INTRODUCTION

Today, the tourism sector is one of the sectors with a large share in the economy of many countries, fast growing and high level of employment. World practice has proven that countries with a large share in the field of tourism use this sector as a driving force in solving problems in other sectors. Studying the problems of developing the potential of tourism and its effective use, from the point of view of applying innovative approaches to it, is an urgent issue in any country and in different periods, especially in times of crisis. Our country is no exception, especially in the conditions of sustainable development, the tourism industry is known to be the most actively developing and radically changing industry in the world. Accordingly, the use of tourism potential can be effective even with the use of new approaches to it in the context of economic crisis events..

### DISCUSSION

Before the pandemic, every tenth of the world's employed population was engaged in tourism-related activities. The pandemic has had a great impact on the tourism industry. In particular, in 2020, the income from the export of tourist services in Uzbekistan decreased by 80%. Tourism caused serious damage to the economy as a result of creating secondary demand in other sectors of the economy: transport, hotel business, catering, and trade. According to the United Nations World Tourism Organization (UNWTO), the number of tourists in 2020 decreased by 74% compared to 2019. For many developing countries in Asia, the Pacific and the Western Hemisphere, particularly small island states, these effects have been severe. Before the pandemic, tourism was big business, accounting for more than 10 percent of global GDP. In countries dependent on tourism, this share was even higher.

In the pre-pandemic period, the tourism sector was considered one of the most profitable sectors for the global economy. The rapid development of tourism is called the phenomenon of the twentieth century. In the 21st century, tourism makes a significant contribution to regional, national and global economic development, generates income from exports and serves to develop infrastructure. At the same time, the tourism sector is one of the crisis-prone segments of the economy, as confirmed by the emergence of the COVID-19 coronavirus pandemic. Global and local practice of various crisis events shows that the impact of any crisis is proportionally felt in all sectors of the country's economy, but not in tourism. However, with the advent of the pandemic, its negative impact has hit the tourism industry the most seriously. Summarizing the results of 2020, the UN World Tourism Organization (UNWTO) admitted that world tourism has returned to 1990 levels 30 years ago [1].

The 2021 Global Innovation Index shows that despite the global health, economic and social crises caused by the COVID-19 pandemic and its aftermath, investment in innovation continues to show strong resilience. Switzerland, Sweden, the United States, the United Kingdom and South Korea are among the top ten innovation leaders, and China is close to the top ten [2]. As the pandemic has led to a dramatic increase in morbidity, high death toll, and economic and social losses, governments and individual businesses in many countries around the world have increased their investment in innovation [3]. This shows that humanity is increasingly aware of the importance of new ideas to overcome the pandemic and their importance for future economic growth.

The period of the pandemic showed that the development of tourism in the countries faced crises if it was not related to the internal capabilities of the countries. Uzbekistan is also paying serious attention to the tourism industry at the state level in recent years. The peculiarity of the tourism sector is that its influence on the country's economy comes from the demand and consumption of tourists. As we know, goods and services are not delivered to the tourist, but the tourist-consumer himself arrives at the place where the services are produced and consumed. By paying for services, a tourist wants to get an impression of visiting a place. Therefore, the countries to be visited should have historical, cultural, architectural, ethnographic and other resources. Uzbekistan has a special position in the world with its rich historical and cultural heritage, unique tangible and intangible cultural values, and architectural monuments. Uzbekistan has all the conditions and opportunities for the development of tourism. This sector is important in creating new jobs, improving the welfare of the population, and increasing foreign exchange and tax revenues [4].

On March 19, 2020, the Decree of the President of the Republic of Uzbekistan No. PF-5969 "On the first priority measures to mitigate the negative impact of the coronavirus pandemic and global crisis on economic sectors" was adopted [5]. This Decree considers measures to fight against the spread of the coronavirus infection and ensure macroeconomic stability, uninterrupted operation of economic sectors and sectors during other global threats. At the same time, measures to stimulate foreign economic activity, effective social support of the population, and prevention of a sharp decrease in the income of the country's population were also considered in this Decree. In addition, this Presidential Decree states the following:

Unprecedented measures are being taken globally to combat the spread of the coronavirus, including restrictions on people's movement and business closures. This caused a sharp reduction in production and consumption volumes in the countries with the largest economies, disruption of global production chains and trade relations, a decrease in the prices of raw materials in the world financial markets, and a deterioration of the economic situation.

On May 28, 2020, the President of the Republic of Uzbekistan Shavkat Mirziyoyev adopted the Decree "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic" [6]. In this Decree, proposals were made to support tourism and industries directly related to

it, which have suffered the most due to the negative effects of the Corona virus pandemic, and to preserve hundreds of thousands of jobs and qualified specialists. At the same time, in this Decree, a number of proposals were made in order to rapidly restore the tourism sector, depending on the improvement of the sanitary-epidemiological situation in the country. All this is considered from the point of view of commitment to the goals of sustainable development of the situation, on the one hand, ensuring a healthy lifestyle and well-being. This is definitely the most important and vital issue for all mankind. On the other hand, it includes continuous, inclusive and sustainable economic growth.

After the coronavirus pandemic, the President of the Republic of Uzbekistan Shavkat Mirziyoyev identified the restoration of the tourism industry and tourist exchange as one of the important directions. At the fifteenth summit of the Economic Cooperation Organization held in Ashgabat on November 28, 2021, the President proposed the development and adoption of a regional program for the development of safe tourism in the post-pandemic period. The program focuses on the development of pilgrimage tourism and other tourist products, the expansion of air transport geography, and the improvement of tourism infrastructure [7].

Of course, the tourism industry will start to recover after the restrictions are gradually lifted. Therefore, it is important to understand what tools are available to promote its development and tourism potential, even after the pandemic. This is necessary to develop a systematic approach to managing the consequences of the pandemic in order to further develop tourism and its tourism potential. At the same time, it is important to understand what tools are available to industry players to manage tourist flows and encourage safe activities for citizens. In this regard, as a result of the pandemic, the ability to further develop the tourism sector and effectively respond to problems is a priority, and their solution requires new approaches.

The coronavirus pandemic is a catalyst for the tourism industry, which can not only negatively affect and slow down the further development of some of its types, but also create new ones, change consumer perceptions and travel habits. Such a period of stagnation creates opportunities for the development of domestic tourism. Today, new types of tourism for Uzbekistan, including pilgrimage, ecological, educational, ethnographic, gastronomic, sports, wellness and other types, are successfully developing. In addition, in order to organize active recreation of citizens of the Republic, the "Pedestrian Route" project aimed at reducing the level of morbidity was implemented. This project includes urban walking, health trail, trekking and hiking. As part of the systematization and expansion of medical services provided to citizens of foreign countries, the medical tourism development program "Uzbekistan - the land of hope and healing" is being implemented.

## RESULTS

The economy of Uzbekistan, which is a part of the global economic system, is also affected by these factors, which, in turn, requires effective preventive measures to mitigate the negative effects of this situation. In this regard, it is necessary to pay special attention to support the rapidly developing sectors of the republic's economy, such as tourism, transport, pharmaceutical and textile industries, and to ensure their stability.

Of course, some areas of the country have experienced serious difficulties due to the pandemic. Examples of these are guide-excursion schools, hotels, tourist bases and complexes, holiday homes and zones, boarding houses, camping sites, motels, national guest houses, summer resorts, sanatoriums, cafes, restaurants. These areas deserve special attention, an effective way to revive them and the principles of systematic recovery as soon as possible should be established. These goals are necessary and relevant in any situation, but in the current crisis and pandemic, ensuring a healthy lifestyle and well-being for people of all ages is certainly the most appropriate [8].

During the COVID-19 pandemic, communicating with officials, politicians, and government officials through mass media and websites can play an active role in the tourism crisis. The use of the digital economy and the development of human resources will be of particular importance in the field of tourism, especially during the pandemic. The development of such initiatives provides opportunities for the population to gain economic benefits.

## CONCLUSION

In conclusion, in recent years, large-scale work has been carried out to promote the tourism potential of Uzbekistan on a global scale. Representatives of the tourism industry are taking measures to improve the quality of service to domestic and foreign tourists. Representatives of the tourism industry in Uzbekistan should prepare for global competition with patience and joint efforts. We have great tasks to create new types of tourism, diversify and monetize tourist services. This, without a doubt, will increase the level of well-being of the population in our country. At the same time, we should focus all our efforts on the development of domestic and local tourism and pilgrimage tourism. Attracting foreign tourists depends on the creation of travel safety conditions in our country. Success will depend on our efforts for the development of our country. The dynamics of reforms in the field of tourism that we have witnessed and the achievements made in recent years have proved this. Together, we will contribute to making Uzbekistan one of the leading countries in the world in terms of tourism.

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