



The Role of Tourism in the Development of the Country's Economy

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ABSTRACT: The article covers the essence of the concepts of competitiveness, tourism competitiveness, positive changes in the development of national tourism, its competitiveness, SWOT analysis of national tourism competitiveness in Uzbekistan in the context of the pandemic, making tourism one of the locomotives of regions and their infrastructure, the most important socioeconomic problem solving, job creation, diversification, regional development, increasing incomes, living standards and quality of life, improving the country's image and investment attractiveness.

KEYWORDS: tourism, competitiveness, national economy, national tourism, basic resources, attractions, destination, strategic planning, tourism products, tourism services.

Introduction

In the context of an innovative economy, tourism is the main source of national income in the world. This will be achieved through the emergence of additional demand in each national economy, an increase in exports of tourism products and an increase in employment and an increase in foreign exchange earnings. Therefore, the development of tourism in national economies plays a role in achieving economic development. The share of tourism in world GDP is 9%, and one in every 11 new jobs is created in this sector. According to the UN World Tourism Organization, the number of international tourists is expected to reach 1.8 billion by 2030. In our country, special attention is paid to the development of the economy and further increase the welfare of the population through the development of tourism. As noted by President Sh.M.Mirziyoev in his Address to the Oliy Majlis, "We will continue consistent reforms in the development of tourism in 2021. Special attention will be paid to the development of pilgrimage tourism and domestic tourism. In addition, 1 trillion soums will be allocated from the budget to improve land, water and road infrastructure around tourist facilities. In the process of building a new Uzbekistan, great attention is paid to the development of tourism. Especially in the implementation of the strategy of innovative development of tourism in the context of large-scale reforms, the rapid development of

investment and the transformation of this sector into one of the most developed and promising sectors of the national economy are of particular importance. "Transformation of tourism into a strategic sector of the economy will remain a priority for us". It is important to identify strategic directions of sustainable development through scientific research on the priorities of national tourism competitiveness in the tourism sector of the country and to study the scientific-methodological and practical aspects of increasing the competitiveness of national tourism products.

Analysis and results

National tourism competitiveness is one of the components of a country's competitiveness. The uniqueness of tourism resources creates comparative and competitive advantages. Comparative advantages are related to climate, natural resources, and so on. Quality of infrastructure, quality management, labor resources, public administration, etc. - were considered competitive advantages. In other words, natural and climatic conditions, unique history, architecture, culture are the primary tourist resources, creating comparative advantages, human and financial resources involved in the creation of tourist services are secondary. Thus, the competitiveness of national tourism is determined by the tourist potential of the destination, its unique culture, traditions, history, as well as the country's image, effective government policy aimed at developing national tourism as a strategic industry, investment and innovation in this area. In the current context of pandemic response, the priority of the state is to rapidly restore national tourism and increase the competitiveness of the industry through the transition of tourism from a traditional model of investment and innovative development. This approach is in line with the Concept of Tourism Development in the Republic of Uzbekistan for 2019-2025. This document aims to increase the effectiveness of reforms to create favorable economic and necessary conditions for the development of tourism in the Republic of Uzbekistan, to develop priorities and tasks for the accelerated development of tourism, increase its role and contribution to the economy, diversify and improve services. aimed at improving tourism infrastructure.

Table 1. Normative and legal documents regulating tourism in Uzbekistan until 2021

Normative-legal document	The number
Decisions of the head of state	
Decrees of the President of the Republic of Uzbekistan	12
Resolutions of the President of the Republic of Uzbekistan	15
Decrees of the President of the Republic of Uzbekistan	1
Governmental Decisions	
Resolutions of the Cabinet of Ministers of the Republic of Uzbekistan	25
Cabinet of Ministers of the Republic of Uzbekistan	8
Other documents	
Joint decisions	1

This concept was adopted due to the positive changes in the development of national tourism, increasing its competitiveness, the government's efforts to ensure sustainable growth of tourism. The competitiveness of national tourism had the following comparative and absolute advantages. Uzbekistan has a huge tourist and recreational potential, with 7,400 cultural heritage sites, 209 of which are part of the four museum cities: "Ichan Kala in Khiva", "Historical Center of Bukhara", "Historical Center". "Shahrisabz" and "Samarkand" are included in the UNESCO World Heritage List. Prior to the pandemic, exports of tourism services doubled between 2010 and 2017, reaching \$ 546.9 million in 2017 and \$ 1,041 million in 2018. The average annual growth rate of foreign visitors was 8% in 2016, 7% in 2017 and exceeded 2.69 million people. At the end of 2018, about 5.3 million foreign tourists visited the country. Measures taken to support and protect the private sector have helped increase the number of tourism organizations from 398 in 2015 to 950 by the end of 2018, and the number of hotel facilities from 661 to 900. In recent years, major investment projects have been implemented to develop tourism infrastructure, including the

opening of Hyatt Regency Tashkent and Lotte City Hotel Tashkent Palace hotels in Tashkent, and the creation of cultural and entertainment parks in the cities. Electrified high-speed railways to Andijan, Urgench, Tashkent, "Angren-Pap" railway line, Bukhara, Karshi, Shakhrisabz and Khiva. In the long run, the state policy in the field of tourism is to make tourism one of the locomotives of rapid development of regions and their infrastructure, solve the most important socio-economic problems, create more jobs, diversify, develop regions, increase incomes, living standards and quality of life. aimed at increasing investment attractiveness. One of the important factors influencing the doubling of the number of foreign tourists coming in 2018-2019 are:

- Visa facilitation, rules of stay and business in Uzbekistan, development of infrastructure in the field of tourism and promotion of tourist potential:
- Additional visa-free regime for 9 countries (18 in total), increase in the number of countries with a simplified regime for obtaining entry visas for citizens from 12 to 50;
- The introduction of a system of registration and issuance of electronic entry visas and the introduction of visa-free entry, temporary stay and exit to
- Uzbekistan through checkpoints for citizens of 101 countries passing through the territory of Uzbekistan;
- simplification of the procedure for temporary registration of foreign citizens in the territory of the republic, which was transferred to a fully electronic format through the system "E-GUEST";
- cancellation of certification for the organization of guest houses;

According to the UNWTO, the decline in export revenues from international tourism in January-August 2020 alone amounted to \$ 730 billion compared to the same period in 2019. This is 8 times more than the damage caused by the global economic and financial crisis of 2008-2009. Dozens of airlines and tour operators around the world have left the market due to rising fuel prices, declining demand for tickets and tour packages as a result of the economic downturn.

Resolution of the Senate of the Oliy Majlis of the Republic of Uzbekistan No. SQ-312-IV dated May 29, 2021 contains the following information:

At the end of 2019, 6.7 million foreign tourists visited the country.

According to the World Travel and Tourism Council's 2020 report, the total contribution of tourism to Uzbekistan's GDP was 4.5% (\$ 2.4 billion). More than 601,000 people are employed in the sector. The coronavirus pandemic has also caused a deep crisis in the tourism sector, which has become a strategic sector of the economy. In 2020, only 1.5 million foreign tourists visited the country, and revenues from exports of tourism services amounted to \$ 261 million (5.2 times less than in 2019). According to forecasts for 2021, 1.7 million foreign tourists will visit Uzbekistan and export \$ 400 million worth of tourist services. According to forecasts for 2021, 1.7 million foreign tourists are expected to visit Uzbekistan and export \$ 400 million worth of tourist services. had to cease its activities. This led to the loss of more than 250,000 jobs. In order to ensure the rapid recovery of the industry, the development of domestic tourism, 2 decrees and 1 resolution of the President of the Republic of Uzbekistan, 3 resolutions of the Cabinet of Ministers were adopted. In the first quarter of 2021, about 522,000 people traveled as domestic tourists, their share in Uzbekistan's GDP amounted to 130 billion soums.

But it is this crisis that has opened up new possibilities. Founded in August 2008, the Airbnb service has now become a global short-term rental platform. Services and platforms that expand opportunities for the development of unorganized tourism have become popular and the industry has begun to change. Today, similar trends are observed in the world: most countries have focused on tourism development, and industry participants themselves have taken advantage of the slowdown to accelerate industrial

resumption, implement digitalization, launch digital platforms, and change green solutions and tourism management approaches.

Conclusions and suggestions

As a result of our research, we make the following suggestions and recommendations:

1. Development and approval of instructions on the order of movement of tourists in the territory of the Republic, the conditions and benefits created for them in order to develop national tourism in our country;
2. Organization of regular training of employees working in the field of tourism through the creation of a special software system;
3. Implementation of the strategy of investing in innovative activities in the field of tourism through the establishment of innovation centers in the regions.
4. The base of normative and legal documents, which is the basis for activity in the field of special tourism, should be created and constantly improved in every business entity engaged in tourist activity.

In conclusion, it should be noted that today our country has made great strides in the development of tourism and legal regulation by the state. The main factor in the development of the industry was the creation of huge benefits and opportunities for entrepreneurs.

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