

TOURIST POTENTIAL OF UZBEKISTAN: DEVELOPMENT AND PROSPECTS

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Annotation: The article examines the features of educational tourism as didactic conditions for building educational and cognitive trajectories within the framework of advanced training of teaching staff. And also, it is analyzed that in modern conditions, public-private partnerships are developing in the field of tourism, demonstrating different forms and models in different countries.

Key words: Cultural and historical tourism, cultural heritage, educational tourism, tourism potential, professional development, competence.

Tourism activities bring significant income to the state treasury, and also support other economic sectors (transport, food supply, creation of souvenirs and other goods, construction), thereby providing residents of the country with new jobs.

We can say that in recent years the tourism business has begun its rapid development in all countries of the world. Getting acquainted with the experience of various foreign countries, one can see that the success of tourism business development largely depends on how this industry is perceived at the state level, and how government institutions support this industry. In order to receive income from the tourism business, any civilized state must invest significant funds to study its territories in order to assess the tourism potential. State programs should contribute to the development of tourism business, the development of tourist centers, the creation and development of the necessary infrastructure, as well as advertising and information support.

The development of international tourism against the backdrop of the improvement of small business and private entrepreneurship in Uzbekistan has led to the fact that in practice, the country's international tourism market now offers hotels of different levels of comfort in different price categories. Every year the media reports on new forms of this service for numerous clients.

The President of the Republic of Uzbekistan signed the Decree "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan." According to this decree, tourism is given the status of a strategic sector of the economy. The main attention is paid to turning it into a powerful area of sustainable growth of the state's economy, effective use of the regions' tourism potential, increasing the influence of tourism on improving the standard of living and prosperity of the population. Uzbekistan has huge potential in the tourism industry. This is over 7 thousand cultural heritage objects, more than 200 of which are located in four museum cities - Khiva, Bukhara, Shahrizabz and Samarkand. All of them are included in the list of UNESCO World Heritage Sites. In addition, the country has 8 reserves, 2 natural and 1 national park, 6 natural monuments, 11 nature reserves, more than 50 water protection zones, which are also attractive tourist sites.

Export of visitors is considered the most important component of Travel&tourism. In 2017, 1,857,000 international tourists visited Uzbekistan, showing an increase of 4.6%. The forecast for 2027 is 3,903,000. Capital investments in 2016 amounted to 1,008.0 billion soums. In 2017, the figure increased by 7.4%, forecasts for 2027 amounted to 1,933.8 billion soums. Since tourism stimulates the development of the country's infrastructure, has a strong positive impact and helps to diversify the economy, supports local culture and other structures of the tourism infrastructure, travel and tourism are considered a leading export industry around the world, including the countries of Central Asia. The most ancient cities through which the Great Silk Road passed are located precisely on the current territory of Uzbekistan. Cities like Bukhara, Samarkand, Khiva, Shakhrisabz (ancient Kesh), Margelan today are the main destinations of the tourist flow. The creation of new tourist destinations, such as pilgrimage tourism, the creation of a "golden ring", which includes the tourist cities of Tashkent, Samarkand, Bukhara, Khiva and Fergana, will increase the tourist attractiveness of the country.

Great attention is paid to the development of tourism in Uzbekistan. In particular, in order to create convenience for arriving foreign tourists, visa and registration processes have been radically simplified. The procedure for temporary registration of foreign citizens on the territory of the republic has been simplified, which has been completely transferred to the electronic format E-mehmon. This system provides accommodation facilities, medical institutions, travel companies, guest houses and private apartment owners the right to register foreign citizens. Individuals traveling around the country can do this via the Internet and mobile applications.

Along with traditional cultural and historical tourism, such new types of tourism for Uzbekistan as pilgrimage, ecological, educational, ethnographic, gastronomic, sports, medical and recreational, rural, industrial, business and other types of tourism are successfully developing. The tourism potential of Uzbekistan is already quite well known for abroad. This is largely facilitated by public diplomacy and effective advertising using modern technologies.

The attention of potential foreign tourists is attracted by cultural events held in the country, which introduce the history and traditions of the Uzbek people, their unique culture, crafts and art. Among such events is the traditional "Silk and Spices" festival, held in Bukhara, and the international music festival "Sharq Taronalari", organized in Samarkand. International events such as the International Maqom Art Forum in Shakhrisabz, the Ziyorat Tourism Forum in Bukhara, the "Games of Heroes" sports competition in Khiva, the Electronic Music Festival in Tashkent, the CIS Travel Fair in Samarkand and others are gaining great popularity.

As a result of the global crisis caused by the coronavirus pandemic, tourism has become one of the hardest hit industries. But despite this, in 2020, a total of 1 million 504 thousand foreign tourists visited Uzbekistan. At the same time, tourism services worth \$261 million were provided.

Domestic tourism has also received significant development. Travel within the country was organized for 1.8 million people, and this year a sharp increase in this number is expected to 7.5 million tourists.

For 2021, specific plans have been developed to attract 1.7 million tourists from abroad. Exports of tourism services worth \$370 million are expected.

Uzbekistan has avoided the costs of the pandemic. Its huge potential in the tourism field is quite capable of solving the large tasks set to increase the flow of tourists. In modern conditions, public-private partnerships are developing in the tourism sector, demonstrating different forms and models in different countries. That is, taking into account the intensification of globalization processes and tougher competition, this kind of partnership is necessary to promote a national

tourism product to the international market, develop a marketing plan, carry out advertising activities, and jointly finance tourism projects.

The economies of some countries rely entirely on tourism, so it is not surprising that new technologies are coming here. Independent tourism has become much easier. Modern applications, aggregators of transport companies, hotel and car booking systems allow you to organize and pay for your trip on the go from your smartphone. Modern means of communication - mobile, satellite, GPS - are no less important to ensure travel safety. And modern materials make it possible to produce travel equipment that is more durable, reliable and functional than was available until recently.

Summarizing the above, objectively assessing the situation, it should be noted that tourism in Uzbekistan is undergoing qualitative changes and has great prospects for development, as evidenced by international tourism exhibitions and conferences. For the further development of tourism, in our opinion, it is advisable to implement the following recommendations: It is necessary, first of all, to develop and prepare a package of proposals to improve legislation on the development of tourism in Uzbekistan. Moreover, the concept of the new bill should be based on the formation of a "tourist product", which is the central and defining concept of tourism infrastructure, including the formation of a package of tourism services not only basic, but also additional and related tourism services. The time has come to improve the institutional mechanism of government bodies authorized to regulate relations in the field of tourism, the main function of which should be to determine the state strategy in the field of tourism in the form of the National Program for the Further Development of Tourism, implement state policy in the field of tourism and control all structures over the quality provision of services in the field tourism. Consider the issue of selling the Uzbektourism hotel and business complex to the private sector. It is necessary to focus on the international component of tourism and develop a set of measures to ensure that the tourism infrastructure meets all international requirements in the field of tourism. In conclusion, it should be noted that in general, throughout the republic, work is being carried out to create a tourism infrastructure capable of providing services at the world level, as well as the introduction of international standards and norms regulating its activities, an inventory of road transport and engineering and communication networks is being carried out, subjects of service and logistics, historical, cultural and archaeological monuments. The expressed judgments emphasize the special importance of the need to choose the right strategic path when demonstrating the internal and external potential of our republic. This path will serve as the foundation for a great future, strengthening our country's position in the world community.

The tourism market of Uzbekistan generally reacts calmly to turbulence processes in the global economy, and its development contributes to the influx of foreign currency. Today, Uzbekistan is at a qualitatively new stage in the development of tourism; large-scale work is being carried out in our country to improve the tourism infrastructure and widely popularize this industry abroad.

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