

TOURISM ACTIVITIES AND IMPACT OF TOURISM ON ECONOMIC INFRASTRUCTURE

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Abstract

After the independence of the Republic of Uzbekistan, fundamental reforms are being carried out in all sectors of the economy. In particular, the State attaches great importance to the development of tourism. The main infrastructures that make up the tourism sector are: accommodation facilities, catering services and transport services. Based on this, transport services play a key role in the development of the tourism sector. The development and improvement of transport services creates convenience for tourists and eases their travel. Through this, it is possible to achieve the development of tourism in the country.

International tourism is the growing need of people to get to know countries, have fun and relax, spend their free time productively, restore their health, participate in world and sports competitions, enrich their spiritual world, and the traditions of other nations. It occupies a special place in the quest to know the habit and lifestyle.

It should be noted that, if we look into the past, humanity has always changed its sphere of action in space, discovered new lands, enriched its lifestyle, and strived for the further development and improvement of social relations. This has a positive effect on the formation and development of a person, and tourism, especially its international direction, is of decisive importance. International tourism is very multifaceted, and its components are hotel, catering, transport, trade, recreation and picnic areas and many other areas and processes are interconnected and act. .

The role and importance of international tourism in the world economy is increasing year by year, and it is becoming one of the most profitable sectors in the world.

In the development of the tourism sector, it is also necessary to take into account that many people who lived in our republic before or who belong to the Uzbek nationality live outside our country. They have a strong desire to come to our republic and visit the land where their ancestors lived. In this regard, there are real conditions for the development of tourism in our republic. This is an incomplete list of factors that have a positive effect on the successful development of tourism in Uzbekistan, the level of their use is quite low. Only 5-8 percent of the more than 8,000 cultural and natural heritage sites in our republic are used for tourist purposes.

In order to further develop and improve the field of tourism in our country, in the future, actively attracting foreign investments, world brands, creating favorable conditions for business in the field of tourism, modern objects of tourism infrastructure, first of all, hotels, transport logistics structures, It is important to build engineering and communication facilities,

and in this process, it is important to take into account that new facilities fully meet international standards and the needs of tourists. In our republic, a wide range of measures are being implemented to ensure the economic stability of families. . In particular, favorable conditions are being created for the establishment and development of family business and private entrepreneurship, handicrafts. In particular, the fact that many benefits are being introduced in this area helps to bring out the entrepreneurial talent of families.

In the organization of tourism services, first of all, comprehensive measures are implemented to ensure the safety of the life and health of tourists and excursionists in the places where tourists are accommodated, at food points, when moving around the territory of the republic, when organizing visits to tourism objects. increase, rapid development of tourism in the country, more complete and effective use of the existing huge tourism potential, together with traditional cultural and historical tourism, other potential types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, treatment-health "localization, rapid development of rural, industrial, business tourism and other types, strengthening the social importance of tourism due to the development of children, teenagers and youth tourism, family tourism, social tourism for the elderly, establishing new tourism destinations in the regions, passporting them, The development and implementation of national and regional programs for the comprehensive development of domestic, inbound and outbound tourism, aimed at the formation of unified national registers of tourism destinations and tourism objects, requires international cooperation in the field of tourism activities, first of all, the UN World Tourism Organization (UNWTO), influential international and national organizations on tourism of foreign countries, expanding cooperation with active participants of regional and world markets of tourism services, participation of Uzbekistan in universal international conventions and agreements regulating the field of tourism, introduction of international and interstate standards and norms in the practice of tourism activities determined by the decisions made.

It is imperative that all employees in the business know and understand how to conduct marketing research. Because, for the purpose of long-term activity, it is possible to fully implement the business only by knowing the field of marketing.

Nowadays, every tourist enterprise takes financial responsibility for every operation that caused damage. For this reason, a tourist company should always be prepared for the risks of business activity. This level of risk reduction can be achieved by using the marketing concept correctly and accurately. Of course, the essence of marketing is not only competition in the market . An even more important goal for a travel company is the development and sale of tour products, an increase in income and profit, and an increase in profitability. Modern marketing is related to every activity, functional structure of tourism companies, sales methods of marketing are the daily work of processes of tourism companies.

Directed and comprehensive investment policy should become the main source of creation and financing of tourism industry. At the initial stages of the transition to market relations in the field of tourism, the traditional state system of attracting investment in tourism can be used as an important tool for managing the processes taking place in this field

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