

VARIOUS FACTORS INFLUENCING THE DEVELOPMENT OF TOURISM IN THE REPUBLIC OF UZBEKISTAN

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Abstract: The article discusses the factors influencing the development of tourism in Uzbekistan. Tourism is a significant source of income, employment, contributes to the diversification of the economy, creating industries that serve this area. In addition, tourism is an essential factor in the implementation of the state's foreign policy.

Keywords: tourism, regional development, tourist services, analysis, economy, analytics, country, tourism sector.

INTRODUCTION. The resource capabilities of Uzbekistan allow, with an appropriate level of development of the tourist infrastructure, to increase the reception of foreign tourists several times. regional development refers to the development of other countries around the economic growth of one country.

Last year, the tourism sector of Uzbekistan served more than 9.4 percent of foreign citizens who visited Uzbekistan in 2018 came to visit their relatives and friends.

The second largest segment of respondents is 33.6%, who replied that the purpose of visiting Uzbekistan was vacation, leisure and recreation. The next group of respondents (9.1%) arrived in Uzbekistan for business and professional purposes. 5.7% of respondents noted that they arrived for treatment and wellness procedures, and another 5.4% - for shopping.

ANALYSIS AND RESULTS. According to the company's press service, the volume of tourist services rendered in 2018 exceeded the figures of 2017 by 6%, the export of tourist services

doubled and amounted to 546.9 million US dollars in 2017, and in 2018 - 1,041 million dollars. Tourism has a huge impact on such key sectors of the economy as transport and communications, construction, agriculture, production of consumer goods and others, i.e. it acts as a kind of catalyst for socio-economic development. In turn, the development of tourism is influenced by various factors: demographic, natural-geographical, socio-economic, historical, religious and political-legal.

The economic development of tourism is characterized by impressive data on the global economic market. They show that tourism is the most dynamically developing industry in many countries of the world and that its role in the global economy is continuously growing.

According to the press service of the company, the volume of tourist services rendered in 2018 exceeded the figures of 2017 by 6%, the export of tourist services doubled and amounted to 546.9 million US dollars in 2017, and in 2018 - 1,041 million dollars. By the end of 2018, about 5.3 million foreign tourists visited the republic.

The measures taken to support and protect the private sector contributed to an increase in the number of tourist organizations from 398 in 2015 to 950 by the end of 2018, hotel facilities - from 661 to 900 units.

In recent years, major investment projects have been implemented to develop tourist infrastructure, including the opening of branded hotels "Hyatt Regency Tashkent" and "Lotte City Hotel Tashkent Palace" in Tashkent, the creation of cultural and entertainment parks in the cities of Andijan, Urgench, Tashkent, the opening of the Angren-Pap railway line, electrified railway high-speed train lines to the cities of Bukhara, Karshi, Shakhrisabz and Khiva.

Among the respondents who arrived for vacation, leisure and recreation, the largest part are citizens of Kazakhstan - 17.2%, Russia - 10.4%, Kyrgyzstan - 8.5%, China - 7.7%, Turkmenistan - 6.8%, France - 5.9%, Tajikistan - 5.8%, India - 5.7%, Italy - 4.9%. The analysis shows that the majority of foreign citizens come to Uzbekistan for leisure and recreation.

So, the respondents - citizens of Hong Kong - all noted that they arrived for vacation, leisure and recreation. This indicator in relation to respondents from Australia is 89.4%, the Netherlands - 87.1%, Italy - 86.3%, France - 85.1%, Great Britain - 84.9%, Germany - 80.2%, USA - 78.2%, China - 75%, South Korea - 70.3%.

The survey data on visits to religious sites and pilgrimages are also of interest. The main part of the respondents who arrived in Uzbekistan in the direction of zierat tourism are citizens of Turkmenistan - 33.9%. In general, in this direction, citizens of Central Asian countries (Turkmenistan, Kazakhstan, Kyrgyzstan and Tajikistan) and the Russian Federation make up 65.1% of the total number of respondents.

Citizens of the Asia-Pacific region make up 15.6%, Europe - 12.8% and the Middle East region - 6.4%. Factors influencing the development of tourism in Uzbekistan

- a single unified system of tourist navigation, tourist information centers, a bank of information materials has been created;
- the transport and road infrastructure is being developed: tourist buses are being launched, parking lots are being equipped, tourist clusters are being built on key highways of national importance, roadside hotels are being built;
- updated railway cars, planes on domestic airlines, tourist buses, entertainment facilities (attractions, equipment of parks of culture and recreation), funiculars, cable cars, train stations and bus stations;
- stimulate small and medium-sized businesses in the field of hospitality (mini-hotels, mini-hotels, hostels, guest houses), develop national/foreign hotel chains;

- identify promising tourist products for regions that are not included in the cluster, as well as at district levels, in particular, to develop agrotourism and build rural holiday homes, conduct excursions and festivals in border areas for guests from neighboring countries.

CONCLUSIONS AND SUGGESTIONS. The recreational resource potential of the territory, expressed in the quantity and quality of natural and cultural-historical resources, is among the important factors of tourism development in Uzbekistan.

It should be borne in mind that the influence of recreational resource potential is also mediated by socio-economic factors and primarily depends on the size and nature of the recreational needs of the population. Equally important is the factor of geographical location, which appears in all major varieties:

- physical and geographical;
- economic and geographical;
- transport and geographical;
- geopolitical;
- ecological and geographical location.

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