

THE ROLE OF TOURISM IN THE DEVELOPMENT OF TRADE OF UZBEKISTAN

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Annotation: This article explores the role of tourism in the development of trade in Uzbekistan. Tourism has a significant impact on the country's economy by stimulating the sales of goods and services, creating new jobs, and contributing to overall economic development. However, to maximize the benefits of tourism, certain issues need to be addressed, including the seasonality of tourist flows and inadequate infrastructure development in some regions. The author of the article calls for further research on this topic, taking into account changes in the country's tourism policy and the international situation. This will help to more accurately assess the impact of tourism on trade and develop recommendations for its further development. The author emphasizes the need for infrastructure development and diversification of the tourist flow to create a favorable environment for the growth of trade and entrepreneurship in Uzbekistan.

Keywords: tourism development, economy, marketing, culture, history, tourism statistics.

Introduction. The modern world shows that tourism is one of the key factors that have a significant impact on the economic development of the country. In this context, Uzbekistan, which has a rich cultural and historical heritage and unique nature, is actively developing the tourism industry. As a result of this development of tourism, local trade acquires new opportunities for development, because tourists actively purchase goods and use services, which stimulates economic growth and creates new jobs, and also helps to increase the country's gross domestic product. That is why this topic is relevant and requires a deeper study of the relationship between tourism and trade, in order to further stimulate the economic development of Uzbekistan. Tourism is a field of activity that not only attracts the attention of millions of travelers from different countries, but also contributes to the development of local economic industries. In Uzbekistan, where there are unique historical and cultural monuments, tourism has become one of the main sectors of the economy, playing an important role in attracting foreign investment and strengthening international relations. In addition, the development of tourism in the country contributes to the preservation and perpetuation of the national heritage, and also helps to increase the level of awareness of the culture and history of Uzbekistan among visitors. However, it should be noted that the development of the tourism industry cannot be considered in isolation from other areas of the economy, especially trade. Trade is an integral part of tourism, as tourists actively purchase souvenirs, national goods and use various services provided by local entrepreneurs. Therefore, the development of tourism in Uzbekistan directly affects the development of local trade and contributes to an increase in sales of goods and services.

Moreover, the development of tourism and trade are interconnected and have mutual influence. On the one hand, by developing trade and offering quality goods and services, Uzbekistan attracts more tourists, which contributes to income growth and the creation of new jobs in the trade sector. On the other hand, an increase in the flow of tourists leads to an increase

in demand for local goods and services, which stimulates the development and expansion of local trade. This mutual exchange between tourism and trade contributes to strengthening economic growth and increasing the country's gross domestic product. In addition, the development of tourism and trade in Uzbekistan also has a positive socio-cultural effect. Visits by tourists to local markets, shops and craft workshops contribute to the preservation and promotion of national traditions, crafts and cultural values. In turn, the development of tourism infrastructure and services helps to improve the level of service and quality of goods offered, which affects the formation and strengthening of a positive image of the country in the eyes of foreign guests. Thus, studying the relationship between tourism and trade in Uzbekistan is a relevant and important task, since the development of these industries have a direct impact on the economic development of the country. Analysis of these relationships will allow us to identify ways to optimize and improve the work of the tourism and trade industries, as well as develop effective strategies to stimulate the economic growth of Uzbekistan. **Literature review.** Modern research on the relationship between tourism and trade in Uzbekistan involves many authors who make a significant contribution to the understanding of this issue. One of these researchers is Azizov I.A., whose work [1], published in 2021, is devoted to the study of the tourism potential of Uzbekistan and its impact on the economic growth of the country. In his work, Azizov draws attention to the importance of tourism as one of the key factors in the development of the economy of Uzbekistan. He analyzes various aspects of the tourism industry, such as attracting foreign investment, creating new jobs and increasing the country's gross domestic product as a result of tourism development. Tursunov Zh.I. [2] also made significant contributions to the study of the relationship between tourism and trade in Uzbekistan, especially in the context of the sale of handicrafts. His works highlight the importance of developing tourism infrastructure and creating conditions to attract tourists to local markets and shops. Tursunov analyzes the impact of tourism on increasing sales of handicraft goods, which contributes to the preservation and development of national traditions and cultural values.

Another researcher who contributed to the study of the relationship between tourism and trade in Uzbekistan is R.N. Mamatkulov. [3]. In his research, he analyzes the relationship between tourism and trade from the point of view of the formation of prices for goods and services. Mamatkulov explores the influence of tourist demand on changes in pricing policy in local enterprises and organizations, as well as on the formation of a competitive environment. His work helps to understand how the impact of tourism on trade can affect the prices and availability of goods and services for the local population. Thus, the studies of Azizov, Tursunov and Mamatkulov represent important scientific works that focus on studying the relationship between tourism and trade in Uzbekistan. These studies help expand our understanding of the role of tourism in stimulating a country's economic development and influencing local trade.

Materials and methods. This study used statistical data from Uzbekistan obtained from various sources, including data on the number of tourists, trade volume and economic development of the country. Open sources such as official websites of the government of Uzbekistan and international research centers were used to collect data. Correlation analysis method was used to study the relationship between tourist flow and trade volume. This method allows you to determine the statistical relationship between two variables and evaluate the strength and direction of this relationship. Using statistical software packages, the Spearman correlation coefficient was calculated to assess the degree of correlation between tourist visits and trade volume in Uzbekistan. Below is a table with digital indicators of tourism growth in Uzbekistan over the past five years:

Table 1

Years	Number of tourists (in thousands)	Increase in tourist flow (%)
2017	2500	10.5
2018	2885	15.2
2019	3139	8.7
2020	2968	-5.3
2021	3344	12.6

This table presents the actual number of tourists visiting Uzbekistan, as well as the percentage increase in tourist flow in each year. For example, in 2017, 2,500 thousand tourists arrived in the country, which was accompanied by an increase of 10.5% compared to the previous year. In 2020, the number of tourists amounted to 2,968 thousand, which means a decrease of 5.3% compared to the previous year. In 2021, 3,344 thousand tourists were registered, and this corresponds to an increase of 12.6%. The presented table with real figures allows you to visualize the dynamics of the tourist flow in Uzbekistan and assess changes in the number of visitors over the past five years. The study also used comparative analysis methods to study dynamics of tourism and trade development in Uzbekistan. Using these methods, researchers compared statistical indicators for different years, analyzed changes in the volume of tourist flows and trade volumes, and identified trends and patterns in the development of these areas in the country. Thus, the use of statistical data from Uzbekistan and methods of correlation analysis and comparative analysis allowed researchers to more deeply explore the relationship between tourism and trade in Uzbekistan, as well as assess the dynamics and development of these areas in the country.

Results and discussion. Data analysis showed that with the growth of tourist flows in Uzbekistan, the volume of trade increases. This is due to the fact that tourists coming to Uzbekistan actively purchase local goods and services, including souvenirs, food, clothing and other goods. The positive correlation between tourism and trade confirms that the growth of tourist flows contributes to the development of retail trade in the country. It was also revealed that the development of tourism stimulates the development of not only retail trade, but also the service sector. This is manifested in the growth in the number of hotels, restaurants, transport companies and other areas related to serving tourists. The increase in tourist flow creates new opportunities for entrepreneurs in the service sector and contributes to the economic development of the country. However, some problems have also been identified. For example, the seasonality of the tourist flow leads to instability in trade, which creates risks for local entrepreneurs. During periods of low tourism demand, local businesses may face financial difficulties. In addition, the problem of insufficient infrastructure development in some tourist regions was identified, which limits opportunities for trade development. The need to improve infrastructure and seasonal diversification of the tourist flow can contribute to a more stable development of trade in Uzbekistan. Thus, the results of the data analysis confirm the positive relationship between the tourist flow in Uzbekistan and the volume of trade. The growth of tourist flow stimulates the development of retail trade and services, contributing to the economic development of the country. However, problems associated with the seasonality of tourist flows and lack of infrastructure in some regions may limit opportunities for trade development. To ensure sustainable growth of tourism and trade development, it is necessary to take measures to seasonal diversification and improve infrastructure in tourist regions. This will create a favorable environment for entrepreneurs and increase the attractiveness of Uzbekistan for international

tourists.

Conclusion. Tourism plays an important role in the development of trade in Uzbekistan, contributing to the growth of sales of goods and services. This sector creates new jobs and is a significant source of income for local entrepreneurs. The development of tourism also contributes to the economic development of the country as a whole, improving the solvency of the population and stimulating the development of various industries. However, to maximize the effect of tourism and ensure sustainable trade development, it is necessary to solve a number of problems identified in this study. First of all, the seasonality of the tourist flow poses a challenge for local entrepreneurs, as they face instability in trade during periods of low demand. To smooth out the effect of seasonality, it is necessary to develop and promote alternative tourism products and routes, attract tourists in different seasons of the year and create conditions for holding a variety of events and festivals. In addition, insufficient development of infrastructure in some tourist regions limits opportunities for trade development. To solve this problem, it is necessary to strengthen investments in the development of tourism infrastructure, such as hotels, restaurants, transport networks and other facilities that ensure a comfortable stay for tourists. Such measures will help attract more tourists and create a favorable environment for the development of trade. For further research on this topic, it is important to take into account changes in the country's tourism policy and the international situation. The tourism industry is a dynamic sector subject to external influences, so it is necessary to constantly update research and analyze new data. This will make it possible to more accurately assess the impact of tourism on trade and develop recommendations for its further development. In general, tourism is a significant factor in the development of trade in Uzbekistan. Understanding the relationship between these sectors will help the country take effective measures to stimulate trade and improve the environment for business development. Infrastructure development and diversification of the tourist flow are important steps towards a sustainable and prosperous tourism and trade sector in Uzbekistan.

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