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MACROECONOMIC PROSPECTS OF TOURISM SPHERE DEVELOPMENT IN UZBEKISTAN

Abstract: this article focuses on the great attention our country pays to the development of tourism, with its rich cultural heritage, historical monuments and beautiful nature, the task of creating broad conditions for the development of foreign and domestic tourism in Uzbekistan in the “Uzbekistan – 2030” strategy, as well as the urgent issues of increasing Uzbekistan's pre-pandemic level in terms of foreign tourist arrivals, simplifying the visa regime in order to attract more foreign tourists, developing new routes, investing in projects related to the sector, holding major events, and other relevant issues.

Key words: tourism, tourism potential, development parameters, modernization, diversification, strategy, specialization, development of foreign and domestic tourism.

Language: English

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Introduction

The Concept for the Development of the Tourism Sector in the Republic of Uzbekistan is aimed at increasing the effectiveness of reforms to create favorable economic conditions and factors, setting priority goals and objectives for the accelerated development of the tourism sector, increasing its role and share in the economy, diversifying services and improving their quality, and improving tourism infrastructure.

If we analyze the current state of the tourism sector in our country, we can see that Uzbekistan has a huge tourism and recreation potential, with a total of 7.4 thousand cultural heritage sites, 209 of which are located in four museum cities - "Ichan-Kala in Khiva", "Historical Center of Bukhara", "Historical Center of Shakhrisabz", "Samarkand", which are included in the UNESCO World Heritage List.

Urgency

In recent years, major investment projects have been implemented to develop tourism infrastructure, including the opening of the “Hyatt Regency Tashkent” and “Lotte City Hotel Tashkent Palace” branded hotels in Tashkent, the creation of cultural

and entertainment parks in Andijan, Urgench and Tashkent, the opening of the “Angren-Pop” railway, and the opening of electrified railways for high-speed trains to the cities of Bukhara, Karshi, Shakhrisabz and Khiva.

The state policy in the field of tourism is aimed at ensuring that the tourism sector takes the lead in the comprehensive and accelerated development of regions and their infrastructure in the future, solving urgent socio-economic problems, increasing jobs, ensuring diversification and development of regions, increasing the incomes, standard of living and quality of life of the population, and improving the investment attractiveness and image of the country.

Research methodology

The goals of the development of the tourism sector of the Republic of Uzbekistan include achieving target indicators by transforming tourism into a strategic sector of the national economy, diversifying and improving the quality of tourist services, and improving the tourism infrastructure, including through attracting foreign investment and conducting effective advertising and marketing activities.

Impact Factor:	ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
	ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 0.191	PIF (India)	= 1.940
	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 6.004	OAJI (USA)	= 0.350

In particular, the main stages of the development of the tourism sector are as follows:

In 2019-2020 – institutional reforms aimed at creating a solid legislative framework for the development of tourism, modernization of infrastructure and promotion of the country's brand;

In 2021-2025 – increasing the share of the tourism industry in the country's economy. In this direction, it is planned to increase the share of tourism in the country's gross domestic product to 5 percent (2.3% at the end of 2017) by developing the necessary infrastructure and promoting the republic's tourism potential in the world market, as well as attract more than 9 million tourists, including 2 million from abroad, by the end of 2025.

Analytical part

In the long term, Uzbek tourism can enter the regional and global tourism services market among the most competitive countries, not limited to achievements in the national economy.

Based on the short-term goals and priorities in the tourism sector, it is planned to actively implement measures in the following main areas:

1. Improving the regulatory framework for tourism activities, introducing international norms and standards aimed at creating favorable conditions for the development of the tourism sector;
- 2) Developing tourism infrastructure and related infrastructure in all regions of the country, taking into account the needs and requirements of tourists;
- 3) Developing transport logistics, expanding external and internal routes, improving the quality of transport services;

4) Adopting comprehensive measures to reduce the impact of seasonal factors by diversifying tourist products and services aimed at different segments of the tourism market;

5) Development of domestic tourism, which ensures the stimulation of the activity of tourism entities aimed at satisfying the need for tourism services within the republic;

6) Promotion of the tourism product of the Republic of Uzbekistan in the domestic and foreign tourism markets, strengthening its image as a safe country for travel and recreation;

7) Improvement of the system of training highly qualified specialists, retraining and advanced training of service personnel.

Conclusion

In conclusion, the implementation of the above measures will serve to create an integrated system for the training of professional personnel, improve the quality of education and service provision, and meet the need for highly qualified managers, administrators, operators, porters, and cooks.

In turn, the implementation of these tasks requires systematic monitoring, general coordination, prompt consideration, and resolution of problematic issues related to the development of tourism in the republic, as well as the qualitative and effective provision of public-private partnerships in the fields of tourism, sports, cultural heritage, transport logistics, and services, as well as the development of digitalization.

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