

# The Role of Tourism in Socio-Economic Development

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**Abstract:** This article presents views on the essence of tourism services, their role in providing opportunities for socio-economic development, and vividly presents the economic trends in the development of the tourism services market on a global scale and in our country. The factors affecting the tourism sector and the possibilities of its development have been studied, relevant conclusions, scientific proposals and practical recommendations have been transmitted.

**Keywords:** Tourism, tourism direction, national economy, socio-economic development, tourism services, economic trends, factors of influence, tourism services market, tourism potential, development opportunities.

**Introduction:** Tourism is excursions, hikes and trips in which active recreation is combined with cognitive and educational purposes. Tourism has a great impact on the economic development of each country. Services in the field of tourism, the organization of an easy and comfortable trip for tourists is important. For example, these are travel companies that provide services, i.e. travel agencies, search for hotels, restaurants, organizers of farm services, as well as services organized by other business organizations. Tourism services also play an important role in ensuring socio-economic development. Thanks to services in the field of tourism, tourist organizations and their production networks create a large number of jobs, ensure the flow of foreign currency, and this helps the economy to develop.

President of the Republic of Uzbekistan Shavkat Mirziyoyev discussed issues of further development of tourism at a meeting dedicated to the issues of "Tourism is one of the most important sectors of the economy. Further improvement of this network, effective use of existing opportunities is necessary, it is dictated by the era itself," he expressed his thoughts.[01]

New trends have emerged that will transform the tourism sector. Some of them are short-term and medium-term, while for some phenomena it can be

said that they have intensified and will significantly transform tourism in the long term. The long period of the pandemic, for example, has led to long-term changes both on the part of the tourist supply and on the part of the tourist demand, that is, on the tourist language as a whole and on all its elements. After a successful 2023, international tourism is on the right track to recover to pre-pandemic levels in 2024. According to the UNWTO's first world Tourism report "Barometer of the Year", international tourism ended 2023 at 88% pre-pandemic levels, with approximately 1.3 billion international arrivals. It is expected that meeting the remaining unmet demand, expanding air services and a more active recovery of Asian markets and destinations will contribute to a full recovery by the end of 2024. International tourism is expected to fully restore pre-pandemic levels by 2024, with initial estimates indicating a 2% increase compared to 2019 levels. This basic UNWTO forecast continues to depend on the pace of economic recovery in Asia and the development of existing economic and geopolitical downturn risks.

The socio-economic situation of the population in the conditions of modern innovative economy attaches great importance to the creation of new jobs in order to improve it. Consequently, new jobs are effectively

used in any field where there is an opportunity to create the necessary jobs. At the moment, tourism is one of the most profitable business sectors in the world. It is an important component of a market economy that is developing rapidly in many international markets. The tourism business is expanding its position in the global economy, developing transport, communication with the sectors of trade, construction, agriculture, and the production of consumer goods.

**Analysis of the literature on the topic.** The ultimate goal of the large-scale reforms being carried out today in all spheres is the further development of our country's economy and the improvement of the welfare of our people.

Uzbekistan is a country convenient for both traveling and visiting. Because in our native land, our ancestors, famous and glorified throughout the world, have found eternal land. The interest in the rich spiritual and cultural heritage left by them is great in the international arena. World-famous thinkers who grew up outside our territory, and religious associations, healers, creators of ancient monuments - they are different for different reasons, they have been on trips to different places. We can name these Imam Al-At-Termizi, Bahauddin Naqshband, Makhdumi A'zam, Al-Khorezmi, Beruniy, Ibn Sino, Amir Timur, Mirzo Ulugbek, Zahriddin Babur, Alisher Navoi, as a nation of great emotion, spiritual, cultural norm and creativity are our huge wealth. For the further development of the industry, first of all, it is necessary to improve the necessary infrastructure. New prospects for tourism are opening up in our country, and complex projects are being implemented in various directions. These ideas are of great interest to tourists from all over the world. It is the historical cities rich in architectural monuments, with their unique nature, that have always attracted the world with their tourists. Back in the early 15th century. In a number of coastal European countries, there was a desire for long-distance voyages, the purpose of which was to open a direct sea route to India. This goal was set by the great Columbus, who loved and was interested in traveling to different territories and doing something new, leaving to another generation what he saw and after watching a person will be inspired and there is an interest in visiting different places. They discovered all the greater Antilles, such as Cuba, Haiti, Jamaica, and Puerto Rico, the central part of the Bahamas Archipelago, and most of the Lesser Antilles in the Caribbean Sea. The discovery of continental America, begun by Columbus, was completed by the great Russian navigators Chirikov and Bering. He rounded the African coast and headed northeast to the shores of India. As a result, he

managed to reach the strait, later named after him. Thus, the great navigator Magellan completed the work of Columbus, which was begun, but not finished. He reached the Asian mainland by the western route, opening a new sea route from Europe to Asia.

The history of tourism development is mentioned, because this direction was not as interesting as it is today. It is these discoveries, discovered and created by great scientists, that makes it possible to see them with your own eyes, develop relations with different countries, improve the quality of tourist sites, and the right economic structure to create tourist opportunities.

## **METHODOLOGY**

In this article, the essence of tourism services and the existing theories of their socio-economic significance were studied. The economic trends in the tourism services market in the world and in our country, the factors of industry development and opportunities are analyzed. Data from foreign and domestic sources are widely used in static analysis. Historical events were used, the history of tourism, scientific discovery, and the expansion of the concept of "tourism" were revealed. Scientific and theoretical observations, analysis and generalization will be opened in order to develop sound conclusions and recommendations, grouping, induction and deduction, static observations, system analysis, general scientific research methods such as methodologies, expert assessments.

## **RESULTS**

The ultimate goal of the large-scale reforms being carried out today in all spheres is the further development of our country's economy and the improvement of the welfare of our people. Uzbekistan is a country convenient for both traveling and visiting, because in our country, our ancestors, famous and famous all over the world, have found eternal land. The interest in the rich spiritual and cultural heritage left by them is great in the international arena. In particular, in the following years, new tourist destinations such as mountaineering, horseback riding, camel riding, cycling, off-road tourism, fishing, rafting, educational tourism, medical tourism are gaining popularity. One of the prospects of modern tourism is considered to be unique natural masks. Uzbekistan is the leading country in Central Asia, where ecotourism is most developed. Our country attracts the attention of tourists with its rich fauna and flora, unique landscape, dishes of national traditions and national cuisine. Significant work is being carried out within the framework of tourism development in Uzbekistan in the Ugam-Chotkal State Natural Park, the Chotkal State Biosphere Reserve, the Aidar-Arnasai lake system and the

Chimion-Chatkor resort and recreational areas, which are part of it. As the tourism sector in Uzbekistan expands, it is very important to take into account its impact on the environment, society and the economy. The preservation of the cultural heritage of the site is an important element of sustainable tourism. Uzbekistan is home to some of the most impressive architectural landmarks in the world, such as the Registan in Samarkand, the Kalyan Tower in Bukhara and the Ark Castle in Khiva. In addition to its historical importance, these attractions serve as a source of income from tourism. The development of sustainable tourism is essential to preserve these places for future generations. In addition to preserving cultural heritage, sustainable tourism also supports the local economy. By contributing to the development of local businesses such as guest houses, restaurants and craft workshops, sustainable tourism can create jobs and generate income for local communities. This will help reduce poverty and improve the standard of living of those who work in the tourism industry. Sustainable tourism can have a positive impact on the environment. By promoting environmentally friendly practices such as waste reduction, energy conservation and water conservation, tourism can help reduce negative environmental impacts. Tourism not only benefits the environment, but also helps to preserve the natural beauty of the country, which is a major tourist attraction. Organizations such as AST are working to support local businesses and promote environmentally friendly practices to promote sustainable tourism in Uzbekistan.

At the meeting, the head of state expressed his thoughts on the development of special programs for tourists arriving from each destination, namely from Europe, Asia and other continents, increasing the number of charter flights and rail transportation, perfectly mastering the experience of foreign countries where tourism is developed, developing domestic tourism, improving tourist infrastructure, amenities that enhance the quality of service. For the further development of the industry, first of all, it is necessary to improve the necessary infrastructure. New prospects for tourism are opening up in our country, complex projects are being implemented in various directions.

In order to increase and improve the tourist attractiveness in Uzbekistan at the global level, it is necessary to pay attention to the most important points that will open up ways and give opportunities for branching tourist travel, these are:

- Visa opportunities - by 2025, expand visa-free tours for citizens of foreign countries, increasing the number of countries from 90 to 120, which will increase the

rating of the number of foreign tourists visiting by 20%;

- Facebook Instagramming: for the youth audience, in the future, launch companies on Instagram and Facebook with the use of influencers;

- The most important of all the listed domestic tourism is to develop domestic tourism in order to increase the number of local tourists by 40% by 2025 by introducing the "Family Vacation" program, which provides discounts on excursions and hotels for families with young children;

- Improvement of natural-geographical, socio-economic, historical-political, demographic factors.

It should be noted that representatives of our country also regularly participate in international fairs and exhibitions held abroad in order to present the tourism potential of the republic. Participation in them allows you to keep abreast of the latest trends in the global tourism market, conclude business contracts, and develop cooperation with foreign partners.

Thus, the intensive development of the tourism industry of Uzbekistan, including careful attention to historical and cultural heritage, the creation of infrastructure fully consistent with international relations have turned our region into one of the most visited countries in the world. Tourism plays an important role in the socio-economic development of the country. The development of tourism in order to further increase the level of socio-economic development of the country, the formation of complex, interconnected mechanisms for using potential demand.

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