

## PROMISING PROSPECTS OF DIVERSIFICATION OF TOURISM SERVICES IN UZBEKISTAN

**Egamkulova Dilnoza Bakhodirovna**

*Master's Student, Samarkand Institute of Economics and Service*

**Egamkulov Davlatbek Bakhodirovich**

*Student, Samarkand Institute of Economics and Service*

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### Annotation

This article provides for the study of the tourism sector, diversification and modernization of the sector, one of the main sectors of the economy of our country. Based on world experience in this field, the article discusses scientific and methodological issues of identifying promising areas in the field of digitalization and putting them into practice.

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### Introduction

The main sector of the economy of each state in the process of globalization is tourism and the service sector. The emphasis on tourism and the service sector, their modernization is one of the important factors determining the sustainable development of the country's economy.

In Uzbekistan, organizational and economic mechanisms regulating relations related to the establishment and development of relations in the field of tourism with international organizations and foreign countries, increasing the flow of tourists to our country, creating all conditions for their service, improving the quality and culture of service, ensuring the safety of tourists, training in the organization and development of the tourism industry.

On February 9, 2021, the presidential decree "On measures for the further development of domestic and pilgrimage tourism in the Republic of Uzbekistan" was adopted [1]<sup>1</sup>. It sets tasks aimed at diversifying tourist products and services aimed at various segments of the tourist market, further increasing their competitiveness, creating an optimal and comfortable atmosphere of domestic and international pilgrimage tourism, expanding transport routes, improving the quality of transport services, widely promoting tourist products, as well as strengthening the image of our country as a safe destination for traveling.

In accordance with the decree of the President of the Republic of Uzbekistan dated February 3, 2021 "On the state program for the implementation of the action strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021" " On the year of youth support and

<sup>1</sup> Ўзбекистон Республикаси Президентининг 09.02.2021 йилдаги ПФ-6165-сон Фармони / <https://lex.uz/docs/5283956>

strengthening public health”, [2]<sup>2</sup> in the procedure for the return of part.

At the same time, relevant instructions were given to the Ministry of Finance, the banking financial system, transport logistics and tax systems to support the industry on organizational, economic and social issues.

This, in turn, creates favorable opportunities for the rapid development of domestic tourism and recreation of our citizens. Another noteworthy aspect is the development and implementation of the “Road map” [3]<sup>3</sup> of the memorial complex of the great scientist Imam Motrudi, as well as the concept of restoration and improvement of the grave of 8 Great Ulama around it. As a result, the flow of national and international tourists will increase even more.

Another important aspect of the decree is the creation of a concept for the organization and development of the satellite television program “Imam Bukhari” pilgrimage tourism in foreign languages, in order to popularize and promote the priceless heritage of Imam Bukhari, provided that his correspondents work in foreign countries.

Therefore, in Uzbekistan, in addition to studying the current state of the tourism industry, it is important to study the degree of influence of existing institutions on processes that are presented as a complex of cultural, social, economic, political, religious, legal mechanisms of society that prevail over market mechanisms.

Today, in a developed economy, it is necessary not only to be limited to efficient production, but also to pay special attention to the development of the service sector. That is, an important place in this is occupied by the tourism industry, which is the main sphere of the economy. Currently, we can see from the world economy that the innovative development of new types of tourism, the creation of new tourist trends and thereby increasing their attractiveness, is one of the important tasks facing us. Another important point to attract the attention of tourists is the tourist infrastructure.

Infrastructure (lot. Infra under + structure), which means “structure under structure” in Uzbek. Its general structure is determined by economic or political life. It is aimed at ensuring the life activity of a holistic economic and political nature, which proceeds in a single rhythm. The economic infrastructure includes transport, communications, communications, consumer services, education and public utilities, housing, lifestyle training, a complex of meeting the needs of the population necessary for their existence.

Tourist infrastructure is the aggregate essence of the general conditions for the production of tourist products. When disclosing the essence of tourism infrastructure, the opinions and views of specialists differ, while some understand that tourism infrastructure is objects or activities that provide the main technological processes, others are the entire technological process, and others are the technological processes necessary for the formation of tourist products and an additional (plus) managerial effect on it [4]<sup>4</sup>. So, while the tourist infrastructure is of great importance in the structure of the country’s tourism potential.

Against this background, the digitalization of the industry remains an urgent problem today. In this regard, among them is the decree of the President of the Republic of Uzbekistan on the digitalization of the economy in our country dated 05.10.2020 on the approval of the strategy “Digital Uzbekistan — 2030” and measures for its effective implementation [5]<sup>5</sup>. The ultimate objective is to carry out the

<sup>2</sup> Ўзбекистон Республикаси Президентининг 07.02.2017 йилдаги ПФ-4947-сон Фармони / <https://lex.uz/docs/3107036>

<sup>3</sup> Ўзбекиюистон Республикаси Вазирлар Маҳкамасининг 05.12.2018 йилдаги 990-сон қарори / <https://lex.uz/docs/4096189>

<sup>4</sup> Х.М.Маматкулов, С.А.Абдухамидов, М.Х.Хамитов. / “ТУРИЗМ ИНФРАТУЗИЛМАСИ” - Самарканд – 2020

<sup>5</sup> Ўзбекистон Республикаси Президентининг 05.10.2020 йилдаги «РАҚАМЛИ ЎЗБЕКИСТОН — 2030» стратегиясини тасдиқлаш ва уни самарали амалга ошириш чора-тадбирлари тўғрисидаги ПФ-6079 сон фармони / <https://lex.uz/docs/5030957>

following activities provided for in this strategy. Modernization of fiber-optic communication lines and international communication centers in order to develop digital infrastructure.

Optimization of data storage and processing centers based on cloud computing, improvement of usability mechanisms in accordance with user requirements, etc.

In addition to the industry, another important issue for us is the transfer of all service organizations to electronic form. That is, from online ticket purchase to the formation of payments for goods and services using QR payment technology and NFC technologies. Among them is the formation of robotics and artificial intelligence systems for tourists in accordance with world requirements. In this, one of the modern sciences, with an in-depth study of the science of “globalism”, we will be able to further develop an innovative economy.

In conclusion, promising areas of diversification and modernization of tourism services in Uzbekistan were studied, the necessary laws for the development of the industry, government decisions, tourism development programs were developed, tourist infrastructure was created and all conditions for free recreation of tourists were created. In particular, since June 1, 2022, within the framework of the “Travel to Uzbekistan” program for the development of domestic tourism, the introduction of the “Cashback” procedure for the return of a certain part of travel expenses by our compatriots, the development of tourist services platforms, the creation of the possibility of registering our objects of material and cultural heritage from the platform by scanning, the above work is carried out to create a tourist a brand that reflects the tourism potential of each region, as well as to study all the factors that ensure the quality of services, to make the tourism industry more prosperous and prosperous.

As a result of studying the world experience, it is necessary to increase the type of tourist services, create demand for them, create an alternative pricing policy for services, organize a modern and high-quality service, studying in advance the interests and needs of tourists visiting our country in order to leave tourists with holistic impressions and create a motive for travel.

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