

The Role of the State in Increasing Tourism Opportunities

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ABSTRACT

In this article, the research work carried out on the full use of its potential in the development of tourism in Uzbekistan, its development and attraction of tourism is highlighted. In the following years, it is necessary to take into account a new group of resources, that is, institutional resources, which are of special importance in the formation and development of socio-economic relations related to tourism. Because institutional resources create additional conditions for the full use of the potential of state organizations, formal and informal financial institutions to activate the total resource supply.

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Today, in the socio-economic reforms implemented in our country, special attention is paid to the issues of turning tourism into a strategic branch of the economy, expanding the activities of the tourism services market, and developing regional tourism systems. In 2017-2021, the Action Strategy for the five priority areas of the development of the Republic of Uzbekistan defines the tasks of rapid development of the tourism industry, increasing its role and share in the economy, diversifying and improving the quality of tourist services, and expanding the tourism infrastructure.

In today's modern conditions, expansion of the market of tourism services, establishment and development of regional tourism systems, including tourist clusters, free zones specialized in tourism are among the issues of objective importance. After all, as the President of the Republic of Uzbekistan Sh. Mirziyoyev stated: "Turning tourism into a strategic branch of the economy remains a priority for us".

In order to effectively organize the activities of regional tourism systems, including tourist clusters and free tourist areas, in order to expand the activities of the tourism services market, it is necessary to study and thoroughly analyze the experience of foreign countries.

Analysis of the literature on the topic.

The theoretical and practical aspects of the expansion of the tourism services market, as well as the issues of establishing and developing regional tourism systems, are reflected in the scientific works of many foreign economists.

In particular, it is covered in the scientific works of Shilchenko T.L., Kvartalnov V., Chudnovsky A.D., Durovich A.P., and others. Theoretical aspects of the expansion of tourism services market in our country, specific features of formation of regional tourism systems, issues of development of tourism clusters and free tourist areas are researched in the scientific works of other scientists. Thus, in recent years, complex measures for the development of tourism as one of the strategic sectors of the national economy of the country have been consistently implemented, which leads to its rapid development, creation of new jobs, increase in income, and the standard and quality of life of the population. Upgrade is

also aimed at increasing investment attractiveness.

Research methodology

This article used methods such as analysis of scientific works, scientific monographs, manuals and articles of foreign and domestic scientists, statistical analysis, calculation of quantitative and qualitative indicators, and their comparison with each other.

Analysis and results

In the following years, it is necessary to take into account a new group of resources, that is, institutional resources, which are of special importance in the formation and development of socio-economic relations related to tourism. Because institutional resources create additional conditions for the full use of the potential of state organizations, formal and informal financial institutions to activate the total resource supply.

It is important to ensure the safety of tourists, which is one of the elements of the organizational-management block that requires constant control for the development of the tourism market in the region.

The main factors of the growth of services in the economy are such factors as scientific knowledge, intangible collections, information technologies and the integration of business activities. Today, rapid development of the service sector in our Republic, including enterprises providing tourist services, increasing the role and share of tourism services in the formation of the gross domestic product, radically changing the composition of the services provided, first of all, due to their modern high-tech types change is an urgent issue.

The foundation of relations determining the development of the tourism market is formed on the basis of the conditions specific to a certain place and time. In order to more fully understand the characteristics of the development conditions of the tourism market in a certain region, it is appropriate to study them in three structural groups.

Socio-economic relations in the tourism market are essentially, on the one hand, encouraging the activities of tour operators, travel agents, their counterparties and partner organizations in the production and sale of products aimed at satisfying tourist demand, and on the other hand, on the basis of a bilateral agreement, are aimed at satisfying and motivating the demands of the laudable.

It is appropriate to consider the direct impact of tourism on social efficiency in the regions of the country. Despite the fact that a number of scientific works are published abroad in this direction, the scientific-theoretical basis of the impact of tourism on social development and the standard of living of the population has not yet been fully formed. First of all, it is necessary to determine the main directions of influence of the regional tourism market on the social sphere.

The positive impact of tourism primarily leads to the strengthening and further development of national values and traditions in the region. This direction serves as an important mechanism for the formation of a unique cultural tourism brand in the region and for inviting tourists. Also, the use of new communications and information technologies in the development of tourism infrastructure will lead to a positive change in the social views and activities of the population.

The development of the tourism industry within the national economy has its own characteristics, which are as follows:

- The tourism sector is a complex system with a multifaceted functional structure aimed at meeting the needs of tourists, and also includes specific forms and methods used in providing services;
- The tourism market offers unique tourist products for tourists. The tourist product has a complex description and appears in the form of a "package" of necessary services to satisfy the demand that arises during the trip;
- The main difference of the tourism industry from material production is that the final results of the provision of tourist services occur with the direct participation of the consumer and the consumption process is carried out directly in the place where tourist resources are available;

- The fact that the demand for tourist services has a high sensitivity to changes in the socio-economic environment in relation to the market situation. In this case, the security of the services provided in the field of tourism will be of special importance.

Legislation and legal framework in the field of tourism activities aimed at creating favorable conditions for the activities of tourism industry entities are being formed. Elimination of all obstacles and pitfalls in the development of tourism, simplification of visa and registration procedures, passport and customs control, government management of the tourism sector and the market-specific regulation mechanism are being optimized.

Measures to stimulate entrepreneurial activity in the tourism sector and develop competition in the tourism services market, as well as the system of statistical accounting in the tourism sector are being improved.

Conclusions and suggestions

In today's modern conditions, expanding the activity of the tourism services market, establishing and developing the activities of regional tourism systems, including tourist clusters, free zones specialized in tourism, are among the issues of objective importance. In ensuring the development of the tourism industry, it is becoming objectively necessary to effectively form the activities of "clusters", which are "a quality factor of modern innovation and economic growth". Today, the use of the cluster mechanism in the development of all areas of tourism is one of the decisive factors in ensuring the development of the sector.

Sustainable development of tourism in the country will help to strengthen the national economy, create modern directions of tourism, strengthen the management of state influence on tourism infrastructure, increase the standard of living and well-being of the population, ensure environmental safety, preserve historical and cultural monuments, increase the level of nature protection activities, serves to increase the moral potential of society.

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