

## DEVELOPMENT OF DOMESTIC TOURISM AS A PRIORITY OF THE ECONOMY



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### Abstract.

Tourism is an industry that has a significant impact on the socio-economic development of territories. This type of national economic activity is characterized by a multiplier effect, generating income in related sectors of the economy. Among the types of tourism, domestic tourism began to play a key role as the main source of financial income from tourism activities. The article summarizes foreign and domestic experience in the development of domestic tourism, on the basis of which the main directions of stimulating the development of domestic tourism in the regions of Uzbekistan are determined.

### Keywords.

Tourism, domestic tourism , regional tourism, economy, regional economy, public private, partnership, promotion, stimulating demand, encouraging supply.

Uzbekistan and its tourism industry have fully felt the negative impact of the pandemic. Since the announcement of the quarantine, more than 1,500 tour operators and 1,200 hotels have suspended their activities, which has led to a decrease in income for more than 250 thousand people. The state took a number of priority measures to support the industry. In particular, 1,750 business entities used the exemption from taxes on property and land, which allowed them to avoid spending 60 billion sums.

Among the types of tourism, domestic tourism has a special place and is one of the main sources of income. Investment support policy should be an important long-term task for the development of domestic tourism. It is the basis for the creation, storage and reproduction of tourist resources, as well as for the development of the tourism industry and infrastructure. In order to properly plan the development of domestic tourism, a well-founded method of assessing its economic efficiency is needed. The study of the impact of domestic tourism on the economy of a country or region is carried out using a variety of methods. The most effective of them is the use of a special multiplier model. The regional tourism multiplier provides an indicator that characterizes the indirect impact of tourism on the economy and the impact on the social sphere at the regional level. The calculation of the coefficient reveals its true value, as it determines the income that each individual tourist expenditure brings to the regional economy.

The multiplier of commercial operations reflects the growth of turnover of tourist organizations as a result of increased tourism costs. It should be noted that the effect of tourism in the form of increased demand for goods and services in the region is of great importance. The

demand for a set of services, formed by tourism, requires their production, which in turn will stimulate the development of enterprises that produce products for this industry: souvenirs, local producers.

On the one hand, tourists visiting our region will interact with a number of sectors. Accordingly, the activities of tourists have a direct impact on the additional income of these sectors. On the other hand, tourists are more likely to encourage the development of sector activities. The gross result accumulates over the years, and forms an integral cumulative economic effect. This is an integral indicator achieved by the regional economic mechanisms in the reception of tourists.

The contribution of tourism to the country's economy requires the export of services produced in the national economy and the use of foreign financial resources or the use of foreign equipment and technologies to develop the service sector and provide employment. There are various strategic directions of development of the national economy through the use of such opportunities. Including:

- creation of favorable conditions for the activities of the tourism industry, elimination of all obstacles and barriers to the development of tourism;
- all accelerated development of new potential types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, health, rural, industrial, business, children's, youth and family tourism;
- accelerated development of modern tourism infrastructure facilities, especially hotels, transport and logistics structures, engineering and communication infrastructure in the regions of the country, the wide attraction of foreign investment for these purposes;
- development of competitive tourism products, creation of new tourism routes in the regions, their introduction to world tourism markets;
- strategies for radical improvement of the system of quality training of qualified personnel for the tourism industry, etc.

The importance of forecasting changes in the volume of socio-economic parameters of the region, which occur with increasing demand for tourism services and products, is that the target indicators reflecting the future growth dynamics of the sector will be included in the program and strategic documents.

The effective possibility of stimulating the tourism sector using the method of intersectoral balance allows to quantify the changes in the dynamics of development of this sector. This will allow substantiating the main parameters of regional economic policy in general, as well as the development of the tourism sector. Therefore, it is expedient to divide the measures aimed at stimulating tourist consumption in the region into two interrelated groups:

- stimulating demand;
- encourage supply.

At the regional level, stimulating the population's demand for tourism products can be achieved by increasing purchasing power, given the real decline in incomes.

In stimulating the proposal, it is necessary to take into account the following factors that are characteristic of our region:

- short chain of value added of tourism products: at present, the tourism industry of the region does not bind a large number of service and product suppliers, and a scattered business environment is formed.

- lack of a system of producers to provide tourist services to consumers: the regions of the country do not have enough information about the existing tourist opportunities in Bukhara region.

The directions proposed in the table will help to increase the demand of the population for tourism services and the development of tourism products in the region (Table 1). Thus, based on the author's method, it has been proved that the activation of the tourism sector in the long run

will increase production, increase the wage bill, increase employment and the development of the regional socio-economic system in general. Therefore, an appropriate methodological tool for promoting tourism as an internal factor in the development of the regional socio-economic system is needed.

**Table 1**  
**Directions for stimulating domestic tourist consumption**

Direction	Action
Demand stimulation	
1. Holding various events to ensure the sale of tourist products, offering various bonuses, discounts, promotions, etc.	Giving discounts on tourist services
	Ensuring the employment of sanatoriums in the off-season
2. Establishment of targeted sales of tourism products aimed at providing tourism services for a separate category of people	Sale of preferential vouchers to employees of budget organizations
	Adapt existing products and create new ones for third-year people
Encourage the offer	
1. Increase the number of links in the tourism production chain by adding a large number of participants in the production of tourist services and products operating in the region.	A large number of enterprises and entrepreneurs of the tourism industry should be added to the value chain in the region where tourism services are provided.
2. Carrying out campaigns to promote the tourist potential of Bukhara region and neighboring regions	For example, it is possible to conduct an advertising campaign "Every student from Bukhara should be in the Jayron eco-center."
3. Develop a system that will reimburse part of the holiday expenses of tourists	Reimbursement of tourist expenses
4. Creating an environment conducive to investing in domestic tourism	Improving tax legislation
5. Development of promising tour packages for the types of tourism that are the generator of the flow of visitors.	Development of promising types of tourism

The mechanism for improving the key indicators of the domestic tourism market is determined by determining its status, potential opportunities and key areas of development. As a key indicator, it is expedient to cite the level of socio-economic attractiveness of a particular tourist

center within a region. This, in turn, means that there are many tasks that need to be solved for tourism professionals.

In Bukhara region, a system of effective management and support of domestic tourism, in general, the tourism industry is being introduced. It should be noted that the government, aiming to develop domestic tourism, also provides a number of benefits to businesses, including individuals and legal entities operating in the field of tourism. In particular, the Decree of the President of the Republic of Uzbekistan dated May 28, 2020 PF-6002 "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic" how many benefits, incentives and support will be provided in the form of loans, subsidies and grants.

In particular, in the period from June 1 to December 31, 2020 at the expense of the Extrabudgetary Tourism Support Fund under the State Committee for Tourism Development in the form of one-time targeted interest-free loans for 12 months on the basis of criteria set by the Republican Anti-Crisis Commission. to provide assistance in the amount of not more than three times the salary fund and to assist in the development and promotion of new tourism products and routes for the period from June 1, 2020 to December 31, 2021 by allocating grants of 10 million sums for tour operators. In addition, a number of benefits are provided, which serve as a basis for the establishment of tourism companies.

If we consider the existing and existing systemic problems of domestic tourism in Bukhara region, the following main problems hinder the development of the tourism industry to varying degrees:

- In order to get economic benefits from domestic tourism, it is necessary to make efficient use of available tourist resources. The tourist potential of Bukhara region has not yet been fully explored and inventoried. As a result, only a small part of the tourist potential of our region is involved in real tourism processes, and there is a problem with the inventory of the remaining tourist resources;
- In order to maximize the activities of each tourist center, it is necessary to develop well-thought-out plans. For the development of domestic tourism in Bukhara region, the development of development programs with a real basis, using the existing potential;
- As we plan to receive a large number of domestic tourists to our region, I must not forget that our country is multi-ethnic. To this end, it is necessary to launch the production of media (maps, booklets, etc.) covering other language-speaking audiences;
- For the development of domestic tourism in our region, first of all, it is important to make a realistic assessment of its current state. At this point, SWOT analysis can be a great help to us, and such analyzes will need to be conducted on a regular basis;
- We all know that the concepts of brand, logo, image have already been proven in the field of marketing. For the development of domestic tourism in our region, it will be useful to establish a system of assistance and advice in the creation of the brand, logo of the selected travel agency.

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