



3rd INTERNATIONAL
HUMAN and SOCIAL SCIENCE
RESEARCHES CONGRESS

2020



Dr. Ahmad Ali
Abdul Wali Khan University



Prof. Dr. Jose Ramos Pires Manso
University Beira Interior



Prof. Rahul Chauhan
Parul University

**Deadline for
Abstract Submission**

13.11.2020

**Deadline for
Payment**

13.11.2020

**Deadline for
Full Paper submission**

18.12.2020

**Publishment of
Full Paper Book
(Proceedings)**

31.12.2020

**19-22
NOVEMBER 20**

Congress will be held online



<http://www.dergipark.org.tr/en/pub/itobiad>



itobiadcongress@gmail.com

ISBN . 978-605-70166-3-8



kitâbi

9786057016638



<https://www.facebook.com/groups/309408363447997>



***3rd INTERNATIONAL
CONGRESS OF THE HUMAN AND
SOCIAL SCIENCE RESEARCHES
(ITOBIAAD)***

19-23 NOVEMBER 2020

CONGRESS BOOK

PART 1: ABSTRACTS

PART 2: FULL TEXTS

<i>The Entrepreneurial Universities to Ensure Sustainable Higher Education.</i> Balgasm Ali Almasrati	589
<i>Translation Adequacy in Multilingual Communities.</i> Meerim Kinalieva	602
<i>Koreya Adabiyoti Haqida Mening Tassurotlarim</i> Munira Kenjayeva	610
<i>The Role of Government Policy in the Development of Regional Tourism</i> Rakhmatullaeva Firusa Mubinovna	614
<i>The issue of image in the works of Muhammad Aminkhoja Muqimi</i> Hayitkulova Farida Murotaliyevna	617



THE ROLE OF GOVERNMENT POLICY IN THE DEVELOPMENT OF REGIONAL TOURISM

Rakhmatullaeva Firuza Mubinovna

Associate Professor, Candidate of Economic Sciences, Bukhara State University

ABSTRACT

In all countries, tourism sector plays important role for national income. Development of the tourism sector will have a positive impact on people's welfare. Uzbekistan has established tourism as a leading sector. The article is devoted to the problems and prospects of tourism development in the regions of the Republic of Uzbekistan.

KEY WORDS: regional tourism, regional economic development, public and private investments, strategy.

World experience shows that tourism can help overcome the uneven development of individual regions in the country, revitalize the regional economy by attracting investment, additional revenue to the local budget, support entrepreneurship and local industry, provide employment, and improve the environmental situation through additional financing of environmental programs. This involves the creation of regional infrastructure, the development of interaction between all participants in the tourism sector of the region's economy, and the introduction of new management technologies.

Tourism is considered to be one of the perspective industries and the strategic issues of regional development. With the development of tourism, the problems of effective regulation and optimization of tourist activities become particularly relevant. Currently, in economically developed countries and a number of developing countries, tourism policy is an important part of foreign and domestic policy, along with economic, social, cultural, environmental and other areas of public policy.

Tourism policy is a policy, which established to guide, direct, or even control the development of tourism, in order to minimize its negative impact and maximize its benefits.

It is a public policy designed to achieve specific objectives relevant to tourism established at the municipal, state or federal level [1].

Tourism affects many areas the economic, socio-cultural and environmental. This is the principal reason for governments involvement in tourism development and encouragement this sector.

One of the special definitions of this term belongs to V. G. Gerasimenko, who understands tourism policy as "a system of methods, influences and measures of socio-economic, legal, foreign policy, cultural and other nature, which is carried out by parliaments, governments, public and private organizations, associations and institutions responsible for tourism activities, in order to regulate and coordinate the tourism industry, create conditions for the development of tourism» [2].

Other authors define tourism policy as "the state's activity to develop the tourism industry and the subjects of the tourism market (tour operators and travel agents), improve the forms of tourist services to citizens and strengthen its political, economic and social potential on their basis»[3].

Tourism policy is a purposeful activity of state, public and private structures to develop and implement methods, mechanisms and tools of legal, economic, social and other impact in order to ensure sustainable and effective development of the tourist complex, meet domestic and external demand for tourist services and goods by the rational use of the existing tourist potential.

According to D. G. Reshetnikov, there are several hierarchical levels of formation and implementation of tourism policy: global (international), national, regional (local), as well as the level of a tourist enterprise. Each level of tourism policy is characterized by a specific content, set of principles and priorities, organizational structure, legal framework, specific implementation mechanisms, and other attributes [4].

Regional tourism policy is a set of measures and activities of regional, local authorities and representatives of tourist business and scientific areas, determining the creation of conditions for development of regional tourism industry, the rational use of tourism resources, increase of the socio-ethical and economic efficiency of tourism.

The priority nature of the regional level of tourism regulation is determined by a number of circumstances:

- regional tourist complexes and centers are a key link in the field of tourism, the individuality of each of them is a "business card" for the state as a whole;
- the development of tourism in each region has its own characteristics due to natural, cultural, historical, economic, demographic and other conditions;
- the creation and development of regional tourist complexes is a powerful factor in the socio-economic growth of regions and, in particular, contributes to the recovery of the economy of underdeveloped areas.

The regional tourism policy should be important part of the socio-economic policy in country. Regional tourism policy is implemented in the context of the general national policy and should have the main characteristic features of the state's tourism policy, taking into account (consideration) certain local specific factors of tourist supply and demand, the current and planned level of tourism development in the regions, that influence its formation at the regional level. Recreational and natural conditions of the region; cultural and historical or other potential of the region (for example, resort, environmental, extreme, etc.); transport conditions that determine the availability of objects of tourist interest; social and economic conditions for the development of the regional tourism industry play a crucial role in the formation of regional tourism policy.

Its main goals are to create a competitive regional tourism product based on the preservation and use of highly attractive elements of the local natural and historical and cultural heritage, as well as to increase the socio-economic effect of the development of recreational and tourist activities in the region (growth of income, production, employment, diversification of the regional economy, etc.).

The optimum utilization of tourism resources is the basic objective of regional tourism policy. It is the continuous process of discovering and realization of activities aimed at increasing benefits for region and eliminating negative impact of tourism development on region.

The main directions of regional tourism policy are implemented by developing and approving regional tourism development programs, creating and supporting the main components of tourist infrastructure (hotels, tourist information centers, etc.). The main means of implementing the long-term strategy of regional tourism policy is the creation of regional tourism development programs for individual districts and regions. In Uzbekistan, a number of regions have adopted targeted programs for the development of tourism:

- «The program of accelerated development of the tourist potential of the city of Bukhara and the Bukhara region for 2017-2019 (decree of the President of the Republic of Uzbekistan dated may 19, 2017 no. PP-2980)

- «The program of Complex development of the tourist potential of the city of Khiva and the Khorezm region for 2017-2021 (decree of the President of the Republic of Uzbekistan dated may 4, 2017 No. PP-2953).

Tourism has an impact on strategic sectors of the economy, so it is necessary to regulate tourism by the state to ensure the steady development of other complexes, to justify employment policies, to ensure the growth of budget revenues and to manage the balance of payments. The concept of regulating tourism development in the region should be implemented on the basis of a set of regional targeted tourism development programs.

The main objective of policy should be cohesion of regions based on economic activities connected with tourism, support of socio-economic cohesion and competitiveness of tourism regions on international tourism market by respecting principles of sustainable tourism development. The main emphasis should be given to the support of recreational tourism, secondary to sports or adventure tourism, cultural, spa and wellness tourism and business tourism. This main objective should be elaborated to the set of partial objectives concentrated on marketing, co-operation and communication between private and public sector on all levels (national, regional and local), investment incentives to public tourism infrastructure, increasing incomes per incoming tourists and improvement of entrepreneurial environment.

Literature

1. Y. Chuck (Ed.), *International Tourism: a Global Perspective*, p. 390.
2. Gerasimenko V. G. *Osnovi turistskogo biznesa*. Odessa: Cghernomorye, 1997. p. 39.
3. Balabanov I. T., Balabanov A. I. *Ekonomika turizma*. M.: Finansi i statistika, 1999. P.34.
4. Reshetnikov D. G. Priority directions of the tourist policy on optimization of factors of competitiveness of the tourist complex of Belarus. *Belarusian journal of international law and international relations* No. 1, 2003, p. 15