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**SOCIO-ECONOMIC ASPECTS OF RURAL TOURISM DEVELOPMENT  
IN THE REPUBLIC OF UZBEKISTAN**

**Abstract.** In this article, rural tourism is characterized as one of the sectors of the tourism industry, which is focused on the use of natural resources of rural areas and its specifics to create an integrated tourism product.

**Keyword:** rural tourism, infrastructure, hospitality industry, tourist village, economic growth.

Tourism is one of the most important areas of activity of the modern world economy. Aimed at meeting people's needs for recreation, which ultimately contributes to improving the quality of life of the population. World experience shows that the development of tourism contributes to a more productive development of the economies of countries, regardless of the sectoral specialization of the economy.

Uzbekistan has a rich resource and natural potential for the development of virtually all types of tourism.

The development of the tourism industry is becoming one of the priority economic tasks of our state, especially within the framework of the regional economy.

In the Decree adopted by the President of the Republic of Uzbekistan "On the strategy of actions for the further development of the Republic of Uzbekistan for 2017-2021", one of the priority directions for the development and liberalization of the economy is "... the accelerated development of the tourism industry, increasing its role and contribution to the economy, diversifying and improving the quality tourist services, expansion of tourist infrastructure".

Rural tourism is one of the integral and demanded segments of the tourism industry. The peculiarity of its organization, the integration of various types of activities, determines a specific role in achieving the dynamic development of rural areas and tourism in general. The traditions, culture and way of life of the local population are a powerful tourism potential that must be preserved.

2020 was darkened by the outbreak of coronavirus infection, which affected almost all countries of the world. Unfortunately, no country has been able to escape the effects of the pandemic. Travel restrictions to prevent the spread of the disease and a sudden drop in consumer demand have led to a sharp decline in tourism performance.

Experts say the effects of the pandemic could last for decades. This will directly affect the development of the economy and the income of the population.

Rural tourism, as well as its varieties of agritourism and farm tourism, is close to ecological travel in that the features of this type of tourism are territories remote from urban centers and large cities. This is tourism associated with staying in the countryside, living in rural houses or peasant families, outdoor recreation, with picturesque landscapes, in a secluded rural environment, with a measured pace of life, with participation in local folk traditions, holidays, rituals, etc.

Such rest gives a person the opportunity to get closer to nature, relax, rest, gain strength, which has become especially in demand during a pandemic.

A tourist village is a tourist attraction in the countryside, a specialized hotel that serves as a rural hotel. Consists of several buildings (structures), united by a single concept, having a single infrastructure and management.

It should be noted that, in accordance with the address of the President of Uzbekistan to the OliyMajlis of January 24, 2020, the work related to the creation of the "Tourist mahalla" and "Tourist village" in areas with high tourist potential is aimed at increasing the number of facilities on various new routes.

Another important factor in the successful development of rural tourism as a sector of the tourism industry was that the tourism product met the needs of a new consumer with an average income, which is the largest segment of effective demand.

In addition, it should be noted that the microeconomic model of rural tourism turned out to be very effective. The production of a tourist product, in comparison with other sectors of the tourism industry, looks quite low-cost. This means that rural tourism can compete in terms of price-quality with other tourism products.

On the basis of research on rural tourism, the main motives of the tourist demand for recreation in rural areas were identified: psychological (the ability to relax as much as possible, not to think about the conventions that civilization sets us) and economic (service costs tourists much cheaper than in hotel conditions in urban areas) aspects ...

Thus, the creation of such villages during the post-pandemic period for the development of tourism in Uzbekistan will serve the unconditional development of this area.

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## **ASSESSMENT OF CLIMATIC COMFORT ON THE COAST OF THE AZOV SEA (UKRAINE)**

**Abstract.** As a result of the study, the required data were obtained to compare the level of pathogenicity of the weather in different seasons of the year, and the main factors influencing it were identified. These are changes in temperature and pressure, air humidity, wind speed. Graphs of weather dynamics of pathogenicity indices on the coast of the Azov Sea were also compiled.

**Keyword:** weather, pathogenicity index, temperature, air humidity, atmospheric pressure, wind speed.

Всі добре розуміють, що погода може впливати на самопочуття людини. Основною причиною, яка зумовлює реакцію організму на коливання погодних умов, є метеочутливість, або реакція на погодні подразники. Метеочутливість – це звичайна і водночас найнеобхідніша для організму фізіологічна властивість узгоджувати свою життєдіяльність із ритмами біосфери (Isaev, 2003). З визначення цього поняття зрозуміло, така реакція організму на погодні умови є нормальною фізіологічною реакцією людини. Вона забезпечує стабільність роботи організму і не урівноважує зміни в атмосфері і зміни в організмі людини. У той же час, іноді спостерігається зниження стійкості організму до впливу несприятливих кліматичних факторів, що свідчить про прояв метеолабільності. Майже третина населення планети може проявляти реакцію на зміну погоди. Частина реагує завчасно – за кілька днів чи годин до настання зміни, частина – проявляє реакцію саме під час