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ТУРИЗМНИНГ РИВОЖЛАНИШИ:  
МУАММОЛАР ВА ЕЧИМЛАР»**

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миля», на которой свою продукцию представляют около 300 пивоваренных заводов из 86 стран мира, и посетители могут пробовать 2000 сортов пива.

Свой пивной фестиваль, собирающий многочисленных туристов, есть и у Великобритании. Он так и называется – «Пивной фестиваль в Великобритании». Во время его проведения предлагаются 800 различных сортов настоящего бочкового и бутылочного эля, яблочного сидра и иностранных сортов пива.

Не менее известны винные фестивали. Так, самым известным фестивалем в этой нише является крупнейший винный фестиваль «Божоле нуво», который проходит каждый третий четверг ноября в Бургундии. В Италии, недалеко от Турина, в сентябре проводится гастрономический фестиваль «Канелли - город вина», посвященный не только вину, но и лучшим итальянским продуктам и традиционным закускам, произведенным в окрестностях Канелли. Также интересна апрельская международная выставка вина «Vinitaly», проводимая в Вероне.

В настоящее время в мире получили распространение *рыбные фестивали*. В Великобритании, в графстве Уэльс, в октябре проходит “Неделя моллюсков и креветок”. В Книсне (ЮАР) в августе проводится Фестиваль устриц - одно из самых популярных и крупных мероприятий в Южной Африке, привлекающее не только любителей морепродуктов, но и спортсменов. В Нидерландах в первую субботу июня традиционно проводится «Праздник селедки», когда в порт доставляется первая селедка нового улова. Вырученные средства от продажи селедки идут на благотворительные цели. Все желающие могут поехать на экскурсии на старинных парусниках или современных океанских судах. Во Франции, в Нормандии, в конце октября проводится праздник морских гребешков Fete de la Coquille. В Финляндии, в Хельсинки в октябре проводится Фестиваль салаки, в рамках которого проходит конкурс на лучшее блюдо из селедки и традиционная парусная регата.

Создание кулинарного разнообразия позволит туристу посещаемому стране, составить представление, стимулировать его к посещению в другие регионы страны, то есть продвижением региональных брендов территория.

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## **ANALYSIS OF CURRENT PROBLEMS AND OPPORTUNITIES IN THE DEVELOPMENT OF THE NATIONAL TOURISM INDUSTRY OF UZBEKISTAN**

Despite the measures implemented in our republic over the past years to develop national handicrafts, preserve centuries-old traditions of folk arts and crafts, and support people engaged in handicrafts, handicrafts cannot become a strong, independent and public direction of small business and individual entrepreneurship development.

“Hunarmand” union, in spite of the privileges and conveniences provided, is not able to include a large number of craftsmen in its ranks, the number of members of the union is a small part of those engaged in handicrafts. The status of the establishment of craft centers with the wide use of tourist potential remains unsatisfactory, the efficiency of the work of providing financial and raw material resources to craftsmen, and helping to create conditions for the sale of their products, including export, is insufficient.

Accordingly, systematic elimination of existing problems and obstacles to the development of handicrafts, full preservation and further enrichment of the rich cultural heritage and historical traditions of the peoples of Uzbekistan, large-scale support of handicrafts and In order to encourage people to engage in handicrafts, especially young people, women and low-income families, on December 30, 2021, the President of the Republic of Uzbekistan Resolution<sup>215</sup> No. PF-77 “On measures to further improve the system of support for craft activities” was adopted.

The main directions of the development of national crafts in the republic are comprehensive support to craftsmen, allocation of land and buildings to them, connection to engineering and communication networks, granting preferential loans, sale and export of handicraft products, as well as development of handicrafts in the districts and cities of our republic. establishment of centers and improvement of activities of “Master-student” schools were determined.

It is important to note that the Decree envisages the expansion of privileges and facilities for craftsmen, as well as strengthening their addressability and efficiency. In particular, from January 1, 2022, craft subjects - members of the “Hunarmand” association:

- the production and sale of craft products (goods, work, services) are completely exempted from the fixed tax payment;
- recipients of old-age pensions and allowances are exempted from payment of insurance premiums to the non-budgetary Pension Fund;
- artisans registered and operating in rural districts shall pay 50% of the insurance contribution to the non-budgetary Pension Fund during the first two years of their activity.

In addition, artisans are given the right to freely dispose of foreign currency earned from exporting their products, including cash withdrawal of foreign currency from bank accounts. In this case, it is possible to sell handicraft products at exhibitions, festivals, fairs held in foreign countries without concluding export contracts, and the income received is not considered export income. At the same time, a concession of 50 percent of the fees to be paid to the local budget is being introduced for craftsmen in the placement of outdoor advertising media.

Under the specified conditions, the objects given to artisans should be used in the field of craft products for a period of not less than 5 years. In the decree, special attention was paid to the issues of training young people in trades and passing craft skills from generation to generation.

For this purpose, in 2018, it is planned to open new vocational education

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<sup>215</sup> <https://lex.uz/docs/-5807559>

courses on handicraft work, involving craftsmen who are members of "Hunarmand" association as teachers in 16 vocational colleges in all regions of our republic.

In this case, the right to enter into a contract with the artisans in the training of handicrafts is given to them as individual entrepreneurs, and the educational services provided by them are not subject to taxation. In addition, the period of work as a student of the "Master-Apprentice" school is added to the length of service of the students if they pay an insurance fee of at least 2.5 times the minimum wage per year until they reach the age of 25.

At the same time, in 2018-2019, funds in the amount of 1 billion sums are planned to be provided from the State Employment Assistance Fund for the training of young people according to educational programs in the "Master-Apprentice" method. The decree also defines specific measures for the development of handicrafts in the regions, districts and cities of the republic.

As a result of the above analysis, we can provide the following SWOT analysis of national crafts:

<b>Strengths:</b>	<b>Threats:</b>
<ul style="list-style-type: none"> <li>• large, diversified and potential market.</li> <li>• There is a wide variety of products.</li> <li>• supportive public policy               <ul style="list-style-type: none"> <li>• different products serving different markets.</li> </ul> </li> <li>• low labor rates lead to competitive pricing.</li> <li>• spending less money;</li> <li>• availability of flexible production.</li> <li>• low barriers to entry of innovation.</li> </ul>	<ul style="list-style-type: none"> <li>• competition in the domestic market.</li> <li>• balance between high demand and supply.</li> <li>• Quality products manufactured by competing countries such as China, India and Iran.</li> <li>• trade rules provided by competing countries.</li> <li>• technological support in competitive countries.</li> </ul>
<b>Weaknesses:</b>	<b>Possibilities:</b>
<ul style="list-style-type: none"> <li>• lack of infrastructure and means of communication.</li> <li>• international requirements and market awareness.               <ul style="list-style-type: none"> <li>• little knowledge of new technologies. Little knowledge of current market trends.</li> </ul> </li> <li>• lack of skilled labor.</li> <li>• rural areas and small towns and untapped market.</li> <li>• lack of advertising of craft products.</li> </ul>	<ul style="list-style-type: none"> <li>• the development of the fashion industry requires handicraft products.</li> <li>• development of domestic and international tourism.</li> <li>• Sales and sales of E-Commerce and Internet products.</li> </ul>

In conclusion, it can be said here that the state has created a wide range of conditions for the development of our national crafts, and if they are used wisely, the efficiency would be correspondingly higher.

The above-mentioned experiences of foreign countries regarding the development of handicrafts show that without a large-scale comprehensive support system of the state, it is impossible to achieve the effective implementation of this industry and the full manifestation of its potential.

In our opinion, as a result of the analysis of foreign experiences on state support for the development of national crafts, it is possible to draw conclusions about their implementation in Uzbekistan.

1. In the conditions of developing market relations the effective development of national handicrafts cannot be ensured without the participation of the state.

2. Such support from foreign countries is organizational and financial. showed the need to include legal, material and socio-economic activities

3. Pointed out that it is necessary to develop handicrafts at a priority level by selecting export-oriented sectors from a national and geographical point of view;

4. Support measures should be determined taking into account the characteristics of our country, the state of the economy, the socio-psychological situation, the level of economic culture, and other economic environment and quality factors. Therefore, in each country, including Uzbekistan, a system of effective measures to support national handicrafts should be developed and constantly improved, based on the internal characteristics of the economy.

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## **TURIZM SOHASIDA INTERNETDAN FOYDALANISH**

Internet – bu butun dunyo bo‘ylab umumiy foydalanish mumkin bo‘lgan kompyuterlar tarmog‘idir. Internet foydalanuvchilari sayohat ma’lumotlarini qidirish uchun internetdan ma’lumotlarni oladilar.

Ommaviy axborot vositalari va tadqiqotlar shuni ko‘rsatadiki, sayohat ma’lumotlarini qidirish uchun internetdan foydalanish mavjud allaqachon an’anaviy media manbalaridan oshib ketdi va ko‘payishda davom etadi. Yaqin kelajak kompaniyalar soni ham oshib boradi yildan yilga va raqobat vujudga kiltirmoqda. Hisob-kitoblarga ko‘ra, 2008-yil iyun oyida 172 milliondan ortiq noyob veb-saytlar mavjud edi. Internetning global tabiati dunyo fuqarolari uchun imkoniyat yaratadi, internetda mavjud bo‘lgan boy resurslarga kirish uchun talab oshmoqda.

Internet ma’lumoti eng ommabop onlayn faoliyatlardan biri bo‘lib, Internet foydalanuvchilarining 73% ni tashkil etdi sayohat ma’lumotlarini qidirish orqali ko‘plab ma’lumotlarga ega bo‘la boshladi, bundan tashqari internetdan keng foydalanish ko‘plab turdagi tashkilotlarga kirib keldi. Bu esa onlayn savdoni (elektron tijorat) revojlantirdi. 2004-yilda internetdan 120 millionga yaqin kattalar foydalanuvchisidan taxminan 98 tasi million foydalanuvchilar sayohat ma’lumotlarini topish uchun internetdan foydalanganlar Bu raqam 1997-yildagi 42 million foydalanuvchiga nisbatan 233 foizga o‘tdi.<sup>216</sup>

So‘nggi paytlarda onlayn sayohat xaridlari muhim daromad manbaiga aylandi ko‘plab tashkilotlar; AQSh Savdo Departamentiga ko‘ra, sayohat sanoati 2007-yilda elektron tijorat orqali jami daromadining 27 foizini tashkil etdi. Eng so‘nggi mavjud raqamlar shuni ko‘rsatadiki, 2003-yilda onlayn sayohatlar savdosi 39,4 milliard dollarni tashkil etgan daromad.

Turizmdagi kompyuter tizimlari ko‘plab navlarga ega. Ular farq qiladi texnik xususiyatlar, shuningdek tarmoq o‘lchamlari kabi funktsionallik. Ulardan Ba’zilari

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<sup>216</sup>Online travel information search behavior evan jeyms jordan