

## INNOVATIVE ACTIVITY OF THE STATE IN THE FIELD OF TOURISM

**Karimova A., Ochilova I.**

Tashkent State University of Economics Samarkand Branch

***Annotation.** This article deals with issues related to the innovative activities of the state in the field of tourism. The priority directions of the state in this area are described in detail, an analysis of existing actors in the field of tourism services is carried out, and suggestions are given for the development of this industry.*

***Key words:** tourism, tourism financing, tourism product, financial resources, tourism entity, investor, investment*

**Conduction.** Today, the country is implementing a consistent policy for the development of the tourism sector in the future, which contributes to solving problems such as ensuring economic diversification, inflows of foreign exchange earnings, creating new jobs, improving the quality of life of the population and increasing incomes, accelerating regional development, improving the image and investment attractiveness of the country.

In order to ensure the development of the tourism industry, on January 5, 2019, important regulatory acts were adopted for the tourism [1] sector: Decree of the President of the Republic of Uzbekistan No. UP-5611 "On additional measures for accelerated development of tourism in the Republic of Uzbekistan" and Decree of the President of the Republic of Uzbekistan No. PP-4095 of 05.01.2019 "On measures for accelerated development of the tourism industry"[2]. These regulations define the main strategic directions for the development of the tourism sector, set tasks. In particular, the Decree of the President of the Republic of Uzbekistan No. UP5611 approved the Concept of development of the tourism sector in the period up to 2025 with the annual adoption of a plan of specific measures to implement the Concept.

**The main part.** Today, the priority areas of innovative development of the country's tourism sector are the following:[3]

- improvement of the regulatory framework in the field of tourism activities, implementation of international norms and standards aimed at creating favorable conditions for the development of the tourism industry;
- development of domestic tourism, which provides incentives for the activity of tourism entities focused on meeting the needs for tourist services within the Republic;
- development of tourism infrastructure and related infrastructure in all regions of the republic, taking into account the needs and requests of tourists;
- adoption of comprehensive measures aimed at reducing the impact of seasonal factors by diversifying the tourist product and services aimed at different segments of the tourist market;
- promotion of the tourist product of the Republic of Uzbekistan in the domestic and foreign tourist markets, strengthening the country's image as a safe place for travel and recreation;
- development of transport logistics, expansion of external and internal routes, improvement of the quality of transport services;
- improvement of the system of training highly qualified specialists, retraining and advanced training of employees providing services.

In order to develop the sphere, major investment projects were implemented, such as the opening of branded hotels "Hyatt Regency Tashkent" and "Lotte City Hotel Tashkent Palace" in Tashkent, the creation of electrified railway lines to the cities of Bukhara and Karshi, as well as cultural and entertainment centers in the cities of Urgench, Tashkent and Andijan.

In order to expand international cooperation, 9 international agreements were signed (Tajikistan, Kyrgyzstan, Belarus, France, Egypt, India, Spain, etc.). Special attention was paid to the development of international contacts of the tourism business. In particular, more than 20 business meetings of tourism companies of Uzbekistan and

Kazakhstan, Russia, Belarus, China, India and others were organized as part of high-level visits, as well as at the level of Intergovernmental commissions and individual events.

In the framework of the official visit of the Uzbek delegation in a foreign country organized visits of the leadership of the state Committee in Spain, Tajikistan, Germany, Russia, Kazakhstan, Pakistan, Japan, Georgia and Belarus. A number of bilateral meetings were held with the heads of diplomatic missions of foreign states in Uzbekistan (the Republic of Korea, Japan, Turkey, Germany, Malaysia, Indonesia, the United Arab Emirates, Kazakhstan, Kyrgyzstan, etc.) [4].

As part of the financing of tourism projects, the State Committee for Tourism, together with the EBRD, has started work on the implementation of the project "Foundation for the integration of cultural heritage". The total amount of funding for the project is 330 million US dollars, of which 145 million US dollars are planned to be allocated to support projects of entrepreneurs in the tourism sector, 180 million US dollars to improve infrastructure, and 5 million US dollars to preserve cultural heritage sites. If the project is successfully completed, it is planned to expand its geography to other regions of the republic [8].

The First International Investment Forum in Tourism was held on November 19-21, 2018. In particular, the Forum was attended by more than 200 participants from 36 countries. At the same time, investors from India, Turkey, China, Singapore, and Germany showed particular interest. As a result of the Forum, 123 agreements and memoranda were signed, providing for the expansion of cooperation in the field of tourism and attracting foreign direct investment in the amount of more than 401.1 million US dollars.

Today, 1,176 tourist organizations, including 621 tour operators and 555 hotel companies, are successfully operating in the country. The extensive network of hotels with more than 25 thousand seats meets modern international standards. [15]

According to statistics provided by the Committee for Tourism Development, the number of citizens who visited Uzbekistan in 2018 amounted to **5.35 million**

**people.** Of these, 406 thousand people are from the CIS countries, 4.6 million people are citizens of Central Asian countries and 326.5 thousand people are from non-CIS countries [28]. The number of foreign tourists who visited Uzbekistan in 2018 increased by 2 times compared to the previous year and amounted to 5.3 million people. Domestic tourism figures also increased, with 15.4 million people traveling in Uzbekistan during the year. Uzbek citizens. The number of tour operators has increased: as of January 1, 2019, 983 tour operators were registered.

**Conclusion.** In general, summing up the results, we can conclude that in the effective development of the tourism sector, state policy is of great importance. And based on this, we can give the following suggestions:

- close (non-intermediary) interaction between the private sector and the state;
- creating a favorable environment (concessional lending, taxation) for the development of the tourism sector;
- strengthening the role of the state in attracting foreign investors to the tourism industry;
- take measures to support and protect the private sector;
- recognition of the priority importance of innovation activities for improving the efficiency of the level of development of the sphere;
- creating conditions for the development of market relations in the innovation sphere.

## References

1. Decree of the President of the Republic of Uzbekistan No. UP5611 dated January 5, 019. The concept of tourism development in 2019- 2025.
2. Resolution of the President of the Republic of Uzbekistan No. PP-4095 dated 05.01.2019 "On measures to accelerate the development of the tourism industry".

3. Tourism in Uzbekistan 2018. The collection was prepared by the Information and Analytical Department of the State Committee of the Republic of Uzbekistan for Tourism Development.
4. Krivulya M.A. The mechanism of stimulating investment activity in the tourism sector // Bulletin of the North-East State University. 2011. Vol. 15. No. 15. P. 135.
5. Kozybagarov A.A. Foreign experience in investing in tourism // Bulletin of the University of Turan. 2015. No. 4. P. 166-169.
6. Zakharov K.S., Bakanova A.A., Volkov P.A. Problems of stimulating investment activity in the field of tourism in the Russian Federation // Bulletin of the National Academy of Tourism. 2017. No. 1. S. 27-30.
7. Zaitseva N.A. Investment activity in tourism and hotel business in the Russian Federation // Service in Russia and abroad. 2009. No. 4. P. 84-90
8. Каримова А. МЕТОДОЛОГИЧЕСКИЕ ОСНОВЫ БАНКОВСКОГО КРЕДИТОВАНИЯ И КЛАССИФИКАЦИИ ФАКТОРОВ, ВЛИЯЮЩИХ НА ОСОБЕННОСТИ ПОЛУЧЕНИЯ КРЕДИТОВ // Экономика и образование. – 2022. – Т. 23. – №. 4. – С. 92-96.
9. Karimova A. M. Financial Support To Tourism Activities // International Journal of Advanced Science and Technology. – 2020. – Т. 29. – №. 7. – С. 2010-2014.  
Каримова А. М., Равшанов А. МЕТОДЫ РЕГУЛИРОВАНИЯ И СТАБИЛИЗАЦИИ ДЕНЕЖНОГО ОБОРОТА // Gospodarka i Innowacje. – 2022. – Т. 24. – С. 644-648.
10. Насимов Х., Убайдуллаев Б. С., Каримова А. М. АНАЛИЗ ОПЫТА ФИНАНСОВО-КРЕДИТНОЙ ПОДДЕРЖКИ ТУРИСТИЧЕСКИХ ОРГАНИЗАЦИЙ ЗАРУБЕЖНЫХ СТРАН // BARQARORLIK VA YETAKSHI TADQIQOTLAR ONLAYN ILMIY JURNALI. – 2022. – Т. 2. – №. 6. – С. 122-125.
11. Niyozov Z. D. et al. The introduction of innovations in the sphere of provision of services of Uzbekistan in the conditions of transition to digital economy // International Scientific and Practical Conference " Innovative ideas of modern youth in science and education. – 2019. – С. 376-378.

12. Каримова А. М. АНАЛИЗ И ТРАНСФОРМАЦИЯ ФИНАНСОВОГО РЫНКА БАНКОВСКИХ УСЛУГ В НОВОМ УЗБЕКИСТ //Архив научных исследований. – 2022. – Т. 2. – №. 1.
13. Mahomadrizoevna K. A., Sodirovich U. B. The Concept of Islamic Banking and Its Essence in the Banking System of Uzbekistan //Open Access Repository. – 2022. – Т. 8. – №. 04. – С. 211-216.
14. Abdullaeva S., Karimova A. Credit support need for development of activities of tourism enterprises //Journal of Advanced Research in Dynamical and Control Systems. – 2020. – Т. 12. – №. 2. – С. 2855-2862.
15. Zuhur N. et al. TRANSITION OF HIGHER EDUCATION INSTITUTIONS OF UZBEKISTAN TO A CREDIT-MODULAR SYSTEM //ResearchJet Journal of Analysis and Inventions. – 2022. – Т. 3. – №. 1. – С. 123-127.
16. Karimova A. M. TURIZM SOHA SUBYEKTLARINI TIJORAT BANKLARI TOMONIDAN MOLIYALASHTIRISH ORQALI QO‘LLAB QUVVATLASHNI TAKOMILLASHTIRISH //International journal of conference series on education and social sciences (Online). – 2021. – Т. 1. – №. 1.