

Prospects for the Development of Tourism Services in the Regions

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ABSTRACT

The article presents: organization of tourist services, development of tourism infrastructure, comprehensive acceptability and possibilities of facilities intended for tourists.

KEYWORDS: *tourism services, tourism infrastructure, diversification, free tourist zones, modern tourism infrastructure, cluster*

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1. INTRODUCTION

Today, the development of tourism services plays an important role in the economic and social life of the world. This contributes to the economic development and employment of the local population, thus increasing the opportunity to make a significant contribution to improving living standards, attracting foreign tourists, promoting the development of the Republic of Uzbekistan and preserving historical monuments.

The international tourism industry accounts for every twelfth job creation worldwide and is expected to employ 120 million people (3.5% of the unemployed) worldwide over the next decade. It is an important means for developing cooperation between countries and ensuring investment flows.

Modern employment theories - equilibrium models, contract-based employment, institutional directions, flexible employment concepts, etc., as well as the accumulated practical world experience in the area of labour relations - are the basis for broad application opportunities in Uzbekistan [1].

It should be noted that over the years of independence Uzbekistan has developed tourism infrastructure, provided convenience, security, introduction of modern information technologies, all the amenities of tourist facilities, transport and hotel services and, in general, tourist logistics.

2. RESEARCH

In the Strategy of actions on five priority directions of development of the Republic of Uzbekistan for 2017-2021 years "... The objective of accelerating the development of the tourism industry is to increase its role and share in the economy, diversify and improve the quality of tourism services and expand tourism infrastructure"[2]. It should be noted that tourism is becoming the largest global trade network and currently ranks third in the world in terms of revenues from total exports of goods and services, the two largest oil and gas industries and the automotive industry. The tourism industry accounts for 10.2% of total exports in the world, while tourism services account for 35.5%. Located on the Great Silk Road, the Republic of Uzbekistan, known for centuries for its ancient cities, has real potential for the development of the tourism industry.

Thanks to our country's huge potential in international tourism, it is fundamentally different from neighbouring countries. The geographical location of Uzbekistan is extremely comfortable and has excellent natural and climatic conditions. Uzbekistan is one of the economically stable countries with unique historical architectural monuments, sweet fruits, various dishes, great national traditions and hospitality of its people. All this attracts the attention of foreign tourists and encourages them to go on tour.

Targeted research is being carried out worldwide to provide scientific and practical solutions to a number of tourism development problems. From this point of view, the relevance of the research is expressed in terms of

implementing innovations in the tourism system in our country, developing strategies for sustainable tourism development, expanding the market of tourist services and improving the efficiency of tourism management in the regions. The focus of the study on this issue and a positive solution to the problem determine its importance. The current high social and economic importance of this problem and the lack of understanding of it make the research topic relevant.

According to scientists, the nature of the service industry is a classic free market with functions such as flexibility, market conditions, communication and local connections. In this market, the international tourism industry accounts for every twelfth job creation worldwide and it is expected that 120 million people (3.5% of the unemployed) will be employed in this sector over the next decade. This is an important means of developing cooperation between countries and ensuring investment flows [3].

According to the World Tourism Council, more than 292 million jobs have been created in this sector, bringing \$7.6 trillion to the world economy and its share in GDP is 10.2% [4].

Diversification of tourist services and creation of new tourist routes, including: study of tourist potential of the whole country and formation of tourist products, routes, implementation of a set of measures on organization of tours and excursions for the population, opening of new domestic flights, creation of new tourist routes for regional and international routes on the basis of market research, measures for further improvement of modern tourism and reforming of its attractiveness inclusion of the Strategy of Activity

At the same time, we have focused on studying the regional aspects of the tourism economy. Jizzakhregion is characterized by high production capacities and favourable natural and economic conditions.

Jizzakhregion was established on 28 December 1973. It borders the Republic of Kazakhstan in the north-east and Syrdarya region, in the south-west with Samarkand and

Navoi regions and in the south-east with the Republic of Tajikistan. The area of 21.1 thousand square kilometres. The region consists of 12 districts, including Arnasai, Bakhmal, Dustlik, Gallyaara, Jizzakh, Zarbdor, Zafarabad, Zomin, Mirzachul, Pakhtakor, Forish and Yangiabad, 1 regional city and 7 subordinate cities (Jizzakh, Gagarin, Dustlik, Marjonbulak, there are 8 cities (Buston, Zarbdor, Zafarabad, Zaamin, Usmat, Uchkuloh, Yangikishlok and Koitosh).

The area has great potential for developing tourism and creating a large resort area. The population of Jizzakhregion is predominantly inhabited by oases due to its natural characteristics: mountains, steppe zones and weather conditions. There are 372 cultural heritage sites in Jizzakhregion, including 42 historical monuments and shrines, 267 archaeological sites and 63 monumental monuments (statues, busts and memorials) included in the list of state protection.

The amount of funds envisaged in the action plan for tourism development in Jizzakhregion for 2016-2017 is 10493.1 million US dollars. Funds of initiators and responsible executors are 5,731.0 million soums, credits of commercial banks are 4,270.0 million soums, budget funds are 492.1 million soums.

As a result of these activities, 5,190 foreign tourists visited the country in 2018 (Table 1). Given that most of them are from CIS countries, 3060 (72.0%), further plans and government programmes should be widely available in Europe, the Americas and South East Asia. 5,190 tourists from different countries visited sights in different regions of Jizzakhregion for all types of tourism.

To ensure the rapid development of the tourism sector, a number of government decisions have been taken to create free tourist zones. The main focus is on introducing new investments in the industry and, at the same time, global best practices and innovations. Based on this, the programme of the Cabinet of Ministers of the Republic of Uzbekistan "Measures on accelerated development of tourism potential of Jizzakhregion for 2017-2019" dated 17 May 2017 provides for implementation of 48 projects on tourism development in the region.

Years	Foreign tourists, including	From European countries.	Eastern and Southeast Asian countries	CIS countries	North and South America	Local tourists except population of Jizzakhregion
2015	3815	124	759	1832	23	12.350
2016	4199	207	908	3060	42	20.012
2017	4867	256	1037	3755	59	29.568
2018	5190	374	1556	4131	74	32.294

Table 1. Changes in tourism potential indicators of Jizzakhregion

In addition, from 1 March 2019, a pilot project will be launched in Jizzakhregion to develop an effective model of state regulation and management of integrated development of the region. The project is being implemented in accordance with the Decree of the President of the Republic of Uzbekistan from 03.01.2019 UP-5609 "On development of an effective model of state regulation and management of integrated development of Jizzakh region". According to the Decree [5], it is planned to develop the tourism sector, including through creation of tourism clusters in Zaamin district.

The participation of local tourists in tourism, in addition to the local and regional population, increases the level of environmental protection, culture, the preservation of longstanding traditions and a deeper knowledge of its history and national and cultural identity. This is a set of measures that increase the respect of tourists and local communities for the traditions, customs, culture and social traditions of local communities (see Figure 1).

Development of free tourist zones	Domestic tourism development	Development of modern tourism infrastructure
Creation of new tourist zones	Improvement of tourism services	Development of service facilities
Targeted investment direction	Formation of respect for traditions, customs and culture	Information centres, expansion of the Internet portal
Introduction of innovations in tourism	Conservation of natural resources	Promotion of a healthy lifestyle
Tourism cluster organization	Introduction of administrative measures to ensure tourism safety	Installation of road signs, maps, tourist information

Figure 1. Integrated measures affecting development tourist services

According to the decision of the President of the Republic of Uzbekistan "On priority measures for the development of the tourism industry in 2018-2019" it is planned to create five new modern recreation areas on the banks of Lake Aidar-Arnasai in Farish and Arnasai districts of Jizzakh region. In the near future, the prospects for implementation of the tourism cluster project in Bakhmal and Zaamin districts of the region will be divided into the following stages: 1) ecotourism; 2) agro-tourism and 3) ethnic tourism. The tourism and recreation cluster process is a necessary factor affecting the development of tourism products on the service market. Today's competitive environment dictates that the main objective of any tourism company is to attract consumers to the services they provide.

3. CONCLUSION

As a result of reforms in tourism development in the Republic of Uzbekistan, the industry has undergone fundamental changes and achieved great results. As a result of reforms, in 2018 the mobility of tourists will increase sharply at the expense of both local and foreign tourists. In 2016, the number of foreign tourists is 2027,000, the number of domestic tourists is 4125,555, in 2017 - 489,6397, the number of foreign tourists is 1236,3585, in 2018 - 5300,000, and the number of foreign tourists is 14589,641. The number of domestic tourists is expected to reach 58,800,000 and the number of foreign tourists 18,183,816 in 2019.

And GDP growth through economic activities is projected at 5.7% in 2020, 6.0% in 2021 and 6.2% by 2022. The following factors influence the development of tourism in the regions: development and implementation of a mechanism to attract more tourists in the organisation of ecotourism, strengthening cooperation with tourism in foreign countries, activities of tourism organisations and travellers to promote and sell high-quality tourism products on the world market, increase in travel signs in at least several languages, increase in information centres, internet portal, placement of tourist maps in crowded places, increase in travel markers on tourist websites, all tourism-related activities.

The next strategy for the development of the tourism services market in Uzbekistan is expected in the near future:

- development of existing tourism services and markets and creation of new ones, taking into account the state of tourism (natural, cultural and historical) resources of tourist countries;
- involvement of local communities and local authorities in the planning and development of tourism activities and their safety;
- developing links between the travel organisers and local structures in order to meet the needs of each party and meet their needs;
- overcoming obstacles to improving the wellbeing of the local population, tax, customs and other tourism, with a focus on maintaining prices for tourism services at a level that is beneficial to tourists and beneficial to the tourism industry;

- taking into account environmental protection (construction, architecture, anthropogenic loads) when investing funds;
- allocation of large resources for clear marketing and services, searching for tourists belonging to specific groups and organising information about the services they offer;
- Improving the professional level of tourism industry employees;
- Development of a group leisure system (timeshare).

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