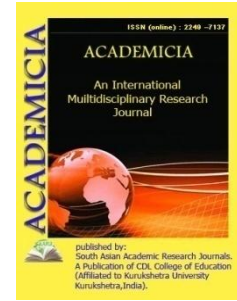


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IMPORTANCE OF ENTREPRENEURSHIP DEVELOPMENT IN TOURISM INDUSTRY (BUKHARA REGION)

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ABSTRACT

This article describes features and development of entrepreneurship in tourism industry. The business environment is a general environment that is manifested as a result of business. Entrepreneurship is another major source of employment in tourism. At present, great attention is paid to the development of entrepreneurship in our country. There are many aspects to consider when developing a business in tourism. The reform of the system will create many new jobs and develop the tourism industry. Today, tourism is one of the fastest growing sectors in the world economy. In our country, the attention to this area is growing from year to year. Therefore, the formation of a tourist market in our country is very important. The second aspect of the efficient use of tourist resources is the formation of the tourism market.

KEYWORDS: *Tourism, Hotel Industry, Products, Marketing, Entrepreneurship, Services, Destinations, Employees*

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