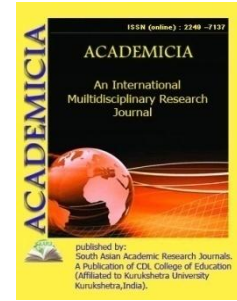


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## IMPORTANCE OF ENTREPRENEURSHIP DEVELOPMENT IN TOURISM INDUSTRY (BUKHARA REGION)

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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*

### INTRODUCTION

An important issue today is the development of the economy, increasing incomes and improving the socio-economic situation. Today, more than 60% of the population of the Republic lives in rural areas. Therefore, the creation of new jobs in rural areas with a large labor force, the expansion of opportunities in the service sector is a key factor in the well-being of the population. In addition, the development of tourism in rural areas is one of the tasks before us. Karakol is a beautiful place with a beautiful nature, created in the desert for thousands of years. Its beautiful nature, deserts and lush green meadows attract everyone. The fact that astrakhan leather is of great interest to foreign tourists in particular is a great reason for its further

development. Karakol sheep are bred all over the world and it is impossible to grow high-quality skins from them. This requires good climatic conditions, grass and sunlight. Demand for high-quality Uzbek karakul and its products is growing in the world market. The fact that it is widely and effectively used in the creation of high-quality hats, tops, interiors and other works of art for man testifies to the great importance of this industry in attracting international tourists. For centuries, various fur products have attracted the attention of mankind. It is known from history that human beings have been using skin for a long time before they started using fire. By the time primitive humans began to use leather and fur, fire had not yet been invented. Naturally, at that time fur was not yet sewn from karakul, it was simply used as a simple fur. At present, the industry is closely linked with a number of other sectors, especially tourism. Tourists visiting our country are very interested in hats made of astrakhan leather. Our local artisans have treated the leather so well that not every tourist who sees it can leave without buying a hat or cap. The unique patterns and beauty of Karakol leather have always been used as a comfortable, high artistic and aesthetic garment. has become a unique commodity that traders carry around the world in caravans.

## **MATERIALS AND METHODS**

Today, tourism has become one of the most lucrative businesses in the world. It is an integral part of a market economy and has become a rapidly growing industry in many countries around the world. Tourism is closely linked with the world economy's transport, communications, trade, agriculture, and consumer goods industries, and has a place in the world economy. Tourism is one of the main sectors of the economy of the republic, including agriculture, industry, transport and other macroeconomic sectors has enough resources to take its rightful place.

Our country is a leader in Central Asia in terms of tourism development. The country is rich in historical, archeological, architectural, cultural, agricultural and other tourist resources. In addition, the unique and beautiful nature of our country, mountains and valleys, rivers, deserts and various landscapes are the main recreational resources. Tourism, which is a young industry in our country, is developing rapidly today. This means that many jobs can be created. It also allows the countryside to become more beautiful.

Currently, the share of economically active population in the tourism sector in the country is very small. The participation of the rural population in this regard is generally low. Our goal is to create new tourist areas using the recreational and natural resources of rural areas and attract the rural population to tourism in the development of domestic tourism. The experience of developed countries shows that the existence of attractive areas alone is not enough for the development of tourism. Adequate development of local tourism infrastructure is also an important issue. The role of domestic tourism in the region is also important, and it is important to earn income from local tourism, meet the needs of the local population, provide services to them, and develop opportunities to provide jobs for the unemployed.

Currently, in the world experience, the form of agro tourism is widely developed. Agro tourism is one of the brightest types of tourism in our country. Because our country has an agro-industrial economy, the bulk of the population is engaged in agriculture, in addition, our country is rich in recreational resources, and we can develop recreational activities in many areas. Financial resources are essential for countries in transition to a market economy.

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## RESULTS AND DISCUSSIONS

It has its own characteristics of the development of agritourism. These are:

- Accommodation and meals in rural areas are 2-2.5 times cheaper than in urban areas;
- ecological cleanliness of rural areas;
- Availability of ecologically clean food;
- as an object of ethnographic tourism, the preservation of national identity in rural areas, etc.

As for rural tourism, in the early twentieth century, the aristocrats of St. Petersburg, as well as those who put themselves in their shoes, could not afford to spend their holidays in Baden-Baden. Such people live in Martishkino (southern part of St. Petersburg), which was considered a resort area at that time, or 30 km from the Finnish capital. They rented cheap country houses for recreation in Terioko, a road to the United States. Because there was no need to issue foreign passports. The tenants of such country houses were mostly intellectuals.

Holidays are very exciting for any city dweller, whether in the countryside or in the yard. That's the decent thing to do, and it should end there. Field yards or other places have always been rented for recreation in places that have been trusted and inspected for many years. The peculiarity of rural tourism is that, for example, in the agrarian regions of Sicily, the excess labor force can send poor tourists or students to work without pay, for shelter and food. That such a "vacationer" could find the money to go back. Along the way, you can spend a day or two swimming on the beaches, visiting museums, monuments and more. Today, rural tourism is a lucrative industry and has a special place in the world tourism market. While rural tourism cannot compete with large volumes such as seaside resorts, it does play a role in tourism. Special attention should be paid to its study and development. There is no rural tourism in the country. It has a future due to the small population in the village, the purity of nature, the environmental friendliness. In fact, it is cheaper to be a tourist in the countryside than in the resort areas or popular tourist centers. Not everyone can relax in expensive tourist centers, so the development of rural tourism is of great importance.

Rural tourism is carried out in the following cases:

- In rural areas, regardless of the amount of money available to certain categories of people, for example, according to family traditions;
- on the advice of a doctor to conduct rehabilitation in rural climates;
- Proximity to nature, the purpose of spending more time in the fresh air;
- for the possibility of eating environmentally friendly and inexpensive products;
- There are real opportunities for employment in agriculture;
- not to travel thousands of kilometers to find what you need for life;

Rural tourism is a unique feature of other areas of tourism, providing tourists with a unique opportunity to get acquainted with the local traditions of the local community, as well as improve living conditions and sources of income for rural families in remote areas of the country, as well as preserve national and cultural heritage. is distinguished by According to the analysis of

international experience in the field of tourism, the focus on the development of rural tourism is given by locals in rural areas to rent hotels for tourists to spend the night, organize dining and entertainment programs, provide guidance services, handicrafts. increases opportunities for additional income through the manufacture and sale of goods.

## CONCLUSION

The dedication of local tour operators to attract tourists to their villages, to bring tourists to the development of their people and state, to create jobs, to strengthen the tourist resources of their country, to bring currency into the country and to pay taxes on this income. they deserve to be taxed. In general, tourists in rural areas are much cheaper than in sanatoriums or popular tourist centers. Not everyone can relax in expensive tourist centers, so the development of rural tourism is of great importance.

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