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INTERNATIONAL EXPERIENCE AND GLOBAL TRENDS IN TOURISM

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ABSTRACT

In the modern world, tourism is one of the most massive, lucrative and intensively developing sectors of the world economy. Historical and cultural heritage can and should be one of the priorities for the development of large and small cities. Increase should be seen as a tool for managing labor migration. To promote the development of tourism in cities, it is necessary to actively encourage entrepreneurship, create a favorable investment and business environment, formulate a tourism marketing strategy.

KEYWORDS: *Tourism, Economy, Geographical, Historical Place, Historical Artifacts, The Organization And Development Of Tourism.*

INTRODUCTION

From the first days of independence, our country has begun to organize the national economy in accordance with the geographical location and mentality, and to develop reforms in accordance with the requirements of the times. The reforms were first continued in the manufacturing sector and then in the service sector. It should be noted that in the service sector, the banking system, the insurance system, trade and marketing, in a sense, in the field of education. The benefits provided to commercial banks are that they have been exempt from basic taxes for several years. They had a good opportunity to modernize the material and technical base. Such achievements are undeniable, of course. However, it should be noted that there is a tourism sector in the national economy, which costs less, but you have the opportunity to earn a higher income. Among the Central Asian countries, our country has the opportunity to become a leader in the organization and development of tourism. There are a lot of buildings, structures and historical relics left by our ancestors to their descendants. This is confirmed by the following quote:

"Uzbekistan has a huge potential for tourism and recreation, with a total of 7.4 thousand cultural heritage sites, 209 of which are four museum cities - " Ichan-kala in Khiva ", " Historical center of Bukhara ", "The historical center of the city of Shakhrisabz is located in the territory of the city of Samarkand and is included in the UNESCO World Heritage List." All these historical artifacts are objects that directly serve to increase the flow of tourists and the development of tourism. In short, the tourism industry is one of the sources of opportunity to earn high socio-economic income at low cost. Nevertheless, we have not paid enough attention to the development of tourism in accordance with the requirements of the time since the early days of independence. But the CIS countries have paid enough attention to this area. As a result, it has achieved unprecedented success. This is evidenced by the following statistics: "According to the National Tourism Administration of the country, in 2018, Georgia's tourism revenues will reach 3 billion. Exceeded the U.S. dollar. The number of tourists visiting Georgia in 2018 increased by 14.9% compared to the previous year and reached 8.7 million people. What is the positive trend in the field of tourism in Georgia, which is already free of the former Soviet Union? However, the territory of Georgia is smaller than the territory of our Navoi region. 65-70% of the existing land area is mountainous. Its population is slightly larger than the population of our Fergana region.

We are convinced that the number of historical buildings, religious scholars and places where they have settled is several times less than ours. Let's take another look at the above quote, which shows that for every Georgian living in Georgia, there are 2.35 tourists (8.7 million tourists: Georgia's population is 3.7 million). With this figure, Georgia is one of the top 10 countries in the world in terms of tourism services. In our opinion, at the right time, that is, from the first day of independence, the Georgian government and leading economists have focused on the organization and development of tourism. As a result, it is making enviable achievements in the field of tourism. Over the past two years, the Republic of Uzbekistan has begun to pay close attention to tourism, as in all sectors and industries of the national economy. Modern normative documents serving the development of tourism have been adopted. In particular, the Presidential Decree No. PF-4861 of December 2, 2016 "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan" was adopted. Also, the State Committee for Tourism Development was established on the basis of the National Company "Uzbektourism". In addition, all enterprises serving within the National Company have been transformed into unitary enterprises that can provide services in accordance with the requirements of the time. In addition, dozens of normative documents regulating and coordinating tourism have been adopted, which focus primarily on the development of outbound tourism. An open door policy is being pursued with neighboring countries that are close neighbors, religious and mostly allied. In addition, tourists from a number of foreign countries are given the opportunity and freedom to enter the country without a visa for a month. In the field of tourism, the tourism environment, developed on the basis of timely adopted and implemented regulations, is dramatically improving. As a result, there is an opportunity to sharply increase the number of tourists visiting our country.

As a proof of our opinion, we pay attention to the following figures mentioned in the media: "From 2010 to 2017, the volume of exports of tourism services doubled and amounted to 546.9 million US dollars in 2017 and 1,041 million US dollars in 2018. In 2018, the export of global tourism services increased by 4% and the number of international tourist visits increased by 5% to \$ 1.4 trillion, reaching 1.4 billion. , Exceeded 2.69 million. In 2018, 5.3 million foreign

tourists visited the country. As a result, in 2019, exports of tourism services increased by 26.1% compared to 2018 and amounted to \$ 1.3 billion, and the share of the sector in the export of services increased to 39.3%. At the end of 2018, the number of tourism organizations increased to 950, and the number of hotels - from 661 to 900. In addition, the development of tourism and the improvement of infrastructure serving tourists and the provision of services that meet the requirements of the times. Diplomatic corps abroad have also been instrumental in promoting the sector. As a result of these actions, the share of revenues from tourism services in GDP has been growing for a short two years. The number of tourists has also almost doubled. Of course, positive work is being done in the field of tourism. ” In short, there are many measures taken in the future in relation to the achievements in the field of tourism. One of them is the need to introduce international standards in the development of tourism in accordance with the requirements of the time, to approach the issues of increasing the country's export potential through tourism through research. In this regard, the following measures should be taken in the near future. In particular: - In order to gain practical skills from the experience of Georgia, it is necessary to jointly organize and hold an international conference on tourism; - Following the example of the advanced achievements of the Turkish state in the field of tourism, which is both a language and a religion, it is necessary to positively address the issue of increasing the number of foreign tourists to the country in the future; - In order to prolong the days of tourists in the country, it is desirable to sharply increase the number of swimming pools for them. Because most tourists love to swim in hot countries; - It is necessary to sharply increase the enrollment of foreign students in the field of education in the country. They live like tourists for at least 4 years of study. There is a great opportunity for parents and close friends to visit them during their studies. This means that the number of additional tourists will increase without further promotion. We are confident that if the above-mentioned scientific recommendations are taken into account at the governmental level, in the near future, the achievements of Turkey and the Republic of Georgia in the field of tourism, as well as Uzbekistan's opportunities will expand.

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