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CONDITION OF RURAL TOURISM IN OUR COUNTRY IN THE CONTEXT OF COVID-19 PANDEMY EPIDEMY

Ostonov Utkir Yangiboyevich*

*Senior Teacher,
 Samarkand Institute of Economics and Service,
 UZBEKISTAN
 Email id: vatkan77@mail.ru

ABSTRACT

The article discusses the state of development of rural tourism in our country in the context of the COVID-19 pandemic epidemic, the organizational and legal framework and regions, the impact of Coronavirus on global GDP growth in 2021 and how the pandemic affected his business from Europe to Uzbekistan. According to Saparboy Jubaev, an analyst with a PhD in economics, the pandemic could have less of an impact on Central Asian republics than in developed European countries. Because their share of services in GDP is less. For example, in developed countries such as Italy, rural tourism is well developed. Therefore, their rate of decline will also be large.

KEYWORDS: *Economic shock, Economic crisis, Aircraft, International flight, International tourism, Airline, Medical system.*

INTRODUCTION

According to the World Tourism Organization (WTO), this year's results compared to 2019 have led to a 98% reduction in the number of international tourists due to the disruption of the COVID-19 pandemic, resulting in a decline in international tourism revenues between January and May 2020. released As a result of a 300 million drop in the number of international tourists, international tourism revenues fell by \$ 320 billion. The result of this loss is three times that of the 2009 global financial and economic crisis. Currently, 90 countries are fully or partially closed to tourists; 209 routes, i.e. 96% of all routes in the world are restricted; the tourism industry could suffer \$ 22 billion in damage.

ANALYSIS OF THE LITERATURE ON THE SUBJECT

According to Saparboy Jubaev, an analyst with a PhD in economics, the pandemic could have less of an impact on Central Asian republics than in developed European countries. Because their share of services in GDP is less. For example, in developed countries such as Italy, rural tourism is well developed. Therefore, their rate of decline will also be large. That is, the decline in GDP in these countries is expected to be 5-6%. The negative impact on the production of the Central Asian republics due to the decline in the volume of services, as well as falling oil and gas prices may be around 1-2%. Then the overall growth in the region could be 3-4% instead of the planned 5-6% by 2020.

However, i.f.d., prof. Rakhimova Dilfuza Nigmatovna's article "Impact of the Coronavirus Pandemic on the Global Economy and Uzbekistan's Economic Partners" provides an in-depth economic analysis of pre-coronavirus economic development and the impact of the pandemic on the global economy and Uzbekistan's economic partners. .

Behruz Hamzaev, a well-known tourism expert in Uzbekistan and a former adviser to the chairman of the State Committee for Tourism Development, said 50 percent of airlines had gone bankrupt, that Uzbekistan needed to focus on tourism in a pandemic, and that Uzbekistan was a rich tourist destination.

RESEARCH METHODOLOGY

The article uses methods of abstraction, analysis-synthesis, induction and deduction, mathematical modeling and dialectical modeling.

ANALYSIS AND RESULTS

The coronavirus posed a threat of a global economic crisis. According to experts, the probability of a global economic crisis in the next 12 months is 43%. The number of patients infected with COVID-19 coronavirus, originally detected in China, has declined sharply, but outside of China - in other parts of the world, the geography of the virus is expanding day by day, and the number of coronavirus patients is growing rapidly. To date, a new strain of coronavirus has been detected in 114 countries around the world.

In recent weeks, the impact of the new strain of coronavirus on the economies of countries has been actively discussed in all leading media around the world, while in global financial markets there has been a sharp - dramatic decline in assets and indices. In other words, the COVID-19 coronavirus has "entered" not only the human body but also their economic lives and global financial markets.

According to Uzanalytics.com, FocusEconomics, one of the leading analytics companies in the analysis of financial assets, global markets and countries' economies, has been conducting a survey among leading experts on the impact of the coronavirus on the global economy and its economic consequences since mid-February. Yesterday, the company announced the results of its latest survey, which ended on March 11. The survey involved 54 leading economists and financial analysts around the world. In the survey, experts were asked the following questions:

1. What is the impact of the coronavirus on global GDP growth in 2021?
2. Will the coronavirus continue to affect the global economy after 2020?

3. What is the probability of a global economic crisis in the next 12 months?

4. What is the impact of the coronavirus on the GDP growth of China, South Korea, Italy and Iran in 2021?

The results of the survey show that compared to the results of the previous survey (published on March 3), experts are overestimating the impact of the coronavirus on the global economy.

More than half of the 54 experts, or 57 percent, forecast global GDP growth to fall by 0.5 percentage points this year, while 20 percent of them forecast a decline of 1.0 percentage points.

The outbreak of the coronavirus pandemic and the consequent quarantine of countries around the world have dealt a severe blow to the tourism industry.

The cancellation of flights has led to a sharp drop in the number of foreign visitors around the world since March, following the closure of borders. By the beginning of the summer months, when travel companies and the hotel business were to thrive, the figure was zero. Uzbekistan has also been affected by everything from the national airline to hotels and regular guides.

The effects of quarantine, which spread around the world, were severe and rapid. A period of uncertainty has begun in the lives of thousands of people in the fields of tourism, transportation and hotels.

Anvar Shermatov is the chairman of the Uzbek-German society "Davra" in Germany and works in the field of tourism. We asked an entrepreneur who travels from Europe to Uzbekistan how the pandemic has affected the business. Anvar Shermatov had a different preparation for the 2020 season. In an interview with the BBC, Anvar Shermatov said that 2020 was a different year for the tourism business than the year before, but the coronavirus had ruined it all. "I'm in the tourism business. We prepared for 2020 differently than every year, Facebook, Google We have invested in advertising, participated in tourism fairs, distributed catalogs, worked more gypsies with our partners. So, 2020 was expected to be the best of the tourist seasons so far. As you know, suddenly COVID-19 was terrible news for us. " he says. According to the businessman, they hoped that the season would not end until mid-March. "We did not lose hope until mid-March. out of the fall season), we moved what was possible to the fall season, some to 2021, but it was 80% canceled".

Anvar Shermatov says that they are still hoping for the autumn season, but they are not sure that it will happen. "Now we have one hope from the autumn season, but I do not believe that it will come true. This is a good loss from the economic point of view, but we have written to most of our customers and said that we will be happy that they will travel through us again in the future. " "It's not a solution. The airlines are different; at least they don't return the money. I think it's a long process," Shermatov said. "We took the opportunity to update our website so as not to sit idle. We have been working tirelessly for 4 months, at least trying to make the website look more modern. All the preparations are now focused on 2021, we will be in the market with three websites at a time," he said. Anvar Shermatov, who lives with his family in Berlin, has not faced financial difficulties. "I live in Berlin with my family, it has not affected my family budget, I must say that I am satisfied, my colleagues from Germany are temporarily taking their salaries from the state, they have recently been allowed to travel to the EU, many have returned to

normal work, but the countries that bring in the main income will have to be a little more patient, not in the EU, ”said Anvar Shermatov.

According to analysts, due to the pandemic, representatives of the tourism industry have begun to reconsider the products they offer:

- use one of the two rooms in hotels;
- Restrictions on the beaches through barriers to avoid crowds;
- Waiver of all inclusive payments;
- offer ecological species;
- opening new routes, etc.

While some travel agencies are facing a crisis, it is expected that competition will not be as strong as before in the near future.

The development of domestic tourism is expected in most countries due to the closure of borders, various restrictions and the fear that people will not be able to spread the disease abroad. While globalization has lowered borders between states to a nominal level, the spread of coronavirus has forced the situation to reverse.

However, it is possible to make optimistic predictions that such a situation will continue until a vaccine or effective treatment is discovered, and then gradually gradually recede.

After the cancellation of international flights and the closure of borders with neighboring countries, the flow of foreign tourists stopped abruptly.

CONCLUSIONS

There are a number of options to support tourism development in the event of a global pandemic:

- First of all, wide promotion of rural tourism;
- To pursue a policy of intensification of rural tourism, effectively using the fact that foreign countries have closed their borders;
- With the mitigation of the pandemic, more than 34 million people in the country will be able to activate tourist services and thereby create opportunities to improve the rural tourism infrastructure with the efficient use of time;
- To create conditions for tourism companies, hotels, cafes, restaurants, to support them as much as possible by supporting rural tourism, so that tourism professionals do not transfer to other jobs;
- In order to attract tourists to tourism, it is necessary to promote eco-tourism or rural tourism, because after the pandemic it is natural that most tourists will be very cautious. In such a situation, the use of ecotourism and rural tourism opportunities will help to get out of the situation. For tourists traveling in the bosom of nature, there is no need to maintain social distance. In rural areas, people are less likely than in cities.
- There are many opportunities for tourism in Uzbekistan and natural landscapes worth showing to tourists in the countryside, but most of our compatriots do not know about it. Therefore, we

believe that it is time to create rural tourism infrastructure. At the same time, another option for rapid recovery of tourism in the post-pandemic period is to diversify tourism. Mostly foreign tourists come to Uzbekistan by air. We have a sharp decline in the number of tourists with average means, as ticket prices are relatively expensive compared to the international level. We need to improve the quality of service in hotels and restaurants in our country. We should not modernize the hotels in Tashkent, Samarkand, Bukhara, Khiva, which are our traditional tourist centers, but encourage the construction of small and comfortable 3-4 star hotels in all places rich in tourist resources. Wealthy tourists prefer quiet places rather than crowded ones and demand services that are worth the money they spend. At the same time, 3-4 star hotels do not have to be multi-room, it is small and comfortable, but the quality of services should be high.

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