

ECONOMIC MECHANISMS FOR CREATING NEW JOBS IN REGIONS AND INCREASING POPULATION INCOMES THROUGH TOURISM

Botirov Ogabek

Student of Kattakurgan State Pedagogical Institute

Abstract

This article analyzes the economic mechanisms for creating new jobs in regions and increasing population incomes through the development of tourism. The importance of the tourism sector in ensuring regional employment, expanding the entrepreneurial activity of the population, developing the service sector, and increasing local economic activity is highlighted. It also examines the mechanisms for the impact of tourism on population incomes through the development of tourism infrastructure, attracting investments, and supporting small businesses and private entrepreneurship. The study substantiates the effective use of tourism potential as an important factor in the economic development of regions and increasing the well-being of the population. The article develops practical proposals and recommendations for increasing employment and incomes through the development of tourism in regions.

Keywords: Tourism, regional economy, employment, new jobs, population incomes, tourist services, tourism infrastructure, small business, entrepreneurship, investment, economic development, tourist potential.

Introduction

Today, tourism is one of the fastest growing sectors of the world economy, and is an important factor in increasing the economic potential of countries and regions, creating new jobs, and increasing the income of the population. A distinctive feature of tourism is that its development has a positive impact not only on entities directly providing tourist services, but also on the development of many other economic activities, such as transport, catering, trade, crafts, hotel industry, culture and entertainment services. Therefore, the development of tourism is one

of the effective means of increasing regional economic activity. In Uzbekistan, special attention is paid to the development of the tourism sector, increasing its share in the economy, and effectively using the tourism potential of the regions. The country's historical and cultural heritage, natural resources, shrines, national crafts, and tourist opportunities specific to various regions create broad opportunities for the development of tourism. In particular, through the development of domestic and local tourism in the regions, it is possible to increase the economic activity of the population, form new business entities in the service sector, and create additional jobs [1,19].

The impact of tourism on regional employment requires a thorough study of its economic mechanisms. An increase in tourist flows increases the demand for hotels, restaurants, transport services, shops, excursion and guide services, crafts, and other types of services. As a result, along with the creation of new jobs, the income of the population from entrepreneurial activity and tourism-related services also increases. Especially in rural and remote areas with high tourism potential, this direction can become one of the important sources of employment for the population. The study of the economic mechanisms for creating new jobs through tourism and increasing population incomes is of urgent scientific and practical importance today. In this process, the development of tourism infrastructure, attraction of investments, support for small businesses and private entrepreneurship, involvement of local residents in tourism services, and diversification of regional tourism products are considered important economic mechanisms.

MAIN PART

The impact of tourism on the regional economy is manifested, first of all, through its inextricable link with many types of economic activity. An increase in the flow of tourists increases the demand for tourist services in the region. This demand stimulates the development of hotels and accommodation facilities, catering, transport, trade, excursions, guides, crafts and entertainment services. As a result, tourism increases economic activity not only within one sector, but also in other sectors of the regional economy. The creation of new jobs through tourism occurs in direct and indirect forms. Direct employment is associated with the creation of new jobs in hotels, tourist companies, restaurants, museums, transport

enterprises, guide and excursion services. Indirect employment occurs in trade, agriculture, crafts, construction, logistics and other sectors that support tourism activities. In this regard, the impact of tourism on employment is multi-sectoral. One of the important mechanisms of tourism in increasing the income of the population is the development of small business and private entrepreneurship. The increase in the number of tourists in the region allows the local population to establish guest houses, prepare national dishes, produce souvenirs and handicrafts, provide transport and guide services. Since such activities do not require a large amount of initial capital, they are of great importance in creating additional sources of income for the population [2,45].

The development of tourism in rural areas, in particular, expands the opportunities for the local population to effectively use existing resources. For example, within the framework of rural tourism, additional income can be obtained by using national houses as guest houses, offering local food products to tourists, selling national handicrafts, and demonstrating local traditions. This process, in addition to ensuring employment for the rural population, also serves to diversify the economy of the region. Another important mechanism of tourism in regional economic development is associated with attracting investments. The construction of hotels, resorts, tourist complexes, road and transport infrastructure and other facilities in areas with high tourist potential leads to the formation of new types of economic activity. The implementation of investment projects creates new jobs starting from the construction stage, and after the facilities are put into operation, permanent employment opportunities expand. The development of tourism also creates new markets for local producers. Tourist demand for food, clothing, handicrafts, souvenirs and other local products encourages producers to expand their activities. As a result, an economic connection is formed between tourism and local production, and the process of creating added value in the region is strengthened. For the development of tourism in Uzbekistan, it is important to use the natural, historical, cultural and economic potential of the regions. Along with the regions of Samarkand, Bukhara, Khiva, Tashkent, Kashkadarya, Surkhandarya, Fergana Valley, other regions also have opportunities for developing various areas of tourism. Historical monuments, shrines, natural landscapes, national crafts and

gastronomic traditions are important resources for the formation of regional tourism products [3,66].

The formation of regional tourist clusters is also one of the important areas in increasing the economic efficiency of tourism. Within the framework of a tourist cluster, cooperation between hotels, restaurants, transport organizations, craftsmen, tourist operators, cultural facilities and other service providers is established. Such cooperation increases the complexity of tourist services, creates conditions for tourists to stay longer in the region and spend more money. This serves to increase the income of local entrepreneurs. The issue of training personnel is also of particular importance in increasing employment through tourism. The modern tourism industry needs specialists who know foreign languages, have a service culture, can use digital technologies, and communicate effectively with clients. Therefore, expanding tourism-specific vocational education and retraining programs in the regions can increase the employment opportunities of local residents in the tourism sector [2,87].

RESEARCH METHODOLOGY

This study used scientific approaches aimed at identifying economic mechanisms for creating new jobs in regions and increasing population incomes through tourism. The methodological basis of the study is the principles of a comprehensive assessment of the impact of tourism on the regional economy, determining the relationship between employment and population incomes, and analyzing the economic efficiency of tourism. During the study, the tourism sector was considered as a component of the regional economy based on a systematic approach. The relationship between tourism development and employment, entrepreneurship, investment, the service market, and population incomes was analyzed. Using the method of statistical analysis, trends in changes in indicators such as the volume of services in the tourism sector, tourist flows, the number of tourist organizations, employment levels and population incomes were studied. By analyzing statistical data, an attempt was made to determine the relationship between tourism development and economic indicators.

In addition, using expert assessment and observation methods, the main factors affecting the development of tourism activities in the regions were identified. Factors such as the state of the tourist infrastructure, the business environment,

investment opportunities, the involvement of the local population in tourism services and human resources were assessed. Induction and deduction methods were also used to formulate the research results. Based on the analysis of specific indicators, general conclusions were drawn and scientific and practical recommendations were formulated to increase regional employment and population income through the development of tourism [7,234].

CONCLUSION

The results of the study show that the development of tourism is one of the important factors in creating new jobs in the regions, increasing the income of the population and strengthening local economic activity. The inextricable link between the tourism sector and other sectors expands its economic impact, allowing the development of transport, trade, catering, hotel management, crafts and other service areas. During the study, direct and indirect mechanisms for increasing employment through tourism were identified. In particular, the expansion of hotels, restaurants, tourist companies, transport and guide services directly serves to create jobs, while the development of trade, crafts, agriculture, construction and other sectors related to tourism indirectly increases employment. The development of tourism in the regions also creates new opportunities for small businesses and family entrepreneurship. The involvement of local residents in the organization of guest houses, preparation of national dishes, production and sale of handicraft products, provision of transport and excursion services leads to the formation of additional sources of income. Effective use of these opportunities, especially in rural areas and areas with high tourist potential, will help to increase the well-being of the population.

Also, attracting investments in tourism infrastructure is important for accelerating the economic development of regions. The construction of new tourist facilities will lead to the creation of permanent and temporary jobs not only during the construction period, but also later during their operation. At the same time, the use of digital technologies in the tourism sector and the online promotion of tourist services will expand the opportunities for local entrepreneurs to enter the market. Based on the results of the study, in order to increase the economic efficiency of tourism in the regions, it is advisable to improve the tourism infrastructure, support small businesses and family entrepreneurship, actively

attract investments, involve the local population more widely in tourism services, and train qualified personnel for the tourism sector. In addition, it is necessary to create new tourist products based on the unique natural, historical-cultural, and craft potential of the regions.

In general, the formation of effective economic mechanisms for the development of tourism increases the level of utilization of the economic potential of regions, creates new jobs, expands sources of income for the population, and contributes to the sustainable development of the regional economy. Therefore, the development of tourism as one of the important directions of regional economic policy is one of the promising means of increasing employment and well-being of the population in Uzbekistan.

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