

TOURISM EXPORTS AND THEIR ROLE IN ENSURING THE ECONOMIC STABILITY OF UZBEKISTAN

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Abstract

This article analyzes the role and importance of tourism exports in ensuring the economic stability of Uzbekistan. The opportunities for increasing foreign exchange earnings for the country through tourism exports, creating new jobs, stimulating the economic development of regions, and diversifying the export of services are highlighted. The issues of effective use of tourism export potential in Uzbekistan, expanding international tourist flows, and increasing the competitiveness of tourism services are also considered. The article develops proposals and recommendations on the impact of tourism export development on economic stability and eliminating existing problems.

Keywords: Export tourism, economic economic, economic foreign exchange earnings, tourist flows, import export, tourism economic, economic sustainability, economic economic, tourist aid, investments, Uzbekistan.

Introduction

Today, the importance of the service sector, in particular the tourism industry, in the global economy is growing. Tourism is not only an industry that satisfies the recreation and travel needs of the population, but also one of the important factors in attracting foreign currency to the country's economy, creating new jobs, developing entrepreneurial activity, and increasing the economic activity of regions. In this regard, the development of tourism exports is of great importance in expanding the country's foreign economic relations and strengthening economic stability. Uzbekistan has great potential in the international tourism market with its rich historical and cultural heritage, natural resources, ancient cities, and pilgrimage tourism opportunities. Historical cities such as Samarkand,

Bukhara, Khiva, and Shahrissabz, as well as the country's natural and ecological regions, create broad opportunities for attracting foreign tourists. In recent years, special attention has been paid to developing the tourism sector in Uzbekistan, improving the quality of tourist services, forming new tourism destinations, and strengthening the country's position in the international tourism market. The economic importance of tourism exports is manifested, first of all, in the formation of foreign currency earnings through the funds spent by foreign tourists on goods and services in the country. These earnings serve to improve the country's balance of payments, expand the export of services and support economic growth. At the same time, the inextricable link between tourism and transport, hotel industry, catering, trade, crafts and many other sectors enhances its multiplicative economic impact. Therefore, one of the urgent tasks in Uzbekistan is to further develop tourism exports, increase the flow of international tourists, increase the competitiveness of tourist services and effectively use the existing tourism potential. Scientific study of the impact of tourism exports on the country's economic stability is of great theoretical and practical importance for developing effective mechanisms for the development of this sector [1,63].

MAIN PART

Economic essence and significance of tourism exports

Tourism exports are one of the important areas in the structure of service exports of the country's economy. Unlike traditional exports, in tourism exports, the service itself is not delivered to a foreign consumer, but a foreign tourist visits the country's territory and uses accommodation, transportation, catering, excursions, trade, entertainment and other services. As a result, the expenses made by foreign tourists on the territory of the country bring foreign exchange earnings to the economy. An important aspect of tourism exports is that it has a positive impact on the development of several economic sectors at the same time. In particular, increased demand in the hotel and restaurant industry, transport, trade, culture, crafts, communications and services stimulates the development of these sectors. Therefore, tourism exports are manifested as a type of activity that has a multiplier effect in the economy. The development of tourism exports, while increasing the country's foreign exchange earnings, allows diversifying the export

structure of the economy. In economies with a high level of dependence on the export of raw materials and some material goods, expanding the export of services, including tourism, can be one of the important means of ensuring economic stability [2,90].

Opportunities for the development of tourism exports in Uzbekistan

Uzbekistan has a huge natural, historical and cultural potential for the development of tourism exports. Ancient cities, architectural monuments, pilgrimage sites, museums, national craft centers and natural landscapes located on the territory of the country create ample opportunities for diversifying tourism products. Historical cities of Uzbekistan such as Samarkand, Bukhara and Khiva play an important role in forming the country's main tourist brands in the international tourism market. At the same time, the range of tourist products offered to foreign tourists can be expanded by developing such areas as pilgrimage, ecological, gastronomic, cultural, ethnographic, rural and adventure tourism. The effectiveness of tourism exports depends not only on the number of tourists, but also on the duration of their stay in the country and their average costs. Therefore, it is important for Uzbekistan to develop tourism services with high added value. For example, quality hotel services, gastronomic tourism, international-level cultural events, individual tourist programs, and the development of new excursion routes will help tourists stay in the country longer and increase their spending.

The impact of tourism exports on economic stability

One of the main advantages of tourism exports in ensuring economic stability is the formation of foreign exchange earnings. Expenditures made by foreign tourists provide an inflow of foreign exchange to the country. This contributes to an increase in the volume of exports of services and strengthening the external economic balance. In addition, the development of the tourism sector serves to create new jobs. Especially in tourist areas, the expansion of hotels, restaurants, transport services, guides, crafts and trade activities increases the income of the population. This process has a positive effect on the development of entrepreneurial activity in the regions and the provision of employment. The impact of tourism exports on regional development is also of particular

importance. Since tourist facilities are located not only in large cities, but also in rural and remote areas, the development of tourism infrastructure can serve to reduce economic disparities between regions. Improvement of road, transport, communication, trade and service infrastructure also has a positive impact on the standard of living of the local population.

Problems in the development of tourism exports

Despite the existing potential of tourism exports, there are some problems in the sector. In particular, the insufficient development of tourism infrastructure in some regions, the uneven quality of services across regions, the lack of qualified tourism personnel, and the insufficiently effective organization of promotion of national tourism products in the international tourism market can affect the development of tourism exports. Also, tourism seasonality is one of the important problems. A sharp increase in the flow of tourists in certain tourist destinations in certain seasons and a decrease in other periods affects the sustainable operation of tourism enterprises. To solve this problem, it is advisable to develop tourism destinations that are in demand throughout the year, including gastronomic, pilgrimage, health, business and cultural tourism.

Directions for increasing tourism exports

To further develop tourism exports in Uzbekistan, it is necessary, first of all, to ensure the quality of tourist services that meet international standards. Improving hotel and catering services, expanding transport opportunities, improving the infrastructure leading to tourist facilities, and introducing modern digital services will create favorable conditions for tourists. It is also necessary to pay great attention to promoting the tourist brand of Uzbekistan on an international scale. The country's tourism potential can be widely promoted through digital marketing, social networks, international tourism exhibitions and cooperation with foreign tourism companies. It is also important to expand the participation of local residents and small businesses in the development of tourism exports. It is possible to ensure that tourism revenues remain in the regions by developing family guest houses, national crafts, gastronomic services and local excursions [3,87].

RESEARCH METHODOLOGY

This study used scientific and methodological approaches aimed at identifying and assessing the role of tourism exports in ensuring economic stability in Uzbekistan. The methodological basis of the study is the principles of systematic and comprehensive analysis of economic processes. The methods of systematic analysis, comparative analysis, statistical analysis, economic analysis, grouping and generalization were used in the research process. Using systematic analysis, the relationship of tourism exports with other sectors of the country's economy was studied. Based on comparative analysis, the impact of tourism exports on economic development and stability indicators was assessed. The statistical analysis method was used to analyze data on key indicators in the tourism sector, including foreign tourist flows, exports of tourism services, income and employment in the tourism sector. Through dynamic analysis, trends in tourism export indicators over time were identified.

The information base of the study was formed by regulatory and legal documents of the Republic of Uzbekistan on the tourism sector, official statistical data, scientific articles, monographs, textbooks, as well as scientific research on tourism and economics. Based on the generalization of the research results, scientific and practical conclusions and proposals were developed to expand tourism exports in Uzbekistan, increase the flow of foreign tourists, strengthen the competitiveness of tourist services, and further increase the contribution of tourism to the economic stability of the country.

ANALYSIS AND RESULTS

The development of tourism exports in Uzbekistan is one of the important factors contributing to the expansion of the service sector in the country's economy and increasing economic activity. Uzbekistan's rich historical and cultural heritage, natural resources and geographical location create great opportunities for increasing the country's export potential in the international tourism market. As a result of the increase in the flow of foreign tourists, the demand for hotels, transport, catering, trade, crafts and other types of services also increases. The analysis shows that the economic effectiveness of tourism exports is determined not only by the increase in the number of foreign tourists, but also by the duration of their stay in the country, the average costs per tourist and the range of services

used. Therefore, in tourism policy, along with increasing the number of tourists, it is important to develop tourism services with high added value. Another important result of tourism exports is the increase in foreign currency receipts to the country. The funds spent by foreign tourists on accommodation, transport, food, excursions, trade and entertainment services increase domestic economic activity. This process has a positive effect on the expansion of services exports and strengthening the country's external economic stability. The development of tourism also has a significant impact on employment indicators. Especially in regions with high tourist potential, the expansion of hotel, restaurant, transport, guide, trade and craft services allows for the creation of new jobs. As a result, the income of the population increases and economic activity in the regions increases. The results of the analysis show that tourism exports also have a positive impact on regional economic development. In addition to large tourist centers such as Samarkand, Bukhara, Khiva, the use of the tourist potential of other regions can serve the territorial diversification of economic development. In particular, there is an opportunity to distribute tourism revenues more widely across regions by developing ecological, pilgrimage, gastronomic, rural and ethnographic tourism. At the same time, there are some factors that hinder the development of tourism exports. In particular, the insufficient development of tourism infrastructure in some regions, the lack of quality of services that do not fully meet international standards, the lack of qualified specialists, and problems with the effective promotion of tourism products on the international market can prevent the full use of the potential of tourism exports [5,21].

As a result of the study, the following areas were identified as important for the development of tourism exports:

1. Improving the quality of tourism services and bringing them into line with international standards;
2. Developing new tourism products for foreign tourists and diversifying tourism destinations;
3. Further developing transport and tourism infrastructure;
4. Widely promoting Uzbekistan's tourism potential on the international market using digital marketing and modern information technologies;
5. Integrating local entrepreneurship and crafts with tourism;

6. Training qualified personnel in the tourism sector and increasing the share of specialists who know foreign languages;

7. Development of tourism destinations that are in demand throughout the year in tourist regions [7,90].

In general, the results of the analysis show that tourism exports have a multifaceted role in ensuring the economic stability of Uzbekistan. It contributes to strengthening the country's economic potential by increasing foreign exchange earnings, expanding the export of services, creating new jobs, developing the regional economy, and stimulating entrepreneurial activity. Therefore, the development of tourism exports should be one of the important directions of Uzbekistan's long-term economic development strategy.

CONCLUSION

The results of the study show that tourism exports are one of the important factors in ensuring the economic stability of Uzbekistan. An increase in the flow of foreign tourists allows the country to increase foreign exchange earnings, expand the export of services, and diversify the export structure of the economy. The development of tourism exports has a positive impact not only on the development of the tourism industry, but also on the development of the hotel industry, transport, catering, trade, crafts, and other related sectors. As a result, new jobs are created, incomes of the population increase, and economic activity of the regions increases. In particular, the development of regions with high tourism potential allows for more effective use of the country's regional economic potential. According to the results of the study, in order to further develop tourism exports in Uzbekistan, it is necessary to improve the tourism infrastructure, bring the quality of services to international standards, form new tourism destinations, and actively promote national tourism products in the international market. It is also important to widely use digital technologies, train qualified personnel in the tourism sector, and expand the participation of local business entities in tourism activities.

In general, the development of tourism exports as a strategic direction will serve to strengthen the country's economic stability by increasing Uzbekistan's foreign exchange earnings, increasing employment, developing the regional economy, and expanding the export of services. Therefore, the effective use of the potential

of tourism exports and increasing its competitiveness should be considered one of the important conditions for the sustainable economic development of Uzbekistan.

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