

## Political and Socio-Economic Significance of Tourism

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### ABSTRACT

Today, there are four main tourist regions in the country: Fergana, Samarkand-Bukhara, Tashkent and Khorezm. The Fergana tourist zone includes the Fergana Valley. Its tourist resources include archeological excavations and architectural monuments, favorable natural conditions, products of traditional folk crafts and arts, industrial and agricultural complexes. The presence of a wide network of roads and railways also allows the Fergana region to be used for tourism purposes, as well as to establish tourist bases and recreation areas throughout its territory.

**KEY WORDS:** tourism development, ecological aspects, tourists, politicians, communications.

In the modern western economy, tourism is seen as a complex socio-economic system in which the tourist tourism industry is seen as a whole of society, tourism policy and economy. At the same time, economic problems are analyzed together with social and ecological aspects of tourism. The point is that today life strategies and lifestyles are, as a rule, formed within the same socio-political foundations, which arise with a certain status of the individual in the social system. But if the lifestyle of members of another social group becomes important to the individual, then he is ready to show that he belongs to that group by expressing himself in a way of life that conforms to the patterns of moral consumption. The segment of political and cultural knowledge tourism requirements is expanding. A large influx of travelers seeking to explore the culture and traditions of other peoples and nations is moving to Europe, Asia and the Middle East. There is a tradition of expanding the political and cultural motivations of tourists for sports, health and other types of tourism. Political and cultural studies play an important role in the development of tourism in the efforts of the government and local administration to carefully preserve the cultural monuments and manage the flow of tourists visiting them.

According to Maslow, self-activation habits are inherent in many of the problems of the average person: guilt, anxiety, grief, internal conflicts, and so on. But the main difference is their commitment to their chosen job and their values. That, in turn, makes them harder to fight for. At first glance, this category is less promising for inclusion in tourism activities due to its focus on aspects related to the other person type and the insignificance of social attention to life. However, an appropriately structured strategy for this category of work can turn it into a clear segment of the demand market. The symbol and image of famous historical figures in the fields of religion, art, and politics can travel to places that are important to him. A journey in which a person creates additional conditions for the realization of the spiritual sphere: in this he fully expresses himself in his professional direction. Marketing research should not only reveal lifestyles that are typical of a particular social, political, or cultural age, but also determine the relationship between lifestyles and consumer motives and behaviors.

Tourism is designed to meet the needs of tourists themselves and organizations that are directly or indirectly involved in the organization of their products. It includes the following types of services.

1. On the accommodation of tourists (hotels, motels, campsites, boarding houses, sanatoriums, tourist bases, etc.).

2. Catering for tourists (restaurants, cafes, bars, etc.)
3. Transportation of tourists across the country in different modes of passenger transport and through other parts of the country.
4. Excursion services (interpreters, groups of tour guides).
5. Services to satisfy cultural interests (visits to theaters, cinemas, concert halls, parks, nature and historical reserves, sports competitions and other events).
6. Satisfaction of practical and scientific interests of tourists (participation in congresses,
7. assemblies, scientific conferences, seminars, fairs and exhibitions, participation in general and special purpose trade events).
8. General and special purpose trade services of trade enterprises (sale of gifts, postcards, etc.)
9. Insurance and medical services.
10. Advertising and service (sales) services (development of travel routes, booking in transport, accommodation).
11. Services of administrative control bodies (rent, quarantine, currency, customs, police services, as well as services for registration of documents, visas, passports).
12. Information services (tourism resources in one region of the world, means of accommodation, customs and border formalities and the exchange rate in the country of issue, newspapers, magazines, travelogues about the types of transport, their directions and prices).
13. Nature and cultural protection services of environmental services (inspections for the protection of historical and cultural monuments).

Speaking about the development of tourism infrastructure in Uzbekistan, it is important to focus on the division of the country into major tourist regions. Today, there are four main tourist regions in the country: Fergana, Samarkand-Bukhara, Tashkent and Khorezm. The Fergana tourist zone includes the Fergana Valley. Its tourist resources include archeological excavations and architectural monuments, favorable natural conditions, products of traditional folk crafts and arts, industrial and agricultural complexes. The presence of a wide network of roads and railways also allows the Fergana region to be used for tourism purposes, as well as to establish tourist bases and recreation areas throughout its territory. Tashkent tourism region has universal potential for the further development of all types of tourism. The cultural monuments of this tourist area, the modern life of the capital region, buildings, new towns and villages, modern culture, nature of the region, rich landscape, colorful flora and fauna are important factors that make it attractive. The road and rail network connects the tourist centers of the Tashkent tourism region and allows the development of suburban railway and road tourism. The Samarkand-Bukhara tourism region includes Samarkand, Bukhara and Navoi regions. The world-famous architectural monuments of Samarkand and Bukhara are the basis for the development of tourism in the region. In addition, the railway and a wide network of highways passing through the Zarafshan River, the low passes and good trails passing through the Zarafshan mountain range are very favorable factors for the development of tourism in the region. The potential of the Khorezm tourist region is mainly based on the Ichan-Kala Nature Reserve in Khiva, which is rich in historical and architectural monuments.

In addition to the existing tourism regions, there are other promising regions: Jizzakh, Karshi-Termez and MiddleKarakalpakstan. In the future, the development of existing opportunities in these regions may lead to further expansion of the market of tourism services in our country.

FERKHANA TOURISM DISTRICT is located in the eastern part of the republic, covering Namangan, Andijan and Fergana regions. The diversity of natural and climatic conditions, together with many tourist attractions, determines the possibility of using this region for the development of educational and health tourism. Archaeological and architectural monuments, industrial complexes and folk crafts are the main

tourist attractions in the Fergana region. The district has natural recreation areas in Sarikurgan, on the banks of the Sukh River, on Lake Aydinkol, in the south-east of Andijan, in the Bogishamol and Karkidon reservoirs. Extremely favorable natural resources, abundance of rivers, lakes and reservoirs, combined with mountain-climatic conditions, make the district a unique tourist area with a large area.

The availability of a wide network of railways and highways for the use of Fergana district for tourism purposes is another convenience, which allows to place tourism and recreation bases throughout the district.

TASHKENT TOURISM DISTRICT covers Tashkent region. This district has universal opportunities for all types of tourism. An important factor in the attractiveness of the Tashkent tourist area is its rich landscape, colorful flora and fauna. Recreation areas have been established in the Tuyaboguz and Charvak reservoirs in the district. Mountain hiking and ski tourism are well developed on the basis of the Chimyon complex. Well-branched roads and railways connect the tourist centers of the Tashkent tourist region and allow the development of railway and road tourism around the city.

SAMARKAND-BUKHARA TOURISM DISTRICT covers the territory of Samarkand, Bukhara and partly Navoi regions. The development of tourism in this district is based on the world-famous architectural monuments of Samarkand and Bukhara. The city of Navoi, built on the basis of a single master plan, taking into account the hot climate of the desert, is also of educational importance. The city of Navoi is also of educational importance. The geographical location of the district is very convenient for the development of tourism. The railway along the Zarafshan River, the extensive network of highways, the low passes and good trails through Zarafshan make it very easy to use the district for tourism purposes.

KHOREZM TOURISM DISTRICT is located in the north-western part of Uzbekistan, on the left bank of the Amu Darya River, and occupies the territory of Khorezm region. The use of the district for tourism purposes is mainly based on the historical and architectural monuments of Khiva, located in the Ichonkala architectural reserve. Many historical and cultural monuments are located throughout the region. To the south-east of Khiva is Lake Shurkol. The developed system of communication routes in the region will allow in the future to establish here a variety of tourist routes of regional and inter-district importance.

JIZAK TOURISM DISTRICT covers the territory of Syrdarya and Jizzakh regions. The region's good transport and natural resources determine the prospects for its use for tourism purposes. It is possible to organize weekend itineraries and short-term vacations for residents of local and nearby tourist areas.

KARSHI-TERMIZ TOURISM DISTRICT consists of Kashkadarya and Surkhandarya regions. Archaeological and historical-archeological monuments in Shahrisabz, Karshi and Termez; The astronomical breadth in the book is the basis for the development of tourism in the Dendropark region. There are prospects for the creation of tourism and recreation facilities on the banks of the Kashkadarya, Surkhandarya, Amudarya, Chimkurgan, Pachkamar and South Surkhandarya reservoirs. Mountain tourism bases can be located on the slopes of the Gissar ridge.

In the future, it is possible to develop another region of Uzbekistan - MIDDLE KARAKALPAK. Development of this area will require large capital investments for the construction of communications, large-scale landscaping. There are such excursion sites as Tpaqrqala, Burgutqala, Gildursun fortresses, Qiyot city. These archeological monuments belong to the ancient Khorezmian civilization and are closely connected with the Khorezm tourist region, which has historical and architectural significance as a source of educational tourism. The availability of good transport routes in the area to access this group of monuments requires that they be included in the tourism resources of the Khorezm region.

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