

**THE INFLUENCE OF THE TOURISM INDUSTRY ON THE COUNTRY'S ECONOMY  
AND SOCIO-CULTURAL SPHERE****Rakhmonova Fazila Sodiqovna**Bukhara College of Tourism and Cultural Heritage, Lecturer of the Department of  
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**Abstract.** The relevance of the topic of tourism is influenced by some external factors, which can significantly impact the economic, political and socio-cultural situation of those countries and regions where it develops. The provision on the influence of the tourism industry on the socio-economic development of the region deserves special attention since the tourism industry is a kind of indicator of the economic and social situation of the country, in particular, the region, which made it possible to identify the main problem of the study. Analysis of the problem of the tourism industry's influence on the region's socio-economic development can provide an impetus for further research in the field of tourism research in the Republic of Uzbekistan. An overview of the trends in the development of the tourism industry is also presented. Substantiations are given for the signs of its formation as a social phenomenon from the standpoint of economic theory and the economy of the tourism industry, as well as the attractiveness of investment activities in this area in such a region as the Republic of Uzbekistan.

**Key words:** tourism and recreation sphere, recreation resources, university, infrastructure, domestic tourism

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**Introduction**

Tourism as a sphere of economic activity is essential and has many characteristic features. Tourism serves the interests of a person, society as a whole and is a source of income at the micro and macroeconomic levels. Tourism is becoming one of the main factors in creating additional jobs, accelerates the development of road and hotel construction, stimulates the production of all types of vehicles, and contributes to the preservation of folk crafts and the national culture of regions and countries. According to the World Tourism Organization forecasts, the number of tourist arrivals by 2023. amount to 1.6 billion people, global tourism revenue in 2023 will increase to 2 trillion dollars [1, p. 88]. Tourism is a very multifaceted branch of the economy, which is one of the main components of income in some countries, affecting the development of their economies and world cooperation balance.

Tourism significantly impacts such critical sectors of the economy as transport and communications, construction, agriculture, consumer goods and others, i.e. Acts as a kind of catalyst for socio-economic development. Tourism development is influenced by various factors: demographic, natural-geographical, socio-economic, historical, religious and political and legal. Impressive data on the world economic market characterize the economic development of tourism. They show that tourism is the most dynamically developing industry in many countries and that its role in the world economy is constantly growing. International tourism has a powerful impact on employment. The tourism industry is labor-intensive, so it employs primarily unskilled workers. However, this does not mean highly skilled labor is not used in tourism. New jobs are geographically distributed more widely in this area than in other developing sectors of the economy. The development of tourism in the world is influenced by scientific and technological progress, improving the population's quality of life, increasing the duration of free time, vacations,

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economic and political stability and some other factors. Tourism is the fundamental basis of the economy of many developed and developing countries. The basis of the modern tourism market, both in qualitative and quantitative terms, is paid vacations of employees. Recently, the role of business trips and travel of persons of retirement age has been increasing in tourism. The following indicators can assess the size and degree of influence of international tourism in the world.

According to many analysts, the development of international tourism is based on the following factors-opportunities:

1. Economic growth and social progress have led to an increase in the volume of business trips and educational trips.
2. The improvement of all types of transport has reduced the cost of travel, making it possible for many segments of the population.
3. An increase in the number of hired workers and employees in economically developed countries and their material and cultural level have increased their desire for spiritual and educational values.
4. The intensification of labor and the receipt by workers of longer holidays imply the need for more meaningful rest.
5. The development of interstate ties and cultural exchanges between countries has expanded interpersonal ties between and within regions.
6. The development of the service sector has stimulated technological progress in telecommunications and increased interest in visiting various countries and regions.
7. The relaxation of restrictions on the export of foreign currency in many countries and the simplification of border formalities also stimulate tourism development.

The economic opportunities for the development of tourism on an international scale have created favorable conditions for the development of organizational and economic processes in individual countries.

For many of them, international tourism is:

1. the most important source of foreign exchange earnings;
2. a factor stimulating the growth of the balance of payments;
3. a powerful incentive for developing and diversifying many industries (enterprises and individual industries serving the tourism sector are emerging).

Tourism impacts the economy in almost every aspect of the fundamental definition of this area of society.

In economic terms, tourism is considered:

- 1) as a specific set of social relations in the sphere of production, exchange and distribution of products;
- 2) a part of the national economic complex of a given country, including certain sectoral types of production and economic activity;
- 3) economic science that studies tourism as a branch of the economy of a country or region (tourism economics);
- 4) social science that studies behavior in the production of a tourist product, its consumption, distribution and exchange. Economists analyze the processes taking place in these areas, predict their consequences for individuals, organizations and society as a whole;
- 5) modern economic theory that studies the behavior of people as business entities at all levels of the tourism economic system in the processes of production, distribution, exchange and consumption of tourism services in order to meet human needs with limited resources of the family, firm and society as a whole.

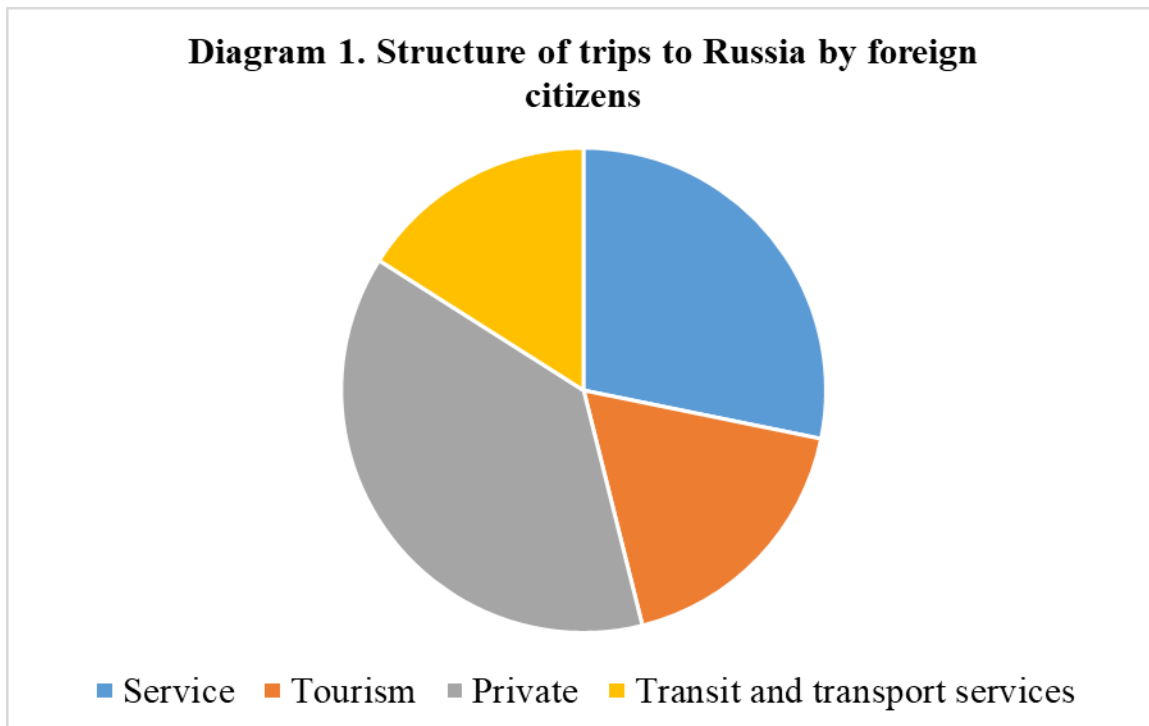
From the point of view of the entire economy, tourism is an economic complex, the development of which is primarily explained by world economic processes and relations rather than by immanent (internal) reasons. However, tourism is also the most important catalyst for the economic growth of many rapidly developing countries since it acts as a channel for redistributing the gross national product between countries, not accompanied by the export (import) of goods and services. In other words, tourists export part of the funds earned in other industries and create new jobs in other countries.

Modern tourism as an economic phenomenon:

1. has an industrial form;
2. acts as a tourist product and service that cannot be accumulated and transported;
3. creates new jobs and often acts as a pioneer in the development of new areas and a catalyst for the accelerated development of the national economy;
4. acts as a mechanism for the redistribution of national income in favor of countries specializing in tourism;
5. is a multiplier of the growth of national income, employment and development of local infrastructure and the growth of living standards of the local population;
6. characterized by a high level of efficiency and a quick return on investment;
7. acts as an effective means of protecting nature and cultural heritage since it is these elements that form the basis of its resource base;

8. compatible with almost all sectors of the economy and human activities since their differentiation and discreteness create the difference in the potentials of the recreational environment, which causes people to need to change places and learn. Despite its high tourism potential, Uzbekistan occupies an insignificant place in the world tourism market: its share is about 1.4% of the world tourist flow [2, p. 312]. According to experts, the potential of Uzbekistan allows, with an appropriate level of development of tourist infrastructure, to receive up to 10 million foreign tourists per year [3, p. 188]. However, today, the number of foreign guests coming to Uzbekistan for tourism, business and private purposes is 2.4 million people, which does not correspond to its tourism potential [1, p. 74]. Inbound tourism to Uzbekistan has enormous potential, despite the far-from-ideal state of the tourism business and tourism infrastructure and exogenous factors (environmental, political, environmental and others.) that are only sometimes conducive to the growth of inbound tourist flows. The structure of trips to Uzbekistan for foreign citizens is as follows:

- Service - 2899.0 thousand people (28.2%);
- Tourism - 1837.0 thousand people (17.9%);
- Private - 39.03.1 thousand people (37.9%);
- Transit and transport services - 1651.1 thousand people (16%).



Thus, tourism has actively influenced the region (or countries) in which it developed and its economic, humanitarian and humanitarian nature.

There is a direct relationship between trends in development, industry and tourism and technical and technological advances.

The growing standard of living in the world's industrialized countries is associated with an increase in the duration of vacations for workers and a relatively high level of pension provision, which also significantly influenced the development of tourism.

Demands for travel and tourism are solved simultaneously by market mechanisms (demands for tourism, sightseeing and other services, the supply of these services and their returns) and exogenous changes and others. Factors that do not significantly impact tourism and travel but have a significant impact on the degree and magnitude of demand for tourism activities. Exogenous factors include demographic and social changes, social and legal developments, developments in trade, transport statistics, information technology, and improved travel safety. Demographic and emerging changes include aging of the population, earlier entry into retirement needs, age number of single adults, increase in the number of older women, families with two jobs observed in the family, development towards older age, an increase in the number of homeless families, increased life span of covered vacations, better understanding of travel and caring for the environment.

Thus, the changes that are increasing in the demographic group and individual members of society lead to the fact that an increasing number of people in the world have the time, desire, and financial possibilities to travel. In tourism activities, high-class countries are suppliers of tourists (sending countries) and countries that, as a rule, receive tourists. The first can be attributed to the USA, Germany, England, Belgium and Denmark. The co-owners are France, the USA, Spain, Italy, and Hungary. WTO statistics show that during the harvest and their installation has increased in all world regions. WTO experts concluded that there is a clear link between tourism development trends and the country's economy's general state. Travel dynamics are susceptible to whether the economy is up or down.

Analysis of the tourism market in each tourist region of the world highlights the history of development, current state and future of the global tourism sector and pursues the main goals:

- identify those regions where international tourism is increasing and those where it is decreasing;
- explain the reasons for the significant differences in the geographical distribution of the number of tourists and income from them and the dynamics of these differences;
- identify countries where international tourism has great potential to become an essential element of economic development.

The geographical concentration of international tourism exchanges corresponds to the geographical concentration of trade but has two important differences.

First, countries with a positive balance in tourism receipts, such as the United States, Spain, Portugal and Greece, often have a negative balance in trade. Countries with a negative balance in tourist exchanges have a positive trade balance, such as Germany and Japan. Second, the exchange of tourism services between industrial countries with similar patterns of demand is not necessarily an exchange of similar types of products, as in trade in goods. Indeed, the exchange of goods between industrial countries is primarily an exchange of products of the same category, such as the trade in automobiles between the US and Japan or food products between European countries. This is the so-called intra-industry trade.

In tourism, the exchange of similar products also exists, for example, in the cultural tourism sector, but on a smaller scale. As a rule, there are exchanges of traditional types of tourism. For example, residents of the northern countries of Europe mainly spend their holidays in the resorts of the Mediterranean countries, and residents of the warm southern countries prefer to relax in ski resorts.

The economic space of the socio-cultural sphere and tourism covers a large part of the world economy. Many developed countries prioritize tourism and the service sector for their economic development since this industry is desirable for investment. Further, it contributes to the development of the infrastructure of the region or country and the inflow of foreign exchange. An example of targeted programs for tourism development in Uzbekistan shows the direct effect of their implementation: namely, the construction of hotels, restaurants, ski resorts and roads.

Nevertheless, implementing these programs requires investments in other sectors of the national economy: construction and manufacturing. The multiplier effect from implementing these programs implies the involvement of various business entities (advertising agencies, trade enterprises, public catering, entertainment establishments and transport companies) in this type, which ensures the flow of money to local, regional and federal budgets.

**Conclusion.** Thus, international tourism will continue to develop despite the risk of an economic downturn, as tourism demand has its determinants. It is also undeniable that the international disparity in the tourism sector is significant. New approaches to encourage tourism development should be based on international cooperation to achieve equal success worldwide. Therefore, international cooperation and agreements between the critical components of tourism (hotels, transport and tourism companies) should guarantee the industry's future development.

Tourism - as a type of socio-cultural activity and as an industry that produces services necessary to meet the needs that arise in the process of travel, is the most critical sector of the economy, the further development and improvement of which will contribute to an increase in state revenues.

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