

# Economic Factors of Increasing Investment Attractiveness in The Tourism Sector

Obidova Maftuna Abdujabborovna\*<sup>1</sup>

1. Advisor to the Hokim of Fergana region on Spirituality and the State Language

\* Correspondence: [aftunaobidova6324@gmail.com](mailto:aftunaobidova6324@gmail.com)

**Abstract:** This article analyzes the main economic factors influencing the increase in investment attractiveness in the tourism sector. The study examined how the development of tourism infrastructure, macroeconomic stability, the investment climate, the growth of tourist flows, and the quality of tourist services affect investment processes. Also, based on the volume of investments directed to the tourism sector in Uzbekistan and the growth trends in the flow of foreign tourists, the investment potential of the industry was assessed. As a result of the research, scientific proposals and practical recommendations were developed to increase the investment attractiveness of the industry by developing tourism infrastructure, expanding public-private partnership mechanisms, and forming tourism clusters.

**Keywords:** Tourism Economy, Investment Attractiveness, Tourism Infrastructure, Investment Climate, Tourist Flow, Tourism Clusters, Public-Private Partnership, Quality of Tourist Services

## 1. Introduction

In the context of modern globalization, the tourism sector is one of the fastest-growing sectors of the world economy. In world practice, tourism is considered as an important factor in ensuring economic growth, creating new jobs, stimulating regional development, and strengthening the international economic integration of countries. Therefore, many countries strive to ensure sustainable growth of the national economy by developing tourism infrastructure, improving the quality of tourist services, and attracting investments in this area.

In the Republic of Uzbekistan, tourism is recognized as one of the strategic sectors of the economy, and in recent years, large-scale reforms have been carried out to develop this sector. The country's rich historical and cultural heritage, ancient cities, pilgrimage sites, and unique natural resources create great opportunities for tourism development. At the same time, the sustainable development of the tourism sector is closely related to the level of attraction of investments in this industry and the attractiveness of the investment climate.

The Law of the Republic of Uzbekistan "On Tourism" is one of the important regulatory legal acts regulating relations in the field of tourism. This law defines the basic concepts of tourism activity, tourism entities, the procedure for providing tourist services, and the main directions for the development of tourism infrastructure. The law also pays special attention to state support for the development of the tourism sector, the effective use of tourist resources, and the expansion of the tourism services market [1]. This, in turn, serves as an important legal basis for attracting investments in the tourism industry.

Investments play a special role in increasing the economic efficiency of the tourism industry. Investments play an important role in the development of tourist infrastructure,

**Citation:** Abdujabborovna, O. M. Economic Factors of Increasing Investment Attractiveness in The Tourism Sector. Journal of Marketing and Emerging Economics 2026, 6(1), 1-10.

Received: 10<sup>th</sup> Dec 2025

Revised: 20<sup>th</sup> Dec 2025

Accepted: 13<sup>th</sup> Jan 2026

Published: 27<sup>th</sup> Jan 2026



**Copyright:** © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

the construction of modern hotels, the improvement of the transport and logistics system, the creation of recreational areas, and the expansion of the range of tourist services. According to the Law of the Republic of Uzbekistan "On Investments and Investment Activities," investments include tangible and intangible assets and rights to them invested by an investor in various sectors, including business and social infrastructure facilities, for the purpose of obtaining profit [2]. This law serves to regulate investment processes, protect the rights and interests of investors, and create favorable conditions for carrying out investment activities.

In recent years, the President of the Republic of Uzbekistan Shavkat Mirziyoyev has paid special attention to the development of the tourism sector and increasing investment attractiveness. As the President of our country noted, tourism is one of the promising and high-income sectors of the economy, and through the development of this sector, it is possible to increase the economic potential of the regions, create new jobs, and increase the international tourist flow. Therefore, the modernization of tourism infrastructure, the organization of new tourist routes, and the creation of a favorable business environment for investors are defined as one of the priority areas of state policy.

In particular, the New Uzbekistan Development Strategy for 2022-2026 defines a number of priority tasks for the development of the tourism sector as one of the important drivers of the economy, the formation of a modern tourism infrastructure, and the wide attraction of investments in tourism [3]. Within the framework of this strategy, comprehensive measures are being implemented to create new tourist zones in the regions of the country, diversify tourist services, and develop such areas as pilgrimage, ecological, gastronomic, and medical tourism.

At the same time, there are some problems in the process of increasing investment attractiveness in the tourism sector. In particular, the insufficient development of tourist infrastructure in some regions, the imperfection of the transport and logistics system, the incomplete compliance of the quality of tourist services with international standards, and the insufficient development of marketing and branding activities in the field of tourism negatively affect the process of attracting investments. In addition, the limited sources of financing for tourism projects and the need for effective implementation of investment policy in the context of regions are also urgent problems.

Economic factors play an important role in attracting investments in the tourism sector. These include the stability of the investment climate, tax and customs benefits provided by the state, the development of tourist infrastructure, the economic potential of the regions, and the availability of tourist resources. These factors play an important role in creating favorable conditions for investors, increasing the economic efficiency of investment projects, and ensuring the sustainable development of the tourism sector.

Today, the need to deepen scientific research to increase investment attractiveness in the tourism sector is growing. Because the tourism economy not only develops the service sector, but is also inextricably linked with transport, trade, construction, agriculture, and many other sectors. Therefore, investments in tourism create a multiplicative effect in various sectors of the economy and make a significant contribution to the socio-economic development of the regions.

From this point of view, the main goal of this study is to study the economic factors of increasing investment attractiveness in the tourism sector, analyze existing problems, and develop scientifically based proposals and recommendations for their elimination. In-depth study of these issues will serve to ensure the sustainable development of the tourism industry, increase investment flows, and increase the country's competitiveness in the international tourism market.

## Literature Analysis

Issues of increasing investment attractiveness in the tourism sector are one of the widely studied scientific areas within the framework of economic theory, regional development, and investment policy. This issue has been analyzed based on various approaches in the scientific research of domestic and foreign scientists, and the tourism economy, investment environment, infrastructure development, and the influence of state policy on investment processes are considered as the main objects of research.

Issues of tourism economics and its connection with investment processes have been studied by a number of economists. In particular, researchers who have analyzed the theoretical foundations of the tourism economy assess tourism as a diversified economic system, emphasizing that its development is inextricably linked with transport, infrastructure, services, cultural heritage, and natural resources. From this point of view, the tourism economy is considered as a complex system formed under the influence of many factors, and its development depends on the combination of economic, social, and institutional factors [11].

In foreign scientific literature, research on increasing the investment attractiveness of the tourism sector has largely been conducted in connection with regional economic development and investment policy. In particular, in his research, S. Gutkevich substantiated that investment attractiveness is closely related to the level of development of economic sectors, profit indicators, innovation activity, and market opportunities. According to the author, investment attractiveness is determined by the stability of the economic environment for investors, the development of infrastructure, and the level of support provided by state policy [12].

Also, in the research conducted by Moskalenko et al., the investment attractiveness of countries is interpreted as a complex concept associated with social, environmental, and economic factors. According to the research results, the stability of the investment climate, consistency of economic policy, efficient use of resources, and the level of institutional management have a significant impact on investment flows [13]. This approach also serves as an important theoretical basis for the formation of an investment climate in the field of tourism.

Issues of attracting investments in the tourism industry have also been widely studied in the experience of Asian countries. For example, in studies conducted using the example of the Vietnamese economy, it was determined that state policy, regional infrastructure, marketing strategies, and institutional conditions created for investors play an important role in attracting investments in tourism development. Researchers emphasize that the active investment policy of local authorities and effective cooperation with investors is a decisive factor in the process of attracting investments in the tourism sector [14].

Issues of regional investment attractiveness have also been widely studied by domestic economists. In particular, B. Rakhmatullayev, in his research, substantiated that the investment attractiveness of regions is related to investment potential, economic infrastructure, the institutional environment, and investment policy. In the author's opinion, to increase the investment attractiveness of the region, it is important to improve the investment climate, effectively manage investment projects, and develop mechanisms of state support [5].

The issues of attracting investments in the tourism sector were also analyzed by B. Arzimatov using the example of the economy of Uzbekistan. In the study, the development of the tourism sector is assessed as one of the strategic directions of the national economy, and it is noted that attracting investments in this sector will serve infrastructure development, creating new jobs, and ensuring regional economic growth[6].

Mechanisms for increasing the investment attractiveness of the tourism sector have also been separately studied by domestic scientists. In particular, U. Tukhtayev in his scientific works substantiated that the investment attractiveness of the tourism sector is related to infrastructure development, stability of state policy, tax benefits, marketing strategy, and the introduction of digital technologies. According to the research results, it is necessary to improve institutional and financial mechanisms for attracting investments in the tourism industry[7].

Also, in studies devoted to the concept of tourist clusters, the importance of the cluster approach in increasing the competitiveness of the tourism industry is emphasized. In the study conducted by Z. Abriev, tourism clusters are considered as an important tool for stimulating regional economic development, modernizing tourism infrastructure, and creating a favorable environment for investors[8].

Issues of tourism development and activation of investment processes in recreational areas have also been studied by Russian scientists. N. Novoselova and co-authors emphasize that increasing the economic potential of recreational areas is achieved through the development of tourism infrastructure, the creation of special economic zones, and the effective use of regional resources[9].

N. Berezina, who researched the mechanisms for increasing investment attractiveness in the tourism sector, emphasizes the importance of using public-private partnership mechanisms, in particular concession agreements, in the development of tourism infrastructure. In the author's opinion, cooperation between the state and the private sector is one of the effective mechanisms for implementing investment projects in the tourism sector[10].

Analysis of the above scientific research shows that increasing investment attractiveness in the tourism sector is a multifactorial economic process, the effectiveness of which is closely related to state policy, regional infrastructure, the institutional environment, marketing strategies, and the introduction of innovative technologies. Also, in the process of attracting investments in the tourism sector, the effective use of regional resources, the creation of tourist clusters, and the development of public-private partnership mechanisms are of great importance.

At the same time, existing scientific research shows the need for a comprehensive study of the economic factors of increasing investment attractiveness in the tourism sector. In particular, the development of tourism infrastructure, improvement of the investment climate, effective use of regional tourism potential, and improvement of investment policy constitute the main scientific directions of this research.

## **2. Materials and Methods**

In this study, a number of scientific research methods were used to study the economic factors influencing the increase in investment attractiveness in the tourism sector. In particular, the interrelationship between the tourism economy and investment processes was theoretically studied using methods of analysis and synthesis. With the help of the comparison method, the dynamics of investments directed to the tourism sector and indicators of tourist flow growth were analyzed.

## **3. Results**

In the context of the modern global economy, the tourism sector is considered one of the important drivers of the country's economic development. The tourism sector is inextricably linked with other sectors of the economy and significantly influences the development of transport, trade, construction, services, and the cultural sphere. Therefore, increasing the investment attractiveness of the tourism sector is one of the priorities of economic policy. Attracting investments in the tourism sector, on the one hand, serves the modernization of tourist infrastructure, and on the other hand, allows accelerating

regional economic development, creating new jobs, and increasing the volume of export services.

The investment attractiveness of the tourism sector depends on many economic factors, among which macroeconomic stability, the level of infrastructure development, the favorable investment climate, the development of the transport system, the quality of services, and the effectiveness of tourism marketing are of particular importance. In scientific research, economic stability, the legal environment, tourism infrastructure, international relations, and the quality of services are identified as the main factors determining the investment attractiveness of the tourism sector [15].

In recent years, as a result of economic reforms aimed at developing the tourism sector in the Republic of Uzbekistan, the investment potential of this sector has significantly increased. Investment projects aimed at developing tourism infrastructure, expanding the hotel industry, modernizing the transport and logistics system, and developing tourist regions are of great importance. The volume of investments in the tourism sector is closely related to the dynamics of investments in fixed capital in the country's economy.

Analysis of statistical data shows that in recent years, the volume of investments in fixed assets in the Republic of Uzbekistan has a stable growth trend. In particular, during 2021-2025, the volume of investments increased almost 1.8 times, from 236.6 trillion soums to 591.1 trillion soums. This indicator shows a significant increase in investment activity in the country's economy and an increase in the volume of capital investments in tourism, the service sector, and infrastructure.

**Table 1. Dynamics of investments in fixed capital in the Republic of Uzbekistan**

<b>Years</b>	<b>Investment volume (trillion soums)</b>	<b>Growth rate (%)</b>
2021	236,6	102,9
2022	266,2	100,2
2023	356,1	123,4
2024	507,5	131,3
2025	591,1	110,5

The data in this table show that an increase in the volume of investments indicates an increase in economic activity in the country's economy. In particular, the sharp increase in investment volume in 2023-2024 is explained by large investment projects aimed at developing tourism infrastructure, the hotel business, and transport services.

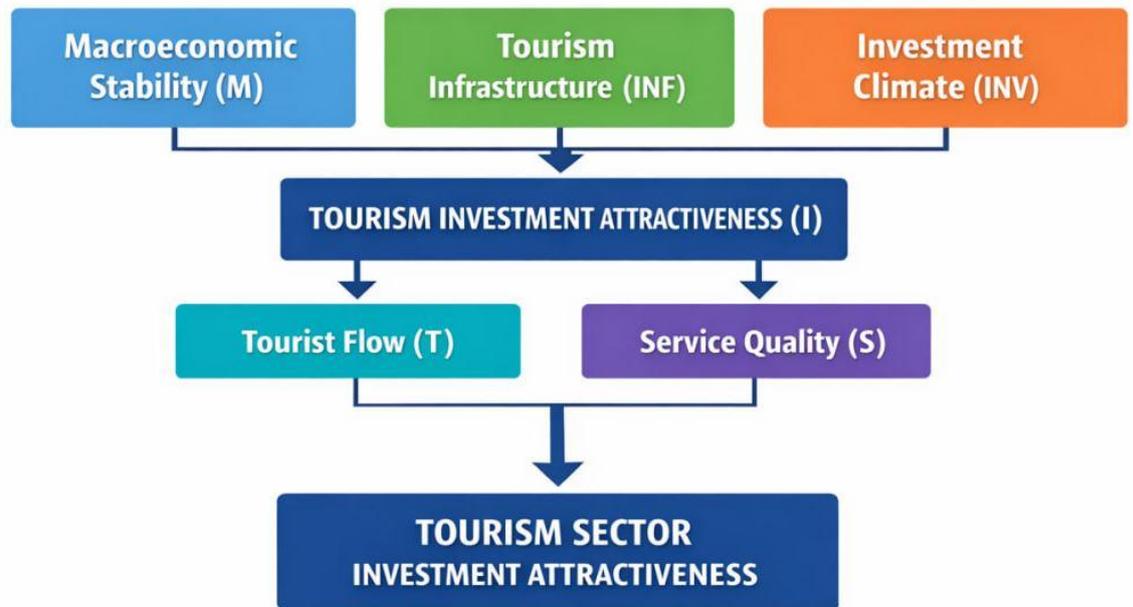
Another important economic factor directly affecting the investment attractiveness of the tourism sector is the flow of tourists. The increase in the number of tourists increases the demand for tourist services and, as a result, creates the need to attract investments in tourism infrastructure. According to statistical data of the Republic of Uzbekistan, the number of foreign tourists visiting the country has significantly increased in recent years. In particular, if in 2021 the country was visited by 1.88 million tourists, then in 2025 this figure reached 11.68 million.

**Table 2. Number of foreign tourists visiting Uzbekistan**

<b>Years</b>	<b>Number of tourists (thousand people)</b>
2021	1881,3
2022	5232,8
2023	6626,3

2024	7957,2
2025	11679,6

Increasing the investment attractiveness of the tourism sector is largely determined by the mutual integration of economic factors. International research emphasizes that investment attractiveness is formed under the influence of a complex of economic, institutional, and infrastructural factors. From this point of view, the economic model for increasing investment attractiveness in the tourism sector is formed on the basis of the following factors.



**Figure 1.** Economic factors determining investment attractiveness in the tourism sector

This figure illustrates the relationship between the main economic factors that shape investment attractiveness in the tourism sector. According to the model, the investment attractiveness of the tourism sector is formed as a result of the integrated influence of several economic factors. These factors are interconnected, and each of them plays an important role in the process of attracting investments in the tourism sector.

First of all, macroeconomic stability is one of the most important factors in the formation of investment attractiveness in the tourism sector. Macroeconomic stability is characterized by stable economic growth rates in the country's economy, controlled inflation, relative stability of the national currency exchange rate, and consistent implementation of state economic policy. For investors, macroeconomic stability is considered the main factor reducing the risk of capital investments. If stability is ensured in the country's economic environment, investors are more inclined to implement long-term investment projects. Therefore, macroeconomic stability is one of the important economic conditions for increasing the investment attractiveness of the tourism sector.

The second important factor shown in the figure is the level of development of tourism infrastructure. Tourism infrastructure includes the material and technical base necessary for the implementation of tourism activities. This includes hotels, the transport system, recreational areas, cultural facilities, tourist service enterprises, and information and communication infrastructure. The development of tourism infrastructure, along with increasing the economic efficiency of the tourism sector, creates new business

opportunities for investors. For example, modern hotels, the development of the transport system, and the availability of tourist facilities contribute to the expansion of the tourism market. As a result, the economic conditions for the implementation of investment projects in the tourism sector will become more favorable.

Another important factor in the formation of the investment attractiveness of the tourism sector is the favorable investment climate. The investment climate is a set of economic, legal, and institutional conditions created for investors. The favorable investment climate is determined by tax and customs benefits, public-private partnership mechanisms, investment project support programs, and legal protection of investors. If the investment policy in the country is stable and transparent, investors will strive to invest more in the tourism sector. Therefore, the favorable investment climate is an important economic factor in increasing the investment attractiveness of the tourism sector.

Another factor shown in the figure is related to the flow of tourists and the demand of the tourism market. An increase in the number of tourists is one of the important indicators increasing the economic efficiency of the tourism sector. The higher the tourist flow, the greater the demand for tourism infrastructure and services. This will lead to the emergence of new investment projects in the fields of hotel management, transport services, gastronomic tourism, cultural services, and other tourist services. In this regard, tourist flows are considered as an economic factor stimulating investments in the tourism sector.

Another important factor determining the investment attractiveness of the tourism sector is the quality of tourist services. The quality of tourist services plays an important role in increasing the competitiveness of the tourism sector. With high quality of services, the number of tourists visiting the country increases, and the pace of development of the tourism market accelerates. The quality of services is determined, first of all, by the qualifications of service personnel, service culture, diversification of tourist products, and the introduction of innovative services. High-quality tourist services are an important factor in increasing the economic efficiency of the tourism sector for investors.

In general, increasing the investment attractiveness of this tourism sector largely depends on the harmonization of the system of economic factors. Macroeconomic stability, infrastructure development, favorable investment climate, tourist flow, and the quality of tourist services increase the investment potential of the tourism sector through mutual integration. As a result of the comprehensive development of these factors, the tourism sector will have an attractive economic environment for investors, and tourism will become one of the important sectors ensuring sustainable economic growth.

#### **4. Discussion**

The research results show that increasing investment attractiveness in the tourism sector is a multifactorial economic process, which is closely related to macroeconomic stability, infrastructure development, the investment climate, and the level of development of the tourism market. As a result of the analysis conducted, it was established that the steady growth in the volume of investments directed to fixed capital in the Republic of Uzbekistan in recent years and a significant increase in the flow of foreign tourists create important economic conditions for increasing the investment attractiveness of the tourism sector.

First of all, the growth in the volume of investments in fixed capital indicates an increase in investment activity in the country's economy. The increase in investment volume by almost 1.8 times between 2021 and 2025 confirms the implementation of large investment projects in various sectors of the economy, in particular, in the development of tourism infrastructure, hotel construction, modernization of the transport and logistics system, and expansion of the service sector. Such processes contribute to the formation of

new business opportunities in the tourism sector and the further improvement of the investment climate.

Also, a sharp increase in the flow of tourists is one of the important economic factors increasing the investment attractiveness of the tourism sector. According to statistics, the number of foreign tourists visiting Uzbekistan in 2021 was 1.88 million, and by 2025 this figure will reach 11.6 million. Such an increase in the flow of tourists leads to an increase in demand for tourist services and, as a result, creates the need to implement new investment projects in the field of hotel management, transport services, gastronomic tourism, cultural tourism, and recreational services.

Analysis of scientific literature also shows that the investment attractiveness of the tourism sector is formed on the basis of the mutual integration of many economic and institutional factors. In particular, S. Gutkevich explains investment attractiveness in connection with the stability of the economic environment, infrastructure development, and institutional conditions created by the state. Moskalenko and other researchers interpret investment attractiveness as a combination of social, environmental, and economic factors. These approaches show that the process of attracting investments in the tourism sector requires a comprehensive economic policy and effective management mechanisms.

Research by domestic scientists also emphasizes that infrastructure development, regional investment policy, and state support mechanisms play an important role in the investment development of the tourism sector. In particular, increasing the investment attractiveness of regions can be achieved through the development of economic infrastructure, effective management of investment projects, and the creation of a favorable institutional environment for investors. From this point of view, the formation of tourism clusters, the development of recreational areas, and the widespread introduction of public-private partnership mechanisms are among the effective directions for attracting investments in the tourism sector.

Analysis also shows that the level of development of tourism infrastructure directly affects investment attractiveness. The development of modern hotels, the transport system, tourist service facilities, recreational areas, and information and communication technologies leads to the expansion of the tourism market and the creation of new economic opportunities for investors. In particular, the introduction of digital technologies in the tourism sector allows for improving the quality of tourist services, improving marketing strategies, and effectively managing investment projects.

At the same time, the research results show that there are some problems in the process of increasing investment attractiveness in the tourism sector. In particular, the insufficient development of tourism infrastructure in some regions, the imperfection of the transport and logistics system, the incomplete compliance of the quality of tourist services with international standards, and the insufficient development of marketing and branding activities to a certain extent limit the process of attracting investments. In addition, the limited sources of financing for tourism projects also require the development of new economic mechanisms to increase investment activity in this area.

Thus, the research results show that increasing investment attractiveness in the tourism sector is carried out by ensuring macroeconomic stability, modernizing tourism infrastructure, improving investment policy, and improving the quality of tourism services. The harmonious development of these factors contributes to increasing the economic efficiency of the tourism sector, stimulating regional economic development, and strengthening the country's competitiveness in the international tourism market.

## 5. Conclusion

In this study, the economic factors of increasing investment attractiveness in the tourism sector were analyzed, and the close relationship of this process with macroeconomic stability, the development of tourism infrastructure, the investment

climate, tourist flows, and the quality of services was scientifically substantiated. The research results show that the tourism sector is one of the most important sectors of the country's economy, which develops in close connection with transport, trade, construction, services, and the cultural sphere. Therefore, attracting investments in the tourism sector serves not only the modernization of tourism infrastructure, but also the acceleration of regional economic development.

As a result of the analysis, it was established that the volume of investments in fixed assets and the flow of foreign tourists in the Republic of Uzbekistan in recent years have a stable growth trend. This situation indicates the growing demand for tourism services and creates favorable economic conditions for the implementation of new investment projects to expand tourism infrastructure, build new hotels, improve the transport and logistics system, and develop recreational areas.

The research results also showed that the investment attractiveness of the tourism sector is formed on the basis of a number of interconnected economic factors. In particular, macroeconomic stability, consistent implementation of investment policy, tax and customs benefits, the development of tourism infrastructure, and a high level of quality of tourism services are important economic incentives for investors. At the same time, the expansion of the tourism market and the increase in the flow of tourists will serve to increase the economic efficiency of investment projects.

However, in the course of the analysis, some problems were identified that hinder the growth of investment attractiveness in the tourism sector. In particular, insufficient development of tourism infrastructure in some regions, some shortcomings in the transport and logistics system, insufficient development of the quality of tourist services and marketing activities negatively affect the process of attracting investments. In addition, the limited sources of financing for tourism projects also require the development of new economic mechanisms to increase investment activity in this area.

In order to eliminate these problems and increase the investment attractiveness of the tourism sector, the following scientific proposals and practical recommendations can be put forward:

Firstly, it is necessary to comprehensively develop tourism infrastructure. At the same time, the development of modern hotels, transport communications, recreational areas, tourist service facilities, and information infrastructure will serve to increase the effectiveness of investment projects.

Secondly, it is advisable to widely introduce public-private partnership mechanisms in the tourism sector. Through this mechanism, it is possible to finance large tourism infrastructure projects, create favorable conditions for investors, and develop the tourism services market.

Thirdly, it is necessary to effectively use the tourism potential of the regions and develop tourism clusters. Tourism clusters will allow for the integration of tourism infrastructure, improve the quality of services, and enhance the investment attractiveness of the regions.

Fourthly, it is necessary to widely introduce digital technologies in the tourism sector. Promoting tourist services through digital platforms, developing tourism marketing, and improving the investment project management system will increase the competitiveness of the tourism market.

Fifthly, it is important to bring the quality of tourism services to the level of international standards. At the same time, it is possible to ensure the sustainable development of the tourism market by developing a culture of service, training qualified personnel in the field of tourism, and diversifying tourism products.

In conclusion, increasing the investment attractiveness of the tourism sector is one of the important directions of economic policy, and the comprehensive reforms being carried

out in this area serve to modernize the tourism infrastructure, increase investment activity, and strengthen the country's competitiveness in the international tourism market. From this point of view, the improvement of scientifically based economic mechanisms aimed at developing the tourism sector is of great importance in ensuring the sustainable and effective development of this sector in the future.

## REFERENCES

- The Law of the Republic of Uzbekistan "On Tourism," dated July 18, 2019. ZRU no.-549. <https://lex.uz/docs/-4428097>
- The Law of the Republic of Uzbekistan "On Investments and investment activities," dated December 25, 2019. The ZRU number is 598. <https://lex.uz/docs/-4664142>
- Decree of the President of the Republic of Uzbekistan "On the Development Strategy of New Uzbekistan for 2022-2026," No. UP-60 dated 28.01.2022 <https://lex.uz/ru/docs/-5841063>
- President of the Republic of Uzbekistan Shavkat Mirziyoyev from the materials of the meeting to discuss issues of sustainable economic development and increasing the competitiveness of industries. 03/29/2024 <https://president.uz/oz/lists/view/7124>
- Rahmatullayev B.Ch. (2024). HUDUDLARNING INVESTITSION JOZIBADORLIGINI OSHIRISHNING NAZARIY-USLUBIY ASOSLARINI TAKOMILLASHTIRISH. Экономика и социум, (12-2 (127)), 701-706.
- Arzimatov, B. (2022). O 'ZBEKISTONDA TURIZM SOHASIGA INVESTITSİYALAR JALB ETILISH HOLATI VA SOHA RIVOJLANISHIDAGI O 'ZGARISH TENDENSIYALARI. Oriental renaissance: Innovative, educational, natural and social sciences, 2(11), 807-812.
- Shuhrat o'g'li, T. U. . . (2026). TURIZM SOHASINING INVESTITSİYAVIY JOZIBADORLIGINI OSHIRISH MEXANIZMLARI VA IQTISODIY OMILLARI. JOURNAL OF ECONOMY, TOURISM AND SERVICE, 5(2), 93–96. Retrieved from <https://jets.innovascience.uz/index.php/jets/article/view/1052>
- Sobirjonovich, A. Z. (2025). HUDUDLARNING TURISTIK RAQOBATBARDOSHLILIGINI OSHIRISHDA TURISTIK KLASSTERLARNING AHAMIYATI. Introduction of new innovative technologies in education of pedagogy and psychology, 2(10), 129-132.
- Новосёлова, Н. Н., & Мартиросов, Л. А. (2025). ФАКТОРЫ ПОВЫШЕНИЯ ЭКОНОМИЧЕСКОГО ПОТЕНЦИАЛА РЕКРЕАЦИОННОГО РЕГИОНА. Естественно-гуманитарные исследования, (3 (59)), 412-416.
- Березина, Н. А. (2022). Формирование механизма повышения инвестиционной привлекательности в сфере рекреации и туризма на основе концессий.
- Батырова, Н. Т., Асан, Д. С., & Сарсенбаев, А. А. (2024). Основные экономические факторы развития туризма и гостеприимства. Вестник науки, 3(4 (73)), 773-781.
- Gutkevych, S. (2019). Investment attractiveness of industries: features and trends. Baltic Journal of Economic Studies, 5(3), 50-58.
- Moskalenko, B., Lyulyov, O., Pimonenko, T., Kwilinski, A., & Dzwigol, H. (2021). Investment attractiveness of the country: Social, ecological, economic dimension. International Journal of Environment and Pollution, 69(1-2), 80-98.
- Ba, H., Thu, P., Chi, T., Thanh, H., & Huy, C. (2020). Solutions to attract investment capital for tourism development: Evidence from Vietnam economy. Accounting, 6(2), 209-214.
- Ayubov, I. (2025). Turizm sohasining investitsion jozibadorligi va uni oshirish yo'llari. MUHANDISLIK VA IQTISODIYOT, 3(6).