

OPPORTUNITIES TO DEVELOP ENTREPRENEURSHIP IN THE FIELD OF TOURISM IN SAMARKAND REGION

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Abstract: The article presents tourism in the Samarkand region, the essence of the industry, the prospects for its development, the legal framework, its role in our economy as a sphere of tourism services, as well as proposals on the problems and solutions of tourism in the Samarkand region.

Keywords: tourism, service sector, tourist, hotel, infrastructure, competitiveness, digital economy, export, currency, development, marketing, domestic market, problem, etc.

Relevance of the topic.

The rich historical heritage of our country, great personalities and the unique historical monuments created by them do not leave anyone indifferent, especially guests from abroad. Possessing a rich historical and cultural heritage, our country is one of the ten leading countries in the world in terms of tourism development. There are more than 7,000 unique historical monuments and architectural objects in our country that are of great tourist value. At present, the role and influence of tourism, like other industries, on the development of countries is increasing every day.

PF-60 of the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 “On the development strategy of the new Uzbekistan for 2022-2026” in priority area 35 “rapid development of the national economy and ensuring high rates of tariff growth”: “Traveling around Uzbekistan” is planned within the framework of the program increase the number of local tourists from 12 million people and increase the number of foreign tourists visiting the republic to 9 million people. To achieve this goal, it is necessary to widely introduce barrier-free tourism infrastructure in the main tourist cities of the country. By 2026, doubling the number of people employed in tourism to 520,000 people, developing tourism infrastructure and cultural heritage sites, adopting a state program for the efficient use of more than 8,000 cultural heritage sites, turning Samarkand into a “Tourism Gateway”. “In the next five years, to increase the volume of tourist services by at least 10 times. Ensuring employment of 40 thousand people in the tourism sector. In 2022, the task was set to create the Samarkand tourist center and the necessary infrastructure, including the Eternal City historical complex. [23]

Among the reforms being carried out in our country, program plans have been drawn up for the implementation of a number of works on tourism and its development. Strong competition in the rapidly developing tourism industry requires the use of advanced technologies in tourism activities. In particular, the urgent need is to further develop tourism in the Samarkand region, ensure the inflow of foreign currency into our

economy, improve tourism services and increase competition in the domestic market, work in mutual cooperation and create our own models based on the experience of the leading developed countries of the world. This implies the relevance of the topic, and it sets the task of developing tourism in our republic, especially in the Samarkand region, finding new methods of tourist service, and increasing their efficiency. The study of these problems, their scientific analysis, making proposals for solving existing problems based on the knowledge and experience gained in this regard show the relevance of the topic.

The level of research of the problem:

Scientific and methodological issues of tourism development were discussed by foreign scientists I.T. Balabanov[2], V.S. Bogolyubov[3], Kitsis V. [4], Vavilova E.V. [5] Studies by M. B. Birzhakov [6], N. B. Zorin [7], A. Yu. Aleksandrova [8] and others.

Pardaev M.K.[9], Tukhliev I.S.[10], Ibragimov N.S.[11], Toraev B.Kh.[12], Usmanova D.K.[13], Scientific works of Alimova M. T.[14], Khamidova O.Kh.[15].] and others are dedicated.

Although the authors' research is of great scientific and practical importance, but the practical aspects of improving the quality of tourist services in the development of tourism, as well as the mechanisms for introducing new services (types) and their development in this area, are not sufficiently disclosed, which indicates the need for research in this direction.

Research Methodology

The methodological basis of the study is legal documents in the field of tourism development, as well as proposals and recommendations for the implementation of the tasks specified in these resolutions and resolutions, as well as modern statistical methods and observations, analysis and generalization. methods are widely used in the collection and processing of relevant statistical data. The level of knowledge of the problem.

Analysis and Results:

European scientists first tried to prove that tourism is an economic activity. One of the scientists, in particular, the definition of tourism by Walter Hunziker, which is considered the scientific basis of this field, is "the totality of relations formed by trips of foreigners to any place and resulting from their temporary overnight stays without the purpose of permanent residence or earnings - this is tourism " [16].

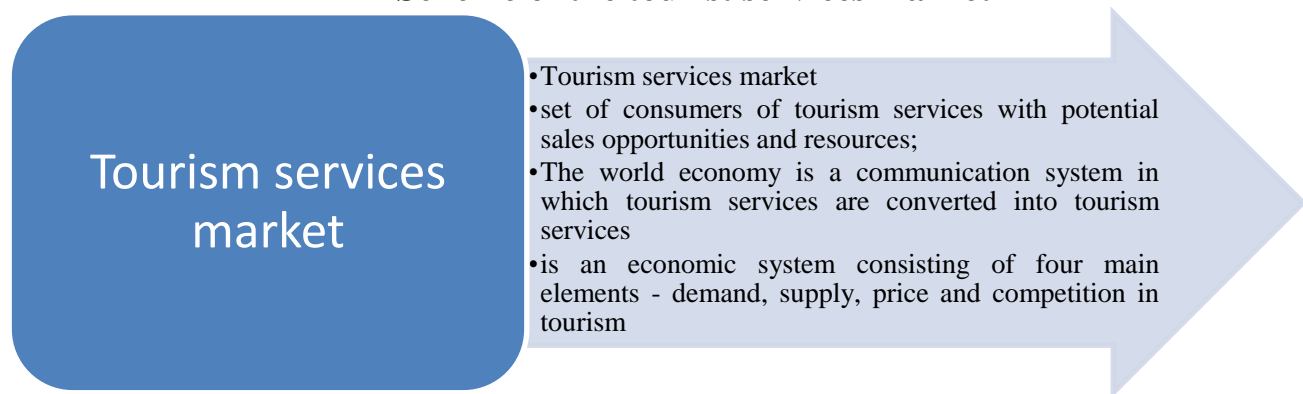
Professor O.Kh. Tourism, according to Khamidov, is a complex, multifaceted concept, which, as a direction of environmentally sustainable development, is a complex of interconnected networks, a type of activity, a form of recreation, a network of the national economy and a way to spend free time. , creating many new jobs, additional income and as an important source for the development of entrepreneurship and the economy of the regions, determines the directions for the effective use of rich and diverse natural, cultural and historical objects by considering them on the basis of ensuring nature management. protection and environmental safety [17].

Tourist services are components of a tourist trip: transfer at the airport or train station, reception and supervision, accommodation and meals, provision of excursion and other services, additional services agreed by the Parties. Some sources define tourism services as including tourist accommodation, transportation, and other services that are not related to the previous two, but complement them.

Article 3 of the Law of the Republic of Uzbekistan "On Tourism" defines "tourist services - services for accommodation, catering, transport, excursion and consulting services, as well as services aimed at meeting the needs of tourists and sightseers" [19].

Thus, when buying a tourist service, the customer has at least three components aimed at meeting his needs. We can express the market of tourist services in the form of the following scheme:

1- Scheme of the tourist services market



In our republic, special in the Samarkand region, it is one of the developed countries, the provision of tourism services is one of the developing promising industries. During the years of independence, a lot of work has been done to develop tourism in Uzbekistan. The regulatory documents regulating the activities of the industry have been improved, visa regimes have been liberalized in order to create convenience for tourists arriving in our country, transport systems have been improved, the quality of service at airports and railway stations has been significantly improved, new tourism products have appeared and tourist destinations have been developed, etc. d. All the reforms carried out will undoubtedly increase the flow of tourists coming to our country and increase the interest of foreign tourists in Uzbekistan.

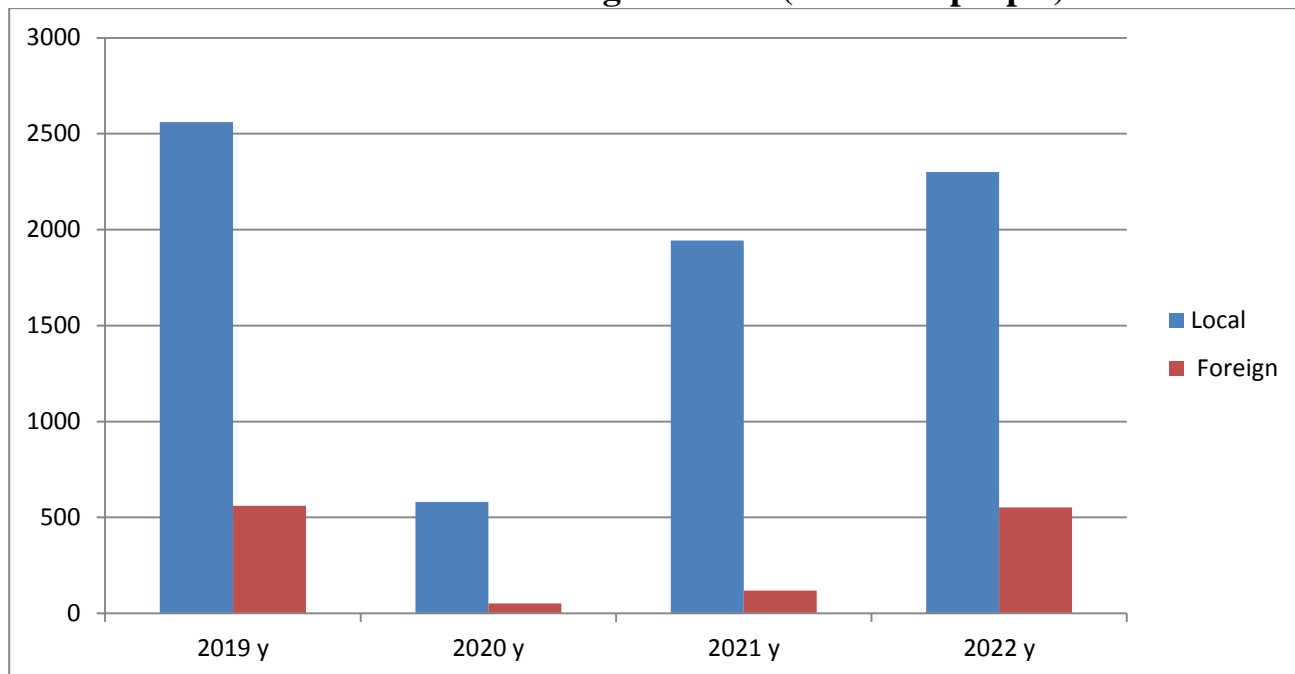
In recent years, especially in 2019-2022, attention has been paid to the improvement and further development of the regulatory framework in this area. In particular, presidential decrees aimed at strengthening the industry during the pandemic, laws and government decisions were adopted and implemented. In particular, Decree No. PF-60 of the President of Uzbekistan dated January 28, 2022, "Development Strategy of Uzbekistan" for 2022-2026, "Decree of the President of the Republic of Uzbekistan dated January 5, 2019" Decree No. PF-5611 of the President of the Republic of Uzbekistan dated January 5, 2019 on "Measures for the development of tourism in the Republic of Uzbekistan", Decree of the President of the Republic of Uzbekistan "On Measures to Further Strengthen the System of Support for Craft Activity" are decisions.

And also for the further development of the tourism potential of the Samarkand region, holding prestigious international events and preparing the region to receive numerous guests from foreign countries, the accelerated development of modern tourism infrastructure and the construction of new resorts for tourists, expanding the economic national and income of the region. bases, as well as new works Among them are the resolutions of the Cabinet of Ministers of the Republic of Uzbekistan dated September 30, 2019 No. 828 “On the effective use of the tourist potential of the Samarkand region and additional measures for its development” in order to organize places.

In recent years, a number of reforms have been implemented in the Samarkand region in terms of tourism development. The creation in 2022 in Samarkand of the international tourist center "The Great Silk Road", as well as the construction of 8 modern hotels, a congress hall, the "Eternal City" complex, an amphitheater and many other facilities in this diversified center will serve the development of the industry.

As a result of the ongoing work, more than 553,000 foreign tourists have visited Samarkand since the beginning of 2022. In the corresponding period of last year, this figure amounted to 112 thousand people. The regions of our republic were visited by more than 2,300,000 local tourists, the daily expenses of foreign tourists amount to 152 US dollars, local tourists - 550,000 soums. By extending their stay by one more day, the export of tourism services will increase by an additional 14 million US dollars per year.[24] (1 diagram)

Visits of domestic and foreign tourists (thousand people) 1 chart



According to the table above, about 50% of all tourists visiting the country are tourists from the Russian Federation, followed by the neighboring countries of

Kazakhstan, Tajikistan, followed by tourists from Turkey, European countries and the United States. (Table 1).

Information about tourists who visited Samarkand in 2019-2022 (1 table.)

Across countries	2019 January- Septemer	2021 January- Septemer	2022 January- Septemer
Total:	359 300	112 704	553 068
Russia federation	110550	27800	213 683
Kazakistan	36700	18350	71 865
Tadjikistan	62502	31251	125 000
Turkish	5235	3079	17 050
Europe	125000	27802	95 000
Asia	12513	2120	21 400
Middle Eastern countries	2550	1052	3 550
USA and South American countries	4250	1250	5 520

In our opinion, in order to further develop the tourism sector, we consider it necessary to study and analyze the tourism markets of Turkey and Europe and present them with packages suitable for their needs.

As a result of recent actions, we see that the average length of stay of tourists has also increased (Table 2).

Information about the average day of stay of tourists (2 tables)

T/p	In a period of years	Average number of days stay of tourists			Volume of exports of services rendered (million dollars):		
		2019 y.	2021y	2022 y.	2019 y.	2021 y.	2022 y.
Total:		2.2	2	2,6	12,8	5,0	12,5

Today, the average length of stay for tourists in Samarkand is 2.6 days. This means that it is 0.6 days more than in 2021, and the volume of exports of these services amounted to \$12.5 million, which is \$7.5 million more than in 2021. It can be seen how important the development potential of the industry is for our national economy.

It can be seen that over 8 months of 2022, 18.5 thousand new jobs were created as a result of the creation of more than 21 thousand new jobs through the implementation of 365 projects worth 5.9 trillion soms only in the service sector.

The given data and figures show that the rapid development of the service sector, especially tourism services, not only develops the region's economy, but is also an important factor in its competitiveness.

Because of the transition to the service economy is the main factor of the modern national economy and a source of great income. Tourism belongs to the service sector and is one of the rapidly developing sectors of the economy. Its rapid growth in our country brings a large amount of foreign exchange earnings, has a positive effect on the economy, and allows for the further development of the tourism industry.

As a result of the ongoing scientific research, it was found that the following problems exist in the field:

- Only 50% of the possibilities of historical monuments and museums in the region are used.
- Today, there are 98 potential cultural heritage sites in Samarkand region, 51 of which are currently included in tour routes.
- There are few places for tourists to have meaningful rest at night.
- There is a lack of parking spaces at cultural heritage sites.
- Samarkand International Airport has been rebuilt as a new modern one, but it is a burden that its possibilities are being used to the full, that is, in order to develop domestic tourism, it is necessary to start local flights (Urganch, Fergana, Termez).
- It is necessary to organize medical tourism zones by combining health centers specialized in treatment with mineral waters available in the district.

Based on the above, we consider it appropriate to make the following proposals to improve the quality of tourist services in Samarkand region:

First, financing, management-organizational measures aimed at solving urgent problems and strategic tasks, as well as determining the terms of their implementation, implementation parameters and perspectives;

Secondly, improvement of regulatory and legal documents related to tourist activities

Thirdly, improving of the infrastructure of the regions by attracting enterprising entrepreneurs and foreign investors. We believe that it is necessary to introduce special tax incentives and give preferential treatment to the import of necessary equipment and technologies.

In our opinion, taking into account that there are opportunities for the development of almost all types of tourism in the regions, it is necessary to carry out the necessary work to increase the efficiency of their development.

According to the recommendations of international tourism experts, management and commercial functions should be separated in the management of the tourism industry in our country.

If this recommendation is implemented, the tourism infrastructure will be developed, the scale of attracting investments to new projects will increase. This, in turn, determines

measures to systematically organize and improve the quality of services to residents and tourists at tourism facilities.

Additional jobs will be created through the introduction of the system of effective use of existing opportunities in the region, as well as the development of infrastructure in the fields of tourism in the city of Samarkand, Bulung'ur district, Pakhtachi district, Samarkand district, and the development of tourist services and markets that take into account the state of tourism resources visited by tourists.

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