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**THE ROLE OF TOURISM REFORMS IN THE DEVELOPMENT OF TOURISM
AND TOURIST CULTURE IN UZBEKISTAN**

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Abstract : In the Republic of Uzbekistan, consistent reforms are underway to develop the tourism sector as one of the strategic sectors of the national economy, which in the long term will help to solve such important social and economic tasks as job creation, diversification of the economy and accelerated development of regions, increasing incomes and quality of life of the country's population.

Key words: Tourism, types of tourism, flow of tourism in Uzbekistan and in its reforms, key indicators in tourism.

In all countries with developed economies in our time, every industry, special attention is paid to networks and directions. Because they are a country development of the economy, improvement of the standard of living of the population and many others contributing and influencing the factors in a certain proportion. The tourism sector is the largest component of the service sector. Tourism - it is a type of travel in which people go for leisure, business, etc. it was common for other purposes, such as the study of people's culture means traveling to places outside the environment.

With its great historical, archeological, architectural, and natural treasures, Uzbekistan has exceptional potential for tourism. The country's diverse ecology, ranging from deserts to glaciers, mountains to steppes, gives the country great eco-tourism potential. The eco-tourism opportunities in Uzbekistan are plentiful and distinct. These include its eight state reserves (201.7 thousand hectares), three national parks (598.7 thousand hectares), biosphere reserve (68.7 thousand hectares), natural wildlife breeding center (158.9 thousand hectares), and ten natural monuments (3.7 thousand hectares). Located on the ancient Silk Road, Uzbekistan has more than 4,000 historical and architectural sites, iii a carefully saved and precious spiritual heritage, and over 7,000 historical monuments. iv These include famous ancient cities on the UNESCO World Heritage list, such as Samarkand, Bukhara, Khiva, and Shakhrisabz. Moreover, Uzbekistan is a country with strong Islamic roots. There are more than 160 historically important Muslim sites located in the country, and dozens of historical sites related to Sufism. Among these are the Mausoleum of Sheikh Zaynudin Bobo, Sheihantaur, the Mausoleum of Zangiata in Tashkent, the Bakhaudhin Ensemble in Bukhara, the Bayan-Quli Khan Mausoleum, the Saif ed-Din Bokharzi Mausoleum, and many others. v In addition, Uzbek cuisine and wine can attract gastronomic-related tourism.

The State Committee of the Republic of Uzbekistan for Tourism Development is an authorized state body in the tourism industry. The main tasks of the Committee are:



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- ensuring the formation and implementation of a holistic concept of tourism development aimed at radically increasing the country's tourism potential;

- realization of marketing researches on external and internal markets of tourist services, implementation, active advertising and information policy in the sphere of tourism, promotion of national tourism products and brands to international tourism markets;

- coordination of the development and monitoring of the implementation of national and regional programs for the integrated development of inland, inbound and outbound tourism, the accelerated development of a wide range of tourism, attracting foreign investment, as well as loans and grants from international financial institutions and other organizations to the development of tourism infrastructure;

- coordinating the development of tourism activities, ensuring the creation of new tourist routes in the regions, their certification, the formation of unified national registers on tourist routes and tourist facilities;

- coordination of the development of quality and safety standards for the provision of tourist services aimed at ensuring the safety and health of tourists in the organization of tourist services;

- organization at a high-quality level of regular retraining and advanced training of employees of tourism entities, rendering assistance in the development of sectoral tourism science.

Today, the State Committee for the Development of Tourism uses various tools to promote the national tourist product among the foreign public.

At the same time, on a regular basis, study visits are organized for representatives of foreign media. As part of these trips, journalists visit the main tourist centers of the country and other attractions that cause their interests. As a rule, based on the results of these trips, appropriate photos and videos and articles on tourism opportunities and potential of Uzbekistan are prepared. Currently, there is a national tourism portal "Uzbekistan.travel", where users can view information about Uzbekistan in eight languages. Also, in various social networks, official accounts of both the Committee and the national tourist portal are maintained.

Our country has a rich spiritual and cultural heritage, various historical and archaeological facilities have favorable natural and climatic conditions, any landscapes in our region we can see the mausoleums of scholars recognized in the Islamic world, There are many steps. But our country has great potential in the field of tourism for many years this opportunity was not fully and effectively used. It is our country's responsibility to accept various documents related to tourism it was evidence of high attention to the development of tourism. In the field with these documents solving the accumulated problems, increasing the potential of tourism is a priority tasks have been set, many benefits for the further development of domestic tourism, concessions were granted. Shavkat Mirziyoyev emphasizes the role of tourism in the economy emphasizing the situation in this regard in our country and the development of the industry analyzed the



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effectiveness of the measures taken one by one. Enough tourists instead of traveling, he was wandering in the internal affairs offices, enough of them Conditions were not being created, "Uzbekiston Havo Yollari" was sluggish, the most at airports small aspects had a negative effect on the mood of tourists, the number of hotels is small and that the service provided was not at an excellent level, in a word in other words, despite the great opportunities in the field of tourism, Uzbekistan tourism infrastructure, the quality and level of tourism services are globalization and sharp. The President criticized that it does not meet modern requirements in competitive conditions

assigned tasks to them. The results of these today we see.

Investments are important in the development of tourism programs. In Table 1. Investments made in the field of tourism in the Republic of Uzbekistan in 2010-2019. The volume of this indicator in 2019 is 1741.6 billion. Soum increased by 4.8 times compared to 2010. Also in the field share of investments in gross investments in 2010 It was 2.3%, and in 2019 - 0.9%. Tourism infrastructure

development is directly related to the state of socio-economic development of the regions affects. Development of tourism without development of entrepreneurship in this field implementation is impossible.

Years	Investments in tourism		
	Volume, billion soum	Compared to the base year growth, %	Gross investment in the industry share of investments, %
2010	357,8	100,0	2,3
2011	421,2	117,7	2,3
2012	514,7	143,9	2,3
2013	606,3	169,5	2,1
2014	731,4	2 times	2,1
2015	851,4	2,4 times	2,1
2016	1052,1	2,9 times	2,2
2017	1428,3	4,0 times	2,1
2018	1956,1	5,5 times	1,8
2019	1741,6	4,8 times	0,9

Within all spheres of tourism in Uzbekistan by the end of 2019 1.3 billion dollars were spent on services. This figure is 2018- 30% more than last year. It should be noted here that in Uzbekistan tourism 260 thousand people are working. The country is at the level of the population's comfortable living, satisfaction of needs, economic, social and cultural life the money coming into the territory is also important.

First, for the development of tourism - construction of tourism infrastructure facilities providing the necessary or promising territory with infrastructure, and then it is necessary to attract tourists to the land. Of course, this issue is often controversial. Entrepreneurship in the field is an innovation that initially requires the assessment of two main aspects and should consider the risk. Capital directed primarily to infrastructure



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solution of problems related to flows and its level of development and it is necessary to assess the rate of possible risk.

CONCLUSIONS AND SUGGESTIONS

Today, the development of the country's economy, the population's livelihood in the improvement of conditions, entering the international arena and a worthy place in it along with all other sectors, the tourism sector should also take its place.

Currently, our country aims to widely promote tourism among people the tourism potential of Uzbekistan, various tourist destinations, on TV screens the settlements, the centers, the strange and legendary places of our country During the day, various promotional and travel programs are shown, subsidies and other incentives for tourism development is being used. Ambassadors in foreign countries are our country, our national values to have propagandists, and our compatriots abroad also contribute to this necessary.

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