

Public Policy in The Field of Tourism in the Republic of Uzbekistan and Its Result

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ABSTRACT: This article talks about the state policy implemented in the field of tourism in the Republic of Uzbekistan and its result. The author, relying on archival data and written sources, made clarifications on the basis of existing scientific and historical literature and studied the state policy carried out in the field of tourism in the Republic of Uzbekistan and its specific aspects on the result.

KEYWORD: Tourism, capacity building, reform, development, influx of tourists, public policy.

Introduction:

Uzbekistan is among the countries that have a rich tourism potential and all the opportunities to develop this sphere. According to the World Tourism Organization (UNWTO), Tourism is the fourth in the world exports of goods and services, the third in terms of revenue generation. Tourism is considered one of the most dynamically developing sectors of the world economy and its share in the world gross domestic product is 10 percent.

Main part:

Decree of the president of the Republic of Azerbaijan on measures to ensure more effective organization of the process of acquisition of rights over land parcels and other immovable property as part of the South Caucasus pipeline expansion project more ... , it served as the main organizational and legal program for the manifestation of the historical and cultural potential of the country to the world and the formation of the culture of Tourism.

The decree establishes a visa-free regime for citizens of 7 countries for 30 days from the date of entry into the country, abolishes the requirement for tourism vouchers to the Ministry of Foreign Affairs for citizens of 39 countries, as well as for citizens of a number of foreign countries from July 1 this year. A number of tasks have been set for the introduction of electronic entry visas, the preservation of tourist facilities and the development of tourism potential.

"Travel across Uzbekistan!" the program for the development of domestic tourism plays an important role in visiting the sights of our compatriots, visiting the holy shrines, enriching the knowledge and imagination of the history of our country. In addition, the cancellation of certain tax obligations for entrepreneurs operating in the field of tourism, the receipt of preferential credits, the attraction of foreign investment and other issues, which are given great privileges and preferences, is also a reflection of how much attention is paid to this area.

Tourism is an activity that directly affects the social, cultural, educational and economic spheres of all countries, as well as international economic relations, and it is necessary to determine the effectiveness of tourism in the development of the state economy, based on the characteristics of its tourist activities. The effectiveness of tourism is determined by the number of visitors or the volume of activity of tourist structures that produce a particular tourist product.

In order to further increase the visit of tourists, Uzbekistan is actively developing cooperation with many countries of the world. In this regard, a number of intergovernmental and interdepartmental agreements have been signed with foreign countries. Cooperation with specialized international organizations in the field of tourism is of great importance.

In particular, since 1993, Uzbekistan has been a member of the World Tourism Organization (UNWTO). It is an organization that unites more than 150 countries of the world. Since 2004, the Regional Office of UNWTO on the Great Silk Road has been operating in Samarkand. He coordinates the support of Tourism Development on this transcontinental road. Having recognized the services of our country in the development of the tourism sector, the member countries of this International Organization have repeatedly elected the Republic of Uzbekistan to the governing body of this organization - the Executive Council. The 99th session of the council was held in Samarkand in 2004. The holding of this conference in our country has once again confirmed that the international community recognizes the effectiveness of the complex measures taken to develop tourism in the Republic.

The fact that major events are constantly held in our country at the modern stage, in which representatives of the tourist industry of many countries of the world gather, plays an important role in ensuring the development of the tourism sector in Uzbekistan with the help of a shuttle.

Since 1995, Tashkent International Tourism Fair is held every year. This forum is a positive platform for constructive dialogue between partners working in this field.

Results and Discussions:

Since 2013, Uzbekistan has been hosting the International Tourism Exhibition of Uzbekistan "Holiday World", which opens the spring-summer tourist season. The event will highlight the brightness and diversity of cultures of the regions of the republic, their tourist potential. The exhibition will provide an opportunity for local and foreign tour operators to present their products and services at the beginning of the new season, to conclude contracts with major customers¹.

The favorable geographical location of Uzbekistan in the Great Silk Road, the fact that our republic has more than 7000 monuments characteristic of different eras and civilizations, and many of them are from the UNESCO butunjahan Heritage List, play an important role in the consistent development of this sphere.

In total, 7160 historical and cultural objects (archaeological objects, sights, architectural traditions,

¹ www.unwto.org

works of Art) located in the Republic of Uzbekistan, including 1657 in the Samarkand region, 1256 in Kashkadarya region, 982 in Bukhara region, 484 in Jizzakh region, 465 in Surkhond region, 370 in Fergana region, 352 in Karakalpakstan Republic, 319 in Tashkent City, 311 in Khorezm region, 370 in, 296 units in Namangan region, 264 units in Tashkent region, 203 units in Andijan region, There are 169 units in Navoi region and 32 units in Sirdarya region.

With the aim of sustainable development of tourism in all regions of our country, the State Department for Tourism Development and the Ministry of Culture held a music festival “eastern taronalari”, a traditional culture festival “Echo Of Ages”, Tashkent International Photo Exhibition “Teatr.Uz ” Theatre Festival,” Maqom International Festival, Tashkent International Film Festival, gastronomic events and other international and national cultural ceremonies are organized.

According to the resolution of the president of the Republic of Uzbekistan dated May 19, 2017 “on measures for the rapid development of the tourism potential of the city of Bukhara and the Bukhara region in 2017-2019” № PP 2980² and № 450³ of the Cabinet of Ministers of the Republic of Uzbekistan dated June 30, 2017 “on measures for the rapid development In the resolution, it was decided to organize and conduct annual themed festivities in the Samarkand region, such as “Samarkand bread”, “Samarkand artisans”, “national dishes”, “oriental sweets”, to form information types for representatives of foreign tour operators and mass media, to prepare tourist maps of extractions, as well as to promote the tourism potential of Samarkand on popular foreign TV channels. , the issues of holding a large-scale advertising company and promoting the brand of the city of Samarkand were highlighted by covering the information about the sights and rich history of the region in the popular social networks of butunjahan internet Information Network.

Conducting a large advertising campaign on the basis of Bukhara region through the festivals "Silk and Spices", "Melon Festival", "City Day", "Oriental cuisine", "Crafts of Bukhara" and the promotion of the Bukhara brand, information for foreign tourism organizations Special attention was paid to the organization of tours and media representatives, as well as the demonstration of tourism potential on popular foreign TV channels, placement on special sites of the Internet and popular social networks, writing articles on historical and attractions.

Conclusion:

In short, it has a rich historical and cultural heritage in all regions of the country. The systematic holding of various cultural events and festivals in all regions with the use of tourism contributes to the socio-economic development of the regions. At the same time, the holding of cultural events through tourism will allow to demonstrate the tourism potential of our country to foreign citizens, as well as to coordinate organizational and intersectoral relations between the entities engaged in tourism activities.

² Decree of the president of the Republic of Uzbekistan on measures to ensure more effective organization of the process of acquisition of rights over land parcels and other immovable property as part of the South Caucasus pipeline expansion project more ... www.lex.uz.

³ Decree of the Cabinet of Ministers of the Republic of Uzbekistan “on measures for the rapid development of tourism potential of the city of Samarkand and Samarkand region in 2017-2019” dated June 30, 2017.

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