

# Opportunities To Increase The Efficiency Of Development Of Tourism Services Prospects For The Development Of Tourism Services In The Jizzakh Regions

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**Abstract:** *The article presents: organization of tourist services, development of tourism infrastructure, comprehensive acceptability and possibilities of facilities intended for tourists.*

**Keywords**— tourism services, tourism infrastructure, diversification, free tourist

## 1. INTRODUCTION

Today, the development of tourism services plays an important role in world economic and social life. Along with the development of the economy, it will expand the opportunities to make a significant contribution to the employment of the local population, thereby improving living standards, attracting foreign tourists, preserving historical monuments.

The organizational and legal framework of tourism services in Uzbekistan, the experience of tourism development in foreign countries and the directions of international cooperation, the best foreign experience in the field are studied, generalized and evaluated.

In his Address to the Oliy Majlis, the President of the Republic of Uzbekistan said about tourism opportunities: "Tourism is one of the most promising sectors of the national economy today. Uzbekistan is a country with huge potential in the field of tourism. There are more than 7,300 cultural heritage sites in our country, and most of them are included in the UNESCO list.

It should be noted that tourism is becoming the largest sector of world trade, currently the third largest producer of goods and services in the world, after oil production and the automotive industry. The tourism sector accounts for 10.5% of total exports in the world, and tourism accounts for 35.3% of trade in services. Located on the Great Silk Road, famous for its ancient cities for centuries, with a historical and cultural past, the Republic of Uzbekistan has real opportunities for the development of the tourism industry.

## 2. METHODOLOGY

Our country is radically different from neighboring countries in terms of international tourism potential. Uzbekistan's extremely favorable geographical location and excellent natural and climatic conditions also play an important role in the cultural development of mankind. Uzbekistan is one of the most economically stable countries in the world, with its unique historical and architectural monuments, sweet fruits, a variety of dishes, wonderful

national traditions and customs, and its people are known for their hospitality. All this attracts the attention of foreign tourists and encourages them to go on tourist trips.

These peculiarities reflect the objective necessity of the organization of tourism services, and at the same time require a deeper study of the economic nature of this type of service.

It is well known that tourism is a complex set of several services and activities that are intertwined with countless interactions at the regional level. These relationships span many other economic and social sectors, and many executives are involved in various sectors and at virtually all levels.

Thus, in order to achieve certain results in the implementation of international projects in the field of tourism, it is necessary to gain an in-depth understanding based on the study of the specific complexities and features of the global system called tourism.

## 3. RESULTS

Diversification of tourist services and creation of new tourist routes, including: study of tourist potential of the whole territory of the country and implementation of a set of measures for tourism products, formation of routes, tours and excursions for the population, opening of new air routes on domestic routes, Measures to create new tourist routes, develop modern types of tourism, further improve reforms to enhance their attractiveness in order to organize charter flights on regional and international routes on the basis of marketing research will further expand the capabilities of tourism service providers.

**Table 1:** Provision of tourism services on a contractual basis description of species

<b>Hotel services</b>	Accommodation facilities (hotels, tourist complexes, tourist bases, recreation areas, boarding houses, campsites, motels, lawns, national guest houses and other facilities where tourists spend at least 1 night). It is
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	concerned with providing temporary accommodation and food for consumers (tenants) services
<b>Tour operator services</b>	In accordance with the terms of the contract for the provision of tourism services are specified for a specific period of time provided by the complex of tourism services or part of them Travel services (booking, accommodation, transportation, meals, recreation (normal feeling of a healthy but tired person) and a set of rehabilitation activities aimed at restoring the ability to work), excursions and other services)
<b>Excursion services</b>	Excursion services accompanied by a guide on pre-arranged routes in order to get acquainted with the objects that can meet the spiritual, intellectual, business and other needs of tourists

It is well known that trading in goods is different from trading in services. Services are specific "products", including transport, communications, construction, insurance, finance, computer and information services, accounting, management consulting, etc. The basis for determining the price of services is the market. It is agreed upon by the parties at the time of the transaction. Tourism is a set of such services offered by providers. In tourism, the goods (object, country) are not brought to the buyer, on the contrary, the consumer of services (buyer) comes to him.

Exports of services include the costs of persons visiting a country that is not a permanent place of residence for vacation, service, private work and other purposes. It includes the cost of travel (tour), paid services provided to foreign tourists in the country visited, the cost of rooms in hotels and other accommodation, the sale of gifts (souvenirs), the benefit from international transport services.

In turn, hotel revenues include room and board, catering, restaurants, bars, nightclubs, banquets and conferences, transportation, theater tickets, gift sales and other services.

- Based on the role, structure, scope and innovative development trends of tourism services in the socio-economic development of the country;

- A roadmap for the development of modern types of tourism, strengthening their attractiveness;

- Developed a marketing strategy based on improving the links between local structures;

- Improved use of socio-economic mechanisms in the management of tourism development;

- Based on the study of consumer needs for tourist services, the prospects for regional development of Jizzakh region and the priorities for raising it to world standards have been identified.

The benefits may not match, but if they match, the act of selling the tourist product is done. The market is therefore a specific tool that satisfies the interests of production and consumers, representing the aggregate of consumers who are interested in the entity's tourism product and who will sooner or later have the funds to purchase it for the dominant tourism entity. It should be noted that we have focused on the study of regional aspects of the development of the tourism economy.

Jizzakh region has a rapidly growing production potential and favorable natural and economic conditions. The region has ample opportunities for tourism development and the establishment of a large resort area. Due to the peculiarities of natural conditions, i.e. the division into mountainous and desert zones, the stability of the climate, the population of Jizzakh region lives mainly in the oases.

A total of 372 cultural heritage sites in Jizzakh region, including 42 historical monuments and shrines, 267 archeological sites, 63 monumental monuments (statues, busts, memorial sites) are included in the "State protection lists".

In addition, from March 1, 2019 in Jizzakh region will begin a pilot project "Advanced Zone" to develop an effective model of state regulation and management of integrated development of the region.

This project is implemented on the basis of the Decree of the President of the Republic of Uzbekistan dated 3.01.2019 No PF-5609 "On the development of an effective model of state regulation and management of integrated development of Jizzakh region." According to the Decree, it is planned to create opportunities for the development of the tourism industry, including through the establishment of tourism clusters in Zaamin district.

According to the resolution "On priority measures for the development of tourism today", it is planned to create five new modern recreation areas on the shores of Aydar-Arnasay lakes in Forish and Arnasay districts of Jizzakh region. In the near future, the prospects for the implementation of a cluster project in the field of tourism in Bakhmal and Zaamin districts of the region will be divided into the following stages: 1) ecotourism; 2) agro tourism and 3) ethnic tourism.

The process of tourism-recreation cluster is one of the necessary factors influencing the development of tourism products in the services market.

#### 4. DISCUSSION AND CONCLUSION

Given that there are opportunities for the development of almost all types of tourism in the regions, it is necessary to do

the necessary work to increase the efficiency of their development. It is expedient to develop a system of effective use of existing opportunities in the region, including the city of Jizzakh, Zaamin, Forish, Bakhmal, Development of tourism infrastructure in Gallaaral districts, development of tourist services and markets that take into account the state of tourism natural, cultural and historical resources visited by tourists, the creation of jobs.

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