

# Scientific and Practical Aspects of Sustainable Development of Tourism in An Innovative Economy

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**Abstract:** The article examines the physiological, medical, socio-economic processes of organizing modern leisure. If we look at the meanings of the terms "recreation" and "tourism" separately, it is not difficult to understand that "recreation" has a deeper meaning. At the same time, these phrases complement each other, creating a unique meaning and content. Therefore, in this study, we preferred to use the terms "tourist rest" or "recreational tourism". Recreational tourism is a trip organized for the purpose of rest, recovery, treatment, development of the physical, mental and emotional forces of a person. Recreational tourism is characterized by long journeys, mostly with fewer visits to one place and other dating sites.

**Keywords:** milk, Tourist enterprise, labor, mathematical methods, production, optimization model, firm, profit.

As a result of the consistent implementation of economic reforms in our country, changes are taking place in all sectors of the economy, including non-manufacturing sectors. In these changes, the role and importance of tourism, which is an important component of the non-manufacturing sector, is growing.

Mankind has the opportunity to get acquainted with nature, cultural and historical monuments, get acquainted with the customs and life of other peoples, travel to other countries and regions for recreation, health, etc., thereby enriching and satisfying their spiritual world has the material needs of the needy and it is this process that drives people to visit other countries, to achieve spiritual and material maturity. In particular, over the past 20 years, tourism has proven in practice that it is one of the areas that can restore human health, save leisure time, and provide high economic efficiency. The emergence of new modern technologies plays an important role in the development of this industry. It is these processes that allow people to spend more free time. This, in turn, has created and continues to create great opportunities for them to engage in tourism for various purposes. In this regard, the Hague Declaration on Tourism states that "this time is paid for recreation, leisure and regular vacations, as well as free travel in order to spend time in recreation, education and entertainment, to enjoy the benefits of domestic and international tourism." established its right and is strictly enforced. After all, tourism enriches the idea of various experiences, has a positive effect on the mood of the people and creates the basis for active participation in future employment. At the same time, the place and role of tourism in the economy reveals its true nature.

It should be noted that in order to fully understand the economic aspects of tourism, it is necessary to first determine the meaning and essence of the word "tourist" from a scientific point of view, as well as to correctly interpret its modern meaning.

Tourism is when people travel from their permanent place of residence to another country or within their own country for the purpose of impression, recreation, health, hospitality, education or professional practice, but do not engage in financially motivated work at their destination<sup>1</sup>.

In addition, tourism has been approached differently at different times. We consider it expedient to cite a number of concepts in this regard. In the International Webster Dictionary, the meaning of a tour is expressed as follows: a trip made for work, pleasure, study trips, and visits to different places during these trips and a planned travel program is called a tour. The traveler returns to his homeland after a certain period of time. In order to avoid etymological error and to define the boundaries of this phenomenon, an attempt has been made to clearly define the word tourism, as it is used in research and analysis; in the collection of statistical data; in the development of legal and administrative regulations, as well as in working with them; plays an important role in determining the socio-economic mechanism of tourism.

By the nineteenth century, the process of industrial development in society took a sharp turn. In addition to the benefits of this process, its disadvantages have also been identified by scientists. Mankind has begun to take a new approach to nature and the environment to protect itself from the dangerous and harmful effects of this process. In this way, the need and desire to travel in people has further strengthened their interest and attitude towards the environment.

After Joseph Stadner described tourism as an economic activity in 1884, it was the scientist Hermann Von Schullar who first expressed his views on it, emphasizing its economic side. This scholar described tourism as follows: "All the movements that occur as a result of the arrival and temporary residence of foreigners from another country, city and region are tourism"<sup>2</sup>. For the first time, European scientists tried to prove that tourism is an economic activity. In addition, tourism has been described by scientists in some fields. According to their definition, the consumption function also includes places of temporary residence, travel and accommodation. A simple definition of tourism, especially by scientists, is that tourism, which is considered to be the scientific foundation of the field, is "a set of relationships that consist of foreigners traveling

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together and staying overnight without making a living."<sup>21</sup>. However, the scientist said that this definition is also incomplete.

In 1937, the League of Nations Committee of Experts adopted the concept of International Statistics, which states that a "tourist" can refer to any person for at least 24 hours in a place where he or she does not live. A person is considered a tourist if he or she crosses the border from one country to another under the direction of the United Nations.

Indeed, the socio-economic essence of any phenomenon is reflected in the definition given to it, in the concept. Because the concept of tourism is characterized by its complexity, and it is no exaggeration to say that it embodies the most important stages of socio-economic development of society. If we look at the official materials, then the United Nations (UN) defined in 1954: "Tourism is an active holiday, which affects the recovery and physical development of a person as a result of travel from one place of residence to another." . Another declaration adopted in the Philippines in 1980, referring to tourism, stated that "Tourism plays a major role in the international relations of countries, influencing the social, cultural, educational and economic spheres that are important for their development".

Scientists working in Uzbekistan also comment on the categories of tourism, international tourism and try to describe them from a scientific point of view. Including, N. Tuxliev and A. "Some countries have different sources of tourist information, and their needs are met through different concepts and definitions," Taksanov said. It is the second sector of the economy, which provides foreign exchange earnings, employs the population and increases their real incomes. "Tourism is a unique economic sector that uses a variety of goods and services to meet people's needs," Saidov said.

Based on the scientific views of the scientists discussed above, we can define tourism as follows: Tourism is a journey made from places where people live, work and meet important needs on a regular basis. Overnight is a temporary necessity. A person who travels and stays overnight returns to his place of residence after a certain time. People who travel and spend the night temporarily require products and services offered mainly by tourism businesses. During these activities, various events, happenings and relationships occur.

Today, the consumer has the opportunity to choose goods and services in all areas, especially in tourism. Because the consumer's demand is constantly changing, he is looking for new impressions, and changes in fashion and daily life easily change his mind, so knowing the consumer's interests, preferences, and attitudes is an extremely complex process. The difficulty of consuming tourism products has an impact on the tourism business. As new segments began to appear in the demand for tourism, new forms and forms of tourism, including igtu, were formed.

According to the Law of the Republic of Uzbekistan "On Tourism": "Was determined. The law also defines the word "tourist" as "tourist - an individual traveling across the territory of the Republic of Uzbekistan or to another country (departure from a permanent place of residence for tourism purposes)."

The law also provides definitions of many other terms, subjects, objects related to tourism, each of which can be a separate material for scientific research. With this in mind, the main idea of our research is a comprehensive study of the problems associated with the development of investment processes in international tourism.

According to various experts, the development of national tourism is based on the following factors:

- expansion of business and educational trips due to economic growth and social development;
- reduction of travel costs due to the improvement of all types of transport;
- increasing the number of employees in developed countries, improving the quality of services provided;
- intensification of labor and creation of opportunities for long-term leave of workers;
- Development of interstate relations and cultural exchange between countries and the development of interregional relations;
- development of services, transportation and promotion of technological progress in telecommunications;
- The reduction of restrictions on the export of currency in many countries, the simplification of border crossing formalities are important factors.

The tourism industry is becoming the largest sector of world trade and currently ranks 3rd after the oil industry and the automotive industry among the three largest industries in terms of total exports of goods and services on earth. The tourism sector accounts for 10 percent of the world's total exports, and 35 percent of trade in services falls on tourism. Even precious metals and stones, diamonds, arms sales and other businesses lag behind tourism in terms of revenue.

Tourism since the 2000s has been developing steadily as a form of international trade in services, and in 2005-2011 the average annual growth rate of foreign tourist visits in the world was 6.2%, and foreign exchange earnings were 17%. According to the World Tourism Organization, in 2018, the number of tourists in the world will reach 1.0 billion. foreign exchange earnings from them, in addition to international transport revenues, amounted to 620 billion. dollars.

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<sup>21</sup>ЗоринИ.В., КвартальновВ.А.. Энциклопедия туризма. - М; Ф и С. 2004г. 364с.

International tourism is developing unevenly among the countries of the world, which is determined by their level of socio-economic development. The most developed countries of international tourism are the countries of Western Europe, which account for more than 75% of the international tourism market and about 60% of foreign exchange earnings. About 20% is in the Americas, and less than 10% is in Asia, Africa and Australia. In the post-World War II years, one of the main reasons for the development of the tourism industry in Western Europe was the recovery of the economy through the establishment of international tourism. Businessmen and entrepreneurs, who realized this in due time, saw in this field of international tourism to spend less money and make more profit. That is why the income from international tourism in Western Europe today is a significant contribution to their total income.

If we look at the opportunities of international tourism and its place in the economy of countries at the expense of foreign exchange earnings, then it turns out that, for some countries, income from tourism has a significant contribution to their socio-economic development. The contribution of international tourists to this or that country through trade is especially significant in some countries. For example, 44% of Mexico's annual foreign exchange earnings come from tourism services, 45% in Spain, 48% in France, 52% in the Arab Republic of Egypt and 31% in Australia.

The tourism sector is especially crucial in covering the balance of payments. The impact of resources on the development of tourism in the country can be clearly seen in the example of Austria. The country is one of the most developed countries in the field of tourism, and its share in GDP is 8.5%, which is far behind not only Western European countries but also the rest of the world.

Given the formation and establishment of market relations in Uzbekistan, there is an objective need to pay attention to tourism and its problems, and the country has sufficient conditions and resources for the development of this sector. Therefore, in-depth knowledge, study, research of the market of this industry and the development of the international tourism market on this basis is one of the most important issues today.

Uzbekistan's place and position in international tourism is characterized by its recognition by the World Tourism Organization in 1997 and its membership in this prestigious international organization, along with countries such as France and Italy. Currently, the number of member countries of the organization has exceeded 140. According to foreign experts, Uzbekistan's "big tourism" is, of course, due to the ongoing work on the restoration of the Great Silk Road and, first of all, the existing social stability in the country. Recognition of the architectural riches of Bukhara and Khiva as a unique treasure of world architecture increases the prestige of Uzbekistan in international tourism.

The role and importance of the national tourism sector in the process of socio-economic development is also reflected in its relationship with the environment. The impact of tourism on the environment can be direct, secondary or motivating on the one hand, and can have both positive and negative effects on the other.

The development of national tourism areas is, of course, connected with the expansion of its material and technical base, the implementation of construction, increasing its capacity, improving reliable technical and transport supplies. In the current situation, tourism faces two major challenges. First, tourism is to expand all types of activities in terms of quantity and quality, and secondly, to further develop the field of paid services. These, in turn, will provide an opportunity to develop the tourism sector and get the most socio-economic benefits. It is no exaggeration to say that increasing the efficiency of tourism is as important for the economy of Uzbekistan today as for other economic policies.

The direction of development of national tourism indicates that significant changes are expected in Uzbekistan in this area as well. In particular, the steady progress in the development of tourism in the country is objectively due to a number of circumstances and reasons. It is known from world experience that tourism is, first of all, an increase in national wealth and it a factor in improving the living conditions of the Muslim nation; secondly, it is an area that attracts labor force and is an important factor in providing employment to the population; thirdly, it is a powerful stimulus for the development of the sectors of the economy: transport, communications, trade, construction, agriculture, handicrafts, consumer goods and other industries; fourth, it is the most productive sector of the modern economy.

Summing up from the above, we note that the national tourism has a great potential in the field of public services, it has its own elements and characteristics. These are mainly due to the nature, content and characteristics of the tourism industry's services to the population. This, in turn, is reflected in the study of tourism, in determining the direction of its development, in further improving relations between nations.

The development of tourism in Uzbekistan coincides with a period of renewal of society, which is characterized by an increase in the volume of tourist services, taking into account the process of gradual change. The experience of developed countries shows that the development of the country's economy is also related to tourism. That is why in the countries where market relations are being formed and the transition to a free economy, tourism, which was previously neglected, is now receiving a lot of attention. From the day of gaining political and economic independence, ensuring that tourism in Uzbekistan operates in accordance with modern requirements is determined by the growing contribution of this sector to the economy and society in general. In particular, the appearance of international tourism as a visit of citizens of foreign countries to your country is its main direction, and this process is crucial in the economy. This type of international tourism provides the country's treasury with foreign exchange and has the opportunity to generate significant income from the activities of this sector in the economy.

Uzbekistan has been actively involved in the Great Silk Road Tourism Project since 1994, developed by the World Tourism Organization (WTO) and UNESCO. Taking into account the creation of a new tourist product "Silk Road" in the world of tourism in 1996, tourism organizations in Uzbekistan, as well as private firms and companies began to sell this product in the world tourism markets. To achieve this goal, tourism organizations of Uzbekistan have actively participated in the annual international tourism fairs in London, Berlin, Milan, Paris and Tashkent and signed agreements for the development of tourism for next year. This is evidenced by the fact that today the project "Tourism on the Great Silk Road" for Uzbekistan, where almost all cities are located on the Silk Road, has become a strategy for the development of international tourism in the country. Therefore, as Uzbekistan is a member of the WTO European Commission in the field of tourism, a number of measures have been taken to implement practical measures, first of all, to develop cooperation with European countries. Intergovernmental agreements on cooperation in the field of tourism have been signed, and additional working groups have been established between the states to implement them, the activities of which have recently begun to bear fruit. If the major tourism organizations of Uzbekistan took part in the fairs in London, Berlin, Milan and Paris, the Tashkent fair was attended by more than 100 companies and organizations of the republic, who had the opportunity to work with about 60 foreign firms and companies.

Today, the booklet "Pictures on the Rocks" is published in English, in English, German and French, in the English, German and French languages of

the magazine "Tourism in Uzbekistan". Necessary work has been done to publish an advertising brochure "Religious Places" in English and Arabic, as well as in English in the newspaper "Silk Road". New methods and techniques of tourist services are being formed in the country, and these costs are justified. Programs such as "A Day in the Uzbek Village", "Mahalla" or "Guzar" have been developed and efforts are being made to actively implement them. Tourists participating in these programs can participate in the lifestyle, customs, preparation and consumption of national dishes of the Uzbek household. This is one of the possible processes for the development of the international tourism market in Uzbekistan. Here, conducting market research is considered to be one of the tasks ahead.

Thus, the development of national tourism zones in Uzbekistan is the result. We note the following conclusions:

First, national tourism is crucial in terms of the nature of the economy, and its development depends on objective and subjective reasons. In particular, in the context of Uzbekistan, international tourism is a new, emerging direction, and there are opportunities for its effective use.

Second, in national tourism, its infrastructure has a direct impact on the development of the sector. In particular, the activities of hotels, which are the main link in tourism, and the issues of their efficient use are very important, as the level of employment in them does not fully meet current needs and requirements. Therefore, an important issue in the operation of hotels should be to take measures to increase its efficiency.

### Conclusion

1. One of the most important issues is the process of attracting investment in sectors of the economy, the formation of investment resources, their placement and ensuring their effective operation.
2. Sustainable growth of the national economy and efficiency of social production cannot be achieved without ensuring investment activity in the country. Accordingly, ensuring investment activity in a developed market economy is a strategic goal of each country.
3. Attracting investments in various sectors of the economy can be grouped as follows: investment at the level of the national economy; investment at a certain regional level; investment at the level of a separate business entity (enterprise, association, etc.).
4. The main indicators of attracting investments at the level of the national economy are: 1) increasing the desire of economic entities to participate in investment processes; 2) growth of investment (foreign and national) in the economy; 3) the state should create a favorable investment climate and constantly improve it;
5. Attracting investment in tourism is of different importance at different levels and levels. The tasks to be performed in the field of tourism differ from the tasks to be performed by a particular investor in terms of their weight, importance and content.
6. Strengthening the organizational and technological capacity of the national economy to attract and develop investment in tourism; focus on non-state investment; measures such as paving the way for farms to operate independently are required.

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