

MODERN TRENDS IN THE DEVELOPMENT OF TOURIST AND RECREATIONAL SERVICES IN UZBEKISTAN

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Abstract: *The article examines the factors influencing the formation of tourism and recreational services in Uzbekistan in modern conditions, and examines the trends in the development of tourist and recreational services in the regions for 2011-2018. This approach will provide a functional link between the resource potential of the region and the sustainable development of tourism and recreational services in the region. Effective use of existing tourist and recreational potential will lead to the creation of appropriate recreational infrastructure in the regions, the effective use of existing sanatoriums and health facilities, the construction of new ones and the rapid development of tourist and recreational services. Although there are enough recreational facilities in Uzbekistan, given the growing population and the arrival of foreign nationals for recreation and treatment, it was found that the existing facilities do not meet the needs of all vacationers. The creation of appropriate recreational infrastructure in these regions will make a significant contribution to the restoration of health of the population of our country and will increase the flow of foreign tourists.*

Key words: *recreational tourism, tourist and recreational services, recreational complexes, related industries, the degree of socio-economic development of the territory, trends of development.*

Introduction

Currently, the global tourism market is in the process of globalization and increasing international competition. International tourism, as a catalyst for socio-economic development, has a positive impact on key sectors of the economy, such as transport and communications, trade, construction, agriculture, consumer goods.

Today, the country attaches great importance to the rapid development of tourism, and in the medium term, as one of the goals and priorities of state policy in the field of tourism, "... giving tourism the status of a strategic sector of the economy. diversification, restructuring and transformation of the economy into a powerful tool for sustainable development ... ". Fulfillment of these tasks shows the need for in-depth scientific research, which will form the basis for further development of the tourism industry, increasing its share in GDP, in-depth analysis of the tourism and recreation market and the development of relevant programs. In this regard, the relevance of this topic, which is devoted to the study of the scientific basis for the development of tourist and recreational services.

Uzbekistan has the largest tourism potential among the Central Asian republics. Our country is a world leader in terms of its historical heritage, rich heritage of more than 7,000 centuries-old historical and cultural monuments that reflect the development of the Great Silk Road. The Tourism Development Strategy of Uzbekistan until 2030 identifies ways to "... increase and introduce the social role of tourism, including social, medical (recreational), development of children's and youth tourism ...". In order to fulfill these tasks, there is a need to study the development trends of the market of tourist and recreational services in Uzbekistan in order to improve the mechanisms of recreation, the creation of tourist and recreational areas, clusters, providing the population with new jobs.

An analysis of the literature in the field shows that recreational resources are divided into natural recreational resources and historical and cultural potential. Natural recreational resources include landscapes, bioclimate, hydromineral resources. An obligatory condition for the availability of natural recreational resources is the

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ecologically sound conditions of the natural environment. Recreational services are characterized by the provision of services provided by developers to consumer-recreational, which are directly related to the restoration of working capacity and health of people, their leisure processes. The developers of recreational services are specialized enterprises in the field of sanatoriums and resorts: sanatoriums, boarding houses, holiday homes, tourist bases and others. In this context, recreational services are seen as a form of tourist services.

Literature Review

Theoretical aspects of the development of tourism services and its various forms A.Yu.Aleksandrova, I.T.Balabanov, M.B.Birjakov, I.Endjeychik, M.A.Zhukova, N.I.Kabushkin, V.A.Kvartalnov, It has been studied in the works of R.V.Kolotova, A.E.Saak, A.D.Chudnovsky, F.Sherer, D.Ross and other foreign scientists [1-10]. KH Abdurahmanov, MR Boltabaev, ME Pulatov, NT Tukhliev, IS Tukhliev, I. Ivatov, MK Pardaev, ZD Adilova on the problems of tourism development in modern conditions , F.K.Komilova, B.X.Turaev, D.X.Aslanova, A.F.Saidov, T.T.Tashmurotov, E.V.Golysheva, O.M.Hamidov, A.N.Norchaev, Sh Economists of our country, such as R.Fayzieva, A.A.Eshtaev, D.K.Usmanova, B.Sh.Safarov, M.T.Alimova, have devoted their scientific work [11-30]. The research work of such scientists as VI Azar, MB Birjakov, Ya. Gezgali, GA Karpova, VA Kvartalnov, devoted to the analysis of tourism and recreation as a specific type of activity is noteworthy [31-35].

At present, there is a need to scientifically substantiate the features and trends in the development of tourist and recreational services in Uzbekistan, to change the organizational and economic system that ensures the effective use of the recreational potential of the region. Although these issues are partially reflected in the level of theoretical research and practical solutions, but the theoretical and methodological study of the direct tourist and recreational services and its role in the development of the tourism industry is a topical issue, and research in this area remains a requirement. .

Methods and Analysis

It is known that only a comprehensive approach to the management of sanatoriums will allow to balance and improve the ecological situation, which is important in granting recreational status to the regions. Creating a dynamically developing balanced system by controlling the interaction between sanatorium-resort areas, agro-industrial and recreational complexes will significantly expand recreational activities by attracting areas with large landscape-climatic and recreational potential that are not currently included in this system.

Experts point out that the formation of the market for recreational tourism or health services is carried out under the influence of several factors. The main ones are: socio-economic factors (level of socio-economic development of the tourist area, political and financial stability, income growth), recreational and resource potential (natural and man-made factors); the state of tourism infrastructure and ecology of the region; geographical location factor, in particular, the state of satisfaction of tourist demand in relation to the main regions; socio-cultural (increase in working hours, increase in leisure time, change in the mentality of tourists, priorities in the system of spiritual and cultural values, etc.). The combination (implementation) of space and time of this group of factors determines the formation of relatively stable tourist flows. This, in turn, leads to the formation and development of resort areas, which are characterized by the intensity of recreational activities. In general, Uzbekistan has the opportunity to combine the three most important conditions for the development of tourism, namely historical and cultural monuments, natural environment and transport facilities. The tourist attraction of the recreation area is formed mainly due to natural tourist resources, historical and cultural sources, the satisfactory state of the environment, the level of socio-economic development of the region. Although there are enough recreational facilities in Uzbekistan, given the growing population, the influx of foreigners for recreation and treatment, the existing facilities do not meet the needs of all vacationers. According to statistics, in 2019, Uzbekistan was visited by 6748.5 thousand tourists, in 2018 this figure was 5346200 people. 51.3 percent of them are 31-55 years old (52.1 percent in 2018), 20.2 percent are 55 years old and older (19.4 percent in 2018), and 19.5 percent. - 19-30 years old (20.4% in 2018) and 9.1% - individuals aged 0-18 (8.1% in 2018). Including the number of foreigners was 488.4 thousand people. Most of the tourists came from Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, the Russian Federation, Turkey, Afghanistan, China, the Republic of Korea and India. Of these, 81.8% visited relatives and friends, and 15.5% came to Uzbekistan for recreation. 2.7% came for treatment, shopping and work. At the end of 2019, the volume of exports of tourism services reached 1313,032 dollars (in 2018 - 1041,089 dollars).

It is known that the market of recreational services as an independent economic system includes a set of economic relations and institutions that determine the activities and relationships of economic entities that provide the production and sale of health and medical services. At the entrance to the system there are tourist and natural-

recreational resources, and at the exit there are sanatorium and health services. From a social point of view, the implementation of the activities of the sanatorium-resort complex is associated with treatment, hydro-rehabilitation, recreation of people, the restoration of emotional and intellectual strength.

The nature of Uzbekistan is rich and colorful, and more than 200 healing mineral springs and mud sources have been identified in different parts of the country. Groundwater is diverse in terms of chemical composition, natural-biological and other properties. On the basis of these sources, physiotherapeutic hospitals, sanatoriums and other health facilities have been established. Among them, such resorts as "Chimgan", "Chartak", "Shohimardon" and others are of world importance. In general, today in the country there are special sanatoriums, prophylactics, rest homes, which serve more than 76,456 people.

In determining the trends in the development of tourist and recreational services, an analysis of the purpose of travel to Uzbekistan through hotels and other accommodation facilities was conducted. According to him. In 2018, the total number of Uzbek citizens was 1,193,324, of which 46.4% were for business and professional purposes, 20.43% for leisure, direct treatment and so on.

Table 1

Number of people staying in hotels and similar accommodation facilities in 2018 by purpose of travel to Uzbekistan and regions (person)

Republic of Uzbekistan regions	person	Including by purpose			
		Rest and treatment	Job and career goals	Therapeutic healing treatments	Other purposes
	1193324	243874	551851	35032	362567
The Republic of Karakalpakstan	31259	1209	23045	59	6946
Andijan region	46621	811	30251	627	14932
Bukhara region	65160	30890	20417	314	13539
Jizzakh region	33151	2767	24708	108	5568
Kashkadarya region	75236	8544	61600	14	5078
Navoi region	45846	1105	37769	210	6762
Namangan region	47017	10051	21050	2539	13377
Samarkand region	83525	30846	18945	2731	31003
Surkhandarya region	57491	2708	45103	1291	8389
Syrdarya region	12767	-	7135	78	5554
Tashkent region	76299	27896	25905	3062	19436
Fergana region	49740	2109	27152	640	19839
Khorezm region	44219	17639	17714	-	8866
Tashkent. sh.	524993	107299	191057	1728	224909

Source: Based on data from the State Statistics Committee of the Republic of Uzbekistan.

According to the results of a comparative analysis of the share of the total number of people in the Republic of Uzbekistan and Samarkand region for recreation and treatment, the growth rate of the analyzed indicator in Samarkand region for 2011-2018 is higher than in the Republic of Uzbekistan.

Table 2

Interregional distribution of citizens of the Republic of Uzbekistan by purpose of travel

Provinces	2011		2014		2016		2018	
	total	Rest and treatment	total	Rest and treatment	total	Rest and treatment	total	Rest and treatment
Republic of Uzbekistan	654310	116157	807515	165531	1013934	205431	1193324	243874
The Republic of Karakalpakst	22770	13853	25856	4711	32659	2878	31259	1209

an								
Andijan region	35586	3328	30433	1520	35298	1964	46621	811
Bukhara region	36529	9816	33257	15600	49892	20901	65160	30890
Jizzakh region	26698	1238	55182	1551	48170	125	33151	2767
Kashkadarya region	41402	1330	46065	1620	72261	5191	75236	8544
Navoi region	35936	6079	39616	9690	58029	6559	45846	1105
Namangan region	37630	12404	35049	7780	46847	8228	47017	10051
Samarkand region	57498	13641	58685	15990	78628	32349	83525	30846
Surkhandarya region	29470	6141	32916	2655	46188	1843	5741	2708
Syrdarya region	11074	0	3979	0	7429	222	12767	-
Tashkent region	28365	4412	59791	17677	91965	42883	76299	27896
Fergana region	27447	4554	38790	6285	36689	5252	49740	2109
Khorezm region	19720	6392	21380	10700	28425	9851	44219	17639
Tashkent city	244191	45883	326819	69752	381454	67185	524993	107299

Developed by the authors on the basis of data from the State Statistics Committee of the Republic of Uzbekistan

In particular, the share of those staying in the Republic of Uzbekistan for recreation and treatment in 2011 amounted to 17.75%, while in 2018 this figure increased by 1.15 times and increased by 20.43%.

In Samarkand region, the share of those in the total number of people staying for recreation and treatment in 2011 was 23.72%, which in 2018 was 1.55 times higher than the corresponding indicators of the country, reaching 36.93%. It should be noted that in 2018, compared to 2016, this figure has a downward trend.

Analysis of the purpose of visits of citizens in the development of tourist and recreational services Taking into account the further increase in the number of visitors to Samarkand region for recreation and health, additional construction and repair work in Kattakurgan, Akdarya, Zarafshan, Nurabad health resorts, as well as It requires the formation of roads and infrastructure leading to the high Chor-Chinar and Ohalik settlements in Urgut.

Despite the fact that Samarkand region has a unique tourist and recreational potential, in 2018 there was a relative decline in their effective use in other periods. One of the main reasons for this is the lack of sanatoriums and sanatoriums for the elderly in the region, and secondly, the lack of other modern types of sanatoriums and resorts that meet current requirements. The region has the potential of entrepreneurial investors who have sufficient funds to build this type of private sanatorium-resort facilities, and this problem can be solved by attracting them to the tourist and recreational business.

Despite the fact that there are enough recreational facilities in Uzbekistan, given the growing population, the arrival of foreigners for recreation and treatment, it is clear that the existing facilities can not meet the needs of all recreational facilities. In particular, in Surkhandarya, Navoi, Andijan, Bukhara, Samarkand and Jizzakh regions there are opportunities for the construction of many sanatoriums, recreation centers, boarding houses, children's camps. The establishment of appropriate recreational infrastructure in these regions would make a significant contribution to the restoration of the health of the population of our country and increase the flow of foreign tourists.

In our opinion, if the State Committee for Tourism Development develops a new system of benefits in recreational activities, the interest of the population of our country and foreigners will increase. This, in turn, would pave the way for the effective use of existing sanatoriums and health resorts and, consequently, the rapid development of the field of tourist and recreational services.

Conclusion/Recommendations

Based on the results of the research, the following scientific conclusions and recommendations, as well as practical recommendations were developed:

The development of tourism and recreation in Uzbekistan at this stage is determined by profound changes in all spheres of social life, which have their own characteristics. Currently, it should be noted that the development of tourism is carried out mainly due to the increase in the number of visitors for recreational purposes. This fact was the basis for the author's choice of recreational tourism as a research problem for Uzbekistan.

Although there are enough recreational facilities in Uzbekistan, given the growing population and the arrival of foreign nationals for recreation and treatment, it was found that the existing facilities do not meet the needs of all recreational facilities. In particular, in Surkhandarya, Navoi, Andijan, Bukhara, Samarkand and Jizzakh regions there are still opportunities for the construction of many sanatoriums, recreation centers, boarding houses, children's hospitals. The creation of appropriate recreational infrastructure in these regions will make a significant contribution to the restoration of health of the population of our country and will increase the flow of foreign tourists.

In our opinion, the development of a new system of benefits by the State Committee for Tourism Development in recreational activities will increase the interest of our people and foreigners, which in turn will lead to the effective use of existing sanatoriums and health resorts and the rapid development of tourism.

The study identified the following trends in the development of tourist and recreational services in the regions of Uzbekistan:

disproportionate development of the location of treatment and recreation organizations in sanatoriums by regions;

lack of special programs for the development of targeted recreational tourism in the regions;

low number of foreign citizens coming to Uzbekistan for rest, direct treatment and prevention;

lack of modern private sanatoriums and resorts that meet the demand, and the lack of appropriate tax and customs benefits for the effective use of investment by entrepreneurs.

Analysis of the purpose of arrival of citizens in the development of tourist and recreational services Given the trend of further increase in the number of visitors to Samarkand region for recreation and health, additional construction and repair work in Kattakurgan, Akdarya, Zarafshan, Nurabad health resorts in Samarkand region, as well as It is necessary to form a road and infrastructure leading to the forest, the upper Chor-Chinar and Ohalik settlements in Urgut.

Samarkand region has a great tourist and recreational potential and lags behind other regions in terms of their effective use. One of the main reasons for this is the low number of sanatoriums and sanatoriums for adults in Samarkand region, and secondly, the lack of modern private sanatoriums in the form of private property. The region has the potential of entrepreneurial investors who have sufficient funds for the construction of such private sanatoriums, and it was found that this problem can be solved by attracting them to the tourist and recreational business with economic benefits.

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