



THE SIGNIFICANCE OF USING INTERNATIONAL EXPERIENCES IN THE DEVELOPMENT OF RURAL TOURISM IN UZBEKISTAN

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ABSTRACT

Tourism is gaining importance in the economic environment of countries in today's modern economy. The developing industry ensures the creation of new industries within it. This is because tourism is a service sector and is subject to its laws. That is, it has a variable character based on the needs and demands of tourists participating in the activity. As a product of such needs, rural tourism has entered the field. Since the tourism potential of our country is sufficient for this sector, it is necessary to take necessary measures for its development. In this regard, the conclusions of international experiences are also considered important, and it is also important to pay attention to their achievements and shortcomings. These aspects are taken into account during the article. In coming to these conclusions and presenting practical suggestions, the methodological basis of the research was formed as a result of the study of theoretical and practical data, literary sources and publications. The research is based on the connections between theory and practice, and uses methods such as analysis, comparison, analogy and synthesis.

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INTRODUCTION

The tourism industry, which is increasingly becoming a leading branch of the country's economy, is a separate market. Tourism activity is a developing branch today and is expected to be the field of the future. At the same time, it is an effective way to maintain a stable state of the economy in conditions of limited resources. Year by year, the need for tourism is not only in our country, but also in other developing countries of the world due to the increase in the income of the population. It is seen that the demand for tourism is developing at the expense of several natural conditions for its development.

Tourism is a field that provides people with the opportunity to have spiritual rest, physical recovery, get to know new places, and enjoy their unique features. Tourism has a multifaceted effect, and it creates a basis for the economic development of rural destinations, the growth of population employment, and the fuller satisfaction of citizens' needs for recreation. People are enriched by this industry. That is, any field does not develop by itself, for this it is considered necessary to go through several stages that differ from each other in different areas due to their internal characteristics. The field of tourism that we are currently going through the stages of development. In this process, the human factor, who are its participants, has been seen not only unilaterally, but also in the creation of new directions and networks within the industry. This is a view of tourism as a new industry in such a field and at the same time has already contributed to the tourism of many countries. It is a tourism direction where tourists can relax in ecologically clean rural areas, engage in economic activities, and enjoy a rich culture. Tourism has been launched as a new direction in developed countries due to the needs of people and is gaining its customers.

MAIN PART

As a steadily developing republic in Central Asia, the tourist destination of Uzbekistan has been determined to have all the opportunities for the further development of tourist destinations. In order for rural tourism to have a place among these destinations, it is worth noting that the territory of Uzbekistan is also a country with a unique geographical location. Several inland regions are also distinguished by their unique nature. Especially in the rural areas, you can see an ecologically clean environment. The existence of mountainous regions and the fact that most of them are considered rural areas today serve as a source and sufficient resource for the development of rural tourism in these regions. Effective use of these natural resources and improvement of the social situation of rural areas is the establishment of rural tourism [10].

These new destinations offered to tourists fully satisfy their needs. With this, it is possible to create a good cultural environment in most parts of our republic and preserve the existing ones. In addition, each village has created a number of unique cultures during its historical formation and development, and this still exists today. In order to preserve this rich culture, it is important to share it with others and present it to them in their own way. With this, rural areas create tourist destinations in our national tourism market and affect the de-diversification of tourist routes.

The concept of a tourist destination was also defined by Russian scientists, for example, M.A. Morozov "offering a certain set of services that meet the needs of a tourist and satisfy his requirements for transportation, food, entertainment, etc. area. In this, the author firstly separates the main purpose of the

trip as the primary destination and the stops on the way to the primary destination as secondary destinations" [4]. The tourism villages that we are thinking about should become such destinations. Changes are taking place in the system as a result of the attention paid to the field of tourism in our country. In order to activate this process, the action plans being included in our national legislation are also noteworthy.

In particular, raising tourism to a strategic level in the republic's economy, diversifying domestic tourism services and dramatically increasing their size, creating the necessary conditions for introducing citizens to the tourism potential of our country, improving the quality of tourism services provided and increasing their competitiveness in world markets, in the field of tourism Systematic works have been launched in order to create additional opportunities for operating business entities, to rapidly develop the infrastructure of modern services, as well as to provide employment to the population and expand their source of income.[1] Analyzing such reasons, the use of international experiences has its place in raising the tourism quality of our country, establishing new routes and achieving the development of the industry. Effective use of the experience and conclusions of countries with developed tourism in the same direction is considered an effective method at the international level. The introduction of rural tourism based on the analysis of the rich natural resources of our country can be said to be the first step in this process.[11] In its development, the use of the conclusions of international experiences can be useful for our country. During the study, information is collected about the shortcomings of the methods that did not bring good results in the country. Below, in order to make such conclusions, rural tourism in the Russian Federation and its different aspects will be highlighted.

The Russian Federation is the country with the largest territory in the world in terms of territory. A large area provides the country with adequate resources, but also requires that the climate is different in the regions. This location of the country's territory is the basis for the emergence of ecological tourism in this area. The fact that it has large forests and its amount is 67% of the total territory of the country indicates that the area is of great importance in the ecosystem of our planet and gives a 10% share in the world. The benefits of a large number of green areas to nature are also significant and indicate global importance.[5] Today, rural tourism, which makes up 2 percent of Russia's general tourism, began to form in the 90s of the last century. About 10% of all agricultural land on the planet is concentrated in Russia. Rural areas occupy two-thirds of the country. With the increase in the population of rural areas and the creation of surplus labor resources, an active shift of the population to cities was observed, and the same reason caused the need to create new jobs in rural areas.

Rural tourism has become a field established as an alternative solution to these problems. In recent years, rural tourism in Russia has gained popularity and thus attracted tourists. Rural areas of Russia also have a unique atmosphere. This is because villages located in wonderful natural landscapes form the basis of this process. Almost three-fourths of Russian regions are developing this type of tourism, and in some of them, agriculture, farms and ethnic villages have already been established for tourism. At the same time, the industry established in regions that have preserved unique Russian culture attracts many tourists. The natural scenery that can be found in the village, ecologically clean climate, environment without city noise are also of primary importance. In addition, experience living in villages that have preserved the subtleties of Russian culture, eating regional cuisine, handicrafts, active recreation, hunting and fishing, horse riding, sleigh rides, horse farm trips, Water treatments, river or lake swimming, hiking and cycling, spa treatments, picnics, and unique wooden houses in the villages also attract travelers[7].

Another situation that has arisen for the development of rural tourism in modern Russia is the COVID-19 pandemic. The pandemic has had a negative impact on tourism as well as on the global economy. At the same time, in this context, the global pandemic has become an economic engine for the development

of rural tourism. That is, it can be said that this pandemic created the need of people to rest in ecological natural areas. But the pandemic situation has minimized people's incomes as well as their expenses.[6] As a result of this, spending on tourism could be minimized or completely absent. In the post-pandemic situation, the Russian government aimed to increase the income of the regions and develop rural tourism by directing these tourism expenses to the villages.

There are regions in the country that organize rural tourism, in other words, have become an integral part of this industry, and they are used for the same purpose. Each village region participating in the process reflects its own form. One of the regions participating in Russian rural tourism is the Krasnodar region, which presents agriculture in its own way. Tourists can participate in the harvesting process of the agricultural products cultivated in this area or present them using the traditional methods of making wine from the grown grapes, and see the farm of ostriches rearing in the heart of nature. attracts. Another area is the village of Bekhova, which was recognized as the "best tourism village" in 2021 by the World Tourism Organization, an international coordinating organization of tourism activities [9].

The village of Bogorodsk, located in the Nizhny Novgorod region, which has preserved the traditional methods of horse riding, milking goats, making cheese products, and making products from felt wool, was also included among the example regions. Stavropol Territory, one of the strongest agro-regions of Russia, welcomes tourists to resorts, private estates, guest houses, country hotels, cone farms, fishing lodges and hunting farms. Excursions to the area's wineries, watermelon groves, quail farms and apiaries are popular. Many come to see the best racehorses in the country bred at Terek Stables. [8]

The system established in these regions prevents the aforementioned population migration in the villages. It is true that rural tourism in Russia cannot be compared with other industries, such as energy and oil refining, when considered on a national scale, but the development of this industry, which was established as a new direction the same work is being done for That is, he planned to achieve the development of the industry step by step. For this reason, we will analyze the work carried out in them according to this aspect. Of course, there are a number of problems facing the industry in this country as well. It is noteworthy that these problems also exist in the rural tourism of our country. Below is an attempt to compare the same problems.

MATERIAL AND METHODS

It is known that problems related to infrastructure have been observed in all countries at one time or another, and this is clearly visible in newly established industries. When it comes to infrastructure, first of all, road construction is emphasized. Problems related to this are observed in the same field in our country under study. In the country, it is envisaged that the government will cover part of these costs for this problem. We try to analyze it without connecting it with economic stability. For the good development of all sectors of a region, attention will gradually increase if the majority of users from that place, even for a certain period of time.

Let's say that 20 or 10 years ago, there was little talk about general tourism in our country, but today we have passed it and started covering rural tourism in our legislation. Therefore, as the problem is related to road construction, it is natural to pay attention to this issue within the framework of the "tourist village" and "tourist neighborhood" projects announced in our country[1]. However, while analyzing international experiences, attention is also paid to prevent the observation of such shortcomings. In Russia, in this regard, the regions where rural tourism will be organized are being prepared in advance.

In the same way, if we move on to the next issues, if this is a problem of the quality of communication, then the lack of other infrastructures, the underdevelopment of engineering communications, and the neglect of the regions can be mentioned in the next places. Problems related to this can also be observed

in our country. It became clear in the analysis that the Russian government supports business entities more in these and other problems. To prove our point with just one example, more than 520 billion rubles were invested in this sector in 2021[6]. It can be said that a lot of money has been spent on building new mini-hotels, modern guest houses, private cottages and other hotel-type establishments in the countryside and small towns of our country. This situation is also observed in other experiments, but it is necessary to say that the government should only support.

The main role in determining its order can be performed by the state, but in the rest of the issues, based on the requirements of the modern market economy, leaving it to the environment of free competition will have a positive effect on their internal development. In order to prevent such problems in Uzbekistan, a number of systemic measures will need to be legally reviewed. For example, about the procedures for providing tourist services in rural tourism and the issues of providing this industry with sufficient information, which is the demand of today. In international experiments, special attention is paid to the principle of providing information. There is a legal basis for this in our country, and now it will be necessary to control the results of the work on promoting it in practice. In addition, there is also the issue of qualified personnel. In the Russian Federation, on this issue, the same specializations were opened in higher education institutions, and the work on increasing the number of state grandees was discussed at the Federal Assembly. [3] In our country, in the decision "On additional measures for the diversification of domestic tourism services" the status of "Tourism Neighborhood", "Tourism Village" or "Tourism Farm" was given to the citizens who live in the territories. It is planned to train 200 young people in technical schools of the Ministry of Tourism and Cultural Heritage on the basis of a state grant.[2] Another aspect is food security, which is an integral part of international tourism.

CONCLUSION

As we actively study the processes, the availability of opportunities for the development of the field increases our attention. The location of our country, climatic features, and natural geographical relief is a natural factor for establishing the same industry. It is known that in order to achieve sustainable development and maximum economic growth, it is necessary to carry out systematic work. First of all, it is necessary to understand the importance of rural tourism at the international level and what actions should be taken for its development. In countries with developed tourism and developed agriculture, attention to this field has increased, and as a result, it has already had its share in general tourism.

Rural tourism is also an effective way for sustainable development of rural areas. In addition, it encourages tourists and locals to respect national traditions; increase the cultural and educational level of the population; development of local crafts; expanding the production of environmentally friendly products; conservation of natural resources; mastering new professions related to tourism services; allows to reduce the burden on large tourist centers. Advantages of rural tourism as a business: strengthening of the rural economy; creation of new jobs; reduce the migration of the rural population to the cities; small business development in rural areas; increase the standard of living of the rural population; is to supplement the local budget.

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