Problems of the Development of Tourism and Recreational Services in Uzbekistan in the Context of a Global Pandemic

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ABSTRACT
The article presents the issues of the impact of the pandemic on the tourism industry of Uzbekistan and provides an analysis of the problems of the development of tourism and recreation services in the Republic, in particular in the Samarkand region, in the new conditions.

Key words: pandemic, tourism, tourist and recreational services, recreational complexes, degree of socioeconomic development, industry development trends.

Introduction
The coronavirus pandemic will have a significant impact on the future of tourism. The expected consequences are assessed in different ways: from completely negative scenarios to relatively weighted forecasts [Ayittey et al. 2020; Chohan 2020; Jordà et al. 2020; McKibbin, Fernando 2020]. We see what measures other countries are taking to prevent the spread of the coronavirus. All of this affects the tourism industry. Many countries completely stop air traffic. Already today, tourists have canceled reservations for about 50 thousand rooms in March and April. Already today, judging by canceled bookings, the industry has lost 45-50 thousand tourists from Italy, China, South Korea, Japan, Germany and France. This is estimated to have resulted in a loss of nearly $ 31 million to the country's economy. This figure is increasing daily. The seasonal nature of the business, as well as low margins (about 5-15%) have led to the threat of bankruptcy hanging over many companies in the country. And this applies not only to travel organizations, but also to hotels, transport companies serving the sector. According to the forecasts of the State Committee for Tourism, in 2020, the income from tourism services in Uzbekistan should have amounted to more than $ 1.5 billion. However, on March 20, due to the spread of the coronavirus, Uzbekistan stopped all air and railway communications, but the decline in tourism began at the end of January. Entrepreneurs are taking real losses. But the President of the Republic of Uzbekistan considers tourism to be a strategic industry. Therefore, the government began to develop measures so that the pandemic would have the least impact on it. Earlier, the Government of the Republic adopted a strategy according to which the target objectives of the tourism development strategy in Uzbekistan until 2030 “...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.
factors. The main ones are: socio-economic factors (level of socioeconomic 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.

Conclusion/Recommendations

Studies have shown that in order to mitigate the consequences of a pandemic, in our opinion, it is necessary: - In connection with the pandemic, it is necessary to develop domestic recreational tourism. Internal flows should
compensate for the absence of foreign tourists. Investors have invested heavily in the construction of hotels, and they should not be idle. It is necessary to subsidize travel within the country if a tourist travels from one region to another; - The state should provide assistance to tourist and commercial enterprises in order to mitigate the consequences of the crisis, given that the subsidies should be during quarantine. They pursue a social purpose, affirming support for the continuous operation of enterprises and institutions and, therefore, the jobs of workers; - Travel companies should prepare tourism offers in markets that are adequate and beneficial for domestic tourism; - Facilitate the travel and movement of foreign tourists and travel by establishing systems of identification and control of tourists at the borders, as well as ensuring their safety during the trip.

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