



Organization Of Tourism Services In Uzbekistan Based On The Combination Of National Styles And Modern Innovations

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ABSTRACT

The article is devoted to the dynamic development of innovative activities in the current tourism industry in Uzbekistan and the study of related infrastructure in terms of innovation, as well as practical recommendations for the scientific development of opportunities for innovative development of road tourism and tourism infrastructure in our country.

Young tourists also have the opportunity to get acquainted with rural life, nature and traditions through the organization of "Tourist Houses".

KEYWORDS

Innovation, tourism, innovative projects, car, tourism, pilgrimage tourism, gastronomic tourism.

INTRODUCTION

Currently, the concept of "Innovation" is widely used in all industries. The word innovation is an English word - 'innovative' means to introduce innovation, i.e. it is defined as changing the internal structure of a system. Innovation is an important part of practice and theory, a system of action of social actors aimed at improving the quality of socio-cultural objects. Innovations are up-to-

date, important, new approaches formed in a system. They are born on the basis of initiatives and innovations and are promising for the development of economic activity. It also has a positive impact on the development of the economic system as a whole. Innovation is the end result of a technology, form, or method in a particular field of activity or production, a new approach to solving a

problem, or the application of a new technological process that is known to lead to greater success than ever before.

Innovation projects - the main purpose of such projects is the development and application of new technologies, know-how and other innovations that ensure the development of enterprises.

The Main Findings and Results

This article is devoted to the dynamic development of innovative activities in the tourism industry of Uzbekistan and the study of related infrastructure in terms of innovation, as well as practical recommendations for the scientific development of tourism services and tourism infrastructure in our country.

Uzbekistan differs from many countries in the world in terms of its potential in the field of international tourism. When considering the tourist potential of the country, first of all, historical cities such as Tashkent, Samarkand, Bukhara, Khiva and Kokand, which are rich in ancient cultural and architectural monuments, have a special place.

In addition, the natural and geographical location of Uzbekistan has a very favorable natural climate, including high mountain and foothill areas, steppes and deserts, forests and groves, rivers, natural and artificial lake basins, large agricultural areas with modern urban planning. the image of anthropogenic landscapes expressed in itself also plays an important role in the cultural development of mankind. There is a great potential for the development of tourism in the unique nature of our country, national reserves, mountainous areas. In particular, the development of medical tourism, pilgrimage, car tourism and ecotourism will give a great impetus to the development of not only the economy but also the social sphere. [1]

Great work is being done in the country to develop tourism, including the construction of four- and five-star hotels that can provide a high level of service to tourists, and try to attract more tourists in the field of pilgrimage, ecology, agriculture, gastronomy, sports and local tourism.

One of the important factors contributing to the development of tourism is the use of modern computer programs that allow to automate the activities of tour operators and save unnecessary costs. The connection of tour operators to international global information systems based on GPS-position to offer tourism services, as well as the creation of local services is an important factor in increasing the tourist attractiveness of Uzbekistan. As a result, the creation of social and advertising videos, documentaries, as well as television programs about the nature, history, scholars and thinkers, attractions, national cuisine, customs and traditions of our country, their dissemination to the general public is important in the development of tourism and tourism.

According to statistics, the share of young people among active tourists around the world is growing. If in 2019 the number of tourists worldwide will reach 1.5 billion. of which 25 per cent were tourists under the age of 30. In Uzbekistan, by the end of 2020, 1.5 million foreign tourists visited, of which more than 1.5 million were young people. The average age of tourists visiting our country in 2010 was 60 years, and today it is 45 years. This shows that the number of young people visiting our country is growing. [2]

In accordance with the Presidential Decree "On measures to further develop the tourism industry in the Republic of Uzbekistan" dated August 15, 2019, to create favorable conditions for attracting young tourists to our country, to organize cultural and entertainment events, to create a system of benefits for young tourists as well as the concept of youth

tourism development, which includes the construction of appropriate infrastructure.

As a result of efforts to develop domestic tourism and popularize youth tourism in our country, in 2018 the number of local tourists exceeded 14 million. In order to attract young tourists to our country, there is a need to study their wishes, as well as to create adequate conditions and infrastructure, based on their requirements. In this regard, the Presidential Decree pays special attention to the development of youth tourism in Uzbekistan, and given the urgency of the issue, clearly defines the priority measures to be taken in this regard and the task of their consistent implementation, villages and neighbourhoods (makhallas) are being established. Young tourists will also have the opportunity to get acquainted with rural life, nature and traditions through the organization of "Tourist Houses".

Development of the Concept for the development of youth tourism in Uzbekistan will further develop the types of tourism in our country. [2]

In particular, President Shavkat Mirziyoyev noted that tourism is one of the most profitable types of business in the world economy, and identified a number of problems in the development of tourism in our country.

Tourists and residents of our country visit the unique resorts of Chimgan, Bostanlyk, Zaamin, Bakhmal, Aral Sea, Aydarkol, Syrdarya, Kashkadarya, Naryn and other rivers, in the deserts of Kyzylkum, Mirzachul, large sums of money are required to build many camps to organize. The hotel fund in the country is 29.2 thousand places, so in spring, summer and autumn there is a lack of places to rest, vacationers are forced to spend the night in uncomfortable conditions or return on the same day, which is a convenient way to solve this problem.

We have issued a patent for the industrial design "Manufacture of cars, trailers in the national style" by the Intellectual Property Agency of the Republic of Uzbekistan for convenient transportation, accommodation for tourists, pilgrims and vacationers. (29.12.18y) № SAP 01861.



Based on the Resolution of the President of the Republic of Uzbekistan dated July 18, 2018 № PP-3855 "On commercialization of the results of scientific activities", the leadership of the Jizzakh State Pedagogical Institute allocated 37 million sums for the production of "national style" trailers. UZS were allocated for the preparation of a national-style car trailer. It has a double, triple room, uninterruptible power supply via solar panel, 300 liter water supply, bed, folding sofa, gas stove, TV, shower and bathroom. 60 million for each room to prepare a place for tourists in hotels. UZS, the price of the car trailer we offer for production is much cheaper and it can be placed in natural landscapes, rivers, lakes and deserts that tourists want.

Tourists visiting our country will be able to rent car trailers for our citizens, which will allow them to travel, visit, hunt and relax, which will help increase the number of domestic and foreign tourists.

Food tracks Delivery of "Uzbek and Jizzakh (other regions) national dishes" to tourists, vacationers, pilgrims coming and going to Uzbekistan and Jizzakh region on their orders will contribute to the development of gastronomic tourism, as well as the creation of additional jobs.

Today, the selling price of such trailers on the world market is 10-40 thousand US dollars. Car trailers can be exported to neighboring countries, as such road trailers are not manufactured in these countries.

CONCLUSION

As a result of this innovative idea, a new Uzavtoturist tourist route has emerged, which will significantly increase the number of tourists, pilgrims and vacationers and include many new tourist destinations, as well as the sale, service and rental of cars. allows you to create a system.

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