

THE IMPORTANCE OF TOURISM IN THE SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

Sattorov Takhir

Samarkand institute of economics and service

Assistant of the Department of Accounting

Abstract. the article examines the impact of tourism on the socio-economic development of the country and typical problems of its assessment, studies the direct and indirect impact of tourism on the country's economy.

Keywords: tourism, national economy, socio-economic development, the impact of tourism, direct impact, indirect impact.

ЗНАЧЕНИЕ ТУРИЗМА В СОЦИАЛЬНО-ЭКОНОМИЧЕСКОМ РАЗВИТИИ СТРАНЫ

Сатторов Тахир

Самаркандский институт экономики и сервиса

Ассистент кафедры бухгалтерского учета

Аннотация. В статье рассматривается влияние туризма на социально-экономическое развитие страны и типичные проблемы его оценки, изучается прямое и косвенное влияние туризма на экономику страны.

Ключевые слова: туризм, национальная экономика, социально-экономическое развитие, влияние туризма, прямое воздействие, косвенное воздействие.

Introduction. Tourism is one of the most promising and rapidly developing sectors of the economy. Neither Global problems nor terrorist threats can become an obstacle to tourism. Because it has already become an integral part of human life. According to the World Tourism Organization, the French city of Paris ranked first in the world ranking for the contribution of tourism to the economy. The French capital's contribution to the economy through tourism in

2022 was \$ 36 billion. Also in second place is the Chinese city of Beijing (33 billion dollar), the third place was taken by the city of Orlando (\$31 billion) in the US State of Florida.

Many countries, among them Uzbekistan, have recognized the tourism sector as one of the priorities for the development of the national economy. Because tourism contributes to the growth of GDP, an increase in foreign exchange revenues and investments, the development of industry, trade and social infrastructure. In today's World, Tourism plays an important role as a sector of the economy.

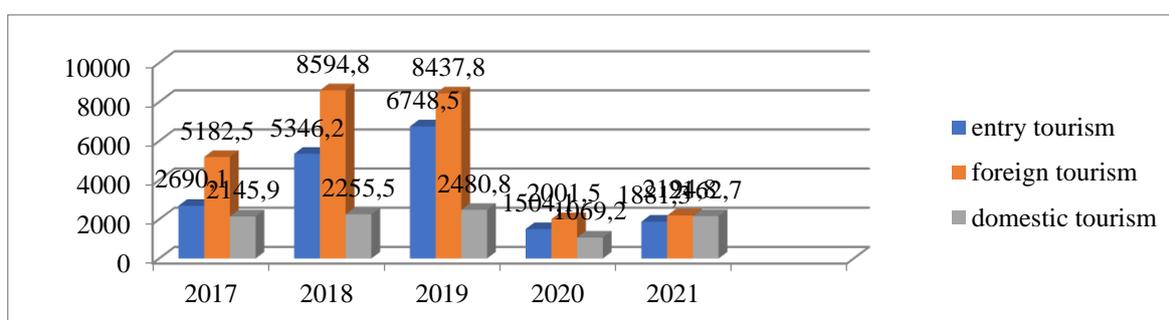


Diagram-1. The main indicators of tourism statistics in Uzbekistan.

Literature analysis and methods. Many scientists have conducted scientific research on the influence of the tourism industry on the socio-economic development of the country. For Example, A.M. Positively assessing the impact of good-natured tourism on the country's economy, the tourism industry is aimed at increasing national income, creating new jobs; developing all sectors related to the production of tourist services; developing social and production infrastructure in tourist centers; activating the activities of folk culture and cultural centers; ensuring that the standard of living of the population increases; emphasizes that it helps to increase foreign exchange earnings. A.V. Strelnikov, on the other hand, found that creating one new job position in this network would fall 20 times cheaper than in the industrial sector.

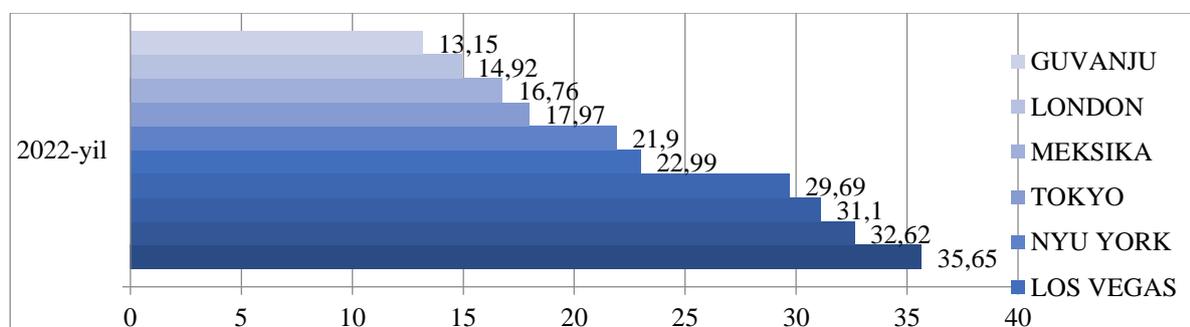
Yu.V. Bogdanov believes that 30 tourists directly create two new job positions, one or indirectly. Researcher Z.M. Mukhammedov noted that if the share of income from tourism in Uzbekistan in the gross domestic product is increased to

5%, then the number of people employed in this network is 2587 people. And the volume of GDP per capita will increase by 392.1 thousand rubles.

P.Vukadinovich highlights the following negative effects of tourism, noting that tourism has not only positive, but also negative socio-economic effects: economic dependence on tourism; the rise in prices for daily goods and services for local residents; the dominance of transnational companies in the tourism market; the sensitivity of cycles for work and the change in attitudes towards work; undermining national traditions and.

In this study, I used the results of a study carried out by the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) and data from the World Bank and statistical reports of the Organization for Economic Cooperation and Development (OECD) in order to quantify the impact of the tourism industry on the country's socio-economic development.

Research results. On January 18, 2023, according to the agency for World Tourism (WTTC), Paris was recognized among the countries of the world as the state that invested the greatest amount in its economy. According to statistics, the city of Paris invested \$35.65 billion in its economy through tourism in 2022. China's Beijing city, on the other hand, is the second largest in terms of \$32.62 billion, Orlando is \$31.1 billion , Shanghai is \$29.69 billion , Los Vegas is \$22.99 billion , New York is \$21.9 billion dollars , Tokyo is \$17.97 billion, Mexico is \$16.76 billion, London is \$14.92 billion, and Guvanju is also \$13.15 billion.



Researchers say that by 2032, the Chinese city of Beijing, Shanghai as well as the cities of Paris are expected to become the most popular tourist areas in the world.

Photo 1. Tourist visits in the regions of the world and their sharing statistics for



2022.

Discussion. The country ensures the entry of currency through its participation in the processes of the international tourism market and leads to a better balance of payments situation. The generation of income by international tourism also affects investments in other sectors of the economy. And this, Through the multiplicative effect leads to economic growth and development. Thus, in addition to the development of production, the country's infrastructure and transport, communication lines, trade relations, among others, will improve, which will ultimately lead to the restructuring of the economic system. In addition, tourism is due to the demand of tourists for various goods and services in tourist destinations, which directly stimulate production in areas that indirectly serve the tourism market, and by creating new branches and forms of activity of the country diversifies the economic structure. In the tourism sector and in the areas that indirectly support it, new jobs are created and they reduce the unemployment rate in the country. Tourism develops market relations and establishes cooperation between various local enterprises involved in tourism, as

well as between firms operating in other sectors of the economy. Often such cooperation leads to the emergence of economic clusters.

Conclusion. Tourism plays an important role in the socio-economic development of the country. Therefore, in order to further increase the level of socio-economic development of the country, it is required to form complex, interconnected mechanisms for the use of tourism potential. Taking into account the points I gave above, I found it necessary to make the following suggestions:

1. By increasing the number of hotels and airports in the country, increasing the offer of ways to meet the demand from abroad, increasing the number of offers that travel organization enterprises abroad make to their residents.

2. Introduction of benefits and relief for visitors from abroad in the field of Tourism. For example give discounts to foreign residents for complex tour packages.

3. The increase in the number of visitors to the country can be influenced by the construction of various entertainment masks, entertainment concerts to attract tourists from the youth layer, as well as increasing the attractiveness of tourist areas.

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