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MEANING TOURISM IN PROVISION FINANCIAL SUSTAINABILITY ENTERPRISES

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ABOUT ARTICLE

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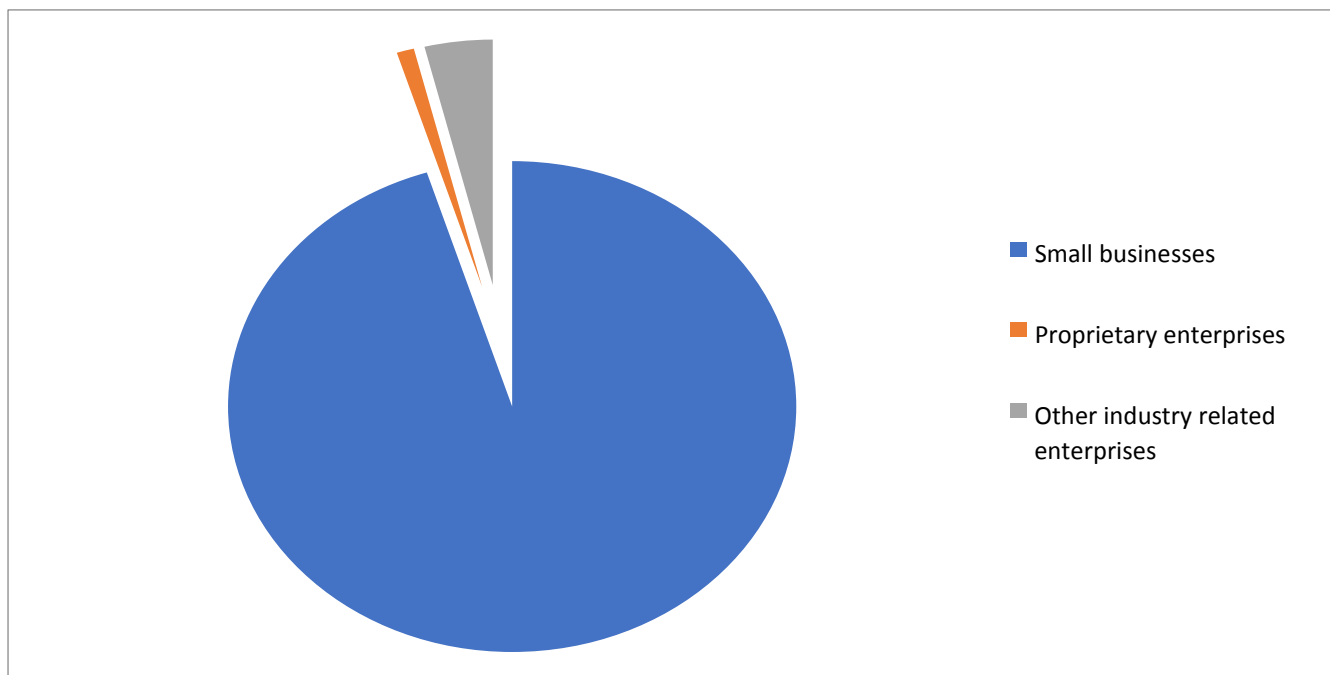
Abstract: At present, it is important to develop theoretical, methodological and practical approaches to solution problems sustainable development national tourism in our republic, the formation of a market for tourism products, the improvement of economic methods for regulating the activities of this industry. and the organizational structures of its management, as well as improving the economic mechanism for the development of tourism.

INTRODUCTION

Nowadays, all over the world, including Uzbekistan, more and more attention is paid to the service sector of the economy, especially tourism. In today's rapidly developing and changing era, the way people think, act, live and enjoy life is changing. People try to spend their free time productively, relax, restore health, learn about the world, national customs and national values of peoples. Such services are provided by the tourism sector. Mankind has always changed the area of its movement and sought to discover new lands. By the last century, such aspirations have intensified and stimulated the development of tourism. In some countries, the tourism sector is developing very steadily. This indicates that the country's tourism sector or national tourism is of decisive importance in the country's economic system. Tourism development will cause the development of not only this sector, but also trade, food, transport, market infrastructure, construction, crafts, entrepreneurship and other service sectors. In Uzbekistan, serious attention is paid to this area, since our century is predicted to be the century of not only technologies and technologies, but also the century of tourism and tourism. In addition, broad opportunities and platforms for tourism development are being created. We need to create an opportunity to raise the tourism sector to a higher level only by implementing a modern

tourism development strategy. Tourism in Uzbekistan is not a new industry, this industry has existed for a long time, but we are faced with the task of developing national tourism based on a new strategy and determining its prospects. The tourism sector is a separate segment, like any other sector of the market economy. That is why it is extremely important to consider tourism as a system of supply and demand.

It is known that internal and external factors influencing supply and demand are the main basis determining the development of private property relations in all aspects under the conditions of market relations. In the tourist services market of any country, private tourist companies carefully analyze the existing demands and needs. As can be seen, when private tourist companies act with full consideration of the factors of market demand and supply, their positive impact on the tourist economy of the republic can be observed. From this point of view, before discussing the role of private tourist companies in the development of the tourist economy, we would like to express some thoughts and opinions on the factors of supply and demand. The factors of demand mainly represent international and domestic tourist markets. In such markets, along with foreign tourists, local residents also widely use tourist attractions, facilities and tourist services. The factors of supply include tourist attractions and various activities that can attract foreign tourists (national crafts, music and local folk customs and rites), accommodation facilities for tourists visiting the country, as well as other tourist facilities and services. It should be noted here that, according to tourism experts, attractions include natural, cultural and special objects such as theme parks, zoos, botanical gardens and aquariums, as well as all these types of activities related to the objects. are clear. According to the classification of the International Tourism Organization (ITO), various types of hotels, motels, hotel-type houses, private apartments and other types of tourist accommodation facilities are considered to be accommodation facilities for visiting tourists. In general, for the effective use of all tourist services and objects, it is necessary to form a tourist infrastructure that can fully meet the requirements of the time. Currently, there are about 60 thousand small enterprises and business entities of various forms of ownership operating in our republic. 96.1% of these enterprises are private . 96% of the total volume of products, works and services falls to the share of small enterprises from the above-mentioned enterprises and business entities.



As mentioned above, the state attaches great importance to the development of private and small entrepreneurship in the Republic of Uzbekistan. In order to develop tourism, we need to create private tourism enterprises, and private tourism enterprises, which are of decisive importance in the development of tourism, as in other areas, can be conditionally divided into two types: those that are directly involved in receiving tourists, companies organizing their trips, and small and private businesses that indirectly affect the development of tourism. The first category includes small travel companies, private hotels, campsites, restaurants, etc., and the second category includes local small and private enterprises producing traditional national products, handicraft enterprises, etc., in addition, such infrastructure includes transport. and should also cover communication services. It is known that tourists visiting the country require a certain amount of goods and services: from simple food to expensive souvenirs. This, naturally, opens up the opportunity for small and private businesses engaged in the production of goods and services to further expand their capabilities. Farmers produce environmentally friendly products for hotels where tourists stay, small and private enterprises working in the textile and clothing industry develop bedroom furniture, bed linen and the like necessary for tourists, perfume industry enterprises produce their shampoos, soap and deodorants. Orders for tourists are also prepared by craft workshops and enterprises producing traditional national products. In general, there are some problems in the work of private tourism enterprises in the field of republican tourism. Currently, many countries of the world evaluate the sanitary and environmental factor as a factor in the development of infrastructure in their tourism development strategies. Because it is difficult to imagine modern tourism without environmental protection and environmental friendliness.

The development of infrastructure in such aspects at the level of world standards, that is, the organization of the highest quality service for tourists, will in all respects depend on the effective work of private companies. According to experts, all factors of supply and demand form a tourism product. International tourism demand, that is, the demand of foreign tourists traveling in Uzbekistan, makes up one fifth of the total tourism product, and domestic demand, that is, domestic tourists traveling in our country, makes up more than a third. The rest of the tourist product is consumed by the local population living in the areas where various attractions and tourist sites are located. As you can see, our country's tourism is more focused on meeting the domestic needs of the local economy than on meeting the needs of foreign tourists. The level of infrastructure development in Uzbekistan does not fully meet the needs of foreign tourists. Of course, for the development of national tourism, it is necessary to improve the market mechanism of its regulation and management. Currently, the mechanism of the tourism market has certain shortcomings, and to eliminate these shortcomings, it is necessary to regulate the tourism sector by the state. To summarize, we can say that in the Republic of Uzbekistan, in the development of the tourism sector in accordance with international requirements, a number of changes are being made in terms of further expanding the scope of activities of private tourism enterprises and increasing their efficiency. There are ways to develop national tourism in Uzbekistan. Each region can attract tourists according to its own characteristics. Proof of this is the holding of tourism fairs in our country. Tashkent, Samarkand, Khiva, Bukhara, the Fergana Valley and other regions are especially distinguished by their tourist products. National tourism also leads to the development of related industries in a positive direction. This development included the idea that in the future, not only the state's position, but also the state's position in the tourism market will be a great boost to our economy. In general, national tourism will become one of the most profitable industries in our country in the future. Extremely important factors for this are all the opportunities, political peace and, most importantly, the humanity and hospitality of our people in our country.

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