

## OPPORTUNITIES AND PROSPECTS OF DEVELOPING INTERNATIONAL ROUTES IN UZBEKISTAN

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**Annotation:** *In this article, the possibilities of developing tourist routes in Uzbekistan, tourist routes and their classification, the activities of tour operators and travel agents and the types of tour packages offered. The purpose of the article is to study the possibilities and prospective directions of development of new international tourist routes in Uzbekistan and to provide general, broader information.*

**Key words:** *Route, tourist route, tourist product, tour package, tour operator, travel agent*

The fact that our country has enough opportunities in the field of tourism, which are not inferior to any foreign countries, is the main source of our success in this regard. Taking this into account, the reforms that have been implemented in our country since the first years of independence in order to create and develop the tourist infrastructure that meets the requirements of the time have been giving positive results. In Uzbekistan, special attention is paid to conducting research and using the experience of developed countries to eliminate problems in the development of international tourism. The main goal of this is to further improve the quality of service to tourists visiting our country and attract the attention of the world community as a country with a tourism industry that fully meets market requirements.

Quality service is the basis of tourism development in our republic. However, there are many problems related to the complex transition period, including the lack of human capacity to manage tourist services in accordance with the requirements of the times, the lack of improvement of the system of mutual relations between organizations, and limited opportunities. , development is slow due to problems such as slow implementation of marketing and advertising by them. From this point of view, the topic of the research shows that it is aimed at solving actual problems. Development of tourist routes and attraction of tourists to these routes is one of the bases of development of international tourism as well as national tourism. A well-designed, interesting tourist route meets all the requirements of tourists and as a result attracts many tourists.

That is why there is a great demand for qualified specialists who can perfectly develop tourist routes, and teaching and training in the development of tourist routes is an urgent issue in the development of tourism in Uzbekistan. Any miraculous, interesting

structures that people have seen and heard, natural corners of nature, historical monuments that have been preserved since ancient times, rivers, waterfalls, places where animals or various plants grow, a viewing garden. all of them are approached in a certain way. This road is called "route" in tourism. Route - "French" - marche - walk, move forward, route - road. Different roads lead to all tourist resources in our republic - object - address - place - place. These roads are asphalt, stone, local dirt roads, trails and dirt roads. However, the number of tourists in the tourist resource can increase only after turning these roads into tourist routes. The word "route" means a defined, defined path. The word "route" is not only relevant in the field of tourism, but also refers to the permanent, regular movement of people to a certain direction, or rather to a specific geographic destination, not related to tourism.

A tourist route is a moving route to and from a specific place, followed by a single person or a group of people who have the status of a tourist. After the route is developed and approved, a series of services and goods will be "packaged" into one "shell" called a tour. There are two types of tour:

Pekij-tour, that is, a comprehensive tourist service that includes accommodation, food, excursion service, transportation, household, sports-health, physical training, medical and other services. The price of this type is indicated in the catalog and price sheets.

Exclusive tour, that is, special tourist services chosen voluntarily.

The perfect development of the tourist route means that the tourist can move freely and meet the demands of the type of services on time.

Currently, the principles of developing tourist routes have been created, and these principles are mainly used in the development of any tourist routes in tourism. These principles are called:

1. The principle of attractiveness, uniqueness
2. The principle of opportunity creation
3. The principle of content
4. Principle of activity
5. The principle of multivariateness (multidimensionality).
6. The principle of convenience
7. The principle of being informed

All tourist objects in tourism have attractiveness and uniqueness. Without this attractiveness, any tourist object cannot attract tourists. Attractiveness and uniqueness should not be understood as historicity, miraculous appearance, etc. of an object that meets the dimensions and levels of certain international or local requirements and standards.

When developing a tourist route, the principle of attractiveness and uniqueness should be taken into account. When developing a tourist route to a certain tourist object,

resource, the first and foremost task of the tour operator is to determine the most attractive, unique place and view of this particular tourist object.

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From this point of view, we can divide the attractiveness and uniqueness of the tourist object into 4 levels:

- attractiveness and uniqueness of international tourist facilities;
- attractiveness and uniqueness of tourist resources in the countries;
- attractiveness and uniqueness of biological diversity of nature;
- attractiveness and uniqueness determined in the tourist object at the request of the tourist

All travel, whether domestic or international, is rated as organized or unorganized. Organized tourism is an individual or group trip to a foreign country or to one's own country through or with the help of tourist companies. An individual or group trip organized by the participants to their own country or abroad is unorganized tourism. Usually, this category of tourism is referred to as "amateur tourism" (commonly known as "wild people"). The principle of convenience in the development of tourist routes. The requirements of this principle are that when offering all the services on the route to the tourist, first of all, it is necessary to pay attention to comfort and convenience. Special statistics of organized and unorganized tourism are not conducted on a national and international scale, but according to experts, organized tourism accounts for about 35% of the total volume of world tourism, and unorganized tourism accounts for about 65%. Although the share of organized travel still lags behind that of unorganized travel, organized tourism in absolute numbers constitutes a large number of flows and is increasing year by year.

A tourist company is a collective concept. At the heart of it are those engaged in commercial mediation operations in the field of entrepreneurship, tourism services. The tourist company itself does not produce tourist services. He does not have the necessary means of production for this. Therefore, it acts as a pure intermediary and buys various tourist services from producers on behalf of the consumer (hotel, transport, restaurants and sightseeing, etc.). The tourist firm takes the place of an intermediary between the consumer and the producers of tourist services

Tour operators. They are considered wholesalers of tourist products. Tour operators act as a link between producers of tourist services and their retailers. To create mass tourism products (inclusive trips), they buy large-scale services of hotels, restaurants, transport companies. From them, they create travel packages for group and individual trips in the specified direction. Tour operators are the main generators of organized

tourism. Their main task is to study and meet market requirements. Wholesale travel companies have to invest significant financial resources to develop their business. This is necessary for own shopping center and product movement, creating an effective sales network, etc. The large segmentation and segmentation of the tourist market and the demand make it necessary for tour operators to focus their products on specific specialized areas.

• The main specialized areas of tuoperator activity are:

• 1. Specializing in receiving and providing services to foreign tourists. Travel agencies engaged in this activity are called tour operators. To fulfill their main tasks, they:

• • good knowledge of tourist resources available in the country and information about their use, acquisition, and features of tourist trips throughout their country;

• • to have information about the material and technical base of tourism in one's country, to have business relations with enterprises providing tourist services and the possibilities of using them to provide services to foreign tourists;

• • visa support for foreign tourists, having the right to purchase trips to the country offered by the travel agency (reference);

• • to have channels of sale and movement of one's own product in the foreign tourist market.

• 2. Specializing in organizing foreign tourist trips for citizens of their country. Tour companies engaged in these operations are called tour operators. To perform their main functions, they:

• • to have a good position in the outbound tourism market in their country, to be able to offer and sell tourist trips abroad to their compatriots;

• • to maintain strong business relations with international visitors (air and road transport, rail and water transport) to ensure that their tourists go to international destinations;

• • to have strong partnership relations with foreign tour operators on admission to provide quality service and visa support to the foreign tourists to be received.

In the organization of international tourist trips, a tourist company of one country cooperates with a tourist company of another country. Contract tourism on international cooperation relations between Russian and foreign firms are based on the distribution of services provided between them and include the following elements:

1. Subject of the contract. Reflects the form of cooperation, the legal framework, relations with third parties, the procedure for processing other documents related to the contract.

2. Obligations of the parties. This clause specifies the obligations of the sending and receiving parties, the minimum and maximum number of tourists and groups, itineraries, programs and conditions of service.

3. Technical service documents and their use. This paragraph lists the main documents of tourist services and briefly explains their content. This clause is necessary to

resolve disputes between the parties in case of unfair performance of obligations by one or the other party.

Based on foreign experience, when determining the priorities for the further development of the tourism and hotel sector, first of all, the available resources and the work done are summarized, and then the work that needs to be done is determined.

That is, this method is called SWOT analysis abroad, and it consists of four parts. They are of the network under consideration

- strengths,
- weaknesses,
- options and
- danger consists of danger.

According to this analysis, the network's strengths and opportunities are useful, and its weaknesses and risks are useless. At the same time, according to the SWOT analysis, the strengths and weaknesses of the network are related to the internal characteristics of the network, and they can be relatively controlled. On the contrary, the opportunities and risks of the network are related to its external nature, and it is difficult to control them. So, now, in our opinion, if we determine the further development of the tourism and hotel sector in our republic through SWOT analysis, it is as follows:

#### SWOT analysis

##### 1. STRENGTHS

- Convenient geographical location and political stability
- Availability of tourist resources
- Climate, hospitality, customs and traditions

##### 2. WEAKNESSES

- Advertising
- Tourist fairs and festivals
- Low level of service

##### 3. OPPORTUNITIES

- Creation of new tourism products
- Creating a market segment

##### 4. THREATS

- Competitiveness and cost control
- Tourism and tourists' safety, tourism insurance

In short, the following conclusions can be drawn from the above:

1. When developing a tourist route, if the route is developed on the themes of ecotourism, hunting tourism, adventure tourism, or speleology and recreation tourism, it is possible to organize feeding of tourists in the "palatka method". In order to interest tourists in this way, the option of national exoticism is offered and served in a portable pot-plate method, in the conditions of "naturalness in the bosom of nature".

2. When a tourist route is developed on the mentioned tourism topics, catering in a tourist area - object is in accordance with the purpose of organizing a tourist camp (seasonal - in the tent method).

3. When developing a tourist route on any topic, it is necessary to ensure that mineral water, hot tea in a thermos, chilled tea and environmentally friendly juices are available along the route.

4. When going on an excursion on a tourist route, it is possible to organize expedition food (canned food, frozen sausages, stews, etc.) with hot tea.

Organization of excursion services. Organization of excursion services on the tourist route ensures an exciting and interesting tour. Organization of excursions on any tourist route depends on the entrepreneurship of the tour operator.

At present, it is almost non-existent to invite tourists to sightseeing and religious places of pilgrimage in cities. Because well-structured tourist routes to such places have not been developed. The most regrettable thing is that until now tourists are offered verbally the route they want to walk and see. Almost all our cities have great opportunities to organize interesting excursions to memorial parks in cities, museums related to the history of peoples and the animal world, handicraft workshops of our people, both in local tourism and in international tourism.

Excursion routes must be included in the tourist route within the city. For this purpose, it is necessary to register all excursion facilities in the cities and determine the types and prices of the services. Now, the tourist routes leaving the cities and going to long distances (such as ecotourism, archeological or hunting tourism) will have excursion routes that will be seen along the way, which will increase the interest and diversity of the route.

The development of tourism in foreign economic activity, if we can conclude from the analyzed analysis, first of all, the policies of the states, geographical convenience, historical monuments, the abundance of scenic places, the quality of tourism products, competitiveness, stable economy, and the safety of tourists guaranteed, proper organization of marketing and other factors.

Taking into account that tourism is an important industry in the world economy, regional development of historical, cultural and recreational development directions, effective use of them as tourist opportunities and formation of a national tourism model are necessary tasks. I think it is appropriate to use the experiences of countries with developed tourism in the world in the formation of the national tourism model.

Development of historical and cultural tourism in countries with developed tourism in the world, planning of tourist destinations, advertising of tourism products, problems of using their experience is the least studied direction in our Republic. The basics of the development of this industry require knowledge of its place in the country's economy, its impact on economic development, and the possibilities of future development.

Taking this into account, it is very important to study world tourism management and apply tourism in Uzbekistan. The main goal is to ensure that Uzbekistan has its place in world tourism through the development of advertising and sales of tourism products, to ensure the flow of foreign currency necessary for the country's economy, and to ensure that tourism has its place in the economy. and to improve the quality of service, to achieve expansion of export opportunities. Currently, tourism is taking an increasingly important place in the world economy. Revenues from the tourism industry to the state budget are becoming one of the most important items of national income in many countries of the world. It should be noted that the development of international tourism in Uzbekistan is determined not only by tourist resources, but also by the use of technology from advanced countries. Qualified personnel are always needed in the formation of modern tourism. Taking this into account, it is necessary to increase the supply of specialists in the field of tourism in higher educational institutions. In addition, it is necessary to further strengthen the management of tourism by the state, because it is necessary to properly direct economic reforms in the conditions of eliminating the consequences of the global financial and economic crisis. In the organization of international tourism, it is necessary to regularly use new information and to provide travel agencies with the most important information, because now it is time to assimilate the news in a timely manner.

The main goal of each of the suggestions and conclusions given above is to see Uzbekistan among the countries with developed tourism, to raise the reputation of Uzbekistan in the international arena, and to develop diplomatic relations. This dissertation is a research done in order to make a valuable contribution to the integration of Uzbekistan into the world community, to take its rightful place.

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