NEW PROSPECTS OF TOURISM IN OUR COUNTRY

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Annotation: *New prospects of tourism are opening up in our country, and comprehensive projects are being implemented in various directions. Today, tourism has become the most profitable industry in the world. In recent years, it has made a significant contribution to the world trade of goods and services.*

Key words: *new tourist destinations such as mountaineering, horse riding, camel riding, cycling, off-road trips, fishing, rafting, heliskiing, geotourism, educational tourism, medical tourism*

That is why many countries are paying special attention to this area. In the social and economic development of the country, the place and role of the sectors providing services to the population is very significant, and the importance of tourism is determined by the level of development at a higher rate than other service sectors. Therefore, in the following years, a lot of attention is paid to the issues related to the development of tourism in Uzbekistan, and the ways of effective use of its tourist potential are being formed and decided [3]. Our country has all the opportunities to develop tourism. First of all, it is confirmed by its rich historical heritage, traditions, unique nature, i.e. wealth of tourist resources.

The decree of President Shavkat Mirziyoyev dated December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan" ensures the rapid development of the tourism industry, gives tourism the status of a strategic sector of the economy, and the potential of tourism in the regions is an important factor in effective use [2].

Thus, tourism has its own characteristics as a component of the economy. In addition, tourism significantly affects the life of the country.

First of all, tourists benefit from tourism, that is, their outlook expands, they become physically healthy, and their spiritual wealth increases, and they enjoy the environment by perceiving it and being influenced by it.

Tourism also has great benefits for the local population. They will be provided with work, communicate with representatives of different nationalities, peoples and peoples and get acquainted with their different traditions and values, have the opportunity to earn a permanent income, have the opportunity to sell products, local residents to show their traditions and values as much as possible, they preserve it and restore the forgotten ones, while reviving the attractive traditions of hospitality, they improve the traditions of hospitality. In the end, the worldview and cultural level of the local population will steadily grow.

The reason for the underdevelopment of the infrastructure is the previous administrative-command system, which did not allow to encourage competition and improvement. If the infrastructure is not developed enough, it is impossible to increase the flow of tourists and, accordingly, to increase the foreign currency income. Based on this, the state of the infrastructure has a direct impact on the development of tourism and the formation of the country's image. First of all, it should be noted that tourism was not paid enough attention

until the Republic of Uzbekistan gained independence. There was no objective information and advertising about the tourist potential of the republic.

The development of tourism is also very useful for the state. In particular, due to the development of tourism, it achieves the growth of its economy, ensures an increase in revenues to the state budget, achieves the preservation of natural resources, tries to ensure the social stability of the country and achieves it, achieves international relations, expands cultural relations, currency income will increase, etc.

The development of tourism will also greatly benefit the environment. In particular, efforts are made to preserve the country's biosphere in its original state, environmental sustainability measures are used, natural resources are used for the enjoyment of tourists, scenic areas are created, and water, air, and forests are preserved in their natural state.

Tourism can have a positive and negative impact on the lives of local residents.

Its positive features include:

- creation of jobs;

- increase of income, increase of standard of living of local population;

- acceleration of the urbanization process, development of urban services, infrastructure, cultural organizations;

-acceleration of social and cultural processes;

- the creation of local culture centers, the development of folk art, traditions, customs;

- increase in demand for agricultural products and locally produced goods;

- restoration and protection of local cultural monuments;

-expansion of natural complexes

- increasing the attractiveness of the region;

- revitalization of local cultural life;

P. Vukadinovich emphasizes that tourism has not only positive, but also negative socio-economic effects, and highlights the following negative effects of tourism: economic dependence on tourism; increase in the price of everyday goods and services for the local population; dominance of multinational companies in the tourism market; the sensitivity of work cycles and changes in work attitudes; destruction of national traditions and values, etc. [5].

The negative features are:

- increase in the share of unskilled labor;

-increased violation of general social norms; (drinking, prostitution, hooliganism)

- "erosion" of the family (family separations, young people's view of life lightly);

- disputes between local residents and tourists, etc.

It is noteworthy that the Andijan Institute of Agriculture and Agro-Technology and many higher educational institutions of Uzbekistan use tourism in the training of specialist personnel, and at the same time, one of the new directions is Tourism (agrotourism) students. is learning with great interest. Currently, students studying in this direction are learning the legal rules and secrets of providing services to tourists from experienced specialists and professors.

In addition, students have been showing their knowledge in practice, not only with theoretical knowledge. At this point, it is worth saying that I am currently studying at the Andijan Institute of Agriculture and Agro-Technology.

Together with the head office of the Ministry of Tourism and Cultural Heritage in Andijan region and the management of our institute, we are helping to create sufficient conditions for the practice of students. Andijan region has various places of pilgrimage, entertainment centers, recreation centers and historical

monuments. Together with the students, we go to these places and collect information and prepare tour packages for foreign and domestic tourism. In this regard, the governor of our region, Sh.K. Abdurakhmanov, also emphasized that the students of our department will be given the opportunity to create innovations and that any innovation will help the development of tourism in our region.

The increase in the number of tourists visiting from the countries will not only increase the number of new jobs in the countries of Central Asia, but also lead to a significant increase in the income of the population and further strengthening of international integration in tourism.

It is impossible to imagine humanity without travel. Currently, a huge flow of various knowledge is passing through the human mind. A person gets tired of being saturated with various streams of information, does not have time to organize the acquired knowledge and stops receiving new information. The acquired knowledge is gradually forgotten and lost. Despite this information, the knowledge gained during the trip will remain in our memory forever. The reason for this is that people repeatedly experience positive emotions. Thus, educational travel can stimulate the further development of society.

Greater attention should be paid to the formation of the image of Uzbekistan as an attractive country for tourism and the promotion of national tourism products at the international level.

We have big tasks in front of us related to creating new jobs, new types of tourism, diversification and monetization of tourist services. This, without a doubt, will increase the level of well-being of the population in our country.

At the moment, we should focus all our efforts on the development of domestic and local tourism and pilgrimage tourism. Attracting foreign tourists depends on the creation of travel safety conditions in our country. Efforts towards the development of Uzbekistan depend on our efforts. We believe that the work we are doing in this regard will soon make Uzbekistan one of the leading countries in the world in terms of tourism.

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