

THE RELATIONSHIP BETWEEN TOURISM SERVICES AND POPULATION EMPLOYMENT CATEGORIES

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Annotation: *This article is devoted to the interrelation between the categories of tourism services and population employment. In this article, the author scientifically proves that the development of the tourism sector, along with eliminating many socio-economic problems, can have a significant impact on the employment rate of the country's population, the unemployment rate, and the creation of new jobs.*

Key words: *tourism, culture, international, industry, hotel, environmental, efficiency, cost, economy, tourism, employment, unemployment.*

Introduction: Currently, tourism is one of the fastest growing industries. Its development has a positive impact on almost all sectors and leads to dynamic growth of the country's economy. In the global economic activity, the tourism sector is of particular importance as a source of high income. Tourism has a positive impact on the economic and social life of the country, increases foreign exchange earnings, creates jobs, and stimulates small business and private entrepreneurship. Therefore, special attention is paid to the development of tourism in Uzbekistan and its role in the economy, and a number of reforms are being carried out. In particular, the "Strategy of Actions on Five Priority Areas of Development of the Republic of Uzbekistan for 2017-2021", approved by the Decree of the President of the Republic of Uzbekistan No. PF-4947 dated February 7, 2017, stipulated the accelerated development of the tourism industry, increasing its role and share in the economy, diversifying and improving the quality of tourist services, and expanding tourism infrastructure in order to deepen structural changes, increase its competitiveness through modernization and diversification of leading sectors of the national economy. At a meeting dedicated to the prospects for the consistent development of tourism, President of the Republic of Uzbekistan Shavkat Mirziyoyev noted that "Uzbekistan is a convenient country for both travel and pilgrimage. Because our ancestors, who are known and famous throughout the world, have settled down in our native land. There is great interest in the rich spiritual and cultural heritage they left behind in the international arena."

Main part: Today, the problem of ensuring the employment of the population is one of the most important macroeconomic characteristics of the socio-economic development of society and is of particular importance in economics. The relevance of studying the problems of ensuring the employment of the labor force in the process of structural changes in the economy requires, first of all, the study of the evolutionary views and conceptual approaches to this concept.

To date, various economists have given different definitions of the concept of "population (labor) employment". A.G. Gryaznov calls employment a set of economic relations associated with the provision of work and participation in economic activity. In his opinion, employment describes the economically active population involved in the production of material factors. In slavery, the main productive and consuming forces of society are manifested. Because, in relation to the objective conditions of production, the working class, which is the basis for the reproduction of the entire population, serves as a means of obtaining funds for their living.

According to the definition of V.A. Pivlenko, the population is citizens who have reached the age established by law and are currently engaged in activities that generate income in the form of material or monetary income.

A slightly different definition was given by E.R. Sarukhanov. Labor is a socio-economic relationship in which workers participate, that is, they implement human activity in the production and improvement of material goods.

Based on the idea of L.A. Kostin, labor is a universal economic category inherent in all economic formations. Labor is a social relationship of workers in mutual cooperation.

Academician K.Kh. Abdurakhmanov defines "Labor as an activity of citizens related to satisfying their personal and social needs, which does not contradict legal documents, and which brings them wages and income."

According to economists A. Olmasov and A. Vakhobov, "Labor is the process of employing people who are capable of working and have a desire to work and engage them in useful work."

The Law of the Republic of Uzbekistan "On Labor" adopted on April 28, 2020 defines "Labor" as "an activity of citizens not prohibited by law, related to satisfying their personal and social needs, and bringing them wages (labor income)."

However, in contrast to the above definitions, we found a slightly different approach to this indicator to be more appropriate. In our opinion, "public service is an activity of citizens that is not prohibited by law, aimed at satisfying their personal and social needs, bringing them income in kind or in cash, and bringing material or moral benefits to the state and society." That is, a person or a group of persons engaged in activities that bring material or moral benefit to the state and society should also be included in the working population. This includes those who are receiving education, those who are serving in the military, those who are engaged in family farming, and those who are engaged in caring for children and the elderly.

According to Richard Miller, Vice President of the World Travel and Tourism Organization, "The level of employment in tourism is a very important indicator for the economy. Because new jobs in the tourism sector create an entire chain and stimulate the development of sectors related to tourism - construction, infrastructure and the entire service sector." According to the World Tourism Organization, one job created in tourism creates at least 20 jobs in other related sectors. Thus, tourism is an important sector of the economy that serves to meet the diverse socio-cultural needs of the population and makes a significant positive contribution to solving the problem of unemployment. In our opinion, the development of the tourism sector can determine the socio-economic situation not only of countries around the world, but also of specific countries. According to the World Tourism Organization, the number of visitors around the world grew rapidly between 2009 and 2019, reaching 1,466.1 million people. However, in 2020, the global pandemic caused a drop of 409.1 million people, reaching 447.8 million in 2021.

Today, the number of people involved in the tourism industry around the world is increasing day by day. Considering that one in ten employed people worldwide work in tourism, and that the annual growth rate of tourist arrivals worldwide is on average 4-6%, tourism, unlike other industries, has a constant need for personnel.

The World Tourism Organization's Tourism Satellite Account: Recommended Methodological Framework 2008 Concept of Tourism Sector has been adopted to determine the level of employment in the tourism sector. Accordingly, while the employment in this sector is reflected in the total value of the product (service) produced by a particular enterprise, its level of employment is an indicator that cannot be achieved by precise calculations. Because the multiplier effect in tourism directly affects other sectors, creating a chain of employment in them. This, in turn, complicates the expression of employment in the tourism services sector in numbers. For this reason, it is recommended to calculate it only for tourism sectors. In addition, when talking about the problem of employment in the tourism sector, it is necessary to take into account the "seasonality" factor. That is, tourism employment is more seasonal than other sectors, with more people employed in the sector during peak seasons. This has been the subject of various

scientific studies over the years. In particular, economists such as K. Kapos and J. Dopke have identified a causal relationship between economic growth and the level of unemployment in different periods and countries, emphasizing that economic growth creates new jobs. This, in turn, shows that economic growth can be influenced differently through the labor market. According to the theory of J. Schmed, the role of extensive and intensive economic growth models in creating new jobs has increased. Therefore, economic growth occurs as a result of an increase in the aggregate demand for labor, that is, an increase in the volume of production resources or an increase in the efficiency of factor use, or a combination of both.

In addition, the Great Recession of 2007-2009 caused uncertainty in business activity, and a large part of the population, which was engaged in the economy, lost their jobs. The COVID-19 pandemic also caused a similar process. Its effect on the economy was similar to the laws of physics, that is, to Newton's opposing forces ($F=-F$). This process can be clearly seen in the slowdown in economic growth, the loss of primary sources of income in the lower and middle strata of the population, and the decline in living standards. In order to analyze the validity of the above considerations, we found it appropriate to study the relationship between tourism and unemployment indicators in some countries with a strong tourism development.

Table 1. Indicators of changes in employment in the tourism sector of foreign countries in 2020 - 2024¹

№	Countries	Number of people employed in tourism (million people)			Share of the tourism sector's population in the total tourism sector (%)		
		2020	2024	change, %	2020	2024	change, %
1	France	2,4	2,6	108,3	8,6	9,0	104,6
2	Mexico	5,5	6,0	109,0	10,8	10,9	100,9
3	Spain	2,3	2,5	108,6	11,9	12,7	106,7
4	Turkey	2,1	2,4	114,2	8,0	8,4	105,0
5	Italy	2,4	2,6	108,3	10,6	11,6	109,4
6	USA	9,7	10,5	108	6,6	6,9	104,5
7	Greece	0,7	0,8	114,2	18,3	19,9	108,7
8	Austria	0,4	0,4	100,0	10,3	10,2	0,99
9	Germany	5,0	5,1	102,0	11,3	11,4	100,8
10	UAE	0,5	0,5	100,0	9,7	10,6	109,2

According to the data in Table 1, it is striking that in 2024, compared to 2020, the number of people employed in the tourism sector in Greece and Turkey increased at a higher rate (by 14.2%) than in other countries. In a corresponding manner, the share of the tourism sector in the total tourism sector also increased by 8.7 percent and 5 percent, respectively. It is noteworthy that after the epidemiological situation that occurred worldwide, such growth rates were not observed in the countries with high tourism potential, such as France, Italy and Germany.

Conclusion: The results of our research show that structural changes in the labor market and employment are to a certain extent related to the development of the tourism services sector, and vice versa, the development of tourism can also affect the labor market and employment levels. According to the analysis, the level of employment in the tourism services sector in different countries of the world varies significantly under the influence of a number of factors. In this regard, the contribution of the tourism sector to GDP is one of the primary factors. Because changes in the labor market situation also affect economic growth or its decline. Therefore, we consider the identification of the relationship between economic growth and employment to be one of the main tasks in developing labor market policy.

¹ <https://wtcc.org/research/economic-impact>

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