
Priorities of Implementation of State Policy in the Field of Tourism

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Abstract: The article discovers the essence of state regulation of tourism, priorities, tools and methods of tourism policy, the basic principles of effective development of the industry and the formation of a favorable competitive environment, tools and stages of state regulation of tourism, and the factors of the degree of support for the development of the tourism industry.

Keywords: tourism, regulation, regulatory instruments, methods, public policy, tourism industry, competition, tourism products, tourism services.

In the context of innovative development of the economy, tourism is the main source of national income in many developed and developing countries. Increasing the export of tourism products will create additional demand in each national economy and will increase the level of employment and increase foreign exchange earnings. Therefore, the development of tourism in national economies will play an important role in achieving additional growth and economic development.

According to the United Nations World Tourism Organization (UNWTO), 10.4% of the world's gross domestic product (in 2017 it amounted to \$ 8.3 trillion), 7% of world investment, tax revenues 5%, 11% of global consumer spending and one in every 16 new jobs are created by the tourism and hospitality industry. The employment rate in this sector increased by 103% compared to 2016, and in 2017, 118.4 million people (3.8% of the world's total employment) were directly employed in tourism and tourism, while indirectly (tourism services). together) 313.2 million people. [7]

Numerous studies have been conducted on the mechanisms of development and regulation of the tourism sector, which have developed different views and approaches to the implementation of state policy on tourism development. In the market of tourism services, it is important to ensure consistency between supply and demand and increase the competitiveness of tourism products and services. Accordingly, we will briefly state our views on the priorities, tools and methods of implementing public policy in the field of tourism, studying the views and opinions of some authors in this area, summarizing their scientific approaches. Economist M.T Alimova in her doctoral dissertation "Features and trends in the development of the regional tourism market" brings feedback [1]. H.Yo. Yakubjanova also proposes to evaluate the regions by the method of ecotourism potential spectrum (EIS), based on the research conducted in her research, in particular, on the example of the Fergana Valley. [2].

CIS scientists S.G.Surkov and V.I.Krivoruchko's book "International tourism in Russia: problems of development and management" conducted research on policy goals, objectives, and priorities [3]. In their work, the authors pay special attention to the factors of international tourism development, the impact of globalization on tourism activities, the

characteristics of the development of tourism destination. The work of MM Ramadonova and MA Makarchenko "Gosudarstvennoe regulirovanie turisticheckoy deyatelnosti" describes the methods, means and forms of regulation of tourist activities. Special attention is paid to the role of the state in regulating the tourism sector. However, the play does not develop a classification of methods and means of regulating tourist activities [4]. Also, the research of IS Tukhliev, R. Hayitbaev, B.Sh. Safarov, G.R. Tursunova focuses on the development of tourism and industry in the country, the expansion of tourist and recreational services, in which the formation of recreational services in tourism [5]. At the same time, the issues of state regulation of the tourism sector and the development of its infrastructure are not given full attention. VI Novovichkov, M.Yu. Polozkov in their article "Analysis of the experience of state regulation of tourism in the development of developed countries" focused on the analysis of the experience of state regulation of tourism in developed countries, in which they developed a number of proposals to support entrepreneurship. [6]. It does not address issues of experience in state regulation of tourism in the CIS countries.

Since tourism is the most important source of income for the country, as well as for many sectors of its economy, the support of innovations in this area is necessary and pre-determined by the state.

Tourism is a set of subjects and objects of the industry, their relations. Here, the state plays the role of a basic institution, which predetermines the development of tourism based on the use of special mechanisms.

In our opinion, it would be expedient to pay attention to and implement innovative processes in the field of tourism at the level of public policy.

Innovative processes in the field of tourism - a sequence of actions to initiate innovations in the field, to develop new products and operations, to market them and to further popularize the results.

The innovation process includes six elements, the combination of which forms a single structure of the innovation process.

These elements include:

№	Stages	Brief explanation
1.	The birth of the idea of innovation;	Studying the experience of leading countries and adapting it to our region:
2.	marketing innovations;	Conducting marketing research by regions:
3.	assessment of cost-effectiveness of innovations;	Conducting research to assess the cost-effectiveness of innovations involved in the field by researchers:
4.	Development of innovations:	Today, as innovation is seen as a factor in sustaining the tourism industry, it is important to focus on constant renewal:
5.	introduction of innovations for commercial purposes;	Focus on the effectiveness of innovations, taking into account the development of the industry:
6.	encouraging innovation	Development of mechanisms to stimulate innovation in the field of tourism in the framework of public policy:

– Today, special attention is paid to the development of tourism in the country. In particular, in accordance with the Concept of Tourism Development in the Republic of Uzbekistan for 2019-2025, one of the important directions is to improve its organizational, economic and

institutional framework. As a result of the measures taken by the state in the country, the flow of tourists in early 2016 amounted to 1.9 million. This figure is expected to reach 6.7 million by the beginning of 2020. increased Also, the number of placement facilities at the beginning of 2016 was 661, and at the beginning of 2020 - 1188, which is an increase of more than 79.7% (Figure 1).

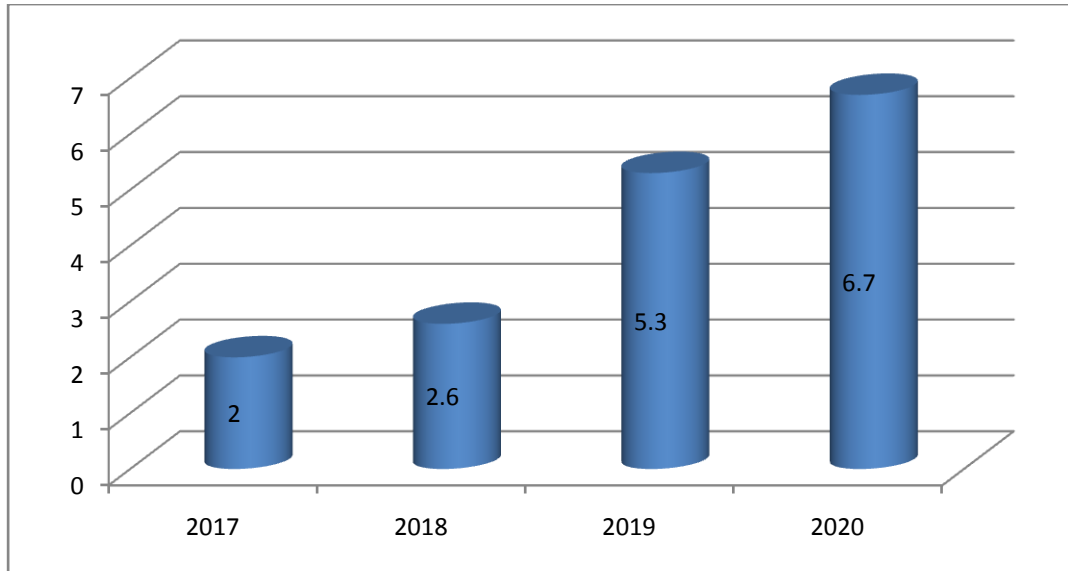


Figure 1. Growth trend of tourist flow and accommodation facilities in Uzbekistan mln. (As of January 1, 2016-2020)¹

In conclusion, we believe that the factors determining the innovative development in the field of tourism are:

- market conditions and competition (in domestic and foreign markets);
- environment (level of development of science and technology, legal and regulatory framework, political and economic stability);
- employees (scientists, specialists, entrepreneurs, managers, politicians, civil servants);
- resources (natural, production, financial, scientific and technical, technological, infrastructure).

All innovations in the fields of engineering, technology, economics, management and social are interrelated, and in order to introduce innovations in any of these areas, it is almost always necessary to make appropriate changes in other areas. This is explained by the fact that most of the innovations are based on the simultaneous targeted combination and use of different types of knowledge to obtain new areas of its economic application.

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