

## THE ROLE OF STATE ORGANIZATION POLICY IN TOURISM DEVELOPMENT

*Khalikova Lola Nazarovna,*

*Associate Professor, Candidate of Economic Sciences,  
Samarkand Institute of Economics and Service.*

*Contact number: +998902501355*

*Ziyodova Raykhona Jasur kizi*

*Student of Samarkand Institute of Economics and Service.*

*Contact number: +998933114501*

**Abstract:** This article gives information about the state policy aimed at improving the tourism sector and its main directions. In the article tourism field state organizations by in order put importance, tourism in the field state of politics main directions and methods, field efficient development and competition environment of formation main principles see will be released. Tourism field development of support modern methods studied too.

**Key words:** Tourism sector, order construction, methods, infrastructure development, economic politics, tourism industry, competition, efficiency, tourism services.

**In the conditions of innovative economic development, tourism is the main source of national income of many developed and developing countries. Increasing the export of tourism products creates additional demand in each national economy and ensures an increase in the level of employment of the population and an increase in foreign exchange earnings. Therefore, the development of tourism in national economies is important for the increase of added value and economic development.**

Rapid development of infrastructure in the fields of tourism, culture, cultural heritage and sports, efficient use of facilities, creation of favorable conditions for the population, as well as the decree of the President of the Republic of Uzbekistan on April 6, 2021 "State management system in the fields of tourism, sports and cultural heritage" Decree No.6199 on further improvement measures" and Decision No.5054 dated April 6, 2021 "On organizing the activities of the Ministry of Tourism and Sports" were adopted.

Many studies have been carried out on the mechanisms of development and regulation of the tourism sector, in which various views and approaches have been developed for the implementation of the state policy on the development of tourism. It is important to ensure compatibility between supply and demand and increase the

competitiveness of tourist products and services in the market of tourism services. Therefore, in our opinion, the role of state organizations in the development and support of tourism is wide and it is important to pay attention to the problems related to the main directions of the state policy implemented in the field.

State organizations in the development of tourism is important and it implies the creation of conditions for the effective implementation of legal, economic, organizational, social and informational mechanisms that arise in the field. In this case, it was considered appropriate to regulate relations and processes related to the development of the tourism industry at the country level and the increase of the competitiveness of the market of tourist services through an interrelated organizational system.

The main state policy in the field of tourism can be summarized as follows:

**Promotion of Tourism:** Government organizations aim to promote tourism as a key factor in economic growth and development. It strives to attract both local and foreign tourists by showcasing the country's unique cultural heritage, natural beauty, historical monuments and various tourist offers.

**Infrastructure Development:** Government organizations recognize the importance of developing and improving tourism infrastructure to enhance the overall tourism experience. This includes investing in the construction and maintenance of roads, airports, hotels, resorts, and other tourism-related facilities.

**Sustainable tourism:** Government organizations are committed to promoting sustainable tourism practices that minimize negative environmental, social and cultural impacts. Efforts are made to conserve and protect natural resources, promote responsible tourism behavior and support local communities.

**Diversification of tourism products:** Government organizations aim to diversify the tourism products and experiences available to visitors. This includes the development of tourism segments such as adventure tourism, ecotourism, cultural tourism, medical tourism and gastronomic tourism.

**Tourism Marketing and Advertising:** Government organizations are actively engaged in marketing and advertising activities to attract tourists to the country. This includes participating in international travel fairs and exhibitions, launching targeted marketing campaigns, and using digital platforms and social media to reach a wider audience.

**Human resource development:** Government organizations recognize the importance of a skilled and educated workforce in providing quality tourism services. Efforts are being made to provide training and capacity building programs for tourism professionals, tour guides and hospitality workers.

**Cooperation:** State organizations actively cooperate with the private sector, international organizations and other interested parties in order to create a favorable

environment for the development of tourism. Public-private partnerships are encouraged to leverage expertise, resources and investments for the sustainable growth of the tourism sector.

**Safety:** Government organizations prioritize the safety and security of tourists. Measures are being taken to ensure the safety of tourists, including strengthening security measures at tourist facilities, providing emergency services, and raising awareness among tourists about security measures.

**Tourism Research and Development:** Government organizations invest in tourism research and development to identify emerging trends, assess market demand, and develop innovative tourism products and services. This allows the country to remain competitive in the world tourism market.

**Tourism Regulations and Policies:** Government organizations develop and implement regulations and policies to govern the tourism industry. This includes licensing and quality control of tourism business, ensuring fair competition, protecting the rights and interests of tourists.

These policies and initiatives demonstrate the country's commitment to developing a vibrant and sustainable tourism sector that contributes to economic growth, job creation and cultural preservation.

#### **List of used literature:**

1. Decree No. PF-6199 of the President of the Republic of Uzbekistan dated April 6, 2021 "On measures to further improve the state management system in the fields of tourism, sports and cultural heritage".
2. Decision PQ-5054 of the President of the Republic of Uzbekistan dated April 6, 2021 "On the organization of the activities of the Ministry of Tourism and Sports".
3. [www.zen.yandex.ru](http://www.zen.yandex.ru)
4. LEX.UZ
5. Ziyonet.uz