



FORMULATION OF A STRATEGY TO INCREASE INVESTMENT ACTIVITY IN THE FIELD OF TOURISM SERVICES IN KHOREZM REGION

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Abstract

This article describes the investment strategies and public-private partnerships and tourism clusters created to attract investment in the tourism sector of Khorezm region and ways to increase the investment potential of the tourism industry of Khorezm region.

Keywords: investment strate, public-private partnership, investment potential, tourism clusters, Online Society of Tourism Entities.

Introduction

The growing demand for tourist services in Khorezm region is primarily due to socio-economic reasons. These include the growth and cheapening of transport, the reduction or abolition of currency restrictions, and the liberalization of the visa regime. In this regard, the decision of the President on the program of tourism development in Khorezm region for 2019-2021 plays an important role in the socio-economic development of the oasis. Extensive work is underway in the region on the program adopted by the Cabinet of Ministers to implement this decision. These measures, which can ensure that tourism is fully brought up to world standards, cover a wide range of tasks, from demonstrating the country's potential in the international tourism market to training qualified specialists. Based on this, in covering the regional features of the development of tourism in Khorezm region, it is necessary to focus on the theoretical and methodological bases of tourism development.

Methods of Research

The study of these aspects in the article was carried out through investment activity in tourism and its essence, investment and its main features, as well as the role of the Public-Private Partnership in the development of tourism. Also, the directions and features of tourism development in Khorezm region, in turn, analyzed the current state of tourism development in Khorezm region, the role



of infrastructure in the development of tourism and the directions and prospects of tourism development. However, the analysis of the current state of tourism development in Khorezm region shows the changes and development processes related to tourism. Therefore, today in Khorezm region, great attention is paid to issues related to the development of tourism, and ways to effectively use its tourist potential are being formed. In order to further improve this, a number of decrees and resolutions of the President and the Government of the Republic of Uzbekistan were adopted, and in the regions, decisions were made to ensure its implementation.

Mainbody

The regional investment policy of Khorezm region is a very important issue in terms of developing and implementing an investment strategy aimed at the innovative development of tourism services. So far, the role of the tourism complex in the formation of regional revenues, financed on a residual basis, has not received enough attention to comprehensively assess the development of the tourist complex and the formation of tourism-recreational image of the region. Therefore, a comprehensive assessment of all sources for active investment in tourism services in Khorezm region, it is necessary to focus on foreign investment.

The strategy of increasing investment activity in the field of tourism services provides for the coordination and coordination of private and public investment to achieve the set goals. The innovation-oriented strategy of increasing investment activity in the field of tourism services should address the following areas: based on:

- Increase the attractiveness of small tourist areas, investment activity through the formation of a favorable investment climate;
- Formation of a bank of innovative projects in the field of tourist services, formation and enhancement of the investment image of the regional complex of tourist services;
- Formation of investment sources for the gradual implementation of the investment strategy in the field of tourism.

The strategy to increase the investment activity of the tourism industry in the region should be differentiated according to the development of a particular type or form of tourism, depending on the specifics of a particular region, specialization.



Urgench and Khiva cities have the highest tourist potential, Urgench and Khazarasp districts have the highest tourist potential, Bagat and Yangiariq have the lowest tourist potential, and Gurlan, Shavat, Yangibazar, Koshkopir and Khanka districts have the lowest tourist potential. and to create a tourism cluster in order to improve the tourism potential in these areas. The task of the cluster is not only to create favorable conditions for tourists, but also to ensure their safety, search for innovative solutions for the development of tourism potential, the effective use of tourism products and the formation of the necessary structures involving new techniques and technologies. Investment growth will help to expand the range of services provided in the field of tourism in Khorezm region in the future on the basis of priorities such as tourism clusters Public-Private Partnership, the development of tourism infrastructure and the realization of untapped investment potential. In order to form the institutional framework, it is necessary to form a regional concept of tourism cluster development in the region, for which it is necessary to develop a strategy for tourism development in Khorezm region for 2019-2025.

The concept of development of the regional tourism cluster includes measures for the development of all areas of the regional economy, which determine the investment attractiveness of the regional tourist complex. in the system of ownership the State should be supplemented by forms of Private Partnership. This concept should be aimed at ensuring the competitiveness and high efficiency of the tourism industry in the region, creating a favorable investment climate for attracting external financial resources. Taking into account the use of information and telecommunications technologies, it was proposed to establish an "Online Society of Tourism Entities" for businesses in the tourism cluster of Khorezm region. In order to optimize the work of the online community, it was recommended to create a single complex information system to inform everyone about the activities of related organizations, business associations, employees of enterprises in Khorezm region, which is part of all online communities, and increase the efficiency of organized communities.

In short, the development of long-term strategic plans for the region paves the way for the formation of a strategy to increase investment activity through special economic zones, small tourist zones, investment funds, targeted government programs, which provide for the integrated development of tourism services. and leads to an increase in investment activity in the industry.



Taking into account foreign experience and the specifics of the Khorezm region, the regional administration was asked to develop and adopt a strategy for long-term socio-economic development of the region, the main idea of which is to modernize the economy on the basis of cluster policy.

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Internet Resources

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