

PROSPECTIVE DIRECTIONS OF INTRODUCTION OF INNOVATIVE
TECHNOLOGIES IN TOURISM

Asilbek Xudoyberdiev

*Andijan State University 3rd year student of the
Faculty of Socio-Economics*

Annotation: This scientific article highlights the current state of tourism, which has become one of the most lucrative businesses in the world today. It has become an integral part of a market economy and has become a rapidly growing industry in many countries of the world. Tourism is developing in close cooperation with the world's transport, communications, trade, construction, agriculture and consumer goods industries, and is gaining a foothold in the global economy.

Key words: agritourism, living conditions, population, economic reforms, agriculture, industry, transport, flora, landscapes, mineral water health resorts.

An important issue of our time is the development of the economy, improving the socio-economic situation of the population. More than 60% of the population lives in rural areas. Therefore, the creation of new jobs in rural areas, which are rich in labor resources, is a key factor in the well-being of the population.

Today, tourism has become one of the most lucrative businesses in the world. It has become an integral part of a market economy and has become a rapidly growing industry in many countries of the world. Tourism is developing in close cooperation with the world's transport, communications, trade, construction, agriculture and consumer goods industries, and is gaining a foothold in the global economy.

Tourism, along with agriculture, industry, transport and other macroeconomic sectors, has enough resources to take its rightful place in the economy of the country. Our country is a leader in Central Asia in terms of tourism development opportunities. The country is rich in historical, archeological, architectural, artistic and other tourist resources. In addition, the unique nature of our country, mountains and plains, rivers, deserts and oases, various landscape zones are the main recreational resources. Tourism, which is a young industry in our country, is developing day by day. Which means it's about to be the most delusional time of the year, as well. Currently, the share of economically active population in the tourism sector in the country is very small. The participation of the rural population in this regard is generally low.

Today, in the world experience, the form of agrotourism tourism is widely developed. The prospects for the development of agritourism in our country are bright. Because our country has an agro-industrial economy, and our main labor resources are engaged in agriculture. In addition, our country is rich in recreational resources, and it

is possible to develop a network of recreational activities. Financial resources are essential for countries in transition to a market economy. In this sense, agritourism is a high-income service sector. Experts distinguish five types of agritourism:

- Sport;
- Cultural - acquaintance;
- Farming;
- Business activities;
- Ecological.

In this case, the first two are of social importance, the next two are of production importance. The organization of agro-tourism on the basis of farming is based on the production of agricultural products, agro-tourism is formed through scientific and technical cooperation, the establishment of joint ventures and other activities.

It has its own peculiarities in the development of agritourism. These include:

- Accommodation and meals in rural areas are 2-2.5 times cheaper than in urban areas;
- ecological cleanliness of rural areas;
- availability of ecologically clean food;
- as an object of ethnographic tourism, the preservation of national identity in rural areas, etc.

Holidays are very exciting for any city dweller, whether in the countryside or in the yard. That's the decent thing to do, and it should end there. Country houses or other places have always been rented out for recreation in places that have been trusted and inspected for many years. The peculiarity of rural tourism is that, for example, in the agrarian regions of Sicily, the excess labor force can send poor tourists or students to work without pay, for shelter and food. That such a "vacationer" could afford to go back. Along the way, you can spend a day or two swimming on the beaches, visiting museums, monuments and more.

Today, rural tourism is a lucrative industry and has a special place in the world tourism market. While rural tourism cannot compete with large volumes such as seaside resorts, it does play a role in tourism. Special attention should be paid to its study and development. There is no rural tourism in the country. It has a future due to the small population of the village, the purity of nature, the environmental friendliness.

In fact, it is cheaper to visit a village than a resort or a popular tourist destination. Not everyone can relax in expensive tourist centers, so the development of rural tourism is of great importance. Rural tourism is carried out in the following cases:

- in rural areas, regardless of the amount of money available to certain categories of people, for example, according to family traditions;
- to conduct rehabilitation in rural climates on the advice of a doctor;

- closeness to nature, the purpose of spending more time in the fresh air;
- for the possibility of eating environmentally friendly and inexpensive products;
- there are real opportunities for employment in agriculture;
- not to travel thousands of kilometers to find the necessities of life;
- have the opportunity to communicate with people from other social groups, get acquainted with their culture, traditions, participate in celebrations and games.

As mentioned above, our country is rich in recreational resources. Recreational resources are a combination of different components that serve to meet a person's needs for rest and treatment. Recreational resources are divided into two groups according to their origin and characteristics: natural and anthropogenic recreational resources.

Natural recreational resources include beautiful natural landscapes, consisting of a combination of regional natural components. They can be rivers, lakes, seashores, foothills, diverse landscapes, mineral springs. In addition, large areas for recreation, sports, hunting, suburban green areas, parks and gardens, or national parks are natural recreational resources.

As our rural areas are rich in resources for tourism development, the main factor in its effective use is the accommodation and catering of tourists, the provision of transport services, and the formation of services in general. As a result of the development of these areas, we achieve:

- new jobs will be created in rural areas and labor resources will be provided;
- public health will improve;
- The effective use of tourist and recreational resources in rural areas will bring great economic benefits and create opportunities to improve the ecological condition of the place;
- Tourism is developing in rural areas, tourist infrastructure is formed, etc.

References:

1. "Law of the Republic of Uzbekistan on Tourism". People's word newspaper 109.1999.
2. Alexandrov A.Yu. International tourism. Uch. manual for universities. - M .: Aspect Press, 2000
3. Birzhakov M.B. Introduction to tourism. S.Pb .: Publishing Trade House "Gerda", 2004
4. Don Tapscott, Alex Tapscott. Blockchain Revolution: How the Technology Behind Bitcoin is Changing Money, Business, and the World, 2016, 324 p.
5. Paul Vigna, Michael Casey. The Age of Cryptocurrency: How Bitcoin and the Blockchain Are Challenging the Global economic Order. 2015, 384 p.
6. Carmen Babaita, Gabriela Sipos, Andreia Ispas, Andrea Nagy. Leadership style and culture for innovation in hotel industry. Economic Department-Tourism Services. West University of Timisoara, Faculty of Economics and Business Administration Timisoara Romania. 2010 y. –p 650