

PUBLIC-PRIVATE PARTNERSHIP IN THE FIELD OF TOURISM

Saidmurodov Feruz Sodiqjon o'gli

Independent researcher, TSEU

The COVID-19 pandemic has caused a damage to both public health and economies of many countries. Corona crisis created many problems, both social and with disease and increased mortality among the population, loss of jobs, decrease in the solvency of Kazakhstanis, and economic, exposing the necessary the urgency of accelerating the country's diversification, departure from raw material orientation and dependence from world market conditions. Analysis official statistics for the last 5 years is characterized by a positive di-dynamics for all types of ourism, and the pace the growth of domestic tourism amounted to 34%, and also its growth is expected in the pandemic and post-pandemic period.

One of the directions giving the possibility of finding a solution in the word living situation is the development of the rism, namely domestic tourism. Once-development of domestic tourism is significant socio-economic effect, expressed in the creation of new businesses, job creation, growth tax revenues to the budget, provides multiplier impact on development related industries, and also provides availability of recreation for its own citizens. Private financing can keep increasing investment in infrastructure structure without a corresponding increase government loans and debt, and become a source of government revenue.

In addition, flexible management in private sector, its ability to innovate can lead to increased efficiency, which, in turn, provides a combination better quality and cheaper services. For the private sector, PPP increases business opportunities in those areas and spheres, from which he in many cases develops it could be excluded [1].

PPP principles, which should ensure the effective use of reresources partners to obtain mutual

benefits are:

- lack of discrimination, baking equal conditions for all members of the public-private party nervousness and the opportunity to become a contractor, contributing to the manifestation of real concuration for any operator;

- equality of rights, providing establishing and concluding rules, requiring ny, PPP criteria for all operators, aimed at ensuring equal opportunities;

- transparency, i.e. providing access all information on the procedures for filing applications for the conclusion of agreements on public private partnership;

- proportionality, which implies ensuring a fair balance between the goals of the state partner, public-private party agreement inertia and requested demands,

guaranteeing a balance between the purpose of the treaty and actual demand, terms of the contract;

- efficient use of funds, because procedures for concluding PPP contracts and the use of criteria should reflect economic benefit from obtaining the desired result, taking into account specific effects, primarily in the social sphere, protection environment, promoting sustainable development; environment, promoting sustainable development;

- accountability, i.e. definition of obligatory responsibility, responsibility of the parties, participation involved in the implementation of state agreements gift-private partnership, directed nee to ensure professionalism, impartiality, independence of made during the decision process.

Each PPP aimed at different development of a tourist destination, founded on the security and accessibility of tourists recreational resources, the degree of liver which affects success. Critical success factors based on the formalities of agreements, clear setting goals, optimizing the organization nization based on leadership and flexibility, communication, and performance and partnership effectiveness.

Selected Interest Groups have their own interests. Do not do it expect that all participants in the tourist businesses will behave in the same way, because ku between entrepreneurs, local residents and visiting tourists exist certain contradictions. Enterprises, related to tourism can be separated into three or four interest groups. Even within the same group (for example, among representatives of hotel complexes) there may be different interests. So, big hotels are often not very interested in the provision of spa services, because they have everything you need to organization of guests' recreation.

So the interaction government and business to address public but significant tasks become relevant in links with globalization, increased competition in the world market, the complication of social economic conditions, the need ensuring an appropriate level of concompetitiveness of domestic goods and services. The key factor of state-private partnership in tourism is guaranteeing the benefits of joint resource use. The importance of partnerships you as a way to ensure sustainable development of the tourism sector tends present themselves as something coherent and obvious.

PPP provides win-win cooperation to its participants: assistance in performing socially significant functions for the state and the possibility of investing niya in new facilities - for business. However, undeniable and possible difficulties and trials lemmas that participants may encounter ki. The main threats to the success of cooperation usually associated with a lack of real representations of potential partners about a friend and about the effectiveness of his organization.

The presented conceptual model of the public-private partnership is capable of identify gaps and evaluate opportunities for competitive development that will help stakeholders decide managerial tasks. Model Applicable in further case studies in the field of tourism, as well as adaptable to application in other areas of the economy with subject to appropriate adjustments.

REFERENCES:

1. Ҷигу G., Călărețu V. B., Daniel B. Public- Private Partnership – a new path for tourism development. https://www.academia.edu/2386259/Public_Private_Partnership_a_new_path_for Date of access: 29.12.2020.
2. Shakirova, F. B., & Sattorova, S. B. (2022). “O ‘ZBEKISTON TEMIR YO ‘LLARI” AJ FAOLIYATINI RIVOJLANTIRISHDA XALQARO HAMKORLIK FAOLIYATI. *Eurasian Journal of Academic Research*, 2(9), 4-9.
3. Shakirova, F. B. (2015). Development of Economy in Uzbekistan on the Basis of Innovation Activity (Uzbekistan, Tashkent). *Problems of Modern Economics*, (3), 55.
4. Шакирова, Ф. Б. (2022). ТРАНСПОРТ СОҲАСИДА ДАВЛАТ-ХУСУСИЙ ШЕРИКЛИК МЕХАНИЗМЛАРИДАН ФОЙДАЛАНИШНИНГ ХОРИЖИ ТАЖРИБАСИ. *Journal of new century innovations*, 15(3), 66-74.
5. Shakirova, F. B. (2018). *Improving the mechanism of sustainable economic growth based on the innovative development* (Doctoral dissertation, Dissertation abstract of doctor of Philosophy in Economics (PhD) p).
6. Sattorova, S. B., & Shakirova, F. B. (2022). TRANSPORT KORXONALARIDA AN’ANA VIY VA INNOVATION MARKETINGNING O‘ZIGA XOS XUSUSIYATLARI. *Scientific progress*, 3(6), 102-105.
7. Шакирова, Ф., & Исмаилходжаев, А. (2018). Инновациялар асосида барқарор иқтисодий ўсишни таъминлашнинг айрим назарий жиҳатлари. *Экономика и инновационные технологии*, (5), 91-98.
8. Шакирова, Ф. Б. (2022). ИННОВАЦИОН РИВОЖЛАНИШ МОДЕЛЛАРИ ВА УЛАРНИНГ ИҚТИСОДИЙ ЎСИШ БИЛАН АЛОҚАДОРЛИГИ. *Journal of new century innovations*, 17(1), 101-105.
9. Шакирова, Ф. Б. (2022). ИННОВАЦИОН РИВОЖЛАНИШНИ ТАЪМИНЛАШДА ХОРИЖИЙ ДАВЛАТЛАР ТАЖРИБАСИ. *Journal of new century innovations*, 17(1), 106-113.
10. Shakirova, F. B. (2022). THE IMPORTANCE OF INVESTMENT IN THE DEVELOPMENT OF INNOVATION IN THE ECONOMY. *Confrencea*, 7(7), 61-62.

11. Шакирова, Ф. Б. (2022). МАМЛАКАТДА ИННОВАЦИОН ИҚТИСОДИЁТНИ ШАКЛЛАНТИРИШ ВА САМАРАЛИ ИҚТИСОДИЙ ЎСИШНИ ТАЪМИНЛАШНИНГ ЗАРУРЛИГИ. *Journal of new century innovations*, 17(1), 114-118.
12. Shodieva, G. M. (2008). *Problems of organizational and economic factors and service development in the improvement of family welfare* (Doctoral dissertation, Dissertation for the degree of Doctor of Economics. Samarkand).
13. Shadieva, G. M. (2020). Social and economic concept of “Family economy”, its development and conceptual ways to raise welfare. *International Journal of Management IT and Engineering*, 10(3), 68-74.
14. Мусаева, М. Э., & Шодиева, Г. М. (2015). Замонавий педагогик технология асосида интерфаол дарсларни ташкил этиш. *Современное образование (Узбекистан)*, (7), 54-59.
15. Mardievna, S. G., & Boltaevna, S. F. (2021). The role of public-private partnerships in attracting investment projects in the transport sector. *Journal of Contemporary Issues in Business and Government Vol*, 27(6).
16. Mardiyevna, S. G., & Anvarovna, E. D. (2022). MECHANISMS FOR IMPROVING THE EFFICIENCY OF FAMILY BUSINESSES IN THE DIGITAL ECONOMY. *Galaxy International Interdisciplinary Research Journal*, 10(11), 206-211.