

## THE NEED FOR THE SOLUTION OF THE MAIN PROBLEMS IN THE FIELD OF ECONOMIC INVESTMENTS AND SERVICES IN THE DEVELOPMENT OF TOURISM

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### Abstract

In this article, we will review the prospects for the development of the tourism sector, the work being done in the tourism sector, the problems in the service, the countries that have achieved a high rate in the tourism sector, the essence of the concepts defined for the development of the tourism sector, and the number of tourists who visited our country.

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Today, the tourism industry is rapidly developing in our country. If we give importance, one of the three important sectors that bring income is the tourism sector. By developing the tourism sector, you can get a lot of income from tourists. What are the problems in the employment of trained personnel in the field of tourism in our country? Does the service in the field of tourism meet the requirements?

In fact, the tourism sector is one of the rapidly developing sectors in Uzbekistan. A lot of money is allocated from the state budget for the development of tourism. Also, foreign countries are investing in our country. If we pay attention to the word capital, it means capital invested in a large amount from the roof of a certain country.[1] In order to increase the number of tourists visiting our country, the president of our country developed the concept of tourism development in 2019-2025.[2]

Many things are being done through this program. The tasks to be performed each year are set with specific goals. In particular, we can see that the prospects of tourism are clearly defined in the example of the works being done. If we look at the example of Samarkand region, in September 2022, an important international meeting was scheduled to be held at the Tourist Center.

This event was organized in a hurry with huge investment and expenses. Our main organizational tasks are carried out sequentially. Also, most of the works being done in the field of tourism are being done quickly. But as a result of these works, the shortcomings are clearly visible. One of the main problems in the field of tourism is service.

Service (English: service — "khizmat") — providing services to individuals and legal entities, to the general public; service areas related to the sale of industrial products, cultural-household, economic and other industrial products and their use. We visited several hotels in order to find out to what extent the

conditions are being created in the hotels for persons with disabilities.

But when we visit 2-3 star hotels, we can see that there are almost no conditions for people with disabilities. Even the almost inclined stairs are not well equipped for wheelchair access. In addition, technical malfunctions in the process of opening the door have not been eliminated.

Also, problems are clearly visible in the language learning process of the admissions officer. In particular, knowing only one Uzbek language, or knowing only a foreign language and not knowing the local language is one of the main issues.

We all try to solve the issues of creating conditions for foreign tourists. But certain plans to create conditions for local tourists are not implemented. It is worth noting that local residents also bring income to our tourism sector. "Taking into account the growth rate of tourism and its positive impact on other sectors of the economy, the growth of the population's well-being, and the need to take measures to protect the environment, the tourism sector is a sustainable source of the country's development. Should be one of the most powerful tools in growth".[3]

He visited foreign countries 373 if we consider tourists; the country of France is in the first place. 90.3 million tourists visited France in one year. Spain is in second place. According to 2019, 83.3 million tourists visited. [4]

6 million 748 thousand 500 tourists visited Uzbekistan this year, while in 2018 this figure was 5 million 346 thousand 200. The flow of tourists increased by 26.2% compared to the reporting period. But at the same time, the number of tourists is lagging behind the numbers of 2019.

Currently, there is a lack of personnel in the field of tourism, and their level of knowledge in the field of tourism is not good. For this purpose, in order to improve their knowledge potential, a selection of innovative ideas related to tourism has been launched.

But even so, the expected results are not fully confirmed. Many students who studied in the field of tourism face difficulties in the process of employment. It can be shown that their main problem is that they do not know foreign languages or cannot use methodological methods in their work.

When we study the experience of foreign countries, in many countries, after getting a job, employees do not get the highest or senior positions. New personnel start their first job from the lowest position. As a result, they are appointed to a higher position after being the best employee in their field. In addition, there are important suggestions to consider.

That is, it is necessary to pay attention to the level of computer literacy and language learning of personnel studying in the field of tourism. It is necessary to set the level of language proficiency as the main criterion for personnel graduating from higher education institutions. It is necessary to pay attention to the remaining directions or regions of tourism.

Many tourists want to visit Samarkand, Bukhara, Khorezm and Tashkent regions, because these regions are known and famous in other countries. In particular, the beautiful nature of Kashkadarya, Surkhandarya and other regions of our region is known to local residents. But the lack of information about this among tourists makes the flow of tourists less.

We should attach great importance to the marketing field and promote the steps. In this regard, every student graduating from a higher education institution should study a certain unpopular area and present their projects to the authorities for the development of this area.

Most of the tour packages that are being developed today are made in the same format. Many tourists do not want to go back to the place they visited once and spend money again. In order to eliminate such problems, it is necessary to train personnel for a long time.

They should be able to organize tour packages, guide activities, and at least one foreign language

independently. He should pay close attention to the system of getting many students to work at the place of practice. Because many students studying tourism have problems finding work. The solution of the main problems in the field of tourism, is a well-organized work activity.

Well-organized work is a big income. The prosperity of a huge state under Amir Timur can be attributed to sound economic policies, many of whose rules are still relevant today. [5]

Indeed, it is important to implement the tourism industry as a result of a healthy economic policy. The field of tourism requires little physical labor, but means a lot of income and money. The tourism industry differs from other industries by its clean characteristics.

Factories emit many toxic substances, which are harmful to human life. In the field of tourism, we can see the harmful side to society and humanity in very small percentages. By improving the service in the field of tourism, it is possible to attract more tourists and provide employment to the local population.

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