

**THE ROLE OF THE TOURISM INDUSTRY IN REGIONAL DEVELOPMENT AND
ITS ECONOMIC EFFICIENCY**

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Abstract. This article scientifically analyzes the role of the tourism industry in regional development and its economic efficiency. In the conditions of a modern economy, the tourism industry is becoming one of the key factors in diversifying regional economies, developing the service sector, and increasing employment among the local population. During the research, the economic mechanisms influencing regional development through the tourism industry, the formation of tourism infrastructure, and the expansion processes of the tourism services market were studied. In addition, the opportunities to improve the regional investment climate, stimulate the activities of small and medium-sized businesses, increase service exports, and raise local budget revenues through tourism activities were scientifically substantiated. According to the research results, the comprehensive development of the tourism industry is considered one of the important strategic directions for accelerating regional economic growth, modernizing infrastructure, and bringing the quality of tourism services to the level of international standards.

Keywords. Tourism industry, regional development, economic efficiency, tourism infrastructure, regional economy, service sector, tourism clusters, investment climate, tourism service exports, sustainable tourism development.

Introduction. In the current process of globalization, the tourism industry has emerged as one of the fastest-growing and highly profitable sectors of the world economy. The expansion of international economic relations, the development of transport and communication technologies, and the integration of service markets have significantly increased the economic importance of the tourism sector. Under modern conditions, tourism is considered not only a recreational activity but also an important economic sector that stimulates regional economic development, creates new jobs, and ensures the diversification of the national economy. International practice shows that the tourism industry is one of the effective mechanisms of regional development. Particularly in regions rich in natural, historical, and cultural resources, the development of tourism infrastructure creates opportunities to increase economic activity, expand the service sector, and improve the income of the local population. Tourism activities are closely connected with many sectors such as transportation, trade, hotel management, catering, culture, and entertainment services, which further strengthens its multiplicative economic impact. In recent years, the development of the tourism industry in the Republic of Uzbekistan has been identified as one of the priority directions of state economic policy. Large-scale reforms aimed at developing tourism infrastructure, organizing new tourist routes, restoring historical and cultural heritage sites, and increasing the competitiveness of national tourism products in the international tourism market are being implemented in the country. At the same time, the issues of ensuring economic growth through the effective use of regional tourism potential, creating new jobs, and developing the service sector are gaining particular importance.

The impact of the tourism industry on regional development is also reflected through economic efficiency indicators. In particular, the growth of tourism service exports, the development of tourism infrastructure, the expansion of small and medium-sized enterprises, and

the increase in local budget revenues contribute to ensuring regional economic stability. In this regard, the comprehensive development of the tourism industry is an important factor in accelerating structural changes in regional economies and increasing economic efficiency.

The Role of the Tourism Industry in Regional Development and Its Economic Efficiency. The tourism industry is considered one of the important sectors that stimulate regional development in the modern economy. Especially in regions with rich natural resources, historical and cultural heritage, and recreational potential, the development of tourism infrastructure contributes to increasing economic activity, creating new jobs, and ensuring sustainable growth of the regional economy. The role of tourism in regional development is explained by its multi-sectoral economic impact, as tourism directly stimulates the development of sectors such as transportation, trade, hotel management, catering, handicrafts, and various service industries.

In recent years, the development of the tourism industry in the Republic of Uzbekistan has been defined as one of the priority directions of state economic policy. In particular, a number of decrees and resolutions aimed at developing the tourism sector were adopted under the initiative of Shavkat Mirziyoyev. For example, the decree adopted in 2019 titled “On additional measures for the accelerated development of tourism in the Republic of Uzbekistan” serves as an important institutional basis for modernizing tourism infrastructure, improving the quality of tourism services, and forming regional tourism clusters.

According to statistical data, the economic efficiency of the tourism sector has been increasing year by year. According to the data of the State Committee of the Republic of Uzbekistan on Statistics, more than 6 million foreign tourists visited the country in 2023, and revenues from tourism service exports increased significantly. This indicates the growing share of the tourism industry in the national economy. The development of tourism also leads to the expansion of the service sector in regional economies and the growth in the number of small business entities.

From the perspective of regional development, one of the important aspects of the tourism industry is its multiplicative economic effect. In regions where tourism activities are developed, transportation infrastructure, hotel management, restaurant and service sectors, trade networks, and cultural and entertainment services develop rapidly. As a result, new jobs are created in the regional economy, the income of the local population increases, and the investment attractiveness of regions strengthens. In particular, the development of tourism activities in rural areas contributes to the expansion of family guest houses, handicraft product sales, and activities aimed at preserving national cultural heritage.

Moreover, the economic efficiency of the tourism industry is also reflected through the development of tourism infrastructure. The modernization of hotel management, transport services, tourist routes, and service infrastructure in the country allows effective use of the tourism potential of the regions. At the same time, the introduction of public-private partnership mechanisms contributes to attracting investments into the tourism sector and forming tourism clusters.

Another important aspect of the tourism industry in regional development is its role in economic diversification processes. In many regions where economic activity was previously limited to industry or agriculture, tourism expands economic opportunities. This helps increase the stability of regional economies, introduce new types of services, and ensure the effective use of local resources. In particular, in historical cities and regions rich in natural landscapes and

national culture, the development of the tourism industry serves as an important driver of economic growth. At the same time, the introduction of innovative approaches and digital technologies in tourism development is also of great importance. The digitalization of tourism services, implementation of online booking systems, promotion of tourist destinations through digital platforms, and improvement of marketing strategies increase the efficiency of the tourism sector. These processes help improve the quality of tourism services, increase tourist flows, and enhance competitiveness in the international tourism market.

Overall, the role of the tourism industry in regional development and its economic efficiency is significant in ensuring national economic growth, reducing economic disparities between regions, and promoting sustainable development of the service sector. Therefore, the comprehensive development of the tourism industry, formation of modern infrastructure, and introduction of innovative management mechanisms remain priority directions of regional economic policy.

Conclusion

The conducted scientific analysis shows that the tourism industry is one of the important economic factors ensuring regional development. The development of the tourism sector contributes significantly to creating new jobs, modernizing infrastructure, expanding the service sector, and increasing local budget revenues. Tourism activities are closely connected with many economic sectors such as transportation, trade, hotel management, catering, and cultural services, and therefore have a strong multiplicative impact on their development.

In recent years, the development of the tourism sector in Uzbekistan has become one of the priority directions of state policy. In this regard, the decrees and resolutions adopted under the initiative of Shavkat Mirziyoyev have played an important role in modernizing tourism infrastructure, improving the quality of tourism services, and developing new tourist regions. In particular, the establishment of tourism clusters in different regions, restoration of historical and cultural heritage sites, and diversification of tourism services serve as important factors in increasing the economic efficiency of the tourism industry.

According to statistical data, the share of tourism in the country's gross domestic product is gradually increasing. The growth of tourist flows leads to the expansion of service activities in regional economies and an increase in local population incomes. This contributes to balanced regional development and the growth of economic activity.

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