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Key Features of Synergetic Development of Tourism in Uzbekistan

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Annotation

This article analyzes the issues of development of the tourism sector in Uzbekistan on the basis of inter-sectoral cooperation and synergistic approach. The relationship of tourism to the host industries such as hotelier, transportation, catering, Culture, Information Technology and Crafts has been substantiated. Through table and assessment indicators, the interaction, level of development and synergistic potential of Tourism networks have been determined. Specific conclusions and practical proposals have been made on activities and innovative solutions coordinated between the sectors to achieve high efficiency in the tourism sector.

Keywords: tourism, synergistic development, inter-sectoral cooperation, infrastructure, hotel industry, transport, cluster, agritourism, innovation tourism strategy, inter-sectoral cooperation, development of innovative infrastructure, organizational and economic mechanism.

Introduction. In the context of today's globalization, tourism has become one of the fastest growing and most promising sectors of the world economy. It plays an important role in increasing foreign exchange revenues to the country's economy, creating new jobs, developing infrastructure and revitalizing territories. World experience shows that tourism should be considered not only as a service sector, but also as a catalyst for economic and cultural development.

In the Republic of Uzbekistan, special attention is paid to the development of the tourism sector at the level of Public Policy. On the basis of presidential decrees and decisions, the national tourism infrastructure is being updated, the visa system is being simplified, new tourism directions are being introduced. These processes serve to make our country find its place on the international tourism map.

However, it is not enough to create a simple infrastructure to sustainably and systematically develop the industry. All areas related to tourism-transport, hotelier, catering, Cultural Services, Agriculture, crafts, etc. - require coordinated activities. At this point, a synergistic approach becomes important.

The concept of synergistic development implies the development of spheres in a complex way, influencing each other not individually. In the process, each network contributes to an increase in the efficiency of the second one, resulting in an increase in the overall economic, social and cultural effect. The development of the tourism sector on the basis of such a multifaceted approach

will help to fully exploit the existing potential in Uzbekistan.

Poetry of thematic literature. The development of the tourism sector on the basis of inter - sectoral cooperation is an urgent scientific and practical issue in world practice. Today, there are many studies devoted to clustering Tourism, Analysis in synergistic systems, assessment of its macroeconomic and regional effects. It should be noted that in these studies, general approaches predominated, and in some cases, individual models suitable for the conditions of Uzbekistan were not sufficiently developed.

M.. In his famous "cluster theory", Porter highlights mechanisms to increase territorial competitiveness based on cross-sectoral cooperation. He argues that cooperation between companies, institutions and organizations that are inextricably linked with each other in a particular geographical area serves as a source of innovation and efficiency. The tourism sector may be more productive in a similarly clustered system.[1]

J.. Thibault and J. European researchers such as Krapf, studying the impact of tourism on the national economy, note that integration of the industry with high-value sectors increases capacity.[2] they emphasize the need for continuous communication with transport, ecology, education and repair services in the fields of ecotourism and cultural tourism.

Uzbek scientists have also researched the tourism sector economically and institutionally. Sh. In his scientific research, Abdurakhmonov analyzed the economic foundations of Tourism, focusing on the effectiveness of the relationship between the industry-specific investment environment, hospitality industry, tour operators and public policy.[3] but the synergistic relationship of tourism with other sectors is not sufficiently revealed in his work.

U.. And by kokorov, he touched on the institutional framework for the development of tourism infrastructure and analyzed the interaction of the public and private sectors.[4] despite the importance of his theoretical approaches, the work is less focused on the material and organizational mechanisms of inter-sectoral cooperation.

N.. Gurbanov, on the example of Bukhara and Samarkand, offers to study regional tourism and define inter-territorial specialization and target areas. He believes that strategic partnership between local government and the private sector will make full use of the potential.[5] even in this study, however, the synergistic analysis model is not fully formed.

An analysis of the above literature shows that existing scientific work is focused on the study of economic, institutional and regional aspects of Tourism, and the cross-sectoral potential of the industry has not been sufficiently studied on the basis of a synergistic approach. Therefore, new conceptual approaches, in particular synergistic models and clustered systematic analysis, occupy an important place in determining the modern development strategy of Tourism.

Analysis and results. The tourism sector is today recognized as one of the most actively developing and with great potential sectors of the world economy. According to the UN World Organization for Tourism (UNWTO), nearly 10% of global GDP corresponds to tourism contribution, and the sector has an important role in creating millions of jobs, ensuring territorial stability, strengthening cultural exchange and diplomatic relations.

For Uzbekistan, tourism is not only a source of economic growth, but also an important tool for the formation of the external image of the country, the widespread promotion of national culture and history. In recent years, a number of institutional reforms have been carried out to develop this sector - the visa-free regime has been introduced, new tourist areas have been established, extensive investments in tourism infrastructure have been attracted. The "tourism development strategy" for 2022-2026 also designated the sector as one of the priorities of National Economic Policy.

At the same time, the sustainable and systematic development of tourism is not limited to infrastructure improvements. Tourism is a multidisciplinary, complex sphere. It is inextricably

linked with the sectors of hospitality, transport, catering, telecommunications, culture, health, trade, crafts, ecology and others. Without effective cooperation between these sectors, the tourism industry will not have a high effect. In this context, a **synergistic approach** – that is, the rational use of interconnections and amplifying effects between networks – is becoming an urgent scientific and practical task.

Table 1. Status of tourism sectors in Uzbekistan

№	Tourism networks	Level of synergistic relationship (1-5 points)	Level of development in the Uzbek tourism system (1-5 points)	Level of inter-sectoral cooperation (1-5 points)
1	Hotel industry	5	3	5
2	Transport	4	4	4
3	Catering	4	3	4
4	Cultural and labor resources	5	2	5
5	Agritourism	3	2	3
6	Information technologies	4	3	4
7	Crafts	3	3	4

The table above presents a comparative analysis of the main areas of Tourism. From this data, the following basic results can be deduced:

1. The hotelier has the highest synergistic value for the Tourism Sector (5 points), as the reception, accommodation and provision of facilities for tourists is a central function of Tourism. But the current level of development of this network is averaged (3 points), which indicates the need for infrastructure modernization.
2. The Transport network is well developed (4 points) and is inextricably linked with tourism. Transport Logistics is a decisive factor for the internal and external movement of tourists.
3. Despite the fact that culture and labor resources have a high synergistic potential (5 points), their current state is underestimated (2 points). In this area, it is being found that there is a shortage of personnel, the level of service of cultural facilities is low.
4. Agro and ecotourism are one of the potential areas, but so far their level of development and cross - sectoral integration are low (2-3 points). Specialized infrastructure, logistics, and marketing are insufficiently developed in this area.
5. The fields of Information Technology and handicrafts are also important in synergistic development as the application sectors of Tourism. For example, it is possible to provide value-added services to tourists through electronic booking, online services and local products.

Based on the results of the study, the following conclusions were drawn:

- insufficient mechanisms of cooperation with sectors with high synergistic potential have been established in the tourism sector.
- there is a lack of a systematic approach, especially in the field of cultural resources and personnel potential.
- for synergistic development, cooperation on the basis of a sectoral platform, electronic information bases, training programs and public-private partnerships is necessary in each network.

Conclusion. The development of the tourism sector in Uzbekistan has been formed as a strategic priority in recent years. Historical and cultural heritage in the country, natural resources, hospitality traditions and geographical location make it possible to make the country an important

point on the map of international tourism. However, in order to harness the full potential of the industry, it is necessary to go beyond the usual infrastructural approaches and develop it on a cross-sectoral integration and synergistic basis. The development of the tourism sector in Uzbekistan has been formed as a strategic priority in recent years. Historical and cultural heritage in the country, natural resources, hospitality traditions and geographical location make it possible to make the country an important point on the map of international tourism. However, in order to harness the full potential of the industry, it is necessary to go beyond the usual infrastructural approaches and develop it on a cross-sectoral integration and synergistic basis.

Based on the results of the research conducted, we believe that the following should be highlighted:

- a general economic effect occurs only when the main elements of tourism (hotel, transport, catering, culture, IT, crafts, etc.) operate in an interdependent way;
- although certain sectors have a high synergistic potential (e.g. culture, hotelier), their current state is unsatisfactory and has not yet fully developed- a general economic effect occurs only when the main elements of tourism (hotel, transport, catering, culture, IT, crafts, etc.) operate in an interdependent way;
- although certain sectors have a high synergistic potential (e.g. culture, hotelier), their current state is unsatisfactory and has not yet fully developed;
- there are also integration opportunities in non-traditional areas such as agro and ecotourism, but they need infrastructural and organizational solutions.

On this basis, the following conclusions can be made:

1. It is necessary to ensure cooperation between industries at the institutional level. For this, a single strategic platform, cluster centers and a cooperation mechanism should be created for tourism and related industries.
2. Through the extensive introduction of digital integration and information platforms, a single ecosystem should be formed between the hotel, transport, cultural services, guides and local business entities.
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5. The system of personnel training needs to be reformed in a multi-sectoral direction. It is necessary to introduce a universal model of training specialists in tourism-related fields.
6. Efficiency can be increased by supporting regional specialization and clustering, i.e. defining potential-appropriate tourism destinations in each region.
7. By applying the mechanisms of public-private partnerships to all branches of tourism, sustainable development in terms of funding, innovation and quality of Service is ensured.

In conclusion, the development of tourism in Uzbekistan on the basis of a synergistic approach will not only bring economic benefits, but also provide equality between regions, stimulate local production, serve to preserve cultural heritage and strengthen the country's brand. Coordinated activities of all sectors, strategic planning and innovative solutions are of decisive importance in this process.

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