

USE OF FOREIGN STRATEGIES IN THE DEVELOPMENT OF TOURISM POTENTIAL OF UZBEKISTAN

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Uzbekistan attracts the attention of the whole world with its many historical and architectural monuments, diverse climate and rapid development.

Over the centuries, Uzbekistan was located on the path of trade, merchants and travelers, geographers and missionaries, invaders and conquerors of the Great Silk Road. At the same time, Uzbekistan is becoming one of the fascinating tourist destinations for those interested in the enterprising, culture, history, tradition and exotic countries.

The national company "Uzbekturizm" (founded on July 27, 1992) leads the field of tourism in Uzbekistan. The main task of the company is to develop tourism infrastructure, build modern tourist complexes by attracting foreign investment, develop new tourist destinations, expand the range of services, etc.

In his online appeal to the ambassadors of the embassies of Uzbekistan operating in 33 countries of the world, the President emphasized attracting foreign investment and tourists to Uzbekistan, especially paying attention to sending 10 tourists per day to each ambassador. That is, he put forward the idea that a tourist is also an investment.

There is no doubt that the head of the state's attention to tourism among all other sectors in our country will serve as a program for the rapid implementation of measures to eliminate the shortcomings and problems in this sector. As Uzbekistan has its place and importance among countries with great tourism potential, we should use the available opportunities to the maximum.

So far, foreign countries have been lax in promoting more information about Uzbekistan. In particular, most tourists visiting our country today are attracted by tourism companies. In almost all European countries, people do not have enough information about Uzbekistan. They have heard and expressed interest through travel agencies.

Since I work in this field, I talk to many foreign tourists. In addition, I have been participating in creative meetings in European countries. It is at such meetings that many such opinions are expressed.

It is very important to use foreign strategies in the development of Uzbekistan's tourism potential. Foreign strategies provide an opportunity to study and assimilate the experiences of successful countries in the field of tourism.

Uzbekistan can use foreign strategies for the development of the tourism industry in the following areas:

1. Marketing and branding: Foreign strategies can provide a good understanding of how marketing and branding for tourism countries can develop, and the areas that are important in attracting tourists and showing the country's tourism potential.

2. Infrastructure and Services: Foreign strategies provide an opportunity to learn and adopt best practices in tourism infrastructure and services. This will help create better conditions for guests and develop the tourism sector.

3. Tourism development strategies: Foreign strategies provide an opportunity to study and master tourism development strategies. These strategies can help solve problems and open new opportunities in the tourism sector.

4. International cooperation: Through foreign strategies, it provides an opportunity to develop international cooperation in the field of tourism and expand business with other countries. This opens up opportunities for sharing knowledge and sharing experiences in the field of tourism.

The use of foreign strategies by the society in the development of the tourism sector, learning new ideas and approaches, opening up new opportunities in the tourism sector and playing an important role in the development of the tourism potential of the country.

The factors of development of tourism potential of Uzbekistan are as follows:

1. Geographical location of Uzbekistan increases its tourism potential. Also, the country's tourist facilities, ancient cities, natural beauty and cultural heritage create a wide range of opportunities for tourists.

2. Modern and ancient cultural heritage of Uzbekistan attracts the attention of tourists. Cities, villages, museums, archeological sites and other cultural sites offer opportunities to create great travel experiences for tourists.

3. Uzbekistan's taste experience, national dishes and cuisines are important in creating great experiences for tourists. Uzbek national dishes are famous worldwide and serve as a strong source of motivation for tourists.

4. The development of the infrastructure system and services in the field of tourism of Uzbekistan is important in attracting tourists. The country's hotel networks, transport system, restaurants, retail networks and other services provide opportunities to create good conditions for tourists.

5. Marketing strategies are also important in the development of Uzbekistan's tourism potential. The country needs to implement the best marketing strategies to showcase, promote and advertise its tourism potential globally.

These factors play an important role in the development of Uzbekistan's tourism potential and are important for growing the country's tourism sector, opening new opportunities and making the country famous on a global scale.

It is important to use foreign experience and advice in the development of the tourism industry. Foreign experience can help in innovative approaches in the field of tourism, improve service quality, develop marketing strategies and provide better service to tourists. It is recommended to use the following foreign experience:

1. Take advice from countries with foreign experience in the field of tourism: It is important to use foreign experience from countries that are successful in the field of tourism, for example, Dubai, Malaysia, Thailand, etc. Learning about their tourism strategies, marketing methods, quality of services and opportunities offered to tourists and

learning about their successful models can help in the development of the tourism industry.

2. Cooperation with foreign tourism companies: Foreign tourism companies play an important role in the development of Uzbekistan's tourism sector. They can help in attracting tourists to Uzbekistan, improving their services, marketing and advertising. Through cooperation with foreign tourism companies, it is possible to demonstrate the tourism potential of Uzbekistan on a global scale and develop opportunities to attract tourists.

3. Use of foreign investments in the field of tourism: Foreign investments are important in the development of the field of tourism. Foreign investments help in the development of tourism infrastructure, hotel networks, transport system, cultural facilities and other tourism facilities. Development of the tourism sector through foreign investments can increase the country's tourism potential and open new opportunities.

The use of foreign experience plays an important role in the development of the tourism sector of Uzbekistan and helps to increase the country's tourism potential, open new opportunities and make the country famous on a global scale.

Dubai is one of the most famous countries in the world in the field of tourism and has been successful in developing tourism. Dubai's success in tourism is due to its innovative approaches, marketing strategies, high quality services and attractive tourist destinations. The use of Dubai's experience in the development of tourism in Uzbekistan can have the following path:

1. Development of tourism infrastructure: Dubai's tourism industry is thriving with high-quality hotel networks, transportation system, cultural facilities and attractive tourist spots. In order to develop tourism infrastructure, Uzbekistan should learn from these aspects of Dubai and implement them.

2. Development of marketing and advertising strategies: Dubai has successfully implemented its marketing and advertising strategies in the field of tourism. Uzbekistan should also use the marketing and advertising strategies of Dubai in the development of tourism and develop new strategies to attract tourists and make the country famous on a global scale.

3. Providing high-quality services to tourists: Dubai is a country that is successful in providing high-quality services to tourists. In order to provide high-quality services to tourists, Uzbekistan should use the experience of Dubai and improve hotel chains, restaurants and attractions.

4. Use of innovative approaches in the field of tourism: Dubai has supported innovative approaches in the field of tourism. Uzbekistan should also use this experience of Dubai to support innovative approaches in the field of tourism, introduce innovations and provide attractive opportunities for tourists.

The success of Dubai in the field of tourism is considered as an important example in the development of tourism in Uzbekistan. Uzbekistan can also take advantage of

Dubai's experience and implement innovative approaches that will increase the potential of tourism and make the country famous on a global scale.

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ECOTOURISM AS A WAY OF SUSTAINABLE TOURISM DEVELOPMENT OF THE REGION

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Sustainable tourism, also known as responsible tourism or ecotourism, is a way of traveling and exploring natural, cultural, and historical sites while minimizing negative impacts on the environment, supporting local communities, and preserving the integrity of destinations for future generations. The World Tourism Organization defines sustainable tourism as a form of tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities [1]. In order to promote widespread engagement and consensus building, sustainable tourism development necessitates the informed participation of all pertinent stakeholders in addition to strong political leadership.

Ecotourism is a subset of sustainable tourism that focuses on visiting natural areas to appreciate, conserve, and sustain the environment while promoting the well-being of local communities. According to International Ecotourism Society ecotourism is “responsible travel to natural areas that conserves the environment, sustains the wellbeing of local people, and involves interpretation and education” [2]. Ecotourism involves experiencing and preserving natural environments and cultural heritage while minimizing