



**MINTAQADA ZAMONAVIY FAN, TA'LIM VA TARBIYANING
DOLZARB MUAMMOLARI**

**ACTUAL PROBLEMS OF MODERN SCIENCE, EDUCATION
AND TRAINING IN THE REGION**

**АКТУАЛЬНЫЕ ВОПРОСЫ СОВРЕМЕННОЙ НАУКИ,
ОБРАЗОВАНИЯ И ВОСПИТАНИЯ В РЕГИОНЕ**



Khojamuratov U. R., CONDITIONS IN AGRARIAN BRANCH IN UZBEKISTAN AT THE END OF THE 20th CENTURY	72
Safarov T., THE CONSTRUCTION OF THE TRASCASPIAN RAILWAY AND ITS ROLE IN DOMESTIC AND FOREIGN TRADE RELATIONS...	76
Rakhmanova Y. M. THE ROLE OF WOMEN IN THE HISTORY OF CRAFTSMANSHIP OF KHIVIAN KHANATE.....	82
Nurimbetov R. I., Abdurakhimov M. D., DEVELOPING MANAGEMENT IN NATIONAL ARCHIVE AFFAIR.....	86
Samanova Sh., RELIGIOUS TOLERANCE AND PHILOSOPHICAL BASIS OF RELIGIOUS BELIEFS	90
Rakhmanova Y. M., THE ISSUE OF WOMEN IN THE ANCIENT BELIEFS (IN THE CASE OF KHOREZM OASIS)	95
MODERN PROBLEMS OF TOURISM AND ECONOMICS	100
Matyaqubov U. R., E.DEFRANCESCO OPPORTUNITIES OF DEVELOPING RURAL TOURISM IN KHOREZM REGION.....	100
Gafurov A. B., THE ANALYSES OF INTERNATIONAL FRAMEWORKS OF CORPORATE GOVERNANCE	110
Quchkarov N. T., EVALUATION IMPACT OF FACTORS ON EFFECTIVE OPERATE EXPENSES.....	118
Muminov A.Z., DEVELOPMENT OF ECOLOGIC TOURISM IN UZBEKISTAN	123
Sadullaev A. METHODOLOGY OF DEMOGRAPHIC RESEARCH IN THE REGION(ON KHOREZM REGION).....	127
Doschanov T. D., Ataev J. E., SPECIFIC FEATURES OF FORMATION AND DEVELOPMENT OF AGRICULTURAL PRODUCTS MARKET IN UZBEKISTAN	136
Rakhimova S. M. MECHANISMS OF STATE SUPPORT FOR THE MEDICAL SERVICES MARKET	130
Xudayberganov D., Butanova D. DEVELOPMENT OUTCOMES OF RURAL ACTIVIY IN REGIONAL TOURISM.....	142
Abdullaev I., Allayarov S.F., THE DEVELOPMENT OF SERVICE SPHERE IS A KEY TO PROVIDE EMPLOYMENT OF POPULATION IN THE REGIONS	146
Khodjaniyazov E. S., THE IMPORTANCE OF DEVELOPING TRANSPORT INFRASTRUCTURE FOR TOURISM SECTOR IN UZBEKISTAN	151

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**DEVELOPMENT OUTCOMES OF RURAL ACTIVITY IN REGIONAL
TOURISM**

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Summary. This article explores opportunities for the development of rural entrepreneurship in the Khorezm region of the Republic of Uzbekistan and outlines future improvements in the sector.

Аннотация. В этой статье рассматриваются возможности сельского предпринимательства в Хорезмской области и ее планы на будущее.

Kalit so'zlari: mintaqaviy, turizm, qishloq turizmi, tadbirkorlik, qishloq tadbirkorligi, servis

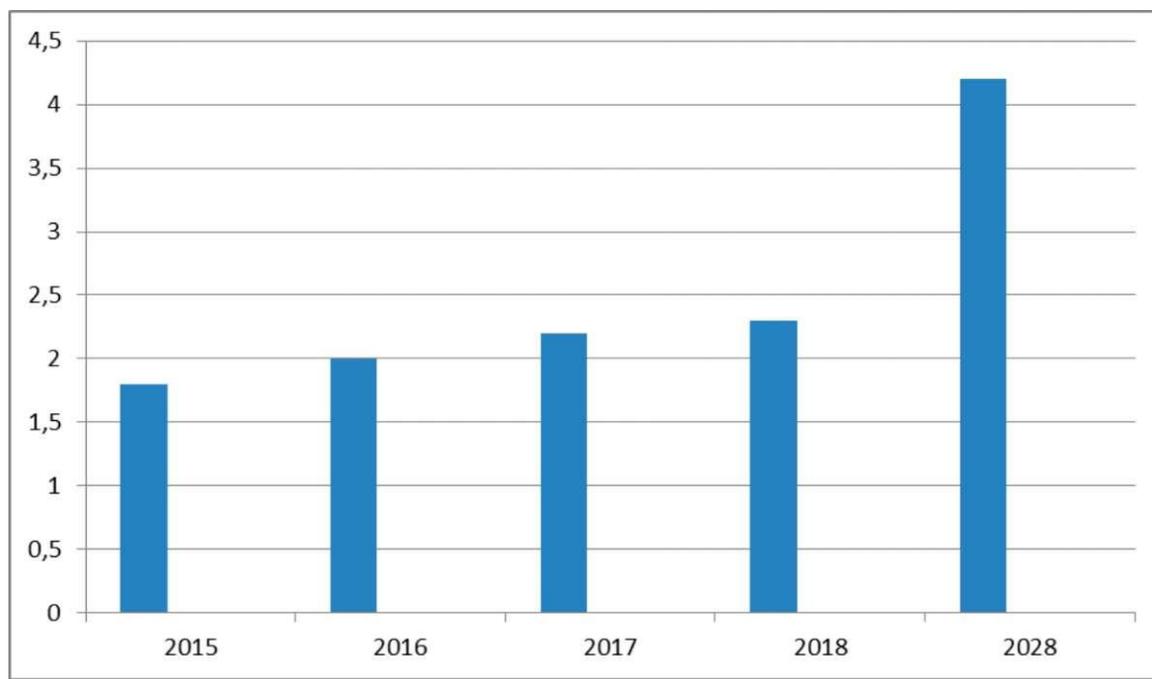
Key words: regional, tourism, rural tourism, entrepreneurship, rural entrepreneurship, service.

Ключевые слова: региональный, туризм, сельский туризм, предпринимательство, сельское предпринимательство, обслуживание.

Transition to market relations requires the necessity to make significant changes to sectors such as production, social and industrial infrastructure, trade, financial and innovation. The widespread development of these industries, in turn, requires the development of entrepreneurship and has its impact on various sectors. These circumstances require a modern system of management of private enterprise and small businesses in the conditions of market economy, creation of necessary conditions for its effective functioning and development of production activity. The President of the Republic of Uzbekistan stated: "There is another important aspect, which requires serious and everyday attention of the relevant structures and governments. This is the further

development and protection of private property and entrepreneurship" [1] This issue requires accelerated development of entrepreneurship in rural areas, and its application in tourism will lead to a higher level of future growth.

UZBEKISTAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The direct contribution of Travel & Tourism to GDP in 2017 was UZS2,220.1bn (0.9% of GDP). This is forecast to rise by 4.5% to UZS2,319.8bn in 2018. The direct contribution of Travel & Tourism to GDP is expected to grow by 6.0% pa to UZS4,155.4bn (0.9% of GDP) by 2028.[2]

Indeed, the development of entrepreneurship in the tourism industry will allow it to be broadly developed. Today, with its versatile structure of tourism, it is actively influencing all spheres of society. It will be promoted the development of many sectors of the economy. Including agriculture, transportation networks, communications, road construction, hotels, catering, utilities, household services, service areas, trade networks and so on. In particular, the development of rural entrepreneurship in the tourism industry, services, as well as in the sustainable growth of national tourism [3].

The positive effect of this industry will be developed the hotel industry, which results in the development of modern hotels, tourist complexes, and high level of service. As a result of the development of rural entrepreneurship in tourism is great attention is paid to the improvement of the sphere of hotels and services.

Entrepreneurship in rural areas is a socio-economic activity. Because this activity is the main type of economic activity carried out by individuals and legal entities. Also, measures to encourage rural entrepreneurship in the tourism sector and to develop competition in the market of tourism services are defined as the target tasks and priorities of the state policy in the field of tourism in the medium term.

However, one of the most important and topical issues is the improvement of the registration of the rural entrepreneurship business in the field of tourism. Document preparation and registration, first of all, need to be envisioned as to all the basic laws and rules of the Uzbek language. Each leader must have the rules governing the establishment of business correspondence.

Rural business development is developing in the development of tourism in Khorezm region. In particular, tourism organizations are engaged in this activity, such as tourists and hotels, are developing from day to day. In particular, compared to 2012, the number of tourist organizations in the region increased from 72 to 72 in 2016, or by 2 times. Of these, the number of hotels increased from 26 to 52, or twice. It is 12 in Urgench, 34 in Khiva, 4 in Hazarasp district and 2 in Gurlan district [4]. It turns out that most of the hotels in Khiva, Hazarasp and Gurlan districts are located in the villages.

The number of tour operators and travel agencies increased from 10 to 20, or twice. This figure is 9 in Urgench, 8 in Khiva, 1 in Urgench district, 1 in Hazarasp district and 1 in Bogot district. Also, in 2016 alone, 10 tourist centers in Urgench and 6 hotels in Khiva and 3 in Urgench, in Khiva have been operated. Accordingly, some of the organizations operating in Khiva, Urgench, Bagat and Hazarasp are located in rural areas.

In particular, there are 5 hotels serve today, attracting foreign investments ("Heywak", "Khiva Queen", "Khorezm Princess", "Arkanchi" and "Hayot INN" hotels). The number of seats in the hotel increased from 1477 to 2300 or 55%. As a result of the changes in the tourism industry and the creation of new jobs in the region, today more than 450 employees are working in total tourism organizations.

Indeed, enhancement of the region's tourism sector through the development of rural entrepreneurship requires, first of all, the improvement of the legal framework and provision of services to the proprietors and entrepreneurs in the services market. There is a need for small businesses and micro firms to provide local people with new jobs in these areas. This will enhance the importance of the services market in the form of small businesses and microfilms. Creating small businesses in rural areas also facilitates the

provision of financial services that do not require large financial resources. In order to implement rural entrepreneurship in the market of such services, it is

necessary to identify the participants first of all, that is, the selection and composition of the subjects needed for the activity.

Based on the above, the ways of development of rural entrepreneurship in tourism of Khorezm region are as follows:

- wider implementation of state support of private entrepreneurship in rural areas;

- creation of special "incubators" for growing small enterprises in the system of different directions of rural entrepreneurship development;

- changing the quantitative and qualitative integration of the investment climate that promotes the construction industry in rural areas;

- definition of the strategy of private enterprises in rural areas and review of marketing, advertising and production processes on the basis of scientific research;

In general, rural entrepreneurship promotes further development as a leading factor in the development and effectiveness of tourism industry as a major factor and source of income in Khorezm region. As a result, the reform and further development of the sphere of tourism in the region should become an integral part of the reforms and strategic tasks in our country. This is the development of rural entrepreneurship in tourism, the necessity of solving not only practical, but also some theoretical issues that require the development of measures to improve the effectiveness of this sphere and the sustainable development of the country's socio-economic development.

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