

MODERN TRENDS IN THE DEVELOPMENT OF THE TOURISM SECTOR IN UZBEKISTAN AFTER THE REFERENDUM

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Abstract. *This article examines how the referendum will provide new opportunities, including the impact of a number of factors on the growth of the tourism sector, such as attracting investment, modernizing infrastructure, developing cultural tourism for the economy and society, and improving conditions for business tourism.*

Keywords: *investment attraction, public policy, business tourism, infrastructure.*

After the referendum held in 2023, steady growth in tourism is planned in Uzbekistan, which is due to a number of factors, such as attracting investments, upgrading infrastructure, developing cultural tourism, and improving conditions for business tourism.

After the referendum, the modernization and development of the tourism sector in Uzbekistan is being observed at a rapid pace. Attracting investments has become one of the main directions of state policy, which allowed to increase the number of new tourist facilities and improve the conditions for accommodation of tourists.

One of the important factors for the development of tourism in Uzbekistan is the modernization of infrastructure. In recent years, the state has actively invested in the construction of new roads, railway stations and airports, which will facilitate the travel of tourists around the country. In addition, large funds are allocated for the establishment of new tourist facilities, construction and reconstruction of existing attractions.

Cultural tourism is also becoming increasingly popular in Uzbekistan. The country has a rich historical heritage, including many ancient buildings, architectural and artistic monuments. In recent years, the state has actively developed cultural tourism through the establishment of new museums and exhibition halls, restoration of historical monuments and development of new tourist destinations.

The improvement of conditions for business tourism has a positive effect on the development of tourism in Uzbekistan. New conference halls, business centers, hotel complexes built in recent years are attracting everyone. The growing number of foreign businessmen contributes to the increase of economic activity in the country.

In general, it can be concluded that there has been a steady growth in tourism in Uzbekistan after the referendum. Attracting investments, modernization of infrastructure, development of cultural tourism, improvement of conditions for business tourism serve as the main factors for this growth.

Modern tourism in Uzbekistan has become one of the rapidly developing branches of the country's economy. Since 1991, when Uzbekistan became an independent state, our government has been paying special attention to the development of tourism as one of the main directions of economic development. In recent years, tourism in Uzbekistan has been developing and continues to attract more and more tourists from different parts of the world. In this article, we will try to

analyze the current trends in the development of tourism in Uzbekistan during the years of independence.

One of the main directions of tourism development in Uzbekistan is the continuous expansion of tourism infrastructure. In recent years, the government of our country has allocated a lot of money for the construction of new tourist facilities and the improvement of existing ones. As a result, new hotels, restaurants, museums, parks and other facilities were built that attract many tourists. Much attention is paid to the improvement of the transport infrastructure that facilitates the movement of tourists around our country. Another trend in the development of tourism in Uzbekistan is the expansion of the geography of tourist routes. Previously, the flow of tourists was mainly concentrated in the city of Tashkent, as well as in the historical cities of Samarkand and Bukhara. Today, the government of our country is actively developing tourist routes in the Fergana Valley, Khorezm, Termiz and other regions. This allows tourists to get to know the sights and cultural traditions of Uzbekistan more widely.

The third trend of tourism development in Uzbekistan is the development of ecotourism. Uzbekistan has natural resources that can attract tourists interested in ecotourism. National parks, reserves and other ecological objects were established in the country. In these places, tourists can enjoy beautiful scenery, observe wildlife, and learn about local traditions and culture.

The fourth trend in the development of tourism in Uzbekistan is the increase in the flow of tourists from the CIS countries and China. In recent years, the number of tourists from Russia, Kazakhstan, Kyrgyzstan and other CIS countries has increased significantly. The number of tourists coming from China, which has become one of the main markets of Uzbekistan's tourism industry, is also increasing.

The fifth trend of tourism development in Uzbekistan is the development of international tourism. In recent years, the country's government has been actively working to increase the number of foreign tourists coming to Uzbekistan. For this purpose, measures were taken to simplify the procedure for obtaining visas, expand the list of visa-free countries, and create favorable conditions for tourists. A lot of attention is being paid to the popularization of Uzbekistan's tourist products in the international market.

In conclusion, it can be concluded that tourism in Uzbekistan is developing and continues to attract more and more tourists from different parts of the world. Modern trends in the development of the tourism industry in Uzbekistan indicate that the government of our country pays great attention to the development of tourism and makes every effort to create favorable conditions for tourists. This gives hope for further development of tourism in Uzbekistan and an increase in the number of visitors to this wonderful country.

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