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INCREASE THE SHARE OF GUESTHOUSES IN THE REGIONAL TOURISM SERVICES MARKET IMPACT ON THE ECONOMY

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Abstract In this article, special attention is paid to the issue of increasing the share of guest houses in the market of regional tourism services in our country. Proposals and recommendations were made on the need to consider the issue of increasing the share of guest houses in the development of external, internal and regional tourism as a priority to create comfortable conditions for tourists and make their trips meaningful.

Keywords: guest houses, regional tourism, culture, cooperation, service, market, tourist, activity, share, pilgrimage, hotel services.

In our country, the role of historical cities in the development of the market of regional tourism services is of particular importance. In the past, our country has entered into trade, economic and cultural cooperation with many countries of the world. As we know, our country connected Western and Eastern countries with the Great Silk Road caravans, and Uzbekistan is considered one of its most important centers. Along the Great Silk Road, different cultures, traditions, crafts, and religions spread along the East and West. Exchanges were made with spiritual values. Tourism is a person's visit to other places, to meet new things and people, to improve his culture and spirituality, and to visit distant places.

As a factor accelerating the further development of the economy, regional tourism plays an important role in the solution of economic and social problems, serves to create additional jobs, increase the employment of the economically active population, increase the well-being of the nation, stimulates the development of a number of interrelated branches of economic activity, infrastructure, and becomes

more popular. . Regional tourism also serves as a powerful tool in the formation of the moral foundations of enlightenment and civil society.

Analysis of literature on the topic:

According to Nuriakhmetova Alina Faridovna, guest houses are often a means of accommodation for tourists in rural areas, and a guest house differs from a hotel by a set of parameters that provide home-like living conditions.

According to Osipova Elena Eduardovna, "guest houses are an economically convenient form for rural residents, so it is necessary to calculate the costs of filling a guest house at the initial stages of business planning."

According to A.I.Chupakhina, a guest house is a provision of short-term services, often for family guests, as well as organization of leisure activities for guests, provision of additional services, or instruction, etc.

Research methodology.

Economic analysis, grouping, comparative analysis and synthesis, scientific abstraction and other methods were widely used in the research process. The practical significance of the research is that the proposals developed serve as a basis for increasing the share of guest houses in the market of regional tourism services and for the sustainable development of this sector.

Analysis and results.

Today, large-scale work on increasing the share of guest houses in the market of regional tourism services in our country means that creating comfortable conditions for tourists and serving them to spend their trips in a meaningful way, development of foreign, domestic and regional tourism should be considered as a priority.

In this sense, by improving the institutional and legal infrastructure of the tourism sector, by developing the medical, pilgrimage, ecological and gastronomic directions of tourism, it tries to strengthen not only the economy, but also the social spheres.

There are several conditions for the operation of a family guest house. Comfortable conditions for living in it: landscaped area, telephone connection,

blankets and beds, natural and artificial lighting, information board with the name of the family guest house in Uzbek, Russian, English, space of at least 3 square meters for each guest, sanitary and hygienic , must meet safety and other requirements. Improving the quality of hotel services, creating conditions for wider attraction of tourists is one of the main tasks of today. We believe that it is important to answer the question of what is a guest house from this point of view.

Family guest house (hereinafter referred to as a guest house) - providing temporary accommodation and (or) food services for up to 10 visitors (tourists) at the same time on the principle of living together with family members of the host in this guest house, as well as 3 m² per resident is a private house with a residential area corresponding to the account;

Single register of family guesthouses, hostels, camping sites with grass and tents (hereinafter referred to as the Register) - an information base of information about family guest houses, hostels, grass and tent camps maintained by the Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan.

applicant - a private or family business entity that owns a residential building suitable for the establishment of a guest house and lives in it or his wife (husband), parents, children, including adopted children and grandchildren, has submitted an application for its inclusion in the Register in the prescribed manner.

the owner of the guest house - A private or family business entity included in the register.

So, summarizing the above points, we can come to the following conclusion. A guest house provides employment for 5 to 10 family members or hired workers (depending on the needs of each house) along with making a profit for the owner of the house.

Such trends and quantitative results also affect the development of tourism infrastructure facilities. In particular, due to the fact that foreign tourists are staying in our country for a longer period of time, the issues related to their accommodation have increased, which will not fail to have a positive effect on increasing the share of

guest houses in the market of regional tourism services and employment in tourism infrastructure facilities. 364 new family guest houses have been established in the last period of this year as a result of the wide involvement of the population in business activities in the field of tourism, and their total number has reached 472.

Table 1

**Information about the number of family guest houses available
in the regions of our country**

T.p	Name of the area	Number of family guest houses (as of June 1, 2020)	Number of seats	Number of new jobs created
1.	Republic of Karakalpakstan	12	111	23
2.	Andijan region	19	188	34
3.	Bukhara region	144	1276	213
4.	Jizzah region	50	415	94
5.	Navoi region	32	290	38
6.	Namangan region	9	84	9
7.	Samarkand region	156	1418	298
8.	Syrdarya region	5	38	6
9.	Surkhandarya region	67	597	68
10.	Fergana region	119	821	135
11.	Kashkadarya region	47	386	119
12.	Khorezm region	67	606	129
13.	Tashkent region	232	1746	292
14.	Tashkent city	61	533	85
	Total:	1020	8509	1543

191.7 million soums were invested in the field of tourism by entrepreneurs, and 1,142 new jobs were created. Currently, a total of 1,46 tourist and guest

accommodation facilities with 23,000 rooms are operating. 107 of them were established in the first half of this year.

364 new family guest houses have been established in the last period of this year as a result of the work carried out to involve the population in business activities in the field of tourism, and their total number has been increased to 472.

Conclusions and suggestions

Based on these separately indicated indicators, we can see that the tasks defined in a number of decrees and decisions aimed at strengthening the legal foundations of the tourism sector are being fully implemented, and the recently adopted Law "On Tourism" of the Republic of Uzbekistan is being implemented.

In general, the number of foreign tourists is expanding due to the legal framework aimed at the development of regional tourism. Last year, more than 5.2 million tourists visited our country, and it is planned to increase this figure to 7 million by 2025, and to increase the income from tourism exports to 2 billion dollars. Starting from this year, it has been set as a task to introduce a number of privileges for citizens of 45 countries, such as visa-free stay in our country for up to 30 days, citizens of 76 countries to receive electronic visas in a simplified manner, and citizens of more than 100 countries to enter Uzbekistan without a visa for up to 5 days when traveling to a third country. Can we conclude from this that if the entry-exit system in our country is eased, the flow of tourists will increase, and at the same time, we can say as a proposal that the structure of the roads leading to the regions should be revised, the facilities for the movement of vehicles leading to the guest houses, provision of the Internet system, information exchange proper organization of processes is important.

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