



DEVELOPMENT OF TOURISM INFRASTRUCTURE AS A FACTOR OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS

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Abstract: *this article examines modern directions of tourism infrastructure development and its impact on the socio-economic development of regions. The study analyzes issues related to increasing the investment attractiveness of territories, developing the service sector, expanding employment opportunities, and improving regional economies through tourism activities. Particular attention is paid to the importance of digitalization of tourism services, modernization of infrastructure, and the development of domestic tourism. Based on the analysis, the main problems and prospects for tourism industry development in modern conditions are identified.*

Keywords: *tourism, tourism infrastructure, regional economy, service sector, investments, domestic tourism, digitalization, economic growth, employment.*

Introduction. In the modern global economy, tourism occupies one of the leading positions among the fastest-growing sectors of the service industry. The development of tourism activities has a significant impact on the economic condition of regions, contributes to increasing employment, developing small businesses, and expanding territorial infrastructure. In many countries, tourism is considered an important tool for ensuring sustainable socio-economic development.

Tourism infrastructure serves as the foundation for the effective functioning of the tourism industry. High-quality infrastructure ensures comfortable conditions

for tourists, increases regional competitiveness, and contributes to the growth of tourist flows. The development of the hotel business, transport systems, catering facilities, and cultural and entertainment complexes has a comprehensive impact on the regional economy.

In recent years, the Republic of Uzbekistan has paid special attention to the development of domestic and international tourism. Government programs aimed at modernizing tourism infrastructure, preserving historical and cultural heritage, and improving the quality of tourism services are being implemented. Tourism development is becoming an important factor in increasing the investment attractiveness of regions and strengthening the national economy.

Main Part. Tourism infrastructure represents a set of facilities and services that ensure the organization of tourism activities and satisfy tourists' needs. The main elements of infrastructure include hotels, transport communications, catering enterprises, cultural sites, information centers, and tourist service systems.

One of the key factors in tourism development is the transport accessibility of a region. The availability of modern highways, railway connections, and aviation infrastructure creates favorable conditions for increasing tourist flows. The development of transport systems contributes to the activation of domestic and international tourism and positively affects the economic activity of the population. The development of hotel infrastructure also plays an important role in increasing the competitiveness of the tourism industry. Modern hotels, guest houses, and tourism complexes provide comfortable accommodation for tourists and form a positive image of the region. As a result, the duration of tourists' stays increases, as does the volume of expenditures in the service sector.

Tourism significantly influences the development of small businesses and entrepreneurship. In tourism regions, catering enterprises, souvenir production, transport services, and handicrafts are actively developing. This contributes to the creation of new jobs and the growth of household incomes. It is especially important

that the tourism industry creates opportunities for family businesses and self-employment.

One of the major advantages of the tourism industry is its multiplier effect. Financial resources received from tourists are distributed among various sectors of the economy. Tourists use transport services, stay in hotels, visit museums and cultural sites, purchase souvenirs, and use catering services. As a result, not only tourism but also related sectors of the economy develop.

Modern tourism development is impossible without the introduction of digital technologies. The use of online platforms, electronic payments, mobile applications, and digital marketing increases the accessibility of tourism services and improves service quality. Digitalization contributes to expanding the tourism market and attracting new categories of tourists.

The development of domestic tourism is of particular importance. In conditions of global economic instability, domestic tourism becomes an important factor in supporting regional economies. The organization of cultural festivals, historical routes, ecological tourism, and agritourism contributes to the activation of tourism activities within the country.

Such cities as Samarkand, Bukhara, and Khiva possess significant tourism potential in Uzbekistan. Rich historical and cultural heritage, architectural monuments, and national traditions make these regions important centers of international tourism. The development of tourism infrastructure in these cities contributes to investment growth, increased employment, and expansion of the service sector.

At the same time, tourism industry development is accompanied by several challenges. These include insufficient transport infrastructure in certain regions, a shortage of qualified personnel, limited investment resources, and insufficient digitalization of tourism services. To solve these problems, it is necessary to improve

state tourism policy, support investment projects, and develop professional training systems for specialists.

Under modern conditions, ensuring sustainable tourism development has become an important direction. Attention should be paid to preserving natural resources, protecting historical and cultural heritage, and developing environmentally safe forms of tourism. Rational use of tourism resources will ensure the long-term development and effectiveness of the industry.

Conclusion. Thus, tourism infrastructure plays an important role in ensuring the socio-economic development of regions. Tourism development contributes to increasing investment activity, creating new jobs, developing small businesses, and expanding the service sector.

Modern tourism infrastructure is an important factor in increasing regional competitiveness and forming a positive image of the country at the international level. Special importance is attached to the introduction of digital technologies, the development of domestic tourism, and the improvement of tourist services. For the further development of the tourism industry, it is necessary to improve transport systems, modernize tourism infrastructure facilities, support entrepreneurial activities, and enhance professional training for personnel.

Effective development of tourism infrastructure will ensure sustainable economic growth of regions, improve the living standards of the population, and create favorable conditions for the further development of the national economy.

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