Changes and Opportunities at Tourism Infrastructure

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Abstract: The scientific article outlines the strategic directions for the development and improvement of the tourism infrastructure of Uzbekistan, as well as suggestions and recommendations for the development of development directions, based on an analysis of the reforms being carried out in the field of tourism abroad and the development of quality tourist services. In addition, the strategic directions for the development and improvement of the rural tourism infrastructure of Uzbekistan, as well as suggestions and recommendations for the development of development directions, based on an analysis of the reforms being carried out in the field of tourism and the development of quality tourist services, are set out.

Keywords: Tourism, Tourist, Tour Operator, Infrastructure, Hotel Business, Hotel Rooms, Tourist Services, Visas, Tourists, Economics.

I. INTRODUCTION

Presidential Decree "On additional measures to accelerate the development of tourism in the Republic of Uzbekistan" dated 5 January 2019 has been adopted by the President of the Republic of Uzbekistan No. PF-5611.

The following decrees are based on the following:
- To develop the tourism infrastructure and create a favorable and comfortable tourist climate;
- Diversification of tourism products and services focused on different types of insurance market;
- A special attention was paid to the improvement of the system of training, retraining and advanced training of specialists in the sphere of tourism, and identified tasks to be implemented. [1]

In addition, the Decree of the President of the Republic of Uzbekistan of February 6, 2018 "On Measures for Further Improvement of the State Committee for Tourism Development in the Republic of Uzbekistan" defines the powers and functions of the Tourism Committee and directions of tourist infrastructure development. [2-3]

The issue remains to be addressed whether our priorities are focused on the development of tourism infrastructure and development directions. One of the main goals of our research is an important factor in achieving the competitiveness of our country in world tourism. The current research is devoted to the methodology of forming tourism infrastructure, which is especially important in turning tourism into one of the leading industries of the Uzbek economy.

II. LITERATURE REVIEW

There are numerous studies on the development of tourism infrastructure, modernization and innovation, with moderate processes being differently interpreted and defined, but each of them focuses on consumer-oriented services. We conclude that these conclusions are justified, and we briefly explain our views on how to analyze the opinions and comments of some authors, summarize their results, and improve the infrastructure.

Carmen Babaita, Gabrriela Sipos, Andreia Ispas and Andrea Nagular will be quoted as saying that the hotel industry plays a leading role in the development of tourism infrastructure in a textbook entitled "Leadership style and culture for innovation in hotel industry". [4] Another study by foreign scientist Artura Kunllas, entitled "Innovation in hospitality management," has led researchers to explore the benefits of using innovative management methods in their guestrooms. [5] The authors did not pay enough attention to the infrastructure development framework.

In the same way, N.N. According to Safarova, one of the key directions in the methodology of forecasting the impact of tourism on the sustainable development of national economy is to ease the incomes of the population
and the issues of distance and visa between countries. [6] This is a one-sided approach that focuses on the quality of services and the infrastructure.

The main directions of Usmanova's researches are the development of tourism and recreation services in Uzbekistan, which showed that the number of recreational and recreational tourism in Samarkand, Kashkadarya and Surkhandarya regions did not meet the required level. In these provinces, it is not unclear why recruiting and healthcare organizations lack the full infrastructure for their development. [7]

As a result of her research, D.Z.Norkulova has developed a series of recommendations for the improvement of the organizational and economic mechanism of development of social tourism services in Uzbekistan. [8] At the same time, there is no interrelation between the objects serving the social tourism and the creation of a single structure.

It should be noted that today there is no single idea among many authors in the development, formation and introduction of innovations in the field of tourism infrastructure. In our opinion, the scope of the research that is still to be done in this regard is widespread, and we have to take into account the internationally-set tactical international experience of building mutually beneficial networks in the formation of infrastructure.

### III. RESEARCH METHODOLOGY

The research has identified a methodology for the development of tourism infrastructure in the coming years to consider the expected innovation changes and thus develop a comprehensive approach to infrastructure development through observation, comparison, empirical research, systematic and comparative analysis and expert assessment. The method of determining the direction of the development of parts is proposed. Also, conclusions on priorities of the tourism development directions of our republic for 2025 were made and concrete recommendations on infrastructure improvement were developed.

**Description of environmental infrastructure and development opportunities:**

Uzbekistan occupies a special place in Central Asia, with its enormous potential for tourism development. There are more than 7,400 cultural heritage sites in the country, of which 209 are included in the list of UNESCO World Heritage Sites. In addition, there are 11 national parks and state reserves, 12 reserves, 106 museums and many other objects that can be used to attract tourists, most of them in our villages. For many years, this potential has not been fully utilized. For example, during 2011-2016 average annual visit of foreign guests to the country grew by 8%. However, tourists' visit to Uzbekistan has been rising sharply over the past two years. In 2017, the growth rate of foreign tourists amounted to 32.7% (2.69 million). In 2015, the number of tourist organizations was 398, by the end of 2018, the number reached 950. According to the results of 2018, the country will receive 5.3 mln. foreign visitors - almost 2 times more than in 2017.[12]

At the same time, the visit of tourists to the villages is insufficient. It is a proven process that organizing and developing tourism in our socio-economic life, with the wide use of existing tourism resources in our tourism activities in the countryside, is not enough. The announcement of 2009 as the Year of Rural Development and Prosperity, the 2013 "Year of Well-being and Prosperity" and the adoption of the "Obod Kosh" program in 2018 greatly contributes to the development of rural tourism.

At the moment, the government pays great attention to the creation of new jobs in rural areas and to improve the living standards of the population. The development of tourism in rural areas is important, and its potential is considerable.

These options include:

- 2-2.5 times cheaper than urban settlements and food;
- ecologically clean rural areas;
- availability of ecologically clean food;
- Preservation of the ancient national heritage of our people;
- The richness and diversity of attractive tourist resources, national symbols, diverse types of services;
- The preservation of the development of national architectural products (national handicrafts, defective goods and so on ...).

Secondly, we have the resources of the following types of tourism in our villages:

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Historical sources of archeological tourism - historical monuments, historical sites, archeological monuments, findings;

Tourism tourism resources - traditional local lifestyle, national folklore, traditions, culture, ceremonies, national games;

Resources of agricultural and agrarian resources - agricultural gardens, farming, cultural landscapes and agricultural works, horticulture, the appearance and construction of the village;

Sources of religious-traveler's tourism - sacred places, graves of saints, medicinal springs, various religious rituals;

Ecological tourism resources - the location of rural areas in all natural and geographical regions of our homeland (mountain, steppes, deserts, hills, reservoirs);

Tourism and health tourism resources - boarding houses, health centers, resorts, mineral waters, springs, forests, forests, forests, forests, waterfalls, river banks;

Working style and lifestyle of farmers (storage of agricultural animals, production and sale of fodder production).

In the organization of forest tourism, all of the above-mentioned types of tourism are cumbersome, work together and take up any tourist for a longer period of time.

Taking into account the fact that in our country, considering the convenience of organizing the use of rural resources for tourism purposes, considering the above mentioned types of tourism as rural tourism, development of tourism development programs will be much easier.

Table 1: Touristic potential of Uzbek villages

<table>
<thead>
<tr>
<th>№</th>
<th>Types of tourism</th>
<th>Touristic resources</th>
<th>Usage options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Historical archeological tourism</td>
<td>Historical monuments, archaeological excavations</td>
<td>Medium</td>
</tr>
<tr>
<td>2</td>
<td>Ethnographic tourism</td>
<td>Traditional local lifestyle, national folklore, folk dances, farming practices, various ceremonies</td>
<td>High</td>
</tr>
<tr>
<td>3</td>
<td>Agricultural - agrotourism</td>
<td>Village gardens, cultural landscapes and agricultural works, specific types of villages</td>
<td>Medium</td>
</tr>
<tr>
<td>4</td>
<td>Types of dating</td>
<td>Courses and workshops (music, vocational, natural sources, etc.)</td>
<td>Just right</td>
</tr>
<tr>
<td>5</td>
<td>Religious tourism</td>
<td>Sacred places, mosques and other places of worship, various religious rituals</td>
<td>High</td>
</tr>
<tr>
<td>6</td>
<td>Ecological tourism</td>
<td>The location of villages in natural geographical regions (mountain, foothill, steppe, desert, water reservoirs, etc.)</td>
<td>High</td>
</tr>
<tr>
<td>7</td>
<td>Health tourism</td>
<td>Mineral water sources, boarding houses, health centers, sanatoriums, resorts</td>
<td>High</td>
</tr>
<tr>
<td>8</td>
<td>Recreation tourism</td>
<td>Unusual places, beakers, caves, springs, forests, riverbeds and so on</td>
<td>High</td>
</tr>
</tbody>
</table>

Source: author's development

One of the most important and topical issues of the necessity to develop rural tourism in our republic is to organize the recreation of the rural population in the villages (table 1). As noted, the United States, Canada, France, England, Germany, Italy, Australia and Spain, through the development of rural tourism in the world, developed international tourism and became "leaders" in world tourism, at the earliest possible stage in the development of rural tourism. All Western European countries are rapidly developing rural tourism. Eastern European countries have been unable to complete rural tourism development programs because of their former Soviet influence. [9]

Now we have to admit that in the area of rural tourism development we need to study the international technologies and programs, taking into account that the country has not yet started serious research.
The following should be included in the rural tourism development program. For us this program can be very important:

- Improving the legal and regulatory framework for the development of rural tourism;
- Providing free access to information and information about rural tourism to tourists and information bureau of emerging networks;
- Financial support of dehkan farms participating in the Program;
- Allocation of targeted funds for the improvement of rural infrastructure;
- Ensuring interest of the state in the privatization of rural tourism enterprises;
- Regular monitoring of the state of rural area;
- Applying a policy of encouraging farmers to identify and pay preferential taxes;
- Investors searching for projects.

When analyzing the use of international models, recognized technology and strategic plans for the development of rural tourism in our country, it is concluded that there are no impressions or surprises in these models, technologies and strategic plans. We can and must do all the processes and events and organizational aspects that are defined in these technologies and strategies. [10]

We need to begin the development of plans and programs for the organization and development of this key sector, which is most important in this area, which will positively affect our social and economic life.

In our country, first of all, the development of rural tourism requires a state program, and the second is the creation of a strategic plan. Scientists, experts, public figures, public figures about the country tourism development plan, state program, management structure, financing system, opportunities in rural areas, tourist resources in rural areas, influence of rural population on tourists’ visit to villages, impact on rural socio-economic life, - Specialists in economic spheres are always exposed to popular science articles.

Secondly, in our country, the issues of rural tourism development, problems and their solutions provide easy-to-read and easy-to-understand teaching materials to the rural population, which is expected to be provided free of charge.

The following analysis shows how useful the development of rural tourism in Uzbekistan and how the current free market conforms to the economic policy of the state in the implementation of social and economic reforms. On the basis of rural tourism development, we can achieve great success in key issues such as addressing unemployment in rural areas, increasing agricultural production, improving the rural economy, organizing trade, organizing national production, and strengthening international solidarity.

Secondly, it is easy for us to organize a holiday in the cities, to connect the city with the villages, to create conditions for their winter crops, especially the urbanization of urban children, the nature consciousness, ecological awareness, ecological culture.

Thirdly, the increase of tax revenues in the development of rural tourism and opportunities for landscaping and landscaping on the basis of these funds.

Fourthly, on the basis of rural tourism, issues of protection of the countryside, preservation and preservation of historical monuments, the beautification and greening of sacred places, and ensuring accessibility of our people will be resolved.

Fifthly, the people of the world will get acquainted with our national heritage, our national history and culture, which have been preserved in our villages and increasingly gaining independence thanks to our independence.

IV. CHANGES AND OPPORTUNITIES AT TOURISM INFRASTRUCTURE

Within the framework of the program aimed at the development of domestic tourism "Travel around Uzbekistan", it is planned to increase the number of local tourists from almost 14 to 25 million. Accordingly, it is planned to reduce the number of placement vehicles from 850 to 3,000. The number of tour operators is expected to grow almost 860 times. Another important aspect of this is the improvement of the training system. These are the needs of visitors, hotel staff, more perfect standards of tourist services. At the same time, the activity of the Ipak Yoli International Tourism University, opened in Samarkand, also serves these purposes. In addition, collaborative joint faculties with foreign higher education institutions, and branches of foreign HEIs will help to train specialists in the field. At present, active cooperation with tourism academies of Russia, Korea,
Turkey and European universities is being carried out. At the same time UNWTO is implementing TedQual (Tourism Education Quality) international tourism education certification system.

At the same time, we are currently working on a program called “Uzbekistan - my second home”. For example, the wealthy Malaysians are retired, they have their own earnings, and they want to live in a country with a comfortable, good kitchen. This type of people will be able to come to Uzbekistan, buy a house, live there, and spend money, which will serve the economy of Uzbekistan. Starting from February 1, 2019, 45 more non-visa regime has been introduced. Simplification of visa regime is one of the most important steps towards the development of tourism in Uzbekistan. From March 15, 2019, the number of e-visa applicants has been increased to 76.

It is planned to turn Uzbekistan into a unique educational hub. For this purpose, the Studentvisa visa will be introduced, and work on attraction of foreign higher education institutions has already begun. According to the project of the State Program, the establishment of Amiti University in India was one of the first steps in this direction. Another major university in India, with 25,000 students per year, intends to invest $100 million in Uzbekistan. Korea, Russia are holding talks with universities in Germany and is trying to open a joint university with Germany. With the “Studentvisa” visa, students will be able to study in Uzbekistan without problems.

Together with this balance, it is expected that in the nearest future the following strategic changes in the infrastructure of the republic's tourism are expected.

1. In order to improve the layout, modern and brand-based hotels will be accelerated, such as hotels and guesthouses, family guest houses, and will also be able to apply apartment budgets through the AirB & B system.
2. Development of unique, secure and innovative transport logistics, taking into account interconnected forms of internal and external transport to enhance and diversify tourist flow in transport logistics. This is primarily the problem of transport and road infrastructure in the country, problems with automobile roads, passenger rail and road transport.

There are serious air traffic problems. Attracting foreign airlines to increase the efficiency of national air carrier fleet, and to increase the geography of routine and charter flights. In order to improve the level of service at the airports, it is envisaged to consider the possibility of allocating them to a separate structure and transferring them to the investors for external management on a competitive basis.

In addition, the work on the attraction of international financial institutions for the co-financing of aviation, rail and road infrastructure and dynamic development of communications is underway.

3. It is planned to create a practical information and information system for tourists and to introduce smart tourist technologies for the purpose of effective use of subjects of cultural heritage.

Also, hotels are being built in Uzbekistan to further improve the tourism infrastructure. In 2019, 212 new hotels will be built, with 4664 apartments in total. Most hotels will be built in Tashkent (41), Samarkand (30) and Bukhara (29). By 2021, gradual increase of their numbers will be made, and 1508 new hotels will be built up to date, with a total of 30,212 rooms.

### Table-2: The number of hotels in Uzbekistan (forecasted figures for 2019-2021)

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Hotels</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total completed construction hotels</td>
<td>212</td>
<td>4664</td>
</tr>
<tr>
<td>Including:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Tashkent</td>
<td>41</td>
<td>1200</td>
</tr>
<tr>
<td>Located in Samarkand</td>
<td>30</td>
<td>800</td>
</tr>
<tr>
<td>In Bukhara</td>
<td>29</td>
<td>750</td>
</tr>
<tr>
<td>In the rest of the country</td>
<td>113</td>
<td>1914</td>
</tr>
</tbody>
</table>

*Source: author’s development*

Thus, by 2021, the number of hotels in Uzbekistan will reach 2394. Their number is 50044. This indicator, according to the end of 2018, has 886 hotels in Uzbekistan with 19,832 rooms. By January 1, 2022, more than 50,000 hotels will be created. Investors who have built a three star hotel with a minimum of 50 seats will receive $40 million for each room rate. The cost of each room at the hotel is $65 million. The subsidy is soum.

### Table-3: The number of hotels in regions of Uzbekistan (forecasted figures for 2019-2021)

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2018 y</th>
<th>2019 y</th>
<th>2021 y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of hotels</td>
<td>886</td>
<td>1098</td>
<td>2394</td>
</tr>
</tbody>
</table>
With regard to the changes in hotel business, 2017-2018, as a result of innovation in the hotel business, social and technological changes have taken place, and large and popular brand hotels have made great efforts in this regard. This defines the main directions of innovation expected to be used in the world hotel business.

These routes include:

- New types of fees and charges will be introduced in hotel business. As a result, international experts believe that in the future the prices of hotels in the US tourism market will increase. Gains in the United States will also be settled in New York, Chicago and Los Angeles. Experts say that, in spite of travel costs, it is necessary to take into account the costs;

- Cleanliness of hotel rooms will be drastically reduced. The reason is that as the brand grows, the hotel has more and more refineries, and there are two reasons. Price and privacy. For example, some tourists are seriously worried about the change of place where the tooth brush is placed in terms of health and safety. Some people do not like to be overwhelmed by excessive gossip and to regulate their misery. As a result, the prices in the numbers may be reduced to a certain extent;

- Innovative technology used in numbers. Edmundson, a chain manager at the renowned Marriott Hotel, draws attention to the fact that in the near future investments in hotel business will be invested in connecting devices, such as the Internet-goods - Nest smart Thermostat or Alexa voice assistant. For example, in the hotel room, developed jointly with Marriott and Legrand SA, there is a growing demand for a mirrored wallpaper, built-in wallpapers for a customer's favorite water temperature, wall photos that can be replaced by family photos, and video displays with voice-over requests. From next year, Marriott's hotels will gradually introduce new numbers. They are expected to be the first to offer W-Hotels network. In this regard, Hilton has just shown "smart numbers". Smart Phone Numbers can be used to manage TV, light, weather and digital photo frames with mobile apps. In the near future these numbers will be expected in major US cities. From 2019, they will be available to all Hilton hotels.

- A healthy lifestyle for tourists will be more important than ever before. Hyatt has invested $ 375 million in the legendary Miraval brand, while JW Marriott has invited guests to get a ballet dance award at the Ba'alf Joff".

V. CHANGES IN TOURISM INFRASTRUCTURE

By the Decree of the President of the Republic of Uzbekistan “On Additional Measures to Accelerate the Development of Tourism in the Republic of Uzbekistan”, the Concept of Tourism Development for 2019-2025 will be approved, which includes the work to be done within the next six years. [3]

Accordingly, by 2025, tourism's share in the gross domestic product of Uzbekistan will increase from 2.3% (2017) by 5%, the number of foreign tourists to 9-10 million, and the number of foreign tourists to 2 million. It is also expected to increase the volume of tourism exports from $ 950 million to $ 2.2 billion. It is planned to roll out the number of vehicles from 850 to 3,000. The number of tour operators is expected to grow almost 860 times.

Leading companies are involved in the creation and expansion of the single strategy for the development of tourist brand in Uzbekistan, while working with Saatchi. At the same time, it is planned to hold exhibitions, competitions and transform Uzbekistan into a country of festivals so that intensive tourism development is planned. Another crucial aspect is to improve the training system. These are the needs of visitors, hotel staff, more perfect standards of tourist services. At the same time, the activity of the International Tourism University "Silk Road", opened in Samarkand, also serves these purposes. In addition, collaborative joint faculties with foreign higher education institutions, and branches of foreign HEIs will help to train specialists in the field. At present, active cooperation with tourism academies of Russia, Korea, Turkey and European universities is being carried out. In addition, the UNWTO will launch the TedQual (Tourism Education Quality) international tourism education certification system.

At the same time, we are currently working on a program called "Uzbekistan - my second home". For example, the wealthy Malaysians are retired, they have their own earnings, and they want to live in a country
with a comfortable, good kitchen. This type of people will be able to come to Uzbekistan, buy a house, live there, and spend money, which will serve the economy of Uzbekistan. From February 1, 2019 visa regime will be introduced for 45 more countries. Simplification of visa regime is one of the most important steps towards the development of tourism in Uzbekistan. From March 15, 2019, the number of e-visa applicants will be increased to 76. [12]

It is planned to turn Uzbekistan into a unique educational hub. For this purpose, the Student visa will be introduced, and work on attraction of foreign higher education institutions has already begun. According to the project of the State Program, the establishment of Amiti University in India was one of the first steps in this direction. Another major university in India, with 25,000 students per year, intends to invest $ 100 million in Uzbekistan. Korea, Russia are holding talks with universities in Germany and is trying to open a joint university with Germany. With the “Student visa” visa, students will be able to study in Uzbekistan without problems.

At the same time, the main stages of development of the tourism industry in our republic are as follows:

- 2019-2020 - institutional reforms in building a robust legislative framework for tourism development, modernization of the infrastructure and promotion of the country’s brand;
- Increasing the share of tourism industry in the country’s economy in 2021-2025.

In addition, the construction of hotels in Uzbekistan is intensively carried out. In 2019, 212 new hotels will be built in 4664. Most hotels will be built in Tashkent (41 places), Samarkand (30) and Bukhara (29 cities). By 2021, phases will be gradually increased and up to now 1508 hotels with 30,252 rooms will be built.

Table-4: The number of hotels to be built in 2019 and the number of rooms in them

<table>
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</tbody>
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Source: author’s development

Thus, by 2021, the number of hotels in Uzbekistan will make up 2,484. The number of rooms in them is 50,044. This indicator, according to the end of 2018, has 886 hotels in Uzbekistan with 19,832 rooms. By January 1, 2022, more than 50,000 hotels will be created. Investors who have built a three star hotel with a minimum of 50 seats will receive $ 40 million for each room rate. The cost of each room at the hotel is $ 65 million. The subsidy is soum.

Table-5: The number of hotels in Uzbekistan (forecasted figures for 2019-2021)

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<td>2394</td>
</tr>
<tr>
<td>Number of rooms</td>
<td>19832</td>
<td>24496</td>
<td>50044</td>
</tr>
</tbody>
</table>

Source: author’s development

In addition, the first 300 hotels with three stars are paying $ 400 per year for each number per $ 200 per year and a four star 30 hotel per room. For example, for a hotel with 100 rooms this means $ 40,000 a year. This privilege has not been offered anywhere yet.

Previously, there was a requirement for a separate permit for each point of sale in the hotel. This claim will also be canceled. For example, if you opened a hotel, you do not need a license for a sales office. Even for the sale of alcoholic products. The hotel will also be able to provide transport services without a license. If it has a license for long-distance passenger transportation, it can make a carriage. Previously, you would need to get additional permission for this. [11]

With regard to the changes in hotel business, 2017-2018, as a result of innovation in the hotel business, social and technological changes have taken place, and large and popular brand hotels have made great efforts in this regard. This defines the main directions of innovation expected to be used in the world hotel business. These routes include:

- New types of fees and charges will be introduced in hotel business. As a result international experts believe that in the future the prices of hotels in the US tourism market will increase.
Gains in the United States will also be settled in New York, Chicago and Los Angeles. Experts say that, in spite of travel costs, it is necessary to take into account the costs. It is estimated that there is still time for transparency in this area. Experts believe that there is also a good point, which, in contrast to the increase in prices, will not involve a city tax for living in hotels with the current fees;

- Cleanliness of hotel rooms will be drastically reduced. The reason is that as the brand grows, the hotel has more and more refineries, and there are two reasons. Price and privacy. For example, some tourists are seriously worried about the change of place where the tooth brush is placed in terms of health and safety. Some people do not like to be overwhelmed by excessive gossip and to regulate their misery. As a result, the prices in the numbers may be reduced to a certain extent; [10]

- Innovative technology used in numbers. Edmundson, a chain manager at the renowned Marriott Hotel, draws attention to the fact that in the near future investments in hotel business will be invested in connecting devices, such as the Internet-goods - Nest smart Thermostat or Alexa voice assistant. For example, Marriott's and Legrand SA's hotels have a growing number of demanding reflections on the customer's favorite water temperature, wall-mounted wallpapers, wallpapers that can be switched on family photos, and video monitors with voice-over. From next year, Marriott's hotels will gradually introduce new numbers. They are expected to be the first to offer W-Hotels network. In this regard, Hilton has just shown "smart numbers". Smart Phone Numbers can be used to manage TV, light, weather and digital photo frames with mobile apps. In the near future these numbers will be expected in major US cities. From 2019, they will be available to all Hilton hotels.

- A healthy lifestyle for tourists will be more important than ever before. It is believed that a healthy lifestyle industry will turn into a $ trillion dollar market. Everyone wants to earn a living, but all the brands decide on their own. No one has yet to realize what the most effective way. Hyatt has spent $ 375 million on the legendary Miraval brand, and JW Marriott is partnering with Ballyfoot to offer guests a ballet dance. The Four Seasons hotel has developed a special "Health Chambers" with dichlorous shower and Dipak Chopra videos. Resorts and spa hotels are increasingly changing their hiring strategy to attract more physicians, nurses, and diets to get more competition.

VI. CONCLUSIONS

Thus, in the development of rural tourism in our country, first of all, we need to create the section "Development of rural tourism" within the Tourism Committee. This section will be a target for rural tourism development to:

- Development of the list of tourist resources in the countryside, their level of use in domestic and international tourism;
- Creation of programs for the development of ecological tourism in the sphere of environmental protection in rural tourism;
- Improving the quality of local products produced and produced in the countryside and inviting consumers;
- organizing marketing in rural tourism and developing and implementing strategic plans for supply and demand systems;
- Development of rural tourism infrastructures and development of rural tourism infrastructure.

The development of a strategic program for the development of rural tourism in our country is still very complex. As we have noted, large-scale research has not started in this area. However, on the basis of the decrees and resolutions of the Cabinet of Ministers of the Republic of Uzbekistan and the Cabinet of Ministers of the Republic of Uzbekistan, we have to start the strategic development of rural tourism initially in draft versions.

From the above, it is desirable to define four directions which should be of particular importance, with our strategic aspect in the formation of our new tourism infrastructure, first and foremost the work that has begun in the last year:

- Accelerating the construction of luxury accommodation facilities such as modern and branded hotels and hostels, family guest houses as well as implementation of apartment bureau mechanisms by the AirB & B system;
- development of unique, secure and innovative transport logistics, taking into account interconnected forms of internal and external transport for transport logistics, tourism flow and diversification;
Increasing the effectiveness of cultural heritage sites, museums, theaters, art galleries through the creation of informative information systems for tourists, introduction of smart tourism technologies, installation of turnstiles and video surveillance systems.

We also need to be ready for the upcoming and ongoing changes in the global tourism infrastructure. Today, competition is developing at such a rate that we need to get the right direction from the above information when developing a strategic plan to deal with it.

From the above, it is desirable to define four directions which should be of particular importance, with our strategic aspect in the formation of our new tourism infrastructure, first and foremost the work that has begun in the last year:

- Accelerating the construction of luxury accommodation facilities such as modern and branded hotels and hostels, family guest houses as well as implementation of apartment bureau mechanisms by the AirB & B system;
- Development of unique, secure and innovative transport logistics, taking into account interconnected forms of internal and external transport for transport logistics, tourism flow and diversification;
- Increasing the effectiveness of cultural heritage sites, museums, theaters, art galleries through the creation of informational information systems for tourists, introduction of smart tourist technologies, installation of turnstiles and video surveillance systems;
- The “monetization” of tourism, primarily by increasing the "monetization” of tourism by establishing a flexible pricing policy for tourism, lodging services, organizing catering, organizing cultural events and souvenirs. The Republican group for the study of development issues was created and divided into three working groups. Throughout the year, experts from local ministries and agencies will develop draft laws, which will include detailed study of the situation and concrete proposals to address the problems that hinder the development of tourism.

We also need to be ready for the upcoming and ongoing changes in the global tourism infrastructure. Today, competition is developing at such a rate that we need to get the right direction from the above information when developing a strategic plan to deal with it.

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