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Title: **STIMULATING THE ECONOMIC GROWTH OF TERRITORIES THROUGH THE DEVELOPMENT OF REGIONAL TOURISM**

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STIMULATING THE ECONOMIC GROWTH OF TERRITORIES THROUGH THE DEVELOPMENT OF REGIONAL TOURISM

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Abstract: In this article, the author examines how the development of the tourism industry contributes to improving the image of destinations, which allows the region to achieve a wide range of business goals. After the negative impact of the pandemic on the economy, especially on tourism, an analysis of strategic plans for the development of tourism in Uzbekistan. In particular, the author analyzes such a tool for stimulating economic growth of territories as the development of regional tourism and its varieties of rural tourism.

Key words: Regional tourism, rural tourism, territory, economic growth, tourism potential, administrative center, demand, tourist, travel, the Silk Road, potential tourist, tourism industry.

Introduction

In general, tourism can be divided into mass and alternative tourism. Mass tourism is characterized by a large number of people choosing holidays in popular resort destinations. Alternative tourism is understood as those forms that emphasize contact with local residents, understanding their culture, and getting to know the natural environment. The objects of tourist interest in this case are natural and cultural attractions and organizational approaches to their use (thematic tours, fairs, festivals, etc.).

Methodology

Tourism is one of the most dynamically developing and highly profitable sectors of the Uzbek and world economy. According to the estimates of the World Tourism and Travel Council, tourism accounts for more than 10% of world trade, 7% of world investments, every 16 jobs, 11% of global consumer spending, 5% of

all tax revenues. In world exports, it ranks third, second only to international oil trade and car exports. Average growth rates of tourism, 1950-2020 amounted to 6.6% per year, which is two times higher than the average annual growth rate of the world economy as a whole. The development of the tourism industry contributes to the improvement of the image of the destinations, which allows the region to achieve a wide range of business goals. Among all the variety of types of regional tourism, rural tourism is now particularly distinguished, which covers a wide range of activities and entertainment located in agricultural or non-urbanized areas.

There is a significant proportion of tourists who are interested in events related to the historical past of a particular rural region. Another form of tourism in the countryside is nature tourism / ecotourism, which involves visiting natural areas in order to enjoy the

scenery, get acquainted with the flora and fauna. Nature tourism can be either passive, where tourists remain bystanders, or active, when tourists take part in outdoor activities or adventure travel. Another form of rural tourism is agritourism, which is associated with visiting an existing farm or any kind of agriculture, gardening, agribusiness in order to take an active part in the activities of the farm. It can include long-term living on a farm or ranch, helping with the household, organizing farm fairs, festivals, etc.

Since the beginning of the XXI century, all over the world, one can observe certain historical changes in the field of tourism associated with the transition from mass tourism to a more individualized tourism, corresponding to the unique needs of each individual tourist. A passive tourist, limited to a certain space, transforms into an active traveler who himself is looking for opportunities to gain new experience and knowledge. While mass tourists usually travel for relaxation and recreation, existential tourists seek new experiences through immersion in other cultures. Thus, they usually avoid places of mass tourist gatherings, preferring single, special trips "in search of themselves" [1]. Feeling the peculiarities of different cultures, modern travelers not only change themselves under their influence, but to some extent develop and educate the local communities in which they find themselves.

Regional tourism, which promotes local culture, does not have a negative impact on the population of specific areas, but rather gives meaning to folk traditions and customs, since even small rural holidays require an audience. Events that emphasize the cultural values of a particular place can only be successful if they do not break away from local communities. Local residents are necessary because they are representatives of traditions, their daily life and life become colorful stage decorations for

tourists, creating an authentic experience and impressions for them. As a result of the successful creation of new or the revival of ancient traditions, settlements begin to form certain expectations among tourists from their visit. In addition, unique handicrafts, trades and entertainment, souvenirs, national cuisine, which are characteristic of a particular place of production, become trademarks of the village or region.

Since the mid-1990s, many European countries began to show interest in the revival of traditions and cultural values in rural areas. Culinary festivals have gained particular popularity, many of which have gained worldwide fame [2]. For many rural regions of Europe, where industry is not developed, there are no minerals and science-intensive industries, but there are rich cultural and natural resources, tourism has become a "lifeline". One of the tendencies of the last decade is that rural tourism is becoming an important tool for ensuring the vital activity of regions, since residents have opportunities for self-realization, for creating a family business, for generating additional income, albeit seasonal. The direct provision of tourism services is accompanied by the sale of local products, souvenirs, etc. Events and festivals are known that last for several days or even weeks, which means the revival or the creation of a tradition that, if local residents and the administration have sufficient resources and desire, can maintain the interest of tourists for a long time and ensure the existence and development of the region.

However, why do some rural areas and villages gain national or international prominence, while others, with the same qualities and resources, remain unknown to the general public? As a result of the analysis, we can conclude that the secret of success lies in the cooperation of all those who are interested in the formation of a new tourist landscape.

Existing scientific papers point to the importance of cooperation between actors, but there is little research on how cooperative behavior of local residents affects the tourist image of rural areas [3]. The starting point of the analysis was the axiom that the traditions and image of a certain rural area cannot exist on their own, they need to be created and maintained. The primary tasks are the creation of traditions and products that form the image of the rural area, and its maintenance, protection of local brands.

Analyzing European regional festivals, it can be determined that their main goal is to create an attractive landscape for tourists, expressed in the invention of new traditions for existing settlements, and in the promotion of local products. The long-term success of the established tradition depends on the shared values and interests of all participants, as well as on whether the locals can identify with the new customs. The creative process usually involves experts, mayors, entrepreneurs and local residents, and everyone involved has different motives and ideas about the implementation of projects. Individual actions and results are cumulative, creating a synergistic effect. Thus, the production of traditions and the creation of the image of a rural area has much in common with the processes of creating innovations and forming enterprises.

The reason for ineffective cooperation can be the lack of mutual understanding between the participants in the process. Thus, in rural areas that have never interacted with tourists before, it is more difficult for local residents to adapt to the changed conditions of life, everyday life and to recognize tourism as a new source of livelihood. In areas where tourism has always occupied a prominent place due to the cultural and natural characteristics of the area, the problem of lack of mutual understanding with the inhabitants does not

exist in practice. However, the analysis shows that even where tourism did not have any long history, the creation of new traditions and activities was successful thanks to the inter-settlement consensus achieved through the mayor's connecting role between residents, experts and entrepreneurs. The merit of the experts was the creation of a regional branded product, and residents took part in the creation of a festival dedicated to this product. It should be noted that without local residents, these festivals would not be authentic and attractive to visitors.

Conclusion

Attraction of tourists is becoming one of the primary tasks of the local government. Abroad, rural areas and villages that have achieved significant results in the development of regional tourism receive government support aimed at improving the well-being of residents through programs for the creation of land cooperatives, labor communities, etc.

The area of regional tourism can be centrally managed, involving the coordination of collective action. However, without self-organization and improvisation on the part of local residents, centralized management will never yield positive results, depriving people of entrepreneurial incentive. If this situation persists for a long time, local residents will have to re-learn autonomy, helping them to enter the tourism market on their own, for example, convincing them to receive guests. The role of the mayor or village head should be to distribute the housing stock between local residents and tourists, create supply channels for products, participate in preserving the area's brand in terms of quality control and enforcement of sanctions.

It is worth mentioning once again the promising nature of regional tourism. This type of tourism can be very diverse and interesting not only for tourists, but also for its organizers,

especially since this field of activity is just developing. Tourism can be one of the opportunities to increase local productivity and income of the population.

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