

Development of Tourist Routes and the Formation of Attractive Tourist Products

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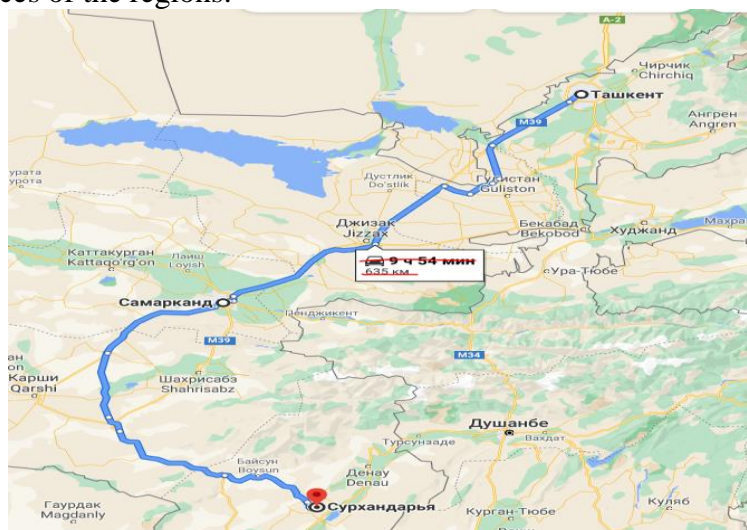
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Annotation: This article is devoted to the study of tourism is a strong sector of the global economy, attracting a large number of employees, fixed assets and large capital investments.

Keywords: Tourism, route, tourist products, global economy.

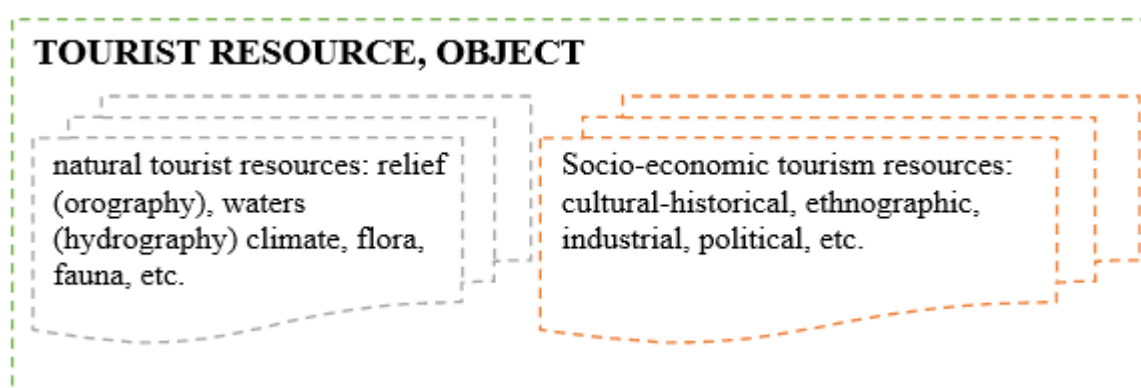
The tourism industry has grown particularly rapidly over the past 30 years. During the same period, the number of international tourists increased by 3.8 times and the industry's profits by 25 times. Today, tourism is a strong sector of the global economy, attracting a large number of employees, fixed assets and large capital investments. Tourism today consists of big business, big money and serious policies on a global scale.

From the above data, it is clear that the tourism sector is now an important component of the national economy and has a direct impact on all sectors of the economy. At the same time, its socio-economic importance is growing and is emerging as a strong network that improves people's living conditions and quality. Sustainable development of the tourism industry, raising it to new levels, the formation of modern tourist infrastructure, expanding the range of tourist services, improving the quality of services, the development of roads to maximize the tourist potential of the region, etc. are among the current issues. Therefore, in order to achieve sustainable development of tourism in our country, to further increase the flow of tourists, first of all, there is a need to develop routes to the attractive tourist resources of the regions.



All the miraculous and interesting objects that one sees and hears, the beautiful places of nature, the ancient monuments, rivers, waterfalls, places where animals or various plants grow, and parks are all accessible in a certain way. This road is called a "route" in tourism.

Route-French marche-walk, forward movement, route-road, in Russian also march-forward. One of the most important tasks of all measures taken at the state level and under the leadership of the development of tourism in Uzbekistan is the training of specialists who develop tourism routes. The first requirement in the development of tourist routes is a thorough knowledge of tourism resources.



These nature resources, such as nature reserves, historical, natural, nature and its resources, cultural monuments, archeology, cultural heritage, etc., require a convenient route for tourists. Once a tourist or tourists have a meaningful rest and satisfaction on this tourist route, they will gradually begin to attract an influx of tourists.

There is access to all tourist resources in the country - object-address-location-place. These roads are asphalt, rocky, local dirt roads, trails, and so on. However, the number of tourists in the tourist resource can increase only after the establishment of tourist route services on these routes. Tourists are also attracted to the tourist resource by modern routes. However, the tourist route should allow the tourist to move freely, stop at any time, go on excursions to "objects" along the route of interest, or relax for tea and meet the additional services and needs of the tourist.

Tourist itineraries are also called tourist itineraries for the fulfillment of unexpected "offers" or a set of "services" that are perfectly guaranteed. The roads that are used to meet all the needs of tourists are called tourist routes.

During the movement of tourists on the tourist route, these vehicles serve only tourists or tourists. Drivers of vehicles on tourist routes are not and will not be allowed to work for pick-up or drop-off. Also, at the request or request of tourists on the tourist route, with the permission of the route manager, the predetermined direction or directions of the route may be changed. More precisely, the tourist route of the tour is the provision of all services in the itinerary to the tourist object they are interested in or are interested in, according to the requirements of tourists.

Tourist routes are considered to be the basis for the development of tourism. The route used by the tourists should be pre-designed and the service programs of the tourist route should be developed.

Once tourists are allowed to enter each tourist facility, the facility will begin to serve tourism. In some cases, due to the lack of a tourist route to the tourist facilities that are allowed to be used in tourism, this facility does not work in tourism. A similar situation is one of the current problems in the development of pilgrimage tourism in our country. More precisely, when we studied the requirements of foreign tourists, they expressed a desire to see the monuments of Buddhism in our country. These monuments are allowed to be used in both domestic and international tourism. However, due to the lack of tourist routes to reach the site and see its interior, it can be seen that these facilities are not currently operating in tourism.

The tourist route requires the study of tourist resources in the first place. Now, in terms of the potential of natural resources in our country, Uzbekistan is one of the richest countries in the world in terms of reserves and diversity of tourism resources. The number of objects of historical, cultural and archeological significance in the country alone exceeds 4.0 thousand. Of these, 545 are architectural, 575 are historical, 1,457 are art, and 550 are archeological monuments. Tourism facilities: There are 310 objects in Khiva, 221 objects in Bukhara, 144 objects in Tashkent, 118 objects in Samarkand and 372 objects in Jizzakh region. At these tourist sites, the flow of tourists will increase only after the creation of tourist routes.

The conclusion is that one of the important foundations of tourism development is the development of routes to tourist resources. From a theoretical point of view, the impact of the development of tourist routes on the development of tourism is very important. These opportunities include the creation of tourist infrastructure at the tourist site and along the tourist route. With the arrival of tourists to the tourist resource-object, the local population has a desire to provide services to tourists, to learn what tourists are interested in and their needs. In this way, small-scale tourist infrastructure will be created at the tourist site and along the tourist route.

When we define or define the role of tourism development in the tourism economy, the most important thing is that jobs are created first. Job creation is one of the most difficult issues in the world. Entrepreneurs or experts in tourism often do not invite tourists to this tourist destination due to the lack of routes to domestic tourism destinations, citing the lack of infrastructure to provide services to tourists.

Another important aspect of the creation of tourist routes is that the increase in the flow of tourists on the tourist route, as well as in domestic and international tourism, creates a bond of acquaintance, friendship and cooperation between nations, peoples and nations. So far, such friendly relations are mainly between urban residents and foreigners. The main reason for this is that we have not yet been able to attract foreign tourists to natural areas, landscapes, nature reserves or reservoirs outside our cities.

As mentioned above, along these tourist routes, of course, there are service areas, technical service, seasonal tent camps, exotic excursions (on camels, horses, donkeys, carts). National food outlets will be established. Naturally, all of these services are provided by locals. Second, because the desert areas are far from the city and district centers, tourists are forced to spend the night. If the famous "black houses" of the desert people (felt) are invited to spend the night, any tourist (even local tourists) will stay there for at least 1-2 days due to his curiosity (perhaps for the first time).

Both international and local tourists will be able to meet and make friends with locals during these 1-2 days. The hospitality, interest and other human qualities of our people attract tourists, and it is clear that there will be exchanges of information and contacts between countries. The emergence

of such friendly relations, the knowledge of peoples, the knowledge of states, of course, broadens one's mind and creates a different view of the world.

From the above, it can be concluded that the most important economic factor in the development of tourism will be the start of the development of tourist routes to all tourist resources in the country. The study of the theoretical foundations of the development of tourist routes to tourist resources also raises the issue of creating a state program for the use of tourism resources.

It requires us to take into account that there are great opportunities to determine the role and importance of the development of tourist routes in the life of the country. In the current development of tourism, the issues of creating and improving the infrastructure of tourism services are also on the agenda.

Conclusion

In many cases, tourism organizations, travel agencies and even tourism management organizations prioritize the creation of tourist resources, the infrastructure that initially serves tourists in tourist facilities. This, of course, must be taken for granted. However, due to financial problems, the creation of planned infrastructure for construction will be delayed for a long time.

It is not yet used for tourism purposes, but it is necessary to develop tourist routes from the tourist resource to these tourist facilities and bring them to the tourism market. In cases where there is a need for international or domestic tourism, the business of creating tourist infrastructure for the local population in the vicinity of the tourist facility will automatically start as a result of tourists visiting such tourist facilities through tourist routes. This is because tourists need to sell locally produced products, sell local food, and even sell accommodation services.

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