

## Possibilities of Recreation Development in International Tourism Networks

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### Abstract

*The article examines the revival of international tourism and recreation in 2022 and compares it to the pre-2019 COVID-2019. Also, the main trends in 2022, the threats caused by the conflict between countries in the international arena to the further development of the tourism industry have also been identified. The advantages of investing in the tourism industry are presented, and recommendations are offered to effectively solve the problems in the field of marketing of tourist destinations.*

**Keywords:** *economica, tourism, tourism industry, potential, capital, jobs.*

In today's globalized world, the tourism industry occupies a decisive place in the system of international economic relations and is an important factor of economic growth, which helps to increase the country's competitiveness at the global level and solve a number of economic and social problems.

Top 5 new jobs created worldwide 2014-2019 in Travel and Tourism (including direct, indirect and induced impacts) before the pandemic 1 and accounted for 10.3 percent of all jobs (334 million) and 10.4 percent of global jobs. GDP in 2019 (\$10 trillion). Meanwhile, international visitor spending in 2019 totaled US\$1.9 trillion.

In 2022, the travel and tourism sector will account for 7.6% of the world GDP; A 22% increase over 2021 and only 23% below 2019 levels, new jobs created at 22 million, an increase of 7.9% over 2021 and only 11.4% over 2019. We can observe that domestic visitor spending increased by 20.4%, only 14.1% lower than in 2019, and international visitor spending increased by 81.9%, but still 40.4% behind 2019.

In addition to internal factors (demand processes, market segmentation, business coordination, advertising, personnel, seasonality, etc.), external factors (geopolitical, economic, socio-demographic, as well as scientific and technical) influence the development of tourism. among them, attention should be paid to geopolitical factors (political unrest, terrorist attacks and military conflicts) that affect the dynamics and distribution of tourist flows.

The crisis of the coronavirus pandemic has caused significant changes for everyone, and above all for tourism, one of the sectors most affected by the virus. 2020 was the year when international tourism almost came to a standstill, leaving domestic and local tourism as the only alternative.

The spread of the coronavirus has created and intensified many threats:

**Threat to health and life.** Due to the coronavirus, various complications and deaths have increased in people.

**Economic threats.** The pandemic has affected small businesses forced to close due to quarantine, large enterprises have lost orders, large economic areas have suffered due to the suspension or restriction of labor migration. Together, economic threats led to aggravation of social conflicts.

**Social and legal threats.** In the field of law, the coronavirus has exacerbated the dilemma between legal regulation and civil liberties. At the same time, it is clear that the loss of human potential and interpersonal relationships, which is widespread in society, can only be stopped by reliable, targeted and coordinated actions of governments and states.

**Political and ideological threats.** Unfortunately, although the coronavirus is a common enemy, it has not (except in some cases) brought people together. In some countries, pandemic, quarantine and vaccination issues have been raised to the political agenda and used for political struggle. Politically motivated government decisions against COVID-19 have allowed the development of Covid-dissident and anti-vaccine movements.

The COVID-19 pandemic has caused a deep crisis in the tourism sector, which has required tour operators, travel agencies, airlines, hotels, cruise companies, restaurants and other businesses involved in tourism to adapt to the latest market trends in tourism. The tourism industry has fallen into an uncertain working environment, which has led to significant changes in the activities of tourism business entities

**Research methodology.** Scientific methods used in research include data collection and processing, systematic analysis and comparison. In order to summarize the results, a comprehensive analysis of the trends in the development of tourism and recreation in the world was conducted in order to identify the main trends in 2022 and develop recommendations for effectively solving problems in the field of tourism destination marketing.

**Analysis and results.** A number of authors believe that the pandemic will change the global tourism market forever, even if its consequences are eventually eliminated. At the same time, scientific research should respond in time to the needs of the tourism industry in order to determine appropriate development strategies.

World tourism has shown steady growth in recent decades. However, the COVID-19 pandemic has created an international crisis that has fundamentally changed the entire industry worldwide. Tourism business has been one of the hardest hit sectors due to travel restrictions. The coronavirus has rocked the global travel industry, leading to political uncertainty, an economic downturn in major markets and a decline in international business tourism

It indicates an increase in tourism activity in 2022 compared to 2021. Overnights in registered accommodation will be 8.8 million in 2022 compared to 5 million in 2021, an increase of 77%. In 2022, the overnight stays of foreigners amounted to 7 million and increased by 127% since 2021. Tourists traveling to Iceland through Keflavík Airport reached 1.7 million in 2022, an increase of 147% since 2021. [8]. This indicates that the recovery of tourism is getting stronger. The easing or removal of travel restrictions between countries has greatly helped the recovery of international tourism.

According to the World Tourism Organization (UNWTO), more than 900 million international tourist trips will be registered in the world in 2022, which is double the number compared to 2021.

However, the number of international arrivals in 2022 remains 37% lower than in pre-pandemic 2019 (1.5 million).

Due to these factors, the flow of tourists to the Middle East region has recovered to 83 percent of the pre-pandemic level.

Europe will reach 80% of the 2019 figure in 2022 (585 million arrivals).

Africa and the Americas recovered about 65% of their pre-pandemic tourist arrivals, while Asia and the Asia-Pacific region reached just 23% of their 2019 figures due to the subsequent lifting of Covid restrictions.

The leaders by subregion are Western Europe (87% of 2019 volumes) and the Caribbean (84%).

Among the destinations with an increase in the number of international tourists in 2022 compared to 2019 are the Virgin Islands (+27%), Albania (+17%), Honduras (+17%), Saint Martin (+15%), Andorra (+14 %), Dominican Republic (+10%), El Salvador (+7%), Curaçao (+6%), Colombia (+5%), Ethiopia (+3%) and Liechtenstein (+2%).

An analysis of the data showed that \$1 trillion (US\$) in international tourism export earnings could be lost in 2021, adding to the \$1 trillion lost in the first year of the pandemic. In 2021, total tourism export earnings (including passenger revenue) reached nearly \$713 billion, up 4 percent from 2020 but down 61 percent from 2019 levels. International tourism receipts reached \$602 billion, which is 4% more in real terms than in 2020. Europe and the Middle East performed the best, with revenues in both regions up 50 percent from pre-pandemic levels. However, spending per trip is increasing from an average of \$1,000 in 2019 to \$1,400 in 2021.

The difficult economic environment caused by high inflation, rising oil prices, the conflict between Russia and Ukraine and geopolitical tensions in the world worsened the forecasts of experts. About 61 percent of experts now see tourism recovering and international tourist arrivals returning to 2019 levels only in 2024 or later.

Due to the need to revive international tourism, the importance of investing in tourism development is increasing.

Tourism clusters can be one of the priority areas of investment development of the tourism industry, because such associations have an organizational structure. Cluster companies have competitive advantages achieved through specialization, which in turn increases labor productivity and lowers the cost of products and services. Clusters will be formed in spa and recreation areas, which will ensure that investors remain invested capital.

The advantages of investing in the tourism industry for any country are:

- 1) Increase in cash flow in the region, including the inflow of foreign currency.
- 2) Growth of gross national product.
- 3) Creation of new jobs.
- 4) Reform the recreation structure that can be used by both tourists and local residents
- 5) Attracting capital, including foreign capital.
- 6) Increase in tax revenues.

The task of attracting investments is to use the competitive advantages of the regions and develop the creative components. These advantages, in turn, help to improve the investment environment.

Therefore, the tourism industry should develop based on the following perspectives:

- 1) The transformation of the economy into a network that attracts currency reserves to the country.
- 2) To contribute to the formation of the income part of the country's budget.
- 3) Creation of new jobs in the country.
- 4) Effective participation in structural changes in the country's economic complex in favor of the service sector.
- 5) Development of social ethnographic tourism involving the national, cultural and spiritual heritage of their country.

Every country should realize the need to create a favorable environment for the development of the hospitality industry, which is now not only to survive, but also to meet the requirements of the 21st century.

Of course, the pandemic has seriously hit the tourism business. At the same time, a unique opportunity is presented to rethink and restructure the industry, so that its potential begins to grow more and more for the benefit of the planet and its inhabitants.

The unique potential of tourism can contribute not only to employment, but also to equality and social inclusion, as tourism is one of the fastest growing sectors in the world and plays an important role in restoring social and economic stability.

Governments around the world are implementing a number of measures to ensure the sustainable operation of the tourism sector, to adapt to the new difficult and limited economic development conditions. One of the most common policy options to reduce the negative impact of the pandemic on governments is to defer tax and debt obligations and provide businesses with cheap loans.

Any crisis inevitably leads to the emergence of new opportunities. We can say that COVID-19 has been a catalyst for the tourism industry to innovate and integrate new technologies. Directions for the introduction of technological innovations in the field of tourism ("future technology") include:

- 1) Contactless options for identity verification.
- 2) Virtual medical examinations.
- 3) Disinfection of robots with ultraviolet radiation.
- 4) Porter robots.
- 5) Devices that allow you to reduce the physical contact of the customer during the trip.

In order to effectively solve problems in the field of marketing of tourist destinations, the following recommendations are offered for practical implementation by specialized state bodies and tourism companies specializing in providing services to tourists in tourist destinations:

When planning marketing strategies for tourist destinations, it is necessary to take into account the possibilities of solving these problems, epidemiological safety and hygiene for tourists who choose these tourist destinations.

In order to increase the number of air travel to pre-pandemic levels, travel companies need to expand their activities by attracting more tourists in the domestic market and in near-foreign markets.

Maintenance and development of tourism business providing services in the field of recreation to individual tourists and their family members in the field of recreation

Tourism companies - marketing communication channels, primarily through social networks and online services - should actively encourage young people to visit tourist destinations as a target group that actively returns to the pre-crisis models of consumption of tourism services.

The active use of modern digital technologies (for example, virtual tours) in the field of marketing of tourist destinations should become one of the most promising directions for ensuring the preservation and development of the tourism business.

**Conclusions and suggestions.** Today, the tourism industry occupies a decisive place in the system of international economic relations and is one of the most important sectors of the world economy. The tourism business is moving forward; therefore, the development of the industries that coexist with or are related to the tourism business depends on how this industry develops today (along with the economic growth of tourist objects and tourist areas).

Development trends of the tourism industry have changed in the context of constant global and regional changes.

Long-term lockdowns with closed borders, suspended flights, restrictions on the movement of people even within countries and, in some countries, restrictions on the movement of citizens from their place of residence (with no more than two stops on ground transportation ) today has become a sign of the era of the COVID-19 pandemic. The traditional way of organizing people's lives with understandable periods of rest and freedom of movement has changed dramatically, and now there is a need for new approaches to the formation of an offer in the tourism market.

The expression "Tourism has stopped" appeared - after all, no one can predict for sure whether the tourism industry will fully recover and it will be the same as before.

The COVID-19 pandemic has led to fundamental changes in the world tourism market and now has unpredictable consequences for its further development. The pandemic has caused an unprecedented decline in the tourism market in most countries of the world. In response to these challenges, tourism companies have had to significantly revise their marketing plans and programs. The changes have affected all areas of the tourism business to a greater or lesser extent.

Although the COVID-19 pandemic had a significant impact on the state and further development of the tourism industry at the beginning of 2020, any crisis will not only have negative consequences, but also create new opportunities and prospects for the tourism market. These opportunities include the active introduction of modern technologies, the introduction of personal approaches for customers, the expansion of the geography of travel routes, etc. In addition, factors such as travel safety are becoming increasingly important. Tourists prefer individual or small group tours in local resorts. Of course, the tourism industry will very soon enter a new stage of competition, which will bring the market to a new state of resource planning.

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