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FEATURES OF DEVELOPING THE TOURISM SECTOR AS A DRIVER OF THE NATIONAL ECONOMY

Abdurasulov Shovqiddin Erkin ugli
SamIES, Senior Lecturer at the Department of Tourism
E-mail: shovqiddinabdurasulov0@gmail.com

Abstract: This article highlights that tourism is emerging as a vital sector in the development of the national economy, while the tourism market highlights key sectoral aspects of global, regional, and national economies with their unique structure, behavior, and efficiency.

Key words: driver, tourism, national economy, investment, communication, hotel, tourism resource, business, civilization.

Tourism has become one of the sectors playing an important role in the economic growth of the world's countries in modern conditions. It not only contributes to GDP growth but also creates added value for the national economy through factors such as increasing employment, developing small and medium-sized businesses, increasing investment inflows, and improving the country's international image.

In today's globalized and competitive environment, the tourism sector is recognized as one of the fastest-growing sectors of the global economy. In particular, many countries have identified tourism as the primary driver of the national economy ("Driver" (from the English "driver" — "engine," "driving mechanism") is a driving force that facilitates the development and change of processes, entities, and their conditions), and special attention is paid to expanding its potential.

The driver sector of the economy is understood as a leading sector that ensures economic growth, stimulates innovative development processes, and strengthens interdependence and cooperation between sectors. Such sectors play a crucial role in increasing overall economic activity by accelerating sustainable development and new value creation processes. From this perspective, the tourism sector is emerging not only as one of the key factors ensuring economic growth but also as a strategic direction that positively impacts societal development by strengthening social stability and stimulating cultural exchange and dialogue between civilizations.

Economic growth drivers are a complex set of various mechanisms that determine potential market demand and capture the impulses originating from growth points, turning them into a powerful stream that transforms the country's economy by attracting various assets. In addition, there is another definition: mechanisms that provide a link between the source of economic growth and the economic system.

Drivers may be of different natures, but their primary task is to create a unified integrated system by forming vertical and horizontal links within the national economic system and capturing and distributing the impulses arising at development points.

The drivers of economic growth can be divided into the following five groups:

– **Infrastructure drivers** - factors that stimulate economic development through the implementation of effective infrastructure solutions;

– **Resource drivers** - factors that ensure economic growth by attracting resources of the required quality and volume;

– **Intersectoral (intersectoral) factors** - drivers whose influence manifests in various sectors of the economy;

– **Sectoral factors** - drivers operating within specific economic sectors;

– **Political factors** — drivers implemented through management decision-making within the framework of state policy.

Currently, tourism appears as an important sector in the economic and social development of society, and the tourism market functions as an important sectoral market of the global, regional, and national economies with its own structure, behavior, and efficiency. International tourism is a developed industry characterized by a special system of regulation and institutions at the state and interstate levels, as well as specific methods of organizing and managing the production process.

The tourism sector is characterized by the creation of constantly improving products and the constant renewal of the production cycle. Tourism provides ten percent of the world's gross national product and, despite various obstacles (natural disasters, man-made disasters, terrorist attacks, etc.), is fully recognized as one of the largest, high-income, and rapidly developing sectors of the economy.

Today, tourism is becoming one of the most important sectors affecting the social, cultural, and environmental environment of countries around the world, including Uzbekistan. The relevance of this study lies in the fact that in the context of rapid globalization processes, the global tourism industry is becoming a priority strategic priority for Uzbekistan, opening up vast opportunities and prospects for the country. Despite the great potential for the development of international tourism, Uzbekistan has not yet sufficiently strengthened its position in the international tourism market. There are a number of internal and external socio-economic, political, and organizational-institutional barriers to the country's full integration into the international tourism system, the elimination of which is an important task in the development of the tourism sector.

In today's global economic climate, tourism as a sector is playing a crucial role not only in strengthening cultural ties but also in ensuring economic stability and growth. Through the development of tourism, countries have the opportunity to diversify their economies, create new jobs, increase investment flows, and accelerate innovative development.

First of all, regarding the issue of ensuring economic diversification, tourism, unlike traditional sectors such as industry and agriculture, creates an opportunity to balance the structure of the economy by actively developing the service sector. The expansion of tourism will give a new impetus to various segments of the economy, ensuring overall stability and development. This process will increase the activity of small and medium-sized businesses and strengthen the competitive environment in the local economy.

At the same time, the tourism sector plays an important role in increasing employment levels. Tourism is a labor-intensive industry that creates jobs for people with various professions and qualifications. New opportunities will open up, especially for young people, women, and rural residents. The number of jobs in the field of hotel services, excursions, national crafts and catering will increase, the income of the population will increase, social stability will be ensured.

Another important aspect of tourism is its ability to attract direct and indirect investment. An attractive environment for local and international investors will be created through the development of tourism infrastructure (hotel construction, improvement of road and transport networks, expansion of information and communication services). As a result, not only the tourism sector, but also the banking, trade, construction, and service sectors will benefit from investment flows.

Furthermore, tourism plays a significant role in intensifying international economic dialogue and integration processes. Through tourism, trade, economic, and cultural ties between countries are strengthened, and national products and services enter foreign markets. The promotion of

tourism brands and national values will improve the country's international image and increase its competitiveness in the foreign market.

Finally, the modern tourism sector is also a great platform for the implementation of innovative ideas and technologies. The introduction of new types of services, digital platforms, online booking systems, and "smart tourism" technologies will increase the industry's competitiveness. At the same time, this process will give impetus to the widespread introduction of innovative approaches in the national economy, the development of startups and technology businesses.

In conclusion, the development of the tourism sector not only creates opportunities for economic diversification, increasing employment, and attracting investment but also accelerates the integration of the national economy into modern technologies. Therefore, the development of tourism at a strategic level remains one of the priority areas for ensuring the country's economic development and stability.

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