

Use of Tourist Facilities Based on the Development of Public-Private Partnership

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Abstract:

In the article, there are several suggestions and considerations, such as the development of public-private partnerships to increase tourism potential, great opportunities created in employing the population, and the expansion of investment resources aimed at the development of the hotel industry.

Keywords: Tourist potential, population employment, population income, hotel business.

Intensive attraction of tourists to the Samarkand region, increasing the flow of tourists, and turning tourism into the main source of formation of the regional gross product requires the implementation of several important measures for the development of tourism in the region.

Following the rapid growth of foreign and local tourists visiting Samarkand, the means of their reception and accommodation, that is, the number of hotels and guesthouses, the number of rooms, and the number of beds in them, also increases rapidly. For example, during 2020-2023, the number of hotels in Samarkand will increase from 180 to 250 or 38.9%, and the number of beds in them will increase from 5060 to 6150, i.e. 21.5%. During this period, the number of guest houses also increases dramatically. The number of tour operators engaged in the reception and accommodation of tourists will also increase rapidly, and it is predicted to reach 270 in 2023. Their development rate should be 38.5 percent. To develop tourism in the cities and districts of the Samarkand region, the main attention is paid to increasing the number of hotels, increasing their capacity, building and operating new hotels, equipping them following modern requirements, and developing innovative technologies.

In the current situation in the field of tourism in the Samarkand region, we consider the policy aimed at the rapid development of the hotel business to be a correct and reasonable policy. First of all, hotel services are of primary importance in the structure of tourism services, and they play a major role in making a positive impression on tourists about the trip. Secondly, during important events (Navroz holiday, festival), the problem of free accommodation in the hotel arises at the height of the season. Thirdly, the lack of places hurts the competitive environment, and as a result, the price of hotel services in Samarkand is very high in Uzbekistan as a whole. Often, tourists rightfully point out that it is much higher than in other countries, for example, Prague, Amsterdam, Rome. However, the level of service quality in only some of the hotels meets today's requirements. In cases where the requirements for the volume and quality of hotel services are not provided by the provisions of the model charter on the hotel, the service provider, i.e., the business entity providing hotel services, and the visiting guest, i.e., the customer, are determined by mutual agreement. Therefore, the price of the hotel service is determined independently by the initiative of the performing party. In such a situation, the only way to control hotel prices and prevent them from becoming too high is to increase competition. However, the policy of rapid development of the hotel industry only partially solves the problem of turning tourism into a leading branch of the region's economy in Samarkand. Based on the results of the research, recognizing the correctness of the policy of expanding the scope of investment resources aimed at the development of the hotel industry in Samarkand, we would like to make our proposals for solving some problems in the operation of hotels in the future and improving the quality of hotel services. In this regard, our proposals are as follows:

- to dramatically increase the scope of scientific works devoted to the study of the economic foundations and management system of the hotel business, the subtle secrets of hotel services, to improve the system of teaching hotel services and management at the university level;
- diversification of hotel services, increasing their types and radically improving their quality, developing the art of cultural interaction among guests;
- continuous modernization and optimization of hotel sites, development of high-tech innovative sites, establishment of online reservation mode;
- to increase the role of hotels as an important component of the tourism economy in the sale of accommodation products, to provide not only accommodation and food services for visitors, but also to provide a wide range of services for guests, such as transport, communication, entertainment excursion services, medicine, sports, beauty salons, art development;
- expanding the network of hotels by attracting buildings of historical and artistic value, architectural monuments, restoration of palaces, historical objects that can be converted into hotels. Because by giving tourists the opportunity to experience living in historical buildings, it creates an opportunity for them to have additional fun and motivation.

Realization of the historical and cultural potential of Samarkand region requires attracting a lot of money for preservation of historical monuments, works of art, manuscripts and museum collections, traditional methods of expression such as music, dance and language. In particular, the preservation of ancient monuments, their preservation for future generations, by the method of partial preservation of the decaying fragments of historical structures, the prevention and protection of damages that may be caused in the future, can be carried out at a very large financial cost.

In our opinion, a large number of works should be carried out based on the principles of public-private partnership as an important direction of maintaining and further improving the historical and cultural tourism potential of Samarkand region. The main work in this direction should be aimed firstly at the restoration, conservation and protection of historical monuments, and secondly, at beautification, attractiveness and attractiveness of the territory of the object and its surroundings.

In a broad sense, this partnership can be interpreted as a legal mechanism for coordinating the interests of the public and private sectors and ensuring interdependent action. It is an effective means of combining the capabilities of state bodies and business on the basis of establishing mutual cooperation in performing tasks important from the point of view of social development.

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