

INNOVATIVE WAYS OF REDUCING TOURISM SEASONALITY OF TOURIST AREAS

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Abstract: *in the years of independence in our country new legal and economic foundations based on market relations of tourism have been created. Modern infrastructure facilities have been built and new directions of tourism have been introduced at the level of international standards.*

Keywords: *tourism, seasonality, statistics, types of tourism, international tourism, foreign experience, tourism in Japan.*

Uzbekistan is one of the leading countries in the world in terms of tourism and the number of historical sites. There are more than 7,000 unique historical monuments and unique architectural samples in our country, nature reserves, and preserving centuries-old traditions of national culture, arts and crafts. They are increasingly intensifying tourists' interests. However, due to the inefficient use of available capacities, the industry's contribution to service and export is considerably below the national average for employment.

According to the World Tourism Organization, tourism is the world's fourth largest exporter of goods and services, and third in revenue. Its contribution to global GDP is about 10 percent. According to estimates of the World Tourism and Travel Council (WTO), Uzbekistan ranks 150th among the world's tourists. Its share accounts for 0.2% of the total flow of tourists (2.2% of Uzbekistan's potential in this area).

At the same time, the document notes that the number of tourist services in Uzbekistan (109%) and foreign visits (96.8%) increased in 2011-2015. The number of new tourist companies increased by 27.2%.

Nevertheless, tourism infrastructure, quality level, tourist services, and contribution to the country's economy do not meet modern requirements. According to estimates, the economic contribution of the tourism sector of Uzbekistan in 2016 amounted to 6.203 trillion sums or 3.1% of GDP. The direct share of tourism in employment is 2.7 per cent (445 thousand people).

The seasonality is determined by the flow of visitors to the country, their expenses, the sights of the tourist attractions and other features. In the highest and high season, the coverage of tourist centers overcrowded and prices rising, booking services are displayed several months or even years ago. This phase is internationally basically summer or winter, and lasts for a week or a month, depending on holidays (school / university or community / religious), leisure time, sports competitions. In the lower season, on the contrary, the number of visitors is reduced, the prices for tourist services and hotel services went down. During this period, marketing measures can be used to reduce prices, to give discounts, to create new species, to organize various events and festivals.

The main problem with the seasonality is that it is not used by tourist organizations during the low season, and their full occupancy in the high season. This fact is explained by the fact that the tourist flow is directed at a certain period of the year and is characterized by temporary non-compliance of tourist demand and offer. Uncertainty in the tourism industry of a particular destination, managers and business executives are uncertain about unemployment, limitations on investment, imbalance in load, price fluctuations, environmental degradation, and differences between visitors and local people. It should solve the negative consequences, such as secrets.

Conclusion, Tourism is a peculiar leisure industry that includes a set of industries that are involved in the service of tourists. Collaboration in tourism facilitates the solution of the problem of full and rational use of labor resources by attracting unemployed or partially employed population to economic production. This is especially important in regions with underdeveloped industries.

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