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Economic and Social Priorities for Expanding the Tourism Services Sector

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Abstract: Tourism services are integral to economic development, contributing to GDP, employment, and infrastructure. This article explores the socio-economic impact of tourism services, with a focus on Uzbekistan's role in a globalized, competitive economy. Despite the sector's growth, there is limited research on optimizing tourism services to maximize their economic benefits. Using qualitative methods such as literature review, case studies, and expert interviews, the study examines the role of tourism services in Uzbekistan. The findings show that tourism offers significant opportunities for economic diversification, foreign exchange earnings, and cultural promotion. However, challenges exist in adopting digital technologies, attracting investment, and ensuring sustainability. The results highlight that tourism services stimulate economic growth, create jobs, improve living standards, and foster small businesses. The sector also enhances national competitiveness on a global scale. The study's implications emphasize the need for targeted policies, improved infrastructure, and investment to support sustainable tourism development. Future research should focus on the effects of digitalization and innovation in the tourism services industry.

Keywords: Tourism Services, Socio-Economic Development, Employment, Investment, Infrastructure, Cultural Heritage, Economic Growth, Territorial Development

1. Introduction

In the XXI century, tourism, along with its multifaceted composition and many related areas, actively affects all spheres of society. The development of tourism is followed by enterprises of transport, communications, accommodation, catering, public utilities, consumer services, services, trade, as well as a number of areas related to the provision of quality services to tourists. The tourism sector is one of the richest, inexpensive sectors of the world economy and is developing as a powerful integration sector not only faster than the growth rate of the gross domestic product of many countries, but also its share in international exports of services is increasing. International experience shows that the role of tourism services is constantly increasing. Today, the tourism industry has become one of the largest sectors of the world economy. Over the past three decades, the number of tourists worldwide has increased by almost 4 times, and tourism revenues by more than 25 times. This sector is a highly profitable industry and is one of the three major export industries comparable in investment efficiency with the oil and gas and automotive industries, in addition, its share in world exports is 11 percent and 8.6 percent, respectively [1]. Thus, due to the growth of the prestige of tourism in the global economy, the status of the driver is increasing. President of our country Sh.M. Mirziyoyev, in his speech at the 25th session of the General Assembly of the World Tourism Organization, spoke about the

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impact of tourism on the economy, noting that "many countries in the current difficult situation rely on tourism to restore their economies and solve pressing social problems. The global competitive environment is intensifying. This is no coincidence: you all know very well that every dollar invested in the sphere will bring 3-4 times more income in the future. Each new job will create 2 more jobs in other industries. In this sense, it is no exaggeration to say that tourism is an important factor in ensuring the overall well-being and sustainable development of our countries "[2]. Therefore, the importance of the tourism services market is constantly increasing in the world, which is associated with the increased influence of tourism on the economy of an individual country. Thus, the development of tourism services is for the country a source of foreign exchange earnings and a tool for ensuring employment of the population, an important factor in the balance of payments and the gross national product of the country, a necessary tool for diversifying the economy.

Analysis of Thematic Literature

The concept of tourist services is complex and multifaceted. In particular, from the end of the 20th century and the beginning of the 21st century, the focus is on ideas about tourist services, which serve as the basis for meeting and satisfying the needs of tourists. For example, Russian economists-scientists A.S. Kuskov and Yu.A. Jaladyan in his textbook "Fundamentals of Tourism" notes that "services in tourism are the main part and result of the activities of travel companies in creating a tourist product" [3]. According to L.V. Stakhova, tourism services as a market segment are a complex uniting various industries offering catering, transport, hospitality, trade and cultural services [4]. M. B. Birzhakov calls tourist services as follows: "Tourist services are a set of targeted actions in the service sector aimed at ensuring and meeting the needs of tourists and sightseers that meet the goals of tourism, the features and directions of tourist services and universal morality and does not contradict the rules" [5]. Despite the fact that all the above descriptions of tourist services differ from those described above.

2. Methodology

This article effectively uses such research methods as analysis, synthesis, economic and organizational method, logical analysis, inductive, deductive and logical thinking in the course of studying the socio-economic significance of the development of tourism services.

3. Results and Discussion

As a result of an in-depth study of the opinions and scientific research of scientists, analytical aspects will be effectively implemented, which will increase the relevance and effectiveness of research work. The importance of the provision of tourist services in the socio-economic life of the country is increasing. Particular attention is paid to improving the efficiency of tourism services, especially during the period of economic liberalization[6].

Convenience in the organization of tourist services is increased due to the fact that it does not require high scientific technologies, quickly introduces entrepreneurship and small business. Services produced in tourism are one of the main needs of people and contribute to reducing the emotional and mental negative consequences arising from intensive work in modern technology[7]. In the current context of global economic development, tourism services are not only an important sector of the economy, but also an important part of public life. Its importance in the development of society is manifested in real life. The importance of tourism services should be considered not only as a favorable source of income, but also not ignore their socio-cultural, spiritual, political, humanitarian and environmental significance[8].

Offering tourism services is a fast-paced and booming industry compared to the material development industries of the economy, as tourism can develop without significant investment and time for the country. On the contrary, tourism activities require the development of many other businesses serving tourists. Thanks to this, many service sectors are inextricably linked and inextricably developing [9,10,11,12].

It should also be noted that the impact of the development of a wide range of tourism services on the socio-economic life of the country is the main factor not only in increasing budget revenues through foreign exchange earnings, new jobs or the development of small businesses and private entrepreneurship, but also in restoring the culture and values inherited from ancestors.

Nowadays, crafts, jewelry, values and traditions, traditions and customs passed down from generation to generation become a tourist resource and are of interest to many tourists.

Current trends in the development of tourism show that its impact on the world and the economies of individual countries and regions is increasing. Tourism is becoming a major independent branch of the national economy, carrying out activities aimed at meeting the needs of the population.

Tourism is one of the most labor-intensive industries. For example, from foreign experience it is clear that about 10 percent of the working-age population is employed in the tourism sector. Almost half of them work in hotels. On average, in the field of international tourism, 7 tourists are served by 1 tourist worker.

Compared to other sectors of the economy (industry, agriculture), the use of new technologies, information programs in tourism will not lead to a sharp reduction in the number of workers. However, the quality of tourist services largely depends on the number of those who provide them. Therefore, tourism is labor intensive compared to other productive industries. Investment activity aimed at developing tourism in the region creates great opportunities for creating new jobs [13].

The development of tourism will contribute to the development of many related sectors of the country's economy and a qualitative improvement in the standard of living of the population. Tourism, firstly, develops small businesses due to the deficit, enriching the state budget with tax and other revenues; secondly, tourism creates new forms of consumer demand. The demand of tourists for various goods and services contributes to the development of local industry. In accordance with it, the volume of production of consumer goods will increase; thirdly, tourism provides a significant inflow of currency. Tourists not only buy tour packages for currency, but also spend currency on additional services; fourth, the infrastructure for tourists will improve. These facilities are used not only by tourists, but also by local residents; Fifth, tourism contributes to the diversification of economic assets by ensuring economic diversity and reducing the country's dependence on a single production.

When studying the role of tourism in the national economy, it is necessary to pay attention to two important aspects: firstly, tourism as a complex socio-economic reality directly and indirectly affects almost all sectors and sectors of the economy, their state and pace of development to one degree or another. It serves as an important factor in the formation of basic macroeconomic indicators, is actively involved in determining their dynamics. Secondly, tourism itself, as an independent branch of the national economy and its integral component, operates and develops under the strong influence of all industries and spheres, with their direct assistance, fulfills its goals and complex tasks [14,15].

Since the tourism sector is a potential factor, an opportunity for future economic growth, it can be turned into a source of development when effectively used and promoted to a highly developed sphere.

The peculiarity of tourist consumption is that the goods do not come to the consumer, but to the consumer. It is thanks to consumption that tourism stimulates the economic activity of a country or its region. It increases the income of hotels, motels, catering enterprises, transport enterprises, sports facilities, cultural institutions, stimulates the development of consumer services, communications, car services, etc. There is a growing demand for wares and souvenirs from local artisans advertising the region.

Trade turnover of enterprises of specialized and general trade is growing. Thus, tourism develops local infrastructure, creates new jobs, activates foreign exchange earnings in the country, provides revenues to state and local budgets, has a stimulating effect on services, tourism and related activities.

Therefore, the importance of the tourism services market is constantly increasing in the world, which is associated with the increased influence of tourism on the economy of an individual country. Thus, the development of tourism services is for the country a source of foreign exchange earnings and a tool for ensuring employment of the population, an important factor in the balance of payments and the gross national product of the country, a necessary tool for diversifying the economy.

Since the tourism sector is a potential factor, an opportunity for future economic growth, it can be turned into a source of development when effectively used and promoted to a highly developed sphere.

4. Conclusion

An important role in the accelerated development of the tourism services sector is played by factors that form modern international economic relations - scientific and technological development, the digital economy, international organizations, investment and labor migration. These factors strengthen the role of tourism in the global economy, expand economic and cultural cooperation between countries, and create new opportunities. For the formation and development of the tourism sector, it is necessary to pay attention to modern factors, in particular, the expansion of the digital economy, an increase in the inflow of global investments, issues of environmental stability and social responsibility. Today, the development of online booking systems, virtual travel and digital-based platforms is making international travel services more convenient and efficient. International trade and investment play an important role in the modernization of tourism infrastructure, the development of new hotels, transport and logistics systems. Scientific and technical development contributes to the development of innovative services in the field of tourism - "smart tourism," ecological tourism and digitalization of cultural heritage. International organizations, including the World Tourism Organization (UNWTO), the World Trade Organization and other economic institutions, are actively involved in harmonizing tourism policies between states, achieving sustainable development goals and ensuring competitiveness in the global tourism market.

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