

**THE ROLE OF TOURISM SERVICES ON RAISING THE LIVING  
STANDARDS OF THE POPULATION**  
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***Abstract:*** *development of increasing level of living of population in the field of development of services turizm.*

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In the world practice, the living standards of the population of the country are determined by the scale of the service sector, which is characterized by the combination of a number of important factors, such as its share in key macroeconomic indicators and the volume of public services per capita. The sphere of services will have a great positive impact on a particular state economy and will directly contribute to the growth of the living standards of the population. Hence, the share of the industry in GDP of the developed countries is 74 percent, in general employment 70-75 percent and 90-95 percent of the total number of enterprises.

First of all, tourism plays a strong role in promoting the living standards of the population whereas the main focus of tourism is the role of tourism in the formation of the country's GDP and its importance in creating jobs for the population. However, the impact of tourism on living standards and quality is limited not only to economic growth or employment, but also to some other major areas .Secondly, the emergence of a socially-oriented market economy model, the growing social justice principles in the distribution, the rational, strong social policy is becoming a major factor in economic development. It requires the state to support the poor and the socially vulnerable groups (young people, women) and social protection from market stereotypes. In turn, the growth of living standards of the general population will increase its labor and social activity, the role and significance of the human factor in the production and it will increase the participation of the country's economic development processes .Thirdly, according to the project "Development Strategy of the Republic of Uzbekistan till 2035". In Uzbekistan, by 2035 the volume of gross domestic product will reach 479 billion soums. It is envisaged to increase the share of tourism in the current year from 1.4 to 28%. So, in the near future and

in the long term, the tourism industry should play a leading role in ensuring the high growth rates of the national economy.

The development of tourism will create new jobs in the tourism industry, recreational and entertainment facilities. Multiple productivity driven by tourism will create many new jobs for tourism and all sectors that are closely related to this and will inevitably have a great impact on addressing employment issues in Uzbekistan. At the same time, the development of tourism will lead to an increase in the revenues of the state budget. By the Decree of the President of the Republic of Uzbekistan Sh.M.Mirzeyev "On Additional Measures for Rapid Development of Tourism" the Concept of tourism development in Uzbekistan for 2019-2025 is envisaged. According to him, by 2025 the share of tourism in GDP will reach 5%, the number of foreign tourists will be 9-10 mln. up to 2 million tourists, including tourists from abroad. Due to the sharp increase in the volume of production in tourism and related industries and sectors, tax and other revenues to the state budget will also increase dramatically. Most of the state budget revenues are used to improve the quality of life of the general population. In order to clarify the theoretical problem, we clarify the essence of each direction and the nature of its impact mechanisms. The main purpose of social production and human economic activity is to meet the ever-growing demand of the population. The demand is to satisfy the needs of the population fully in the sphere of tourism services. Tourism services are an indispensable component of the general needs of the population, and the desire for full satisfaction is the main function of social production. Modernization of enterprises of tourism services, improvement of quality of tourism services, diversification of tourism services, development of new types of services, and accelerated increase in the volume of services will have a strong impact on the satisfaction of the needs of the population.

In the pyramid of the American scientist, A. Maslow, the first place was given to physiological needs from the importance of view . Naturally, such needs must be welcomed and respected for any society, irrespective of the social system and the level of development of the productive forces. People, as living beings, must first of all have food, clothes and shelter. Only then will they be able to engage in education, culture, tourism, and so forth. The needs of various social services are also important in this pyramid. However, an important aspect of the issue is that as the production capacities develop, the population's income and living standards increase, and its tourism needs will grow faster than the need for material wealth. Growth and improvement in tourism services are reflected in the structural changes in the consumption of the population, in particular, the continuing increase in the share of services in its consumption. At the present stage of development of the society, employment of able-bodied and economically active population is one of the most pressing, acute socio-economic issues for all countries. In Uzbekistan, which has a very rich and enormous workforce of labor resources, it is a more acute problem to provide

employment for the people and to allow each individual to participate in social production. In the light of the market economy, achievement of science and technology development on the basis of entrepreneurial initiative is widely used in the production process and legally contributes to the deepening of labor division and the rapid growth of productivity.

From the above mentioned, we can conclude that tourism has a great positive impact on the level and quality of life of the population through the strengthening of economic relations between different countries, sharing experiences and other aspects.

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