THE SIGNIFICANCE OF TOURISM IN IMPROVING THE POPULATION'S LIVING STANDARDS

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Summary. This article highlights the role and significance of the tourism sector in improving the population's standard of living and its impact on economic, social, and cultural development. At the same time, proposals and recommendations were provided for the effective use of tourism potential, the development of modern tourism services, and increasing the well-being of the population by expanding the economic opportunities of the regions.

Keywords: tourism, standard of living, employment, local community, cultural heritage, crafts, regional development, sustainable tourism.

ENTRANCE. When it comes to living standards, most people associate them primarily with income. In fact, this concept is much broader: it also includes employment, access to quality services, a comfortable living environment, confidence in the future, and a sense of belonging to one's region. From this perspective, tourism is one of the few industries capable of simultaneously influencing several of these factors. Therefore, it is important to study it not only as a sector generating foreign exchange earnings but also as a socio-economic tool that improves the quality of life for the population. The relevance of the topic is also explained by the fact that in many regions, especially in rural and remote areas, traditional industries are unable to create sufficient jobs. Young people are forced to move to other regions or abroad in search of work. Tourism, on the other hand, relies on local resources, namely nature, historical monuments, crafts, and national traditions; that is, people have the opportunity to earn income where they live.

METHODS. In covering the topic of this scientific article, descriptive, classification, historical-comparative, contextual, and comprehensive analysis methods were applied. The study analyzes the reforms being implemented in the tourism sector to improve the population's standard of living and their impact on the region's economic development. The tourism potential of the region, existing problems, and future development directions will also be highlighted.

RESULTS AND DISCUSSION. Proponents of tourism emphasize its multi-sectoral impact, i.e., the emergence of several indirect jobs around one job, the possibility of starting with little capital, and the creation of a new source of income in rural areas. According to this view, tourism is a real means of retaining a population in its own country where traditional industries have failed to do enough. The most obvious impact of tourism on the life of the population is manifested in the creation of jobs. This sector directly encompasses hotel, hostel, restaurant, transport, guide, and excursion services, and indirectly, sectors such as agriculture, construction, trade, handicrafts, and food production. A tourist spends money not only on accommodation but also on food, gifts, travel services, and a guide, and these funds reach many families in various ways. It is important to note that starting a business in the tourism sector does not require significant capital. An ordinary family can turn part of their home into a guest house, a woman can prepare and sell national dishes, and a craftsman can offer his products to tourists. This creates great opportunities for increasing the employment of women and youth and developing family entrepreneurship. As a result, the family budget increases, income sources diversify, and the economic dependence of the population on a single source decreases. To develop a tourist zone, roads, transport, communications, water supply, sanitation, and safety systems must be regulated. Although this infrastructure was initially built for tourists, it is primarily used by the local population in their daily lives. Improved roads make it easier to get to school, the hospital, and the market, while stable communication and a clean environment improve the convenience of living. The flow of tourists also increases the demand for the quality of local services. Stores, cafes, and transport services will be forced to improve their level in a competitive environment. This will create convenience not only for tourists but also for all residents of the region. From a culturological perspective, one of the most valuable aspects of tourism is its connection to cultural heritage. Folk applied arts, national crafts, traditional dishes, the art of song and dance, and rituals are values that are often disappearing under the influence of modern life. Tourism creates demand for these values and serves as the economic basis for their preservation. When it becomes profitable to engage in craftsmanship, the younger generation becomes interested in learning this profession, and the tradition of "master-apprentice" continues. In addition, the population, seeing guests who are interested in their culture, increases national pride and respect for their

heritage. This spiritual factor is an integral part of the quality of life and is not measured only by material indicators. Tourism can be an important tool for regional development, as it extends economic activity beyond major cities. Outlying districts with historical monuments, natural beauty, or unique culture can also become tourist destinations. This will help reduce the income gap between urban and rural areas and limit internal migration. Local small and medium-sized businesses play a particularly important role in this. If tourism revenues go mainly to large companies from abroad, the share going to the local population will be small. Conversely, if local families, cooperatives, and artisans are directly involved in the chain, income will circulate within the region itself and have a sustainable long-term impact. The experience of countries that have succeeded in linking tourism with the well-being of the population shows that success lies not only in the large number of tourists but also in how income is distributed to the local community. For example, in France, rural tourism provides families with the opportunity to open guest houses, in Spain, tourism is distributed among different regions, and in Turkey, local products and crafts are linked to tourism services. It is effective not to copy these experiences, but to adapt them to the capabilities of one's own region. The positive impact of tourism does not occur automatically, and if it is not managed, a number of negative consequences can arise. In regions with an increased flow of tourists, prices for land, housing, and food may rise, and the cost of living for the local population may rise. Due to seasonality, income does not flow evenly throughout the year, which affects job stability. Environmental pressure, increased waste, and the excessive use of natural resources also pose a threat. In terms of culture, there is a risk that traditions will turn into a form that has lost its meaning, staged only for tourists. Furthermore, many regions lack qualified personnel, guides proficient in foreign languages, quality standards, and service culture.

CONCLUSION. Considering the above, it is advisable to work in several directions to strengthen the positive impact of tourism on the lives of the population. First, it is necessary to support the local population, especially rural women and youth, with guest houses, training in crafts and guiding, as well as preferential loans and grants. Second, to improve the quality of services, it is necessary to introduce unified standards and a professional development system. Thirdly, seasonality can be reduced by diversifying the tourism product—that is, through the joint development of cultural, ecological, rural, and gastronomic tourism. Fourthly, directing a portion of tourism revenue toward the social needs of the region strengthens a positive attitude toward tourism among the population. Fifth, any project must comply with environmental impact assessment and cultural heritage protection requirements. When properly organized, tourism serves as an effective tool for improving the population's standard of living: it creates new jobs, expands income sources, improves infrastructure, and provides an economic basis for preserving cultural heritage. However, to achieve these results, tourism must be aligned with the interests of the local community, environmental and cultural balance must be maintained, and service quality must be constantly monitored. Only then can tourism, along with the economic development of the region, ensure its social stability and spiritual wealth.

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Rezyume. Ushbu maqolada turizmning aholi turmush darajasini oshirishdagi o‘rni va ahamiyati, uning iqtisodiy, ijtimoiy va madaniy rivojlanishga ta’siri yoritilgan. Shu bilan birga, turizm salohiyatidan samarali foydalanish, zamonaviy turizm xizmatlarini rivojlantirish va hududlarning iqtisodiy imkoniyatlarini kengaytirish orqali aholi farovonligini oshirish bo‘yicha taklif va tavsiyalar berildi.

Резюме. В данной статье освещаются роль и значение туризма в повышении уровня жизни населения, его влияние на экономическое, социальное и культурное развитие. Вместе с тем, даны предложения и рекомендации по повышению благосостояния населения за счет эффективного использования туристического потенциала, развития современных туристических услуг и расширения экономических возможностей регионов.

Kalit so‘zlar: turizm, turmush darajasi, bandlik, mahalliy jamoa, madaniy meros, hunarmandchilik, hududiy rivojlanish, barqaror turizm.

Ключевые слова: туризм, уровень жизни, занятость, местное сообщество, культурное наследие, ремесла, региональное развитие, устойчивый туризм.