

IMPROVING THE EFFICIENCY OF THE TOURISM SECTOR BY PROVIDING INFOGRAPHIC SERVICES IN THE CITY OF TERMIZ

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Annotation : In this article, the tourism potential of the city of Termiz, the center of Surkhandarya region, rich cultural heritage and effective ways of its rational use are presented. Also, proposals and recommendations on increasing the efficiency of the tourism sector by providing infographic services in the city of Termiz were developed.

Keywords: Surkhandarya oasis, Imam At-Termizi, pilgrimage sites, infographics, infographics services, tourism, efficiency, flow of tourists, ecotourism, pilgrimage tourism..

Introduction. It is known that the natural and geographical location of the Surkhandarya region, the effective use of attractive natural recreation and historical and cultural resources in the rapid development of the tourism sector, as well as the factors and conditions affecting the rapid development of the sector, as well as its unique rich history and culture, hadith scholars, scholars, cultural heritage objects, ancient architecture, handicrafts and culinary arts, it is considered an oasis with high potential in the direction of pilgrimage tourism.¹ For this reason, we aimed to study the development of tourism in this oasis city of Termiz with the help of infographic services..

Results and discussions. In Surkhandarya region, there were only 48 tourism facilities visited by tourists in 2017, but today the number of facilities has increased to 116 (241.6%). There are 6 facilities, 5 facilities each in Zharkorgon, Shorchi and Denov districts, 4 facilities each in Boysun, Kumkorgon and Sariosia districts. In addition, "Marvarid", "Oksus", "Eco tourism" are located in Termiz district. As a result, facilities were created for tourists, and the days of their stay in the region were increased from 1 to 3 days. 7 in Boysun district, "Inkabod", "Dashtigoz", "Mustaqilik", "Tuzbazar", "Bibishirin", "Temir Darvoza" and "Sayrob" neighborhoods were specialized in the direction of tourism².

Infographics³ if we pay attention to the meaning of the word - it is a graphic way of presenting information. In other words, it can be called image data. Infographics can contain other elements (text, indicators, diagrams, blocks and icons), in which graphic images play a key role. Infographics are usually created by graphic designers, and sometimes by illustrators. Infographics, in general, are an independent means of communicating information. In short, infographics are designed to present material quickly, visually, and vividly. Infographics have many advantages. They are as follows:

- infographics allow you to display large amounts of information—today's audience lacks the patience and time to read text for long periods of time.
- A good infographic makes information more clear.
- An interesting image helps to attract the attention of the audience, so this format is widely used. In today's modern education system, it is recommended to use infographic materials more.

¹ <https://bestpublication.org/index.php/ozf/article/download/2533/2405/2361>

² <https://review.uz/uz/post/surxon-vohasining-turizm-salohiyatiga-bir-nazar>

³ <https://medium.com/@gulomnazarov/infografika-nima-infografika-yaratish-uchun-kerakli-maslahat-va-5-ta-onlayn-xizmat-a280a1eb602a>

Infographics are used almost everywhere. For example, in the media: but the first infographic was used only to present statistics.

- With the help of infographics, you can get acquainted with the information of customers or employees;
- You can show important news;
- You advertise your products (services);
- No matter what language people speak, you'll have created a user-friendly technical guide that everyone can understand;
- You can prepare statistical data, annual report, research results;

There are five main types of infographics:

Analytical or digital infographics. With its help, statistical data is presented, which can contain a lot of numbers, charts, graphs.

News infographic. It tells a clear story about the latest events, reflects the chronology and the important stages of the events that are happening around.

Construction infographics. Shows the structure of an object or its mechanism, sometimes the chronology of a historical event and its causes.

Advertising infographic. Created by companies to promote their products. As a rule, this can be a vivid picture describing the advantages of the product and the purchase. If it's well-crafted, it can attract customers—that is, it combines competent marketing and good design.

Comparative infographic. It allows you to compare the properties of different objects.

In recent years, tourism has become one of the "growth points" of the national economy. It is a driver for the development of other sectors related to tourism, and serves to increase income with a high multiplier effect. The number of tourists has increased 5 times in 3 years. If in 2016 their number was 1.3 million, then in 2019 it reached 6.7 million. In 2020, 1.5 million foreign tourists managed to come due to the pandemic. Exports of tourism services amounted to 261 million dollars, and tourism became one of the most affected sectors. A total of 1.7 million tourists are expected to arrive in 2021, due to which the export of tourism services will reach 370 million dollars. It should be noted that the pandemic has had a serious impact on the tourism industry and related industries. More than 100,000 people, including guides, artisans, architectural monuments and employees working in resorts, catering establishments, transport and other sectors, have seen a sharp decrease in their incomes⁴.

It is planned to increase the number of new and large facilities visited by tourists in the region by at least 140 by 2030. Also, the number of hotels in the city of Termiz, Boysun, Sariosia, Denov, Sherabad and Oltinsoy districts will be increased from 85 to 150. The number of places in hotels will be increased to 6,450. In addition, 25 hostels and more than 200 family guest houses will be established in the mountainous regions of the region, and the number of places in them will be increased to 2,500. At the same time, recreation and health centers will be built in Termiz, Boysun, Sherabad, Sariosiyo and Oltinsoy districts of the region. 2 health centers will be established around the Khojaikon salt cave in Sherabad district with the involvement of business entities. In addition, 1 in Khojaipok spring in Altinsoy district, 1 in Omonkhona spring in Boysun district, 1 in Sangardak waterfall in Sariosiyo district and Uchkizil lake in Termiz district, 1 in Khojaipok spring in Altinsoy district, 1 in total, modern and affordable health facilities for a total of 6 residents recreation and recreation centers will be built. As a result, the number of natural wellness centers in the region will be increased to 10. It is planned to build 2 large tourism complexes in Boysun district alone by enterprising entrepreneurs for about 100 billion soums. Hotels in this complex, restaurants, health centers and other service centers will be built. 10 that played an important role in the history of Surkhandarya in the coming years, including Khumkhana, Tallitogara, Karatepa, Zurmola, Uzundara,

⁴ <https://imrs.uz/infographics/121>

Poyonkurgan, Dalvarzintepa, Robot , Burgutkala, Hayitabad Tepa, etc., 50 billion soums will be allocated by the state for archaeological excavations. In addition, the condition of 42 km of roads leading to 30 tourist objects that are regularly visited by tourists in the region will be improved. Funds in the amount of 50 billion soums will be allocated for the preservation of cultural heritage objects in the region, their restoration, and the improvement of the condition of the roads leading to them. In the city of Termiz, about 30 billion soums will be allocated, which includes the great historical cities of the region. "Ethno town" will be built. In this town, the history, religion, culture and ethnography of the region will be presented, concerts and shows will be organized for local and foreign tourists. In addition, 8 new mosques will be built in the region in 2030 and will be used for the residents to perform their religious duties. In order to increase the number of tourists coming to the region, the number of air and railway services will be increased. As a result, by 2030, the number of foreign tourists visiting the region will reach at least 900,000 people, and the number of local tourists will reach 5 million people. Service to foreign tourists the volume will be increased and the daily expenses will increase from the current 80 dollars to 150 dollars, or 1.8 times. The annual income of the region by providing services to foreign tourists will reach 70 million dollars. It is intended to extend the days from 2 to 7 days, to increase the number of countries participating in the wrestling competition dedicated to the memory of "Al-Hakim at-Tirmizi", and to attract fans interested in wrestling along with foreign participants.

Conclusion.

As a result of the research, the following conclusions were reached:

- the tourism sector is one of the sectors that require the fastest development today;
- The tourism potential of Surkhandarya region, in particular, the city of Termiz, is extremely rich in resources;
- It is necessary to introduce infographic services on tourism facilities located in the city of Termiz with their complete information;
- Placing advertising banners of tourism facilities in the city of Termiz in populated areas;
- Free distribution of advertising papers of tourism facilities located in the city of Termiz to the population throughout the republic;
- Constant circulation of advertisements of tourist facilities located in the city of Termiz in the mass media, etc.

The list of used literatures:

1. <https://bestpublication.org/index.php/ozf/article/download/2533/2405/2361>.
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