

## THE ROLE AND ECONOMIC IMPORTANCE OF TOURISM IN MODERN SOCIETY

*Berdikulova Mahbuba Erkinjon qizi*

*Teacher of Gulistan State Pedagogical Institute*

*Rahmonnazarova Saodat Egamnazar qizi*

*Student of the Foreign Language and Literature program*

[rahmonnazarovasaodat3@gmail.com](mailto:rahmonnazarovasaodat3@gmail.com)

### ABSTRACT

This article analyzes the role and economic importance of tourism in modern society. Tourism is one of the key sectors of the national economy, contributing to gross domestic product growth, employment, and regional infrastructure development. It also strengthens cultural exchange and socio-economic cooperation between countries. The paper examines trends in domestic and international tourism, service quality, and the importance of sustainable tourism principles. The study concludes that tourism is one of the significant drivers of economic growth.

**Keywords:** Tourism, tourism economy, domestic tourism, international tourism, economic growth, tourism infrastructure, service sector, employment, sustainable tourism, cultural exchange.

### АННОТАЦИЯ

В данной статье анализируются роль и экономическое значение туризма в современном обществе. Туризм является одной из ключевых отраслей национальной экономики, способствующей росту валового внутреннего продукта, занятости населения и развитию региональной инфраструктуры. Кроме того, туризм укрепляет культурный обмен и социально-экономическое сотрудничество между странами.

В статье рассматриваются тенденции развития внутреннего и международного туризма, качество услуг и значение принципов устойчивого туризма. Результаты исследования показывают, что туризм является одним из важных факторов экономического роста.

**Ключевые слова:** Туризм, экономика туризма, внутренний туризм, международный туризм, экономический рост, туристическая инфраструктура, сфера услуг, занятость, устойчивый туризм, культурный обмен.

Tourism plays a significant role in modern society both economically, socially, and culturally. It is a key sector of the national economy, contributing to gross domestic product growth, employment, and the development of regional infrastructure. Furthermore, tourism strengthens cultural exchange and international cooperation.

Digital technologies and online services enhance tourism efficiency, while sustainable development considers environmental and social factors. The study highlights that tourism is an essential factor for economic growth and societal stability. Tourism, tourism economy, domestic tourism, international tourism, economic growth, tourism infrastructure, service sector, employment, sustainable tourism, cultural, exchange.

Tourism in modern society is significant not only economically but also socially and culturally. The development of digital technologies and internet platforms has accelerated tourism processes, allowing online booking systems and mobile applications to bring services to the global market. Tourism contributes not only to the development of the national economy but also to increased employment, improved regional infrastructure, and strengthened cultural exchange. This article analyzes the economic, social, and technological aspects of tourism development.

Tourism plays a vital role in the national economy. Its contribution to the gross domestic product (GDP) is substantial, as revenue generated from tourism increases the overall production capacity of the country. At the same time, tourism enhances employment, creating new jobs in hotels, transportation, restaurants, and service sectors. As a result, tourism is not only a source of economic income but also supports the creation of new jobs and the development of regional infrastructure.

Investments and infrastructure development in tourism further boost economic growth. Hotels, transportation services, and restaurants improve service quality while stimulating regional economies and supporting sustainable development.

Tourism strengthens cultural exchange and fosters social and cultural connections between nations. Leisure activities and cultural events promote the formation of tourism culture within society and improve the quality of life. Moreover, sustainable tourism that considers ecological factors contributes to long-term development and social stability. Digital technologies and innovations have made tourism more efficient: Online booking systems and platforms: Services like Booking.com and TripAdvisor provide convenience for tourists and expand tourism services to the global market. Mobile applications and virtual tours: These offer additional opportunities for tourists and improve service quality. Digital economy and investment: Digital tourism fosters the development of the service sector, attracts investment, and increases revenue. Managing tourism processes with modern technologies enhances both economic and cultural efficiency.

Tourism is a crucial factor in modern society, economically, socially, and culturally. As a key sector of the economy, it contributes to GDP growth, increases employment, creates new jobs, and develops regional infrastructure. Tourism also strengthens cultural exchange and international relations. With the help of digital technologies, tourism efficiency can be further increased. Developing sustainable and

digital tourism is essential for national economic growth and international cooperation.

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