

## The Problems and Prospects of Tourism Development in Uzbekistan

Zikriyayev Zokir Mamirovich <sup>1</sup>

Komilova Sarvinoz Qayumjon qizi <sup>2</sup>

### **Abstract**

*This article reveals the problems and prospects of tourism development in Uzbekistan. Uzbekistan has high opportunities for the development of international tourism, as evidenced by the many objects and places of material and cultural heritage, natural and climatic conditions, unique national cuisine and unsurpassed hospitality of the Uzbek people attract travelers. We have analyzed a lot of minds of tourists about the problems, which they came into, when they traveled Uzbekistan. The purpose of this study is to analyze the problems of tourists who came in Uzbekistan and its effects on development of tourism. In analyzing the development perspectives, we used statistic and practical analysis methods. Data was analyzed using mainly descriptive statistics. The article concluded that the limited range of tourist activities available within most of Uzbekistan's destinations, the limited travel information can lead to cause the lack of popularity of most Uzbekistan's tourist destinations. This research highly recommends a huge effort to the tourism policymakers and firms to enhance all the country's attractions and position them as destinations.*

**Keywords:** *tourism, Tourist destination, Tourism development, Tourism perspectives, Destination analysis, tourist.*

<sup>1</sup>Gulistan State university, Faculty of Socio-Economics Doctor of PhD

<sup>2</sup>Gulistan State university, Faculty of Socio-Economics The 2nd year master's degree student

## **1. Introduction**

In recent years in Uzbekistan, along with traditional forms of travel, ecotourism, agriculture tourism, medical tourism and gastronomic tourism have also developed. Uzbekistan places particular emphasis on the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, and the organization of tourist services in accordance with international standards (Patterson and Turreav, 2020). Government policy is aimed at developing tourism, so that this area in the future should become one of the drivers for accelerating the integrated development of regions and their infrastructure, helping to solve such important socio- economic tasks as creating hundreds of thousands of new jobs, ensuring diversification and accelerated development of regions increasing incomes, the level and quality of life of the population, increasing the volume of foreign exchange earnings, improving the image and investment attractiveness of the country. As implications for local communities differ among countries and can be both positive and negative, it is key for government to inform locals on relevance of the tourism for the economic development despite the socio- cultural differences among hosts and visitors (Ahmed, 2018). In other words, to profit from tourism and improve attractiveness, countries should focus on hospitality. Perceived hospitability enhances destination brand image and influences travelers' preferences. A positive hospitality improves the economy as it attracts foreign investment (Chamard and Alaux, 2018).

In December-January (2020), the number of foreign citizens visiting Uzbekistan for tourism purposes amounted to 1504100, while in the period December-January(2019) , the figure was around 6748500. At the same time, the number of Uzbek citizens who left the country for tourism purposes in 2020 December-January was approximately 158600. 94.4 percent of the total number of visitors was citizens of CIS countries, while the rest 5.6 percent came from other foreign countries.

The preferences and expectations of tourists were studied by questioning. The results of the survey show that tourists come to Uzbekistan, having sufficient information, a certain motivation and with purposeful aspiration. Visitors showed high interest in historical tourist tours and visits to museums, galleries, excursions, cultural events, visits to the countryside, walking / hiking, shopping and ecotourism. The majority of tourists is satisfied with the general quality of the standards of accommodation facilities, tourist products, transport services, food and overall quality of service, and also feel safe during the trip. Most tourists intend to visit Uzbekistan again within 5 years.

Currently, tourism is one of the leading sectors of the global economy. Therefore, Uzbekistan places particular emphasis on the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, and the organization of tourist services in accordance with international standards. During the years of independence, significant actions were implemented in Uzbekistan in terms of the development of this sphere with the preservation and enhancement of the historical and cultural heritage of the people, the revival of national traditions and customs, restoration and arrangement of the country's attractions.

From the first years of independence, Uzbekistan has been actively increasing cooperation with international organizations, and regularly comes up with initiatives to deepen cooperation in the field of tourism. The current trend of the tourism industry confirms the need to study the

prerequisites, system analysis of the dynamics of tourism development, identifying preferences and expectations of tourists, timely correction and modernization of the system of measures, taking into account the existing realities and prospects, which served as the basis for this study.

### **Data Analysis and Results**

According to statistics, the number of visitors purpose for most of them to come to Uzbekistan – visiting their acquaintances and relatives. This is 84.7 percent of the total number of visitors formed. The second largest segment is 7.9 percent is a holiday, recreation and leisure for Uzbekistan (travelers). Next up is business and visit to Uzbekistan for professional purposes group of customers (1.2 percent), Medicines and health treatments and trade (commercial) to 0.8 percent of visitors is correct. Average duration of each visit 6.9 nights, most tourists visit time (79 percent) from 1 to 9 nights, and 19.8 percent 10 from 39 nights. From 2 percent of tourists less than 40 nights in the country. Uzbekistan until 2025 Development of tourism in the Republic visit to Uzbekistan according to targets the number of foreign tourists ordered in 2025 Delivery to 89.3 thousand people (in 2018 5.3 million) export of tourist services from \$ 1,040.9 million in 2018 Reaching \$ 2,232.8 million in 2025.

In Uzbekistan, a new stage of significant progress in the field of international tourism began from the beginning of 2017. In 2018, a visa-free regime was established for citizens of Israel, Indonesia, the Republic of Korea, Malaysia, Singapore, Turkey, Japan, Tajikistan and France. In addition, the procedure for issuing visas to citizens of 39 countries has been simplified.

The efforts of the leadership of the Republic of tourism infrastructure in recent years raised to a fairly high level. The measures taken to support and protect the private sector contributed to the increase in the number of tourist organizations and hotel facilities. There are 1,667 tourist organizations successfully operating in the country, including 989 tour operators and 869 hotel facilities. An extensive network of hotels with more than 25,000 beds meets modern international standards. Thanks to the truly extensive work on the construction and reconstruction of infrastructure facilities in Uzbekistan, 11 airports received the status of international harbors. Modern comfortable airplanes consisting of Boeing and Airbus airliners operate regular flights to more than 40 cities in Europe, Asia, the Middle East and America. Tourists visiting Uzbekistan have the opportunity to get to the sights of the republic and through railway transport. So, besides the usual and high- speed trains, high-speed trains “Afrosiab” produced by the Spanish company “Talgo” run daily between Tashkent, Samarkand, Shakhrisabz and Bukhara, which significantly improved the quality of guest service and reduced the trip time.

In recent years, major investment projects have been implemented for the development of tourist infrastructure, including the opening of the Lotte City Hotel Tashkent Palace and Hyatt Regency Tashkent brand hotels in Tashkent, the creation of cultural and entertainment parks in Andijan, Urgench, Tashkent, the opening of railway line “Angren-Pap.” Also new types of travel, including ecological tourism, have been actively introduced in Uzbekistan. The presence in the republic of reserves, national parks, nurseries, wildlife reserves, natural monuments, biosphere reserve makes ecotourism in a very promising direction. In Uzbekistan, ecotourism, medical tourism, mountaineering and rafting have also developed. Recreation areas and comfortable infrastructure facilities are being built in the regions. In the sports and recreation centers “Chimgan”, “Beldersay” and “Charvak” the necessary conditions are created for practicing alpine skiing and other winter sports, where mountain trails of different types are built with a length of 300 to 3 thousand meters. There is a cable car here. In Uzbekistan, the gastronomic

direction of tourism is also gaining popularity, the development of which allowed to make pilaf and other national dishes a recognizable brand of the country. Significant role in ensuring the accelerated development of the tourism sector of Uzbekistan, the formation and maintenance of the country's image on the world market are played by major events regularly held in the country. One of the most important annual events is the Tashkent International Tourism Fair "Tourism on the Silk Road." Today it is the largest forum in Central Asia where industry professionals meet, negotiate in various formats, including business-to-business, the Hosted Buyers program is being implemented for buyers of the national tourist product, and conferences are being held on topical issues of the development of the tourism industry in Uzbekistan and the world generally. Representatives of our country also regularly participate in international fairs and exhibitions held abroad in order to present the tourist potential of the republic. Participation in them allows you to stay abreast of the latest trends in the global tourism market, enter into business contracts, and develop cooperation with foreign partners.

The state policy in this direction is aimed at the development of tourism, so that this area in the future should become one of the drivers for the accelerated integrated development of the regions and their infrastructure, to contribute to the solution of such important socio-economic tasks as the creation of hundreds of thousands of new jobs, ensuring diversification and accelerated regional development, increasing incomes, the level and quality of life of the population, increasing the volume of foreign exchange earnings, improving the image and investment attractiveness STI country.

The geography of foreign guests is wide. At the same time, the number of tourists from neighboring countries traditionally prevailed in the structure of arriving tourists. This phenomenon continues to persist as before – the share of tourists from the CIS countries for 11 months of 2019-2020. Amounted to 94.4% respectively. The share of tourists from non-CIS countries during this period was only 5.6 respectively.

The share of tourists from non-CIS countries during this period was only 5.6%, respectively. In recent years, there has been a significant positive trend in the number of visitors entering the Republic of Uzbekistan from non-CIS countries. Of the far-abroad countries, Uzbekistan is especially popular with citizens of Turkey, Germany, France, Italy, the Republic of Korea, Japan, China, Malaysia, India and the United States The first place was occupied by Turkey (21000). Also, a substantial number of visitors came from China (7200), the Republic of Korea (6700), India (4700), Ukraine (3200), Germany (2100) and USA(1800).

### **Conclusion**

From the above results and statistic information, the following conclusions can be drawn. First of all, it is dynamic to pay special attention to the developing tourism industry and to create a wide range of opportunities. The next ten out of every four new jobs per year is employed by the tourism sector across the country. Then, it also contributes significantly to the reduction of unemployment rate. This, in turn, can lead to get a high income for the population and it is also considered as the source of income. Especially short trips, urban tourism, gastronomic tourism and pilgrimage tourism development, urban infrastructure development, variety construction of hotels, and restaurants improve services, for tourist shopping production of assortment of demanding products. These are just some of the goal setting that we can use including tourism and transport infrastructure, as well as the world – famous hotel business providing benefits, including chains attracting foreign direct investment. Secondly, like modern and branded hotels,

hostels, family hotels, budget accommodations, as well as from the Airbnb system (renting apartments, using the introduction of this system) should be accelerated.

At the same time, citizens of many countries of the world use the territory of Uzbekistan as transit during their travels to other countries. Therefore, today it is of urgent importance to pay attention to the issues of further improvement of necessary infrastructure in the field of visiting tourism in Uzbekistan, attention to the promotion of existing facilities, further improvement of the service system, and creative use of the achievements of Information Technologies

### Reference

1. Dehkonov Burhon Rustamovich(2020) Assessing Uzbekistan Tourist Destinations: The Perspectives of Domestic Tourism Market. *Journal of International Business Research and Marketing* Volume 5, Issue 6, 28-33
2. Ahmed, M. (2018). Guesthouses in the Maldives: Towards Community-Based Tourism. *International Journal of Innovation and Economic Development*, 4(1), 44-50 CrossRef
3. Ahunjonov, U., Asa, A. R., & Amonboyev, M. (2013). An Empirical Analysis of SME Innovativeness Characteristics in an Emerging Transition Economy: The Case of Uzbekistan. *European Journal of Business and Management*, 5(32), 129-135.
4. Amonboev, M. (2020). Образовательная модель подготовки будущего специалиста индустрии туризма. *Архив научных исследований*, (26).
5. Amonboev, M. (2020). Региональный туризм. *Архив научных исследований*, (3).
6. Amonboev, M. (2020). Туризм индустрияси ривожланишининг истиқболлари. *Архив исследований*, 1(4). асосий йўналишлари ва научных
7. Amonboev, M., & Khalilov, S. S. (2019). Main directions and prospects for the development of tourism industry. *Economics and Innovative Technologies*, 2019(3), 38.
8. Balaeva, A., & Predvoditeleva, M. (2007). Scope of services in the global economy: development trends. *World economy and international relations*, No 3, 23-28.
9. Berrada, M. (2017). Co-Creation of the Tourist Experience via Internet: Towards Exploring a New Practice. *Journal of International Business Research and Marketing*, 2(5), 18-23. CrossRef
10. Birzhakov, M. B. (2000). *Introduction to tourism*. : Publishing Trading House Gerda.
11. Chamard, C. & Alaux, C. (2018). Place Hospitality: A Way to Understand and Improve Place Marketing Approaches. *International Journal of Management Science and Business Administration*, 4(2), 7-16. CrossRef
12. Crouch GI, Ritchie JRB (1999) Tourism, Competitiveness, and Societal Prosperity. *Journal of Business Research* 44: 137-152. CrossRef
13. Dumazedier, J. (1962). *Ver une civilization du loisir*. (p.347).
14. Dwyer L, Kim C (2003) Destination Competitiveness: Determinants and Indicators. *Current Issues in Tourism* 6: 369-414. CrossRef
15. Fowler, B. (1999) *Pierre Bourdieu and Theory of Culture: A Critical Analysis Text*. Social and Human Sciences. Domestic and foreign literature, Ser. 11, Sociology, M., No3

16. Kayumovich, K. O. (2020). The highlight priorities for the development of digital tourism in Uzbekistan. *International scientific review*, (LXIX), 61-62.
17. Kozielski, J. (2002). *Transgrsj a i kultura*. (p.87).
18. Lee, T. J., Han, J. S., & Ko, T. G. (2020). Health- Oriented Tourists and Sustainable Domestic Tourism. *Sustainability*, 12(12), 4988. CrossRef
19. MacCannell, D. (1988). *The Tourist: A New Theory of Leisure Class*. New
20. Mahamasiddiq, A. (2018). Establishing Stock Market Attractiveness and Investment Infrastructure in Uzbekistan through Effective Implementation of Corporate Governance Mechanisms. *International Journal of Innovation and Economic Development*, 4(1), 19-28. CrossRef
21. Marques, M.I.A., Candeias, .M.T.R. & Magalhães, .C.M.R.d. (2020). How Residentes Perceive the Impacts of Tourism. The Case of the Historic Centre of Porto . *International Journal of Management Science and Business Administration*, 6(6), 7-14.
22. Olimovich, D.I. (2015). Tourism potential of Uzbekistan. *Lucrãile Seminaruli Geografic Cantemir*, Vol. 40, pp. 125-130.
23. Patterson, I. R., & Tureav, H. (2020). New developments in promoting tourism in Uzbekistan. *Journal of Tourismology*, 6(2), 201-219.
24. Pezeshki, F., Ardekani, S. S., Khodadadi, M., Almodarresi, S. M. A., & Hosseini, F. S. (2019). Cognitive structures of Iranian senior tourists towards domestic tourism destinations: A means-end chain approach. *Journal of Hospitality and Tourism Management*, 39, 9-19.
25. Rayviscic M, Judith N and Fuchaka W (2012). Examining Kenya's Tourist Destinations' Appeal: the Perspectives of Domestic Tourism Market. *Journal of Tourism and Hospitality*: 1-5.
26. Rojek, C. (1993). Disney culture. *Leisure studies*, No 12, 21-135 CrossRef
27. Sobirov, B., & Alimova, M. (2019). Accelerated development of tourism in Uzbekistan: trends, reforms and results. *E-methodology*, 6(6), 128-140.
28. Švajdová, L. (2018). Modern Marketing Communication in Tourism. *Journal of International Business Research and Marketing*, 4(2), 20-23. CrossRef
29. The results of the analysis conducted by the State Committee of Tourism. Retrieved 2019, from [uzbektourism.uz](http://uzbektourism.uz)
30. Veprentsev, V. (1999). Legal Aspects of Entering into a Contractual Relationship with a Tourist. *Tourism Business*, October, No 10
31. Xudoyarov PhD, A. (2019). Specific organizational and economic aspects of the development of pilgrimage tourism in uzbekistan. *The Light of Islam*, 2019(4), 39.