

Features and Significance of the Diversification of the Tourism Market in Uzbekistan

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Abstract

This article presents the features, methods and various tools of the organizational and economic mechanism for diversifying the tourism market in Uzbekistan. Also disclosed are several methods for forecasting the tourism market, which are used in the tourism industry.

Keywords: *Diversification, tourism market, tourist, ecotourism, nature, culture, attractions, infrastructure, tourist route, tools of organizational and economic mechanism, forecasting.*

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Diversification of the tourism market in Uzbekistan can be an important step to develop tourism in the country and attract more tourists of various interests and preferences. One of the ways to diversify the tourism market can be the development of ecotourism. Uzbekistan has a rich natural and cultural heritage that can be attractive to tourists looking for environmentally friendly and unique natural sites. It should also be noted that ecotourism in regions such as Nurata, Zeravshan, Surkhandarya and others, where unique ecosystems and animals are preserved.

Also, you can focus on the development of cultural tourism to attract those who are interested in historical and cultural attractions such as Samarkand, Bukhara, Khiva and other cities. In addition, Uzbekistan can develop gastronomic tourism to show its rich culture and traditions of national cuisine. Also, you can consider the possibility of developing sports tourism, for example, ski tourism in the Tien Shan mountains and other mountainous areas. For the successful diversification of the tourism market in Uzbekistan, it is necessary to invest in various sectors of the tourism infrastructure, including the development of the hotel base, transport infrastructure, as well as the promotion of tourist routes and attractions. It is also important to promote Uzbekistan as a tourist brand on an international scale in order to attract more tourists from all over the world.

To organize and develop the diversification of the tourism market of Uzbekistan, it is necessary to use various tools of the organizational and economic mechanism. Below are some of them:

1. Investments: public and private investments can be directed to the development of tourism infrastructure, the construction of hotels, airports, transport routes and other facilities necessary for the development of tourism in Uzbekistan.
2. Development of programs and strategies: public and private organizations should develop programs and strategies aimed at promoting tourism in Uzbekistan. These programs and strategies may include market research, infrastructure planning, tourism promotion campaigns, and the organization of events and festivals.
3. Cooperation with international organizations: Uzbekistan can cooperate with international organizations such as the World Tourism Organization to gain access to experience and expertise in various areas of tourism, including tourism development, marketing, promotion, etc.
4. Tax incentives: the state can provide tax incentives for tourism companies and investors who invest in the development of tourism in Uzbekistan. This can stimulate private investment and attract a higher level of service.
5. Training of personnel: it is necessary to train personnel working in the tourism industry in order to ensure a high level of quality of services and increase the level of service
6. Organization of international events: Uzbekistan can organize international events such as forums, conferences, exhibitions and others.

There are several economic mechanisms that can be used to diversify the tourism market in Uzbekistan.

1. Subsidies: The government may provide subsidies for various types of tourism, such as environmental, cultural or sports. This can contribute to the development of these types of tourism and attract new tourists.
2. Benefits and tax incentives: The government can provide incentives and tax incentives for companies investing in tourism development in Uzbekistan. For example, this could include a

value-added tax exemption for hotels or tax breaks for new infrastructure investments.

3. **Public Funding:** The government may allocate additional funds for the development of tourism in Uzbekistan, including for infrastructure development, marketing and advertising of the country's tourism opportunities.

4. **Attracting private investment:** The government can help attract private investors to the tourism sector by creating an enabling environment for investment and providing adequate investor protection.

5. **Development of tourism infrastructure:** The government can invest in the development of tourism infrastructure, including the construction of hotels, restaurants, airports, railways, highways, museums, parks and other facilities necessary for tourism.

There are several methods of forecasting the tourism market that are used in the tourism industry:

1. **Analysis of historical data:** This method is based on the analysis of previous trends and the general trend of the tourism market. This allows you to identify patterns and learn how the tourism market will develop in the future.

2. **Peer review method:** This method is based on the opinions of experts in the tourism industry. Experts use their professional experience and knowledge to predict trends in the tourism market. This method can be useful when there is not enough data to analyze.

3. **Statistical methods:** This method involves the use of statistical models to analyze data and predict the future. Statistical methods can be useful when large amounts of data need to be processed.

4. **Market research method:** This method involves the use of surveys, focus groups and other market research methods to determine the needs and preferences of potential tourists. This can help predict future trends in the tourism market.

5. **Machine learning methods:** This method uses machine learning algorithms to process large amounts of data and predict trends in the tourism market. This method can be especially useful for predicting short-term trends in the tourism market.

Each of these methods has its own advantages and limitations, and are sometimes used in combination to achieve the most accurate forecasting results.