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Prospects for the Development of the Tourism Industry of Uzbekistan

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Abstract: The article examines the state and prospects for the development of tourism in Uzbekistan, and also identifies the main reasons that impede the acceleration of tourism development; effective use of the potential of tourism in the republic and sets out the tasks to achieve the goals of state policy in the field of tourism.

Key words: tourism, global tourism industry, state tourism policy, international tourist arrivals and market.

Currently, most countries in the world are developing their national economies through the development of tourism. Uzbekistan has created all the necessary conditions for the formation of tourism that is not inferior to foreign countries, which is the main source of development of this area. Since the first years of independence, reforms have been carried out to create and develop tourism infrastructure in accordance with the requirements of the time, which today are yielding positive results. Tourism infrastructure is understood as easy access of tourists to tourism resources, building systems, engineering and communication networks, including roads, various companies and other systems that support activities in the service sector. These include, for example, systems that regulate the movement of road, rail, air, sea and river routes, as well as thermal, electrical and telephone communications. The tourism infrastructure of Uzbekistan was created back in the Soviet Union. The problem was that the distribution of income from this area was always decided at the center. In 1985–1989, domestic and regional tourism in Uzbekistan amounted to 1.4–1.5 million people, while the number of foreign tourists reached only 130–180 thousand people. By this time, in 1985, the number of foreign tourists in Turkey reached 1.5 million, in 1992 7 million, in 2003 11 million. In 1981, 14.2 million people visited Hungary, and in 1991 the number of tourists increased to 19.1 million people. In 1992, the tourism industry of Uzbekistan had only 27 types of services for foreign tourists, and by 2008 there were more than 50. In countries such as Turkey, Italy and Spain, this figure reaches 250–400. After the country gained independence, on the initiative of the President, the development of tourism became a priority issue.

Emergency medical care and amenities for tourists today are not up to standard. It should be noted that the construction of such facilities on the ground is not given due attention. This is an important task not only for tourists, but also for citizens of the country. In ancient times, caravanserais were located along the Great Silk Road. Caravanserais served as hotels for trade caravans. There were rooms for caravans and traders for sleeping, drinking water, food and other services (doctors, musicians, guards, etc.). Our

country has an ancient history and culture. Archaeologists have discovered sewer networks, of which there are three thousand. There is ample evidence that there were special devices for storing drinking water, into which water entered through special ceramic pipes, and waste water also exited through special pipes. Restoring such a historical, traditional heritage and bringing it to a modern state is the goal of today. Taking into account the dynamic growth of tourism, its tangible multiplier impact on other sectors of the economy, the increase in the welfare of the population and the need to take measures to protect the environment, the tourism industry should become one of the powerful tools for increasing the sustainable development of the country, as indicated in the Concept for the development of the tourism industry of the Republic of Uzbekistan for the medium-term perspective.

According to the data provided, as of January 1, 2023, 348 travel companies and organizations operate in our republic, serving 673.8 thousand people. They also sold 95.3 thousand tours.

Firms and organizations involved in tourism activities play an important role in the tourism industry. They provide tourists with various tourism related services such as:

- booking hotels, transport tickets and excursions;
- organization of tourist routes in a foreign country or region;
- support for tourists in their travels, including local services and translations;
- insurance of tourists against unforeseen events.

These firms and organizations are an important part of the tourism industry as they help tourists get the most out of their travels. They also have a great influence on the economies of the countries to which they send their clients. They can increase demand for tourism services and promote the development of local businesses, including tourism-oriented hotels, restaurants, shops and other services. Thus, the role of firms and organizations engaged in tourism activities is very important for tourism and the economy as a whole.

The restoration of tourism in Uzbekistan after the pandemic took place in three stages. First, domestic tourism will resume, then regional and after that inbound tourism, organized taking into account the situation with the pandemic.

Program of specific measures for the implementation of the Concept for the development of the tourism industry of the Republic of Uzbekistan in 2020–2025. provides for the implementation of measures in the following areas: improving legal regulation in the field of tourism; diversification of the tourism product and creation of new tourist routes, motivation and incentives to attract tourists; development of logistics, transport and roadside infrastructure; development and support of the activities of accommodation facilities and other tourist infrastructure facilities; promotion of the national tourism product in the domestic and foreign markets; measures to develop domestic tourism; training, retraining and advanced training of personnel in the field of tourism.

Currently, banks are providing long-term loans (15–20 years) to business entities for the construction and modernization of hotels with flexible repayment terms. The number of ATMs and terminals working with international payment systems has increased.

We created and put into operation an effective competitive tourist complex “Silk Road Samarkand” in the republic, which became a reference point for the development of regions and interregional relations, intensified the development of small and medium-sized businesses around it (increased investment in fixed capital of the tourism industry, the increase will occur due to the introduction of new and reconstruction of existing accommodation facilities, creation of new travel companies).

In conclusion, I would like to note that the following measures will help strengthen the modern, highly efficient and competitive tourism complex, expand opportunities to meet the needs of tourists through the high quality and diversity of the line of tourism products in the regions of Uzbekistan and intensify promotion in foreign consumer markets:

- development of a tourism model based on the potential of the regions, combining the traditions of Uzbek hospitality and Western standards of service;
- comprehensive development of tourism based on supporting entrepreneurship and choosing optimal methods of state regulation of the industry in the regions;
- formation of the image of Uzbekistan as an attractive tourist country;
- ensuring the creation of new jobs in the regions, a sustainable influx of foreign currency into the country's economy, the development of related sectors of the economy, and an increase in the share of tourism in the country's GDP;
- increasing investment in human capital;
- preservation of natural and cultural resources of the regions for their use both now and in the future;
- solving the problems of targeted social tourism, its accessibility for low-income groups of the population;
- stimulation of inbound and domestic tourism;
- creation of an effective information network as a determining factor in the development of a common political line and strategy for the development of tourism in the regions.

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