

STRATEGIES FOR TOURISM DEVELOPMENT IN UZBEKISTAN

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ANNOTATION:

Today, tourism has become one of the most important industries in the world economy. Previously, tourism was considered as a simple infrastructure for travel and leisure, but now it is formed and developed as an important sector of the economy.

Keywords: Trade, technical and cultural ties, production, economic activity, industries, traditions, international economic relations.

INTRODUCTION:

Tourism covers many areas of human life and activity. As a specific catalyst of socio-economic development, tourism has a significant impact on the development of transport and communications, trade, construction, agriculture, consumer goods and other important sectors of the economy.

One of the main directions in the development of an export-oriented economy is the tourism industry. Tourism is one of the most important features of the business sector, which attracts a constant flow of foreign tourists.

In recent years, the deepening of globalization and international integration has had a positive impact on the development of

tourism. As a result of radical changes in the world economy and international economic relations in the last quarter of the twentieth century, trade, economic, scientific, technical and cultural ties between the two countries have significantly intensified.

The growth of economic development in different countries of the world requires an increase in the number of people traveling from one country to another for different purposes. This makes tourism one of the most promising sectors of the national economy.

In general, tourism has a dual content, that is, production and social content. The degree of recovery of the physical and mental strength of a person traveling for tourism purposes reflects the production content of tourism. At the same time, the motive for the restoration of human ability to work has a social significance as a driving force of tourism.

Otherwise, people will be dissatisfied with tourism, which in turn will have a negative impact on the welfare of people, which is the main goal of economic activity in society. By knowing the source of the needs in tourism, it is possible to determine the place of tourism in the hierarchy of all known needs of people. Accordingly, it is possible to develop industries that can meet the needs of people for tourism, thereby affecting the country's

economy.

We know that Uzbekistan is an ancient and unique country, on the territory of which the most ancient monuments and cultures have emerged, developed, has a huge tourism potential, which in terms of its attractiveness is not inferior to the best places for recreation and travel in the world.

There are more than 7,000 unique historical monuments and glorious and unique architectural samples in our country, beautiful nature reserves and national parks, its rich and colorful nature, centuries-old history of national culture, art and crafts. Our mothers, world-famous national dishes and culinary traditions are the logo of Uzbekistan and a symbol of Eastern hospitality.

However, the tourism infrastructure of Uzbekistan, the quality and level of tourism services, as well as the management system of the industry do not meet modern requirements in the context of globalization and fierce competition. The contribution of tourism to the country's economy, the development of services and employment lags behind the world average [1,42].

These include administrative and economic barriers for tourists in the field of visa regime, state control over tourism activities (licensing and certification), high accommodation and air fares, limited services, underdeveloped engineering, transport and social infrastructure, favorable for tourists.

Lack of information environment (navigation and information centers), lack of qualified personnel, weak promotion of Uzbekistan abroad, etc. are the main reasons for the lack of competitiveness of national tourism products.

It is important to ensure that the tourism industry in our country does not lag behind other industries in all its features.

When analyzing the development of tourism, it is necessary to take into account its

functions in the structure of the economy. In addition to performing certain functions in the economy, it affects it in the following ways:

- ✚ Participates in the creation of national income;
- ✚ Influences the development of regions;
- ✚ produces tourism products;
- ✚ promotes employment;
- ✚ plays an important role in the formation of the middle class;
- ✚ Contributes to the stabilization of the balance of payments;
- ✚ creates a basis for the inflow of foreign investment into the country.

According to the World Tourism Organization (UNWTO), Uzbekistan ranks 150th among the countries that receive income from tourism. Despite the fact that the calculated potential is 2.2% of the total flow, this figure is 0.2%.

Uzbekistan also ranks 115th in terms of the share of this sector in the country's GDP, 103rd in terms of investment and 69th in terms of employment. However, it should be noted that Uzbekistan is also included in the list of the most "hot" tourist destinations in 2017 in the influential Financial Times.

The recent increase in the attractiveness of Uzbekistan, the emergence of books and television programs about the Silk Road, the fact that Uzbekistan is a very attractive country for those who can not travel long distances across the Silk Road. This is due to the fact that the mosques, mausoleums and minarets of ancient commercial cities such as Khiva, Bukhara and Samarkand are located in this area.

Michael Lee, director of Xing Asia Travel in Singapore, said: "Your country has great potential in the field of tourism. Singaporeans enjoy not only the beauty and rich history of nature, but also the centuries-old traditions, generosity, hospitality, unique national cuisine of the Uzbek people and get

unforgettable impressions”[2 , 55].

A comprehensive assessment of the tourism potential of the country by international experts revealed its high level (58.7%) and the extreme attractiveness of tourist areas for foreign and domestic tourists. In other words, more than half of Uzbekistan's natural and landscape resources can be used to develop many services in the field of tourism.

However, despite the high potential of tourism, the level of its positive impact on the economic development of the country is very low. Therefore, at present, great attention is paid to the development of tourism in the country.

On December 2, 2016, the Decree of the President of the Republic of Uzbekistan Sh. Mirziyoyev "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan" Item 3.2 of the Action Strategy for the five priority areas of development of Uzbekistan for 2017-2021, approved by the Decree of the President of the Republic of Uzbekistan on February 7, states: accelerated development of the tourism industry, increasing its role and share in the economy, diversification of tourism services and issues of improving the quality, expansion of tourism infrastructure and complex and balanced socio-economic development of regions, districts and cities, effective and optimal use of their existing potential and acceleration of socio-economic development, increase of living standards and incomes of the population. The issues of ensuring comprehensive and efficient use of natural, mineral, industrial, agricultural, tourism and labor potential of each region are being put forward.

The following SWOT analysis based on the World Bank data fully reveals the state of the tourism industry in Uzbekistan, ie knowledge of the strengths and weaknesses of the tourism industry of our country, the level of

opportunities, as well as a full understanding of the obstacles to its development through which it can be achieved.

Table 1. SWOT analysis of the tourism industry of Uzbekistan

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> ✚ Tour operators are well organized to receive tourist groups; ✚ Located in the center and close to rich countries like Russia, China, India; ✚ Has a hospitable people; ✚ Tourism has resources; ✚ Sufficient resources for historical and cultural tourism; ✚ Availability of resources for the development of religious tourism; ✚ Climate temperate. | <ul style="list-style-type: none"> ✚ Internal transport infrastructure and road services (roads, flights, sanitation) are in poor condition; ✚ Homogeneous tourism product and crisis diversification; ✚ Restricted visa regime; ✚ Lack of suitable tour packages for individual tourists; ✚ Seasonality of tourism; ✚ Lack of normative legal documents. |
| Opportunities | Dangers |
| <ul style="list-style-type: none"> ✚ The trend of outbound tourism in the world is growing. According to the WTO, in 2020, the number of tourists will reach 1 million 800 thousand; ✚ The rapidly developing Chinese tourism market, as well as the Russian market (BRIC) Middle Eastern countries; ✚ The importance of the Great Silk Road passing through the region of Uzbekistan and its restoration. | <ul style="list-style-type: none"> ✚ The dominance of foreign tour operators lowers prices (dumping); ✚ Political and security risks; ✚ The situation in Afghanistan is deteriorating security and escalating tensions with neighbors over regional issues. |

As shown in the above SWOT analysis, one of the main conditions for the development of tourism in the country is the introduction of new areas of tourism. Uzbekistan is a country with great tourism potential. This means that the introduction of new types of tourism in our country is not a problem.

In this regard, “we are gradually creating all the conditions for tourism, giving ample opportunities to investors and businessmen. 2019 will be a turning point in

the development of tourism," the head of state said.

The Concept for the Development of Tourism in 2017-2021 has been developed, the first draft of which is to support certain segments of the population and certain categories of tourists.

It is aimed at ensuring the rapid development of the tourism industry, giving tourism the status of a strategic sector of the economy, making it a powerful tool for sustainable growth of the economy, effective use of tourism potential in the regions, improving the living standards and quality of life.

The above-mentioned normative documents include the following tasks, taking into account unprecedented measures to radically reform the tourism industry, which will determine the transition of public policy to a qualitatively new level:

- ✚ Creation of favorable conditions for the activities of the tourism industry, elimination of all barriers and obstacles to the development of tourism, simplification of visa and registration procedures, passport and customs control;
- ✚ Implementation of comprehensive measures to ensure the safety of life and health of tourists and excursionists in the organization of tourism services;
- ✚ Accelerated development of new potential types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, health, rural, industrial, business, children's, youth and family tourism;
- ✚ Expansion of cooperation in the field of tourism with international and national organizations, major foreign brands and companies, introduction of advanced world quality standards of tourism services;
- ✚ Accelerated development of modern objects of tourism infrastructure in the regions of the republic, first of all hotels, transport and

logistics structures, engineering and communication infrastructure, wide attraction of foreign investments for these purposes;

- ✚ Development of competitive tourism products, creation of new tourism routes in the regions, their introduction to world tourism markets;
- ✚ Radical improvement of the system of quality training of qualified personnel for the tourism industry [4].

If we achieve the effective development of tourism, we can achieve the following results:

- ✚ The gross national product of our country will increase;
- ✚ An increase in state budget revenues will be achieved;
- ✚ Foreign capital will increase and foreign exchange earnings will increase;
- ✚ Production and services will be further developed through increased investment by tourists in uzbekistan;
- ✚ Employment will grow, new jobs will be created;
- ✚ Development of tourism infrastructure and industry will be ensured;
- ✚ Tourism development

Through the development of other areas.

In short, if we consider tourism as a strategic sector of the economy, we can implement a set of measures related to tourism in the development of regional economies, as well as the country's economy, within the framework of the programs and concepts. If we do, we will definitely achieve the desired goal.

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