



## Features Of The Development Of The Tourist Services Market In Uzbekistan

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### ABSTRACT

This article analyzes the scientific basis for the development of tourism services in Uzbekistan, the role of tourism products in tourism, as well as the opening of a tourism enterprise to introduce it in the tourism business of Uzbekistan, the introduction of new tourism products and the Uzbek domestic tourism market. improvement proposals have been developed.

### ARTICLE INFO

*Article history:*

Received 15 Feb 2021

Received in revised form 17 March 2021

Accepted 27 March 2021

*Keywords:* tour, tourist, tourism product, tourist services, domestic tourism market.

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### Introduction

In expanding and strengthening international relations, the Decree of the President of the Republic of Uzbekistan on the establishment of the National Company "Uzbektourism" attaches particular importance to tourism. In addition, a number of private travel agencies operate in the republic. Currently, in modern Uzbekistan as a whole, a diverse national tourism product with high competitiveness in foreign markets has already been formed. Today, 1482 travel companies, 1188 accommodation facilities are served in the country, in 2019 - 6.7 million tourists. There are 110 international routes. Of these, 65 - on the objects of historical and cultural heritage, 30 - on natural and recreational, 15 - on ecological routes with elements of health tourism. Currently, the most popular type of tourism among the guests of Uzbekistan is cultural and historical tourism.

### Main Part

Today, a unified strategy for attracting tourists has been developed in Uzbekistan. This is a service sector development program for 2020-2026, with the help of which interesting programs and proposals are developed and implemented for both inbound and domestic tourists. In accordance with it,

more than a hundred tourist routes have been created, which pass through all regions of Uzbekistan. Public-private partnership in the field of tourism is developing especially actively today, especially within the framework of the program for the development of geological, ethnographic, ecological and natural tourism.

**Table 1.**  
**Visiting objectives of tourists to Uzbekistan**

Visit objectives	Respondents
Visiting acquaintances and relatives	39.4 %
Holidays, leisure and recreation	33.6 %
Business and professional goals	9.1 %
Medical and wellness treatments	5.7 %
Shopper	5.4 %
Transit (further trip abroad)	2.0 %
Visiting religious places and pilgrimage	2.0 %
Education and training	1.5 %
Other goals	1.0 %

**Source: by author**

Further analysis of the purpose of visiting tourists in Uzbekistan shows that the majority of respondents who noted that the main purpose of a trip to Uzbekistan is to visit friends and relatives are citizens of neighboring countries: Kazakhstan (26.6%), Tajikistan (20.2%), Kyrgyzstan (19.2%), Turkmenistan (16.1%). Citizens of the Russian Federation also constitute a significant part of the respondents in this context (15.1%). In general, citizens of these countries make up more than 97.0% of respondents who answered that they arrived in Uzbekistan in order to visit friends and relatives.

Continuing the analysis of the duration of the stay of tourists in Uzbekistan, we can see that a total of 5664 tourists spent more than 39 thousand nights in Uzbekistan, that is, the average length of stay per visit was 6.9 nights. The duration of stay of the majority of the surveyed tourists (79.0%) ranged from 1 to 9 nights, 19.8% spent in Uzbekistan from 10 to 39 nights. Less than 2.0% of tourists said they had stayed in the country for more than 40 nights.

On February 4, 2018, the President of Uzbekistan Shavkat Mirziyoyev signed a decree "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan." In accordance with the decree, the National PR Center is being created with the aim of further intensifying work to promote the tourism, cultural, natural and sports potential of Uzbekistan. The national PR center is being created on the basis of the State Unitary Enterprise "Center for the Promotion of the National Tourism Product", which also functioned under the State Committee for Tourism. But there is no more information about this center.

If we talk about travel agencies that carry out various tours and trips in Uzbekistan, then there are several travel agencies, for example, the Asia Adventures travel company, which was created by professionals with 29 years of experience in international tourism. "Asia Adventures" conducts all kinds

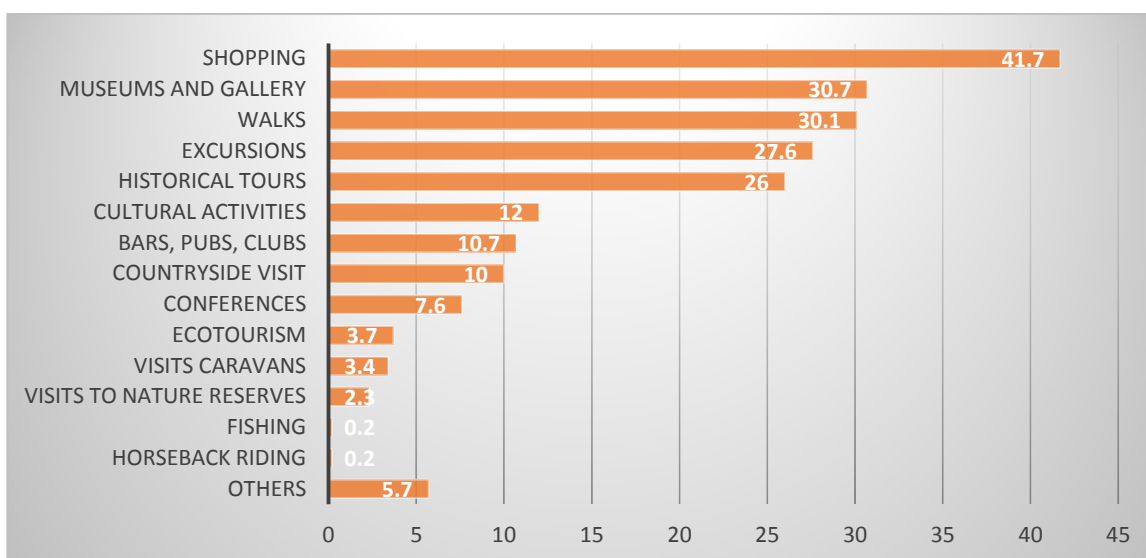
of tours and travels in Uzbekistan, as well as in neighboring republics: Kazakhstan, Kyrgyzstan, Turkmenistan, Tajikistan and China. Asia Adventures organizes and conducts:

- Bus tours to the ancient cities of Uzbekistan (Samarkand, Bukhara, Khiva, Shakhrisabz, Termez, Fergana Valley) and Central Asia (Penjikent, Khojent, Turkestan, Kunya-Urgench, Mary, Osh, Uzgen, etc.);
- Incentive tours, VIP and business tours, special corporate programs, conferences, presentations,
- Trekking, cycling, horseback riding tours in the Pamir and Tien Shan mountains;
- Climbing to the peaks - 7000 meters (Lenin Peak, Khan Tengri Peak, Pobeda Peak, Communism Peak (Somon), Korzhenevskaya Peak, Muztag-Ata Peak);
- Active weekend in the mountains (hiking, cycling and horseback riding, trekking)

In addition, Asia Travel Discoveries offers foreign and local tourists wishing to get acquainted with the history of Uzbekistan, cultural and historical tours to the ancient cities of the Great Silk Road (Samarkand, Bukhara, Khiva, Kunya-Urgench, Mary, Osh, Khujand). ...

Speaking about the development of the tourist services market, one can say about the interest of foreign countries in this mysterious country. For example, countries like Germany and many other western continents provide large loans for hotel construction, renovation of buildings, monuments, and more. So, for example, a foreign company Wide Tent System LLC purchased at an auction the largest hotel in Bukhara "Bukhara Palace". The deal amounted to 27.5 billion soums.

In addition to European countries, Asian countries are showing interest in Uzbekistan. Uzbekistan and India are treasures of famous architectural and natural monuments, throughout the territory of which world famous cities are located. Being on the routes of the Great Silk Road, they served as major centers of international trade, where many different peoples converged, exchange of knowledge, ideas, mutual enrichment of cultures took place. The growing interest of tourists in these two countries is associated with the presence of historical and natural monuments, unique natural sites, a variety of flora and fauna, as well as the opportunity to get acquainted with the traditions and life of the local population.



**Diagram 1.**

**Tourist activity during a stay in Uzbekistan (%)**

**Source: [uzbektourism.uz](http://uzbektourism.uz)**

According to the survey results, shopping in Uzbekistan attracted the greatest interest of visitors. Great interest was also shown in visiting museums and galleries, walking / hiking, excursions and historical walking tours. Visitors were less interested in cultural events, entertainment (bars / pubs / clubs) and trips to the countryside. The least interesting is ecotourism, visiting yurts, caravanserais, nature reserves and natural parks, fishing, horse riding. According to the survey, visitors from Central Asia showed the greatest interest in shopping in Uzbekistan. Thus, 39.7% of visitors noted shopping as a tourist activity during their stay, another 31.9% - walking / hiking, 14.5% - historical walks, 13.7% - tours, 12.9% - visiting museums and galleries.

The picture of the European region looks different. The majority of European visitors noted visiting museums and galleries (77.5%) as a tourist activity during their stay in Uzbekistan. Another 60.6% - excursions, 54.1% - historical walks, 45.2% - shopping, 20.3% - walking / moving. Likewise, most of the visitors from the Asia-Pacific region were noted as tourist activity during their stay in Uzbekistan, visiting museums and galleries (72.2%). This is followed by historical walks - 59.5%, excursions - 56.0%, shopping - 48.0%, walks / hikes - 16.0%. It should be noted that 3.7% of respondents noted ecotourism as a tourist activity during their stay in Uzbekistan. The majority of tourists who have shown interest in ecotourism are residents of the European region (37.7%). This is followed by tourists from the Asia-Pacific region (24.6%), Central Asia (16.3%), the CIS (11.6%).

With the help of the tourism market of services for foreign suppliers, the state not only attracts advanced technologies and knowledge, but also contributes to the growth of employment. In addition, new opportunities are opening up for Uzbekistan for the development of the tourism and ecotourism industry.

It is believed that the liberalization of access for goods to the national market can harm industries with all the ensuing negative socio-economic consequences. However, there is another opinion that liberalization in the developed market of tourism and services, on the contrary, can lead to a

strengthening of the national service sector, easier access to cheap and high-quality services for the national tourism industry, and increased competitiveness. ...

Analysis of the current state of tourism in many countries allows us to conclude that the development of tourism should be accompanied by efforts to promote domestic, national tourism programs. Within each country, tourism, thanks to the redistribution of national income, contributes to a stable position of the national economy, a deeper awareness of common interests and the development of activities that are favorable for the country's economy as a whole.

After Uzbekistan gained independence, changes took place in reforming the economy that affected all spheres of activity, which had a significant impact on the process of managing business entities in the field of tourism services. Competition has arisen, requiring the attraction of significant financial resources for the development of tourism and the provision of competitive tourism services to the population. The transition to the market of tourist services is determined by the increasing responsibility of tourist organizations with the maximum benefit for economic activity, its resource provision in the changing environment of interests of various groups of the population. International tourism in Uzbekistan is a developing area. As in all countries, as well as in Uzbekistan, new work is carried out every year, new directions are being explored, the volume of supply is expanding and the deepening of specialization in tourism to attract foreign guests.

In order to further develop the tourism infrastructure and attract investment in the tourism industry, the President of the Republic of Uzbekistan on 01/05/2019 approved No. PP-4095 "On measures to accelerate the development of the tourism industry", which provides for: the introduction of public-private partnership mechanisms in the implementation of projects to create facilities tourist infrastructure.

In general, over the past period, 11 draft regulatory legal acts have been prepared and adopted.

In demand on the domestic tourism market, preference is given to traditional types of recreation - recreational, cultural and historical. But more and more people are showing interest in cultural tourism and types of specialized tourism, such as scientific, educational, sports, event ecological tourism, which provide the sale of the entire range of tourist and related goods and services.

Despite the fact that tourism in Uzbekistan is developing, there are main negative factors hindering the development of tourism in the Republic of Uzbekistan:

- the remoteness of Uzbekistan from the main suppliers of tourist flows. Inflated transportation costs in the package of tourist services reduce the competitiveness of the tourist offer in the international tourist market;
- low level of advertising activity of tourism in Uzbekistan, both in the domestic and international spheres. Lack of budget for quality commercial advertising.
- insufficient material potential for the development of tourism and its infrastructure in the main centers and related regions, for example, in the Fergana Valley, Surkhandarya, Kashkadarya, Jizzakh regions and in the Republic of Karakalpakstan;
- Lack of representative offices of NC "Uzbektourism" abroad for holding PR-campaigns.

## Conclusion

Taking into account the popularity of Samarkand, Bukhara and Khiva among foreign citizens and based on statistical data, it is safe to say that these cities deserve more attention and can rightfully become the center of international tourism. According to vacationers, all trips convince them that Uzbekistan remains the most beautiful country, combining European beauty and oriental wisdom with the development of the tourism industry in Uzbekistan from year to year.

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