

# Features Of Strategic Development Of The Tourism Industry In Uzbekistan

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**Abstract.** This article is devoted to the features of the strategic development of the industry in Uzbekistan, and the high quality of the provision of tourist services in conjunction with state support in this area. The author cited aspects of tourism resources, the special attention of the country's leadership to the development of the tourism industry, an integrated approach to its provision are confirmed by steady trends in improving industry performance. The tourism industry is growing steadily in economic terms. Based on statistical data, the number of arriving foreign tourists and the volume of export of tourist services are analyzed.

**Index terms** - tourism, tourism services, tourism infrastructure, ecotourism

## 1. INTRODUCTION

Uzbekistan is a country full of oriental romance, which cannot leave anyone indifferent. This is the land of cotton and orchards, bustling bazaars and skillful artisans, and today use methods of production inherited from their ancestors. And most importantly, the traditions of Uzbek hospitality, deeply rooted in the people, local customs and excellent national cuisine make Uzbekistan an attractive place where guests from all over the world come.

The current state of the tourism and hospitality industry in the CIS countries has not been sufficiently studied and used to develop a more economical and close mentality and traditionally for Russian tourists. The lack of information about modern tourism resources created in recent decades could significantly change the perception of not only potential tourists, but travel agencies and companies in submitting proposals on tourist products for tourists. Using methods of statistical analysis of the development of the tourism and hospitality industry, it is possible to establish real significant changes in the tourism industry of Uzbekistan over the past decades.

## 2. ANALYSIS AND RESULTS

In 2019, there has been an increase in the interest and activity of entrepreneurs in the industry, and as a result, the rapid development of tourism infrastructure.

In order to meet the demand of foreign tourists for accommodation, the Committee undertook the following measures:

a) Provision of the State budget for the investment of hotel investments by investors to

attract investors to the tourism industry was developed and approved by the government's decision. According to it, \$ 40 million per room for 3-star hotels is available. Sums for every room of 4 star hotels UZS to cover the state budget.

To ensure transparency and impartiality of the subsidies, we have reached an agreement to involve reputable international audit companies, such as KPMG Audit and Ernst & Young, into the hotel certification process. Today, the first subsidy on the basis of the certification of these international companies was allocated over 4 billion soums to the Grand Hotel Sogdiana (Dobusiya Samarkand Aqualand LLC in Samarkand region) last December.

b) Design and projects of 8 different types of hotels with a capacity of 8 (2 types), 16, 26, 32, 40 (2 types) and 50 rooms based on the experience of Turkey and South Korea to promote the construction of accommodation facilities. - to investors - entrepreneurs free of charge.

To date, these projects have been submitted to 400 business entities, 25 of which are implementing projects.

c) A number of hotel business requirements have been simplified and canceled, including:

- the requirement for a license for the sale of alcohol at the outlet and dining facility within the hotel was abolished;

- the requirement to obtain a license for the provision of transport services for the transportation and return of clients from the hotel to the airport, train and bus station.

As a result of the measures taken in 2019, a total of 274 placement facilities with 5.9 thousand rooms were built. Today

There are a total of 1 188 placement facilities with more than 26,000 rooms.

With the increase in the number of tourists in the country and the extension of their stay over the last two years from 2.3 to 3.2 days, employment has

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also increased from 62 percent (2017) to 84 percent (2019).

If in 2017 and 2018 the growth rates of total hotel rooms in the country were 6 and 9%, respectively, in 2019 the number of hotel rooms increased by 30%.

There is a significant increase in the number of rooms in all regions by region. It should be noted that one third of the total hotel rooms are located in Tashkent. The share of the capital in total fund of rooms is 33.6%. In the second place is Bukhara region with 11.2%. Tashkent and Samarkand regions have 9.7% and 9.6% respectively. The share of Khorezm region in total number of rooms is 6.8%. The rest of the regions account for less than 6%.

In addition, meetings were held with representatives of the population and entrepreneurs in all regions of the country in order to involve the population in entrepreneurial activities in tourism. In total, 2,600 entrepreneurs and representatives of the public attended the meetings. As a result, over the past year, 781 new (106 in 2018) new family guest houses have been established, bringing the total number to 886.

For the same period, the family guest houses served 84,700 guests, of which 60,100 were foreign tourists. These guest houses, mainly located in remote rural areas, totaled \$ 22.8 billion. soums were rendered.

Also, 499 new tour operators have been launched in the past year, which is 2 times more than in the same period last year (244).

In order to bring the country's tourism industry in line with the requirements of the International Organization for Standardization (ISO), six new State Standards have been developed and registered at the Uzstandard Agency:

- O'zDSt 3220 "Tourism Services. Placement tools. General Requirements "No.2 to the State Standard (Decision No. 05-835i dated 25.01.2019);

-- O'zDSt 3220 "Tourism Services. Placement tools. General Requirements "No. 3 to the State Standard (Decision No. 05-837i dated March 27, 2015);

- O'zDSt ISO 13009: 2019 "Tourism Services. Requirements and recommendations for beach activities";

- O'zDSt ISO 18065: 2019 "Tourism Services. Tourist services in specially protected natural areas. Requirements";

- The state standards establishing requirements for the workers of the tourism industry (the Decision of the Commission from 05/10/2019 № 05-1078) - UzDSt 3417: 2019 General Requirements for Placement Service Personnel "and O'zDSt 3417: 2019" Tourism Services. General

Requirements for Tour Operators and Travel Agents".

Development of tourism infrastructure in the regions

In order to develop the tourism potential of the regions, create new tourist routes, including in rural areas, special government decisions have been developed and adopted. In particular, in 2019 special resolutions of the Cabinet of Ministers on Khorezm, Kashkadarya and Samarkand regions (Resolution No 119 of February 13, 2019, No. 198 of March 8, 2019 and No. 828 of September 30, 2019) were adopted. The program of development approved by meeting minutes (01-14 / 4774 dated 14.03.2019) was adopted.

Based on these decisions, as well as programs to enhance the tourism potential of the regions this year:

- 22 parks in total, including 7 entertainment and 7 themed parks

and 8 water parks;

- 1 925 WiFi zones were organized at various facilities (airport, train station and other public facilities) in order to create convenience for local and foreign tourists;

- A total of 1,500 land plots were created to be submitted to business entities for organization of NWS activities (not less than 5-6 in districts and cities, not less than 10 in regional centers). During the year, 971 new CPCs were built, 1,142 were reconstructed at cultural sites, public places, stations and airports, roadside facilities;

- More than 598 special tourist routes have been installed on the roads leading to tourism facilities and their total number has been increased to 1,032.

The development of international tourism against the backdrop of improvement in Uzbekistan of small business and private entrepreneurship has led to the fact that in practice, hotels are now offered in the international tourism market of the country. Data for 2018-2019 the number of arriving foreign tourists (table 1)

Table 1 The number of arriving foreign tourists (thousand people)

№	The name of indicators	2019	2018
	Total amount	6 748,5	5 346,2
I	including by month:		
1	January	437,2	266,2
2	February	393,5	264,9
3	March	549,5	441,2
4	April	544,4	435,0
5	May	496,7	441,5

6	June	613,5	472,9
7	July	597,7	506,1
8	August	692,3	584,4
9	September	613,7	503,3
10	October	658,4	504,4
11	November	634,0	476,1
12	December	517,6	450,2
<b>II</b>	including countries:		
1	Central Asia, of which:	<b>5 764 480</b>	<b>4 614 192</b>
	Kazakhstan	2 261 094	2 293 077
	Kyrgyzstan	1 454 907	1 055 688
	Tajikistan	1 473 684	1 095 505
	Turkmenistan	574 795	169 922
2	Other CIS countries, of which:	<b>495 630</b>	<b>406 200</b>
	Azerbaijan	12 367	10 465
	Armenia	1 740	1 409
	Belarus	7 411	5 609
	The Republic of Moldova	4 601	5 470
	Russian Federation	455 470	371 529
Ukraine	14 041	11 718	
3	Foreign countries, of which:	<b>488 402</b>	<b>325 827</b>
	Turkey	63 539	41 299
	Afghanistan	62 580	44 220
	China	54 293	32 444
	The Republic of Korea	35 524	27 269
	Germany	27 625	18 094
	India	27 898	21 029
	Japan	24 944	17 052
	Italy	20 356	13 843
	France	20 390	13 579
	USA	17 106	11 133
United Kingdom (UK)	15 962	7 994	
<b>III</b>	Total, of which by age:	<b>6 748 512</b>	<b>5 346 219</b>
1	from 0 to 18 years	611 772	434 620
2	from 19 to 30 years old	1 315 901	1 090 257
3	from 31 to 55 years old	3 458 625	2 785 708

4	55 and older	1 362 214	1 035 634
<b>IV</b>	In total, of which by purpose of visit:	<b>6 748 512</b>	<b>5 346 219</b>
1	Recreation and entertainment	1 043 929	458 119
2	Shopping	53 874	50 946
3	Business meetings	53 117	56 515
4	Treatment and Wellness	55 490	52 527
5	Education	21 383	14 633
6	Visiting relatives and friends	5 520 719	4 713 479
<b>V</b>	<i>including the length of stay:</i>		
1	from 1 to 3 days	69,8	69,1
2	from 3 to 10 days	24	20,6
3	from 10 to 30 days	5,1	9,8
4	more than 30 days	1,1	0,5

The active development of various types of tourism in Uzbekistan can increase the attractiveness of the country for foreign tourists. Acquaintance with the culture, customs and traditions of the peoples of Uzbekistan will make the trip interesting and enjoyable, will expand the horizons of foreign guests [5]. Original Uzbek dishes and traditional oriental hospitality will also cause a lot of positive emotions.

In 2015, the service sector provided more than half of the growth in gross domestic product. Currently, its share in GDP has reached 54.5 percent compared to 49 percent in 2010. More than half of the total employed population works in this area. [4] The formation and development of the tourism industry contributes to the acceleration of transformation and economic development of the country, and in particular the regions. The tourism industry is one of the youngest and most dynamically developing industries in Uzbekistan. Statistical data for the years of independence indicate a positive trend in the main indicators of tourism activity in the country. Each year, Uzbekistan is visited by about 2 million citizens of foreign countries. The bulk of tourists who visited Uzbekistan last year were guests from Russia (22.4%), Korea (8.2%), Germany (3.8%), France (3.6%), as well as other Western countries Europe and Southeast Asia. Over the past three years, the number of foreign tourists coming to Uzbekistan

has increased by more than 30%. Today, 1279 tourism organizations operate in Uzbekistan, in particular, 548 hotels, tourist camps and campsites, 731 travel companies. [6]

The total volume of export of services in 2019 was 1313032.3 thousand US dollars, increased by 26.2 percent compared to 2018, of which Central Asia was 651537.5 thousand US dollars. (Table 2)

Table 2 Export of tourist services (in thousands of US dollars)

№	The name of indicators	2019	2018
	Total exports of services	<b>1313032,3</b>	<b>1041088,6</b>
	including countries:		
1	Central Asia, of which:	<b>651537,5</b>	<b>551766,3</b>
	Kazakhstan	357931,2	362994,1
	Kyrgyzstan	144472,3	104829,8
	Tajikistan	89010,5	66168,5
	Turkmenistan	60123,6	17773,8
	2	Other CIS countries, of which:	<b>315022,4</b>
	Azerbaijan	7860,5	6651,6
	Armenia	1105,9	895,6
	Belarus	4710,4	3565,1
	The Republic of Moldova	2924,4	3476,7
	Russian Federation	289496,7	236143,8
	Ukraine	8924,5	7448,0
3	Foreign countries, of which:	<b>346472,4</b>	<b>231141,7</b>
	Turkey	45074,6	29297,5
	Afghanistan	44394,3	31369,7

China	38515,5	23015,8
The Republic of Korea	25200,7	19344,6
Germany	19597,2	12835,9
India	19790,8	14918,0
Japan	17695,3	12096,7
Italy	14440,5	9820,2
France	14464,7	9632,9
USA	12135,0	7897,8
United Kingdom (UK)	11323,4	5670,9

Source: Materials of NC "Uzbektourism"

With the development of tourism, there is a development of hospitality, because the hotel business primarily receives tourists and satisfies their needs for accommodation, food and other services.

In recent years, tourism has only taken up 1% of Uzbekistan's GDP. But if we take into account the direct, indirect and conditional shares of tourism in GDP, then it can be established that the tourism and hospitality industry occupies 3.1% of Uzbekistan's GDP.

Tourism in Uzbekistan plays an important role in ensuring the employment of the population, which reaches 110 thousand people (Fig. 2, a). This accounts for 0.8% of all jobs (Fig. 2, b). By 2023, it is planned to occupy up to 145 thousand people directly in the tourism industry. At the same time, tourism in Uzbekistan now directly, indirectly and conditionally provides about 500 thousand people with jobs, which makes up 2.7% of all jobs in Uzbekistan.

In 2012, more than 400 thousand tourists were served in Uzbekistan (Fig. 3, a) and income from them amounted to 497.5 billion soums. This year, the income from the export of tourism services amounted to 1.8% of all export earnings (table 3).

Table 3 The number of accommodation facilities for tourists in Uzbekistan

№	The name of indicators	2019	2018
<b>I</b>	Number of accommodation facilities	<b>1 188</b>	<b>914</b>
	<i>including by type of accommodation facilities:</i>		
1	Hotels	833	784
2	Hostel	214	53
3	Rest area	29	1
4	Dormitories	6	3
5	Camping	4	5
6	Motel	1	1
7	Sports base	2	1
8	Tourist camp	2	1
9	Yurt camp	4	3
10	Boutique Hotel	13	4
11	Other	80	58
	<i>Including regions:</i>		
1	Republic of Karakalpakstan	36	34
2	Andijan region	19	18
3	Bukhara region	211	164
4	Jizzakh region	35	29
5	Navoi region	54	38
6	Namangan region	28	20
7	Samarkand region	144	127
8	Syrdarya region	13	14
9	Surkhandarya region	46	34
10	Ferghana region	52	34
11	Kashkadarya region	49	48
12	Khorezm region	84	67
13	Tashkent region	94	67
14	Tashkent city	323	220
	<i>Besides this:</i>		
	family guest houses	<b>886</b>	<b>106</b>
<b>II</b>	Number of rooms (thousand rooms)	<b>26 147</b>	<b>20 216</b>
	<i>In regions:</i>		
1	Republic of Karakalpakstan	599	597
2	Andijan region	521	507

3	Bukhara region	2 945	2184
4	Jizzakh region	580	493
5	Navoi region	1 354	732
6	Namangan region	815	500
7	Samarkand region	2 522	2 277
8	Syrdarya region	244	203
9	Surkhandarya region	1 003	794
10	Ferghana region	1 124	742
11	Kashkadarya region	1 297	1 181
12	Khorezm region	1 797	1 350
13	Tashkent region	2 542	1 516
14	Tashkent city	8 804	7 140
<b>III</b>	Number of tour operators	<b>1 482</b>	<b>983</b>
	<i>regions:</i>		
1	Republic of Karakalpakstan	33	16
2	Andijan region	39	19
3	Bukhara region	123	64
4	Jizzakh region	8	5
5	Navoi region	17	4
6	Namangan region	23	7
7	Samarkand region	171	121
8	Syrdarya region	8	4
9	Surkhandarya region	35	14
10	Ferghana region	40	18
11	Tashkent region	46	20
12	Kashkadarya region	18	12
13	Khorezm region	59	33
14	Tashkent city	862	646

The number of accommodation facilities for tourists in Uzbekistan in 2019 is 1,188 units, which is higher by 914 units and increased by almost 30 percent. By 2023, the volume of investments is planned to increase to 1 trillion soums. In 2012, 71.4% (1176.6 billion soums) of tourism expenses accounted for the organization of travel and leisure, and 28.6% (470.7 billion soums) - for business tourism. The economic results of tourism development in Uzbekistan are presented in table 3.

Uzbekistan is developing the tourism and hospitality industry, based on the careful preservation of traditions and monuments of the past and the creation of new innovative solutions in



it. Uzbekistan is a country of the greatest cities with hundreds of architectural monuments of various eras. The historical cities of Samarkand, Bukhara, Khiva, Shakhrisabz, Termez and Kokand are known throughout the world. Some of them - peers of Rome and Babylon, were once also the largest centers of science and culture. The best human minds and artisans flocked to them. The world was struck by the luxury and magnificence of palaces, minarets, mosques, mausoleums created by famous architects of the past. World famous monuments of ancient architecture still remember the times of the conquests of Alexander the Great and Genghis Khan.

Many of the historical masterpieces have survived to the present, but even more require restoration and restoration. The preserved architectural monuments perfectly convey the achievements of the architecture of the past. Such a monument is the fortress gate of the city of Bukhara (Fig. 5). Architectural monuments in the cities of Uzbekistan, which miraculously survived to our time, perfectly recreate the picture of the distant past.

The Great Silk Road - one of the most significant achievements in the history of world civilization - also ran through these cities.

To ensure a comfortable and safe stay of tourists in these historic cities, which are still filled with the spirit of antiquity, a lot of effort has been made to create a hospitality industry. In this regard, a large number of new hotels, hotels and guest houses, new restaurants and cafes that meet the level of international standards have opened in various regions of the country, as well as many modern vehicles (from cars to comfortable tourist buses) that transport everything more tourists (table 3).

Traveling around Uzbekistan with its historical, archaeological, architectural and natural sites is a real adventure, replete with pleasant discoveries. It is Uzbekistan (among other countries of the region) that is the leader in the field of cultural tourism. Guests of our country have the opportunity to trace its history not only in museums, examining exhibits, but also "alive". To do this, you just need to step on the land of ancient fortifications, visit archaeological sites, and the doors to the distant past of palaces and temples of different eras will open before tourists.

New tourist destinations are also being created in the Republic of Uzbekistan:

1) pilgrimage tourism:

- Muslims visiting the Tashkent State Museum in order to worship the Holy Quran of Osman [2];

- visit since 2008 in the Samarkand region of the complex of monuments "Imam Bukharii" [1], which houses the International Center Imam Bukharii, engaged in scientific research, it also has continuing education courses;

- it is planned to create special pilgrimage routes to places of worship of Islamic prophets and saints in the city of Samarkand;

- the pilgrimage route Sacred Bukhara and others [4];

2) the creation of the "Golden Ring" [3] with the entry into it of the tourist cities of Uzbekistan: Tashkent, Samarkand, Bukhara, Khiva and Fergana (Fig. 7);

3) restoration and restoration of architectural monuments in the cities of Bukhara, Tashkent, Samarkand and Khiva [9];

4) the organization of new tourist routes in the places of life and work of great writers and scientists, with the publication of their scientific works and the organization of international conferences [4; 6; 8] and others.

The demand for leisure activities among foreigners and citizens of the country is growing, in proportion to it the number of offers increases. This is not surprising, since Uzbekistan is a country of contrasts, where modern buildings are successfully combined with the architectural masterpieces of our ancestors. It should be noted that Uzbekistan ranks ninth in the world in the number of historical and architectural monuments. Passing through the territory of the country in the past centuries of the Great Silk Road gives the appearance of Uzbekistan special mystery, which causes considerable interest among foreign guests. Along with this, such important factors as safety, the unique taste of national cuisine, world-famous cities, picturesque nature, the presence of direct flights, as well as the preserved identity of the people, their traditions, customs, mentality, friendliness and hospitality can be distinguished. Recreational resources available in the country allow developing all types of tourism, such as ecotourism, geotourism, mountaineering, extreme, cultural tourism, fishing, rafting; various tourist routes and receive guests year-round. As a result, Uzbekistan is able to offer a wide range of services for both lovers of cultural and educational leisure, and for outdoor activities. The development of a unified state policy in the field of comprehensive modernization and development of the tourism industry is carried out by the National Company "Uzbektourism" created by decree of the President of the Republic of Uzbekistan dated July 27, 1992. The priority areas of the National Company are the development of the legal and economic foundations of tourism, the improvement

of its infrastructure in the country by attracting foreign investment, and the wide dissemination of the historical heritage and tourism opportunities of Uzbekistan. [6]

The tourism industry in the country is regulated on the basis of regulatory documents presented in the form of laws "On Tourism", "On Insurance", "On Certification", "On State Border", and government decrees. These documents are aimed at creating an investment climate, denationalization and privatization in the tourism sector, providing benefits, improving hotel infrastructure, building networks of roads, resorts and. etc. The country has developed national standards for the tourist and hotel infrastructure of the country, taking into account the climatic, cultural and national characteristics of hospitality. An important guide to action in the development of tourism and tourism infrastructure, the active promotion of national tourism services in international tourism markets is the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to further support and develop the tourism sector in the Republic of Uzbekistan" of October 10, 2012. The focus is on the tasks and prospects of developing inbound and domestic tourism, expanding tourism offers in the field of outdoor activities in Uzbekistan, promoting the tourism brand of our country, attracting investment and developing the tourism infrastructure, as well as optimizing the training, retraining and advanced training of personnel for the tourism sector. [2] In promoting the brand of Uzbekistan, an important role is given to the country's participation in various international exhibitions, fairs and conferences. Over the years of independence, the transport and hotel infrastructure has been significantly improved, new air, rail and road routes have been opened. In order to improve transport infrastructure in 2015, a contract was signed between JSC Uzbekistan Temir Yollari and the Spanish company Patentes Talgo for the supply of two high-speed trains with increased capacity.

### 3. CONCLUSIONS AND RECOMMENDATIONS

In order to develop and improve the quality of tourism, special attention is paid to the following areas: - development of existing tourism services. Tourist services - services of subjects of tourist activities in accommodation, catering, transport, information and advertising services, as well as other services aimed at meeting the needs of tourists. [1] For the development of tourism services, it is important to increase the educational, cultural and aesthetic direction of these services,

which implies the organization of museum displays, exhibition displays, and festivals of traditional culture. etc. For example, the festival "Silk and Spices" is annually held in Bukhara in late May, and it is already becoming the hallmark of the city. In 2015, 200 artisans, artists, designers, national ensembles and chefs from all over Uzbekistan came together to surprise and entertain the guests of the festival. Over 3 days the festival was visited by 60,000 guests, among whom 10,000 were foreign. The festival was attended by 20 international organizations. - the creation of new tourism services, such as ecological tourism, along with educational tours of the city-monuments; Among the most significant types of tourism can be noted gastronomic, medical, shopping tourism and, of course, ecotourism. [5, p. 48] Ecotourism today is recognized around the world as the most profitable, fashionable and "green" type of tourism. This fact especially pleases countries with beautiful nature, landscape, climate - our country is proud of all this. But the fact itself requires additional investments, since the consumer needs the whole package of services: how and on what he will get, where and in what conditions he will live, what and what quality range of services for a comfortable stay. Studying the existing potential from the consumer's point of view, creating the necessary infrastructure, developing tourism routes for ecotourism are the main tasks for entrepreneurs planning to carry out activities in the field of ecotourism. - expanding the use of marketing techniques, including marketing research to study the status of tourism services; Uzbekistan has experience of a marketing approach to solving the issue. At the end of 2014, as part of the UNWTO project "Silk Road Heritage Corridors", sociological studies were conducted and the publication "Uzbekistan through the eyes of tourists. The results of a survey of international visitors to Uzbekistan on economic indicators in 2014." The study was organized in collaboration with NK "Uzbektourism" and UNESCO. The survey conducted at Tashkent International Airport, Gishtkuprik and Olot checkpoints, hotel front offices in the cities of Tashkent, Samarkand, Bukhara and Khiva, was implemented with the assistance of the Tashkent State Economic University, Samarkand Institute of Economics and Service, Urgench State University and Bukhara State University. According to the survey, an increase in visits to Uzbekistan by foreign citizens was noted, the main people entering Uzbekistan are citizens of Russia, Turkey, India, Germany and Korea, the most active travelers are people over the age of 50 who have higher education. - wide involvement of the local public and authorities in

the planning and development of tourism activities, ensuring its safety; The company "Uzbektourism" selected 93 settlements that could potentially be included in tourist routes, and invited entrepreneurs to develop projects for the development of ecotourism. This is mainly villages on the Amu Darya coast and natural monuments. - development of ties between tourism organizers and regional authorities with the goal of understanding the needs of each of them and finding ways to meet them. Successful implementation of tasks in these areas will expand the scope of tourism services, which will take its rightful place in the economy of Uzbekistan.

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