



THE DEVELOPMENT OF DOMESTIC TOURISM AND ITS INFLUENCE IN THE REPUBLIC UZBEKISTAN

Asqarova Kamolaxon

Uzbekistan state university of World Languages

ABSTRACT

The article highlights the key developments in Uzbekistan's tourism industry. The industry's development of tourism is a significant sector that is intimately tied to the nation's overall development. One of the primary indications of today's state of affairs is the organization of tourist-related services and the development of tourism concepts.

Keywords: tourism, cultural heritage, tourism industry, concept.

INTRODUCTION

Uzbekistan has enormous potential for growing its tourism industry. Though this field has received little attention over the years, the nation is now paying more and more attention to this spectrum's development as a result of recent substantial changes. Currently, one of the most lucrative sectors is tourism. The number of foreign visitors to the world has been steadily increasing year over year. For instance, tourism exports totaled 1.7 trillion US dollars in 2018, and this figure reached 1.4 billion. Therefore, it is simply required of a nation with tourism potential to grow its tourism sector. Of course, Uzbekistan is one of these nations.

Thus, a country with tourism potential is simply obliged to develop its tourism industry. Uzbekistan, of course, is one of such countries. Since it is in our country that all types of tourism can be developed, from ordinary mountain tourism to "Silk Road" tourism.

In Uzbekistan, a comprehensive overhaul of this sector is currently underway. Its objective is to make tourism into a strategic national development path that would guarantee faster regional growth. One of the primary social sector goals for 2019 is "taking comprehensive measures to develop tourism, attract investment in the field, and increase the potential of personnel," according to President Sh.M. Mirziyoyev's message.

To achieve this goal, as well as in order to create favorable conditions for the development of tourism, the Concept for the development of the tourism sector in the Republic of Uzbekistan for 2019-2025 was proposed and approved, which provides an analysis of the current state of the tourism sector, sets the main goals, defines the stages and directions of development industry.

METHODOLOGY

The adopted concept will be implemented in two stages:

1. 2019-2020 – institutional reforms to create a solid legislative basis for tourism development, modernize infrastructure and promote the country's tourism brand.



2. 2021-2025 – increasing the share of the tourism industry in the country’s economy. In this direction, the goal has been set to increase the share of tourism in the country’s GDP to 5%.

Uzbekistan has enormous potential for tourism development. The country has more than 7,400 cultural heritage sites, 209 of which are included in the UNESCO World Heritage List. In addition, the country has 11 national parks and state reserves, 12 nature reserves, 106 museums and many other sites that can attract tourists.

It should be noted that this goal is quite ambitious, since, according to WTTC, the direct contribution of the tourism sector to Uzbekistan’s GDP amounted to 0.9%, or 2.22 trillion. sum., and the total – 2.8%, or 6.7 trillion. soums You can consider in more detail the main directions of tourism development presented in the Concept, and also analyze the results.

DISCUSSION

New prospects for tourism are opening up in our country, large-scale projects are being implemented in various areas. In particular, in recent years, new tourist destinations have been gaining popularity, such as mountaineering, horse riding, camel riding, cycling, off-road travel, fishing, rafting, geotourism, educational tourism, and medical tourism.

In a short period of time, 16 regulatory and legal acts were adopted aimed at the comprehensive development of the tourism potential of Uzbekistan. Based on these documents, tourism organizations were provided with significant tax and customs benefits and other benefits.

In order to ensure compliance of the tourism industry of our country with the requirements of the International Organization for Standardization (ISO), 2 new state standards on tourism terminology and hotel safety requirements were developed and registered.

Active work in this direction began back in 2016. Since that time, more than 55 legislative acts at various levels have been adopted, which contributed to the renewal of the industry as a whole. First of all, it was decided to transform the NC “Uzbektourism” into the State Committee for Tourism Development with a new organizational structure. The committee includes 9 territorial departments and 4 departments for tourism development. In addition, programs for the accelerated development of domestic and inbound tourism were adopted, aimed at the uniform development of the tourism industry and smoothing out seasonal fluctuations in tourism demand.

Today, improving the regulatory framework in the field of tourism and implementing international norms and standards is an important link in the development of tourism as a whole. The key result of the ongoing improvement of the legislative framework was the adoption of the “Law on Tourism”, the development of which involved specialists directly interested in the development of this industry.

Compared to the previous version of the law, the new one contains 45 articles covering all aspects of the tourism sector, which indicates the relevance of the new law. To date, a visa-free regime has been established for citizens of 86 countries, and citizens of 77 countries have the opportunity to obtain electronic visas, of which more than 59,000 have already been issued. These measures have led to an increase in the number of tourists by 57% in just 8 months of this year. Thus, Uzbekistan is becoming an increasingly open and attractive destination for foreign tourists. However, despite significant



positive changes in legislation, there are still many problems in this area that require solutions. In our opinion, first of all, this concerns the further improvement of the public-private partnership mechanism. After all, if a regulatory framework is created that protects and supports entrepreneurs, then they will more actively participate in the investment process. The introduction of a mechanism for reimbursement of part of the investor's costs for the construction and equipment of a hotel at the expense of the state budget, provided for by the Presidential Decree of 01/05/2019, is proof of the interest of the country's leadership in the development of this priority area.

The second important aspect of tourism development is the development of tourism infrastructure and related infrastructure in all regions of the republic, taking into account the needs and requests of tourists.

Analysis of the dynamics of the number of hotels and similar accommodation facilities allows us to speak of their almost stable growth. Only in 2019 and 2020 are there negative indicators compared to previous years due to the widespread covid (pandemic) throughout the world.

RESULT

Currently, luring international hotel chains to Uzbekistan is top priority. At the moment, a number of hotels are in operation, including the Hyatt Regency Tashkent, Lotte City Hotel Tashkent Palace, Ramada, Wyndham Hotel & Resorts, and Radisson Blu. Additionally, a Hilton hotel's construction is complete. The growth of family guest homes and hostels is given a lot of attention in addition to hotels. By the end of 2018, Uzbekistan had 81 family guest houses and 57 hostels operating, housing 7,000 and 19,000 visitors, respectively. There have been 644 new family guest houses built this year, most of them are situated in isolated rural locations. Work to improve tourism infrastructure is ongoing. Since 2018, the service of transport routes has been improved, information centers have been opened and wi-fi zones have been organized. If activities in this direction continue at the same high pace, then in the future Uzbekistan will be a frequently visited destination in the tourism sector.

CONCLUSION

Today, the creation of a single national brand is an integral condition for the development of the tourism sector in Uzbekistan. Participation in international exhibitions, holding thematic festivals and forums help popularize the country abroad. One of the proofs of the objective need for further development of this area is more frequent publications about Uzbekistan in foreign media. Also significant achievements in this area are receiving various awards, such as "The Fastest Growing Tourist Destination" according to Wanderlust magazine, the "Gastronomic Tourism" nomination according to National Geographic Traveler, and being among the top five safest countries for solo tourists. In addition, it is necessary to continue to promote the tourism product not only to the external, but also to the domestic market. To popularize tourism it is also necessary organize the organization of events related to the specifics of each region of the republic.



The creation of digests, presentation videos, a single annual calendar of cultural, entertainment, sports, exhibition and other events, in our opinion, will certainly be an effective means of developing tourism in our country as a whole.

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