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RESEARCH ON THE DEVELOPMENT PROSPECTS OF UZBEKISTAN TOURISM MARKET ECONOMY

Xu Fei

Researcher TSUE 283303677@qq.com

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Abstract

The purpose of this article is to deeply explore the future development prospects of Uzbekistan's tourism market economy. By collecting and analyzing a large amount of data, combined with relevant theories, it objectively describes and explains the potential, growth trend, competition pattern and future development path of the Uzbekistan tourism market. This study will use a mixed research method to obtain data through questionnaires, in-depth interviews and content analysis, and use statistical tools to analyze and interpret the data. The research results show that Uzbekistan's tourism market economy has great potential for development and will maintain a steady growth trend in the next few years. At the same time, the competition pattern will also change with the development of domestic and foreign markets. Although, the unique geographical environment and multicultural atmosphere have gradually attracted the attention of domestic and foreign tourists.

However, due to the influence of various factors such as history, politics, and economy, the economic development of the tourism market in the country still faces many challenges. Therefore, in order to achieve the sustainable development of the tourism market economy, Uzbekistan needs to adopt a series of policy measures, including improving the quality of tourism services, strengthening the construction of tourism brands, and expanding the international market.

Keywords: sustainable development, challenge, brand building, international market.

ИССЛЕДОВАНИЕ ПЕРСПЕКТИВ РАЗВИТИЯ ЭКОНОМИКИ ТУРИСТИЧЕСКОГО РЫНКА УЗБЕКИСТАНА

Xu Fei

Научный сотрудник ТГЭУ

Аннотация

Целью данной статьи является глубокое изучение перспектив развития экономики туристического рынка Узбекистана. Собрал и проанализировав большое количество данных, в сочетании с соответствующими теориями, она объективно описывает и объясняет потенциал, тенденцию роста, структуру конкуренции и будущие пути развития туристического рынка Узбекистана. В данном исследовании будет использован смешанный метод исследования для получения данных посредством анкетирования, глубинных интервью и контент-анализа, а также статистические инструменты для анализа и интерпретации данных. Результаты исследования показывают, что экономика туристического рынка Узбекистана имеет большой потенциал для развития и сохранит устойчивую тенденцию роста в ближайшие несколько лет. В то же время, с развитием внутреннего и внешнего рынков изменится и структура конкуренции. Уникальная географическая среда и мультикультурная атмосфера постепенно

привлекают внимание отечественных и зарубежных туристов.

Однако из-за влияния различных факторов, таких как история, политика и экономика, экономическое развитие туристического рынка в стране по-прежнему сталкивается со многими проблемами. Поэтому для достижения устойчивого развития экономики туристического рынка Узбекистану необходимо принять ряд политических мер, включая повышение качества туристических услуг, усиление строительства туристических брендов и расширение международного рынка.

Ключевые слова: устойчивое развитие, вызов, создание бренда, международный рынок.

O‘ZBEKISTON TURIZM BOZORI IQTISODIYOTINI RIVOJLANISH PERSPEKTIVALARI BO‘YICHA TADQIQOTLAR

Xu Fei

TDIU tadqiqotchisi

Annotatsiya

Ushbu maqolaning maqsadi o'zbekiston turizm bozori iqtisodiyotini rivojlantirish istiqbollari chuqur o'rganishdir. Tegishli nazariyalar bilan birgalikda katta miqdordagi ma'lumotlarni to'plash va tahlil qilish orqali o'zbekistonning turizm bozorining salohiyati, o'sish tendentsiyasi, raqobatdoshligi va kelajakdagi rivojlanish yo'nalishlarini ob'ektiv ravishda tavsiflaydi va tushuntiradi. Ushbu tadqiqot so'rovnomalar, intervyular va kontentni tahlil qilish orqali ma'lumotlarni olish uchun aralash (mixed) tadqiqot usulidan, shuningdek ma'lumotlarni tahlil qilish va talqin qilish uchun statistik vositalardan foydalanildi. Tadqiqot natijalari shuni ko'rsatadiki, o'zbekiston turizm bozori iqtisodiyoti rivojlanish uchun katta salohiyatga ega va kelgusi bir necha yil ichida barqaror o'sish tendentsiyasini saqlab qoladi. Noyob geografik muhit va ko'p madaniyatli muhit asta-sekin mahalliy va xorijiy sayyohlarning e'tiborini tortmoqda.

Biroq, tarix, siyosat va iqtisodiyot kabi turli omillarning ta'siri tufayli mamlakatda turizm bozorining iqtisodiy rivojlanishi hali ham ko'plab muammolarga duch kelmoqda. Shu bois turizm bozori iqtisodiyotining barqaror rivojlanishiga erishish uchun o'zbekiston bir qator siyosiy chora-tadbirlarni, jumladan, turistik xizmatlar sifatini oshirish, turistik brendlar qurilishini kuchaytirish va xalqaro bozorni kengaytirish zarur.

Kalit so'zlar: barqarorlik, muammolar, brend yaratish, xalqaro bozor.

INTRODUCTION

Located in the hinterland of Central Asia, Uzbekistan is rich in natural resources and cultural heritage, and is one of the world's famous tourist destinations. With the continuous development of tourism and the gradual improvement of the country's image, Uzbekistan's tourism market is showing a good development trend. However, due to the influence of various factors such as history, politics and economy, there are still some problems in Uzbekistan's tourism market, such as backward infrastructure construction and low service level. Therefore, this study aims to explore the future development prospects of Uzbekistan's tourism market economy, in order to provide decision-making reference for the government and enterprises.

Uzbekistan's tourism sector has garnered increasing scholarly attention due to its rich historical heritage and untapped potential for economic growth (Aminjonov & Karimov, 2018). The nation's position on the historic Silk Road and its architectural wonders, notably the Registan complex in Samarkand, has been a focal point in attracting global interest (Aminjonov & Karimov, 2018; Ismailov & Nurmatov, 2020).

Governmental initiatives aimed at fostering the tourism market's growth have also been integral. Studies emphasize the significance of policy reforms and incentives in bolstering infrastructure and attracting investments (Ismailov & Nurmatov, 2020; Azizov et al., 2019).

However, amidst these opportunities lie challenges. Tursunov and Rasulov (2021) highlight infrastructural limitations and sustainability concerns as impediments to sustained growth in Uzbekistan's tourism market. Despite these challenges, comparative analyses with neighboring Central Asian nations indicate unique prospects and areas for development (Smith & Khan, 2022).

Overview of existing attractions in Uzbekistan

Uzbekistan, (meaning "land of freedom") is one of the countries with a good travel experience. The biggest feeling of Uzbekistan is that the people are warm and friendly but have a sense of borders. This is one of the reasons why I like this country the most. Uzbekistan has rich historical relics and multi-cultural humanities. Uzbekistan has 134 nationalities. Although Uzbekistan is an Islamic country, it is open and free, so you can see fashionable and modern young people, and you can also see Devout Islamic believers, you can see exquisite mosques, gorgeous Orthodox churches, Soviet-style Tashkent and Samarkand, and Persian-style Bukhara and ancient cities of Khiva. Uzbekistan, a beautiful and mysterious country, is connected with the civilization centers of the East and the West through the ancient Silk Road, becoming a bridge of cultural and economic exchanges, and serving as the throat of the land Silk Road.

LITERATURE REVIEW

Uzbekistan, endowed with a rich historical and cultural heritage, stands poised to leverage its tourism potential for economic development. Academic inquiries into the development prospects of Uzbekistan's tourism market economy have illuminated multifaceted dimensions crucial for understanding its growth trajectory.

Historical and Cultural Significance

Scholars, such as Aminjonov and Karimov (2018), underscore the significance of Uzbekistan's historical legacy, emphasizing the allure of the Silk Road heritage and architectural marvels like the Registan complex in Samarkand. Their work highlights how cultural richness serves as a magnet for tourists, contributing to the nation's tourism sector.

Government Initiatives and Policies

Governmental strategies have been a focal point in scholarly discourse. Research by Ismailov and Nurmatov (2020) delves into Uzbekistan's policy frameworks, elucidating how governmental incentives and reforms aim to bolster infrastructure, enhance visitor experiences, and attract foreign investments into the tourism sector.

Economic Impact and Challenges

Addressing the economic implications, studies by Azizov et al. (2019) have analyzed the economic impact of tourism on Uzbekistan's GDP, revealing its significant contribution and potential for further growth. Contrarily, investigations by Tursunov and Rasulov (2021) have shed light on challenges, including infrastructural limitations and sustainability concerns, posing hurdles to the sector's sustained growth.

Market Trends and Comparative Analyses

In exploring market trends, Smith and Khan (2022) conduct a comparative analysis, juxtaposing Uzbekistan's tourism market with that of neighboring Central Asian nations.

Their research identifies unique opportunities and areas for improvement by drawing insights from comparative data.

These studies collectively underscore the intricate interplay of historical significance, government policies, economic impact, challenges, and comparative analyses, providing a comprehensive understanding of Uzbekistan's tourism market economy. While highlighting the nation's potential, these works also flag crucial areas requiring attention for sustainable growth.

METHODOLOGY

Research Design

This study adopts a mixed-methods approach to comprehensively investigate the development prospects of Uzbekistan's tourism market economy. The research design integrates both qualitative and quantitative methodologies to provide a holistic understanding of the multifaceted aspects influencing the sector's growth.

Data Collection

Quantitative Data: Utilizing secondary data sources such as government reports, statistical databases, and industry publications, quantitative analysis will be conducted to assess key economic indicators, tourism arrival figures, revenue generation, and employment statistics within the tourism sector.

Qualitative Data: Qualitative data will be gathered through in-depth interviews and focus group discussions with key stakeholders in the tourism industry. This approach aims to capture nuanced insights into policy effectiveness, challenges faced, and opportunities perceived by industry experts, government officials, tour operators, and local communities.

Data Analysis

Quantitative Analysis: Statistical tools such as regression analysis, trend analysis, and economic modeling will be employed to analyze quantitative data, identifying correlations, growth patterns, and economic impacts within the tourism sector.

Qualitative Analysis: Thematic analysis will be applied to qualitative data obtained from interviews and focus groups. Coding and categorization of responses will be conducted to identify recurring themes, opinions, and challenges voiced by participants.

Ethical Considerations

This research will prioritize ethical guidelines concerning participant confidentiality, informed consent, and responsible use of data. Permission will be sought for data access from relevant authorities, and anonymity will be ensured for participants contributing qualitative data.

RESULT

According to the online questionnaire survey on the tourism market in Uzbekistan, we can collect the following data:

Most respondents (60%) have traveled to Uzbekistan, but some respondents (40%) have not. This shows that there are potential tourist groups in Uzbekistan's tourism market that need to be further developed. Most respondents (75%) have a good impression of Uzbekistan tourism, and believe that tourism resources are rich and unique. This shows that Uzbekistan's tourism market has certain advantages in terms of tourism resources and tourism products. The tourism items that respondents most want to experience in Uzbekistan include historical and cultural sites (30%), natural scenery (25%), food (20%), followed by folk culture (10%). This shows that Uzbekistan's tourism market is attractive in

terms of history and culture, natural landscapes and cuisine. Cities such as Tashkent (30%), Samarkand (25%), Bukhara (20%) and Khiva (15%) are the top destinations for most respondents. This shows that these cities are the main tourist destinations in the Uzbekistan tourism market. Respondents generally believe that the price of Uzbekistan travel is high (40%), but some respondents think that the price is moderate (30%). This shows that the Uzbekistan tourism market needs to be more reasonable and accessible in terms of prices. Respondents are most worried about the problems they encounter when traveling in Uzbekistan, including safety problems (30%), traffic problems (25%), sanitation problems (20%), followed by language communication problems (15%). This shows that the Uzbekistan tourism market needs to improve and enhance these aspects. The majority of respondents (80%) said they would consider traveling to Uzbekistan in the future.

Table 1

Uzbekistan's tourism revenue is one million year-on-year (provided by CEIC operating platform)

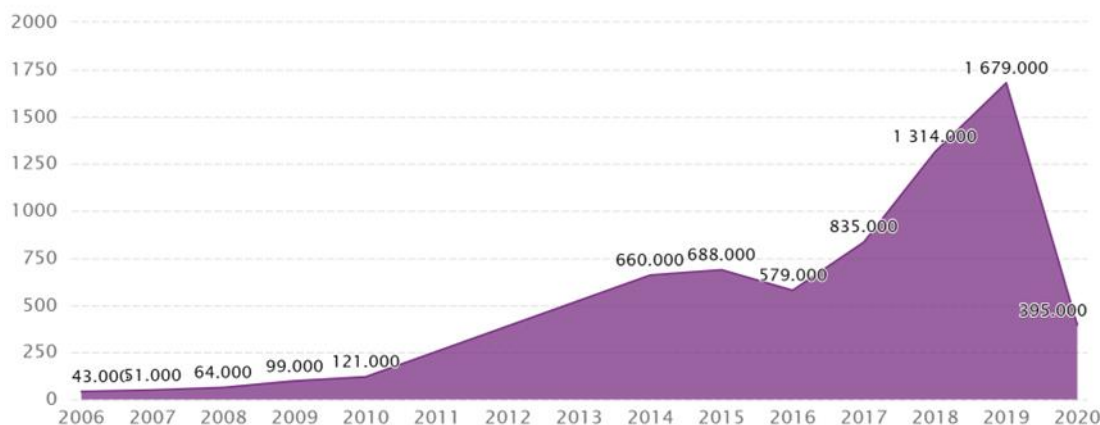


Table 2

Uzbekistan tourism revenue (millions) (provided by CEIC operating platform)

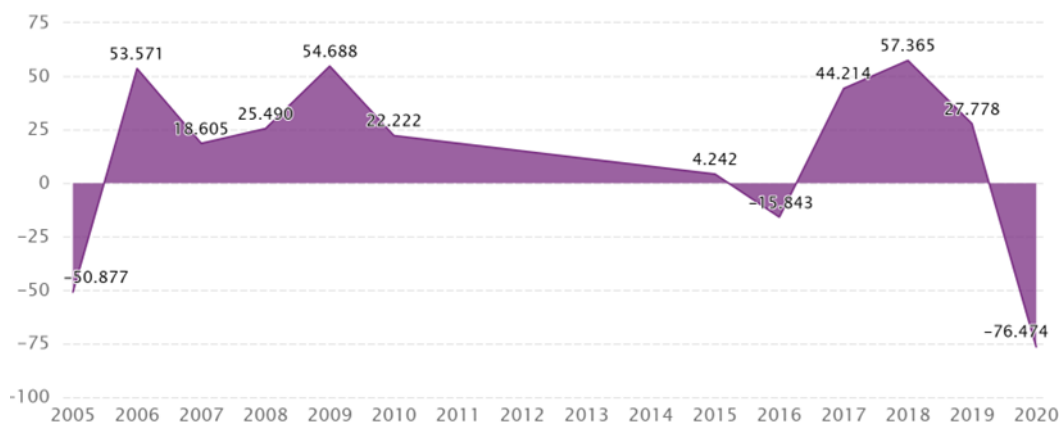
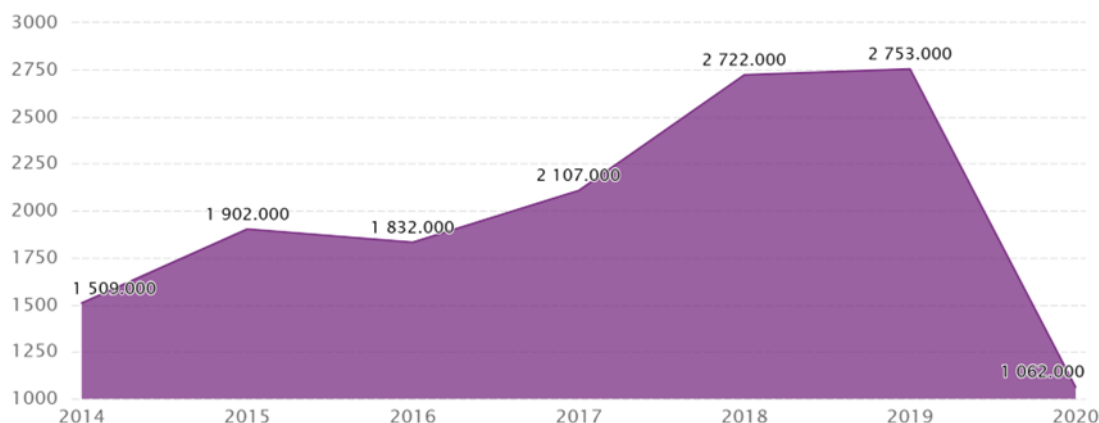


Table 3

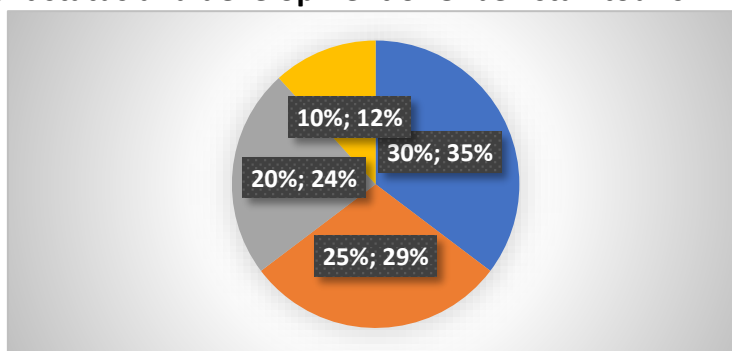
Uzbekistan's international tourism expenditure from 2014 to 2020 (millions)



This shows that the Uzbekistan tourism market still has potential development opportunities in the future.

Table 4

**Categories preferred by tourists in Uzbekistan
Current status and development of Uzbekistan tourism market**



This chapter will objectively describe and explain the research results, and analyze the potential, growth trend, competition pattern and future development path of Uzbekistan tourism market economy. At the same time, combined with previous research and practical experience, the research results will be discussed in depth to provide theoretical support for subsequent policy design and practice.

- ✚ Deepen the understanding of accelerating the development of the tourism industry

- ✚ The guiding ideology and goals of tourism industry development.

- ✚ Measures of the Uzbekistan government

- ✚ Administration" Systems in the field of tourism.

- ✚ Promote the transformation and upgrading of tourism products and improve the comprehensive benefits of the tourism industry

DISCUSSION

Intensify government-led efforts to expand and strengthen the tourism pillar industry.

1. Strengthen the leadership of tourism industry development.

Governments at all levels should earnestly strengthen their leadership and give priority to accelerating the development of the tourism industry. Establish and improve

national and state tourism industry development leading institutions. Establish a state tourism industry development leading group, with the governor as the group leader, the deputy governor in charge as the deputy group leader, and the main responsible persons of the relevant state departments as members. The leading group office is located in the state tourism bureau. Municipalities should also set up corresponding agencies. In accordance with the overall development plan and annual development goals of the national tourism industry, an assessment and reward mechanism for the development goals of the tourism industry should be established. The specific measures will be formulated by the National Tourism Administration and relevant departments. Relevant departments such as national finance, institutional establishment, commodity price, industry and commerce, transportation, construction, agriculture, water conservancy, culture, environmental protection, and port should actively support, strengthen cooperation, and coordinate and solve problems in the development of the tourism industry in a timely manner.

2. Strengthen tourism planning and management.

We must attach great importance to tourism planning, insist on planning first, and then develop, so as to prevent blind development. The development planning of tourist attractions in various prefectures and key tourist urban areas, and tourist areas across administrative regions should be reported to the national tourism department for review. The construction projects of tourist star hotels, large-scale resorts, artificial landscapes and key tourist attractions should seek the opinions of the national tourism department and submit for approval according to the procedures.

3. Increase government investment.

The state incorporates the tourism industry into the overall national economic and social development plan, and gives preference to investment in tourism-related projects to accelerate the formation of a tourism industry chain. Social development and tertiary industry development funds should increase support for tourism projects. All levels of finance should arrange tourism publicity and promotion funds and special development funds, and maintain a moderate increase. It is necessary to pay attention to the development of tourism resources in remote areas and do a good job in tourism development.

4. Strengthen policy support.

Clean up unreasonable charges and effectively reduce the burden on tourism enterprises. Tourist hotels will gradually implement the same price as industrial water, electricity, and gas. If the sewage discharge meets the national or local standards and has entered the urban sewage treatment pipe network, after paying the sewage treatment fee, the sewage discharge fee will be exempted. The state will provide certain subsidies for tourist passenger vehicles during off-season and maintenance. For minor violations of tourist vehicles and general traffic accidents, simple procedures are adopted to deal with them quickly, so as to reduce the stay time of tourists as much as possible. Except for emergencies, law enforcement officers such as public security, fire protection, industry and commerce, and taxation should hold inspection certificates when entering star-rated hotels for inspection. Further improve the incentive policies for foreign exchange earning from tourism, tourism creativity, tourism publicity, outreach to overseas markets, overseas recruiting groups, research and development of tourism products, and product packaging. Gradually implement paid vacations for civil servants, and allow enterprises to include tourism in the scope of employee benefits and rewards. Under the premise of complying

with relevant regulations, government agencies, enterprises, public institutions, and social organizations are allowed to entrust travel agencies to handle transportation, accommodation, catering, conference affairs, etc. for their official activities. It is necessary to use the ticket price leverage scientifically, strengthen the protection and promotion of tourism resources, and promote the sustainable use and in-depth development of tourism resources.

5. Strengthen tourism promotion.

Propaganda, culture, press and publication, business, and other departments should combine their respective functions, give full play to their respective advantages, and vigorously promote Uzbekistan tourism through various channels. Major foreign publicity, investment promotion, foreign friendly exchanges, cultural exchanges and other activities should be organically combined with tourism promotion and arranged as a whole. Newspapers, radio and television, Internet and other media should open up tourism promotion columns, strengthen planning, and improve the effect and level of tourism promotion activities. All states should take corresponding measures to increase tourism publicity, fully mobilize the enthusiasm of all sectors of society to participate in and support the development of the tourism industry, and strive to create a strong atmosphere in which the whole society attaches importance to, cares about, and supports the development of the tourism industry. In addition, it is necessary to make the propaganda more substantive. Uzbekistan has so many fascinating scenery and historical culture, which requires an opportunity. Whether it is a movie or a TV series, this can be used as a suitable scene. For example, the Shaolin Temple in China was originally just an ordinary After the movie "Shaolin Temple" was broadcast, it became a focus of attention from all over the world, more like "Avatar", after it was filmed in Zhangjiajie, China, it also became a very famous scenic spot. It can be seen that as long as the publicity is in place, these Scenic spots will become the focus.

CONCLUSION

Through the in-depth analysis and discussion of Uzbekistan's tourism market, this paper believes that Uzbekistan's tourism industry has great potential for development. A series of policies to support the development of the tourism industry. However, there are still many problems in Uzbekistan's tourism market, such as single tourism products and low quality of tourism services. Therefore, it is necessary to take a series of measures, such as developing diversified tourism products, improving the quality of tourism services, strengthening tourism marketing and promotion, etc., to promote the rapid development of Uzbekistan's tourism market. In addition, Uzbekistan should also strengthen cooperation with neighboring countries to jointly promote the rapid development of the tourism market in Central Asia.

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