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Level of Tourism Development in Uzbekistan at the Recent Stage

Tingkat Pengembangan Pariwisata di Uzbekistan pada Tahap Terbaru

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Abstract

This article is devoted to the modern development of tourism and their types. Considered the volumes of international tourist arrivals and departures of local citizens for 2019 in the Republic of Uzbekistan . Outlined the ways of solving the problems of the tourism sector in Uzbekistan .

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Introduction

At the present stage of development of Uzbekistan, the main goal of the country is to increase the efficiency of foreign economic relations to the level of developed industrial countries, the production and export of finished high-tech products, the growth of the competitiveness of domestic goods in both domestic and foreign markets. With the transition of the Republic of Uzbekistan to market relations, its economic position in the world economy has changed. For example, a 5.6% increase in real GDP in 2019 is associated mainly with the dynamic development of basic sectors of the economy. In 2019, the growth rate in industrial production increased by 6.6%, agricultural production by 2.5%, construction by 19%. Also, systematic work was continued to ensure the active improvement of the sector of services, as one of the most important factors and areas of deepening structural transformations and diversifying the economy, increasing employment, incomes and the quality of life of people. In 2019, 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 2016. More than half of the total employed population works in this area. The formation and development of the tourism industry contributes to the acceleration of transformation and the 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. Every year about 2 million citizens of foreign countries visit our country. The bulk of tourists who visited Uzbekistan last year were guests from Russia (23.4%), Korea (9.2%), Germany (4.8%), France (5.6%), as well as other Western countries Europe and Southeast Asia.

Method

To analyze the state of tourism, we will use the published statistics. Pursuant to statistics, in 2019, most than 6,748,400 tourists visited Uzbekistan, and to the last year this figure increased by 26.2 % (in 2018 this figure was 5,346,200 people) Of these, 9.1% - persons aged 0-18 years (8.1% in 2018), 19.5% - at the age of 19-30 years (20.4% in 2018) and 51.3% are people aged 31-55 years (52.1% in 2018), 20.2% are 55 years old or older (19.4% in 2018). [1] From these data it can be concluded that most tourists are middle-aged tourists. This justifies the peculiarity of the tourism market in the Republic of Uzbekistan.

Result

For the actual period, the high amount of foreigners came from the Central Asian region - 5 764 500 people. 495 600 tourists arrived from the CIS countries. The amount of visitors from non-CIS countries reached to 488,400 people. Most foreigners came from Turkmenistan, Kazakhstan, Kyrgyzstan, Russian Federation, Turkey, and India. Of these, 15.5% - came in Uzbekistan for leisure purposes , the proportion of those who came for other reasons, including shopping, treatment, participation in business meetings and for study purposes, amounted to 2.7%. Actually more than 81.8% came in Uzbekistan to visit their relatives and friends . [1]

Tourism in Uzbekistan is developed unevenly across regions, which can be seen from statistics. The total number of adjustment facilities reached 1,188 units, of which 833 hotels, 214 hostels and 141 other types of similar facilities. The point of utilization of accommodation facilities by region: Republic of Karakalpakstan - 62.6%, Andijan region - 65.0%, Bukhara region - 96.6%, Jizzakh region - 52.5%, Kashkadarya region - 61.0%, Navoi region . - 74.3%, Namangan region - 40.6%, Samarkand region - 82.3%, Syrdarya region - 64.4%, Surkhandarya region - 68.8%, Tashkent region - 76.1%, Ferghana region - 42.7%, Khorezm region - 81.5%, the city of Tashkent - 85.7%. At the end of 2019, the volume of tourism services exports amounted to \$ 1,313,032 (1,041,089 in 2018) [1]

Discussion

Today in Uzbekistan, the demand for leisure activities among foreigners and citizens of the country is growing and the number of offers is proportionally increasing. 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 priority areas of the National Company are the development of the legal and economic foundations of tourism, the improvement of its infrastructure in the republic by attracting foreign investment, and the wide dissemination of the historical heritage and tourism opportunities of Uzbekistan.

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. 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 natural 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" dated October 25, 2017.

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 2016, a contract was signed between «Uzbekistan Temir Yollari JSC» and the Spanish company «Patentes Talgo» for the supply of two high-speed trains with increased capacity. 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. [3] 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.

In particular, such especial events as the Bakhshi Festival of Art, the Archaeological Forum (Surkhandarya Region), the First Pilgrimage (Ziyorat) Tourism Forum (Bukhara Region), the Muynak rally, The Game of the Knights (Khorezm Region), CIS Tourism Fair (Samarkand region), Geotourism Forum, Pomegranate festival (Kashkadarya region), Electronic music festival, Gastronomic festival, World Influencers Congress (Tashkent) and the Musical Element festival (Republic of Karakalpakstan).[1]

In order to develop the tourism industry, the «Silk and Spices» festival is held annually in Bukhara at the end of May, and it is already becoming the hallmark of the city. In 2019, 200 artisans, artists, designers, national ensembles and chefs from all over Uzbekistan came together to surprise and entertain the guests of the festival. The festival was attended by 60,000 guests, among whom 10,000 were foreign. The festival was attended by 20 international organizations. - Creation of new tourist 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.

Today Ecotourism 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. - the expansion of the use of marketing techniques, including marketing research to study the status of tourism services. 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.

Conclusion

Uzbekistan has experience of a marketing approach to solving the issue. In 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 of 2018. " The study was organized in collaboration with NK "Uzbektourism" and UNESCO. The survey conducted at Tashkent International Airport, Gishtkuprik and Olot checkpoints, and hotel front offices in 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.

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