

To Increase The Role Of Tourism In Development Of Uzbekistan Economy

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Abstract – Tourism – is not only a great joy for people who are mad about travelling but also one of the most important key of factor of developing the economy of the country. Most countries are paying more attention to tourism a lot than ever. Because they are getting excited from the results of regarding tourism as one of the most effective developing key factors of economy. We can take Dubai as an example. United Arab Emirates is not getting tired of saying that after the oil sources have finished, this city will feed the country and provide the huge amount of touristic flow to the city. Tourism is a significant source of revenue in Dubai, and it is an important component of the government's goal to maintain the inflow of foreign currency into the emirates. This sector contributed around \$41 billion to the GDP in 2017, accounting for 4.6 percent of overall GDP, and supported approximately 570,000 jobs, accounting for 4.8 percent of total employment in the country. Over the period 2007-2017, the sector's contribution to the gross domestic product increased by 138 percent. In this article I would like to show the importance of tourism industry in the development of Uzbekistan's economy and want to provide the effective ways of increasing the role private sector in this field.

Keywords – Touristic flow, annual income, goal-oriented tourism, joy-oriented tourism, age groups, preferred types of travelling, high priority goals.

I. WHAT IS TOURISM LOOK LIKE IN UZBEKISTAN?

One of the most famous travel logs in the world, the *Rihlah*, was written by Muslim traveler **Ibn Battutah**. This amazing book chronicles the author's 75,000-mile (120,000-kilometer) journey across the Islamic world and beyond. Nowadays, traveling to Uzbekistan is one of the most popular methods to broaden your horizons, see beautiful old towns, and become more acquainted with the enigmatic and adventurous East, as well as its fascinating culture. Why? It's all extremely straightforward! First and foremost, travel in Uzbekistan is reasonably priced. Second, it is risk-free. Third, Uzbekistan tourism encompasses a wide range of activities and opportunities, including particular sightseeing tours, cultural tourism, as well as adventure tourism and ecotourism, among others. Uzbekistan, which is strategically located in the heart of the world-famous Great Silk Road, welcomes visitors to its cities of Samarkand, Khiva, and Bukhara. Because they used to be the main cultural hubs of Central Asia, and they absorbed the impact of many other cultures during the conquests of Aleksandr The Great and Genghis Khan, it should come as no surprise that these sites are cradles of the ancient soul. These cities are as old as Rome in terms of their historical significance. There are still ancient palaces, mausoleums, and minarets to be seen there, which have only grown more gorgeous and grand as the millennia have passed. With all their beauty and greatness, the historic buildings of Uzbekistan's ancient cities, which were built by the best architects of the past, will astound you. Places brimming with historical atmosphere are still accessible to tourists: there are numerous modern hotels and guest houses, as well as new eateries and cafés, to choose from. Everything is manufactured with great care and attention to detail in accordance with international standards.

II. SAMARKAND IS KNOWN AS THE "ROME OF THE EAST.

" Samarkand, located in the Zarafshan valley, has long been considered the geographic center of the Great Silk Road. It has survived horrific invasions and has been resurrected from the ashes. When Tamerlan came to power, this magnificent city, known as the Pearl of the East, became even more gorgeous. The city of Samarkand is now on the UNESCO World Heritage List, together with all of its outstanding architectural and historical monuments, including the Gur-Emir Mosque, the Registan, the Shakh-Zinda Burial Vault, the Sher-Dor Madrasah, and several other structures. Peopletravel is now accepting reservations for travel to Samarkand.

III. BUKHARA'S TOWN MUSEUM IS A MUST-SEE.

This sacred city, located west of Samarkand, is so old that it is referenced in the "Avesto" - the holy book – as a result of its antiquity. There are more than 140 valuable historical architectural monuments from different millennia on the property. In this city, you will be amazed by the long, narrow streets and grassy islands, and you will feel as if you are in the midst of history. Your arrival will be greeted by the Chor-Minor Madrasah, the Kukeldash Madrasah, and the PoiKalyan Ensemble. Peopletravel offers tours to Bukhara that can be booked right now.

IV. KHIVA IS KNOWN AS THE "CITY OF CARAVANS.

" Khiva was a major trading hub in the 10th century, as well as a stopover point for caravans traveling from Central Asia to China and back. In accordance with an ancient narrative, this city was formed around a well known as Hewvakh (son of Noah was the one who ordered to do this). This fabled well can still be found in Ichan Kala, if you look hard enough. Peopletravel can arrange a visit to Khiva for you! Ordering a tour to the cities along the Great Silk Road is a thrilling experience. You can go to archaeological sites, museums, and bustling, colorful eastern bazaars that are full with the scent of various species to name a few. Uzbekistan is the land of legends, with bright sunshine, delicious fruits, and cheerful, kind people can be found everywhere you go. Because the Republic of Karakalpakstan occupies one-third of the land of Uzbekistan, it's impossible to conceive traveling to Uzbekistan without paying a visit to this country. Because of the archaeological and natural items found here, this location is one of a kind. The world-famous Aral Sea is dwindling more and more with each passing day, and booking a tour to the Aral Sea right now is one of the last opportunities to experience this iconic region. As well as canyons and astonishing shapes of nature, the Ustyurt Plateau is a destination of great interest for photographers. Its shoreline is a speechless guardian, gorgeous and untamed, and it is the greatest discovery for photographers in the world. During your journey of Karakalpakstan, you will have the opportunity to explore the ancient cities of Nukus and Muynak. Nukus is home to the famous Savickiy Art Museum, which houses hundreds of pieces of art from throughout the world. Igor Savickiy, a wellknown artist, put forth a lot of effort and sacrifice to save all of these one-of-a-kindworks of art from the Soviet Union, which sought to destroy them. A unique lake in the heart of the Tien Shan Mountains, the well-known Charvak reservoir was built in 1970 and is a popular tourist destination. It takes less than an hour to get there from the city of Tashkent. If you opt to travel to Charvak, you may participate in a variety of activities such as swimming, hiking, riding a water scooter, and soaking in stunning views of nature. For those who are concerned about their health and want to see something truly beautiful, the so-called "Uzbek Switzerland" – the Chimgan ski resort in the Chimgan Mountains, which is located at an elevation of 1200-1600 meters above sea level – is a must-see.

V. BRIEF INFORMATION ABOUT TOURISM IN UZBEKISTAN

Achieved outcomes Uzbekistan began a massive overhaul of its tourism sector at the start of 2016. It was decided that one of the best ways to spur growth across the country is through changes in the tourism industry. The study revealed a positive trend in tourism. As a result, the number of foreign tourists in Uzbekistan increased significantly between 2016 and 2019. For instance, in 2016, 2 million foreign tourists came to the country; in 2019, that figure has grown by 3.3 times to 6.7 million. Foreign visitors climbed by 98% in 2018 over 2017, as did the number of tourismrelated businesses and organizations, which increased by 131%. It's remarkable that the number of tourists from different locations grows in different ways. Central Asian visitors increased by an average of 22-25 percent every year, while tourists from non-CIS nations grew by 50 percent per year. At the same time, positive trends in domestic tourism were observed. Over the past two years, the number of domestic tourists has more than doubled to 14.7 million. *Pandemic's effect on tourism* The World Tourism and Travel Council estimates that in 2019, tourism and travel contributed \$8.9 trillion to global GDP (10.9 percent). Every tenth person on the planet was employed in the tourism industry, according to the data. Because of the restrictions imposed because of the coronavirus pandemic and its ramifications, as well as the worldwide crisis, the tourism industry has experienced significant losses. In instance, the number of international visitors

visiting Uzbekistan plummeted by more than 4.5 times, to 1.5 million, and the volume of tourist services fell to \$261 million in 2020. *Reviving the travel and tourism sector* The "Uzbekistan" initiative was designed in response to the current circumstances in Uzbekistan owing to the coronavirus pandemic. You can count on a worry-free journey ("Uzbekistan. Safe travel guaranteed"). A new system of hygienic and epidemiological safety for tourists is the goal of the project, which is based on international standards. New sanitary and hygienic regulations for tourism-related products and services will necessitate their certification. State borders and border posts; all airports and railway stations; artifacts of material culture, museums and theaters; etc. In accordance with Presidential Decree No. 4755 of June 19, 2020, the Safe Tourism Fund was established with an initial contribution from the Anti-Crisis Fund under the Ministry of Finance for 20 billion soums. More than 60 laws were implemented to improve the investment attractiveness of the industry for 2016-2020 in order to provide advantageous conditions for local and foreign tourists *Streamlining of visa procedures* Streamlining the visa process between countries, maintaining the mobility of individuals, and lowering the cost of registration increases the number of foreign visitors. There will be visa-free entry for nationals of 47 countries in 2019, and 5 more countries in 2020 - 2021. As of May 10, 2021, Uzbek citizens will be able to travel to 90 countries without a visa if they are citizens of those countries. Additionally, a simplified computerized visa application process is available to nationals of around 80 countries. Foreigners can now apply for five new sorts of visas: "Compatriot," "Student," "Academic," "Medicine," and "Pilgrimage." Streamlining visa requirements appears to be working, according to the Uzbekistani ministry in charge of tourism and sports in the country. In 2019, if the average rise in the number of international tourists was 26%, then the growth rate among the nations where the visa-free regime was adopted was 58%. *Construction of tourist infrastructure* The government has taken significant steps to increase the available space. First, 22 types of regulations governing the operations of hostels relating to the type of low-cost accommodation have been abolished. In particular, the procedure for the necessary certification of hotel services offered by hostels was canceled and the practice of working with a consolidated register of guest houses and hostels was created. In addition, to encourage the development of more small hotels, entrepreneurs were given free access to eight standard proposals for establishments with fewer than 50 rooms, an approach based on what has worked in Turkey and South Korea. Thus, there has been a remarkable rise of places in the United States. From 2016 to 2020, the number of beds went from 34,000 to 62,000, while the number of beds went from 750 to 1308. Increasing the number of different types of tourism services available to tourists MICE tourism. According to the United Nations World Tourism Organization (UNWTO), people spend three to four times as much on business travel as they do on vacation. Furthermore, corporate tourism can create cash all year round if leisure tourism is seasonal. Practical steps have been taken in recent years to broaden the scope of Uzbekistan's tourism offerings and diversify the country's service industry structure. U.S. In particular, MICE tourism, which organizes tournaments, meetings, conferences, and exhibitions in Uzbekistan, is receiving a lot of attention.

As a refresher, MICE tourism is a type of business tourism that focuses on the planning and hosting of various corporate events. MICE refers to business meetings, team-building events, conferences, and other types of corporate events. Tourism to the film industry. Another key strategy for promoting the country's image is film tourism, which acts as a kind of passive advertising by informing potential tourists about the place. Other steps were done to promote Uzbekistan's film tourist industry. As a result, a presidential decree and a cabinet resolution on the topic of speeding up Uzbekistan's tourism industry's growth were signed into effect. Six feature films costing \$1.6 million were shot in Uzbekistan last year by foreign film firms. Tourism centered around religious pilgrimage. According to the 2019 Global Muslim Tourism Index, there were 140 million Muslims who undertook the trip in 2018. This number is predicted to rise to 230 million by 2026. In the last several years, Uzbekistan has done a lot to promote pilgrim tourism and boost its market share in the tourism industry. For example, new hotel regulations and a map of Uzbekistan's mosques have been produced and presented in a mobile application to make pilgrim tourism in the nation more convenient. The inaugural Pilgrimage Tourism Forum was conducted in Bukhara, and 120 foreign guests from 34 nations attended. Tourists go to other countries for medical treatment. People in Uzbekistan are taking steps to promote medical tourism and draw in new patients. In particular, the largest public and private medical institutes in the country collaborate on conferences and training seminars. Foreign citizens are particularly dependent on private medical facilities for their health care. It is expected that around 50,000 foreigners will travel to Uzbekistan for medical treatment in 2019. In reality, this figure could be much higher, as it is difficult to estimate the number of tourists that visit private medical facilities. The number of credible publications that have named Uzbekistan as one of the world's top tourist destinations has risen to more than a dozen. Recently, Uzbekistan has been acknowledged as the top vacation destination worldwide by The Guardian, and as the fastest developing country in the eyes of Wanderlust and the best rising tourism destination according to Grand voyage. As a result of continuously implemented initiatives, Uzbekistan has risen 10 places (22 places) in the Crescent Rating's Global Muslim Tourism Index. As a result, the

World Tourism Organization put Uzbekistan 4th on its list of the fastest-growing countries in the tourism industry. Finally, it should be mentioned that Uzbekistan's tourist industry requires a paradigm shift toward innovation and digitization. The agro- and ethno-tourism markets, in particular, must be developed. In order to make the tourism industry a very profitable area, all participants in the tourism market, public and private, must work together. To ensure interstate coordination of tourism development policies and plans, government agencies play an important role. In the post-pandemic era, Uzbekistan's tourism industry will benefit greatly from swift and high-quality solutions to existing issues.

VI. CONSIDERING THE ECONOMIC AND BUSINESS IMPLICATIONS OF TOURISM

Travel and tourism are essential for the development of many economies around the world. Tourism has a number of advantages for the host countries they visit. When tourism is successful, it increases the revenue of the economy and produces thousands of new employment. It also helps to enhance the infrastructure of a country and create a sense of cultural interchange between visitors and inhabitants. A considerable number of employment are created by tourism across a wide range of industries and geographical areas. In addition to being a component of the tourism industry, these positions may also be found in the agricultural sector, the communication sector, the health sector, and the education sector. Many tourists travel to a destination in order to learn about the culture, different traditions, and food of the place they are visiting. This is extremely beneficial for the local restaurants, shopping complexes, and businesses in the area. Tourism has a significant impact on the population of Melbourne, Australia. A population of over 4 million people lives there, with around 22,000 citizens employed exclusively in the tourism industry. Governments that rely on tourism for a significant portion of their revenue make significant investments in the infrastructure of their respective countries. They desire an increasing number of tourists to visit their country, which necessitates the construction of safe and technologically advanced facilities. This results in the construction of new roads and highways, the development of parks, the improvement of public spaces, the construction of new airports, and the improvement of schools and hospitals. Infrastructures that are safe and creative enable for the smooth movement of products and services. Furthermore, the local population has the opportunity to grow in terms of both economic and educational opportunities. It is via tourism that a cultural exchange can take place between tourists and locals. Foreigners are frequently attracted to exhibitions, conferences, and other events. Registration fees, gift sales, exhibition space rentals, and the selling of media copyright are all common sources of revenue for organizing authorities. Furthermore, foreign tourists contribute to the diversity and cultural enrichment of the country in which they are staying. The tourism industry provides a fantastic opportunity for outsiders to learn about a new culture, but it also provides numerous opportunities for local inhabitants. It enables young entrepreneurs to launch new products and services that would otherwise be impossible to sustain just on the basis of the local population's demand. Furthermore, residents reap the benefits associated with tourism that takes place in their own country. Tourism has a significant impact on the country's social and economic well-being. The tourism industry contributes significantly to the country's foreign exchange reserves and provides direct and indirect employment opportunities to a wide range of people. With the preservation of nature's splendor, the country's cultural heritage, as well as its soil tradition, in mind, it is important to promote a nation's handicrafts and fine arts. Analytical objectives require that one distinguish between several types of tourism. As an example, international tourism and domestic tourism, which is based on the tourist's permanent residence's geographical restriction, are two major forms of tourism. All that matters is that the person is able to leave the area where they live for a period of time and travel to a destination or locations that are not in the same region. Tourists and the hotel business have a critical role in economic growth, according to this article. The world economy is heavily dependent on tourism. Millions of employment and billions of dollars in revenue are generated all over the world. Communities in many nations, particularly those in the developing world, see it as the only way to progress and to improve their quality of life. From beach resorts to mountain resorts, the tourist sector has grown from small towns to major cities. At the same time, the darker side of tourism emerged. Investors and tourists alike are wreaking havoc on the cultural heritage and natural resources of host communities all over the world through their activities. In this study, we are attempting to examine the economic, social and cultural, and environmental repercussions of tourism on society. From an economic standpoint, tourism creates wealth and employment, but the wealth is drained from the community and the jobs are mostly low-wage. Traveling brings individuals from all over the world together, which is good for the world's social cohesion. Many communities have lost their cultural identity as a result of globalization, and their towns or villages have become Disneyfied. Lastly, tourism has contributed to the establishment of national parks and other places of protection for the earth's diverse flora and animals. Because of the pollution visitors cause, though, they are a concern. Tourist businesses are partly to fault for the complete disregard for local customs and the environment that they exhibit. Local communities are the only ones that bear the brunt of these negative affects because they are responsible for repairing any damage done to their culture, traditions and environment. Travel and

tourism have grown steadily during the second part of the twentieth century, reaching \$1 trillion in revenue in 2011. (UNWTO, 2012). Tourism has a large multiplier impact and creates a varied consumption of goods and services, so we can clearly assert it is superior to other businesses when it comes to distributing wealth and encouraging regional development. Numerous academics and researchers have uncovered evidence of how tourism has a negative impact on host places, though. This research attempts to demonstrate a succession of positive and negative effects of tourism from three perspectives: economic, socio-cultural, and ecological. Tourist activities take occur in a setting that is both natural and manmade, making it highly challenging to conduct them. The natural environment, on the other hand, is comprised of the actual physical features of a place, such as its topography, climate, wildlife, and other plant and animal life. Mason (2003: 27-28) contends that while discussing the implications of tourism, it is vital to clearly delineate the two settings.

VII. THE IMPACT OF TOURISM ON THE LOCAL ECONOMY

It was during this time period that the first studies of how tourism affects areas and destinations were conducted, and the focus was on the financial aspects of tourism. On the basis of two 501 facts, this single center of concentration was established. In addition to the ease with which the economic impact could be measured, there was a broad sense of optimism about the advantages that come from tourism. As a result, it became obvious that in some circumstances, the economic benefits of tourism can be outweighed by the detrimental effects on the local population and the environment, which had never been considered in the past (Dwyer et al. 2004: 307–308, Archer et al. 2005: 79–80). Tourists, locals, and the government all have a stake in the tourism industry's advantages and expenses. Those that pay to participate in a certain type of tourism are on the other side. On the other hand, we have the residents in the area who reap the financial rewards of tourism. At the same time, they bear the burden of the unaccounted-for expenses brought on by tourists. The government and local authorities round out the list. There are several ways in which tourism contributes to a country's economic wellbeing: tax revenue, the creation of jobs, as well as a positive impact on the country's balance of payments (Goeldner & Ritchie, 2012:24). If we go a little deeper, we'll come upon a fourth group: investors. It's all about the money for them; they see it as a financial gain. Investors are exempt from any expenses other than those directly related to their investments. To generate jobs and money in less developed, peripheral countries and regions, the tourism industry appears to be the most effective branch of the economy. Tourists have the greatest impact on the economy in these areas. People in these locations are mostly farmers or fisherman, and tourism can significantly boost their household income.. Another way to encourage related activity is to see a rise in local tourism (agricultural products or souvenirs that could be used for the accommodation and catering). This region's residents may benefit more from tourism than those living in a more developed section of that same country, according to some academics (Archer et al., 2005:81- 82). Development of tourism in a developing country or region requires basic infrastructure such as access roads and drinking water (as well as lodging amenities such as hotels and retirement homes) (catering, transport, etc.). There are several utility services that Archer et. al. (2005:83) believe are indivisible because they serve both the tourism sector and the local population. Consequently, in many rising countries, roads and airports developed for tourism increasingly provide easier access to distant markets for a wide range of locally manufactured goods. Locals aren't getting anything out of this development, which is unfortunate for them. This is a challenge of distribution, both in terms of the physical and economic aspects of the problem. However, market forces do not guarantee that progress will maintain pace with demand. For the preservation and protection of nature's unique qualities, it is vital that precise planning is established and that enforceable norms and laws are put in place. Emerging countries just lately realized the importance of this lesson. Tourism's positive impact on the economy is easy to detect at first glance. Tourism is increasingly being questioned for its ability to spur economic development or to maximize local residents' well-being, as an increasing number of scholars have opined in the last several years (Archer et al., 2005:82-83). An investigation in Turkey (Tosun et al. 2003:155-159) found that while tourism boosted the country's economy, it also widened the gap between the country's different regions and socioeconomic strata. Economic incentives for coastal tourism development at the expense of rural areas sparked the disparity in incomes. In essence, this is a question of allocating resources and whether or not the development of the tourism industry represents the best use of available resources - natural, human, etc. Lack of economic diversity and infrastructure, as well as a smaller and less educated population, are common in rural areas. With regard to rural employment and investment, all of these 502 has a negative impact. In addition, economic activities, like as tourism, are not well planned, managed, or monitored in these areas. The jobs provided by tourism are mainly seasonal, with poor incomes and few chances for advancement.. According to Mathieson and Wall (1982), Lickorish and Jenkins (1997:73) and Muller and Jansson (2007), tourism is a comparatively low-skilled industry compared to other industries. Finally, from a purely monetary standpoint, the local community should aim to outperform the expenses it incurs.

VIII. CONCLUSION

Tourism is one of most-dependent key of economic growth in most countries of the world. Uzbekistan's tourism industry is getting increased year by year. As a student of TSUE I would like to contribute on the development of tourism in our country. I am about to create the effective ways of increasing the income from tourism by developing sport tourism and advertisement in the field.

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