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# Improvement of Organizational and Economic Mechanisms for Development of Cultural Tourism in Uzbekistan

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**Abstract:** This work covers the issues of improving the organizational and economic mechanisms for the development of cultural tourism in Uzbekistan. The impact of cultural tourism on the country's economy, existing opportunities and the state of infrastructure are analyzed, and organizational and economic factors important for the development of the sector are studied. Also, based on foreign experience, ways of effectively managing cultural tourism in Uzbekistan, attracting investments, improving the quality of tourist services, and expanding the participation of local communities are proposed. The work pays special attention to the issues of preserving cultural heritage sites, integrating them into tourism, and forming tourism clusters by region. As a result, practical recommendations have been developed to improve organizational and economic mechanisms that serve the sustainable development of cultural tourism.

**Keywords:** cultural tourism, organizational and economic mechanism, infrastructure, investment, tourism cluster, cultural heritage, regional development.

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## INTRODUCTION

Uzbekistan is today one of the countries with great potential for the development of the cultural direction of tourism with its rich cultural heritage, ancient historical monuments and rare architectural monuments. Located in the center of the Silk Road, where many civilizations collided and harmonized, the territory of Uzbekistan is at the same time a crossroads of cultures with a thousand-year history.

In recent years, the recognition of cultural tourism by the state leadership as an important factor of economic development and the adoption of a number of decrees and resolutions in this regard have made the need to create the necessary organizational and economic mechanisms for the development of the sector even more urgent.

This article analyzes the existing opportunities for the development of cultural tourism in Uzbekistan, systemic problems, existing organizational and economic mechanisms, as well as ways to improve them.

Cultural tourism is a form of tourism aimed at studying, enjoying and understanding historical, architectural, religious, artistic and other cultural values. It mainly includes museums, historical monuments, ancient cities, cultural festivals and local traditions.

- The importance of cultural tourism is manifested in the following:
- Preservation and popularization of national heritage;
- Stimulation of regional development;
- Expansion of the tourism services sector;

- Strengthening international relations and creating a positive image;
- Contribution to economic stability by increasing foreign exchange earnings.[6; 640-b]

**LITERATURE ANALYSIS AND RESEARCH METHODOLOGY**

Today, the cultural tourism potential of Uzbekistan is being recognized internationally. Monuments included in the UNESCO World Heritage List (Itchan-Kala, Registan complex, Poykand city, remains of Amir Temur's palace in Shahrisabz) attract many tourists from year to year.

According to data for 2023, more than 6 million foreign tourists visited Uzbekistan, most of whom were interested in cultural objects. At the same time, the cultural direction is also gaining momentum in domestic tourism. It is becoming a tradition among local tourists to travel to historical cities, participate in national festivals, and attend craft fairs.

A number of researchers, such as Bahodir Yusupov (2018), have focused on studying the economic impact of Uzbekistan's cultural tourism sector and how tourism contributes to economic growth. Yusupov shows the impact of cultural tourism on the country's domestic and foreign economy, the opportunities for creating new jobs and increasing the economic activity of regions through its development. Also, Asliddin Tursunov (2020) in his work "Scientific Methods for the Development of Cultural Tourism" analyzes the scientific approaches and methods necessary for the development of cultural tourism. He identifies the existing gaps in this area, highlighting the impact and importance of cultural tourism, as well as various methodologies used in its development. In addition, studies conducted on the development of cultural tourism at the international level are also significant. Such studies, for example, by Newtman et al. (2015), show the international development of cultural tourism and the differences between international tourism and cultural tourism. Studying international experiences in the development of cultural tourism in Uzbekistan will help to apply new methods in the country. Literature analysis and methodology will further deepen scientific work on the development of cultural tourism in Uzbekistan and contribute to the successful conduct of the study. The methodology of the study is based on the collection of empirical and statistical data, the use of qualitative and quantitative analysis, which will allow developing effective strategies for Uzbekistan in the development of cultural tourism.

**ANALYSIS AND RESULTS**

For the effective development of cultural tourism, it is important to improve organizational mechanisms for its management and planning. The following are proposed as key areas:

1	Formation of tourism clusters	Tourism clusters are a set of interconnected facilities, services, and entities that are geographically close to each other. For example, within the Samarkand - Shahrisabz - Bukhara cluster, historical monuments, hotels, restaurants, and craft centers should operate in a single system.
2	Creating a unified system for managing historical monuments	Today, some historical monuments are subordinate to the Tourism Committee, while others are subordinate to the Ministry of Culture. Unifying their management into a single electronic system and monitoring will allow for effective management of cultural monuments.
3	Staff training and development	Special programs should be introduced in higher education institutions to train guides, translators, museologists, historians, and managers who provide services in cultural tourism. At the same time, it is advisable to organize practice-oriented courses, online education, and international exchanges of experience.
4	Involving the local community	Sustainable development is ensured through the direct involvement of local residents in tourism (guest houses, national cuisine, folk games, folk crafts). This creates both jobs and increases the social benefits of tourism.

**Table 1[8]**

## Improvement of economic mechanisms

Economic mechanisms are an important tool in the development of cultural tourism. The following aspects are recognized as the main directions:

### 1. Improvement of the investment and financing system

The preservation and maintenance of cultural objects requires a lot of money. Therefore, along with the state budget, it is important to attract private and foreign investments, establish a system of preferential loans, grants, and subsidies.

### 2. Introduction of the public-private partnership (PPP) mechanism

It is possible to cooperate on the basis of PPPs through mechanisms such as attracting the private sector to preserve historical monuments, maintain them, and develop the surrounding infrastructure, tax breaks, allocating land, and sharing profits.

### 3. Services based on digital technologies

Convenient and modern services can be offered to tourists through 3D tours, QR-code guides, virtual museums, online booking systems, and mobile applications. This is not only a convenience, but also an additional source of income.

### 4. Increasing the export of tourism services

Promoting the export of the national brand of Uzbekistan, cultural products (crafts, souvenirs, electronic catalogs) and promoting them to foreign markets will increase cultural tourism revenues.[7; 320-b]

## International experience and lessons for Uzbekistan

In Turkey, cultural tourism is an integral part of state policy, and the restoration of historical monuments and their use for tourism purposes has been systematically established. In cities such as Istanbul and Cappadocia, the flow of tourists is maintained with the help of special tourist zones, festivals and exhibitions.

Italy has perfectly established mechanisms for preserving historical objects in cities such as Rome, Venice, and Florence and generating income from them. Each object is under electronic control, generates profit through paid excursions, audio guides, and interactive services.

In China, a tourism industry has been formed around historical monuments - hotels, transport, and entertainment services operate together. This, in turn, serves to create tourism clusters and attract investment.

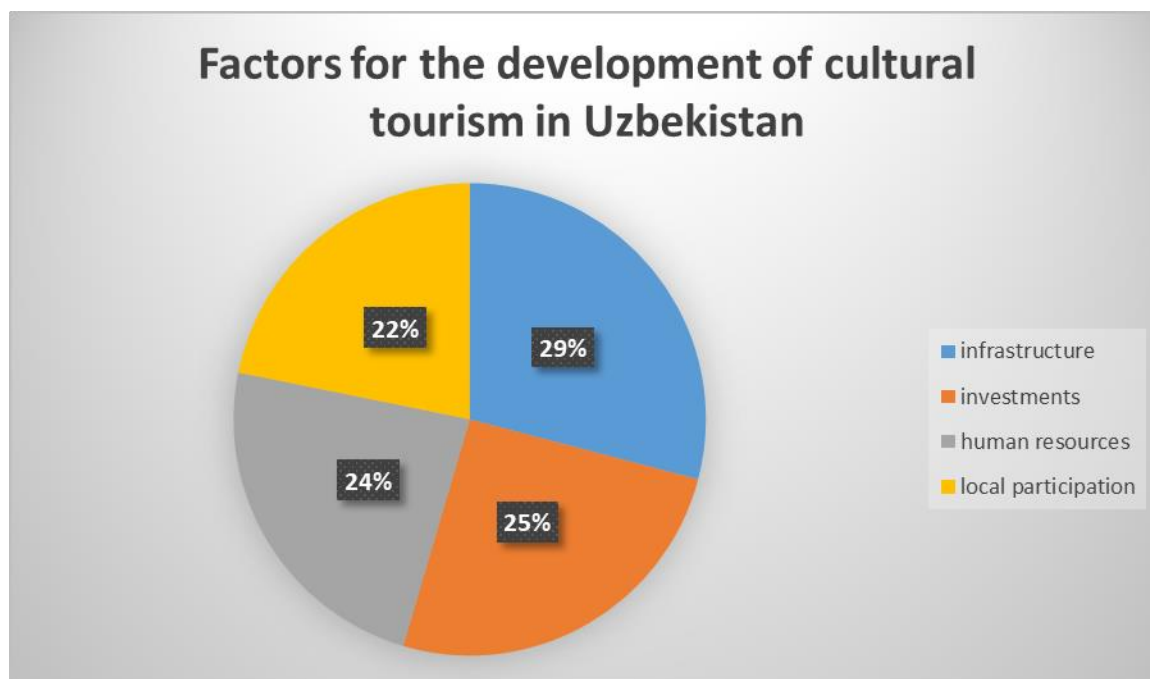


Diagram 1[8]

## CONCLUSION

The development of cultural tourism in Uzbekistan not only increases economic income, but also serves to preserve historical heritage, promote national values, and strengthen feelings of pride and patriotism in the younger generation.

Thus, by improving organizational and economic mechanisms, it is possible to develop cultural tourism in Uzbekistan in a sustainable and competitive manner.

The cultural heritage of Uzbekistan should be promoted worldwide. The development of this sector will not only bring economic benefits, but also help strengthen international relations, promote cultural harmony and mutual understanding. Cultural tourism is a great opportunity to promote the country's national wealth around the world. There are all the resources and opportunities to turn Uzbekistan into a center of cultural tourism. Only if the necessary measures are taken to develop this sector, the potential of Uzbekistan in the field of cultural tourism can be realized to the maximum. Uzbekistan has great potential for the development of cultural tourism. The country's rich historical and cultural heritage, unique traditions and art serve as an excellent basis for its global promotion. However, in order to develop this area, it is necessary, first of all, to take effective measures to preserve cultural monuments and historical monuments, create marketing and branding, and improve infrastructure and tourist services. Cultural tourism not only brings economic benefits, but also helps to develop international relations, strengthen cultural harmony and mutual understanding. The cooperation of every citizen, organization and state institution is important in promoting the cultural heritage of Uzbekistan worldwide.

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