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Economic Principles Of Tourism Services Development In Uzbekistan

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Abstract: This article examines the relevance of tourism services to the national economy and the initiatives that require being implemented to accelerate its development. Besides, data will be provided regarding the conception, execution, and outcomes of concepts for the advancement of tourism services underneath the framework of the digital economy

Keywords: Tourism, Infrastructure, Tourism Industry, Saturation Index, TALC, Diversification, STP Model, Brand And Image, Market Segmentation

1. Introduction

In the twenty-first century, tourism has evolved into an integral component of the world economy and has had an immense impact on commerce amongst countries, economic growth, and cross-cultural interaction. All nations may accomplish sustained economic growth by incorporating tourism services into economic activities and maximizing and upgrading them. Furthermore, an extensive amount of effort has been put forth to create this particular form of service in the Republic of Uzbekistan. Among them, in order to implement the proposals made in the Address of the President of the Republic of Uzbekistan to the Oliy Majlis of the Republic of Uzbekistan on December 28, 2018, and to the tasks defined in the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021 in accordance with the Concept of development of the tourism industry in the Republic of Uzbekistan was developed. On January 12 of this year, President Shavkat Mirziyoyev signed a decision on the development of barrier-free tourism infrastructure. The main directions for the development of barrier-free tourism infrastructure in Uzbekistan are as follows:

- a. creation of necessary conditions for the free movement of persons with disabilities in tourist industry objects, cultural organizations and objects of cultural heritage, including museums, theaters and means of accommodation;
- b. subjects in the field of tourism, including tour operators and travel agents, owners of accommodation facilities and citizens accompanying business subjects providing transport services;
- c. to raise awareness of persons with disabilities by widely promoting the opportunities created in the republic so that they can travel without barriers;
- d. to further improve the quality of services provided for persons with disabilities in the facilities of the tourism industry using the possibilities of modern information and communication technologies.

Such tasks were set. [1], [16]

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The development of tourism services is economically and financially more efficient and profitable than other production or service sectors, while the development of the tourism industry is the easiest way to introduce a country to other foreign countries.

Literature review.

At the time when the service sector is developing, scientific research on the issue of bringing tourism services to a higher level, through an in-depth analysis of the economic, social and cultural effects of this sector, has been widely studied by many scientists. Most of the studies cover issues related to the contribution of tourism to the national economy, its role in the preservation of cultural heritage, and the concept of sustainable development of the country.

Studies on the role of tourism services in national and regional economic development have been carried out by Smith and Jones in a wide range. The result of their research shows that tourism services have a significant share in the country's gross domestic product and are considered as a factor that stimulates economic growth. The study analyzed in detail the contribution of jobs created through the tourism sector to reducing the unemployment rate.[2]

The role of tourism in the preservation of cultural heritage and in supporting cultural exchange between different peoples is detailed in the research conducted by Harrison (2019). In his research, he emphasizes that tourism has an inestimable importance in organizing and strengthening intercultural communication, as well as in preserving cultural assets.[3]

In recent years, the concept of sustainable tourism has gained strategic importance for many developed countries globally. In his research, Butler (2020) notes the importance of resource management and environmental protection for sustainable tourism development. In this research, many tasks that must be implemented in the tourism sector in order to achieve ecological stability are described in detail.[4]

The role of digital technologies in the development of tourism services is undoubtedly of great importance in the modern digital economy. The research conducted by Moshe and Harris shows that modern information and communication technologies allow creating innovative approaches to the optimization of tourism services and improving the quality of customer service. And at the same time, the service time (required period) has decreased, and the quality has increased rapidly.[5]

The issue of tourism infrastructure development has been the focus of attention of many scientists. In the scientific work conducted by Williams and Brown, it was analyzed that the development of the infrastructure of transport, hotel and entertainment areas serves to increase the flow of tourists and provide services that are maximally suitable for their needs .[6]

QJMirzayev, G'.S. Mustafoyev, BKJanzakov. The book "Economics of the Service Sector" defines Tourism as the temporary visit of people from their permanent place of residence to other countries or territories for recreation, health, hospitality, professional and business purposes (not engaged in paid work). [7]

Republic of Uzbekistan "On Tourism" (April 16, 2019) states that "a tourist is a natural person who goes to a place (in the country) for health, educational, professional-practical or other purposes from his place of permanent residence. to leave (travel) for a period of one year without engaging in paid activities. [8]

International of tourism official definition (1994) (UNWTO and UNSTAT by) " Usual from the environment except to places travel did and one from less time during the rest of individuals each how main activity for target (rest get , business or another personal target) else in the country resident person by to work from placement according to or visit ordered place "[9]

Measuring the flow of tourism

- **Number of visits (A)** - the number of guests who arrived at the destination, regardless of the duration of their visit;
- **Total length of stay (N)** - the total number of nights visitors spend at the destination;
- **Average length of stay (L)** is the average number of nights visitors spend at the destination;

$$L = N / A$$

- **Saturation index (B)** - the ratio between the number of overnight stays of tourists and the permanent population (P), D days of the considered period;

$$B = N / DP$$

- **Propensity to travel (X)** - the share of tourists (T net propensity) or trips (V (gross propensity)) in the population of the region;

$$X_N = T / P; X_G = V / P$$

Trip frequency (F) is the average number of trips made by tourists.

$$F = V / T = X_G / X_N$$

Using the above formulas, we can determine the level of a country's economic and social, in other words, international level. If the number of people entering a country for tourist purposes is higher than the number of people leaving, we can say that this country has a stable development of tourism services. Also, the development of tourism is beneficial for the state and creates multifaceted opportunities such as stimulating economic growth, increasing state revenues, helping to save natural resources, promoting social cohesion and stability, and developing and strengthening international diplomatic and cultural relations. Tourism also affects the cultural formation of the population of a country. We should also take into account that the culture of other countries is gradually absorbed through tourism.[14]

2. Materials and Methods

Scientific research method can be described as the systematic approach of achieving the aim of the research, and it can be described as the main method that was deployed during the implementation of this research. The systematic approach makes it possible to study the research object and its elements as interconnected, which is useful for further analysis of the economy of the services of tourism. The subject of study is the place of the tourism industry in the economy the determinants of its growth.

The monographic observation method was used while the available literature, legal documents, statistical data and previous experiments are under analysis. By this approach, the issues related to spatial organization of tourism services and infrastructures, culture and its impact, as well as application of digital technologies have been extensively explored.

The method that was employed to gather quantitative data in the study was the statistical abstract method. The indicators including the tourism flow, the saturation index, demographics, and geography of the tourists were also estimated with the cooperation with the State Statistics Committee of the Republic of Uzbekistan and the World Tourism Organization (UNWTO) and other statistical sources at the international and local levels.

Due to the method of logical thinking, the data, analyzed in the course of the given research, could be introduced with structural and logical thinking. Thus, with the help of this method, it was possible to define the strategies and measures required for the growth of the economic efficiency of the tourism sectors and analyze the logical connections of their implementation.

For the detailed examination of the material gathered during the research and making of general conclusions on its basis, analysis and synthesis were used. Through the

analysis method, the economic indicators of the tourism sectors that described infrastructure and development trends were defined and through the synthesis method studied the relations between these variables. Thus, the integrated strategies needed for the enhancement of the economic foundation of the tourism services of Uzbekistan were designed.

3. Results and Discussion

After the pandemic, which affected the economy of every country, the tourism industry of Uzbekistan slowed down significantly, and many measures were taken at the national level to prevent this. 2024 was predicted to be an important year for Uzbekistan tourism, as Khiva was chosen as the tourism capital of the Islamic world. Samarkand has been chosen as the capital of the United Nations World Tourism Organization (UNWTO) in 2023 and the venue for the 25th anniversary session of the UNWTO General Assembly. Given the continuation of post-pandemic global travel trends, the number of tourists to Uzbekistan may continue to grow in 2024.

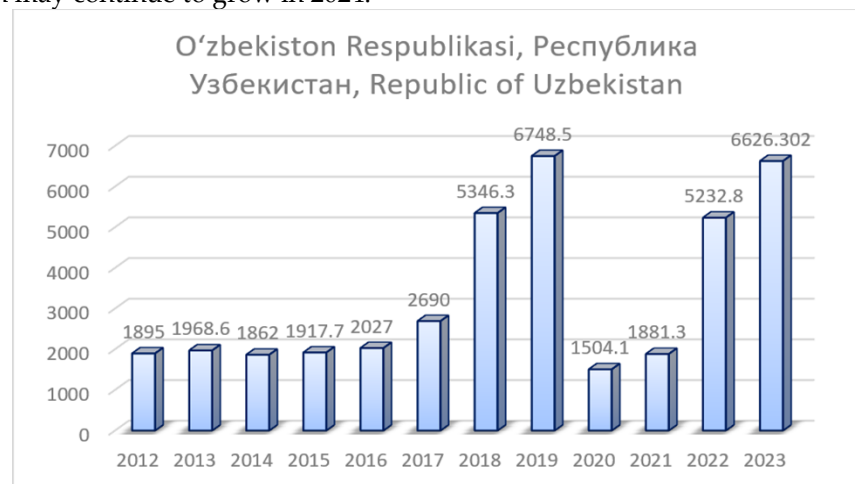


Figure 1. The number of foreign citizens who came to the Republic of Uzbekistan for tourist purposes

remained unchanged between 2012 and 2016 . From 2017 to the pandemic period of 2019, the growth rate was positive. By 2020, 1504.1 thousand tourists visited. As of July 2023, 3.7 million foreign citizens came to Uzbekistan for tourism purposes. From January to August 2023, the number of American tourists to Uzbekistan was 13,965. In 2022, more than 1 million tourists visited Registon, an attraction of Samarkand. In January-March 2024, the service network contributed 3.4% to GDP growth. According to the results of January-March 2024, the gross added value of the service sector is 126,764.5 billion soums and increased by 6.8% compared to the corresponding period of 2023. including During the 9 months of 2023, the amount of income from the tourism sector was 1.72 billion dollars. In the address of the President, it was emphasized that the number of foreign tourists should reach 7 million and the income from tourism should exceed 2 billion dollars in 2025.[11]

Improving tourism in Uzbekistan involves a multifaceted approach. We can mention the following ways that Uzbekistan can use to develop its tourism sector :

- a. Designated area through the Management System. Implementation of destination management principles based on Butler's Tourism Area Life Cycle (TALC) model can help Uzbekistan manage tourism development. Different stages of destination evolution (exploration, attraction, development, consolidation, stagnation and development) are understood. For example, during the development stage, Uzbekistan can focus on infrastructure development and diversification of products, while during the development stage, it can emphasize sustainable tourism practices and cultural revitalization.[10], [13]

- b. Market segmentation. Applying market segmentation theories such as Kotler's segmentation, targeting and positioning (STP) model will help Uzbekistan to effectively identify and target profitable tourism segments. By segmenting the market based on demographic, psychographic and behavioral factors, Uzbekistan can tailor its tourist areas, products and marketing strategies to attract different tourists. For example, culture lovers can travel to the cities of Samarkand, Bukhara and Khiva, and adventure lovers can go on expeditions in the Zomin Mountains.
- c. Brand and image management. Based on image management and marketing theories, Uzbekistan can improve its image by studying how it is recognized by other countries on a global scale. By developing a brand identity of attractive regions that embody its cultural richness, historical significance and natural beauty, Uzbekistan can differentiate itself from its competitors and attract more tourists. Through integrated marketing communications strategies that include advertising, public relations and digital media campaigns, Uzbekistan can create a positive impression among target audiences.
- d. Promotes culture. Using cultural tourism theories based on Cohen's typology, Uzbekistan can be developed by inviting tourists to showcase its unique cultural heritage and improving the quality of services provided to visitors. By creating tours of UNESCO World Heritage sites, traditional music and dance performances, craft workshops, and culinary exhibitions showcasing Uzbek cuisine, Uzbekistan can attract tourists seeking authentic and meaningful encounters with local culture.[13]
- e. Ensuring sustainable tourism. By adopting theories for tourism development, such as the triple bottom line (TBL) approach and the concept of tourist transport serviceability, Uzbekistan can develop responsible tourism practices that balance economic development, environmental protection, and socio-cultural preservation. . By promoting ecotourism initiatives, promoting community-based tourism enterprises, implementing resource management strategies, and establishing partnerships with stakeholders, Uzbekistan can reduce the negative impacts of tourism while improving local livelihoods and the environment. makes a positive contribution to environmental management.[15]

Applying these theoretical perspectives to tourism development, Uzbekistan can unlock its tourism potential, stimulate economic growth, support cultural exchange and promote sustainable development, making itself globally competitive. and can show as a desired tourist destination.

4. Conclusion

From the above, we can conclude that Uzbekistan can develop its tourism potential and achieve sustainable growth. Strategic planning, investment in infrastructure and diversification of products, targeted marketing plans and preservation of cultural heritage and environmental integrity can position itself as a tourist destination for travelers worldwide. In addition, by fostering collaboration among stakeholders, using public-private partnerships, and using evidence-based policymaking, Uzbekistan can overcome the complexities of tourism development while maximizing socio-economic benefits and minimizing negative impacts. .

"Our tourism is often limited to our ancient cities, historical and cultural monuments. However, there is great potential for the development of tourism in the unique nature of our country, national reserves, and mountainous areas", as President Shavkat Mirziyoyev said, if Uzbekistan organizes a tourist service with proper use of its existing resources, the country's can lead to stable economic growth and find a place among the world's leading countries.

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