



## The Main Directions of Strategic Tourism Development in Uzbekistan

**Alieva Makhbuba Toychievna**

*Professor of the Department of Tourism and Service, Doctor of Economics, Tashkent State University of Economics*

**Islamova Nasiba Adkham kizi**

*TDIU master's*

**Abstract:** *This article provides information on the tourism sector in Uzbekistan and Topic: the main directions of strategic development of the tourism sector in Uzbekistan.*

**Keywords:** *Tourism, economy, foreign management, hotel tourism, world market.*

*Date of Submission: 26-12-2022*

*Date of Acceptance: 31-01-2023*

In Uzbekistan, the centralized administrative management system of the tourism sector, among other sectors of the economy, corresponded to the period of 1971-1991. During this period, the consequences were also noticeable. The objections that have arisen regarding the appearance of the number of recreational tourist objects, the appearance of the existing ones, and the appearance of the load indicators are small. According to social production, it is offered by resorts, holiday homes and boarding houses, which causes dissatisfaction of all uses up to 50%. Along with accommodation and food services, recreation and medical services were not up to the mark. The types and volume of tourist services were inconspicuous and of poor quality. Today, Uzbekistan's tourism and transport development can be divided into five steps. first stage. After Uzbekistan gained independence, after 1991, the national tourist market began to form. It was during this period that the republic achieved its economic independence and an independent organization entered the world markets. The economic activity adopted during this period directly created new opportunities for the seller of touristic use. network, management of new management in the network, creation of additional business that helps management of tourism business, service bank for the sector, audit, organization of services, services for programs of tourism in the regions, production of tourism products at the international level, privatized tourist advertising to do special attention is paid to issues such as licensing. After independence, three important processes took place in the field of tourism at the same time: - the decline of enterprises and organizations of the old system (excursion bureau, travel bureau), due to their structure and type of activity, did not meet the requirements of new services ; - new organizations were established as tour operators and travel agents; - by reviving old tourist enterprises, the development of tourist products demanded by Uzbekistan and foreign consumers was launched. In 1992, the National Company "Uzbektourism" was established in the republic, and this company began to perform all organizational, management and coordination functions in the field of tourism. In 1993, the National Company "Uzbektourism" became a full member of the World Tourism Organization (WTO). This process, in turn, served as an important factor in the development of international tourism. In 1994, at the initiative of the UN

UNESCO organization and the government of Uzbekistan, the Samarkand Declaration on the development of international tourism in the cities of the Great Silk Road was adopted in the city of Samarkand. During this stage, i.e. in 1994, the "Program of Privatization and Expropriation of Tourist Enterprises" gained great importance in the implementation of deep systemic and institutional changes. During 1994-1995, 87.8 percent of the tourist facilities of the National Company "Uzbektourism" were privatized and taken out of state control. The implemented changes have rapidly developed the form of tourist reception. The Decree of the President of the Republic of Uzbekistan "On measures to increase the participation of the Republic of Uzbekistan in the restoration of the Great Silk Road and to develop international tourism in the republic" adopted in 1995 regarding the restoration of tourist products on the Great Silk Road It is of strategic importance. This, in turn, initiated the second stage of reforms in the field of tourism in Uzbekistan. As a result, the cities and tourist destinations on the Great Silk Road were listed, Imam al-Bukhari, Bahauddin Naqshband, Abduhaliq Gijduvani, Ahmad al-Fargani, Imam al-Motrud, Mahmudi Azam, Hakim al-Tirmizi, Hazrat Imam, Sheikh The mausoleums of our scholars such as Shamsiddin Kulol, Burkhaniddin Margilani, Chor Bakr in Bukhara were repaired and turned into shrine complexes. Since 1998, the international tourism fair "Tourism on the Great Silk Road" has been regularly organized in Tashkent, and the number of places in hotels that meet international requirements has increased by 4.8 times. At this stage, the following important issues in the tourism sector of Uzbekistan were implemented: - the process of expropriation and privatization; - attracting new foreign investors; - looking for new ways to enter foreign markets, going to international exhibitions (Berlin, London, Madrid, Moscow); - creation of tourist enterprises and non-governmental organizations protecting the interests of travelers; - ensuring the attractiveness of the tourist destination, strengthening the environmental requirements of the product, opening new areas as tourist attractions; - To ensure foreign management in the management of hotels in Uzbekistan; - expanding the network of small private hotels; - training of a specialist in the field of tourism (at the stage of secondary and higher education); - study of foreign experience; - preparation of scientific projects; - Work on the arrival of the BTT research group to Uzbekistan and the preparation of the Law "On Tourism"; <http://www.lex.uz> 11 - tourism non-governmental and corporate organizations "Ustoz", "Meros", "Ekosan", etc. relations with At the third stage of reforms in the field of tourism, on April 15, 1999, the Decree of the President of the Republic of Uzbekistan "On the state program for the development of tourism in Uzbekistan until 2005" was announced, on August 20 of this year and the Law "On Tourism" was adopted by the Oliy Majlis of the Republic of Uzbekistan. Based on this, market relations in the field of tourism were established and a competitive tourist product was created in the international market, and the centralization of the management of the tourism system was put an end to. Many tourist facilities began to manage themselves independently, enterprises that could not compete in the service market were closed, and new private enterprises were established to work effectively for them. Since 2000, the tourism sector of our republic began to develop rapidly. Incomes from the tourism sector began to grow by 20 and more percent per year. After the start of anti-Taliban operations in Afghanistan at the end of 2001 significantly reduced the flow of tourists to our country for two years, by the second half of 2003, the tourism of our country recovered again. Apart from the usual spread in East Asia in the past years, diseases such as pneumonia (SARS) and bird flu did not have such a strong impact on Uzbekistan's tourism as the events of September 11, 2001. The fourth stage of reforms in the field of tourism began in 2000 and lasted until 2017. During this period, the foundation was laid for the association of private tourist organizations and other tourism associations to be established (Association of Guide-Translators, Association of Hotel Owners, Association of Transporters) and research was conducted on the transfer of a number of powers of the National Company "Uzbektourism". This has helped our company to develop its enterprises operating in the market of tourism services at a faster pace. It is no coincidence that in 2014, the 99th session of the Executive Council of the United Nations (UN)

World Tourism Organization was held in Samarkand. There are all the reasons for this, and at the council of the World Tourism Organization held in Samarkand (October 5, 1994), which adopted the document known as the "Samarkand Declaration", the city was unanimously recognized as the "Heart of the Silk Road". " was noted. In 2014, the city of Samarkand was ranked among the 50 most beautiful cities of the planet that tourists should visit, according to the rating published by the famous American internet publication "The Huffington Post". It is noteworthy that only the city of Samarkand is included in this list from the cities of the CIS countries. The President of the Republic of Uzbekistan Sh.M. Mirziyoyev's Decree on December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan" is of historical importance, and for the first time in the economy, the tourism sector was given the status of a strategic sector. - one in fifty // XXI century. 2014, July 24, X«29 (557). As a result of 13, the new fifth stage of the national tourism industry has begun to ensure the development of related industries and sectors of tourism serving foreign and domestic tourists in Uzbekistan. : - shaping and consistent implementation of the integrated concept of tourism development, giving tourism the status of a strategic sector of the economy, diversification of the economy, structural change, and the need to become the leading force of the rapid development of this sector with all its territories and interrelated sectors. turning it into a powerful tool for sustainable development, implementation of systematic measures to increase the share of tourism in the generated gross domestic product, local budget revenues, ensure employment, and improve the standard and quality of life of the population; - further improvement of legislation and regulatory framework in the field of tourism activities aimed at creating favorable conditions for the activities of tourism industry subjects, elimination of all obstacles and pitfalls in the development of tourism, visa and registration procedures, simplification of passport and customs control, optimization of the mechanism of state management and market-specific regulation of the tourism sector, implementation of measures to encourage entrepreneurial activity in the tourism sector and development of competition in the tourism services market, improvement of the statistical accounting system in the tourism sector; - comprehensive measures to ensure the life, health, and safety of tourists and excursionists in the organization of tourism services, first of all, in the places where tourists are accommodated, in catering establishments, in moving around the territory of the republic, and in organizing visits to tourism objects make it happen; - rapid development of tourism in the country, more complete and effective use of the existing huge tourism potential, together with traditional cultural and historical tourism, other potential types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, treatment-health strengthening the social importance of tourism due to the rapid development of rural, industrial, business tourism and other types of tourism, the development of children, teenagers and youth tourism, family tourism, social tourism for the elderly, the establishment of new tourism destinations in 15 regions, and passporting , development and implementation of national and regional programs for comprehensive development of internal, inbound and outbound tourism aimed at forming a single national register of tourism destinations and tourism objects; - to expand international cooperation in the field of tourism activities, first of all, cooperation with the UN World Tourism Organization (UNWTO), influential international and national tourism organizations of foreign countries - active participants of the regional and world markets of tourism services, 0 participation of Uzbekistan in universal international conventions and agreements regulating the field of tourism, introduction of international and interstate standards and norms in the practice of tourism activities; - rapid development of tourism industry facilities in all regions of the republic that meet modern world standards, the needs and requirements of tourism - hotels and similar means of accommodation, public catering facilities, transport-logistics structures, information centers, cultural and sports institutions, main tourism directions rapid construction and reconstruction of road transport and engineering-communication infrastructure, road infrastructure, wide involvement of foreign investors for these purposes; - taking into account

the trends of international tourism development and the use of modern marketing tools, developing competitive tourism products and services, developing a strategy for promotion in domestic and international tourism markets, organizing and developing a favorable tourism information environment, creating a positive image of our country in the field of tourism by carrying out extensive advertising and information activities, opening tourism information centers in the regions of the country and tourism representative offices abroad, actively using the Internet, holding the Tashkent international tourism fair every year; - fundamental improvement of the system of quality training of qualified staff for the tourism industry, especially in the field of management and marketing, training of guides (excursion leaders), regular retraining and upgrading of the employees of tourism activity subjects. The new fifth stage of the national tourism industry 2017-2021 It started with the inclusion of the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan into one of the priority directions of the development of the tourism sector in the development and liberalization of the economy. 'requires attention. If we pay attention to the stages, the development of tourism in our country has been considered as a priority direction of the main state policy since the first days of independence. All the necessary organizational and legal mechanisms for the development of the tourism industry have been created, and important regulatory documents have been adopted, including the law of the Oliy Majlis of the Republic of Uzbekistan, a number of decrees of the President of the Republic of Uzbekistan on tourism, decisions of the Cabinet of Ministers of the Republic, Justice guidelines, instructions and procedures of the ministry and other official state agencies are being developed and put into practice. In order to effectively implement the tasks of developing tourism in Uzbekistan in the future and to develop related industries and industries serving foreign and domestic tourists, the forecast of the volume of tourist services is to create favorable conditions by implementing the strategy of innovative development of the national tourism service market on the basis of vertical diversification. the indicators indicate regular growth. In the modern western economy, tourism is considered as a complex socio-economic system, in which the tourism industry, society, tourism policy and economy are considered as a whole. Economic problems are analyzed together with socio-ecological aspects of tourism. The point is that today life strategies and lifestyles are usually formed within the same socio-political foundations, they arise with a certain status of a person in the social system. But if the way of life of representatives of another social group begins to become important for a person, in this case, he is ready to show his belonging to the way of life that corresponds to the ethical consumption patterns of this group by expressing himself. The political and cultural awareness tourism demand segment is expanding. A large flow of travelers seeking to learn the culture and art traditions of other peoples and countries is moving to Europe, Asia and the Middle East. There is a tradition of the expansion of political and cultural motivations of travelers to sports health, treatment and other types of tourism. Political and cultural study in the development of tourism, the efforts of the government and local administration to carefully preserve cultural monuments and manage the flow of tourists to them have an important place. A. Maslow said that self-activating habits The average is typical of many problems of average people: guilt, anxiety, grief, internal conflicts. But their main difference is their commitment to the chosen work and their values. This makes them hard to fight for their goal.

At first glance, this category is less promising for inclusion in tourism activities due to the fact that it is focused on the aspects related to other types of people and the social attention of life is insignificant. However, a properly structured strategy of this category of work can turn it into a clear segment of the demand market. Symbols and images of famous historical figures in the fields of religion, art, and politics can travel to places that are important to him. A trip that creates additional conditions for the realization of the spiritual and spiritual sphere of a person: in this, he fully manifests himself in his professional direction. Marketing research should not only reveal the

social, political and cultural typical lifestyles of this or that age, but also determine the relationship between lifestyles, consumption motives and behavior.

### **Conclusion:**

The tourism sector provides for the satisfaction of the needs of the tourists themselves and the organizations that are directly or indirectly mobilized to organize their products. It includes the following types of services.

1. Accommodation of tourists (hotels, motels, campsites, boarding houses, sanatoriums, tourism bases, etc.).
2. Providing food for tourists (restaurants, cafes, bars, etc.)
3. Transportation of tourists in different types of passenger transport across the country and from other regions of the country.
4. Excursion services (interpreters, group guides).
5. Services for satisfying cultural interests (going to theaters, cinemas, concert halls, parks, nature and historical reserves, sports competitions and other events).
6. To satisfy practical and scientific interests of tourists (participation in congresses, assemblies, scientific conferences, seminars, fairs and exhibitions, participation in general and special purpose trade events).
7. General and special purpose trade services of trade enterprises (sale of gifts, postcards, etc.)
8. Insurance and medical services.
9. Advertising and service (sales) services (development of travel routes, reservation of seats in transport, means of accommodation).
10. Services of administrative control bodies (rental, quarantine, currency, customs, police services, as well as services for processing documents, visa, passport).

### **References:**

1. A. Mamatkulov. International tourism. Textbook. Tashkent-2019[1]
2. I. Tukhliyev Basics of tourism. Tashkent-2016[2]
3. M. Amonboyev Tourism economy and management. Tashkent-2019[3]
4. [www.ziynet.uz](http://www.ziynet.uz)[4]
5. Алиева, М. (2020). Хизмат кўрсатиш соҳаси тармоқларини ривожлантириш истиқболари. Архив научных исследований, (13).\
6. Алиева, М. Т. (1994). Развитие и размещение отраслей по переработке шерсти Узбекистана.
7. Алиева, М. (2020). Harvard Journal of Fundamental and Applied Studies. Архив научных исследований, (12).
8. Alieva, M. T. (2018). Tourism problems in the Central Asian republics. Theoretical & Applied Science, (11), 30-34.
9. Aliyeva, M. T. Tourism in Uzbekistan: status, problems and prospects. Harvard Journal of Fundamental and Applied Studies, (1), 7.