

Social-Economic Mechanisms of Tourism Development in Uzbekistan

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Abstract: In this article briefly summarizes the reforms of tourism industry of our republic. The management structure of tourism and the tourism industry in the developed countries of the world were analyzed. The article also outlines the priorities for the development and management of tourism in our country based on international experience.

Keywords: Tourism, foreign experience, tourist organizations, tourism management, tourism development, Law on tourism, tourist services, tourist business, tourists, economy.

I. INTRODUCTION

According to the World Tourism Organization, 10% of the world's GDP, more than 11% of investments, and 7% of international exports account for tourism. International tourism revenues amounted to \$ 373 billion in 1995, but now the figure exceeds \$ 1 trillion a year.

At present, more than 250 million people are employed in the field, and this is further enhanced. It is worth noting that in 2016, the UN General Assembly declared 2017 as the International Year of Sustainable Tourism. Secretary-General of the UN World Tourism Organization Taleb Rifai said that the name given to 2017 will further increase the share of this sector in sustainable economic development, social and environmental development.[11]

Based on this, we will have the opportunity to develop international tourism market in the republic, to build it on the basis of the world standards, thereby improving the economy. In the international tourism market, in the conditions of a strong competitive struggle, the goal is to achieve the goal, first of all, with a clear focus, consistent research and organization of activities at the international level. In this regard, the most important of the measures undertaken in the country in recent years is the adoption of the Concept of Tourism Development on the basis of the Decree of the President of the Republic of Uzbekistan "On additional measures to accelerate the development of tourism in the Republic of Uzbekistan" of January 5, 2019, 2019-2025 contains what is needed [5]. Accordingly, by 2025, tourism's share in the gross domestic product of Uzbekistan will increase from 2.3% (2017) by 5%, the number of foreign tourists to 9-10 million, and the number of foreign tourists to 2 million. It is also expected to increase the volume of tourism exports from \$ 950 million to \$ 2.2 billion. It is planned to roll out the number of vehicles from 850 to 3,000. The number of tour operators is almost doubled from 980.[10]

The development of tourism in Uzbekistan at the world level is one of the most pressing issues of today. The Decree of the President of the Republic of Uzbekistan "On measures to ensure dynamic development of the tourism industry of the Republic of Uzbekistan" as of December 2, 2016 serves as an important factor in accelerating the development of the tourism sector, promoting tourism as a strategic sector of the economy and effective utilization of tourism potential in the regions. [1].

II. ANALYSIS AND RESULTS

The Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of tourist potential of the Republic of Uzbekistan" was adopted.[2-3]

The decree stipulates visa-free regime for citizens of Israel, Indonesia, Republic of Korea, Malaysia, Singapore, Turkey and Japan, as well as for members of regular crews of airliners of the Republic of Uzbekistan for the aircraft crews within 30 days from the date of entry into the territory of the Republic of Uzbekistan [4-5].

From February 1, 2019, 45 citizens of Uzbekistan will be able to travel to Uzbekistan for a period of 30 days. Local broadcasters also reported that the number of countries with short-term trips to the country with electronic visas for 2-3 business days was also up to 76.

Until now, the number of citizens who could travel to Uzbekistan for 30 days without a visa was 18.[7]

In addition, citizens of 76 countries will also receive an electronic visa.

During the years of independence, great work has been done to develop the tourism industry, to further increase the flow of foreign tourists to our country. Particular attention is paid to the development of tourism infrastructure, improvement of service quality, training of qualified personnel. And most importantly, during the past period there was created a normative-legal basis for the regulation of the sector and strengthening its legal foundations.

Uzbekistan, with its enormous potential in the field of tourism, attracts tourists with its ancient monuments, sacred places of worship, beautiful nature and tranquility. According to the information, our country is one of the top ten countries in the world in terms of tourism and the number of historical sites.[8]

There are more than 7,000 historical and cultural monuments in the country, some of which are included in the UNESCO World Cultural Heritage List. The peace and stability in our country, the generosity and hospitality of our people serve to further increase the flow of tourists to our country.

Nowadays, we can observe that the number of foreign nationals coming to Uzbekistan is increasing year by year. According to statistical data, by 2016, 2,027 million people visited Uzbekistan, and in 2017 the figure was 2.69 million, which means that the number of visitors in 2017 has increased by 32.7% compared to 2016. In its turn, 2018 will reach our country by 5.346 million people in 2018, which is 99% more than in 2017. We can see that these tourists come to our country for health, educational, professional, business or other purposes.

Today, the growth of the national economy remains largely dependent on the global market and the economic and social interaction of the countries. Tourism is an important factor not only for rapprochement between nations but also for the development of international relations. Therefore, the need for the proper organization and management of the international tourism industry is felt.[9]

Specialists say that the countries of Central Asia, in particular, have opportunities to develop all types of tourism in Uzbekistan. Religious tourist routes are very important for the development of national tourism in our Republic. The placement of religious pilgrims and their provision with other facilities is typically unique. However, as subjects of tourist activity, pilgrims are also sources of extra income for local residents.

Our historical cities such as Samarkand, Bukhara, Termez, Khiva and Shakhrisabz are popular all over the world, and the peoples of the world are eager to visit these cities. Religious sites in Uzbekistan attract attention of Muslim nations directly from the world. Al-Bukhari, At-Termizi and other religious places of the region have a special place in the Muslim world.

Starting from 2018, tourists from Malaysia, Indonesia and Singapore visited the sacred sites of Uzbekistan to establish and develop tourist tourism, with the introduction of visa-free travel and additional charter flights.

If we divide foreign citizens who travel to Uzbekistan for their purposes, we can see that their performance varies greatly from one another. Taking into account the tourist potential of our country, it is possible to notice that there are opportunities for development of many types of tourism in the Republic.

The State Committee for Tourism Development of the Republic of Uzbekistan conducted surveys for the purpose of visiting citizens from our country. During the poll, 5756 respondents from 72 countries participated. The results of the study are summarized in the presence of UNWTO experts and on the basis of international tourism statistics guidelines. According to the results of this study, 88.1% of the population in 2018 will be able to see their relatives and friends, 8.6% for recreational and travel purposes, 1.1% for professional services, 1.0% for treatment, 1.0 for commercial purposes, % of respondents reported that they had received training.

In 2017, the majority of the persons entering the Republic of Uzbekistan, ie 84.7 percent (2272.3 thousand), went to the country, 7.6 percent (203.7 thousand) were sent for tourism, 5.9 percent (159.9 thousand) , 0.7% (175.7 thous.) from commercial areas and 0.3% (6.9 thous.) for medical care, 1.1% (28.7 thous.) for treatment.

In summary, our people perceive all the sacred places in our homeland as sacred and holy. Our country has a high potential to attract tourists to places of interest and develop this kind of tourism. In the development of travel tourism in our country we have to take into account and use respect for and respect for these sacred places. Therefore, in developing travel tourism not only internally, but also internationally, it is desirable to

carefully prepare information on the list of locations, locations, and visits to pilgrimage sites in each province and every district [6].

- It is desirable to develop travel tourism in Uzbekistan and attracting Muslim nations from Uzbekistan such as Kuwait, Qatar, Oman, Saudi Arabia, Indonesia, Malaysia, Turkey, Pakistan and Iran to Uzbekistan:
 - Identify countries where Islam is a religion that can visit Uzbekistan to visit religious sites;
 - Establishing cooperation with these countries in the field of tourism;
 - Establishment and holding of working groups of experts to develop tourist industry and increase tourists flow among countries;
 - Signing a Memorandum between the State Committee for Tourism Development of the Republic of Uzbekistan and the Ministries of Tourism of Islamic Countries;
 - identification of bilateral legal bases and agreements on the development of travel tourism between Uzbekistan and other countries;
 - Organization of meetings or workshops among tourist companies of the countries in the development of tourist tourism;
 - Preparation of special informational resources covering Uzbekistan's pilgrimage places for Islamic countries and publication of religious sites;
 - Establishing museums that contain information about religious scholars and pilgrims in Uzbekistan.
 - The following conditions must be created for tourists visiting Uzbekistan:
 - Development of maps and tourist routes for individual religious sites in each of Bukhara, Samarkand, Ferghana and Surkhandarya regions;
 - Preparation of information information, taking into account contribution of each visitor to the development of Islamic religion;
 - Creating smaller hotels for visitors to tourists along the way and to their destination;
 - Development and approval of rules for excursions and tours organization;
 - Organization of halal meals for pilgrims;
 - Establishing a list of catering companies and developing their electronic map;
 - In the mosques and pilgrimage places, women who come to visit the pilgrimage, organize places of worship and prayers specifically for female tourists;
- Establishment of special facilities and development of infrastructure for tourists in the pilgrimage places;
- organizing events like "Open Door Day" for pilgrims;
 - Developing religious touristic routes based on special races for traveling to the pilgrims and attracting overseas pilgrims;
 - Carrying out propagation of tourist tourism in the mass media of Uzbekistan and simplification of visas for tourists on tourist tourism;
 - Establishment of separate routes at the airports for tourists on tourist tourism and the organization of special flights between the countries for touristic tourists;
 - Development of a system of financial aid and privileges for tourist enterprises engaged in tourist tourism;
 - Creation of free information and advertising training centers at the expense of development of tourist tourism;
 - Development of a special state program on the development of travel tourism in our country.

In the development of tourist tourism, regional and district khokimiyats also create jobs for their khokimiyats in order to create new jobs, to organize the recreation system of the people, to visit places of pilgrimage and recreation infrastructure, to provide entrepreneurs with recreational and recreational facilities, and to "learn our country" are offered.

Today, the hotel business is an integral part of the tourism industry and is part of the tourist industry. The tourism industry shall include: - hotel and other accommodation facilities, means of transport, sanatorium and resort treatment and recreational facilities, public catering facilities, recreational facilities and facilities, tourist, tourist, recreational and recreational activities; , tourist information system operators, as well as excursion guides, guides translators and organizations providing monitoring and guidance services.

At the same time, the hotel business can provide hotel services with economic activities, such as camping, motels, guest houses for students and students, and so on. the organization of short-term living. The hotel activity is defined as the activity of legal entities and individual entrepreneurs. That is, they have the means of collective placement, which are directly controlled and managed by them. The hotel is a place for accommodation and services, and today hotels are also offering other types of hotel services.

According to the definition of the World Tourism Organization (WTO), the hotel is a collective bargaining tool and provides a set of unique services, consisting of a number of specific numbers.

Typically, accommodation hotels will have the following criteria:

- The hotel consists of a number of people, whose number exceeds a fixed minimum and has a unique leadership;
- The hotel offers its own diverse range of services, which are not limited to the day-to-day monitoring of the bed, ie the removal of the room (s) and the sanitary napkin;
- hotels have standardized standards and equipment grouped into classes and categories in accordance with the provision of services;
- Hotels are not classified as specialized institutions;
- The hotel is designed for the segment of its tourists;
- Hotels can be independent or accessible to specialized hotels, such as hotels (chains).
- Among the most prominent trends in hospitality industry development in recent years are:
- Deeper specialization of hotel and restaurant services;
- Organization of international hotel and restaurant network;
- development of small business network;
- Introduction of new computer technologies in the hospitality industry.

At present, there are several systems that offer hotel rooms and cheap places in world tourism. One of them is AirBnB - it is a web platform where it is a place for communication between a homeowner who wants to rent a home or a home or a homeowner.

AirBnB launches its operations in 2008, offers accommodation in more than 190 countries around the world, over 65,000 cities, and over 150 million people have been living in this online platform so far. The main aspect of this platform is that you can find the cheapest homes, cottages, cottages and other location tools available on this platform. In our country, private houses and houses are not rented to foreign tourists yet.

At present, Uzbekistan pays special attention to the improvement of the hotel business and the development of hotel types, and simplified licensing procedures have been developed and launched in accordance with the types of hotels. As a result of the reforms being implemented in the sphere of tourism, the number of tourists coming to our country is increasing and, accordingly, the number of hotels is growing.

Table 1: The number of hotels in Uzbekistan (forecast figures for 2018-2025)

Indicators	2018 y	2019 y	2020 y	2021 y	2022 y	2023 y	2024 y	2025 y
Number of hotels	914	1098	1609	2394	2562	2715	2851	2994
Number of rooms (thousand)	20,0	24,0	33,7	48,7	52,1	55,2	58,0	60,9

According to the Tourism Development Committee of Uzbekistan in 2018, the number of hotels in Uzbekistan is 914 (Table 1), the number of hotel rooms is 20,000, and the number of hotels in the country is 41,100. [9] The number of hotels in our country is projected to be 2994 in 2025. As a result of reforms in tourism, the number of hotels in the last year increased from 676 (2017) to 914 (2018).

Today, these hotels in our country are separated into categories ranging from 1 to 5 stars, and the number of non-listed hotels also has a large share. Figure 1 shows the share of hotel categories in the Turkish tourism market.

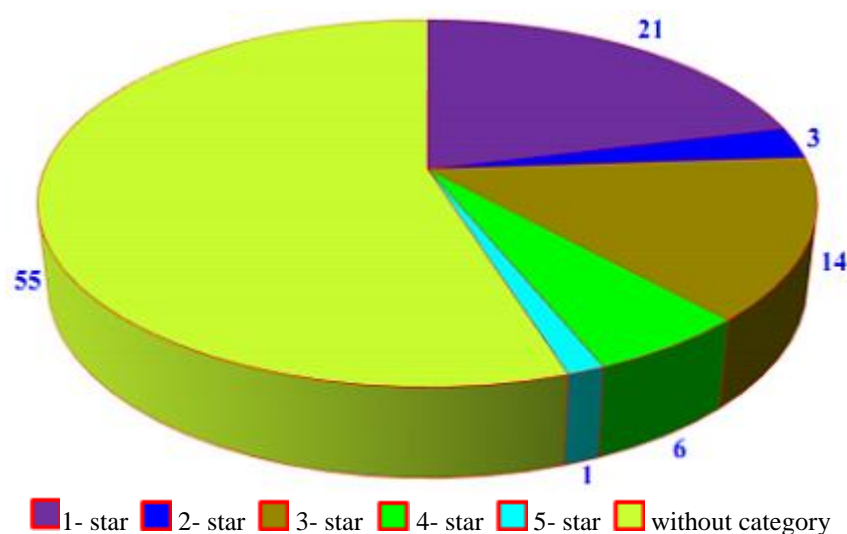


Fig.1: The share of hotels in the tourism market according to their categories (%)

Statistical data show that 55% of the shares are worthless hotels. Almost all of the hotels that do not have a star at our time include up-to-the-shelving hotels, motels, hotels, flotel, guest houses, and hotels. However, in many countries special statistical data is collected on all hotel types. There are also separate licensing procedures for hotels. In our country, simplified licensing procedures have been set up at guest houses, and there are no separate legal and regulatory frameworks for the establishment of the above listed hotels.

1 Star Hotels in the Turkish Tourism Market are 21% off, 2 Star Hotels are 3% rated, 14% of 3 Star Hotels, 6% 4 Star Hotels, and 1% 5 Star Hotels. The 5 star hotel in our country has the least share, which is mainly the global brand chains.

Establishment of guest houses in Uzbekistan is recognized as one of the main directions of tourism development. Entrepreneurship in developing guest houses in foreign countries is well-established and has extensive experience.

As an example, there are various guest houses in France that have a unique feature of service. Here are some examples:

- small houses for guests;
- separate guest rooms;
- taverns (traktirlar);
- Farmers' houses for lunch with a meal;
- tasting touristic camps and farms;
- small hotels and family restaurants;
- guest houses for pedestrians;
- guest houses for children;
- guest houses of farming gardens and others.

In France, apart from earning income as a guest house, the focus will be on achieving its goals. The development of the above-mentioned guest houses leads to increased tourism potential in rural areas and attract more tourists. Nowadays, French guest houses are one of the most competitive businesses in rural areas and provide permanent income to the population.

According to the French House of Guest Houses (Gites de France), guest houses must be members of the Federation of Guest Houses and must comply with the obligations set out in the Charter. In rural areas, supervision is carried out by the French Federation of Guest Houses. This federation is an association of guest houses managed by elected officials.

In Spain, hotel type hotels are one of the leading tourism destinations. Guest houses in the coastal country of this state are mainly referred to as rural guest houses, mountainous houses, villas. Tourists will feel comfortable living in such guest houses, and will be provided with comfortable amenities.

Guest houses located on Costa Blanca's coast are popular among tourists, creating attractive, favorable conditions, as well as independent holiday and catering services. Typically, seafaring tourists are engaged in diving, serfing, and diving in the sea.

Luxury villas in Spain offer spacious villas with spacious panoramas and beautiful views and guest houses with at least 400 square meters, two or three floors.

The Government of Uzbekistan is working on the establishment of guest houses for entrepreneurs. In particular, the Resolution of the Cabinet of Ministers "On Organization of Family Guest Houses" of August 7, 2018, was adopted on the establishment of guest houses and support and stimulation of entrepreneurs in this sphere.

This decision is aimed at raising the efficiency of tourism potential of the regions, improving the conditions for leisure and tourism, as well as improving the employment and welfare of the population. In order to broaden the content of the document, the State Committee for Tourism Development of the Republic of Uzbekistan carried out explanatory work among business entities and the population.

Family visitor houses are characterized by the fact that tourists are attracted by foreign tourists, with relatively low prices and other similar amenities. It plays an important role in promoting national traditions and values, developing entrepreneurial culture in rural areas, providing employment and, most importantly, accelerated development of tourism.

The family guest house is a private household, which provides temporary accommodation and food services to up to 10 tourists simultaneously, with homeowners living together with tourists. For a person, a settlement at a cost of 3 m² is an important prerequisite for the family home arrangement. The resolution sets out the requirements for the facility.

The following are some of the key aspects of setting up and running family guest houses:

- Family guest houses are provided by individual entrepreneurs or family business entities. Registration of guest houses and implementation of the Single register are carried out by the State Committee for Tourism Development of the Republic of Uzbekistan;
- A simplified system for certifying family guest houses is being set up. Based on this guest house, you can register them by entering the Single Guest Register for Family Guest Houses and submitting the relevant information;
- It is recommended that individual commercial banks and family businesses applying to commercial banks be included in the Uniform Register of Family Guest Houses, under preferential terms. The loan is issued for 300 years of the minimum wage, for a period of five years and a 2-year grace period.

III. CONCLUSIONS AND RECOMMENDATIONS

Taking into account the abovementioned, we consider the priority areas for the development and management of tourism in the Republic of Uzbekistan as follows:

Creation of favorable economic, organizational and legal conditions for the accelerated development of tourism as a strategic network of the national economy, more comprehensive and effective use of the vast tourist potential of the regions, cardinal improvement of tourism network management, promotion of national tourism products and their promotion in world markets, forming a positive image of Uzbekistan.

International cooperation in the field of tourism, first of all, the expansion of cooperation with the UN World Tourism Organization (UNWTO), international and national tourism organizations of foreign countries - active participants in regional and global markets of tourism services, universal international conventions and agreements participation in international and interstate standards and norms of tourism activities;

In all regions of the country the accelerated development of the modern world standards, the objects of the tourist industry that meet the needs and requirements of tourists - accommodation of hotels and accommodation facilities, public catering establishments, transport and logistics structures, information centers, cultural and sports establishments, accelerated construction and reconstruction of transport and engineering-communication infrastructure, road infrastructure, x wide involvement of foreign investors;

Each of these factors, along with determining the level of tourism development in the country, remains one of the main directions of Uzbekistan's international recognition.

From this point of view, in this regard, it is characteristic for the establishment and improvement of hotel farms in our country in regions and in rural areas. Such types of accommodation are relatively inexpensive and convenient for tourists and, according to international experience, these types of hotels are widely used in the development of tourism in rural areas. In the recent years, it is desirable to define the following key areas that should be taken into consideration in view of the ongoing reforms in tourism:

- accelerating the development of entrepreneurial activity in guest houses in the countryside, taking into account the fact that the nature, history, culture and traditions of our country are attracted by tourists in the regions and villages;

- The development of entrepreneurship in this area is of great social importance for rural areas, and in many cases middle-aged people tend to work in urban areas. This is a broad propagation of business activities for guest houses taking into account this situation, and the establishment of training courses with the involvement of specialists in rural areas;

- Taking into account the development of rural tourism and guest houses, the solution of social problems in rural areas, it is necessary to create an enabling environment and attract investment in rural areas;

- Development of the normative-legal basis of private houses and houses in Uzbekistan based on the Couchsurfing International Solidarity Society and the AirB & B web platform in the development of hotel business in tourism.

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