



DEVELOPMENT PROSPECTS AND POSSIBILITIES OF TOURISM IN UZBEKISTAN

Usmanova Aziza Bakhodirovna

Senior Lecturer, PhD student of Bukhara State University

Abstract: *Today, the most pressing issue in the sector of the world economy is the development of tourism, as well as the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, the organization of services for foreign guests in accordance with international standards. This article reveals the possibilities of the tourism potential of the republic and describes the tourism industry of Uzbekistan.*

Keywords: *richest spiritual and cultural heritage, tourism, development sector, national tourism product.*

Uzbekistan is a fabulously beautiful and historical country, located in the very heart of the Great Silk Road, which has a rich spiritual and cultural heritage, where different nationalities live peacefully - Uzbeks, Kazakhs, Tatars, Koreans, Armenians, Turks, Karakalpaks, Russians, Tajiks and others. A country that has a variety of historical and archaeological objects - from minarets to buildings of different periods. A place with favorable natural and climatic conditions - where you can watch all four weather seasons - rainy and capricious spring, scorching and hot summer, golden autumn and calm winter, living exactly a year. Where you can see magnificent monuments of ancient and medieval architecture in Tashkent, Bukhara, Samarkand, Khiva, Shakhrisabz and other cities that potentially attract a large number of foreign tourists.

A country that has a huge potential in the field of pilgrimage, ecological, mountain and other types of tourism. Where, being abroad, if you say that "... came from the burial places of the greatest scientist Imam al-Bukhari" people begin to treat with awe and respect. Where the capital is Tashkent, the languages of communication are Uzbek as the state language, and in addition, people speak English, Russian fluently, some can even communicate in French, German, Korean. The population of which are people from 140 confessions. Religion, based on the main contingent - Muslims, but there are also Christians, Buddhists and others, since the Constitution of the Republic of Uzbekistan in Article 4 states that "The Republic of Uzbekistan provides respect for the languages, customs and traditions of nations and nationalities living on its territory creating conditions for their development". Therefore, the country is tolerant in every sense and hospitable to



anyone who wants to visit. The currency is the Uzbek sum, but in any exchange office of a state and private bank, you can exchange different monetary units.

On August 13, 2019, the President of the Republic of Uzbekistan Shavkat Mirziyoyev signed the Decree "On measures to further develop the tourism sector in the Republic of Uzbekistan" in order to increase the effectiveness of ongoing reforms in the field of tourism and a radical increase in foreign citizens entering the republic by solving existing problems of tourism infrastructure, improving the quality of services provided and active promotion of the national tourism product in the world markets.

Today, tourism is one of the leading sectors of the world economy. In Uzbekistan, special attention is paid to the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, the organization of servicing foreign guests in accordance with international standards.

As you know, September 27 is celebrated around the world as Tourism Day - which is an international holiday established by the General Assembly of the World Tourism Organization in 1979 in the Spanish city of Torremolinos.

Before independence, Uzbekistan remained in the shadow of the tourist review, although even then there were single visits of foreign delegations for various reasons, but since independence, Uzbekistan has made a significant breakthrough in this area, coupled with the preservation and enhancement of the historical and cultural heritage of the people, the revival of national traditions and customs, the restoration and arrangement of sights of the republic. In order to create a modern highly efficient and competitive tourism complex in the republic, a solid regulatory and legal framework has been formed, the basis of which is the Law "On Tourism", adopted on August 20, 1999. There are programs of targeted measures to improve the tourism infrastructure, including attracting investments, diversifying tourism products, intensifying educational activities, training and advanced training of specialists in the field.

To date, the National Company "Uzbektourism", established in 1992 by the Decree of President Islam Karimov, is an important link in the formation of a national tourism model, which coordinates the activities of industry organizations, trains relevant personnel, promotes the inflow of internal and external investments in the creation of a new and expansion of an existing one. material and technical base, stimulates the development of all types of tourism, actively participates in foreign events, organizes major international forums. The result of the measures taken in this direction is an increase in tourists arriving in Uzbekistan. More than



two million people from different parts of the world visit Uzbekistan annually. The geography of foreign guests is wide. Our country is especially popular with citizens of the Republic of Korea, Germany, France, Italy, Japan, China, Malaysia, Russia, India, and Turkey.

Uzbekistan is actively increasing cooperation with international organizations, regularly takes initiatives to deepen cooperation in this promising area, the main tasks of which are to train competent personnel in the field of tourism. The current growth dynamics of the tourism industry confirms the need to modernize the personnel training system for it, taking into account existing realities and prospects.

Within the framework of the Korean-Uzbek business forum dedicated to the state visit of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Republic of Korea on November 22-24, 2017, a Memorandum was signed on the establishment of the Yeosu Technical Institute in Tashkent between Korean and Uzbek partners. Based on this Memorandum, the Yeosu Technical Institute in Tashkent city received the status of an official institution providing educational services in the field of higher education in the Republic of Uzbekistan on the basis of a state license granted by the State Inspectorate for Supervision of the Quality of Education under the Cabinet of Ministers of the Republic of Uzbekistan on July 24, 2018.

The main task of the Yeosu Technical Institute in Tashkent is to train highly qualified personnel and specialists with modern professional skills that are in demand in the labor market. In this regard, educational programs are formed taking into account modern requirements and trends in the development of the economy, and are also agreed with the main and potential employers.

The Institute has a modern material and technical base. At the same time, the information and resource base is updated on a regular basis. In general, all conditions have been created at a high level for students to receive a quality education and spend their leisure time at the institute. Foreign professors from the USA, Great Britain, Belgium, South Korea, Saudi Arabia, etc. are involved in the educational process. .

Students have the opportunity to participate in exchange programs, as well as programs for obtaining joint or double diplomas. Thus, students can participate in 2+2 exchange programs and continue their studies at Hanyang University, Chungbuk National University, Hankyong University, Chosun University, Busan University of Foreign Studies, Jeonju University, Chungcheong University (Republic of Korea), United Business Institutes (Belgium) and Yeosu Institute of



Technology. Thus, the Yeoju Technical Institute in Tashkent city offers great opportunities for obtaining quality education in a multinational and friendly atmosphere.

But the most important sector of the Yeoju Institute of Technology is the training of highly qualified personnel and specialists in the field of tourism of the Faculty of Tourism and Management.

Also an important milestone in the annals of domestic tourism was the entry of the republic in 1993 into the UN World Tourism Organization (UNWTO). Within the framework of cooperation with it, in 1994, 19 countries of the world adopted the Samarkand Declaration on Tourism along the Silk Road. In 1999, the Khiva Declaration on Tourism and Preservation of Cultural Heritage was adopted, supported by the UNWTO, UNESCO and the Council of Europe. In 2002, the Bukhara Declaration on Tourism along the Silk Road, which emphasizes the benefits of sustainable tourism and defines concrete steps to stimulate cultural and ecological tourism in this direction. Moreover, in recognition of the special place of the republic in the global tourism industry, in 2004 a regional UNWTO office was opened in Samarkand to coordinate the development of tourism on the Silk Road. It should be noted that such an office exists only in two countries - in Japan and Uzbekistan. Its main function is to designate directions in the development of not only regional, but also international tourism.

The possibilities of Uzbekistan are evidenced by the presence of more than seven thousand objects of material cultural heritage of different eras and civilizations, including the historical centers of Bukhara, Khiva, Samarkand and Shakhrisabz included in the UNESCO World Heritage List. The world-famous historical monuments, modern cities, the unique nature of Uzbekistan, the unique national cuisine, as well as the unsurpassed hospitality of our people attract travel lovers. The leadership of the Republic of Uzbekistan pays special attention to raising the level of tourism infrastructure. More than 1,200 tourist organizations, including tour operators and hotel facilities, successfully operate in the country. An extensive network of hotels with more than 25,000 beds meet modern international standards.

In recent years, truly large-scale work on the construction and reconstruction of infrastructure facilities in Uzbekistan, 11 airports have received the status of international harbors. Modern comfortable aircraft of the National Airline "Uzbekistonkhavoyullari", consisting of airliners manufactured by Boeing and Airbus, operate regular flights to more than 40 cities in Europe, Asia, the Middle East and America. In 2016, the country's civil aviation fleet will be replenished with



two of the most modern "dream liners" - the Boeing Dreamliner. Tourists visiting Uzbekistan have the opportunity to get to the sights of the republic and by rail. So, in addition to regular and high-speed trains, high-speed Afrosiab trains run daily between Tashkent, Samarkand, Bukhoro and Karshi, which are a much more convenient transport as a service to guests and reduce travel time by a lot. There is also an electrified Angren-Pap railway line that connects the picturesque Fergana Valley with the rest of the country.

Uzbekistan is actively introducing new types of travel, including eco-tourism. The presence in the republic of reserves, national parks, nurseries, sanctuaries, natural monuments, biosphere reserve turns ecotourism into a very promising direction. Also, geotourism, medical tourism, as well as mountaineering and rafting have been developed in Uzbekistan. In the regions, recreation areas and comfortable infrastructure facilities, such as Amirsay, sports and recreation centers Chimgan, Beldersay and Charvak, located in the Tashkent region, have been built and put into operation, where the necessary conditions for skiing and other winter sports. Mountain trails of different lengths have been built here. Vacationers can climb the cable car using a special lift. Recently, the gastronomic direction of tourism has been gaining popularity in Uzbekistan, the development of which has made it possible to make plov, dulma, naryn, nuhat-shurak, tukhumbarrak and other national dishes recognizable brands of the country. There are a lot of restaurants, national cuisines and cafes where any tourist can taste delicious Uzbek dishes from the best chefs of the country. For gourmets with a sweet tooth, you can offer a lot of sweets in the form of Kokand halva, baklava, pashmak and other items, which to this day are prepared according to old recipes and are passed only to descendants.

Uzbekistan is also famous for dried fruits - here you can find a wide range of dried fruits: from ordinary dried apples to melons, which are environmentally friendly products without various preservatives. The country is known and popular for its local silks and adras, which are a delight to the eye. And about the miraculous products of Rishtan ceramics - you can only make sure when you visit the workshop itself in the Ferghana Valley, which is always happy to welcome guests.

Major events regularly held in the country play a significant role in ensuring the accelerated development of the tourism sector of Uzbekistan, shaping and maintaining the country's image in the world market. One of the most important annual events is the Tashkent International Tourism Fair "Tourism on the Silk Road". Today it is the largest forum in Central Asia where industry professionals



meet, negotiations are held in various formats, conferences are held on topical issues of the development of the tourism industry in Uzbekistan and the world as a whole. Our representatives regularly participate in international fairs and exhibitions held abroad in order to present the tourism potential of the republic. Participation in them allows you to keep abreast of the latest trends in the world tourism market, conclude business contracts, and develop cooperation with foreign partners.

The intensive development of the tourism industry in Uzbekistan, including respect for the historical and cultural heritage, the creation of infrastructure that fully meets international standards, and the strengthening of international relations have turned our region into one of the most visited countries in the world. In conclusion, I would like to say that only by visiting the country any of the tourists can see for himself the veracity of our words, since in a country where the main thesis is “a guest is as valuable as your own father”, everyone is always welcome - who really wants to relax and get a lot of impressions from what you see.

REFERENCES:

1. Абдуллоев, А. Ж., Таирова, М. М., & Усманова, А. Б. (2020). Особая Характеристика Агротуризма. Вопросы Науки И Образования, (11), 95.
2. Абдуллоев, А. Ж., Таирова, М. М., & Усманова, А. Б. (2020). Малый Бизнес В Сельском Туризме И Агротуризме. Достижения Науки И Образования, (5 (59)).
3. Усманова, А. Б. (2019). Квалификация Кадров В Туристической Сфере. Мировая Наука, (4), 471-473.
4. Bakhodirovna, U. A., & Ilkhomovna, Z. M. (2021). Tourist Potential Of The Bukhara Region. Researchjet Journal Of Analysis And Inventions, 2(04), 243-246.
5. Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving Of Personnel Training In Hotel Bussines. Academy, (2 (53)).
6. Усманова, А. (2020). Prospects For Development Of Rural Tourism In Uzbekistan. Центр Научных Публикаций (Buxdu. Uz), 4(4).
7. Abdullayevna, Q. Z., Anvarovich, Q. A., & Muxtorovna, N. D. Theoretical Foundations Of Enhancing The Competitiveness Of The National Economy. Gwalior Management Academy, 87, 54.



8. Усманова, А. (2021). Tourist Potential Of The Bukhara Region. Центр Научных Публикаций (Vuxdu. Uz), 6(6).
9. Rakhimova, I. I., Berdikulova, G. N., Axmedova, Z. J., & Sayitova, U. H. (2022). Positive Aspects Of The Communicative Psychological Effect Of Social Networks On The Individual. Asian Journal Of Research In Social Sciences And Humanities, 12(1), 349-353.
10. Muhammedrisaevna, T. M. S., Bayazovna, G. N., & Kakhramonovna, D. A. (2020). Goal And Objectives Of Integrated Marketing Communications. Economics, (2 (45)).
11. Mukhammedrizaevna, T. M., & Bakhriddinovna, A. N. (2020). Requirements For Quality, Logistics And Safety When Growing Agricultural Products. Достижения Науки И Образования, (10 (64)).
12. Akramjanovna, A. D., & Gaynutdinovna, A. D. (2022). Effective Ways To Overcome Mental Deficiencies In The Development Of Communication Skills Of Students With Primary Intellectual Disability. Middle European Scientific Bulletin, 24, 322-324.
13. Rakhmatullaeva, F. M., & Nishonova, Z. A. (2017). Agrotourism And Its Influence On The Economy Of Agro-Industrial Complex. In Современное Экологическое Состояние Природной Среды И Научно-Практические Аспекты Рационального Природопользования (Рр. 1918-1919).
14. Po'Latkhodjaeva, M. R. (2022). Effective Ways Of Rehabilitation Work With Children With Cochlear Implants. Spectrum Journal Of Innovation, Reforms And Development, 9, 479-481.
15. Muhammedrisaevna, T. M., Shukrullaevich, A. F., & Bakhriddinovna, A. N. (2021). The Logistics Approach In Managing A Tourism Company. Researchjet Journal Of Analysis And Inventions, 2(04), 231-236.
16. Po'Latkhodjaeva, M. R. (2022). Effective Ways Of Rehabilitation Work With Children With Cochlear Implants. Spectrum Journal Of Innovation, Reforms And Development, 9, 479-481.
17. Tairova, M. M., & Kayimova, Z. A. (2016). Foreign Experience In Managing Higher Education. In The Collection: Scientific And Practical Support For The Integration Of A Modern Learning Environment: Problems And Prospects. Materials Of International Scientific And Practical, 72-77.
18. Saribaeva, U. S. (2022). Emotional And Psychological Competencies Of Gender Equality In The Modern Uzbek Family. Pioneer: Journal Of Advanced Research And Scientific Progress, 1(3), 105-107.



21. Абдуллоев, А. Ж., Таирова, М. М., & Аминова, Н. Б. (2020). Environmentally Friendly And Sustainable Supply Chain Management In The Platform Economy. *Economics*, (3), 23-25.
22. Kayimova, Z. A., & Tairova, M. M. (2016). Investment Activity Of Commercial Banks Of The Republic Of Uzbekistan.
23. Abdullaevna, K. Z., & Alievna, M. O. (2020). Innovation Policy Of The Country And Its Mechanism. *Достижения Науки И Образования*, (2 (56)).