

THE DEVELOPMENT OF TOURISM AS A NECESSARY FACTOR IN INCREASING COMPETITIVENESS AND STRENGTHENING THE CAPACITY TO COUNTERACT CRISES

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ABSTRACT

The article examines the development of tourism in Uzbekistan, its state of development, opportunities and prospects as a factor of increasing competitiveness and strengthening the capacity to withstand crises.

Keywords: tourism, tourist services, tourist product, main directions of tourism development, domestic tourism, foreign tourism.

INTRODUCTION

The essence of tourism is to create and deepen socio-economic and cultural ties between countries, improve ties and promote better dialogue by bringing peoples and countries closer. Tourism is also recognized as an effective way to promote participation Developing countries in the global economy and achieving the Sustainable Development Goals.

The acquisition of independence by Uzbekistan became the starting point for organizing an independent tourism sector. As a result of the organizational and structural changes carried out, a new system of state regulation emerged, conditions were created for the development of infrastructure, and the process of protection and restoration of cultural and historical objects was ensured. Institutions and relations in the international tourism market were practically rebuilt. As a result, the flow of tourists from abroad began to increase. At the same time, in some years the increase was up to 25% per year. However, growth declined during the Covid-19 pandemic. But starting from 2021, this flow began to increase momentum, especially the great potential of tourism was confirmed by the holding of the SCO international summit, September 15-16, 2022 in the city of Samarkand.

RESEARCH METHODS

Each corner of Uzbekistan attracts with its own peculiarities - in Tashkent you can take a walk in the most beautiful subway in the world or see the oldest manuscript of the Koran Usman. In the historical cities included in the UNESCO Cultural Heritage List - Samarkand, Bukhara, Shakhrisabz and Khiva, you can visit the most ancient architectural monuments that have preserved echoes of past eras, and in the southernmost part of the country - Surkhandarya, take a trip through mountain gorges or see the ruins of ancient cities near Termez. Depending on the season, you can go skiing in the foothills of the Tien Shan or climb the highest point of the Big Chimgan.

RESULTS AND DISCUSSIONS

In accordance with the "Development Strategy of the New Uzbekistan for 2022-2026", the number of local tourists should increase to 12 million, and foreign tourists - up to 9 million as part of the "Travel Uzbekistan" program.

In the tourist cities of the country, it is planned to introduce barrier-free tourism infrastructure. Additional tourist zones will be built in the Zaamin, Farish, Bakhmal regions and the Aidar-Arnasay system of lakes.

The increase in the volume of tourist services by at least ten times in the next five years will be carried out by transforming Samarkand into a "Tourism Gate". Earlier, Uzbekistan and Russia agreed to further intensify cooperation in the field of tourism. Specialists have already developed a joint action plan for the development of tourism, which included about 20 activities, including:

holding the Year of Tourism in Russia and Uzbekistan;

launch of the cross-border tourist route "The Great Silk Road";

creation of special tour packages for festival, gastronomic, wine, extreme, winter and other types of tourism;

organization of study tours for students of Russia and Uzbekistan.

The main indicators of the development of the tourism sector in the Republic of Uzbekistan[1]

No	The name of indicators	2017	2018	2019	2020
1.	Export of tourist services (mln USD)	546,9	1041,0	1313,0	370,0
2.	The number of foreign tourists visited Uzbekistan (thousand people)	2690,0	5346,8	6748,0	1504,1
3.	Number of tour operators (units)	561	983	1482	1 158
4.	Number of domestic tourists (thousand people) trips)	10560	14000	15 640	18000
5.	Number of hotels and similar accommodation facilities (units)	816	914	1188	1226
6.	Number of rooms in funds placements (thousand)	18,6	20,2	26,1	29,2
7.	Number of places in accommodation facilities (thousand)	39,8	41,1	52,5	53,5

In the nine months of 2022, 3.6 million foreign citizens visited Uzbekistan for tourism purposes. This figure increased by 2.5 million people, or 3.2 times, compared to the corresponding period last year.

The number of tourists visiting Uzbekistan in 2022[2]

№	Countries	Number of tourists (thousand people)
1.	Kazakhstan	1076,2
2.	Kyrgyzstan	952,1
3.	Tajikistan	950,3
4.	Russia	395,1
5.	Turkey	53,3
6.	South Korea	13,3
7.	Germany	13,5
8.	USA	9,8
9.	India	9,3
10.	France	8,3
11.	Azerbaijan	7,3
12.	Israel	8,4
13.	Great Britain	7,7
14.	Italy	5,9
15.	Spain	4,3

The Asian Development Bank notes that the Central Asia Regional Economic Cooperation (CAREC) Tourism Strategy 2030 aims to provide a common strategic and coherent framework to guide tourism activities in the CAREC region until 2030. It sets out a long-term vision, guiding principles, strategic elements and goals to promote sustainable development, safe and inclusive tourism development in the region and increase its attractiveness as a competitive world-class tourism destination. It is based on the findings and recommendations of the 2019 Fostering Regional Cooperation in Tourism under CAREC 2030 scoping study. The Tourism Strategy is consistent with the overall direction of the CAREC 2030 Strategy, as well as countries' tourism priorities and plans, and seeks to ensure close coordination of tourism initiatives implemented by development partners in the region.

Also, according to ADB, the CAREC region has a wide range of historical and cultural heritage, unique cuisine and local traditions, a rich and unexplored network of cities, and unique natural resources that transcend national borders. In 2019, CAREC countries received a total of 424 million domestic tourists and 41 million international tourists. Domestic tourists and visitors from neighboring countries travel mainly for business purposes and to visit friends and relatives, especially with short trips of 2-3 days. On the other hand, foreign tourists from distant countries are usually motivated by culture and religion, and then nature, adventure and business[3].

Top motives for traveling to CAREC countries, 2019 (%)[4]

Market segment	Arriving tourists		
	Internally	From neighboring countries	Far markets
Business and MICE tourism	20.94	23.52	16.63
Visiting friends and relatives	20.01	20.85	7.40
Nature, sports and adventure	13.10	16.17	26.95
Culture and heritage	13.63	15.82	32.80
Vacation, beach vacation	17.01	14.88	7.91
Weekend tour	15.31	8.76	8.31

MICE = Meetings, Incentives, Conferences, Exhibitions.

What are the priorities for the development of tourism in Uzbekistan sees the ADB?

1. Stimulating the development of tourism products to fully utilize the vast potential of the country in the development of various types of tourism. This requires a strategy to promote the country's tourism products in the international and domestic tourism market.
2. Creation in the market of a positive perception of the Republic of Uzbekistan as a tourist destination. This will require the modernization of the system of training qualified personnel for the tourism industry, advanced training and retraining.

Uzbekistan ranked fourth in the top 20 fastest growing tourism destinations in the world, British The Independent reported, citing the United Nations World Tourism Organization (UNWTO). According to the UNWTO, the number of tourists in the country increased by 27.3% over the year. In first place in the list is Myanmar (40.2%)[5].

Therefore, according to experts from the Asian Development Bank, support for existing cross-country routes (for example, such as the "Modern Silk Road") in coordination with other development partners and regional initiatives; improving tourism education, including the preparation of tourist guides to remove language barriers; conducting study tours, both within and outside the region, to learn more about best practices; development of tourism infrastructure; promoting the development of sustainable and community-based tourism, especially in remote and rural areas; support for pilot projects along the Almaty-Bishkek Economic Corridor (ABEC); building the capacity of tourism-related institutions, including at the local level (for example, the Turkestan region under the new Shymkent-Tashkent-Khujand economic corridor project); organizing an annual CAREC tourism conference and exhibition to promote collaboration between public and private sector stakeholders; the development of knowledge and research products contribute to the even greater and rapid development of tourism and tourism products in the CAREC countries[6].

CONCLUSION

Summing up the above, I would like to note that the twentieth century passed under the sign of strengthening the role of the state in the socio-economic development of society. In the modern world, in most countries, the need for government intervention is not in doubt, the main

issue of economic disputes and discussions are questions about the goals, tools and consequences of such intervention.

Therefore, assigning a special role to the state in the economic systems of "catching up development" is proved by historical experience and is due to the underdevelopment of the market and political democracy, which contribute to maintaining competition, which underlies the mechanisms of self-regulation.

The development of tourism is inextricably linked with the activities of economic entities. The largest amount of taxes to the budgets of all levels from tourism in Uzbekistan comes from organizations selling tours abroad, but due to the expansion of tourists' opportunities to book tourist services on their own, without the participation of travel agencies, the amount of tax revenues will be significantly reduced in the near future.

For this reason, it is now important to strengthen the focus on the development of domestic and inbound tourism, support the activities of organizations in the field of domestic and inbound tourism, create favorable conditions for their development, while not forgetting the quality of services provided, the level of service.

Moreover, as already noted, foreign experience also testifies to the need to support these organizations.

The ongoing processes of globalization, which increase economic risks for the national economies participating in these processes, also directly lead to the strengthening of the role of the state in the field of tourism.

In this regard, it is quite justified that in the conditions of the non-competitiveness of the economies of many countries in the world market, many governments consider tourism as almost the only opportunity for their successful economic development.

The Republic of Uzbekistan has a high potential for the development of active types of tourism: hiking, horseback riding, sledge. The presence of a large number of medical resources, good sanatoriums, untouched corners of nature allow the development of medical and ecological tourism. However, this potential is not used effectively enough.

Characteristic for the Republic of Uzbekistan is the fact that, despite the recognition of domestic and inbound tourism as a priority area of state support, nevertheless, organizations operating in the field of tourism face a number of unresolved problems.

As practice has shown, the development of organizations in the field of domestic and inbound tourism is hindered by many factors, including:

- the existing system of taxation and fees;
- existing methods of work of controlling authorities;
- high level of rent;
- low level of personnel competence to work with foreign tourists;
- low level of information availability for participants of the tourist market;
- low level of demand for tourist services during the off-season, which requires immediate solutions.

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