

## OPPORTUNITIES FOR THE DEVELOPMENT OF THE INTERNATIONAL PILGRIMAGE TOURISM IN UZBEKISTAN

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### ANNOTATION

Uzbekistan, with its long history and ancient culture, has a huge untapped potential for tourism development in international and regional markets. Recreational resources and the tourist potential of historical and cultural heritage will allow Uzbekistan to harmoniously enter the international pilgrimage tourism market and accelerate the development of tourism in the country. This will ensure sustainable growth of employment and income, stimulate the development of tourism-related industries and increase the inflow of investment into the national economy.

**Keywords:** transit tours, transport, communication, trade, construction, pilgrimage tourism, tourism industry

### INTRODUCTION

Today, New Uzbekistan is becoming more attractive for businessmen, athletes, scientists, fans of extreme recreation, as well as for those interested in the history and present of the cities along the Great Silk Road.

In addition to natural attractions, Uzbekistan is located on the Great Silk Road and is rich in historical and cultural monuments of world importance. The organization of transit trips on the Great Silk Road is especially important, as it allows Uzbekistan to enter the zone of interest of countries such as Japan, Malaysia, China, Korea, as well as European countries.

The development of tourism has a stimulating effect on such key sectors of the economy as transport, communications, trade, construction, agriculture, production of consumer goods and, taking into account the multiplier effect, is one of the most promising areas of economic restructuring [1, 37].

One of the main tasks is to stimulate medium and small businesses, including in the field of tourism. Today, more than 600 tourist organizations operate in the tourism market of Uzbekistan. Local authorities were instructed to provide support to entrepreneurs engaged in tourist activities in receiving and servicing foreign tourists by leasing unused holiday homes, boarding houses, children's camps and other facilities on a long-term basis.

It should be noted that the services of tourist organizations working to receive tourists from abroad are not subject to value added tax. Negotiations are underway with the World Bank for

Reconstruction and Development to provide a grant of \$ 450,000 for the restoration of historical and cultural heritage sites in Uzbekistan for the development of tourism infrastructure [1, 25]. Uzbekistan has all the possibilities to create a competitive and profitable tourism industry: the country's favorable geopolitical position, political stability, the uniqueness of Zoroastrian, Buddhist, Christian, Muslim monuments, the presence of historical architectural and urban planning complexes and roads, the presence of a network of museum, cultural and entertainment establishments, and also folklore and ethnographic, folk and amateur ensembles, reflecting the multinational culture of Uzbekistan, a variety of tourist and recreational zones, natural landscapes, flora and fauna.

The tourism potential of Uzbekistan can satisfy the demand of any tourist, especially since the main tourist product is the hospitality and goodwill of the Uzbek people.

The Republic of Uzbekistan has objective prerequisites for a more active entry into the world tourist markets. The main tourist product of Uzbekistan is a variety of natural resources, historical and cultural heritage [2, 33]. Analysis of statistical and empirical data indicates a growing interest in tourism products in Uzbekistan and positive trends in tourism development. The main goal of tourism development in Uzbekistan is the formation of an environmentally and socially oriented, highly profitable and competitive tourism industry capable of meeting the needs of tourists in a variety of tourist services that generate income for the country and new jobs, including in industries related to tourism. The role of international tourism in the economy of Uzbekistan is determined by the degree to which this goal has been achieved [3, 89].

In our opinion, in order to achieve the goals of the concept of tourism industry development, it is necessary to ensure:

- coherence of tourism policy at the national and regional levels and a clear delineation of functions, powers and responsibilities of all parties interested in tourism development: the state, the private sector, professional non-governmental organizations and the local community;
- introduction of a horizontally and vertically integrated institution of social partnership: the state - the private sector and their professional associations and associations - local communities as a mechanism for ensuring equal dialogue.

Solving the problems of effective tourism development will significantly increase the flow of tourists to Uzbekistan and the inflow of cash receipts to the country's economy, as well as ensure, on the one hand, an increase in tax payments to budgets of various levels and an increase in employment, and on the other, the development of regions and related sectors of the economy. All this will contribute to an increase in the role of international tourism in the economy of Uzbekistan.

Currently, the revenues of the tourism industry are about US \$ 90 million, by 2025 they could amount to about US \$ 160 million, which could become a significant contribution to the country's GDP, as well as to the formation of the balance of payments [4, 11].

Thus, taking into account the above, we can see the growth of tourism in Uzbekistan and the prospects for its development in the near future.

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