
PROBLEMS OF REGIONAL TOURISM DEVELOPMENT IN UZBEKISTAN

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ABSTRACT

The article presents the problems associated with the objective need to develop regional tourism in raising the socio-economic level of Uzbekistan.

Keywords: regional tourism, tourism zoning, economic region, tourism centers, zoning principles, regional policy.

Introduction

The most pressing issues in the field of tourism are the organization of new types and areas of tourism in new regions, the formation of new tourist routes, centers, which are planned to develop national tourism in our country in the future. Therefore, scientific and practical research in the development of tourism should cover large areas of the country, rather than in separate regions or administrative units. For this, it is necessary to regionalize the country in the field of tourism. However, tourist zoning has not yet been implemented in our country.

The current and more complex tourist zoning in the development of national tourism of Uzbekistan is also mentioned in the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated December 2, 2016 No PF-4861 "On measures to ensure the accelerated development of tourism in Uzbekistan." The decree states: "Development and implementation of national and regional programs for the integrated development of domestic, inbound and outbound tourism."

In the development of national tourism in independent Uzbekistan, which is developing in free market relations, first of all, there is a need to implement the regional policy of the state [1-14]. In this situation, the tourism sector, organized in economic regions, serves as a methodological and methodological basis for managing and systematizing the processes of placement and development of productive forces.

The development of all sectors of the economy is, of course, based on strategic zoning. At the same time, the diversity of production sectors in the national economy leads to different directions of production, and for the development of these areas, first of all, it is necessary to zoning this direction, industry or sector. This is because a second production network, similar to one industry, requires zoning that is appropriate in terms of region and climate. For example, fruit production (horticulture) in Uzbekistan is mainly regionalized, taking into account the climatic characteristics of the country. In Surkhandarya and southern Kashkadarya, dates, grapes, pomegranates and figs are grown at the lowest cost in the country. Because these fruit bushes are not buried in the soil to protect them from the winter. In other regions, it is buried in the ground at the expense of a much larger force, which inevitably increases the cost. These conditions require regionalization of the need to grow these fruits in all regions.

It is well-known that Uzbekistan has the greatest tourism potential among other Central Asia countries. It possesses 9th place on the numbers of resort and historical destinations for tourism. However, it should be noted that in Uzbekistan there exists a case of underutilization of existing potential in comparison to other countries that have the same conditions for attracting tourists.

In order to discuss the issues related to current situation within and with the development perspectives of the tourism sector of Uzbekistan the Expert Council meeting of the Business Forum on sector-specific development at the Chamber of Commerce and Industry of Uzbekistan was held on April 18, 2008 in the conference hall of the "Poytaht" hotel. Representatives of the governmental organizations, private tourism companies and the experts' community participated in the business-forum [15-32].

With the aim of introducing participants of the event with the current situation in the sphere of developing tourism sector, there were made presentations by the representative of SJSC "Uzbektourism" on theme: "State policy in the sphere of developing tourism sector of Uzbekistan and its perspectives for the next 5-10 years", the president of the International Organization "Tourism and Ecotourism is the important factor of a stable development", the director of Bureau of international youth tourism and cooperation "Kelajal Tour" on theme: "Involving potential of youth in developing tourism industry of Uzbekistan" and the manager of private tourism firm "Edem Travel" on theme: "Obstacles for development of the sector and the ways of overcoming them".

During the Business Forum, it took place discussions on such important issues as arranging visa issues for foreign tourists, licensing and certification of tourism companies, taxation, border-crossing and customs regulations, logistics of tourism, the market of air passengers' transportation and other issues that are interesting for participants. Furthermore, participants had the opportunity to exchange their views and present specific recommendations on developing tourism sector of Uzbekistan.

The outcomes and conclusions of the forum should enable both government agencies and private sector to consolidate their further efforts in developing this sector of the country's economy.

Experts point out that the formation of the market for recreational tourism or health services is carried out under the influence of several factors. The main ones are: socio-economic factors (level of socioeconomic development of the tourist area, political and financial stability, income growth), recreational and resource potential (natural and man-made factors); the state of tourism infrastructure and ecology of the region; geographical location factor, in particular, the state of satisfaction of tourist demand in relation to the main regions; socio-cultural (increase in working hours, increase in leisure time, change in the mentality of tourists, priorities in the system of spiritual and cultural values, etc.). The combination (implementation) of space and time of this group of factors determines the formation of relatively stable tourist flows. This, in turn, leads to the formation and development of resort areas, which are characterized by the intensity of recreational activities [33-43]. In general, Uzbekistan has the opportunity to combine the three most important conditions for the development of tourism, namely historical and cultural monuments, natural environment and transport facilities. The tourist attraction of the recreation area is formed mainly due to natural tourist resources, historical and cultural sources, the satisfactory state of the environment, the level of socio-economic development of the region. Although there are enough recreational facilities in Uzbekistan, given the growing population, the influx of foreigners for recreation and treatment, the existing facilities do not meet the needs of all vacationers.

From ancient times Uzbekistan has attracted the attention of the world with its unique nature, rich history, outstanding architectural monuments, great scholars, traditions and oriental culture. Therefore, after the independence of our country, tourism has become a dynamically developing sector. Today, tourism is one of the key areas of the economy's high income. It should be noted that in Uzbekistan in the last 5 years, the construction and reconstruction of 2,600 km long modern roads has

been completed due to investments worth nearly \$ 3 billion, as well as construction and reconstruction of camping, many roadside infrastructure facilities, including feeding points, food, and communal services, were built. There are 11 international airports in Uzbekistan, allowing fast, convenient and secure trips of tourists to modern tourist destinations "Eyrbas" and "Boeing", high-speed train "Talgo" and "Afrosiyob". Thanks to these conditions, tourists from more than 70 countries around the world visit our country and their annual number exceeds 2 million. Today, more than 200,000 people are employed in the tourism industry; the share of this industry in the country's gross domestic product exceeds 2 percent. If these indicators continue in this way, then, undoubtedly, in the coming years, Uzbekistan is one of the most developed countries in the world. Along with all sectors of the economy, innovation in tourism also contributes to the further development of the industry. Today, the number of tourists visiting our country is increasing.

One of the major challenges facing us is to ensure that these tourists stay in our country, enrich the content of tourist products, create new tourist routes, and arrange tourists visiting our country several more times. To do so, they have to make great impressions and memories throughout the tour, as well as memorable gifts. It should be such that the tourists get interesting information about tourism in our country and wish to visit again. Based on international experience, this may be some photographs, calendars, discs, and so on. So what if we give tourists a special type of notebook? The cause of adding special type is such notebooks carry both modernity and nationality, and also records tourists and information about our country and its tourism. The contents of the tour guide book are as follows: - Folder (in national spirit); - Brief information about national symbols of Uzbekistan and map; - a brief overview of Samarkand, Tashkent, Shakhrisabz, Bukhara, Khiva, information on tourist maps, main works; - a brief overview of national traditions, customs, dishes; - blank pages for notes; Tourist guides can be produced in French, Chinese, German, Italian, Arabic, Russian, Spanish, Japanese and other foreign languages by engaging qualified specialists and translators. This is a convenient way for tourists to offer tourists the opportunity to present their travel books to their tourists. Especially in the individual style, tourists can take the necessary information and indicators from this booklet. Another advantage of this special type of tour book is that it provides information about renowned hotels, travel agencies and so on, helping them recognize brand names and promoting their advertising. It is natural for foreign tourists to take this passport to their homeland and, of course, see other friends and acquaintances. This, in turn, contributes to the spread of information about Uzbekistan and its tourism and the expansion of the flow of tourists visiting our country.

In sum, the present-day conditions are sufficient to further develop the tourism industry, and the solution of many problems on the basis of international experience is highly likely to provide infrastructure. In addition to this, we can also offer the following:

- Creating additional opportunities, such as information centers for individual visitor tourists, thus ensuring free movement of tourists;
- Registration of each tourist object and formation of their complete database;
- Formation of special tourist programs in electronic applications and computer programs;
- The creation of new tourist routes and the possibility of online publication of these routes and up to date innovations in other areas.

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