

# DEVELOPING THE TOURISM INDUSTRY AND THE DIRECTIONS OF DIVERSIFYING THIS SECTOR

**Matluba Kuymuratova Abdimanabovna**

Independent researcher at Namangan Engineering Technology Institute,  
Republic of Uzbekistan



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**Abstract:** In this article, there has been previewed developing the tourism industry in a country and the main directions of diversifying this sector. In the article it is clarified today's condition of touristic objects in Uzbekistan organizational-economic mechanisms that are being committed in order to develop it and tasks of diversifying this sector. Practical information is also used in clarifying issues linked with ecologic tourism.

**Keywords:** tourism, tourism industry, organizational events, organizational economic mechanisms, diversification processes, ecologic tourism, sanctuary, protected zones.

From the ancient time Uzbekistan is a country full of historical monuments. But these objects had not been used as touristic objects until the independence. In the 99<sup>th</sup> session of the executive council of the UNO world touristic organization that was held in Samarkand city it is confessed that on the visitors' desk and the edge of historical sites Uzbekistan is one of the top ten countries in the world. For example, Registan complex in Samarkand, Ulugbek observatory, Bukhara's ancient Ark castle, the tomb of Samanids, Khiva's Ichankala, Odina, Kokgumbaz monuments in Karshi, Oksaroy  
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cultural heritage in Shakhrisabz, kokand's Urda are always crowded with tourists. Each of them always has been attracting people all around the world. In the 99<sup>th</sup> session of the executive council of the UNO world touristic organization that was held in Samarkand city there were involved representatives of member states of the UNO world touristic organization, moreover experts from other dozens of countries like the USA, Germany, Spain, France, Greece, Horvath, China, South Korea, Japan, India, Egypt, Indonesia, Singapore, Thailand and leaders of international tourism organizations and other experts.

During the year of independence on the initiative of the president memorial complexes of the great people like Abdukholik Gijduvoni, Bakhouddin Nakshband, Imom Bukhoriy, Imom Moturudiy, Burkhouddin Marginoniy, Khazrati Imom have built, the memory of our great ancestors and dear saints was respected. Today these complexes all full of visitors. Samarkand, Bukhara, Khiva and Shakhrisabz are included in the world cultural heritage list. All of these come from the origins of today's rapid development of tourism industry in our country. In order to develop this sector creating favorable conditions, economic, legislative and legal environment, including, in the aim of ensuring the priority of the private sector in this sector, increasing its competitiveness and quality of rendered services, expansion of economic potential and income base of regions, establishing new work places, active and comprehensive promotion of national tourism products in the global market, on 16<sup>th</sup> of August in 2017 the Presidential Decree "About priority measures for the development of tourism industry in the years 2018-2019" was made by the president of the Republic of Uzbekistan.

Because of the above mentioned and other legal basis and extensive reforms Uzbekistan started to achieve high results in tourism. Let's face it in the examples, according to the information given by the State Committee for Tourism development, only in 2016, more than 1,9 million tourists visited Uzbekistan, volume of oriented investments towards basic capital of tourism industry was 46,4 billion sums, while number of hotels and other facilities was 622. as a result, export of tourism services totaled \$ 1,3 billion, the

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number of subjects engaged in tourism reached 418. It is obvious that this sector also developing rapidly. But for the further development of the tourism industry in our country there is a need to do a number of things. Because according to the experts' estimations the tourist potential of our country and the number of foreign tourists can be increased more than ten times.

According to this decision, the development of tourism industry and the creating ways of diversification of tourism are envisaged. New hotels (30, 40, 60, 200 work places) and the objects of tourism infrastructure are planned to be built in regions and Tashkent city. That is, of course, is intended to create conditions for tourists to spend their leisure time meaningfully, including creating a software of cultural mass events campaign program. It is targeted to use the world experience in this regard, because on carrying out of night entertainments there is not enough experience in our country. This is often related to our mentality. Because there no habit of walking at night or hotel performances for the holiday.

Currently tourists, first, come mainly to Tashkent city via airways and stay here at the hotels then they go to Samarkand, Bukhara, Khiva and Shakhrisabz from that place. These are not sufficient for tourism development in the regions. It is necessary to organize tourists come to each city directly by air and staying in the city for a few nights. For this purpose modernization of the transport service system of tourists, including developing aircraft and railway infrastructures are of great importance.

At the moment, along with the city of Tashkent, airway and railway transports are being built in Samarkand, Bukhara, Khiva and Shahrisabz . Many new flights have been opened to above cities with world countries and this is going on. Creation of private charter flights is also planned. It is also desirable to further improve the areas with tourism resources and conduct large-scale advertising campaigns for tourism development.

Another way of tourism development is creation and promotion of the brand of the cities of Uzbekistan and the rich in tourist resources. In this place hotels, territory improvement, supplying tourists' security are organized at the level of world standards and the process is being further improved.

Another factor in the development of tourism is the creation of new tourist destinations and the development of new types of tourism. At present, tourist and cultural objects are mainly represented. One of the directions of tourism diversification in our country is the further expansion of ecological, scientific, extreme, gastronomic and other types of tourism. There are lots of opportunities for in particular types of tourism in our country.

One of the most pressing issues in the country is the issue of improving the training of specialists in tourism field. Nowadays, tourists are required to know foreign languages, to learn international experiences and all above are being achieved step by step. Nowadays, specialists in tourism are trained in five higher education institutions, in 11 colleges, and in several specialized courses.

However, these cadres are not enough in the first place, but not all of them have learned the world experience in tourism. In this regard, it is also desirable to provide training opportunities for the field staff to intern practice and exchange experiences on these programs.

One of the major ways of tourism diversification is the development of ecological tourism. At present, it is possible to open new bases for the development of ecological tourism. One of them is the use of protected natural territories in our country on the purpose of developing ecological tourism. At present, the number of such areas is 36, and the area is 3604.1 thousand hectares (table 1).

Table1. The status of the protected natural territories in our country as of January 1, 2017

	The name of protected natural areas <sup>1</sup>	Their number	The area, million hectares
	Government orders	13	1572,4
	Monuments of nature	10	3,7
	State sanctuary	8	201,7
	State national parks	3	598,7
	Natural pitomniks	1	158,9

<sup>1</sup> The information was provided by the State Committee for Ecology and Environmental Protections of the Republic of Uzbekistan  
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	LowerAmudarya State biosphere reserve	1	68,7
	Total	36	3604,1

In these facilities not only making relevant changes and additions to the country's legislation for the development of ecological tourism, but also cooperation between the State Committee for Ecology and Environment Protection of the Republic of Uzbekistan and state regulations on tourism development has great importance. In tourism development it must be provided that the subjects of the both committees should be interested. Only then this sector will develop in these regions. If at the present the State Committee for Ecology and Environment Protection does not constitute a change to the relevant laws and the inclusions of additions in these areas there may be more challenges for tourism development. Nowadays because of the legitimate permits for tourism development in these regions, their capacities are also limited.

Currently great attention is given to the development of tourism. The total amount for the construction and reconstruction of tourist sites in Samarkand region is 39 billion 340 million sums. In this way, during the years of 2017-2021 it is planned to increase the volume of tourism services by 2,2 times and increase the number of foreign tourists by 2 times. If it is taken into account that, the similar parameters are also considered in Bukhara city and Bukhara region, Khiva city and Khorazm region, Shakhrisabz and Kashkadarya regions, it will not be difficult to know how much attention is paid to this sphere. In order to reach this relevant measures have been taken to accelerate the development of tourism potential in this period. The work has been initiated to ensure the implementation of these measures and continuing consistently.

In the diversification of the tourism industry it is necessary to develop its new areas for our country. Including, notwithstanding the fact that in our country there are so many scientifically significant historical and modern monuments, the scientific tourism does not have the full capacity. Therefore,

it is necessary to pay particular attention to the development of scientific tourism.

Based on the capabilities of our country, there are all the conditions for extreme tourism development. The work on this subject has started. There are special groups in this area. In the future, development of this type of tourism will also be required.

The unique features of Uzbekistan, the presence of tasty fruits, indisputable national dishes and sweets testify to the availability of favorable conditions for the development of new stroke of tourism namely gastronomic tourism. This issue is currently being paid great attention. Creation of appropriate infrastructure for the development of gastronomic tourism has been tackled in every region for tourism development.

Another opportunity for our country is to develop agro-tourism. It is natural that the problem of naturally and traditionally grown eco-friendly animal husbandry and agricultural products is of great interest to the world community today. In this regard, this issue is also significantly important for tourism development. And this allows us to demonstrate agro-technical measures on cultivation of our own products.

It should be noted that, organization of thematic conventional boulevards, cultural objects (national museums, galleries), touristic recreational zones and clusters will allow construction of separate objects of the tourist demonstration and implementation of other appealing projects. Construction of these tourist facilities, reconstruction of existing ones based on modern requirements is also of great importance.

Apart from above, every single region of the country has unique tourist destinations that are not the same area. Therefore, in each area, regional programs have been developed and approved on tourism development and diversification. The priority is the use of potential for the development of all tourism destinations in the regions. One of the priorities today is the issue of increasing effectiveness of work on elimination of bureaucratic organs and groves in the area that is created to ensure their implementation. That is why for the purpose of learning the essence of this issue and their preference, there will be a study of this issue on the ground. Reports on this issue from

heads of ministries of the Republic of Karakalpakstan, heads of authorities of provinces and Tashkent city will be heard accordingly, at appropriate level of management.

Taking into account the current state of our country, financing of these objects is one of the most important issues. First of all it is planned to attract funds of foreign entrepreneurs and funds of investors of our country. Also, implementing large investment projects in the tourism sector and development of infrastructure related to the industry by attracting non-budget funds of commercial banks' loans and local executive bodies are the most important priorities of the agenda. Availability of proposals and request for state support to achieve these goals where necessary is based on a static regime in our country.

Another opportunity for tourism development and diversification of the industry is the Presidential Decree of the Republic of Uzbekistan "About priority measures for the development of tourism industry in 2018-2019 years". And by this decree territorial counsels on development of the country have been organized in all regions of the country under direct supervision of districts, cities and regions governors. The task of ensuring timely, satisfactory and full implementation of the arrangement with responsible executives is assigned to the relevant ministers and agencies of the counsel. Together with the aforementioned partners each quarter of the year the Council provides information on the implementation of the first priority measures program to the State Committee for Tourism Development of the Republic of Uzbekistan. The importance of this information is that, all the watched tasks will be studied quickly, moreover, if there are any remaining incidents, the causes will be determined and measures will be taken to eliminate them. This organizational event is also one of the most important factors of tourism development.

One of the organizational events is that the State Committee for Tourism Development of the Republic of Uzbekistan, which is directly responsible for the industry, organizes and implements the preparation and signing of international agreements for expansion of tourism cooperation with foreign countries in 2018-2019 years.

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The most remarkable thing is that the Ministry of Foreign Affairs of the Republic of Uzbekistan is also involved in attracting tourism to our country, especially foreign tourists from abroad. Together with the Ministry the State Committee for Tourism Development of the Republic of Uzbekistan organizes preparation and signing of international agreements on cooperation in tourism with foreign partners. In this, the Ministry of Foreign Affairs is the main supporter of the State Committee for Tourism Development.

One of the few features of our country is that, we have a large number of visiting objects, which make a huge contribution to the Islamic civilization. These include only in Samarkand region, such as the Imam Bukhariy, MakhmudiAzamDakhbediy, KhojaAkhroriValiy, ShaykhKhudoydodiValiy, ShokhNematulloValiy, MakhmudiKhorazmiy, Sayid Ota and other places. Measures are being taken to simplify the visa and registration procedures step-by-step for foreign tourists, including tourists coming to visit the mystic scholars.

The issue of regular expansion of suggestions on simplification of visa regime for citizens of partner countries in this direction is also one of the new dimensions of tourism development. It should be noted that, these suggestions on simplification of visa regime are continually expanded based on the level of development of bilateral relations with these counterparts, the conjuncture of the global tourism market and the situation in the field of international and regional security.

The issue of simplification of visa regime with partner countries on visiting tourism and development of special travel tourism programs for them starting from January 1, 2018 is one of the agenda items.

If our scientific practical recommendations made after research that was done by us are put into practice in the tourism industry, we believe that new perspective directions for tourism development will be opened and it will be ensured rapid development of this industry.

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