

## **Tourism in Uzbekistan: Development of Tourism Industry and Tourist Realities**

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### **Abstract**

*This article examines the most crucial issue in the sector of the world economy - tourism. The development of tourism is very important in the modernization of the industry, which is closely related to 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. The article studies the possibilities of the tourism potential of the republic and describes the tourism industry in Uzbekistan. The types of tourist realities are also indicated.*

**Keywords:** *the richest spiritual and cultural heritage, the tourism sector, the industry, improvement of the regulatory framework, the national tourism product.*

### **1. Introduction**

Located in the very heart of the Great Silk Road, Uzbekistan is a fabulously beautiful and historical country, which has a rich spiritual and cultural heritage, where different peoples live peacefully - Uzbeks, Kazakhs, Tatars, Koreans, Armenians, Turks, Karakalpaks, Russians, Tajiks and others. This country has a variety of historical and archaeological sites - from minarets to buildings of different periods. This is a place with favourable natural and climatic conditions - where you can observe all four weather seasons living exactly one year - rainy and capricious spring, hot and burning summer, golden autumn and calm winter, where you can contemplate the 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.

It is a country that has huge potential in the field of pilgrimage, ecological, mountain and other types of tourism. Where, being abroad, if you say that “I came from the burial places of the greatest scientist Imam al-Bukhari”, people begin to treat you with trepidation and respect. The capital is Tashkent, the languages of communication are, first of all, Uzbek as the state language, and also, people are fluent in English, Russian, some can even communicate in French, German, Korean. The population of this country are from 140 confessions. The main religion Islam, proceeding from the main contingent - Muslims, but there are also Christians, Buddhists and others since article 4 of the Constitution of the Republic of Uzbekistan states that “The Republic of Uzbekistan provides a respectful attitude to 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 everyone 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.

## 2. Methodology

On August 13, 2019, the President of the Republic of Uzbekistan Shavkat Mirziyoyev signed a Decree "On measures for the further development of 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 the existing problems of the tourism infrastructure, improving the quality of services provided and actively promoting the national tourism product in world markets.

Today tourism is one of the leading sectors of the world economy. Uzbekistan pays special attention to modernizing the tourism industry, developing and improving the regulatory framework for the sustainable development of the industry, organizing services for foreign guests in accordance with international standards.

As you know, on September 27 all over the world celebrate 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 overview, although even then there were single visits of foreign delegations for various reasons. However, since independence, Uzbekistan made a significant breakthrough in this area, coupled with the preservation and augmentation of the historical and cultural heritage of the people, the revival of national traditions and customs, the restoration of and the arrangement of the sights of the republic. In order to create a modern, highly efficient and competitive tourist complex, a solid regulatory and legal base has been formed in the republic, 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 investment, diversifying tourism products, enhancing educational and informational activities, training and advanced training of specialists in the field.

## 3. Discussion

Nowadays, the National Company "Uzbektourism", created in 1992 by the Decree of President Islam Karimov, is an important link in the formation of the 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 the existing material and technical base, stimulates the development of all types of tourism, actively participates in foreign events, organizes major international forums. The result of measures taken in this direction is an increase in the numbers of 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 among the citizens of the Republic of Korea, Germany, France, Italy, Japan, China, Malaysia, Russia, India and Turkey.

Uzbekistan is actively building up cooperation with international organizations, regularly coming up with initiatives to deepen cooperation in this promising direction, as well as the main tasks of which is 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 the 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, 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 based on a state license granted by the State Inspectorate for Supervision of Education Quality under the Cabinet of Ministers of the Republic of Uzbekistan on July 24, 2018.

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

The Institute has a modern material and technical base. At the same time, the information resource base is updated regularly. In general, all conditions have been created at a high level for students to receive a quality education and spend leisure time at the institute. Foreign professors from the USA, Great Britain, Belgium, South Korea, Saudi Arabia and others are involved in the educational process. The national team of teaching staff is formed mainly from among graduates of leading foreign universities in the USA, Great Britain, Italy, Germany, Japan, South Korea, etc.

Students have the opportunity to participate in exchange programs, as well as in programs for obtaining joint or double degrees. Thus, students can participate in exchange programs according to the 2+2 model 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 Yeosu Technical Institute in the city of Tashkent opens up wide opportunities for obtaining quality education in a multi-national and friendly atmosphere.

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

## **5. Result**

Also, an important milestone in the history of national 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 UNWTO, UNESCO and the Council of Europe. In 2002, the Bukhara Declaration on Tourism along the Silk Road was adopted, which emphasizes the benefits of sustainable tourism and identifies concrete steps to stimulate cultural and ecological tourism in this direction. Moreover, in recognition of the special place of the republic in the world 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 - Japan and Uzbekistan. Its main function is to indicate directions in the development of not only regional but also international tourism.

The possibilities of Uzbekistan are evidenced by the presence of over seven thousand objects of the material cultural heritage of different eras and civilizations, including the historical centres of Bukhara, Khiva, Samarkand and Shakhrisabz included in the UNESCO World Heritage List. World-famous historical monuments, modern cities, the unique nature of Uzbekistan, 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 the tourist infrastructure. In particular, over 1200 tourism organizations, including tour operators and hotel companies, are successfully operating in the country. An extensive hotel chain with more than 25 thousand beds meets modern international standards.

In recent years, 11 airports have received the status of international harbours for truly large-scale works on the construction and reconstruction of infrastructure facilities in Uzbekistan. Modern comfortable aircraft of the Uzbekiston Havo Yollari National Airline, consisting of Boeing and Airbus airliners, operates 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 the two most modern "dream liners" - Boeing Dreamliner.

Tourists visiting Uzbekistan have the opportunity to get to the sights of the republic by means of railway transport. So, in addition to regular trains, high-speed trains "Afrosiab" run daily between Tashkent, Samarkand, Bukhoro and Karshi, which are significantly convenient transport as a service for guests and shorten the travel time by a lot. There is also an electrified railway line "Angren-Pap", which connects the picturesque Fergana Valley with the rest of the country.

New types of travel are actively being introduced in Uzbekistan, including ecological tourism. The presence in the republic of reserves, national parks, nurseries, wildlife sanctuaries, natural monuments, a biosphere reserve turns ecotourism into a very promising direction. Also, geotourism, medical tourism, as well as mountaineering and rafting have developed in Uzbekistan. Recreation areas and comfortable infrastructure facilities have been built and commissioned in the regions, such as Amirsay, sports and recreation centres Chimgan, Beldersay and Charvak, located in the Tashkent region, where the necessary conditions for skiing and other winter sports. Mountain trails of various types are 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 pilaf, 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 foodies, sweet lovers, you can offer a lot of sweets in the form of Kokand halva, baklava, pashmak and other names, which are still prepared by old recipes and passed on 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 famous and popular for its local silks and adras that delight the eyes. And about the miraculous products of Rishtan ceramics - you can only be convinced when you visit the workshop itself in the Fergana Valley, which is always glad to guests.

A significant role in ensuring the accelerated development of the tourism sector of Uzbekistan, the formation and maintenance of the country's image in the world market is played by large events regularly held in the republic. 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.

## 6. Conclusion

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, 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 after visiting the country, any of the tourists can be convinced of the veracity of our words, since in a country where the main idea 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.

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