



TOURISM INDUSTRY IN NEW ECONOMIC CONDITIONS - LOOKING FOR NEW OPPORTUNITIES AND DIRECTIONS

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Abstract. The dynamics of the modern reality caused by the restrictions related to conflict between Ukraine and Russia determined a new stage in the development of the tourism sector in the world and in Uzbekistan. The flow of foreign tourists to Uzbekistan has significantly decreased, and while domestic tourism is gaining new importance. Domestic tourism is replenished with new directions, new directions of tourism. For Uzbekistan and the regions, a promising and new subtype of gastronomic tourism, such as wine tourism or ethno-tourism, is currently attracting special interest. The purpose of the study is to analyze the tourism industry in new economic conditions. The methodological basis of research is general scientific methods of research: dialectic, analysis and synthesis, analogy, modeling, abstraction and concretization, comparison, deduction and induction. This article discusses concepts such as tourism and domestic tourism. State measures to support enterprises in the field of tourism were considered, and prospects for the development of domestic tourism in



Uzbekistan were evaluated. The existing problems of the tourism industry in the new economic conditions are highlighted, the prospects for the development of the tourism industry in the current real conditions are highlighted. It is concluded that tourism companies working on foreign routes should either change their profile to countries that remain open for flights or develop domestic tourism. Companies that continue their activities in the development of travel in Uzbekistan will be the highest priority. In such a situation, the state is fully prepared to support this industry.

Key words: domestic tourism, tourism industry, development, new reality, economy.

INTRODUCTION

In Uzbekistan, tourism will be turned into a strategic sector of the economy. This is provided for in the decree of the President of the Republic of Uzbekistan dated December 2 "On measures to accelerate the development of the tourism sector of the Republic of Uzbekistan".

The decree is aimed at creating favorable economic and organizational-legal conditions for the rapid development of tourism as a strategic branch of the country's economy, more fully and effectively using the huge tourism potential of the regions, fundamentally improving the management of the tourism network, creating national tourism products and promoting them to the world. promotion in the markets, aimed at forming a positive image of Uzbekistan in the field of tourism.

"Despite the huge opportunities in the field of tourism, Uzbekistan's tourism infrastructure, the quality and level of tourism services, as well as the network management system do not meet modern requirements in the conditions of globalization and intense competition. The contribution of tourism to the country's



economy, the development of the service sector and providing employment to the population lags behind the world's average indicators," said the comment of the decree.

The decree envisages unprecedented measures for the fundamental reform of this sector, which will mark the transition of state policy in the field of tourism to a qualitatively new stage, the following main target tasks and priorities are defined:

- creation of favorable conditions for the activities of tourism industry entities, elimination of all obstacles and pitfalls in the development of tourism, simplification of visa and registration procedures, passport and customs control;

- implementation of comprehensive measures to ensure the safety of life and health of tourists and excursionists to the sites of tourism services;

- rapid development of new potential types of tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, treatment-health, rural, industrial, business, children, youth and family tourism;

- expansion of cooperation with international and national organizations, major foreign brands and companies in the field of tourism, introduction of advanced world quality standards of tourism service provision;

- rapid development of modern objects of tourism infrastructure, primarily hotels, transport-logistics structures, engineering-communication infrastructure in the regions of the republic, wide attraction of foreign investments for these purposes;

- developing competitive tourism products, creating new tourism destinations in the regions, bringing them to the world tourism markets;

- radical improvement of the system of quality training of qualified personnel for the tourism industry.

In order to effectively implement the state policy, to organize and coordinate the above-mentioned target tasks and priority directions, the State



Committee for Tourism Development of the Republic of Uzbekistan was established, its departments and authorized representatives operate in the regions.

It should be noted that the activity of the State Committee for Tourism Development is primarily not for the implementation of control and administrative tasks, but for the strengthening of entrepreneurial activity in the field of tourism with all measures, and all the groups that hinder the development of tourism . will be directed to the elimination of obstacles and obstacles, to the development of competition in the market of tourism services.

In the decree, a number of principled new state-controlled mechanisms aimed at improving the procedures for issuing licenses, certifications and other permits in the field of tourism were established.

For example, from January 1, 2017, the task of issuing licenses for tourism activities will be transferred from the Cabinet of Ministers to the newly established state committee, and the requirement for obtaining licenses for hotels and other places where people live will be canceled. From 2018, mandatory certification of catering establishments and motor transport establishments specializing in providing services to foreign tourists will be introduced in order to ensure the safety of life and health of foreign tourists.

LITERATURE ANALYSIS AND METHODOLOGY V. Azar, A. Aleksandrova, V. Kvartalnov, N. Zaitseva, D. Ismaev, M. Birzhakov, V. Senin and others analyzed theoretical and general economic problems of tourism development in their works. The theoretical foundations of historical and cultural tourism, practical problems and main trends of its development are widely covered in scientific researches of foreign scientists such as Ch. Landry, D. Pearce, R. Prentice, G. Richards . Theoretical and methodological issues of tourism development in Uzbekistan N. Tukhliev, T. Abdullaeva, M. Polatov, M. Pardaev, R. Atabaev, I. Tukhliev, M. Mukhammedov, M. Alimova, Z. Adilova,



M. Alieva, D. Aslanova , researched in the works of O. Hamidov, B. Toraev, B. Safarov and other scientists.

Theoretical and methodological issues of tourism development in Uzbekistan N. Tukhliev, T. Abdullaeva, M. Polatov, M. Pardaev, R. Atabaev, I. Tukhliev, M. Mukhammedov, M. Alimova, Z. Adilova, M. Alieva, D. Aslanova , researched in the works of O. Hamidov, B. Toraev, B. Safarov and other scientists. The issues related to the development of historical and cultural tourism, the effective use of its great potential for the development of the country, and increasing its efficiency have not been thoroughly studied in the above-mentioned scientific works carried out by foreign and local scientists . All this was the basis for the selection of the topic of this research work.

RESULTS

In January-March 2022, the number of foreign citizens who visited the Republic of Uzbekistan from the CIS countries amounted to 578.58 thousand people, which made up 94.9% of the total number of visitors, 31.01 thousand people from other countries (or 5.1 %) visited. Quarantine measures introduced due to the pandemic and the ban on interstate travel led to a reduction in tourist flows until the spring of 2021.

The analysis of the number of foreign citizens indicates that those who came to Uzbekistan for tourist purposes in the first quarter of 2021 (238,86 thousand people) compared to the same period of 2020 (1,213,96 thousand people) has sharply decreased by 975,1 thousand people or 80,3 per cent. At the beginning of 2022, there is an increase in the tourist flow compared to the same period of 2021. Compared to the same period of 2021, the number of foreign citizens who came to Uzbekistan in January-March 2022 was 609.59 thousand people, which has increased by 370.73 thousand people, that is, by 2.6 times. At the beginning of 2021, the number of foreign citizens from the CIS countries



decreased by 5.5 times compared to the beginning of 2020, and from other countries by 2 times. At the beginning of 2021-2022, the number of foreign citizens visiting the republic from the CIS countries increased by 2.74 times, and by 10.6% from other countries.

In January-March 2022, the number of foreign citizens who came to Uzbekistan for the purpose of study was equal to 1.24 thousand people (0.2% of the total number of arrivals), and those who came for commercial purposes - 2.92 thousand people (0.5%, for a business trip - 13.64 thousand people (2.2%), for treatment - 18.44 thousand people (3.0%), for leisure - 37.15 thousand visitors (6.1%). The purpose of most trips was to visit relatives - 536.2 thousand people (88.0%). Business trips increased by 40.6%, commercial trips - by 43.8%, leisure and leisure trips - by 66.4%, compared to the corresponding period of 2021. Trips to visit relatives increased by 2.7 times and trips for treatment by 3.2 times. But trips for the purpose of study, on the contrary, decreased by 22%.

In the first quarter of 2022, foreign citizens from foreign countries (except the CIS countries) visited the Republic of Uzbekistan mainly for leisure and recreation (out of the total number of visitors from foreign countries (except the CIS countries)) 38 .5 %), visiting relatives (36.7 %) and business trips (18.4 %).

On the other hand, residents of the CIS countries entered our republic for the visiting their relatives (90.7% of the total number of visitors from the CIS countries), free time and recreation (4.4%), and treatment (3.2%). those who came

The majority of foreign citizens who came to the Republic of Uzbekistan are from the Kyrgyz Republic - 215.12 thousand people (35.3% of the total number of foreign citizens who entered), from Tajikistan - 194.57 thousand people (31.9%). From Kazakhstan - 105.59 thousand people (17.3%), from Russia - 55.39 thousand people (9.1%), from Turkey - 13.61 thousand people (2.2%), from the Republic of Belarus - 3.69 thousand people (0.6%), from Ukraine - 2.49 thousand people (0.4%), from South Korea - 2.3 thousand people (0.4%), from



Germany - 1.35 thousand people (0.2%)), from the USA - 1.25 thousand people (0.2 %), from Azerbaijan - 1.05 thousand people (0.2 %), from India - 1.0 thousand people (0.2 %) and from Great Britain - 0.97 thousand people (0.2%) entered. The remaining 11.21 thousand people (1.8%) came to Uzbekistan from other foreign countries.

In the first quarter of 2022, foreign citizens went on business trips, mainly from Russia - 3.4 thousand people, which made up 24.9% of all foreign citizens who came for the purpose of a business trip, from Kazakhstan - 1.7 thousand people (12.5 %) and 1.5 thousand people (11.0%) came from Turkey. International students are mainly from India - 0.2 thousand people (this was 16.1% of the tourists who came for the purpose of study), from Kazakhstan - 0.19 thousand people (15.3%) and from Pakistan - 0, 15 thousand people (12.1%) visited. The main part of foreigners who came to our country recreation came from Russia - 10.35 thousand people, which made up 27.9% of those who came for the purpose of recreation, from Kazakhstan - 6.85 thousand people (18, 4 %) and from Turkey - 4.16 thousand people (11.2 %). From the number of trips with the purpose of eliminating relatives, foreign citizens mainly came from the Kyrgyz Republic - 211.55 thousand people (39.5%), from Tajikistan - 178.75 thousand people (33.3%) and from Kazakhstan - 88.78 thousand people (16.6%) visited Uzbekistan. For medical treatment, foreign citizens came mainly from Tajikistan - 8.73 thousand people, from Kazakhstan - 8.07 thousand people (43.8%) and Kyrgyzstan 1.36 thousand people (7.4%). The main part of the trips made for commercial purposes was Tajikistan - 1.48 thousand people, which made up 50.7% of foreigners who came for business. It was followed by Afghanistan - 0.3 thousand people (10.3%) and the Kyrgyz Republic - 0.21 thousand people (7.2%).

52.2% (318.28 thousand people) of foreign citizens who came to the Republic of Uzbekistan in January-March 2022 were men, 47.8% (291.31



thousand people) were women. The analysis of the number of men and women who came to Uzbekistan shows that the share of men in the total number of foreign citizens has increased. At the beginning of 2019, men made up 692.72 thousand people (50.2% of the total number of arrivals), and women made up 687.49 thousand people (49.8%). In the total number of foreign citizens who arrived in January-March 2020, the percentage of men increased (men - 51.9% (629.62 thousand people), women - 48.1% (584.34 thousand people)). In this period of 2021, the number of men who arrived was 121.02 thousand people (50.7%), women - 117.84 thousand people (49.3%).

Discussion and conclusion

After gaining independence of Uzbekistan, special attention was paid to the development of tourism and the elimination of its problems, as well as to all areas of the economy. As a result, the number of tourists visiting from foreign countries has increased significantly in recent years. At the same time, it is known that the contribution of tourism to the GDP is insufficient compared to the existing tourism potential in our republic.

When the development trends of world tourism were analyzed more fully, it was determined that the level of possibilities of using tourist resources should be studied on the example of regions. According to the results of the research, the tourism of the European region has the most developed infrastructure in the world, and recommendations have been developed for the use of its experiences in our republic.

As a result of the analysis of the state of formation and development of the tourism infrastructure in Uzbekistan, it became clear that the stages of the formation of the tourism infrastructure in our republic were studied in an evolutionary way and its development was divided into seven stages. The work done on each stage and its division was justified. A scheme of strategic directions



for the development of tourism was developed in Uzbekistan.

It was suggested that one of the main factors in the development of tourism of our republic should be focused on the development of the "Great Silk Road" project. At the same time, the factors that caused the high share of the flow of tourists from the CIS and neighboring countries were cited. When the trend of 35 visiting tourists from the leading countries in the market of far foreign countries was studied, it was found that there are eight main tourist supplying countries. Factors that provide an average of 60-70% of the flow in the tourism market of these countries were justified.

In general, to conclude, tourism must also be flexible in today's rapidly changing environment. Only then can a competitive infrastructure be created.

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