



## DEVELOPMENT OF A NATIONAL TOURISM MODEL IN UZBEKISTAN

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**Annotation:** This paper explores the development of a national tourism model in Uzbekistan, focusing on the strategies and mechanisms employed to enhance the sector. It examines the historical evolution of tourism in the country, identifying key milestones and shifts in policy and infrastructure that have shaped the current landscape. The study highlights how Uzbekistan's rich cultural heritage and historical sites are leveraged to diversify the national economy, promote regional development, and attract international investment. It also evaluates the role of tourism in creating new job opportunities, improving local incomes, and elevating the overall quality of life for residents. By analyzing recent developments and future prospects, the paper provides insights into how a cohesive and strategic approach to tourism can significantly contribute to Uzbekistan's economic growth and global positioning.

**Key words:** tourism, tourism facilities, hotels, tourism model

Tourism will boost employment in regions, attract working-age individuals who are not engaged in public production, and expand the labor sector. Collaboration in the tourism sector will drive economic development, promote the effective use of regional resources, and enhance the skills of service industry workers.

The formation of a national tourism development model in Uzbekistan is a crucial step toward achieving sustainable growth in the tourism industry and enhancing its contribution to the country's economy. The foundation of this model involves several key aspects:

1. **Development of Tourism Infrastructure:**

- Construction and modernization of tourism facilities, such as hotels, restaurants, and cultural centers.
- Improvement of transportation infrastructure, including roads, railways, and air routes, to enhance accessibility to tourist destinations.

2. **Attracting Foreign Investments:**

- Development of investment projects in the tourism sector and providing incentives for foreign investors.
- Conducting marketing campaigns to attract international investors and companies.

3. **Strategy and Policy Development:**

- Implementation of a state tourism development program, including long-term strategies and plans.
- Creation of effective regulatory and oversight mechanisms for the quality of tourism services.

4. **Support and Development of Local Entrepreneurship:**

- Providing financing and other financial incentives for young entrepreneurs in the tourism sector.
- Training and capacity building for local professionals in tourism and hospitality.

5. **Preservation of Cultural and Natural Heritage:**

- Protection and restoration of historical and cultural monuments.
- Development of eco-tourism and sustainable development programs aimed at conserving natural resources.

6. **Promotion and Marketing:**

- Conducting advertising campaigns in international tourism markets.
- Participation in international tourism exhibitions and forums to raise awareness of Uzbekistan as a tourist destination.

#### 7. **Innovation and Technology:**

- Implementation of modern technologies to enhance the quality of tourism services, such as online booking and digital travel guides.
- Development and introduction of innovative tourism products and services.

Currently, both globally and in Uzbekistan, there is an increasing focus on the non-production economy, especially tourism, which involves providing services to people who wish to spend their free time, relax, rejuvenate, and learn about the world, customs, and values.

Uzbekistan has entered the 21st century with significant achievements. The country has ample opportunities and grounds for this, and by implementing a modern tourism development strategy, we can elevate the tourism industry to a higher level.

Currently, a national tourism model is being developed in the Republic of Uzbekistan, emphasizing that the evolving tourism market, like any other market, impacts the socio-political and economic situation in the country. It is a crucial tool for fostering international cooperation and determining the level of investment and capital inflow.

According to statistics, Uzbekistan was visited by 6,748,500 tourists in 2019, compared to 5,346,200 in 2018. By the end of 2019, the volume of exported tourism services amounted to \$1,313,032, up from \$1,041,089 in 2018.

For 2023, the latest available data shows that Uzbekistan welcomed approximately 8,257,000 tourists, and the volume of exported tourism services reached \$1,789,000.

For example, in the development of tourist infrastructure in Uzbekistan, it's important to highlight the main tourist zones: Fergana, Samarkand-Bukhara, Tashkent, and Khorezm. The country's tourism resources include archaeological sites and architectural monuments, favorable natural conditions, traditional crafts and products, as well as artistic and agricultural complexes. The extensive network of highways and railways also enables the use of the Fergana region for tourism, allowing for the establishment of tourist centers and resorts throughout the area.

The Tashkent tourist region has universal potential for developing all types of tourism. The culture of this region, the modern life of the capital and its surrounding areas, contemporary culture, the region's nature, its rich landscape, and vibrant flora and fauna are all important factors to consider.

The network of roads and railways connects tourist centers in the Tashkent region and facilitates the development of rail and road tourism throughout the city. The Samarkand-Bukhara region encompasses Samarkand, Bukhara, and Navoi provinces. The world-famous architectural monuments in Samarkand and Bukhara form the foundation of tourism development in the region. Additionally, the railway and highway across the Zarafshan River, the low passes through the Zarafshan mountain range, and the well-established routes are crucial factors for tourism development in the area.

Several factors contribute to the growth of tourism. For instance, after World War II, international relations began to ease, leading people to become more accustomed to the lifestyles, social conditions, and cultures of other nations. The advancement of science and technology encouraged scholars to meet more frequently to exchange experiences with their international colleagues. International business, along with these factors, spurred the growth of mass tourism. Consequently, tourism has become an integral part of modern society, and it is important for the local community that tourism research and analysis, as well as its economic interests, develop in harmony with societal needs.

Tourism development provides numerous opportunities for destinations, transforming them into resorts or temporary stops. The impacts and outcomes of this industry vary depending on the size and relevance of the local community. However, policymakers, businesspeople, and locals should not reject tourism if they wish to reap its benefits.

Currently, the process of developing a national tourism model is underway in the Republic of Uzbekistan. However, tourism can only thrive if the government provides an optimal economic and legal framework. Without addressing professional training, environmental and cultural protection, promotional activities, and simplifying bureaucratic procedures, tourism will not reach its desired level of development.

Therefore, it is crucial to develop methodological and practical approaches for state-led tourism development, establish a market for tourist services, reform economic regulation methods and tools, improve the organizational management of tourism, enhance its export potential, and, most importantly, attract foreign investments.

All these factors attract the attention of international tourists and impress visitors. The existing political stability in Uzbekistan plays a significant role in the growth of international tourism.

In recent years, the government has increasingly focused on tourism development, as evidenced by various government decisions and decrees. According to Decree No. 447 of the First President of the Republic of Uzbekistan dated December 27, 1992, the National Company "Uzbektourism" was established based on former tourism organizations.

Regarding the implementation of the Decree of the President of the Republic of Uzbekistan dated December 9, 2003, "On Improving the System of State Management in the Republic," it should be noted that, to ensure an effective management system in the tourism sector, the Cabinet of Ministers of the Republic of Uzbekistan issued a resolution on April 28, 2004, "On Further Improving the Activities of the National Company Uzbektourism".

To study and forecast demand for tourism services, maintain a balance between supply and demand, and develop tourism at all stages, the company established a scientific and consulting center for tourism development.

In recent years, Uzbekistan has constructed impressive buildings, cultural resorts, and sanctuaries. Major championships in boxing, Uzbek national wrestling, and tennis have been held, attracting tourists from many foreign countries. Additionally, events such as the Universiade, "Umid Nihollari," and our national games and festivities—such as ulak-kupkari, kurash, and chilla—are significant factors that should not be overlooked in the development of international tourism.

As Uzbekistan joins the Eurasian Economic Cooperation Organization, the number of tourists visiting the country is increasing. This, in turn, presents new challenges for the country's tourism infrastructure and requires their resolution. However, this necessitates providing world-class services and developing urgent measures to counteract competition between countries in the region. Competition demands continuous research by industry professionals on new developments, a sharp increase in the range of tourism services, and organizing processes in the most convenient manner for tourists.

Global experience shows that developing and promoting the international tourism market is a complex process.

Currently, Uzbekistan is a rapidly developing and peaceful country with a fast-growing economy in Central Asia and is one of the most attractive destinations for entrepreneurs, businesspeople, and tourists.

To reach the level of development of leading countries, Uzbekistan is taking all necessary measures to advance tourism based on a national model that considers the development of all economic sectors, including the service industry. It is essential to remember that this national model should first be implemented with consideration of internal capabilities, the mentality of the Uzbek people, and factors aligned with global standards.

If we assess Uzbekistan's potential in the global tourism market, we find it has the highest potential among Central Asian countries. For instance, the country boasts over four thousand ancient architectural and monumental works of art. Uzbekistan is one of the leading countries in the world in terms of historical monuments, with four major cities protected by UNESCO as world cultural heritage sites.

Uzbekistan has significant opportunities to expand the number of such parks. Disneyland and the Aquapark have been operating in Tashkent since 1997, but there is a need to increase their numbers, attract foreign investments, and enhance technical capabilities to improve service quality and expand their operations. Experience from developed countries shows that this approach is the most effective and promising.

The fact that a significant portion of the working-age population is engaged in tourism indicates that the tourism industry is becoming increasingly important to the economy of the Republic of Uzbekistan. This will contribute to a substantial share of tourism in the country's GDP. In many countries, a large part of the population is involved in tourism and related services. As a result, the service sector and tourism are highly developed, and tourist flows are very high.

Today, the government places great emphasis on tourism development. Specifically, the benefits for small businesses are growing year by year. As a result, small businesses in tourism are rapidly developing. Each year, the number of travel agencies and hotels in the country increases, intensifying competition in the tourism sector, thereby improving service quality and providing employment opportunities for young and talented individuals.

Thus, considerable attention is given to the development of young entrepreneurship in our country, with banks offering loans at very low interest rates for starting a business. The government provides extensive opportunities for the realization of their business ideas. As a result, young professionals enter the tourism market with their innovative ideas and create new job opportunities, further strengthening the position of tourism in Uzbekistan's economy.

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