ORIGINAL ARTICLE

INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE

ISSN: 2692-515-x, Impact Factor: 9.23

American Academic publishers, volume 6, issue 01,2026

Journal: https://www.academicpublishers.org/journals/index.php/ijai

DEVELOPMENT OF THE TOURISM SECTOR IN THE KHOREZM REGION

Rahimov Bekzod
Asia International University

Abstract. This study analyzes the development of the tourism services market and tourism infrastructure in the Khorezm region of Uzbekistan. The research is based on survey data collected from the local population and tourism-related organizations, as well as an analysis of regional statistical indicators. The study identifies key challenges hindering tourism development, including limited transport connectivity, insufficient diversification of tourism products, and gaps in service quality. The novelty of the research lies in the formulation of region-specific strategic recommendations aimed at improving tourism infrastructure, enhancing market competitiveness, and promoting sustainable tourism development. The results of the study may serve as practical guidance for policymakers, regional authorities, and private stakeholders involved in the tourism sector.

Keywords: Tourism development, tourism infrastructure, tourism market, regional economy, Khorezm region.

The Khorezm region is one of the most important tourist centers of Uzbekistan and ranks third after the Samarkand and Bukhara regions in terms of foreign and domestic tourist arrivals, as well as tourism infrastructure development. The region possesses a rich historical, cultural, and natural heritage, which creates significant opportunities for the development of tourism services. Accommodation facilities, tourism firms, service providers, and tourists themselves play a crucial role in realizing the tourism potential of the region.

In recent years, the Government of Uzbekistan has implemented targeted regional programs aimed at accelerating tourism development in the Khorezm region and increasing tourist flows. Despite these efforts, the region still lags behind Samarkand and Bukhara in terms of the volume of tourism services provided and the number of domestic and foreign tourists. Therefore, a comprehensive analysis of the tourism services market and tourism infrastructure in the Khorezm region is of particular importance.



ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 01,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

Issues related to the development of tourism infrastructure and tourism services in the Khorezm region have been studied by several scholars. In particular, Matyakubov emphasized the importance of considering ecological and environmental factors in tourism planning and development. Salaev and Bekmurodov identified scientifically grounded priority areas for increasing investment activity in the tourism services sector. Bekchanov proposed innovative approaches to improving the competitiveness of the Khiva tourist destination through the introduction of modern management and marketing mechanisms. In addition, research has been conducted on the development of eco-tourism, agro-tourism, ethno-tourism, and medical tourism in rural areas of the region, taking into account local tourist resources and potential.

In recent years, significant measures have been undertaken in the Khorezm region to further develop the tourism sector, attract foreign and domestic tourists, improve the quality and scale of tourism services, and train qualified personnel for the industry. Special attention has been paid to ensuring tourist safety and creating favorable conditions for visitors.

According to the Resolution of the President of the Republic of Uzbekistan No. PQ-394 dated November 15, 2024, "On Measures to Further Develop the Tourism Potential of the Khorezm Region in 2024–2026," a set of targeted tasks has been defined. These include expanding tourism infrastructure, increasing accommodation capacity, supporting tourism-oriented business entities, creating new jobs, promoting the tourism potential of the region in international markets, improving service quality, organizing cultural and entertainment events and festivals, and introducing new types of tourism services.

In conclusion, the analysis of the tourism services market and tourism infrastructure in the Khorezm region demonstrates that the development of tourism can significantly contribute to regional economic growth, employment, and the expansion of service exports. Based on the results of surveys conducted among the local population and relevant organizations, the need to diversify tourism products, modernize tourism infrastructure, and enhance the competitiveness of the tourism market has been substantiated.

Based on the findings of the study, the following measures are recommended for the further development of the tourism sector in the Khorezm region:

1. Improvement of Transport and Tourism Infrastructure. It is necessary to expand air and railway connectivity to Khiva, Urgench, and other tourist destinations. Improving the quality of accommodation facilities and service infrastructure in accordance with international standards will contribute to increasing tourist arrivals and the length of stay.
2. Development of Diversified Tourism Products. The creation of new tourism routes and services, including eco-tourism, agro-tourism, pilgrimage tourism, cultural tourism, recreational tourism, gastronomic tourism, and health tourism, will increase the attractiveness of the region for different categories of tourists.
3. Strengthening Marketing and Promotion Activities. Developing a strong regional tourism brand, implementing digital marketing strategies, and promoting the tourism potential of the Khorezm region in international markets are essential for increasing tourist flows.
4. Human Capital Development and Innovation. Establishing a systematic system for training and retraining tourism personnel, adopting international best practices, and introducing digital and smart tourism technologies will enhance service quality and ensure sustainable tourism development.

References.

1. President of the Republic of Uzbekistan. (2024). Resolution No. PQ-394: On measures to further develop the tourism potential of the Khorezm region in 2024–2026.

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 01,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

2. Matyakubov, U. R. (2011). Directions and prospects for improving tourism efficiency considering ecological conditions (Case of Khorezm region). PhD dissertation.

3. Salaev, S., & Bekmurodov, O. (2020). Priority directions for increasing investment activity in the tourism services sector. Urgench.

4. Bekchanov, D. (2021). Improving mechanisms for enhancing tourism destination competitiveness based on innovative approaches. PhD dissertation abstract.

5. UNWTO. (2019). Ichan Qala Residents' Study: Exploring attitudes towards tourism development. Tourism Planning and Capacity Building for Tourism Development in Khiva and Khorezm Region.

6. Jumayeva, Z. Q., & Izatova, N. N. (2025). GLOBALLASHUV SHAROITIDA O 'ZBEKISTON TIJORAT BANKLARIDA TRANSFORMATSIYA JARAYONLARINI O 'TKAZISHNING MUHIMLIGI. *Modern Science and Research*, *4*(6), 492-496.

7. Jumayeva, Z. Q. (2025). IMPLEMENTATION OF TRANSFORMATION PROCESSES IN COMMERCIAL BANKS OF UZBEKISTAN UNDER COMPETITIVE CONDITIONS. *AMERICAN JOURNAL OF BUSINESS MANAGEMENT*, *3*(6), 57-64.

8. Джумаева, З. (2025). НОВАЯ ТЕОРИЯ ЭКОНОМИЧЕСКОГО РОСТА: ЭВОЛЮЦИОННЫЙ ПОДХОД. *Международный журнал искусственного интеллекта* , *1* (1), 869-873.

9. Джумаева, З. (2025). РОЛЬ ТОРГОВОЙ ПОЛИТИКИ В ОБЕСПЕЧЕНИИ КОНКУРЕНТОСПОСОБНОСТИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ: СОВРЕМЕННЫЕ ПОДХОДЫ. *Международный журнал искусственного интеллекта* , *1* (1), 483-488.

10. Jumayeva, Z. Q., & Izatova, N. N. (2025). GLOBALLASHUV SHAROITIDA O 'ZBEKISTON TIJORAT BANKLARIDA TRANSFORMATSIYA JARAYONLARINI O 'TKAZISHNING MUHIMLIGI. *Modern Science and Research*, *4*(6), 492-496.

11. Джумаева, З. (2025). НАУЧНО-МЕТОДОЛОГИЧЕСКИЕ ОСНОВЫ ИСПОЛЬЗОВАНИЯ МОТИВАЦИОННЫХ ФАКТОРОВ В РАЗВИТИИ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ. *Международный журнал искусственного интеллекта* , *1* (4), 1571-1574.

12. Джумаева, З.К. (2025). РЕАЛИЗАЦИЯ ТРАНСФОРМАЦИОННЫХ ПРОЦЕССОВ В КОММЕРЧЕСКИХ БАНКАХ УЗБЕКИСТАНА В УСЛОВИЯХ КОНКУРЕНЦИИ. *AMERICAN JOURNAL OF BUSINESS MANAGEMENT* , *3* (6), 57-64.

13. Джумаева, З. (2025). ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ МЕСТНЫХ ПРОИЗВОДИТЕЛЕЙ С ПОМОЩЬЮ МЕТОДОВ МАРКЕТИНГА. *Международный журнал искусственного интеллекта* , *1* (4), 105-107.

14. Жумаева, З. К. (2024). Инвестиционная Активность Как Основной Элемент Организационно-Экономического Механизма Маркетинга Территории. *Miasto Przyszłości*, *55*, 1411-1417.

15. Джумаева, З. (2025). РОЛЬ ТОРГОВОЙ ПОЛИТИКИ В ОБЕСПЕЧЕНИИ КОНКУРЕНТОСПОСОБНОСТИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ: СОВРЕМЕННЫЕ ПОДХОДЫ. *Международный журнал искусственного интеллекта* , *1* (1), 483-488.

16. Жумаева, З. К. (2024). Мобильный Маркетинг Как Эффективное Средство Стимулирования Сбыта Товаров И Услуг. *Miasto Przyszłości*, *54*, 697-702.

17. Жумаева, З. К. (2024). РАЗВИТИЕ ТВОРЧЕСКИХ ИНДУСТРИЙ КАК ФАКТОР РОСТА НАЦИОНАЛЬНОЙ ЭКОНОМИКИ: ОБЗОР ЗАРУБЕЖНОГО ОПЫТА И ПЕРСПЕКТИВЫ ДЛЯ РЕСПУБЛИКИ УЗБЕКИСТАН.

18. Джумаева, З. (2025). РОЛЬ ТОРГОВОЙ ПОЛИТИКИ В ОБЕСПЕЧЕНИИ КОНКУРЕНТОСПОСОБНОСТИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ: СОВРЕМЕННЫЕ

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 01,2026
Journal: https://www.academicpublishers.org/journals/index.php/ijai

ПОДХОДЫ. *Международный журнал искусственного интеллекта* , *1* (1), 483-488.

19. Джумаева, З.К., и Гулямова, Н.Г. (2025). O 'ZBEKISTONDA MINTAQANI KOMPLEKS RIVOJLANTIRISHNI DAVLAT TOMONIDAN TARTIBGA SOLISH. *ТЕОРИЯ НАУЧНЫХ ИССЛЕДОВАНИЙ ВСЕГО МИРА* , *1* (5), 152-159.

20. Жумаева, З. К., & Ахмедова, Ф. Р. (2025). РОЛЬ ТОРГОВОЙ ПОЛИТИКИ В ОБЕСПЕЧЕНИИ КОНКУРЕНТОСПОСОБНОСТИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ: СОВРЕМЕННЫЕ ПОДХОДЫ. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, *1*(7), 323-330.

21. Jumayeva, Z.Q., & Matkarimov, G. (2025). MINTAQADA FAOL INVESTITSIYA SIYOSATINI IQTISODIYOT TARMOQLARINI O ‘SISHIGA TA’SIRI. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, *1*(6), 205-212.

22. Джумаева, ZQ (2017). ТЕОРИИ ОБЕСПЕЧЕНИЯ СТАБИЛЬНОСТИ НА РЫНКАХ ТРУДА РАЗВИТЫХ СТРАН. *Инновационное развитие* , (4), 64-66.

23. Джумаева, З.К., Мамаджонов, Г.Н. (2024). Пути усиления финансового контроля за использованием средств государственного бюджета. *Европейский журнал бизнес-стартапов и открытого общества* , *4* (1), 61-64.