

The analysis of global tourism industry development in Uzbekistan

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Abstract

The purpose of the paper is to describe the characteristics of global tourism industry development in Uzbekistan and to consider the components of tourism industry. Statistical data on the level of development of tourism industry are being presented. Discusses various tourism trends and examines their strategic impact on economy of the country in international examples. The authors make a comparative analysis of tourism industry in both the countries which are considered to be the leaders in this sphere, as well as in the emerging countries such as Uzbekistan. The relevance of this study is determined by the need to promote and develop new models of tourism in Uzbekistan. The perspectives of the development of tourism industry in Uzbekistan are presented on the example of Silk Road Destinations.

Keywords: Global tourism industry, Economics of tourism, Silk Road

Uzbekistan has been a hub of tourism, natural beauty and cross-culture and it is an emerging country and ideal hub for regional as well as international tourists. It has unique location at the crossroads of the Silk Road which has always connected people, minds, projects and civilizations.

Over the past decades, tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. According to United Nations World Tourism Organization (UNWTO), hospitality and tourism's contribution to world GDP grew for the fourth consecutive year in 2013, helped especially by strong demand from international travelers. Visitor exports, the measure of money spent by these international tourists, rose by 3.9% at a global level year on year, to US\$1.3 trillion, and by over 10% within South East Asia. The World Travel and Tourism Council (WTTC) estimates that tourism contributed 9.4 % of global Gross Domestic Product (GDP) and forecasts that this will continue to grow at over 4 per cent per annum during the next ten years. WTTC forecasts that the annual turnover of business tourism will increase by 3.7% over the next ten years and will grow from \$1.15 billion in 2016 to \$1.7 billion in 2027.

The object of the study of this paper global tourism industry development in Uzbekistan.

The subject of the study is the perspectives and barriers to development tourism industry in Uzbekistan.

The aims of the article:

1. To examine theoretical aspects tourism industry and give a detailed analysis of the Uzbek tourism and hospitality industry;
2. To observe distortions and problems hindering the development of tourism sector;
3. To study the specific character of the development of tourism in Uzbekistan on the basis of Silk Road Destinations;

4. To evaluate the current state of the resources and infrastructure for the development of tourism in Uzbekistan;

5. To develop appropriate recommendations and strategies for the model to be implemented in Uzbekistan tourism industry.

During the research both theoretical and empirical methods of analysis were used.

Tourism is an important factor in the dynamic development of Uzbekistan's national economy. It has diversified geography having more than 7,000 monuments of different epochs. It is the hub of many rich and ancient civilizations, many of which are included in UNESCO World Heritage list.

The government of Uzbekistan projects its rich culture and ancient civilization in all the major events, which bring together representatives of the tourism industry from around the world to discuss the main trends of the industry dynamics and business linkages. Since 1995, in the fall Uzbekistan annually holds Tashkent International Tourism Fair (TITF). This forum is a good platform for a constructive dialogue of partners operating in this sphere. Uzbekistan's government has also started the project "Hosted Buyers" which was the main innovation at TITF 2015. Hosted Buyers is a specialized program of business meetings, for which special privileged buyer is pre-invited with a specific purpose that is to meet with interested partners and arrange for the sale of products, goods and services or implementation of a special joint program or project. Every year Uzbekistan has been holding the International exhibition "World of rest" since 2013 which opens the spring and summer tourist season in country.

In particular, since 1993 Uzbekistan is a member of the World Tourism organization (UNWTO), which unites more than 150 countries. Since 2004, regional center of UNWTO

on Silk Road is located in Samarkand, which coordinates support for tourism on this transcontinental highway. Uzbekistan's tourism has developed entity due to which has created favorable conditions for businesses involved in the provision of tourism services. According to 2015 data, there are 1279 tourist organizations in the country, in particular 548 hotels, hostels and campgrounds and 731 travel companies.

An ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning it into a key driver of socio-economic progress through the conception of jobs and enterprises, export revenues, and infrastructure expansion. Despite occasional shocks, tourism has shown virtually uninterrupted growth. International tourist arrivals have increased from 25 million globally in 1950, to 278 million in 1980, 527 million in 1995, and 1133 million in 2014. Equally, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 415 billion in 1995 and US\$ 1245 billion in 2014. Intercontinental tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long term forecast *Tourism Towards 2030* ('National Company "UzbekTourism"', 2014).

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