

# The impact of tourism development on the development of Uzbekistan

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## Abstract

This article is about the first steps towards developing tourism in Uzbekistan, simplifying the visa system and developing the industrial infrastructure of the hotel business. The concept of tourism development is aimed at increasing the share of tourism in the country's GDP from 2.3% to 5%.

*Keywords:* tourism infrastructure, tourism development, tourists

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At the present stage of development, there are several types of tourism companies, such as: tourist operators and travel agencies, regardless of the social structure of the country or tourism center. In addition, tourist transporters, hotels and other accommodation facilities, catering, attractions and entertainment, as well as banking institutions, insurance services and more.

The purpose of the cultural and entertainment activities is, firstly, to acquaint foreign tourists with our national culture and traditions, and secondly, to assist them in a meaningful time spent in our country. During these events, we have the opportunity to demonstrate that we are a hospitable people. For example, we witnessed a large number of tourists taking part in mass cultural events, such as the Landscape Design Festival or the electronic music festival in Tashkent, and we were convinced that such events should be taken into account.

Certainly, we will critically analyze our work in terms of what we should pay more attention to during such events and draw the necessary conclusions. The electronic music festival, held on June 8-9 this year, attracted a great deal of interest not only from tourists but also from the population, especially young people. In addition, these measures will help to meet the challenges we face in implementing the President's five major youth initiatives [1].

Despite the fact that the festival was first organized, it was held at a high level. Well-known singers from neighboring countries were invited to this event. Musicians from Italy, France, Georgia, Russia, and Ukraine participated in the festival called "East". We have made good use of social networking opportunities to inform as much of our activities as possible. In addition, there is a national PR center under the Committee for Tourism Development [2]. It regularly publishes information on projects implemented in Uzbekistan, cultural and entertainment events. We are very happy that a famous Sayilgoh Street in Tashkent has been re-opened and the people of Tashkent, as well as the guests of our capital, have become a favorite of foreigners.

There, we regularly publish information about activities that our organization is planning to undertake. At the same time, the opportunities of the PR-advertising department at the PR center are being used effectively. In addition, we are also making a significant contribution to informing all stakeholders about the activities of other agencies and organizations.

We should be proud of our national cuisine, and there are

even some gourmards who make a special trip to our country to enjoy Uzbek cuisine. State Committee for Tourism Development of the Republic of Uzbekistan, Department of Tourism Development and Association for the Promotion of Private Tour Operator organized training seminars and training courses for the training, retraining and improvement of gastronomic tourism at home. , conducted master classes.

There is also a training center under the State Committee for Tourism Development, and we are effectively using the training center. In addition, these measures have been specified by government decisions. Training in general catering establishments is carried out step by step. Special attention is also paid to training of officers.

However, if we declare our country open to world tourists, we must prioritize high quality services, not only in the area of catering, but also from many other areas of tourism service infrastructure.

The average stay of foreign tourists in Uzbekistan has increased (from 2.3 in 2017 to 3 days in 2019), as well as employment rates have increased (from 62% in 2017 to 89.7% in 2018), which has a positive impact on employment in tourism infrastructure [3].

The organization of family guest houses is also an interesting direction in terms of fulfilling the commitments set before us by the President's "Every Family - Entrepreneur" program. For this purpose banks have the opportunity to use soft loans.

The event, organized by the Association of Chefs of Uzbekistan on Sayiloch Street in Tashkent on 9-11 August, is called "Gastronomic Market". Because this trend is growing rapidly around the world, and we have many national traditions to be proud of in this regard, which will certainly attract the attention of gourmards in the world.

In addition, it will also promote the tourist brand "Uzbekistan" to the world. At the event, we aim to increase the flow of tourists who can visit our country by promoting our national cuisine. The campaign has been launched not only in our country but also abroad.

However, we must pay attention to the fact that at such public events people should be able to demonstrate a high level of culture. Of course, foreign guests will observe the behavior of the host country, the culture of the problem, the courtesy, the hospitality, and will make a general conclusion about the people of the country. Therefore, it places a great responsibility on the people of our country. Now we can meet many foreign tourists not

only in big cities, but also in remote villages. We must effectively use the capabilities of our site and social networking pages.

The hotel and other accommodation facilities are certified by the Certification Center under the Tourism Committee. Validity of this document is one year. The standardization of our hotels is controlled by the Center for Standardization.

There are currently 240 hotels, hotels and hotels in Tashkent. Many of them are well organized, and considering the development of tourism in our country over the past two years, they are also struggling and doing much for their reputation. Most of our three-, four-, and five-star hotels are on the list of internationally recognized hotel booking online services, and there are currently no serious objections to their services. However, it cannot be ruled out that there are some complaints regarding the quality of the services.

As for hotels and other accommodation facilities, we have developed and approved the relevant standards for the classification of hotels in Uzbekistan in cooperation with the Uzbek Agency for Standardization, Metrology and Certification. They clearly outline the requirements for the size of the room, the supplies and equipment available, and other signs.

Studies show that 70% of tourists from the CIS prefer to stay in Samarkand for 2-4 days, most of whom come to Uzbekistan with families as well as groups.

## References

- [1] *Decree of the President of the Republic of Uzbekistan About additional measures for accelerated development of tourism in the Republic of Uzbekistan*
- [2] *On priority measures for the development of tourism in 2018-2019* The

It is well known that the history of our country is located on the Great Silk Road, and before us there were hotels, caravanserais. Today, in our historic cities such as Samarkand, Bukhara and Khiva, our businessmen continue to carry on these old traditions and serve private hotels built or equipped in the old style, and they are welcomed by foreign tourists.

Creating such hotels is also envisaged in the rapidly developing Tashkent city. The active development of the tourism industry will require young professionals who will promote the tourism brand of Uzbekistan and improve the quality of service. In this regard, the opening of the International Tourism University "Silk Road" in Samarkand was inevitable.

Currently, visa-free regime is established in 65 countries. New categories of visas are being introduced for certain categories of foreign nationals, including investment, student, academic, visiting and medical visas. An electronic system for registration and issuance of entry visas is established and successfully operated, and its services are available in 77 countries.

In conclusion, we can say that as a result of the done work Uzbekistan will be a favorite tourist destination for tourists from near and far abroad. In addition, the number of tourist lovers and pilgrims visiting our sanctuaries grows every year. This will be an important factor determining the economic potential of the country.

- decree of the President of the Republic of Uzbekistan
- [3] *Gosudarstvenny Committee of the Republic of Uzbekistan in tourism*  
**E-source:** [www.uzbekista.travel](http://www.uzbekista.travel)