

TOURISM AND MARKETING IN UZBEKISTAN

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Abstract

This paper investigates major points of tourism sector in Uzbekistan while making emphasize on outlook development perspectives of marketing as whole. Moreover, the way of tourism advancement with major outcomes and shortcomings are also underlined with the systematic analyses. In addition, socio-economic development of the study with the positive modernization and diversification possibilities were stated in order to conduct probable future investigations in the future. Finally yet importantly, eco-tourism perspective of country has been analyzed and accentuated as one of the most developing direction of tourism at all.

Keywords: Tourism, marketing, tourism development, Uzbekistan, Central Asia

INTRODUCTION

In the area of globalization, Tourism's impact on the economic and social development of a country can be enormous while opening it up for business, trade and capital investment, creating jobs and entrepreneurialism for the workforce and protecting heritage and cultural values (Abdakarimov B.A, 2013).

To fully understand its impact, however, governments, policy makers and businesses around the world require accurate and reliable data on the impact of the sector. On this way, data is needed to help assess policies that govern future industry development and to provide knowledge to help guide successful and sustainable Travel & Tourism investment decisions (Akhoondnejad, 2016; Alegre & Garau, 2010).

For 25 years of independence, Uzbekistan has been quantifying the economic impact of Travel & Tourism. Travel & Tourism generated US\$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. Recent years have seen Travel & Tourism growing at a faster rate than both the wider economy and other significant sectors such

as automotive, financial services and health care. Last year was no exception. International tourist arrivals also surged, reaching nearly 1.14 billion and visitor spending more than matched that growth. Visitors from emerging economies now represent a 46% share of these international arrivals (up from 38% in 2000), proving the growth and increased opportunities for travel from those in these new markets. The sector faces challenges while facing internal and external political modifications (Akhoondnejad, 2016; Alegre & Garau, 2010).

Therefore, only in 2016 of December 2, the President of the Republic of Uzbekistan Shavkat Mirziyoev directed number of changes to push tourism sector as whole. Accordingly, "Measures to ensure the rapid development of tourism in the Republic of Uzbekistan" Decree" that was outsourced on national magazine "Xalkso'zi" (People's word) on December 7 in 2016 introduces the status of a strategic sector of the economy, sustainable development, structural change and the diversification of the economy, employment, and directed it into a powerful tool for improving the quality of life of the population. Relatively, they may start a new stage in the development of this industry on the basis of it.

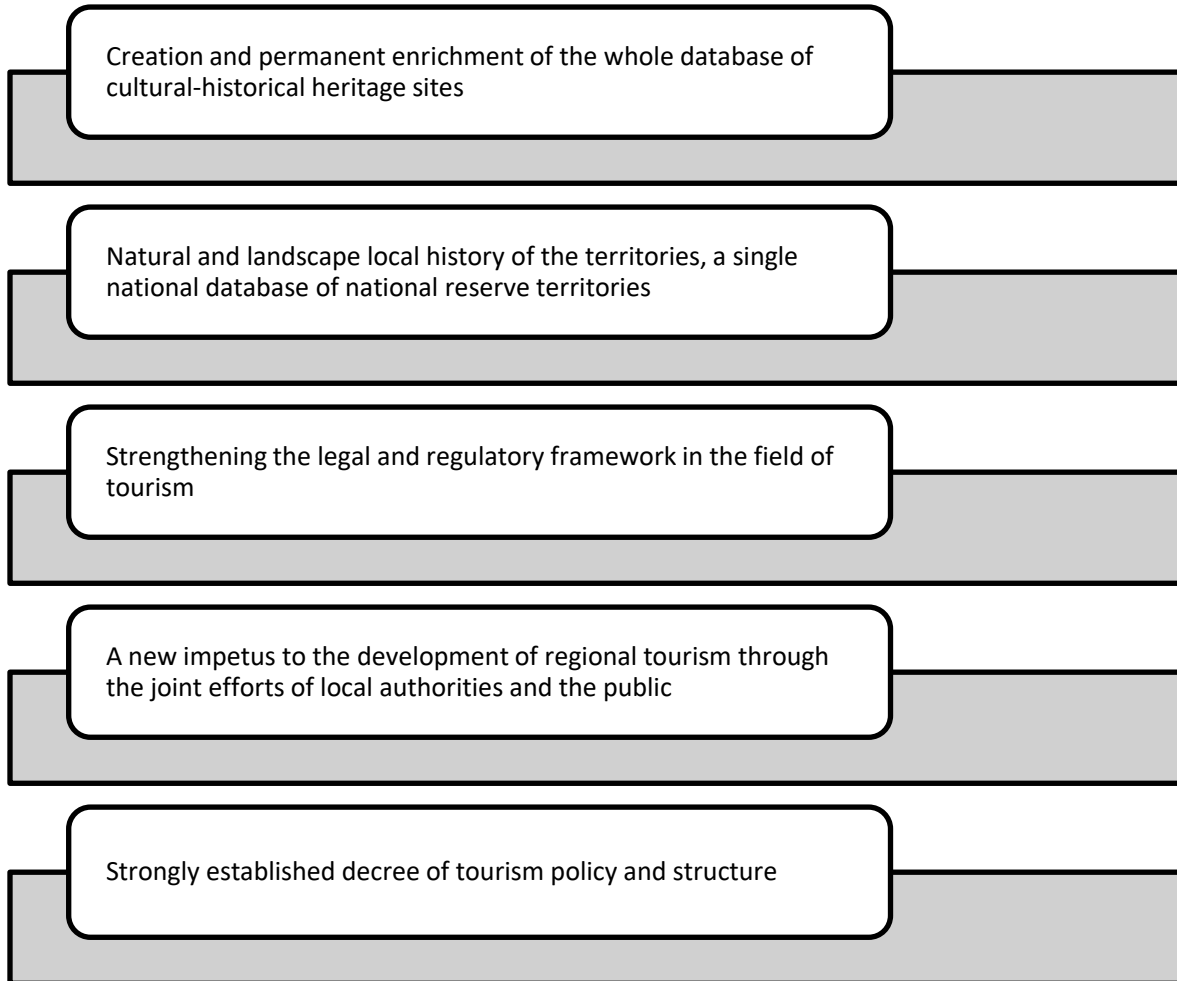
METHODOLOGY

According to UNWTO, Uzbekistan is one of the 24 participating countries of the organization's Silk Road program. The 12,000-kilometer-long rich and diverse historic-cultural center and the attractive natural tourism destination, the Great Silk Road, can be understood as a tourism development concept. The share of the participating countries of the Great Silk Road program is 30% of international tourist visits worldwide and 20% of income.

Despite the fact that tourism has a positive impact on the region's economy, it is known that in spite of the fact that at present all regions of Uzbekistan cannot fully utilize their tourist resources to attract tourists and improve the region's economy. In doing so, there is a need for transferring responsibility and accountability to the region, especially to the district and city levels.

Regional government structures and newly established ministries are facing the following tasks according to Figure 1.

Figure 1. Structure and policy of tourism in Uzbekistan



For the development of the tourism industry, subjects of this sphere have tax benefits, and licensing procedures have been simplified and liberalized. Businesses engaged in tourist and excursion services are exempt from value added tax. The practice of issuing licenses without validity period has been introduced. Local efforts are being taken to boost tourism and enhance its role and role in raising the welfare of its citizens. Every year, the World Tourism Forum has become a tradition. The World Tourism Forum was held in Istanbul in 2016, one of the largest and most prestigious cities in the world. During the Summit with the participation of tourism industry leaders from many countries around the world, 123 speakers from different countries and international organizations shared their experiences in the development of the industry with over 5,000 listeners.

The issues of tourism development, investment in tourism, the impact of politics on tourism, congress tourism, and health tourism were discussed during the meeting. In 2016

tourism accounted for 10% of global Gross Domestic Product (GDP), 7% of international trade and 30% of services. In the world, if one takes place directly and indirectly, one out of every 11 jobs is worth the tourism.

Uzbekistan also pays special attention to the development of tourism. The Decree of the President of the Republic of Uzbekistan dated December 2, 2016 "On Measures to Speed Up the Development of the Republic of Uzbek Tourism Industry" was adopted in order to fully and effectively use the existing opportunities in the sphere of tourism and strengthening the organizational and legal framework of the industry.

The State Committee for Tourism Development of the Republic of Uzbekistan was established on the basis of the abolished national company "Uzbektourism", with the purpose of effective implementation of the state policy and the implementation of the above targets and priorities.

Among the tasks of the Committee are, first of all, the provision of comprehensive support for the promotion of entrepreneurship in the tourism industry, not the implementation of supervisory and administrative functions, elimination of barriers to tourism development, and the promotion of tourism in the tourism services market.

The foreign investors involved in these activities will receive privileges. For example, if hotels and motels have at least a four-star rating, they are exempt from profit tax, land and property tax, and single tax. Tour operators are exempted from the compulsory sale of foreign currency income from tourist services they have provided.

According to international experience, travelers prefer to travel to countries where visa procedures are easy to navigate. According to the above-mentioned Decree, the partial visa regime will be abolished for citizens of 15 states, aged 55, coming from Uzbekistan from April 1 to April 30, 2017.

This Decree is intended for tourists and is intended to create advantages for touristic organizations. The Decree envisages the implementation of the crucial measures to radically reform the tourism industry, which requires the transition to a qualitatively new level of state policy in this area, which defines the following main objectives and priorities (Figure 2).

The Decree also outlines a wide range of issues on a number of issues, including cooperation with international organizations, licensing and certification of tourism services, training and retraining of personnel. In a word, the document covers all types of tourism activities, and such a comprehensive approach will serve to further develop tourism in Uzbekistan.

Figure 2. Possible ways of tourism deployment in Uzbekistan



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Economic indicators of the world tourist market over the past decades have shown a steady growth trend. According to the World Tourism Organization, the average growth rate of world tourism in the last 50 years is 6% per year, which is much higher than the average annual growth rate of the world economy. In 2010, 950 million of the world's 7 billion people crossed the border, with international visits of over 200 million people. At that time, the tourism industry, with its own development, occupied the 4th place in the export of goods and services in the world, after the fuel and energy complex, chemical and automotive industry.

At the initiative of the President of the Republic of Uzbekistan Shavkat Mirziyoev measures to increase the literacy potential are being implemented. Particularly, the model of balanced regional and inter-sectoral development based on complex approaches based on the UN Millennium Development Goals is being developed in the country.

"Strategy for Action in the Five Priorities of the Republic of Uzbekistan" in 2017-2021, makes better development in the way of tourism deployment. Complex and balanced socio-economic modernization of the region, towns and cities, their utilization. To ensure the complex and effective use of each region's natural, mineral resources, industrial, agricultural, tourist and labor potential to accelerate socio-economic development, increase the living standards and income of the people".

Through its rich heritage, Uzbekistan has been a favorite place for tourists and merchants for many centuries. Over the past 25 years of independence, creative work has been carried out on the way to the development of the industry. However, due to institutional problems in the area, the development did not show the effect of "positive explosion" as expected. At present, the direct and indirect share of tourism in the country's GDP is much lower than expected, while touristic and public services in the structure of paid services rendered to the population.

Nevertheless, the number of tourists visiting the country increased compared to the early years of independence. Compared with other countries in the region, we can see that Uzbekistan has the largest number of touristic products. At the same time, its central location in the region, rich historical, cultural and natural heritage make for the international tourist market.

The most important thing is that peace and quiet in the country are an invaluable gift, and Uzbekistan is one of the safest countries for tourists. Uzbekistan ranks among the 38 most peaceful countries in the world in terms of the state of affairs and development trends in 162 countries around the world. These countries are recognized as the most peaceful states in which terrorist activities are not affected by their social and economic lives. Moreover, the hospitality of the Uzbek people is recognized worldwide as well. According to a survey

published on the International Internet Survey, tourists admit that Uzbekistan is the most hospitality among CIS countries.

We are all pleased that active efforts have been made to turn tourism into the key income-generating area of Uzbekistan. This sector is seen as an important factor in the further increase in the direct and indirect share of GDP in GDP, employment growth in the sector, and the development of tourism.

CONCLUSION

To conclude with, on measures on ensuring rapid development of tourism industry in Uzbekistan and for the purpose of providing the effective organization of activities of the State committee of the Republic of Uzbekistan on tourism development need to determine the main objectives and activities of the State committee of the Republic of Uzbekistan on tourism development.

On this way, government ensures forming and implementation of the complete concept of tourism development directed to radical increase in tourist capacity of the country, giving to tourism of the status of the strategic sector of economy, carrying out single state policy in the sphere of tourism.

Moreover, tourism infrastructure may implement marketing researches on external and internal markets of tourist services, sale of active promotional and informational policy in the sphere of tourism directed to broad promotion of historical and cultural heritage, preserving and development of tourist image of the Republic of Uzbekistan, promotion of national tourist products and brands for the international tourist markets.

Last but not the least, coordination of development and monitoring of sale national and regional programs of complex development of internal, entrance and outbound tourism, the accelerated development of the wide range of types of tourism, attraction of foreign investments, and also credits and grants of the international financial institutions and other organizations in development of the tourist infrastructure conforming to international standards. Finally, coordination of development of tourist activities, ensuring creation of new tourist routes in regions, carrying out their certification, forming of unified national registers along tourist routes and tourist objects are believed as a major feature of development.

Scope for the future research of this segment is linked with perspective changes in the sector of tourism and its subsectors as whole. On this way, further investigations could be conducted deeply in order to define outcomes and highlight shortcomings.

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