Innovative development of tourism in Uzbekistan

Bobur Sobirov

PhD candidate,
Samarkand Institute of Economics and Service, Uzbekistan
Mail: mrbobursobirov@gmail.com

Abstract: This paper investigates major points of tourism sector in Uzbekistan while making emphasize on outlook development perspectives. Moreover, the way of innovative ways of development with major outcomes and shortcomings were also underlined with the systematic analyses. In addition, perspective 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, perspective of tourism in a country has been analyzed and accentuated as one of the most developing direction of economics as whole.

Keywords: Innovation, Tourism, Uzbekistan tourism, perspective development, tourism infrastructure, tourism potential

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 (Abdukarimov 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 at all (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 “Xalk so’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 (Alam & Diamah, 2012; BAKHTISHODOVICH et al., 2015).

Tourism structure of Uzbekistan

The present stage of human development and socio-economic development level of the highest rates of growth of the life and well-being of the population growth could be the major point of development as whole. Urbanization increases the level of increase in the share of leisure time, social values and personal life that may lead to a radical change of the property. These, in turn, adjust to changes in the life of the population, and to increase significantly the supply and demand in the tourism inaugurated the foundation.

Accordingly, time, travel, and nature ceased to be an active part of the life of the people of the rest of modern health and shape of the importance of strengthening the effective use of time and space. At a time before tourism without thinking about it, just enjoy having a superior goal, at present, these goals have radically changed: weak position occupied seek to promote active recreation; most of the rest of the active role of the individual, or at least two people to try out for a rest. Tourism trip for other purposes also changed: in the past, the only individuals now enjoy recreation; accurate planning in the past, and now we want to meet the demand; past civilization (civilization) favors the consumer, now the pleasures of nature in the first place(A. V. Akimov & Dollery, 2006; Buhalis & Law, 2008).

In the process of expansion of globalization and the rapid development of high-tech industry, the necessity to strengthen the economic growth and improve the quality of life of any country appears in its innovative activity. This kind of activity, in turn, is linked to the economic, scientific and technical potentials of the state, its innovative policy and resources, the spiritual state of the society. Accordingly, it is significant that a great attention is paid now to the trends of developing international tourism services market, in particular, in the sphere of its innovative development.

In-depth understanding of consumer behaviour, and in particular of the buying decision making process, is of paramount importance to both the industry and the academia. On this way, it enables marketers to better understand the reasons behind consumers’ actions in the marketplace, and therefore to provide insights on how to influence consumers at various stages of their buying or consumption process, thus achieving effective and efficient use of marketing resources.

From the first days of independence, interpreted as the type of service in the field of modern services, tourism services raised the level of public policy attention to it. It should be noted that there were only 4 private tourism companies in the country in 1993, at present, tourism services in the sector of non-tourist companies and hotels are about 800, while including the 500 hotels with total capacity of 30 thousand units and more than 300 tour operators and hotels are conducting activities.
Tourism and hotel management are considered as a structural part of the sphere of services while its development is directly associated with the development of the tourism sector. The expansion of the hotel business would not happen by itself. As it is known from the world practice of tourism development to the economic growth of the country is linked with that development of the increased population and employment prosperity while it will lead to the development of culture and life standard. The process of the growth of scientific and technical progress in the field of tourism innovation in the context of the development of the economic system are considered as the main resource of providing the competition that is superior to have looked.

Specialist of current time are unable to continue their activities the flow of scientific and technical information continues to grow with a faster pace. In these conditions, young professionals from scientific information, technical updates and innovative ideas that should be able to choose, research and creative skills would not be without such capabilities.

**Literature review**

At the stage of modernization of the country actually waiting for solutions in the field of tourism and hospitality industry a number of issues standing in the shift of the tourism industry, continue to be pressing issues.

The degree of knowledge of the problem. Tourism plays an important role in the growth of the economy, and it is the subject of research of many foreign scientists, including from the CIS countries. Economics, organization, management, marketing, accounting, tourism statistics, the legal bases of tourist activity, geography and tourism industry is investigated in the works of Beaver, P. Hofer, C. Kaspar, S. LSmith, W. Wyss, A.H.Abuokov, B.I.Azar, M.A.Ananev, N.S.Baruchkov and others.

In Uzbekistan, the issues of formation of the tourism product are considered in the context of the problems of regional economic development in the scientific works of N.M.Abdusalyamov, I.Ivatov, M.M.Muhammadov, N.Tuhliev, I.S.Tuhliev, and others. Applied research on the organizational and economic aspects of development of tourism in the country, represented by the works of Kim Kyung Ok, M.K.Pardaev, B.H.Turaev and others.

However, tourism in Uzbekistan has not yet reached the level of development adequate to their abilities. One unique natural resources, rich historical and cultural heritage cannot be the sole and sufficient condition for the development of tourism in the country.

According to researchers, consumer behaviour is an academic field of enquiry, a sub-discipline of marketing (MacInnis and Folkes 2009), that generates scientific knowledge about a complex form of human behaviour. The chapter commences by discussing the phases in the development of consumer behaviour, followed by the approaches, or perspectives that are available for researchers who study consumer behaviour.

A critical evaluation for each perspective is undertaken to enable the selection of the lens through which this study is conducted. A review of consumer behaviour definitions is presented and a new definition is proposed for the purposes of this study. The chapter then proceeds to a critical review of the major comprehensive consumer behaviour models. For each model, an attempt is made to identify the constructs that may be affected by social media. A review of the cognitive tourism related models follows so to provide insights into the specific context of this study.
As a part of industry in its economy, tourism has been developing around the world while adding to the dynamic image effective at growing the share level. Similarly, from the first days of independence the country in the field of tourism services priority of service and economic development interpreted as the direction raised the level of public policy attention to it. Social media has also effect on this issue as a major tool.

Nevertheless, Uzbekistan's rich and varied tourism and recreational potential remains low, the existing tourism infrastructure, the volume, types and quality of tourism services provided, and the distribution of available tourism capacities by region, the network management system globally. Nevertheless, Uzbekistan's rich and varied tourism and recreational potential remains low, the existing tourism infrastructure, the volume, types and quality of tourism services provided, and the distribution of available tourism capacities by region, the network management system globally. It does not meet modern requirements in critical innovation and sharp competition. The role of tourism in the national economy, the role and scale of exports of services and services, and the employment of the population remain considerably behind the average global average (A. Akimov & Dollery, 2009; Berger, Hanweck, & Humphrey, 1987).

According to the State Statistics Committee, the share of tourism in the country's gross domestic product in 2010-2014 has the following indicators (percent): in 2010 it was 1.2 million but during years has risen significantly. The number of firms and organizations operating in 2015 is 398, serving 560.4 thousand visitors. The net profit of all enterprises operating in the tourism industry in 2015 amounted to 61819.5 million soums.

It should be noted that Tashkent city has the dominant position in all major tourism industry indicators: 73.4% (292%) of firms and organizations account for 58.8% (329.5 thousand) visitors. The same indicator for Samarkand (13.1 and 4.1%), Bukhara (4.5 and 9.2%) and Khorezm (1 and 21%) regions. These four regions share 92% of firms and organizations in Uzbekistan, and 93.1% of the service visitors.

The share of Syrdarya, Namangan and Surkhandarya provinces makes up 2.3% and 1.5%, respectively. There is another point of shortage. With a great deal of emphasis on incorporating recreational resources in all categories of protected natural areas in tourism, the level of access to resources available to the METs in the country is not risky (Binkhorst & Den Dekker, 2009).

**Methodology**

This In this regard, the President of the Republic of Uzbekistan Sh.M. Mirziyoyev's December 2, 2016 Decree "On Measures to Ensure Rapid Development of the Tourism Industry of the Republic of Uzbekistan" serves as an important basis for the development of this sector to a new level. The decree provides for the creation of favorable economic, organizational and legal conditions for the dynamic development of tourism as a strategic area of the country's economy, more fully and efficiently utilizing the vast tourism potential of the regions, the radical improvement of tourism network management, promotion of national tourism products and their promotion in the world markets, The directions of formation of a positive image of Uzbekistan are defined (Buckley, Gretzel, Scott, Weaver, & Becken, 2015; Nargiza & others, 2015).

For this purpose, the medium term perspective The State Committee for Tourism Development has been established on the basis of the abolished national company "Uzbektourism", whose goals and priorities are determined by the state policy in the field of tourism, and its functions have been described, as well as the concept of tourism development in the medium term and the implementation of this Concept It is planned to elaborate and implement the Program of specific
measures for 2017-2021, the system of activity licensing and certification is the simplification of the visa regime, to further stimulate business activity, tourism, infrastructure development, tourism organizations and additional privileges and preferences, and a number of other areas have been identified.

Implementation of this decree will give an impetus to the development of tourism in Uzbekistan as a strategic national economy and to make the country one of the most important centers of world tourism.

We have four issues of great scientific and practical significance in implementing the important measures outlined in this article: rational and effective use of the enormous recreation and tourism potential of the various categories of resource potential of protected natural areas in the context of accelerated development of ecological tourism. To focus on the issues of improving governance, developing the concept and development of the sector development We regard it as a hypocrite(Corsi & Akhunov, 2000; Haidar, 2014).

The territory of Uzbekistan is 448.97 thousand square kilometers and its population is 32.5 million. The first is a diverse and rich landscape, natural ecosystems and resources, a great recreational and tourism potential, Has a large number of working streets for tourism services. In the middle of Central Asia, our country is located on an international crossroads that are strategically important on the ancient Silk Road, with the tourism routes of many countries. It occupies two large rivers - the Amu Darya and SyrDarya rivers, with some of them covered by the Aral Sea. From a global point of view, Uzbekistan is on the one hand the continental shelf far from the oceans and seas, and on the other is close to the 40-parallel (40 ° north latitude), ecologically optimally located on the world's periphery (passing parallel to Samarkand). In the mountains of our country, the significant change and exchange of the low mountain, Middle Mountain, and mountainous zones is of great interest. Therefore, dry subtropical climate in our country is normal, the seasons change normally, and there are general conditions for them at all times, which allows continuous and rapid development of ecologically clean products and tourism services all year round(Hornidge, Ul Hassan, & Mollinga, 2011; Mbaye & Zimmermann, 2016).

**Tourism policy in Uzbekistan**

The Decree envisages the development of the Republic of Uzbekistan in the medium term, as well as the Concept of the development of tourism in the medium term, it is planned to elaborate and implement a program of concrete measures for the implementation of the Concept in 2017-2021.

In our opinion, in the development and implementation of this concept and program, it is necessary to take into account the following areas in the development of tourism as a strategic area of the economy:

1. Development of conceptual foundations of tourism development (goals and objectives, methodological approach, principles and criteria, international practice, development of state policy in tourism and directions).

2. The current state of tourism development and its main problems (role in the country's economy, resource potential, management environment, processes and efficiency, current situation analysis, key issues).
3. Priority approaches, strategy and concept development approaches and mechanisms for their implementation (sustainability of the sector, funding sources and funding sources, sources of investment, approaches to the formulation of strategies and concepts and their implementation mechanisms).

4. Directions of development and implementation of the program (bases and objectives of the program, development of principles, complex of program activities and its target parameters (tourism services (million soums), tourism services (million dollars), number of tourists (thousand people), Number of foreign tourists (thousand people), number of hotels (units), number of hotels (units), events and their address lists and terms, cost, financing sources and financing charts, responsible executors) Coordination and control over the timely and quality implementation, attracting foreign investment and grants to implement the projects.

The main instrument for the comprehensive development of tourism is national (national) and regional targeted programs, their development, approval and implementation includes the following areas: justification of goals and objectives; Basic principles of program development; Complex programming activities; Investment and financing of measures; Strategic forecasting of tourism as a strategic network for the development of national economies and regions.

**Goals and objectives of tourism program.**

The goals and objectives of the program are determined based on the results of the analysis of the current state of tourism development in the country and regions, evaluation of the factors and conditions of recreation and resource potential, and the priorities and prospects of development (Buhalis & Law, 2008; Haidar, 2014).

Development of a comprehensive program of tourism development is based on the following principles:

- Targeted, targeted, timely implementation, resource, targeted and addressable complex of interrelated actions by executors;

- complexity of software development;

- State and needs of the population (including foreign tourists), internal and external tourism markets, full consideration of the interests of the state and some tourism enterprises;

- Enabling conditions for a high degree of adaptation of tourist structures and routes to internal factors, active use of available resources, resources and resources of the country and regions;

- co-ordination, integration of priorities, tasks, perspective projects with the strategy of sustainable development of the country, regions and tourism (figure 1).
In the long-term perspective, intensive development of modern objects of tourism infrastructure, first of all hotels, transport and logistics structures, engineering and communication infrastructure, and wide involvement of foreign investments in all regions of our republic are among the main goals and priorities. They must meet modern world standards, requirements of tourists and requirements.

We hope that the above-mentioned ideas and recommendations will contribute significantly to the identification of priority areas of tourism development in Uzbekistan, identifying the priorities, identifying and solving major problems in the future.
Innovative potential of tourism deployment in Uzbekistan

In today's global economy, the state of tourism has been developing in many ways, in addition it is directly dependent on the expansion of the most competitive tourist consolidations, based on the use of not only cultural, historical and natural resources, but also the appropriate infrastructure, professional training, development of scientific-research institutes and modern information technologies (S.Adilxodjayeva & S.Muratayev, 2014).

Devoting particular attention to this, infrastructure of Uzbekistan tourism sector stressed on the development of well thought-out long-term programs targeted projects on modernization and technical renewal of the basic sectors of our economy. On this way, the introduction of modern innovative technologies to provide a powerful impetus for the exit Uzbekistan to a new level, to ensure the competitiveness of our country in the global market.

World experience shows that the positive trends in the development of tourism industry in a particular area are primarily achieved by the joint efforts of government, business and science. In addition, the trends and patterns of development of the regional tourism market depends on the material, technical, ethnographical, natural-geographic, socio-economic characteristics of the territory, an adequate geographical scale of this market. This leads to the need for detailed scientific studies of the structural features and trends of development of regional tourism market, creating a framework for improving the cooperation mechanism in this market and the development of the concept of its development in the innovation economy (Djanibekov & others, 2008).

Over the decades, tourism has experienced, continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing several new destinations. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. Moreover, the contribution of tourism to economic well-being relies on the quality and the revenues of the tourism offer ("UNWTO Annual Report 2013", 2014). International tourism has been steadily increasing, as well as the importance of the tourism industry for the economy of many countries. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles.

All is considered, now a mature experience of the world through the introduction of tourism potential of Uzbekistan. By the following features to the country tourism industry is seen as an important feature to enhance in total.

These problems and their solutions in the objective necessity of the presence of objects, including online platforms and social networks in the economic organization of modern information systems hotel in case of using single-date of this subject is dedicated to the improvement of the reference system, depending on suggest that.

Conclusions of this work is to develop theoretical, practical recommendations for the formation of a national tourist product of a separately taken area - destination, the study of the state and the identification of priority directions for the development of tourism activities in the Republic of Uzbekistan in the conditions of the globalization.

Overall, results of different studies show the importance of social media in tourism. On the one hand, these platforms offer opportunities for tourists to express themselves, share opinions,
reviews and experiences, which other tourists may use as a reference in their travel planning. An opinion or recommendation from an acquaintance or friend has a huge impact on the tourists’ travel decision-making process, which even more alter the original plan of tourists.

Although findings of the study reveal that vast majority of the students, use social networking sites every day they do not really use these platforms during their trip planning process.

Among students, friends and relatives are the most important source of information (84%), followed by information provided by travel guidebooks or travel magazines during the travel planning process. The third most important information source during the trip planning process is the opinions and reviews of other travellers on travel review sites such as tripadvisor.com or utazok.com. Reliability of user-generated contents of these sites among students not as good as an information source. In terms of reliability information provided by official websites of destinations, travel agents and travel guidebooks/ magazines are more trustworthy for students than information provided by other travellers.

**Innovative recommendations of current issues.**

Paper has conducted theoretical analyses while implementing the measures specified in this article is issued, the great scientific and practical significance of the four problems: the great recreational and tourism resource potential of rational and efficient use of various categories of protected areas based on the rapid development of the resource potential of eco-tourism opportunities.

In tourism turnover, tourism management system, development of the concept and development of the program was considered appropriate to focus on solving problems.

The territory of Uzbekistan is 448.97 thousand kilometers while its population is 32.5 million people that makes better opportunities for the development of life standard. Primarily, it is very diverse and rich landscape, natural resources and ecosystems, a great recreational-tourism potential, and the second is for the supply and demand in the tourism and tourism service number of workers with the ability to move to a new level.

The newly created Committee for the development of tourism activities, first of all, to carry out the functions of supervision and administration, but also in the field of tourism business in the strengthening of existing measures to support the development of tourism in the elimination of all barriers and obstacles that impede the development of competition in the market of tourist services. Tourism management and business support to the importance of licensing, certification and licensing committee responsible (Figure 2).
Business activities in the field of tourism promotion and development of tourism infrastructure, tourism organizations, additional benefits and privileges to the important activities (tourism operators will be exempt from the mandatory sale of foreign currency, foreign currency receipts in the hotels, only 25% of the mandatory sale of foreign service hotels tourists.

Also, the decree of the Republic of Uzbekistan has recently introduced that the concept of the development of the tourism sector has mentioned in the medium term. As well as specific measures to implement the concept of the years 2017-2021 the development and implementation of the program.

We believe that the application of this concept and the development and implementation of complex measures to develop tourism as a strategic sector of the economy to take into account the following areas:

1. To create a conceptual framework for the development of tourism

2. Status quo and condition analysis of tourism development and major problems while considering country's economy, resource potential, effectiveness of the management processes and environment.

3. It is demanding that at the top of the action, strategies and approaches to the formation of the concept and its implementation mechanism to ensure the stability of the industry, investing and financing activities and so on.

4. The development and implementation of the program (in the program goals and objectives based on the principles of development)
The main tool for the implementation of the integrated development of the tourism sector in the national (state) and the regional target programs, their development, approval, implementation consists of the following areas (Figure 3):

**Figure 3. Innovative implementation of tourism development**

According to the program, goals and objectives and the level of development of the tourism industry in the regions of the country to the present situation, recreational and resource potential evaluation of the factors and conditions are determined based on the results of the analysis of the prospects for development and the rule of it as whole.

The development of the tourism sector to develop a comprehensive program based on the following principles (Figure 4):
Consists of a comprehensive program for the development of tourism in the following:

- aimed to solve the problem, the strategic objectives and potential, funding, management and organizational measures and deadlines to set the parameters of the development and prospects of the implementation of measures;
- making available services for tourists in all touristic areas and their capacity to receive the highest age- and tourism infrastructure facilities as possible;
- investment activities and events;
- tourism development strategic outlook: concept, strategy, medium-term forecast, a comprehensive program.

The above comments and the recommendations and prospects for the implementation of measures to accelerate the development of tourism in the detection, to determine the level of priority, to resolve the main issues and we hope it will contribute significant added.

**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.

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.

References

• Mandy, A. (2002) Aportación a la Comisión de Cultura y Patrimonio, in: Informe de las Aportaciones de Expertos/as a las Comisiones de Trabajo del Plan de Actuaciones Estratégicas para la Provincia de Málaga (MADECA 10), Excma (Málag: Excma Diputación de Málaga)
• Martín-Barbero, J. (1998 [1987]) De los medios a las mediaciones: Comunicación, cultura y hegemonía, 5th edn (Barcelona: Editorial Gustavo Gili)
• Nogue’s Pedregal, A M. (2007) Quizás una cuestión de topología social: Moebius, la interculturalidad y los residentes europeos en Alicante, Revista Valenciana de Etnología, 2, pp. 28–33.