

The role of visiting tourism in the peculiarities and aspects of the tourism industry in the global markets

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Abstract: In this article, we talk about the fact that international tourism in the modern world is part of the global economy and a rapidly growing industry. Also the tourism sector of Uzbekistan is switching to the global scale and adequately representing our country in the world tourism. In addition, it must meet all international requirements in the field of international tourism.

Keywords: pilgrimage tourism, diversification, entrepreneurship, coordination, standards, cooperation, experience, regulation.

Introduction

As a true member of the World Tourism Organization, the Republic of Uzbekistan has recognized the provisions of international legal documents and introduced them into its national legislation and created a national legislative framework in the field of tourism, taking into account their requirements. In particular, the Law of the Republic of Uzbekistan “On Tourism” was adopted on August 20, 1999.

Subsequently, some amendments and additions were made to this law, and more than a dozen legislative acts were adopted on its basis and to ensure its implementation.

Today, the Law on Tourism fully complies with the statutory requirements of the WTO. The Charter of the WTO sets out the conditions and procedures for admission to and withdrawal from the Organization, the types of members, their rights and obligations, the authority of the governing body of the Organization, the decision-making process, the privileges and immunities of the Organization¹. In order to further develop the international tourism industry in the global economy, further increase its socio-economic importance and share in the economy, special attention is paid to the modern scientific research that contributes to the effective development of the tourism market.

Studying the methodological and practical aspects of this issue in the context of revealing the features and trends of the tourism market in the context of global economic innovation and improving the organizational and economic mechanism of its effective development is relevant today. One of the key factors in the development of tourism in our country is the presence of peace, stability, mutual understanding, and harmony. Today, the international tourism industry is one of the dynamically developing industries in the world of services.

According to the World Tourism Organization, today there are about 50% of the world's tourist destination UK, Spain, France, China, Italy, Germany, Great Britain, Switzerland, Turkey, Saudi Arabia, as well as international tourism, and

¹ <http://excursovod-web.ru/ustav-vsemirnoya-turistskoy-organizatsii-vto/>

another rich tourism potential in the world, (including Uzbekistan as a single tourist zone) The remaining 50% will have to compete with international tourists.

Over the past 20 years, the annual growth rate of foreign tourists around the world has averaged 5.1%, and tourism revenues that is, currency revenues averaged over 14%. The increasing importance of tourism in the world is explained, first of all, by its share in the national economy. In other words, the development of an innovative form of competitiveness for the development of the industry is crucial for increasing the competitive advantage of the tourism industry.

The strategy of the President in our Republic on the five priority directions of development of the Republic of Uzbekistan in 2017-2021 is important because it covers all areas. It reflects the views expressed in the socio-political, socio-economic, cultural and humanitarian areas. Pilgrimage tourism plays an important role in the development of the international tourism industry in our country.

Uzbekistan is known for its rich cultural and spiritual heritage, architectural and fine arts and historical monuments, as well as Muhammad Musa al-Khorezmi, Abu Nasr Farabi, Ahmad al-Fargoni, Abu Ali Ibn Sina, Abu Rayhan Biruni, Our world-famous ancestors such as Ahmad Yassawi, Muhammad ibn Ismail al-Bukhari, Abu Isa at-Termizi, Mirzo Ulugbek, Bakhouddin Nakshband, Amir Timur, Alisher Navoi and Babur are among the world's scholars and tourists. This shows our special place and authority in international tourism markets. It is worth noting that the first step towards the development of pilgrimage tourism is taken in the Republic.

On the initiative of President of the Republic of Uzbekistan Shavkat Mirziyoyev, the first international tourism forum in Bukhara was held on February 21-23, 2019 in Bukhara. As part of the forum, Mufti of Malaysia Perlis Mohd Asri bin Zainul Abidin was appointed Honorary Ambassador of Tourism to Uzbekistan.

About two million tourists from around 70 countries visit Uzbekistan every year. The achievement of this figure to 5 million directly depends on how we promote our potential.

The attraction of hundreds of thousands of pilgrims from around the world to Uzbekistan is of particular importance and an important factor in the economy of our country. It should be noted that the first step in the development of pilgrimage tourism in the Republic was made. On the initiative of President of the Republic of Uzbekistan Shavkat Mirziyoyev, the first international tourism forum in Bukhara was held on February 21-23, 2019 in Bukhara. This, in turn, will be a solid basis for the development of international tourism in our country. Improving tourist infrastructure, logistics services, and bringing international travel to Uzbekistan is one of our most important tasks in the further development of international tourism in Uzbekistan.

We need to address organizational and economic issues in all areas of the international tourism industry, including pilgrimage tourism². It is desirable to restore and strengthen cooperation in various fields of cooperation with the leading states and international organizations in the Republic. Therefore, Uzbekistan pays special attention to developing tourism and increasing its role in the economy.

These reforms are one of the most important steps in the development of Uzbek tourism. Also approved by the Presidential Decree of February 7, 2017. In the Strategy of Action on the five priority areas of development of the Republic of Uzbekistan, the accelerated development of the tourism industry, increasing its role and share in the economy, diversification of tourism services in order to enhance its

²Isadjanov, Abduvali (2018) "THE SUSTAINABLE DEVELOPMENT GOALS: PRIORITY DIRECTIONS AND ACTUAL TASKS," The Light of Islam: Vol. 2018 : Iss. 1 , Article 20. Available at: <https://uzjournals.edu.uz/iiaw/vol2018/iss1/20>

competitiveness through modernization and diversification of the leading sectors of the national economy. and improving the quality of tourism infrastructure³.

Tourism as a strategic sector of the economy plays an important role in ensuring the country's development.

The main part

According to the World Tourism Organization, in 2018, the share of tourism in the global GDP will be \$ 8.8 trillion, or 10.4% of GDP, and \$ 6.5 trillion in total exports. % (which is 27.2% of total services exports) and 319 million jobs (1 in 10 work in tourism). In the last five years, only one out of 5 global jobs have been created in the tourism industry. According to experts, 100 million additional jobs are expected to be created around the world in the next 10 years.

This means that one out of every four new jobs will be created by the tourism sector over the next decade. Work in the tourism sector, in particular, promotes the employment of women, youth and other marginalized groups. It is seen as a major source of job creation in countries that are critical to the tourism economy. This sector accounts for 71% of all new jobs created in Greece, 60% in Portugal and 47% in the UAE. The number of international tourists in 2018 will reach 1.4 billion, and by 2027 this figure is expected to exceed 2 billion. Tourism is now the second-fastest-growing sector in the world with a growth of 3.9% in 2018 (manufacturing industry grew 4.0%).

It was followed by health (+ 3.1%), information technology (+ 1.7%) and financial services (+ 1.7%). The global average global economic growth was 3.2% in

³ 2017 — 2021-yillarda O‘zbekiston Respublikasini rivojlantirishning beshta ustuvor yo‘nalishi bo‘yicha Harakatlar strategiyasi. <http://lex.uz/docs/-3107036>

2018, a record higher than the tourism industry⁴. Tourism serves to create products and services ranging from accommodation and transportation to food, retail, culture, sports and leisure, social and economic support to the community, and celebration of world-wide celebrations. In the first eight months of 2018, the global tourism industry has seen a 6 percent increase, with the global tourism industry having the highest growth rate in its history. Along with the increase in the number of tourists on traditional tourist routes, new tourist destinations are also developing (Table1). Leisure travel is a key driver of growth in all regions, with an average of 7 percent growth.

Likewise, beach travel has also grown and surpassed city growth rates

Table 1. Growth of types of tourism in Januar- August 2018 (%)

| Januar – August 2018 | GLOBAL | EUROPE | ASIA / PACIFIC | NORTH AMERICA | LATIN AMERICA |
|--------------------------------|---------------|---------------|-----------------------|----------------------|----------------------|
| Total outbound trips | +6% | +5% | +8% | +4% | +8% |
| Holiday trips | +7% | +6% | +10% | +4% | +10% |
| City trips | +8% | +6% | +10% | +4% | +18% |
| Sun & beach holidays | +10% | +8% | +15% | +3% | +15% |
| Tour holidays | +4% | +5% | -2% | +5% | +3% |
| 2018 forecast (total outbound) | +6% | +5% | +6% | +8% | +8% |

⁴ Travel & Tourism Economic Impact 2019. P.1.

Source: World Travel Agency 2018/2019,

While short-term tourist travel in North America, including out-of-town travel, has shown strong growth, there has been some decline in Asia-Pacific. According to experts, this year, compared to 2018, the forecast is very positive and strong changes will continue. The disparities in the development of tourist destinations in the regions are due to the peculiarities of the socio-economic, historical, cultural and geographical features of the regions. Outbound tourism in Europe has shown a steady growth rate during 2018, a 6% growth rate. The development of tourism markets in Sweden, Russia, Italy, Germany, Austria, especially Poland, as well as the development of tourism infrastructure in Turkey and Greece and the increase in tourism attractiveness have been the main drivers of the growth of European tourists⁵.

The outlook for 2019 is positive, with high growth expected. European tourists visit 495.6 billion euros a year USD (2017) spend. The Germans rank first in Europe and third in the world. The UK, French tourists are leaders of the top five in the world for the travel costs. Asia and Latin America have the highest growth rates in international travel. Also, the growth of Asian tourists by 8% in the first eight months of 2018 is one of the key drivers of international travel growth⁶. Asia and the Pacific ocean were the strongest regions in terms of tourism growth in 2018.

There is a significant increase in tourist flow to traditional resorts such as Thailand, Vietnam, Malaysia, Cambodia, and Laos. Looking at Asian tourist markets, China has been a major growth factor in the region with the highest 13% growth in outbound tourism. It should be noted that last year China accounted for about a

⁵ World Travel Trends 2018/2019, P.2.

⁶ Манба:УНВТО барометер 2018 – Ворлд Тоурисм Организатион (УНВТО), април 2018.
ҳтпс://www.моодиедавиттрепорт.ком/вп-сонтент/уплоадс/2018/04/вто-1.пнг

quarter of global tourism growth. International travel by North and Latin American tourists increased by 5% in the first eight months of 2018. By comparison, Latin American travel was significantly stronger (over 8%), and North American travel increased by 4%. After the US recession last year, outbound tourism increased by 7% this year, Canada has seen a decline in this. Chilean travelers abroad increased by 8%. This was a 2% increase in Mexico.

The outlook for 2019 is very positive for North and Latin America, with the number of tourists expected to grow by 8%. Europeans' trip to cities has more than doubled between 2007 and 2017, while out-of-town trips in North America have tripled in the last decade. This may be explained by differences in lifestyle in the regions⁷. One of the high-growth tourist segments is pilgrimage tourism.

Muslims are the fastest-growing religious group in the world and the middle class with high purchasing power is expanding. Muslims also have common values that are much stronger than those of other communities that meet their needs.

By 2030, Muslims are expected to make up 25% of the world's population and become the fastest-growing religious community in the world. The vast majority of Muslim travelers travel to countries where the majority of the population is Muslim, including 60% in Asia (along with the Middle East). In turn, Germany is one of the most popular destinations in Europe for Muslim travelers. 10% of all trips are for religious purposes.

Conclusion

In the world tourism industry, Uzbekistan is a country rich in historical and cultural monuments. Of the more than 7200 cultural sites, about 200 are on the

⁷ World Travel Trends 2018/2019, P.3.

UNESCO list. This gives Uzbek tourism a special charm. Certainly, the construction of modern cities, along with the historical city, will increase the tourist coverage.

Tourism, in particular, pilgrimage tourism, will not only promote economic development but also provide employment and increase living standards. There are more than 1.6 billion Muslims in the world, and Muslims in almost every region of the world. Attracting tourists to countries such as Indonesia (260 million), Malaysia (32 million) and Pakistan (150 million) is a great opportunity for Uzbekistan.

We, therefore, consider it appropriate to consider the following suggestions and considerations in attracting world Muslims to Uzbekistan, given the unique natural, economic, historical and cultural potential of the regions of our country;

- System marketing approach to tourism (religious) tourism. This, in turn, is rich in the religious monuments of our country, one of the most historically developed regions of Islam, and the opportunity to successfully develop this form of tourism.

Today, many tourists from Muslim countries such as Malaysia, Indonesia, Pakistan, Saudi Arabia, Afghanistan, Turkey, the United Arab Emirates, and Central Asian countries have the sole purpose of visiting, getting acquainted with the religious sites in our country;

- Arrangement and perfection of pilgrimage to the holy places of Uzbekistan before international pilgrimage and Umrah pilgrimage in the development of pilgrimage tourism in the international tourism industry;

- regular presentations of Uzbekistan's tourism potential in Muslim countries through our existing representations abroad;

- Free tourism with the participation of prominent Muslim scholars and representatives of relevant ministries in Uzbekistan, development of tourism by introducing them to Uzbekistan;

- Carrying out preferential charter flights to Muslim countries in the system of transport logistics to attract tourists to our country;

- Expanding partnerships with leading Muslim educational institutions, organizing scientific conferences, forums, meetings, exchanging qualified teachers.

-thematic entertainment parks, cultural facilities (museums, galleries), the organization of tourist and recreational zones and clusters, tourism and the construction of the broadcast image on the implementation of other projects to foreign investors and limits.

We consider it expedient to implement large investment projects in the tourism sector, to bring the infrastructure to the requirements of the global market, with the attraction of funds from the banks, loans from commercial banks and extra-budgetary funds of local executive bodies.

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