



PROSPECTS FOR DEVELOPMENT OF THE TOURISM SECTOR  
IN UZBEKISTAN

*Students: Turaqulova Sevara Abduraim qizi*

*Malikova Zarina Abdumurod qizi*

*Senior lecturer at the Faculty of Foreign Language at Jizzakh State*

*Pedagogical University (JDPU) : Safarova Dildora Mamatovna*

*Language and Literature at the Faculty of Foreign Language Jizzakh State*

*Pedagogical University*

**Abstract.** *This article analyzes the current state of the tourism sector in the Republic of Uzbekistan, its existing opportunities and prospects for its further development. The article considers ways to develop tourism as a factor of economic growth based on the country's rich historical and cultural heritage, unique nature and the potential of its hospitable people. The article also pays special attention to the reforms being carried out by the government, infrastructure projects, the introduction of modern technologies and attracting foreign investments. The author of the article justifies the need to diversify tourism in Uzbekistan, give a new impetus to the sector by expanding ecological and agro-tourism directions. The article will serve as a useful source of information for researchers, those interested in the sector and specialists who want to contribute to the development of tourism.*

**Keywords:** *Tourism in Uzbekistan, Development of the tourism sector , Tourist opportunities, Cultural heritage sites, Ecotourism, Pilgrimage tourism, Investment and tourism, Domestic tourism, Tourism infrastructure, Digital tourism services, Tourism and economy, Innovations in tourism, New tourist destinations, Hotel industry, International cooperation*

Uzbekistan has long attracted the most developed countries of the world with its nature, rich historical and architectural monuments, and great scientists. For centuries, Uzbekistan has been located on the route of the Great Silk Road for traders and travelers, geographers, missionaries, conquerors and conquerors, and at the same



time, Uzbekistan has become one of the most attractive tourist destinations due to its entrepreneurial culture, history, traditions and interest in exotic countries. The people of Uzbekistan are always proud of their architectural monuments that have survived from their ancestors to this day. Many projects are being implemented in our country in cooperation with the World Tourism Organization. After our country gained independence, the tourism industry has been developing. In 1993, it became a member of the World Tourism Organization. Since 2004, Samarkand has been operating as the regional center of the World Tourism Organization on the Great Silk Road. International tourism fairs, conferences and seminars are being organized in cooperation. Our country's ancient cities, where history and modernity are combined, its unique cultural and spiritual heritage, traditions and customs that reflect the national identity of our people, attract with natural potential. In our country, an atmosphere of peace, stability, mutual kindness and harmony, Uzbek hospitality, modern hotels and resorts, high-quality services create favorable conditions for tourists to have a meaningful vacation.

Our cities with a history of 3,000 years, such as Tashkent, Khorezm, Samarkand, Bukhara, host international conferences, festivals, exhibitions and many prestigious competitions. From the first years of independence, our country has paid special attention to tourism, as evidenced by the decree of the first President of our esteemed republic, Islam Karimov, dated July 27, 1992, "On the establishment of the Uzbek National Tourism Company and the assignment of such tasks as the development of tourism in our country, coordination of the activities of tourist organizations, and training of personnel to meet world standards. According to the Department of Coordination and Licensing of Tourism Activities of the Uzbek National Tourism Company, over the past period, extensive work has been carried out to modernize the tourism sector, improve the country's hotel and transport infrastructure, and form a regulatory legal framework in the tourism sector, which is the foundation for the development of the industry."

Uzbekistan has been a member of the UN World Tourism Organization (UNWTO) since 1993. In October 2011, at the UNWTO General Assembly held in



South Korea, the Republic of Uzbekistan was elected a member of the Executive Council of this organization for the second time. In 1994, representatives of 19 countries gathered at the Registan Square and adopted a declaration on the development of tourism in Samarkand.

In 1995, at the initiative of Uzbekistan with the support of UNWTO, the annual “International Tourism Fair” was established in Tashkent.

In 2004, an agency coordinating the development of tourism along the transregional highway began its activities in Samarkand. In October 2010, an international meeting of UNWTO on issues of tourism development on the Great Silk Road was held.

As part of the implementation of the above-mentioned laws, the “Old and Immortal Bukhara” memorial complex was created during the years of independence, and the “Bukhara” international airport terminal, capable of serving 400 passengers per hour, was put into operation.

It is no exaggeration to say that the meeting between the National Company “Uzbektourism” and the Ambassador of the Federal Republic of Germany on July 14, 2014 and, most importantly, the creation of the “National Tourism Symbol”, which embodies images that express our nationality, such as mountain ranges, a crescent moon and a dome, the opening of the official tourism portal of Uzbekistan [www.welcomeuzbekistan.uz](http://www.welcomeuzbekistan.uz) at the National Company “Uzbektourism” on September 25, the “Uzbekistan Travel Workshop 2013” tourist fair, the organization of the republican competition “Bakhshi, poets, movements and caliphs” at the initiative of the Ministry of Culture and Sports of the Republic of Uzbekistan, and many other events are the products of our country’s efforts to develop tourism. Uzbekistan is among the 10 leading countries in the world due to its more than 7,000 historical and cultural monuments. The cities of Samarkand, Bukhara, Khiva and Shakhrisabz are included in the UNESCO World Heritage List. The most important cultural and socio-economic event in “world history” – the Great Silk Road – passed through these cities and centers of culture. The recognition of Samarkand in 2014 as one of the fifty countries worth visiting in the world, the opening of the 99th session of the Executive





Board of the UN World Tourism Organization on October 2 at the Forum Complex, is one of the beautiful achievements of Uzbekistan. This great city, with a rich history of almost 3,000 years, attracts the attention of travelers and guests with its magnificent architectural monuments, blue domes, and unique oriental appearance.

After gaining independence, the implementation of new principles of state policy in the field of tourism became the basis for our current achievements. According to the concept of sustainable tourism development of the World Tourism Organization. "Sustainable tourism development meets the needs of tourists and their host regions at the present time, while maintaining and improving their potential for the future. Such an approach to managing all resources will result in the satisfaction of economic, social and aesthetic needs while preserving cultural values, ecological processes, and the life support system of biological diversity." For information, it should be noted that in the last 5 years, Uzbekistan has built and reconstructed 2,600 kilometers of modern highways with a total investment of \$ 3 billion, as well as numerous roadside infrastructure facilities, including campsites, gas stations, catering and consumer services. By 2015, 102 million US dollars were allocated for the development of tourism in the Kashkadarya region alone. The operation of 11 international airports in Uzbekistan, modern Airbus and Boeing airliners, Talgo, and Afrosiyob trains there allow tourists to organize their trips quickly, conveniently, and safely. Due to such conditions, in 2013, tourists from more than 70 countries of the world visited our country, and their annual number exceeded 2 million. Today, more than 200 thousand people work in the tourism sector, and the share of this industry in the country's GDP has exceeded 2%. These indicators show that the Republic of Uzbekistan has developed tourism not only during the years of independence, but also, if it continues on this path, will be among the most developed countries in the world in terms of tourism in the future. In recent years, the role of the tourism sector in the economy of the Republic of Uzbekistan has been increasing. The rich historical and cultural heritage of our country, unique nature, various climatic zones and the values of our hospitable people serve as a solid foundation for turning Uzbekistan into



an attractive tourist destination on a global scale. The leadership of our country is implementing systematic measures aimed at developing tourism as a strategic sector.

Current state of the tourism sector According to the results of 2023, about 7 million foreign tourists visited Uzbekistan. This indicator indicates that the tourism sector is undergoing a stable recovery process in the post-pandemic period. Domestic tourism is also actively developing. As part of the “Travel around Uzbekistan!” program, 21 million local citizens took part in various trips around the country. Tourism infrastructure has also improved significantly. In recent years, the number of hotels has increased from 749 to 2,800, and the total capacity of accommodation facilities has increased from 37,000 to 128,000 places. This supports the growth of tourism. Important regulatory legal acts in the tourism sector are being adopted. In 2018, a strategy for the accelerated development of tourism was developed by the President's decree. It provides for the expansion of ecotourism, pilgrimage tourism, health and cultural tourism. In 2023, 50 billion soums were allocated to promote the tourism potential of Uzbekistan in foreign markets. This has led to the intensification of international advertising campaigns. Today, new areas are developing, such as ecological, agricultural (agro), extreme and gastronomic tourism. In particular, in addition to cities such as Bukhara, Samarkand, Khiva, new tourist facilities are being created in regions such as the Fergana Valley, Surkhandarya, and Karakalpakstan. In addition, the introduction of digital technologies into tourism is creating opportunities such as online booking, virtual guides, and providing services through mobile applications. Uzbekistan has great potential for tourism development. The country's unique natural and cultural heritage, a policy of openness to foreign tourists, the conditions created by the state, and infrastructure developments are making the tourism sector one of the priority areas of the economy. In the future, the potential of tourism can be further increased by improving the quality of services, improving personnel skills, and strengthening marketing strategies.

#### **LIST OF USED LITERATURE:**

1. Karimov I.A. High spirituality is an invincible force. – Tashkent: Ma’naviyat, 2008.



2. Resolution of the President of the Republic of Uzbekistan “On measures for the accelerated development of the tourism sector of the Republic of Uzbekistan” No. PQ-4095, February 3, 2018.
3. Official website of the State Committee for Tourism Development of the Republic of Uzbekistan – [www.uzbektourism.uz](http://www.uzbektourism.uz)
4. Tohirov A., Mamadaliyev A. Fundamentals of tourism. – Tashkent: “ECONOMY-FINERY”, 2019.
5. Soliyev A.A. Tourism economics. – Tashkent: “Economy”, 2020.
6. Khamidov S. Geography of tourism. – Tashkent: “Generation of the New Century”, 2017.
7. Official reports and statistics of the UNWTO (United Nations World Tourism Organization) – [www.unwto.org](http://www.unwto.org)
8. Mamatkulov D. Development trends in the tourism sector in Uzbekistan. // Scientific electronic journal of economics and innovative technologies, 2021, No. 4.
9. Normatov R.Kh. Cultural heritage and tourism. – Tashkent: “Science and technology”, 2018.
10. Kadirova G. Ecotourism: theory and practice. – Tashkent: “Ilm ziyo”, 2022.