

## The Role of Domestic Tourism in Uzbekistan

Kobilova Maftuna

Lecturer of "SilkRoad" International university of tourism and cultural heritage

**Abstract:** Domestic tourism is an excellent opportunity to learn more about Uzbekistan, traveling through the most diverse and unique natural, historical, archaeological, ethnographic and iconic cultural attractions, go on an unforgettable journey to attractive places of antiquity, relax surrounded by pristine nature.

**Keywords:** Domestic tourism, tourists, historical monuments, monuments, recreation

**Introduction.** Domestic tourism is an excellent opportunity to learn more about Uzbekistan, traveling through the most diverse and unique natural, historical, archaeological, ethnographic and iconic cultural attractions, go on an unforgettable journey to attractive places of antiquity, relax surrounded by pristine nature, see many interesting and exciting places truly ancient beauty, unique monuments of history and architecture, visit objects of national and world cultural, historical and spiritual heritage, which are also very popular among foreign guests.

Book any of the many interesting tours, with tourist routes and thematic excursion programs, designed in accordance with the individual characteristics of each traveler, designed for individual, family, corporate or group holidays, depending on the preferences and wishes of the tourist.

Look at the top-rated tourist offers in Uzbekistan - the most complete list of guides, tour operators, restaurants, cafes, as well as places of accommodation. Take advantage of a comfortable atmosphere and convenient conditions of stay, a well-built tourist infrastructure and quality service.

On 3 February, the Uzbek president Shavkat Mirziyoyev signed a decree aiming at developing Uzbekistan's tourism industry, as reported by the media Spot.uz. With these new measures, the most populated country in Central Asia seeks to promote domestic and international tourism by attracting both local and neighbouring visitors, all in spite of the coronavirus pandemic.

One of the priorities is to increase the frequency and availability of transport throughout the country. Flights linking Farg'ona (Fergana) and Urgench, Termiz and Urgench, and Qarshi and Urgench were set to be launched by the end of February 2021.

The frequency of rail services between Andijon and Khiva, located respectively in the east and west of the country, will be increased. At the same time, regular services will be launched between Termiz, Qarshi and Khiva; Khiva, Urgench and Nukus; and Termiz, Qarshi and Samarkand, all set to be completed by 1 April. These new rail connections will be subsidised by the state.

Financial incentives, introduced at the beginning of the coronavirus pandemic, are extended until 31 December 2021 to support the transport measures. Accordingly, the 50% reduction on income tax rate continues for travel agencies and accommodation facilities. Airline and rail ticket fees are subsidised at a rate of 30% for trips taken to Uzbekistan by groups of foreign tourists of at least 10 people, for a minimum stay of five nights in accommodation facilities.

In 2019, important documents were adopted in the tourism sector, in particular, Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. UP-5611 "On Additional Measures for the Accelerated Development of Tourism in the Republic of Uzbekistan", Resolution of the

President of the Republic of Uzbekistan dated January 5, 2019 No. PP -4095 "On measures for the accelerated development of the tourism industry" and Decree of the President of the Republic of Uzbekistan dated August 13, 2019 No. UP-5781 "On measures for the further development of the tourism sector in the Republic of Uzbekistan". In Uzbekistan, for the first time, the Tourism Development Concept for 2019-2025 was approved, in accordance with which the main directions of tourism development until 2025 are determined and, most importantly, the industry targets are determined. As a result of the implementation of practical measures based on the results of 8 months of 2019, more than 4.3 million foreign tourists visited the republic. This is 26.7 percent more than for the same period last year (3.4 million tourists). According to the results of the export of tourist services amounted to 854.5 million dollars. Compared to the same period last year (\$ 666.8 million), the export of tourism services increased by 28 percent. By the end of 2019, it is expected that more than 6.5 million foreign tourists will visit the republic, which is 15% more than last year (5.3 million) [3].

In Uzbekistan, domestic travel involving movement nationals for tourism, not fully developed. Meanwhile, in the economy of foreign countries (USA, China, Japan and others) it provides up to 80% of cash receipts in the structure of types of tourism.

Thus, the relevance of this research due to contradiction between high socioeconomic relevance of domestic tourism and insufficient level of its development in the regions of Uzbekistan in modern economic conditions. The aim of the study is scientific substantiation of directions ensuring the development of domestic tourism in the region, taking into account the influence of external factors. To achieve it, the existing approaches to the concept were considered.

"Domestic tourism", analysis development of this sphere in the Russian regions, as well as the impact on it external factors.

The Japanese managed to achieve a lot in this direction by providing the tourism industry with all the necessary resources in the right quantity and quality. We only need to study and implement this in the tourism sector of our country. Having been in Japan in 2003, I personally became convinced that the Japanese tourism service system is more than just tourist service. In the Japanese customer service system, the client / tourist / guest is placed above the attendants, the entire system is tailored to the tourist, and sometimes it seems that the tourist feels excessively relaxed. But at all levels of service there are standards, where compliance with these standards is strictly mandatory for all personnel.

Methodological approaches to research are based on general scientific methods of comparison, generalization, analysis, synthesis, PEST analysis, and the method of expert survey. The information base of the study was the work of domestic and foreign economists in the field of methodological and practical issues of tourism development management, taking into account regional characteristics. Regional development issues are highlighted in the writings of such scholars as A.G. Granberg, S.Yu. Glazyev, R.S. Greenberg and others. Theoretical and practical approaches to the development of tourism have also been widely studied in the works of foreign scholars who, as applied to domestic tourism, consider the importance of its development for the economy of the territory, focusing their attention on its problems. As a research method, an analysis was made of the current state of the domestic tourism market in recent years. Based on these analyzes, certain conclusions can be made. For example, Japan ranks 9th in the world and 2th in the region of the Asia-Pacific countries. In 2018, nearly 30 million people visited this country. The success of Japan may be due to the rich cultural resources (6th place in the world) with unique UNESCO monuments and efficient transport infrastructure (17th place in the world). Tourists and businessmen also praised the paid WiFi network deployed throughout the country.

Making analyzes of the above facts, one can observe that the internal tourism of Uzbekistan is developing slowly. But the resources that we have available allow us to more rapidly develop tourism in different directions. The role played by domestic tourism in tourist activity is still limited in Jordan, and this suggests that domestic tourism contribution in Jordan's tourism industry is still bounded. In the past

decade, the domestic tourism contribution in the Kingdom was almost 7% out of the total tourist activities. Therefore, this requires the need to double the public-private sector efforts to expand the contribution of tourism media in stimulating and encouraging domestic tourism to support the tourism activity in Jordan. This is done through the distinctive tourism media. These difficulties are, however, linked to these constraints weakness of cultural awareness toward the value of these sites and tourist attractions. This was seen as the limited and weak media programs that target different categories of Jordanian society. In addition to this, we can add the weakness of the motivations and benefits needed to enhance domestic tourism. From analyzing the national strategy which was set for the development of Jordan's tourism sector for the years 2011-2015, it has been concluded that this strategy is empty of any kind of the development of the Tourism media that deals with the domestic tourism. Furthermore, this indicates the importance of reviewing this strategy to develop and support the concept of appropriate tourism media. The study aimed to identify the effect of the Uzbek tourism business to stimulate domestic tourism. This was fulfilled through the identification of the following objective: 1. The importance of the Tourism business that deals with the improvement of domestic tourism. 2. State the weaknesses in the tourism media in Bukhara and propose the best mechanisms to raise its efficiency. 3. Build a partnership with the media, working to strengthen its capacity to deliver messages related to domestic tourism issues, and to consider the media as one of the tourism development tools which help to highlight those issues in the public dialogue in order to influence tourism policy-makers. 4. Create networks that work to widen the awareness of tourist sites in Bukhara. This is done through monitoring and exchanging information about the good management, encouraging the exchange of expertise and experiences among network members, and giving the educational qualification to people who work in the field of Tourism business on how to use modern technical means.

Conclusion. The creation of legal and economic conditions to stimulate the development of domestic tourism requires:

- A certain adjustment of the current legislation regarding tourism development, including amendments and additions to existing regulatory legal acts in related fields;
- The introduction of financial responsibility in the implementation of tour operator activities;
- Creating a favorable investment climate for local and foreign companies investing in the development of tourism infrastructure in Bukhara;
- Development and adoption of new normative acts on standardization and certification of accommodation facilities services, including those governing the classification of hotel accommodation facilities; empowerment in this area of the local executive authority in the field of tourism;

Improving the quality of tourism services requires:

- Development of new rules for standardization and certification of accommodation facilities services;
- Development and implementation of a modern classification of hotel accommodation facilities, taking into account international best practices;
- The creation and implementation of training programs that are relevant to industry needs and provide for practical training of personnel, including in-hotel and in-house training (practice), within the funds provided for in the respective education budgets;
- The implementation of specialized continuing education programs for managers of the top management of the tourism and hotel business, including the organization of internships abroad at the expense of extrabudgetary sources;
- Support of promising applied research in the field of tourism within the framework of funds allocated for these purposes to the federal executive body in the field of tourism.

## References:

1. Эрназарова, Г. Х. (2020). ЗАМОНАВИЙ ЎЗБЕК ШЕЪРИЯТИНИНГ МЕДИАТИВ ТАРИХИЙ АСОСЛАРИ. *МЕЖДУНАРОДНЫЙ ЖУРНАЛ ИСКУССТВО СЛОВА*, 3(6).
2. ЭРНАЗАРОВА, Г. Х. (2020). MEDITATIVE PECULIARITIES IN THE POETRY OF YULDASH ESHBEK. *Иностранные языки в Узбекистане*, (4), 246-254.
3. Feruza, R. Psychodiagnostics Of The Study Of Teenager's Tendence To Deviation (Functional Approach).
4. Feruza, R. (2023). SOCIAL-PSYCHOLOGICAL FACTORS OF PREVENTING ADOLESCENT BEHAVIOR. *Open Access Repository*, 4(2), 4-10.
5. Gulbakhor, E. (2023). Possibilities of increasing the standard of living of the population of the regions in socio-economic development. *Best Journal of Innovation in Science, Research and Development*, 2(9), 412-416.
6. Gulbakhor, E., & Golib, Z. (2023). FUNDAMENTALS OF HUMAN CAPITAL DEVELOPMENT IN UZBEKISTAN. *Best Journal of Innovation in Science, Research and Development*, 2(9), 417-422.
7. Khamidovich, T. S., Ikramovich, R. Z., Rashidovich, M. N., & Mirjamilovich, I. A. (2021). Specific Features And Development Trends Of The Activities Of The Infrastructure Of The Insurance Market Of Uzbekistan. *Journal of Contemporary Issues in Business and Government*, 27(1), 1545-1550.
8. Ikramovich, R. Z., & Mirjalilovich, I. A. (2021, June). THE IMPORTANCE OF TAX POLICY IN THE FORMATION OF BUDGET REVENUES. In " *ONLINE-CONFERENCES" PLATFORM* (pp. 122-124).
9. Amanullayeva, K. M., & Shuhratova, V. J. Attention to the State Language in the Educational Process. *IJRASET, ISSN*, 2321-9653.
10. Amanullayeva, K. M., Kizi, S. V. J., Botirovna, M. V., & Khudoyberdieva, Z. S. Expressing Uzbek neologisms in Japanese and Korean languages and using them in literary works as a concept.
11. Gulomxasanov, E., Amirova, F. S. Q., & Amirov, A. S. O. G. L. (2021). IQTISODIYOTNI RIVOJLANTIRISHDA ICHKI TURIZIMNING ORNI VA AHAMIYATI. *Scientific progress*, 2(6), 171-174.
12. Tukhliev, I. S., & Khayitbaev, R. (2014). Fundamentals of tourism. *Textbook-T: Science and Technology*.
13. Djuraev, B. (2015). CLASSROOM ORGANIZATION AND EFFICIENCY OF JURISTIC KNOWLEDGE MASTERING BY PROFESSIONAL COLLEGE STUDENTS. *European Journal of Research and Reflection in Educational Sciences Vol*, 3(2).
14. Bakhrom, J. THE INFLUENCE OF THE CHARACTERISTICS OF THE NERVOUS SYSTEM ON THE PROCESS OF LEGAL LITERACY. *ВЕСТНИК ИНТЕГРАТИВНОЙ ПСИХОЛОГИИ*, 66.
15. Djuraev, B. (2016, February). ОБЩАЯ ПСИХОЛОГИЯ И ПСИХОЛОГИЯ ЛИЧНОСТИ УЧЕБНАЯ МОТИВАЦИЯ УСВОЕНИЯ ЮРИДИЧЕСКИХ ЗНАНИЙ В КОЛЛЕДЖАХ Бахром Джураев. In *Контактная информация организационного комитета конференции* (p. 16).
16. Sadibekova, B., Saidakhmedova, N., Makhmudova, A., Abdukhamidov, S., & Mukhamadiev, A. (2021). To determine the role and importance of marketing research in the development of tourist routes. *Middle European Scientific Bulletin*, 8.
17. Maftuna, N. (2023). The role and importance of marketing sphere in tourism industry. *Best Journal of Innovation in Science, Research and Development*, 2(12), 662-666.

18. Ibragimov, K., & Marques, J. (2022). Outbound tourism demand in Central Asia: A gravity model applied approach.