

Organizational and Economic Problems of the Development of the Tourist Industry of Uzbekistan



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ABSTRACT: In this scientific article, in the context of accelerated development of the industry of Uzbekistan, the organizational and economic challenges of Uzbekistan's tourism services were analyzed and the employment of the population was analyzed. The country has developed a number of scientific proposals and recommendations on the pre-proportionous tourism services in the country, including the superior developed networks of the national economy and ensure the implementation of priorities set out in the concept of tourism. The introduction of developed proposals and recommendations will serve to strengthen the role of tourism services in the country's development and in the formation of macroeconomics indicators.

KEYWORDS: Tourism, global pandemic, unemployment, employment, new vacancies.

INTRODUCTION

At the current stage of the development of society, the field of tourism services appears as a system covering social, economic, cultural-educational, political and other relations, therefore, the relations between the subjects in the field are rich, comprehensive and complex relations, which are governed by clear, firmly established and stable legal norms. It is very difficult to achieve the goal of tourism without regulation. Also, in the field of tourism services, countries with countries, international organizations with countries, enterprises, institutions and organizations that are registered in the prescribed manner and have the right to provide tourist services, have a license, all accommodation facilities serving tourists, catering and transport enterprises, cultural and educational, The effectiveness of the relationship processes between sports institutions, tourists, leaders of tourist groups, excursion leaders, employees of the security service for tourists, agencies protecting the rights of tourists, organizations and other subjects largely depends on the correct formation of the field from the organizational and economic point of view. The reason is that if the development of the tourism services sector is organizationally optimal and flexible in relation to the service market conjuncture, the quality and efficiency of the service will be higher.

Many economists have conducted a number of scientific and practical works on the components of the rapid development of the tourism services sector, its role in the socio-economic development of the country, and its role in the development of labor relations. Among the CIS countries' economists, many scientific studies have been conducted in this regard. In particular, G.A. Karpova, T.A. Lavrova[1], I.I. Opolchenov[2], M.A. Morozov[3], E.A. Titova[4], O.V. Kuropyatnik[5] and others paid great attention to the theoretical and practical aspects of the development of tourism services.

Among the scientists who conducted scientific research on the nature of tourism in Uzbekistan, its role in socio-economic development and issues of its development, N.T. Tukhliiev[6], M.M. Mukhammedov[7], M.Q. Pardaev, G'.H. Gudratov[8] can be shown. In their scientific research, they studied the theoretical and methodological problems of the development of the tourism sector.

In recent years, the field of tourism services is considered as an important strategic sector in ensuring the implementation of priority tasks such as diversification of the national economy of Uzbekistan, rapid development of regions, creation of new jobs, increase of incomes and living standards of the population, and investment attractiveness of the country. In particular, the development of tourism is set in the "Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025", approved by the decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 "On additional measures for the rapid development of tourism in Uzbekistan"[9] The establishment of a seven-year program for achieving the target indicators requires a lot of work to be done in this area and full use of all opportunities in their implementation.

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Available scientific researches and statistical data were studied to clarify the organizational and economic aspects of the development of the field of tourism services in Uzbekistan. Also, economic comparison and analysis, logical thinking, scientific abstraction, information grouping, analysis and synthesis, induction and deduction methods were widely used in the research.

ANALYSIS AND RESULTS

The effect of the effective macroeconomic policy of the state on the regulation and support of tourism in Uzbekistan, which is implemented in real life and aimed at realizing the huge potential of the network, is the reaction of the spread of COVID-19, which suddenly occurred in the development of society in 2020 and caused the global economic crisis to derail economic systems. Faced with great difficulties with naturally, these secular processes, which do not depend on Uzbekistan, had a very strong negative impact on the economic life of the country. The negative impact of the coronavirus pandemic on the tourism network, which has its own characteristics and the development of international tourism directly depends on the strength of inter-country integration relations, has been huge.

As part of the quarantine measures introduced in the country due to the coronavirus pandemic, all air and rail transport activities in Uzbekistan have been temporarily suspended since March 2020. This situation led to a sharp decrease in the number of tourists visiting our country. For example, in January-March 2020, i.e. before the international movement of vehicles was stopped, the number of foreign citizens who came to the Republic of Uzbekistan for tourist purposes was 1214.01 thousand people, in April-June of this year, i.e. after the international movement of vehicles was completely stopped later, this indicator was only 2.1 thousand people. In other words, the number of tourists visiting the country from abroad has decreased by 5816 times as a result of quick measures taken out of desperation due to the coronavirus pandemic in a short period of time. Based on the average amount of income per foreign citizen who visited Uzbekistan in 2019 (2028.5 thousand soums)[10], due to the decrease in the number of foreign tourists by 1211.9 people due to the pandemic, the number of tourists visiting Uzbekistan only we can calculate the amount of export of tourism services lost due to the decrease. The amount of export of services is 245833 trillion. organized soum. The decrease in our country's income from tourism exports is not only a reality due to a sharp decrease in the number of visitors in April-June. Even in January-March 2020, that is, before the suspension of international traffic, it can be observed that the number of tourists visiting the country has decreased significantly due to the spread of COVID-19 in the countries of the world. Results of the analysis, as a result of the increase in the number of foreign citizens who visited Uzbekistan during the first three months of the year, the number of foreign citizens who came to the Republic of Uzbekistan in January-June 2020 totaled 1216.1 thousand people (in the first half of 2019, it was 3034.8 thousand people) formed) and this was only 40% of the number of tourists visiting from abroad in the same period of the previous year, that is, it decreased by 2.5 times. As a result of the pandemic, the number of foreign tourists visiting the country decreased by 1,818,700 compared to the same period of 2019, and the loss of tourism exports to the country amounted to 368,923, 295 billion. amounted to soums (1818.7 thousand people x 2028.5) [10].

The crisis that began in the tourism of all countries in the world seriously damaged the tourism of Uzbekistan and the rate of growth of its indicators at the macro level. For example, in 2020, the volume of export of tourism services in Uzbekistan by the state will be 1360.0 mln. It was planned to deliver to US dollars. But its actual volume was almost 81% less than the plan and amounted to 260.9 million. made US dollars (Table 1).

Table 1. Analysis of the damage caused to the tourism sector under the influence of the coronavirus pandemic in the Republic of Uzbekistan in 2019-2021¹

Indicators	2019		2020		2021	
	Prognosis	Real	Prognosis	Real	Prognosis	Real
Number of foreign tourists visiting Uzbekistan (thousands of people)	6041	6748	7010	1504,1	8410	1881,3
Export of tourism services (million US dollars)	1180	1313	1360	260,9	1620	422
Number of domestic tourists (thousand visits)	16100	14748	17230	3534,1	18806	5813,9
Number of hotels and similar accommodations (units)	1100	1056	1620	1308	2200	1442
Number of rooms in accommodation facilities (thousand)	24	26,1	35	29,2	47	33,4
Number of seats in placement vehicles (thousands)	49	54,7	72	61,5	95	71,2
Number of tour operators (people)	1100	1481	1190	1344	1250	1467

¹ Made by the author based on the information of the State Statistics Committee of the Republic of Uzbekistan.

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According to the Decree of the President of the Republic of Uzbekistan on January 5, 2019, dedicated to the "Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025", the volume of export of tourism services of Uzbekistan in 2021 will be 1360 million. dollars, and if we take into account the fact that the plan was fulfilled by 16% in 2019, the volume of export of tourism services in the country in 2020 (even if the previous goals of 2019 are preserved) will be 1577 (1360x1.16) million. could be US dollars. In reality, the total was only 260.9 million US dollars.

Also, today (after the pandemic) in Uzbekistan, in order to rapidly develop the field of tourism services, although it is considered as one of the "growth points" of the national economy, the existence of unused opportunities, organizational and economic shortcomings and problems in the field of activity are highlighted. According to the conducted analysis, it was found that a number of shortcomings and problems are arising as a result of secondary demand in other sectors of the country's economy: transport, hotel business, catering, trade and other household sectors. These disadvantages can be seen in:

- Most of the tourists visiting Uzbekistan or domestic tourists said that the geolocation system is not well established, and the tourist visiting the country on his own will face difficulties in going where he wants and finding what he wants[11]. One of the next important objections is that the quality of the Internet is below average, the Wi-Fi system in hotels, restaurants, cafes, public transport is very weak or does not exist at all.
- the cost of hotels and transportation in the country is quite expensive compared to food and other products (clothes, drinks, gifts, etc.). There are problematic situations in connecting the regions of the country with each other (for example, direct flights from Shahrisabz to Khiva were not launched even in the peak of the tourist season) [12].
- According to tourists who have visited the country, the biggest inconvenience in traveling to Uzbekistan is related to registration. A separate form is filled out for entering and exiting the country, even during check-in and check-out. Also, there are no private currency exchange offices in Uzbekistan, and it can be exchanged only in banks and specialized exchange services[13]. In addition, most banks are closed on Saturdays and Sundays, so it is almost impossible to exchange currency.
- Value added tax (VAT) in the service sector all over the world, especially in the hotel chain, is either completely absent or set at a much lower rate than the general value added tax imposed in the economy. For example, in Turkey, which has a well-developed tourism sector, VAT is set at 18 percent, but 8 percent for hotels. Germany, Greece, France - in all of them VAT for hotels is at least 2 times lower [14]. But in Uzbekistan, the same 15 percent rate is set for all economic entities. This, in turn, affects the price of hotel services.
- Although social networks are the cheapest and most convenient means of advertising today, according to tourists, it is impossible to get complete information about Uzbekistan. For example, according to the Committee on Religious Affairs, more than 30 million people who believe in the Naqshbandi sect live in Turkey. But according to the polls, most of them do not know that the mausoleum of Sheikh Bahauddin Naqshband is in Bukhara [15].
- According to visitors, it is difficult to predict the quality of hotel rooms, it is somewhat difficult to compare different options during the selection process. Also, there is a lack of quality collective residential buildings corresponding to 3-4 categories in the country.

Despite the fact that the Concept of tourism development in Uzbekistan has defined a program of specific tasks and measures to eliminate the problems and shortcomings listed above and which await their solution, their existence in practice indicates, on the one hand, that the effectiveness of the consistent policy on the rapid development of tourism services in Uzbekistan is low, and on the other hand, they it can be considered as a negative result of the consequences of the pandemic in the world.

Therefore, practice shows that the development of tourism services as an important strategic sector of the national economy, diversification and quality improvement of tourist services, and improvement of tourist infrastructure, including attracting foreign investments and conducting effective advertising and marketing activities, as well as meeting the target indicators defined in the Concept In many ways, there is a need for the active participation of the state in the network economy. The rapid development of tourism cannot be realized without the direct and active participation of the state, without its well-thought-out quick measures and highly effective policies. In our opinion, the effectiveness of the development of tourism services in Uzbekistan in the future depends on the policy of the state authorities in the management of the tourism sector from the economic, socio-cultural, ecological, financial, image and marketing point of view.

In our opinion, the only way to quickly eliminate the problems and shortcomings that hinder the development of the field of tourism services of Uzbekistan and to fulfill the priority tasks set for the rapid development of the field in the future is to manage the field on the basis of a clear system and program. The effective implementation of the priority tasks and its effectiveness depend to a large extent on the systematic approach. If the tasks are implemented on the basis of a specific system and program, the efficiency of achieving the expected result will be higher.

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CONCLUSIONS AND SUGGESTIONS

Based on the above, we have developed the priority tasks facing the state authorities and which should be implemented immediately to raise the development of tourism services in the new Uzbekistan to a new level (Table 2).

Table 2. Tasks before the state authorities on the development of tourism services in the country ²

Economical	<p>a) Attracting additional investments or increasing local areas such as "tourist neighborhood", "tourist village", "tourist town" on the basis of public-private partnership;</p> <p>b) Creating conditions for tourism purposes by reorganizing historical heritage objects that are not used for tourism purposes on the basis of public-private partnership;</p> <p>c) Turning remote areas suitable for the establishment of new tourism destinations into tourist recreation zones, as well as providing these zones with all kinds of financial and economic freedoms, benefits and preferences, as in "free economic zones";</p> <p>d) Organization of tourism clusters in order to provide high-quality, fast and modern tourism services to consumers of the domestic and foreign markets of tourism, thereby increasing the employment of the able-bodied population and achieving the creation of new jobs;</p> <p>e) To achieve digitalization of the system by attracting modern information technologies to the activity of the industry in order to form quality tourism services that meet the requirements of today's times and meet international standards;</p> <p>f) Optimizing the balance of payments in the economy and tourism, providing economically attractive conditions for business</p>
Socio-cultural	<p>a) In order to improve the living standards and quality of the population of the region and to develop domestic tourism, to increase the possibilities of using tourist services for the population in need of social protection (poor families, families who have lost their breadwinners, children of school age, pensioners and disabled people);</p> <p>b) To develop the activities of HEIs, medical institutions and all types of other economic entities in order to develop educational, medical and business tourism in the country and to adapt them from the point of view of tourism;</p> <p>c) Based on the country's geographical location, ecological and other indicators, developing measures to reduce the lack of personnel in the field by organizing and developing new tourism directions that do not depend on the season;</p> <p>d) Considering the issue of postponing the summer vacation of school-aged students (taking into account the tourist season) in order to develop domestic tourism in the country and encourage the population to use tourism services, and through this to form a tourism culture in them;</p> <p>e) Making it mandatory to establish a high-speed WI-FI system in all types of tourist service entities (accommodation facilities, cafes, restaurants, etc.);</p>
Ecological	<p>a) Paying attention to the environmental problems of the region, solving them with the help of ecological tourism, increasing attention to the use of renewable resources;</p> <p>b) Formation of a normative legal framework aimed at increasing responsibility and accountability for the use of natural resources and preservation of ecology in the country;</p> <p>c) Creation of necessary conditions for rapid development of ecological tourism;</p>
Financial	<p>a) Establishing a separate tax, monetary and customs policy for business entities engaged in tourism services and increasing the benefits of this type for them (based on international experience, reducing the VAT rate for goods and services in the field of tourism to 8% and exemption from profit tax);</p> <p>b) In order to extend the tourism season in the country and to encourage domestic tourism, to develop a mechanism for state reimbursement of expenses of tour operators on the organization of railway and air transport services during the off-season (for example, between November and March);</p> <p>c) Implementation of anti-crisis measures to support organizations in the field of tourism, providing subsidies up to 50% of the cost of interest payments on loans;</p> <p>d) In order to activate the activities of tour operators and develop tourism services, the introduction of the "tourist cashback" system in the country (in which a certain percentage of the expenses incurred by the tourist who used the service of tour operators will be returned as cashback).</p> <p>e) Taking measures to establish currency exchange offices operating 24/7 in localities in order to create freedom for them based on the demands and wishes of foreign tourists;</p>

² Made by the author.

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Visual	a) Create an external image (image) of Uzbekistan as a convenient and safe country for tourism, strengthen economic and cultural relations with other developed countries, form a positive public opinion about the region and carry out its constant analysis; b) Development of the "National rating", "National quality label" system for tourism services; c) To raise the ratings of the region in the field of economy and tourism, to reach the relevant world standard level of service quality and safety; d) establishment of the President's Council on creating a national brand; e) Development of a unified state strategy for the formation of the image of Uzbekistan and its protection.
Marketing	a) Organization of large national media holdings competitive to mass media in the regional and international information space; b) Raising the level of cooperation with mass media and research centers in developed foreign countries to a new level; c) Establishment of a satellite television channel broadcast in leading foreign languages; d) Organization of "Travel journalism" (travel journalism) directions in HEIs specializing in foreign languages and tourism; e) Development of new forms and standards of tourist services

The priority tasks recommended to be implemented in table 2 should be considered as an important factor for the rapid development of the tourism services sector in Uzbekistan, returning it to the active state before the pandemic and taking a worthy place in the world tourism market. In order to achieve the expected result from these processes, the state should coordinate relations and cooperation between business entities and state organizations responsible for tourism.

Therefore, the comprehensive development of the field of tourism services in Uzbekistan, strengthening its role in the formation of the macroeconomic indicators of the country, aimed at providing the country's domestic and foreign tourism market with quality tourism services, and carefully considering the structure of measures that need to be improved within the framework of the Concept of rapid development of tourism in 2019-2025 analyzing, we are convinced that the country's tourism prospects in the future are largely related to the active participation of the state in the network economy and socio-economic, political and financial organizational and leadership activities in the development of tourism services.

In our opinion, the coordination of the activities of all enterprises and organizations providing tourism services based on the model and strategy developed by us will increase the tourist attractiveness of the country in the future, the active and high-speed development of the tourism services industry, and ultimately the solution of a number of social problems such as the well-being, income and employment of the country's population. has a positive effect. Also, we believe that the program of recommendations proposed by us will be effective in ensuring the implementation of measures and measures set within the framework of the Concept of the Development of the Tourism Sector in Uzbekistan and in achieving the target indicators.

The following general conclusions and proposals were developed as a result of the research on the development of the tourism services sector and the prospects of increasing its role in ensuring employment of the population:

1. Development of the field of tourism services in Uzbekistan as an important strategic sector of the national economy, the priority tasks facing the state authorities in order to return it to the active state before the pandemic and reach the target indicators defined in the Concept, and the systematic model of its rational management from an organizational and economic point of view development;
2. To promote the tourism services sector in Uzbekistan as a "driver" of the economy, to achieve the set goals through the comprehensive development of the sector, to achieve the set goals based on a clear plan and program, and to strengthen the responsibility and accountability of regional state authorities, "Strategy for the development of tourism services in the regions" "to develop;
3. Based on the advanced experience of developed countries, in the future, as one of the most effective ways to increase employment in the field of tourism services of the country, to develop a program of measures to reduce the lack of personnel and solve the problem of seasonality in the field, in which MICE tourism in Uzbekistan is a solution to these important tasks. rapid development and development of its organizational and economic mechanism;

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