

## **Improving the social and economic efficiency of domestic tourism as a key factor in the development of the regional tourism industry in a pandemic**

**F.F.Zoxidov**

*PhD doctoral student of Samarkand Institute of Economics and Service*

*e-mail: [d\\_tour@bk.ru](mailto:d_tour@bk.ru)*

**ABSTRACT:** *This article makes analyses of the improving the social and economic efficiency of domestic tourism as a key factor in the development of the regional tourism industry in a pandemic. On this case, analyses were conducted in the republic of tourism marketing strategy. In conclusion, on this research factor in the development of the regional tourism industry in a pandemic.*

**KEYWORDS:** *Improving , social and economic, efficiency ,domestic tourism as a key factor in the development of the regional tourism industry in a pandemic*

### **Introduction**

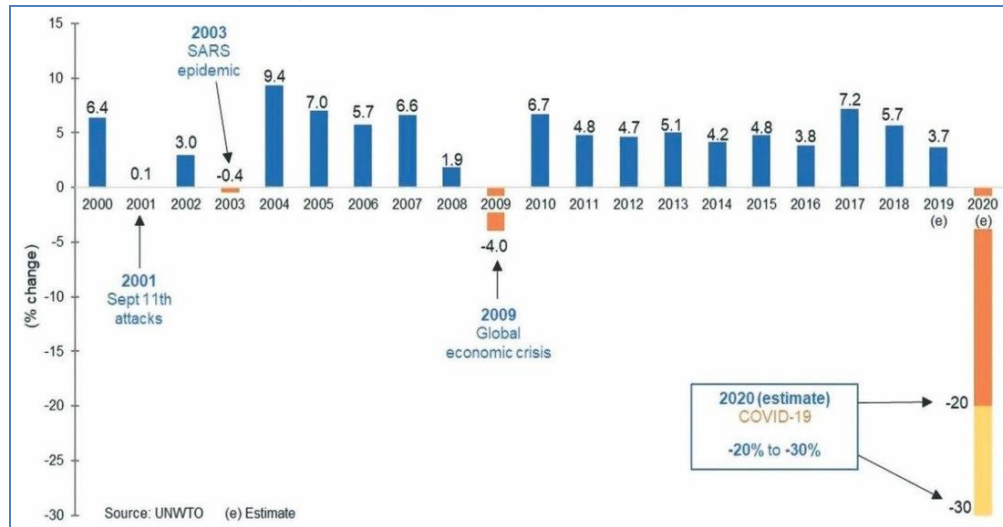
Tourism is one of the key sectors of the economy. The tourism industry covers enterprises of various industries, from the products and services of which a tourist product is created for the consumer. At the end of 2018, tourism receipts to the world economy amounted to 8.8 trillion. The tourism and travel sector is responsible for 10.4% of global GDP, with about 319 million jobs in this segment. [one]

The state policy of the Republic of Uzbekistan in the field of tourism is aimed at transforming the tourism industry. In the future, one of the locomotives of the accelerated integrated development of regions and their infrastructure, solving the most important socio-economic problems, increasing jobs, ensuring the diversification and development of regions, increasing incomes, the level and quality of life of the population, improving the image and investment attractiveness of the country. [2]

In the current conditions of the global coronavirus pandemic, undoubtedly, all sectors of the economy and the national economy are experiencing numerous economic difficulties associated with the inability to function fully due to the unprecedented drop in consumer demand. Tourism is by far the industry hardest hit by border closures and travel restrictions between countries. According to the forecasts of the World Tourism Organization (WTO), the

number of tourist arrivals in 2020 will decrease by 20-30%, which, in the worst case, will lead to a loss of 1/3, or 300-450 billion US dollars of world revenues from international tourism. Although back in January of this year there was a forecast of an increase of this indicator by 3-4%.

***Change in the number of international tourist arrivals, 2000-2020 (%)***



***Source: UNWTO***

Over the past 20 years, there have been only 3 years with a noticeable decrease in the relative importance of the number of tourist arrivals: in 2001 - due to the terrorist attacks of September 11, 2003 - due to the SARS epidemic and in 2009 - due to the global economic crisis. But even in the aggregate, previous crises did not lead to the economic consequences that the 2020 pandemic will bring.

In general, according to the WTO, the negative impact of the coronavirus was expressed in a decrease in international tourist arrivals in the first quarter of 2020 by 67 million and export losses in the amount of 80 billion US dollars. Leading countries in the tourism business have already begun to calculate losses. So, in Italy their total amount exceeds 20 billion euros, and, according to forecasts of the Ministry of Tourism, the industry will need 1 or even 2 years to return to the pre-crisis level.

In view of the rather impressive losses, the tourism industry needs to be restored, and in accordance with the requirements that arose in the fight against the pandemic. Many countries have already begun to develop and implement a system of certification of tourist facilities for safety from the epidemic. For example, Spain was one of the first to develop and approve new sanitary protocols for tourism at the state level. Thus, tourism begins to function in a new reality, which involves strengthening control over the most strict observance of sanitary standards to exclude the possibility of a repeat of pandemic outbreaks.

Uzbekistan and its tourism industry have also fully felt the negative impact of the pandemic. Since the announcement of the quarantine, more than 1,500 tour operators and 1,200

hotels have suspended their activities, which has led to a decrease in income for more than 250 thousand people. The state has taken a number of priority measures to support the industry. In particular, 1,750 economic entities used the exemption from taxes on property and land, which allowed them to avoid spending 60 billion soums. [3]

Analysis of an anonymous opinion poll initiated by the official informational telegram channel: koronavirus.info. shows a low interest of the population of Uzbekistan to travel around the country. A study started on May 20, 2020 on the official telegram channel, the coronavirus pandemic in Uzbekistan, with a total audience of more than 1 380 thousand subscribers, questions were raised in Uzbek and Russian: What will your summer vacation be like ?. The table shows the answers as of 06/03/2020.

Table 2

	<i>Answers</i>	<i>Answers to the question posed in Uzbek</i>	<i>Answers to the question posed in Russian</i>
.	<i>I will rest at home</i>	53771 (42%)	32627 (46%)
.	<i>Rest at home</i>	29569 (23%)	18938 (27%)
.	<i>I did not take a vacation in the summer</i>	12327 (10%)	6331 (9%)
.	<i>I have no rest in the summer</i>	14197 (11%)	4160 (6%)
.	<i>I spend time outside the city in the "dacha"</i>	8970 (7%)	3763 (5%)
.	<i>Rest at the dacha</i>	9069 (7%)	5181 (7%)
<i>Total respondents</i>		127 903	71 000
<i>Total number of respondents</i>		198 903	

According to the results of a sociological study, it can be revealed that, on average, 44% of respondents plan to stay at home, the average indicator of respondents planning a trip to the nearby environs is 8.5% or a trip to Uzbekistan is only 6%.

Taking into account the WTO recommendations on the restoration of tourism, on May 28, 2020, the Decree of the President of the Republic of Uzbekistan "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic" was adopted, in which the priority is the resumption of domestic tourism in the regions of the republic from June 1, 2020 with a stable sanitary and epidemiological situation and with strict adherence to all sanitary standards. The same document adopted a package of measures to stimulate the early recovery of the industry, including, inter alia, additional tax benefits and preferences, prolongation of the principal debt on previously issued loans and the provision of targeted interest-free loans, subsidies for start-ups and innovative tourism products. An analysis of the indicators of the development of domestic tourism in Uzbekistan showed that although this direction of the industry began to develop relatively recently, but before the pandemic, it experienced stable growth.

**Table 3 Indicators of the development of domestic tourism in Uzbekistan**

<i>Index</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>
<i>Estimated number of households, thousand units</i>	6321	6565,8	6742,6
<i>Of them made trips within the country</i>	4463,8	4737,5	5972,3
<i>They carried out trips, thousand trips</i>	106814,4	119094,1	108517,4
<i>Including: overnight stay</i>	24550	28982,5	12920
<i>No overnight stay</i>	82264,4	90111,6	95597

*Source: compiled by the author based on the data of the State Statistics Committee*

However, in 2019, the number of trips within the country decreased by 9%, and the decline was due to a decrease in the number of overnight trips by more than 2 times, while trips without an overnight stay increased by 6%. In our opinion, the reasons for this decline could be the discrepancy between the price and quality of the provided accommodation services, as well as the change in travel goals.

In 2019, the priority goals of travel within Uzbekistan were visiting friends and relatives, making purchases. Therefore, for the further development of domestic tourism, it is necessary to increase the attractiveness of travel, the purpose of which is vacation, leisure and visiting religious sites. After all, they are the ones who bring the greatest income to the industry.

***Table 4. Structure of domestic travel by purpose in 2019***

<i>№</i>	<i>Target name</i>	<i>Percentage</i>
1.	<i>Visiting friends and relatives</i>	53%
2.	<i>Shopping</i>	17%
3.	<i>Vacation, leisure and recreation</i>	13%
4.	<i>Visiting religious sites and pilgrimage</i>	8%
5.	<i>Healing and wellness procedures</i>	4%
6.	<i>Business and professional goals</i>	2%
7.	<i>Other personal goals</i>	2%
8.	<i>Educational and vocational training</i>	1%

At the same time, given the current situation of the pandemic, it is necessary not only to develop topical tourist destinations, but also to create safe conditions for the functioning of both internal and external tourism. For this purpose, the Uzbekistan project has been developed in Uzbekistan. Safe travel guaranteed ("Uzbekistan. Safe travel guaranteed").

The project is a new system of sanitary and epidemiological safety for tourists based on world standards. Certification of tourism facilities and related infrastructure, tourism services based on new sanitary and hygienic requirements will be mandatory for:

- all state border posts;
- air, railway and bus stations;
- objects of material cultural heritage, museums, theaters, etc.

At the same time, the State Committee for Tourism, together with the Ministry of Health, will form and will supplement the "register of safe objects", on the basis of which tour operators will form tourist routes. Certification of business entities (catering services, accommodation facilities, transport services, etc.) is voluntary. An important part of this project will be the organization of training and professional development of personnel of tour operators, tourism facilities and related infrastructure. A working group will also be organized with the participation of public organizations for the widespread monitoring of compliance with sanitary and hygienic requirements for safe services.

The introduction of this system will make it possible to start the resuscitation of the industry with the help of domestic tourism as safely as possible. However, one should not adhere to optimistic forecasts that by the end of 2020 the domestic tourist flow will demonstrate

growth. This is primarily due to a decrease in the purchasing power of most of the population during quarantine. But provided that the situation with the pandemic stabilizes and an adequate system of economic measures to eliminate its consequences, including if it is possible to achieve maximum preservation of jobs, by August, in our opinion, an increase in the number of domestic tourists can be expected. A number of factors will contribute to this.

1. Rest is one of the basic human needs. Taking into account the rather serious psychological stress of the last half of the year, for most people a vacation, at least short (3-5 days), is simply vital, and this is an additional opportunity for expanding domestic tourism.

2. Safety is a key factor in the development of any type of tourism, and in today's situation its relevance is difficult to overestimate. In Uzbekistan, throughout the entire quarantine, the situation was quite controlled, and the statistics were more than stable, compared to other countries, in which the number of deaths was the same as the number of all infected people in the republic, and sometimes even more. Therefore, most likely, the bulk of the population will prefer to travel around the country.

3. The cost of recreation is another distinct advantage of domestic tourism. Resting inside the country is not only safer, but also cheaper, which in the face of an economic downturn can become a determining factor in deciding on a vacation.

Based on this, the tourism business of Uzbekistan needs to radically rethink their existing business models through innovation and digitalization. In our opinion, it is necessary to develop such market segments as rural and nature tourism, the potential of which is just beginning to unfold. Along with this, we can cite as an example, the Agroecotourism cluster in the village of Mirankul. The activity of the domestic tourism industry and comprehensive support from the state will contribute to the expansion of sustainable domestic tourism in Uzbekistan, despite the arising and still forthcoming difficulties in the restoration of the entire industry as a whole.

### References

1. UNWTO. International Tourism Highlights. 2019. p. 3-8
2. The concept of development of the tourism sector in the Republic of Uzbekistan in 2019-2025. <https://nrm.uz>
3. Information from the website of the State Committee for Tourism of the Republic of Uzbekistan. <http://www.uzbektourism.uz>