

Prospects for the Development of Special Types of Tourism in Uzbekistan

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ABSTRACT: The main goal of the article is to analyze the issues aimed at the development of special types of tourism in Uzbekistan today. In recent years, many visitors to Uzbekistan come mainly based on only two or three types of tourism. Taking into account the tourist resources available in our republic, it is possible to bring more benefits to the state budget by developing many types of tourism. Currently, the cultural-historical type of tourism is mainly developed in our country. This is definitely not enough for the further development of tourism. In order to increase the number of potential customers again, we can definitely develop special types of tourism such as national crafts tourism, national art tourism, national games tourism, etc.

KEYWORD: types of tourism, potential customers, national craft tourism, national art tourism, cultural tourism, economy, income.

Introduction

Today, the tourism industry is one of the leading developing sectors in the world economy. Its extensive development is becoming a great source of income for many developed and developing countries. According to the UN World Tourism Organization, 1 billion 184 million tourists were recorded worldwide in 2015, and by the end of 2016, this figure increased to 1 billion 235 million, i.e. 3.9%. The value of export services provided to travelers in 2015 was about 1.5 trillion US dollars. In 2016-2017, a big difference can be seen in these numbers.

It can be seen that tourism has become one of the most important economic sectors today. Therefore, many countries of the world are taking all measures to further develop this industry, create relevant infrastructure at the level of world standards and increase the flow of tourists¹.

Tourism entered the world economy in the 21st century as a socio-economic field with a great positive impact. According to the World Tourism Organization, tourism accounts for 10% of the world's production and service turnover.

The development of international tourism in the next 20 years is notable for the strong export of goods and services in the world market. That is, the export of tourist services has increased by 8% and makes up 30-35% of the global trade of general services.

¹<https://kun.uz/uz/news/2018/01/02/uzbekistonda-turizm-kaj-avolda-va-uni-rivozlantiris-ucun-nimalar-kilis-kerak-mutahassis-takliflari>

According to the statistics of the World Tourism Organization, by 2020 the number of international tourists will reach 1.6 billion. Per person, income from tourism is 2 trillion. It is expected to be USD. The steady growth of the tourist flow will increase by 3-5% every year².

In this regard, the necessary organizational and legal mechanisms for the development of the sector were created in Uzbekistan during the years of independence, and the government adopted the relevant normative documents. Work in this direction continues today. Due to this, according to the information of the World Travel and Tourism Council, the tourism sector of the Republic of Uzbekistan is included in the list of 10³ rapidly developing countries. In the period of defining the future, the trend of providing tourist services to foreign citizens in the Republic of Uzbekistan is increasing. In the future, this situation will ensure the development of the tourist business in the incoming and outgoing tourism market of Uzbekistan, not only the tourism industry, but also a number of other sectors of the national economy related to tourism⁴.

Literature review

Numerous definitions of the term "tourism" have been produced in contemporary domestic and foreign literature.

These methods have different foundations and can be classified into multiple groups:

- Tourism is defined as the temporary movement of people, their stay outside of their permanent habitat, and their temporary residence at a tourist attraction.
- Tourism is also defined as a complex socio-economic system, with the tourism industry serving as its foundation.
- Tourism is a sector of the market economy where various businesses from the economic complex collaborate to provide a good that appeals to tourists.
- Tourism refers to the short-term departure of residents, including citizens and stateless people, from their permanent residences for leisure, professional, sporting, religious, commercial, educational, and other purposes. It must last at least 24 hours and no longer than 6 months, and there must be no paid work done in the temporary residence.⁵

Event tourism is a type of tourism in which tourist journeys are planned to coincide with specific social events. Its attraction is expanding, as evidenced by the establishment of an event management industry. M.B. Birzhakov provides the most comprehensive and detailed definition of event tourism, defining it as "a substantial portion of cultural tourism, focusing on visiting a destination at a specific moment, related to some event in life, community, or civilization, or a rarely encountered natural occurrence." There are numerous types of event tourism. Events are typically classified by scale (local, regional, national, and international), as well as by the kind of events (sports, business, music, etc.)⁶.

The evolution of the tourist industry at this stage of economic development is influenced by post-pandemic trends, government influence, and changes in the demand parameters of travel service consumers. There is a shift away from mass tourism and toward "niche" tourism, which focuses on certain visitor interests such as

² <http://www.wto-marketing.ru>

³ <http://www.anons.uz/article/economics/8932/>

⁴ M.R.Boltabayev, I.S.Tuxtyev, B.SH.Safarov, S.A.Abduxamidov., Turizm: nazariva va amaliyot. — Darslik.-T.: «Barkamol fayz media» nashriyoti, 2018,400 bet

⁵ Бабкин А. В. Специальные виды туризма. – 2008.

⁶ Мышляева. С. Э., & Юрченко, М. В. (2019). Специальные виды туризма на примере анализа событийного. In Туристско-рекреационный комплекс в системе регионального развития (p.143).

cinematic, dark, and gourmet tourism. The essay investigates the conceptual apparatus, revealing that the appropriate word for such types of tourism, based on worldwide studies, is special types of tourism. Furthermore, the taxonomy of particular forms of tourism based on the taxonomic systematization of biodiversity is taken into account: type, class, family, genus, and species.

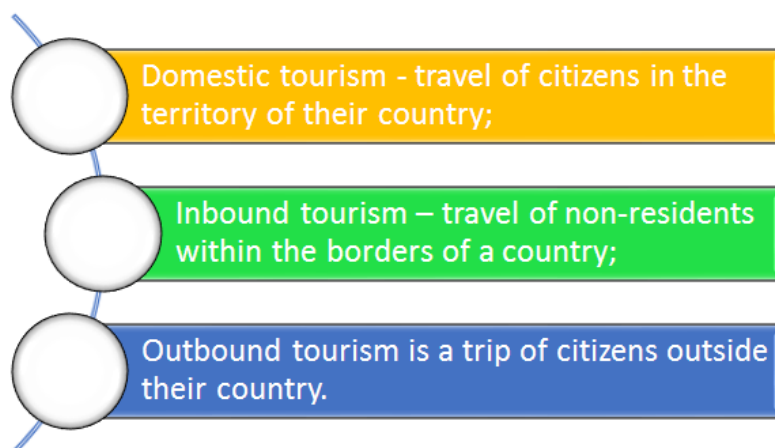
The need for such a study stems from the classification of tourism, which includes determining the level of regulation: macro-, meso-, or micro-level. This will help determine at what level the most effective stimulation should occur, so that funds allocated for the implementation of tourism development programs, on the one hand, are not scattered across individual types of tourism without bringing any tangible effect, and, on the other hand, there is an understanding of the exact amount of funds required for tourism development, because different sizes are required to stimulate a "family" or "kind" of tourism⁷.

In her scientific article, Morozova N.S discusses methodological concerns in investigating niche (unusual) types of tourism, such as the examination of the conceptual apparatus, features, and drawbacks of niche tourism. The several sorts of niche tourism are discussed. It is observed that there is presently an increase in demand for special interest tourism, which is related to both generational transition and the trend of personification of tourist services, which falls into the paradigm of niche tourism. The primary distinction between niche tourism and traditional mass tourism is the uniqueness of travel objectives, which is decided by the individual interest of a certain tourist or group of tourists. Furthermore, niche tourism is important because it meets a tourist's distinctive demand to receive special emotional sensations, impressions, and tourist experiences that cannot be obtained within the framework of a normal mass tourism offering.

A large amount of distinctiveness in niche tourism products has negative consequences; for example, a niche tourism product is more expensive than mass tourism products and has a more limited target audience. The significance of producing analytical data about niche travelers using Big Data digital technologies is underlined in order to evaluate prior tourist experiences and forecast future tourist preferences. The state's support for niche tourism and its involvement in the development of tourist spots are depicted⁸.

Results and discussions

After analyzing the analysis of the cited literature, we have the opportunity to develop several special types of tourism in Uzbekistan. Because most of the groups of visitors who come now rely mainly on two or three types of tourism.



⁷Тестина. Я. С. (2021). Теоретические аспекты таксономии специальных видов туризма. Вестник ассоциации вузов туризма и сервиса, 15(2), с-62.

⁸Морозова, Н. С. (2021). Методологические подходы к изучению нишевых видов туризма и их роль в развитии туристских дестинаций. Современные проблемы сервиса и туризма, 15(2), 19-26.

Figure 1. According to the UNWTO classification, the main forms of tourism for a certain region were determined for statistics⁹

Below we will analyze the special types of tourism developed in Uzbekistan today:

The most frequent sort of active tourism is **historical and cultural tourism**. It encompasses all forms of educational and informational tourism. Human interest in varied natural, historical, and cultural heritages underpins such tourism projects.

Cultural experiences are presented as the tourist product in this situation. Ethnic and ethnographic tourism can be considered a type of historical-cultural tourism that, in terms of goals, is similar to ecological tourism (preservation, non-harm). One of the key factors of tourist interest is the culture of countries and peoples. The most strong incentive to travel is tourists' interest in various cities, isolated regions of the earth, and the people who live in them. As a result, travel is the ideal approach to become familiar with different cultures, with other peoples' histories and lives, and with works of art. Learning about another country's history, culture, and customs broadens one's spiritual horizons.

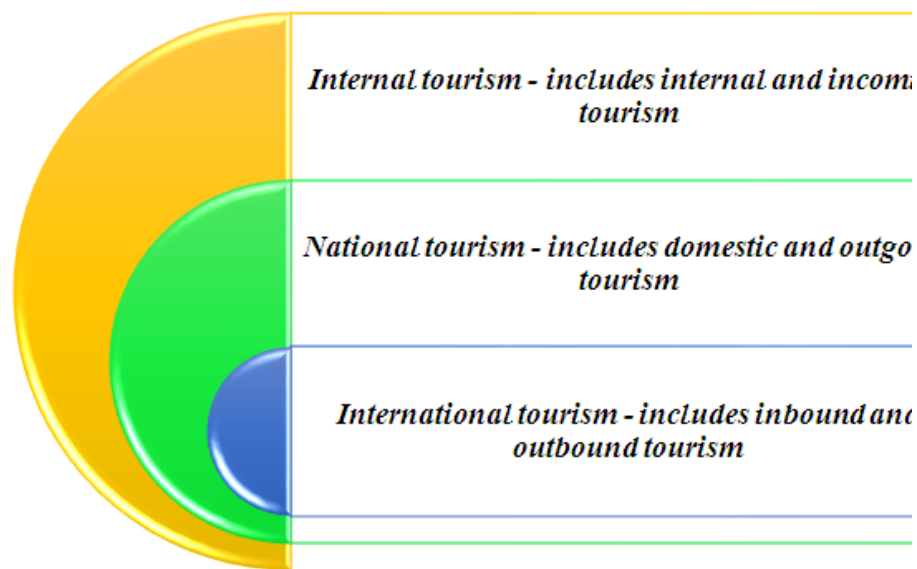


Figure 2. Regional division of tourism types

One of the primary advantages of historical cultural tourism over other sorts of relaxation is that it is in demand all year round, and it is not seasonal. This journey is appropriate at any time of year because travelers can take excursions to museums, historical monuments, and tourist attractions throughout the country. In order to attract tourists, historical-cultural tourism should incorporate the following elements¹⁰.

In Uzbekistan today, extensive reforms are being implemented in all areas of social life with the primary objectives of advancing the nation's economic growth and raising the standard of living for the Uzbek people. Uzbekistan's economy depends heavily on tourism, and in recent years, along with other tourism-related initiatives, a lot of focus has been placed on the growth of pilgrimage tourism in the nation. Because holy

⁹ <https://tourquality.uz/uz/press-center/news/1666/>

¹⁰ Erkayeva, B. (2021). O'zbekistonda tarixiy-madaniy turizmni rivojlantirishning ijtimoiy-iqtisodiy jihatlari. Iqtisodiyot va innovatsion texnologiyalar jurnali, (6), 428-p.

places are so central to people's everyday lives, there is a growing interest in the study of worship and shrines around the globe¹¹.

National tourism is currently one of the promising industries that contribute significantly to the national economy, informs President of Uzbekistan Shavkat Mirziyoyev. - The tourist industry in Uzbekistan has a lot of potential. In our nation, there are more than 7,300 cultural heritage items, and the majority of them are on the UNESCO list. At the same time, by utilizing the distinctive characteristics of our nation and the accessibility to lovely recreational locations, it is feasible to establish new tourist attractions. (SH.M.Mirziyoyev, 2018).

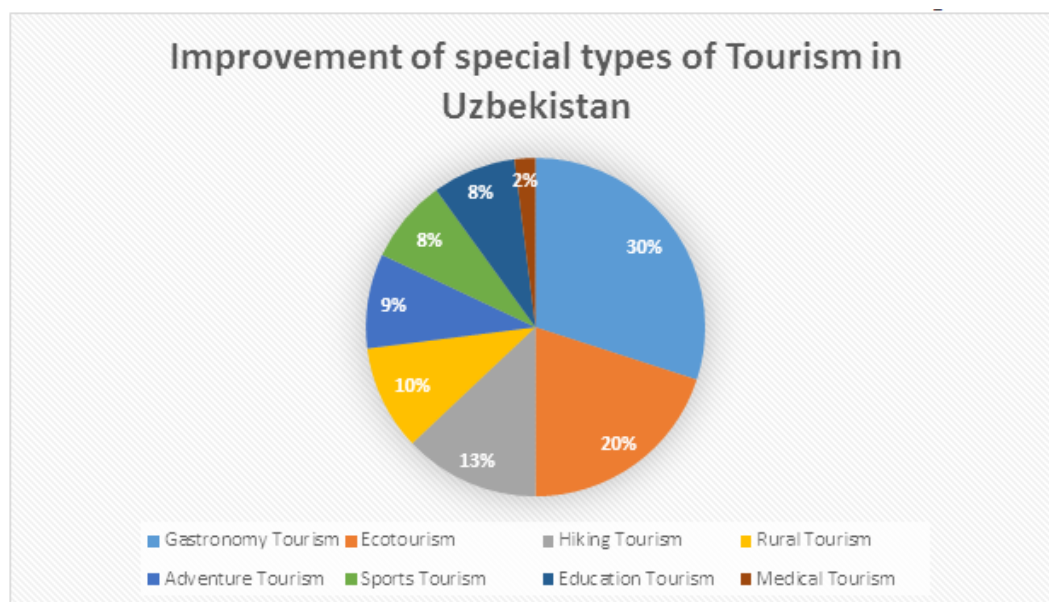
Considering this, we can further develop the following types of tourism, taking into account the tourist resources of Uzbekistan:

One sort of tourism is **gastronomic tourism**, the main goal of which is to learn about a particular nation through its local cuisine. The category of culture that food falls under for the gourmet traveler is culture. According to this view, traditional foods are viewed in relation to a nation or region's history, religion, economy, politics, customs, legends, and other defining characteristics.

A combination of activities for sampling dishes representative of the local cuisine is known as a "gastronomic tour" or "gastro-tour." Cooking classes are offered not only in restaurants but also in markets, farms, and community kitchens, as well as at tables and even just on the street during festivals and harvests.

Gastro-tours can be categorized as either urban ("green") or rural. Picking wild berries in the forest, grapes in the vineyards, and vegetables and fruits on farms are just a few examples of the environmentally friendly items that are the focus of rural gastro-tours. A visit to a food factory or workshop and a chance to sample the items there can be included in a city tour¹².

Diagram-1



Source: by author

¹¹ Mustanov, N., Mirobidova, D., Azamatova, S., & Toshpo'latova, M. (2021). Pilgrimage tourism in Uzbekistan and development principles of domestic tourism and the relations of tourism with the pandemic. Экономика и социум., (5-1), 330-p.

¹² <https://tourquality.uz/uz/press-center/news/1552/>

Ecotourism- Today, there are a variety of viewpoints aiming at illuminating the function and significance of ecotourism in both academic and popular literature as well as in the media. What is the significance of promoting ecotourism in the Republic of Uzbekistan at this point? This is due to a number of factors:

The majority of tourist kinds are growing by an average of 5% year, according to data from international organizations and institutions, while ecotourism is growing by an average of 20–30% annually. Despite being a new and developing kind of tourism, ecotourism is growing 2-3 times more popular than other forms of travel, according to scientific evidence and the conclusions of numerous experts and researchers;

Second, Uzbekistan has developed a foundation of specific accomplishments and experiences in the fields of historical, religious, and cultural tourism;

Thirdly, there are currently more than 30 protected areas (reserves, national parks, rare natural monuments, etc.), 60 wood farms, and over 800 tour operator businesses. Additionally, Uzbekistan is home to more than 400 distinctive natural monuments¹³.

Sports tourism includes hiking tourism. Its major objective is to have a group of people walk a route through low-lying terrain. The most physically demanding form of recreation that involves moving through low-altitude terrain of various complexity is hiking, one of the tourism activities. It might be mountains, fields, or forests. There are groups dedicated to hiking all around the world nowadays. These journeys are excellent for your health.

Hiking is primarily focused on pristine natural areas. You can anticipate difficulties here, such as inclement weather or challenging topographic features like tall hills or steep slopes. They require more time. Until you get at your destination and spend the night at the camp, you must walk all day. The length, number of walking days, existence and complexity of regional obstacles, location's geographic characteristics, autonomy, and intensity of the route all contribute to the route's difficulty classification¹⁴.

Conclusion

In conclusion, it can be said that by developing the special types of tourism analyzed above, potential customers will increase in Uzbekistan in the future. Because most incoming guests are one-time guests. Taking into account the tourism resources of Uzbekistan, it is possible to bring more benefits to the economy by developing special types of tourism that are not dependent on two or three types of tourism.

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