ACCESSIBLE TOURISM AS A DRIVER OF INCLUSIVE ECONOMIC GROWTH: A CASE STUDY OF UZBEKISTAN'S EMERGING TOURISM MARKET

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This article describes the aspects of tourism development in Uzbekistan. It is known that there are opportunities for the development of international and domestic tourism in the republic, many objects of material and cultural heritage, natural and climatic conditions, unique national dishes of the Uzbek people and unique hospitality attract tourists. The purpose of this study is to analyze the development of international tourism in Uzbekistan. This paper recommends that the country has the potential to pull in modern sorts of visitors, such as adventure seekers, eco-tourists, and cultural devotees, by creating specialty tourism items and progressing the tourism framework. The paper moreover talks about the challenges and openings that Uzbekistan faces in creating these new types of tourism, such THESISas require for economical tourism practices and the potential for community-based tourism activities. Generally, this paper contends that the advancement of new types of tourism in Uzbekistan can bring crucial financial and social benefits to the nation, whereas too protecting its social and natural heritage for future eras.

Key words: *Tourism industry, adventure tourism, sustainable tourism, tourism fafilities, cultural tourism, domestic tourism.*

INTRODUCTION

Currently, tourism is one of the leading segments of the world economy. Subsequently, uncommon attention is paid to the modernization of the tourism industry in Uzbekistan, the improvement and change of the legal system for the feasible development of the division, and the organization of visitor administrations based on worldwide measures. During the years of independence, impressive work was wiped out Uzbekistan to protect and upgrade the verifiable and social legacy of the individuals, to reestablish national conventions and traditions, and to reestablish and organize the country's attractions.

Since the first years of freedom, Uzbekistan has effectively expanded participation with international organizations and frequently takes activities to extend participation within the field of tourism. The current trend of the tourism industry confirms the ought to consider the dynamics of tourism improvement, precise investigation, decide the wishes of sightseers, rectify and modernize the framework of measures in time, taking into consideration the current reality and prospects. Served as the basis for this consider

In later a long time, together with conventional sorts of travel, ecotourism, ecotourism, agrotourism, restorative tourism and gastronomic tourism have too created in Uzbekistan. Much attention is being paid to the modernization of the tourism industry in Uzbekistan, the development and improvement of the legitimate system for the maintainable improvement of the segment, and the organization of visitor administrations based on worldwide benchmarks. The state approach is pointed at the improvement of tourism, and within the future, this field ought to gotten to be one

of the components making a difference to fathom critical socio-economic assignments, such as quickening the comprehensive improvement of locales and their framework, making hundreds of thousands of unused employments, and guaranteeing broadening. Fast improvement of districts, increment of population's wage, standard of living and quality, increment of remote trade profit, increment of country's picture and venture allure. Over the past five years, up to 2016, the normal yearly development rate of remote guests was 8 percent. In 2017, this marker is 32.7% more than in 2016. The number of remote sightseers amid the eleven months of 2018 is nearly 2 times more than within the same period of 2017.

The wishes and desires of visitors were examined by implies of a survey. The comes about of the overview appear that sightseers come to Uzbekistan with adequate data, certain inspiration and deliberate yearning. Guests appeared incredible intrigued in verifiable visits and galleries, exhibitions, visits, social occasions, town visits, climbing, shopping and ecotourism. Most of the visitors are fulfilled with the standard of convenience, tourism items, transportation administrations, nourishment and generally quality of benefit, as well as feel secure amid the trip. Most visitors proposed to come to Uzbekistan again within 5 years.

Aim of the study

The study can help to promote cultural exchange and understanding between Uzbekistan and other countries. By promoting new types of tourism that showcase Uzbekistan's unique culture and heritage, the country can attract tourists who are interested in learning about different cultures and ways of life. This can help to promote cross-cultural understanding and build bridges between different countries and peoples.

Significance of the study

The study of the development of new types of tourism in Uzbekistan is significant for several reasons. Firstly, it can help to identify potential growth areas for the country's tourism industry. By exploring new types of tourism, such as adventure tourism, eco-tourism, and cultural tourism, the country can attract a wider range of tourists and generate more revenue from the tourism sector.

Secondly, the study can help to promote sustainable tourism practices in Uzbekistan. By identifying and promoting new types of tourism that have a minimal impact on the environment and local communities, the country can ensure that its tourism industry is sustainable and does not harm the natural and cultural resources that attract tourists in the first place.

Research gap

In spite of its wealthy social and verifiable legacy, Uzbekistan has not however completely capitalized on its tourism potential. There's a need of inquire about on the components that prevent the improvement of tourism in Uzbekistan. A few of the investigate crevices incorporate:

1. Constrained understanding of tourist behavior: There is a require for more inquire about on the behavior and preferences of visitors going to Uzbekistan. This could offer assistance in creating focused on tourism items and administrations that meet wants of distinctive sorts of sightseers.

2. Framework advancement: The need of satisfactory foundation, such as transportation, convenience, and visitor offices, could be a major obstacle to the advancement of tourism in Uzbekistan. More inquire about is required to identify the regions that require speculation and advancement.

3. Marketing and promotion: Despite recent efforts to promote Uzbekistan as a visitor goal, there is still a need of compelling showcasing procedures. Inquire about is needed to distinguish the foremost successful ways to advance Uzbekistan as a traveler goal and to draw in more guests.

4.Sustainable tourism development: Uzbekistan contains a delicate environment and social legacy that should be ensured. More inquire about is required to recognize economical tourism hones that can offer assistance in protecting the country's characteristic and social assets whereas too advancing tourism.

5. The role of government: The government plays a big part within the improvement of tourism in Uzbekistan. More inquire about is required to get it the government's approaches, methodologies, and activities towards tourism improvement and their effect on the industry.

Research questions;

1.How can Uzbekistan promote and develop cultural tourism to attract more tourists?

2.What are the potential impacts of developing new types of tourism on the economic and environmental aspects of Uzbekistan?

3.What are the potential benefits and challenges of developing advanture tourism in Uzbekistan?

LITERATURE REVIEW

Tourism has been considered as a major increasing speed of economy in Uzbekistan by numerous researchers. On this point agent Prime Minister Aziz Abdukhakimov reported, as a result of difficult work, the number of guests to the country multiplied in 2018. Additionally, Giorgi Gotev (2018) said in his aticle around Uzbekistan that neighborhood specialists had 500 venture ventures on offer which benefitted from less demanding methods for procuring plots of arrive and simplified methods in terms of red tape. Abdukhakimov focused that remote speculators had “unprecedented opportunities” to ended up pioneers in finding a “hidden gem” and take portion in a boom of “unprecedented measurements and ambition”, with an anticipated twofold- -digit development in a long time to come (Bobur, &Alimova, 2017).

Accoring to Forlorn Planet “Uzbekistan saw a 40% increment year-on-year in tourism since 2017, and more development is expected”. On this views Javlon Vakhabov, Ambassador of Uzbekistan to the US states the same whereas making accentuation on the deve- lopment within the republic of Uzbekistan. Moreover, in a paper by M.K. Pardaev (2018) called “Changes on tourism serve improvement of tourism within the Republic of Uzbekistan”.

The fast advancement of progressed data innovations and broadcast communications frameworks has driven to the digitization of the tourism industry. Numerous researchers around the world have communicated their sees on this. For case, whereas Abovd G. and other researchers (1997) have famous the utilize of a versatile direct introduced on your smartphone whereas traveling, Ardissono L. and others (2003) have contended that computerized bolster some time recently, amid, and after a traveler movement could be a framework of proposals that permits you to discover reasonable settlement amid your trip.

Uriely N. (2005) highlights in his article that the reason of utilizing advances is to assist progress the quality or level of the traveler involvement.

De Karolis B. and another gather of researchers (2009) contended that sightseers utilize an assortment of instruments and arrangements, such as intelligently maps, travel collaborators, in arrange to observe touring, look and purchase trinkets, and these apparatuses and approaches speak to computerized tourism plan.

Durrant A. and other analysts (2011) in their ask approximately centered on the benefits of utilizing progressed tourism in an collection of zones, such as displays, rural districts, zoos, and subject parks.

Schinke T. and others (2010), Vatanabe A. and another accumulate of analysts, (2012), centered on the imperative points of view of flexible contraptions in tourism, emphasizing the centrality of tourism and geolocation applications, virtual reality applications inside the appear of traveler objectives , Benyon D. and others (2014) centered on the meaning of progressed tourism, emphasizing it as supporting the tourism experience through progressed infers.

Progressed tourism may be a information and communication gadget, IT- course of action, utilizing of which makes a contrast to meet needs of guests and increase the competitiveness of organizations and endeavors inside the field of tourism.

One of the driving masters on computerized tourism, Dmitrios Buhalis, an educator at the College of Bournemouth inside the UK, centers out that advanced tourism is synonymous with e-tourism and savvy tourism and e-tourism infers the digitization of the all processes and services' chains which grants to amplify adequacy of the tourism, travel, neighborliness and catering circles.

The essence of e-tourism is that the utilize of information and communication advancements is found in all districts of tourism. E- Tourism as a sort of e-commerce, as well as the bargain of things and organizations through the electronic framework. Like e-commerce, it as well joins electronic data transmission, scattering organization, e-marketing, online trades, electronic data exchange, organization systems, and mechanized data organization. In development, e-tourism makes rise of the specific works out of e-tourism, such as, collection offers from visit chairmen and travel workplaces. E-tourism besides consolidates e-data, e-booking (lodgings, transportation, etc.) and e-payments for customers. These days, digitization is making in all circles of life. Concurring to Buharis D. and Jun S. (2011), progressed tourism may well be a worldview move in tourism due to the rise of computerized disobedient and strategies.

As a result of the examination of the writing in this run, we acknowledge that progressed tourism is the utilize of progressed disobedient within the arranging, organization, control and fulfillment of travel, with a set of electronic organizations given to travelers a few times as of late, amid and after the trip.

The procedure utilized in this examine was based on the consider and examination of the imperative composing. For this, we utilized the facilitates composing overview methodology. In the midst of our explore, we have been inspected past and appear request approximately which are centered on the digitalization of the economy, computerized tourism, e- tourism.

Addresses, conference materials, Web disseminations and journals given to the consider of this field, as well as unused composing on the subject and arranged wander data were considered, and procedures such as examination, amalgamation, essential considering, and generalization were utilized.

METHODOLOGY

The methodology used in this paper involved conducting semi-structured interviews with both tourists and local residents in Samarkand city. The data was collected through face-to-face interviews with roughly 20 tourists, which were both local and international. I just asked them several questions about what kind of tourism do you like and what types of new tourism we can provide here. Although several people were approached, some declined to participate or provided brief answers, resulting in limited data.

The following questions we asked during the interview.

1. What motivated you to visit Uzbekistan for tourism?
2. What are the unique aspects of Uzbekistan's tourism industry attracted you?
3. What kind of support have you received from local tourism industry in Uzbekistan?
4. What kind of feedback would you give to the local tourism industry in Uzbekistan?
5. What new types of tourism would you like to see in Uzbekistan?
6. What kind of accommodations and amenities would you expect from new tourism experiences in Uzbekistan?
7. Are there any safety concerns that to be addressed in Uzbekistan?
8. Are there any particular types of events and festivals that would you like to see in Uzbekistan?
9. Are there any problems in particular types of transportation system during the travel?
10. Are you completely satisfied with the cost of your trip?

RESULTS

Results and Discussion

As a consequence of the survey above, I got the following responses.

Individuals might visit Uzbekistan for tourism to investigate its wealthy social and verifiable legacy, antiquated cities, Islamic engineering, shocking scenes, and tasty food. Uzbekistan's one-of-a-kind aspects of tourism industry incorporate its Silk Road heritage, the old cities of Samarkand, Bukhara, and Khiva, the stunning Registan Square, the excellent mosques and madrasas, and the tasty nearby food.

However, local tourism businesses in Uzbekistan may give a run of back administrations such as transportation, convenience, tour guides, and travel bundles to draw in more sightseers.

The criticism to the local tourism industry in Uzbekistan would depend on the individual's involvement. In any case, in common, the industry can center on progressing the quality of administrations, guaranteeing security and security, advancing maintainable tourism hones, and protecting the social and normal legacy of the nation.

Modern sorts of tourism that might be created in Uzbekistan might include enterprise tourism, eco-tourism, rural tourism, and social tourism.

Housing and conveniences for modern tourism encounters in Uzbekistan would depend on the kind of tourism. For instance, enterprise tourism might require camping destinations, whereas eco-tourism might require sustainable lodges and resorts.

Like several other nation, Uzbekistan may have a few security concerns that has to be tended to, such as negligible crime, activity accidents, and normal disasters. In any case, the nation is for the most part considered secure for visitors.

Uzbekistan as of now incorporates a wealthy calendar of events and celebrations, such as Navruz, the Silk and Flavor Celebration, and the Universal Music Celebration Sharq Taronalari. Be that as it may, more occasions and celebrations that exhibit the country's social differences may well be created.

The transportation framework in Uzbekistan is for the most part great, with a range of alternatives such as buses, trains, taxis, and residential flights. Be that as it may, a few provincial regions may have constrained transportation choices.

The cost of the trip would depend on the individual's budget and preferences. In any case, Uzbekistan is for the most part considered a reasonable goal compared to numerous other visitor goals.

As a result of my research, about 20 tourists I interviewed, and as a result, I found out that there is a wide need for the following new types of tourism:

1. Adventure tourism: Visitors are intrigued by exploring the country's diverse scenes through works out such as trekking, climbing, and mountain climbing.

2. Eco-tourism: Sightseers are interested by experiencing Uzbekistan's common magnificence and natural life through works out such as winged creature watching, nature walks, and camping.

3. Cultural tourism: Sightseers are interested by learning nearly Uzbekistan's affluent social legacy through works out such as going by exhibitions, attending to customary celebrations, and experiencing adjacent conventions and traditions.

4. Culinary tourism: Tourists are inquisitive approximately endeavoring routine Uzbek dishes and learning nearly neighborhood culinary traditions through food visits and cooking classes.

5. Community-based tourism: Sightseers are inquisitive about locks in with neighborhood communities and learning almost conventional makes and traditions through homestays and social inundation programs.

I interviewed about 20 tourist. 5 of them are totally satisfied from the trip because they visited in Samarkand in order to research historical tourism of Uzbekistan. But 8 of them local tourists said that some problems with transportation system (traffic jams).In addition they claimed about time with transport system. And other 7 from foreign country suggested about culinary and adventure tourism.

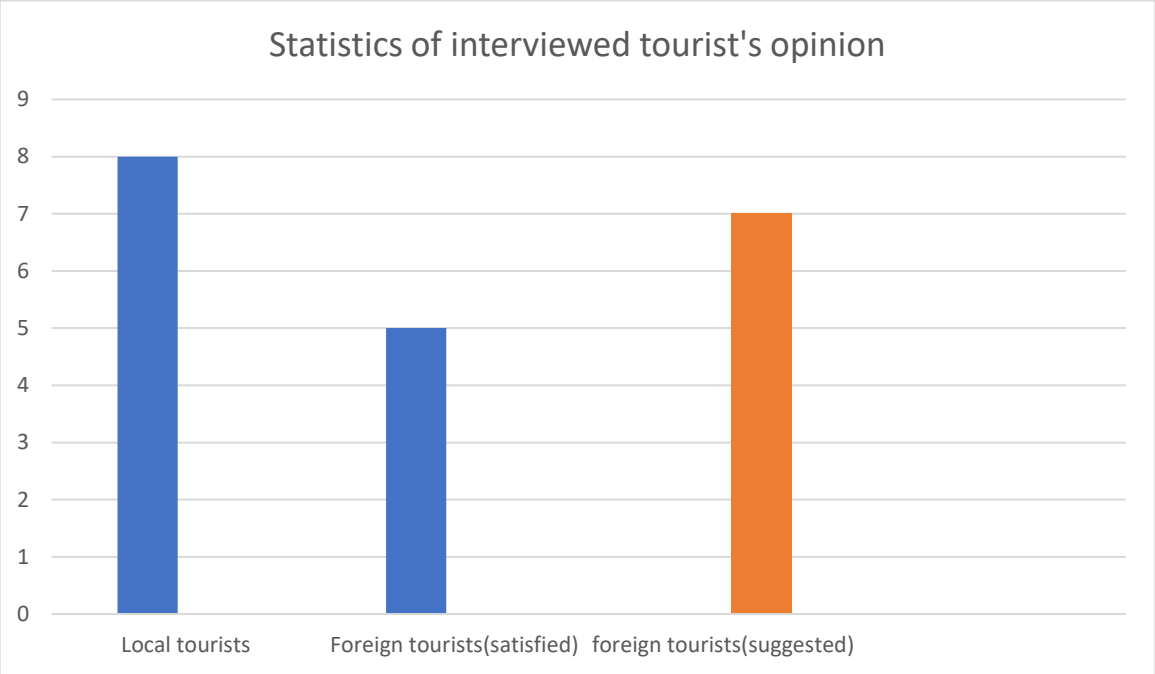


Figure 1. Statistics of interviewed tourist's opinion

(Source: Own elaboration)

The local people are also from different regions of the country. As we talked with 8 local residents in total 3 of them from Bukhara, 2 of them from Tashkent, 2 of them from Khorezm and 1 is from Fergana. Only visitors from Tashkent are claimed about traffic jams.

Both local and foreign tourists gave their suggestions and solutions about the problems.

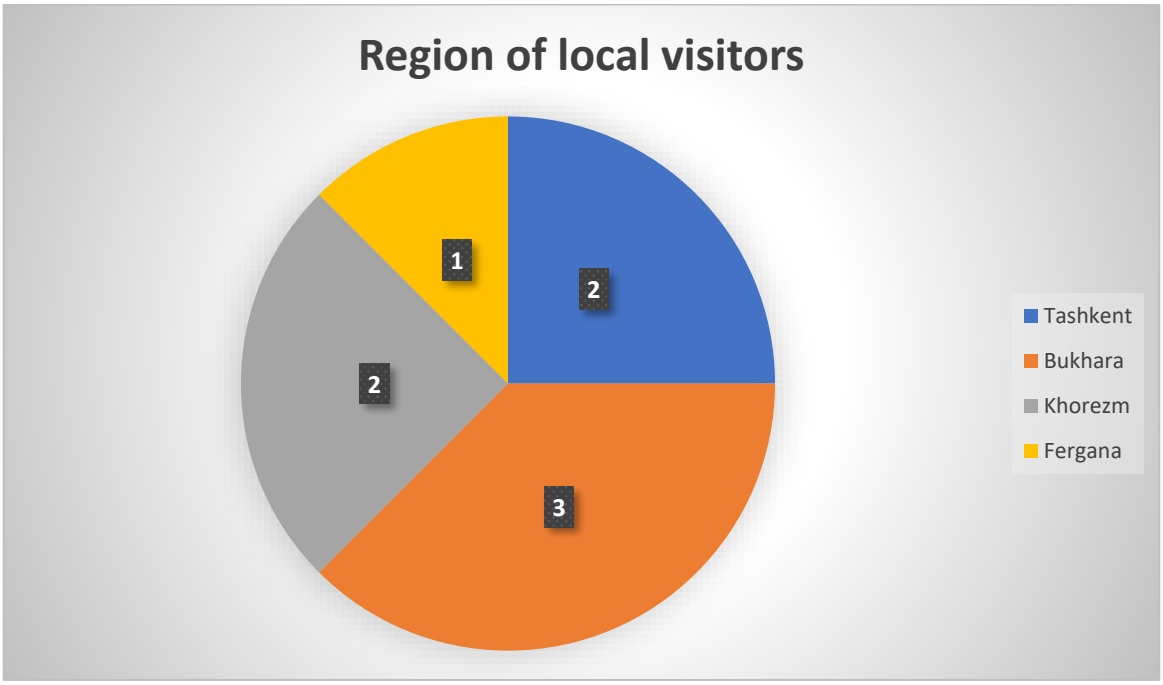


Figure 2. Region of local visitors

(Source: Own elaboration)

Mostly, sightseers are seeking out for bona fide and immersive encounters that permit them to associate with Uzbekistan's culture and characteristic magnificence in a dependable and maintainable way.

For the analysis of the advancement points of view and flow of domestic tourism in Uzbekistan, data has been received from official sources, measurable detailing information of the State Committee of the Republic of Uzbekistan for the improvement of tourism for 2015- 2019 as a secondary source of data. To distinguish preferences and desires of foreign visitors from overseas, measurement data has been analyzed and it has been taken from the State Measurements Committee of the Republic of Uzbekistan and the State Tourism Development Committee of Uzbekistan are utilized based on the meetings of an master from the UNWTO.

Tourist facilities offered for foreign tourists (in %)

№	Types of objects	Share in the total volume of tourist objects
1	Tourist objects	33,0
2	Rural objects	18,00
3	Recreation facilities	11,00
4	Industrial facilities	1,0
5	Objects of folk art	18,00
6	Objects of nature	3,5
7	Railroads	1,5
8	Museums and exhibitions	14,0
	Total:	100

Figure 3. Tourist facilities offered for foreign tourists (in %)

(Source: State Committee of the Republic of Uzbekistan for Tourism development)

The development of a new type of tourism in Uzbekistan has the potential to contribute significantly to the country's economic development. The methodology presented in this paper provides a framework for the development of a new type of tourism that focuses on niche markets and the creation of unique experiences for tourists. By following this methodology, Uzbekistan can attract more tourists and establish itself as a major tourist destination in the Central Asian region.

CONCLUSION AND RECOMMENDATIONS

Uzbekistan has made critical advance within the advancement of the tourism industry, centering on social and verifiable tourism. In any case, intrigued in creating unused sorts of tourism such as ecotourism, enterprise tourism, and therapeutic tourism is expanding. These unused sorts of tourism have the potential to pull in more sightseers and broaden the tourism industry, bringing incredible financial benefits to the nation. Be that as it may, it is critical that the government and the tourism industry guarantee that these sorts of tourism are created in a sustainable and responsible way to play down any potential negative impacts.

Recommendations:

1. Develop sustainable tourism practices: Government and the tourism industry ought to work together to create feasible tourism hones that minimize any negative effect on the environment and neighborhood communities.

2. Contribute in eco-tourism foundation: The government ought to contribute in eco-tourism framework, such as climbing trails, natural life havens, and eco-friendly lodging to pull in more eco-tourists.

3. Guaranteeing security in adventure tourism: The government and the tourism industry should ensure that adventure tourism exercises are properly managed which security measures are taken to play down the chance of mischances.

4. Promote medical tourism: The government ought to create the restorative tourism industry, centering on the quality of restorative educates and conventional pharmaceutical hones in Uzbekistan.

5. Collaborate with local communities: Government and the tourism industry ought to work with neighborhood communities to guarantee that they advantage from the advancement of modern sorts of tourism by making employments and supporting little businesses. Taking after these suggestions, Uzbekistan can effectively create modern sorts of tourism that are maintainable, mindful, valuable for the country's economy and society.

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