

OPPORTUNITIES AND DYNAMICS OF DEVELOPMENT OF ENTRANCE TOURISM IN UZBEKISTAN

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Research Article

Opportunities And Dynamics Of Development Of Entrance Tourism In Uzbekistan

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ABSTRACT

The article examines the dynamics of the development of inbound tourism in Uzbekistan. The author has revealed that Uzbekistan has the highest tourist potential, as evidenced by the presence of over seven thousand objects of material and cultural heritage from different eras and civilizations, the inclusion of historic centers of Bukhara, Khiva, Samarkand and Shahrisabz in the UNESCO World Heritage List. World renowned historical monuments, modern cities, the unique nature of Uzbekistan, unique national cuisine and unparalleled hospitality of the Uzbek people attract travelers. The purpose of this study is to analyze the prerequisites and dynamics of the development of inbound tourism in Uzbekistan, identifying preferences and expectations of foreign tourists from far abroad.

Key words: hospitality, regional tourism, accommodation, tourist potential, tourism, service, recreation, nature, infrastructure.

INTRODUCTION

The hospitality and tourism industry is one of the most requisite and fastest growing industries in the world. A distinctive feature of these industries is a large number of professions. Its all-round development is becoming the main source of income for many countries.

According to the World Tourism Organization, more than 1 billion people visit other countries annually. By 2030, the number of visitors have increased to 1.8 billion (UNWTO). Along with the number of tourists, the number of jobs are amplifying. By 2026, the hospitality industry will attract 370 million jobs, or one in nine people in the world are working in this field.

Alongside our Insights reports, WTTC produces reports on the economic and employment impact of Travel & Tourism for 185 countries/economies and 25 geographic or economic regions in the world. These reports, in conjunction with Oxford Economics, are a vital tool in helping to equip public and private sector bodies with hard evidence of the huge value Travel & Tourism brings to the economy, so that their policymaking and investment decisions support our sector.

Prior to the pandemic, Travel & Tourism (including its direct, indirect and induced impacts) accounted for 1 in 4 of all new jobs created across the world, 10.6% of all jobs (334 million), and 10.4% of global GDP (US\$9.2 trillion). Meanwhile, international visitor spending amounted to US\$1.7 trillion in 2019 (6.8% of total exports, 27.4% of global services exports)².

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A recent study by the WTTC in partnership with Oxford Economics delineates that the Travel and Tourism sector grew 3.5% in 2019, lagging behind global economic growth by 2.5% for the ninth year in a row. Every fourth new job has been created by the sector in the last five years³.

In recent years in Uzbekistan, along with traditional forms of travel, ecotourism, geotourism, agritourism, medical tourism and gastronomic tourism have also developed. Uzbekistan places particular emphasis on the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, and the organization of tourist services in accordance with international standards. Government policy is aimed at developing tourism, so that this area in the future should become one of the drivers for accelerating the integrated development of regions and their infrastructure, helping to solve such important socio-economic tasks as creating hundreds of thousands of new jobs, ensuring diversification and accelerated development of regions increasing incomes, the level and quality of life of the population, increasing the volume of foreign exchange earnings, improving the image and investment attractiveness of the country. The average annual growth rate of foreign visitors to 2016 over the past five years was 8%. In 2017, this figure registered 32.7% more than in 2016. For eleven months of 2018, the number of foreign tourists exceeded the figures for the same period in 2017 by almost 2 times.

In 2019, 6,748,500 tourists visited Uzbekistan, and in 2018 the figure was 5,346,200. The majority of them, namely, 51.3 per cent were aged 31-55 years (52.1 per cent in 2018), 20.2 per cent were aged 55 and over (19.4 per cent in 2018), and 19.5 per cent were 19 years old. -30-year-olds (20.4 percent in 2018) and 9.1 percent are 0-18-year-olds (8.1 percent in 2018). The largest number of tourists came from the Central Asian region, with 5,764,500 people. The number of visitors from the CIS countries was 495,600. The number of visitors from far abroad is 488,400,000. Most of the tourists came from Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, the Russian Federation, Turkey, Afghanistan, China, the Republic of Korea and India. Among those visiting Uzbekistan, 81.8% came to visit relatives and friends, and 15.5% came for leisure. The number of foreigners who came for other reasons, including medical treatment, shopping, business meetings and education, was 2.7%. At the end of 2019, the export of tourist services amounted to 1 billion 313 million US dollars, an increase of 26.1% compared to 2018 (1 billion 041 million in 2018).

The preferences and expectations of tourists were studied by questioning. The results of the survey show that tourists come to Uzbekistan, having sufficient information, a certain motivation and with purposeful aspiration. Visitors showed high interest in historical tourist tours and visits to museums, galleries, excursions, cultural events, visits to the countryside, walking / hiking, shopping and ecotourism. The majority of tourists are satisfied with the general quality of the standards of accommodation facilities, tourist products, transport services, food and overall quality of service, and also feel safe during the trip. Most tourists intend to visit Uzbekistan again within 5 years.

Currently, tourism is one of the leading sectors of the global economy. Therefore, Uzbekistan places particular emphasis on the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, and the organization of tourist services in accordance with international standards. During the years of independence, significant actions were implemented in Uzbekistan in terms

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of development of this sphere with the preservation and enhancement of the historical and cultural heritage of the people, the revival of national traditions and customs, restoration and arrangement of the country's attractions.

In Initial years of independence, Uzbekistan has been actively increasing cooperation with international organizations, and regularly comes up with initiatives to accentuate cooperation in the field of tourism.

The current trend of the tourism industry confirms the need to study the prerequisites, system analysis of the dynamics of tourism development, identifying preferences and expectations of tourists, timely correction and modernization of the system of measures, taking into account the existing realities and prospects, which served as the basis for this study.

MATERIALS AND METHODS

For the analysis of the prerequisites and dynamics of the development of inbound tourism in Uzbekistan, information from official sources, statistical reporting data of the State Committee of the Republic of Uzbekistan for the development of tourism for 2015-2017 were used.

To identify preferences and expectations of foreign tourists from abroad, a survey was conducted. For questioning tourists, some fragments (elements) of the questionnaire developed by the State Statistics Committee of the Republic of Uzbekistan and the State Tourism Development Committee of Uzbekistan were used based on the consultations of an expert from the UNWTO. This questionnaire was previously tested and used in Uzbekistan to carry out such studies. The survey was conducted among foreign tourists from foreign countries who arrived in the Kashkadarya region by railway transport (the route of the train “Afrosiyob” Tashkent-Karshi) for the period 15-25 August 2018.

LITERATURE REVIEW

Studies on tourism issues appeared in the second half of the 20th century. Questions of the conceptual apparatus, theoretical and methodological nature on the problems of tourism and tourist activities are covered in the works of V.I. Azara, M.B. Birzhakova [1], I.V. Zorin, A.C. Kuskova, E.V. Listvy, V.L. Odintsova, Yu.S. Putrika, B.C. Senina. The works of Panov I.N.[2], Fowler, B. [3], Balaeva A., Predvoditeleva M. [4], Veprentsev V.[5], Dumazedier J. [6], Kozielski J. [7] are devoted to the problems of the development of international tourism. A significant contribution to the study of regional development and promotion of international tourism at the regional level made their work: , MacCannell, D.[8], Rojek Ch.[9] and Toffler A. [10]. In addition, I would like to mention the research of Kanevsky I., Kuznetsova O. and Chirkina V., addressed to the role issue state in the development of tourism. Due to the insufficient knowledge of modern tourism, additional economic studies are needed that will reveal the place of tourism in the domestic service sector, identify the signs, current problems and the most significant factors of its development, as well as determine the most comprehensive structure of national tourism.

MATERIALS AND METHODS

For the survey, students (totally, 5 students) of the Tashkent State University of Economics were recruited as interviewers, as well as responsible employees of the Tourism

Development Department of the Kashkadarya region (3 people in total) as supervisors. To ensure the quality of research, clarification of the goals and objectives of the survey for interviewers and supervisors training was organized.

The survey was conducted among foreign visitors who traveled to Uzbekistan, who stayed in the Kashkadarya region for more than one night and less than one month and did not have a goal to work in Uzbekistan. A total of 255 respondents were involved in the survey process. The survey was conducted at the railway stations of the cities of Karshi.

ANALYSIS OF RESULTS

An important milestone in the history of tourism in Uzbekistan was the entry of the republic in 1993 into the UN World Tourism Organization (UNWTO). The presence of more than seven thousand objects of the material and cultural heritage of different eras and civilizations, including the historical centers of Bukhara, Khiva, Samarkand and Shahrizabz, included in the UNESCO World Heritage List of UNESCO testify to the highest potential of Uzbekistan. The world-famous historical monuments, modern cities, the unique nature of Uzbekistan, the unique national cuisine, as well as the unsurpassed hospitality of the Uzbek people attract travelers.

In the framework of cooperation with the UNWTO in 1994, the Samarkand Declaration on Tourism along the Silk Road was adopted by 19 countries of the world.

In 20.08.1999, the Law No. 831-I “On Tourism” was enacted by the Decree of the Oliy Majlis of the Republic of Uzbekistan. The purpose of this Law is the legal regulation of relations in the field of tourism, the development of the market of tourist services, as well as the protection of the rights and legitimate interests of tourists and subjects of tourist activities.

In 1999, the Khiva Declaration on Tourism and the Preservation of Cultural Heritage was adopted, supported by UNWTO, UNESCO and the Council of Europe. In 2002, the Bukhara Declaration on Tourism along the Silk Road, which emphasizes the benefits of sustainable tourism and identifies concrete steps to promote cultural and ecological tourism in this direction. In recognition of the special place of the republic in the global tourism industry in 2004 in Samarkand, a regional UNWTO office was opened to coordinate tourism development on the Silk Road. Today, such an office exists only in two countries - in Japan and Uzbekistan. The main function of the office is to designate directions in the development of not only regional, but also international tourism.

In Uzbekistan, a new stage of significant progress in the field of international tourism began from the beginning of 2017. In 2018, a visa-free regime was established for citizens of Israel, Indonesia, the Republic of Korea, Malaysia, Singapore, Turkey, Japan, Tajikistan and France. In addition, the procedure for issuing visas to citizens of 39 countries has been simplified.

The efforts of the leadership of the Republic of tourism infrastructure in recent years raised to a fairly high level. The measures taken to support and protect the private sector contributed to the increase in the number of tourist organizations and hotel facilities. There are 1,667 tourist organizations successfully operating in the country, including 989 tour operators and 869 hotel facilities. Farmond Boron An extensive network of hotels with more than 25,000 beds meets modern international standards. Thanks to the truly extensive work on the construction and reconstruction of infrastructure facilities in Uzbekistan, 11 airports received the status of international harbors. Modern comfortable airplanes consisting of Boeing and Airbus

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airliners operate regular flights to more than 40 cities in Europe, Asia, the Middle East and America. Tourists visiting Uzbekistan have the opportunity to get to the sights of the republic and through railway transport. So, besides the usual and high-speed trains, high-speed trains "Afrosiab" produced by the Spanish company "Talga" run daily between Tashkent, Samarkand, Shakhrisabz and Bukhara, which significantly improved the quality of guest service and reduced the trip time.

In recent years, major investment projects have been implemented for the development of tourist infrastructure, including the opening of the Lotte City Hotel Tashkent Palace and Hyatt Regency Tashkent brand hotels in Tashkent, the creation of cultural and entertainment parks in Andijan, Urgench, Tashkent, the opening of railway line "Angren-Pap."

New types of travel, including ecological tourism, have been actively introduced in Uzbekistan. The presence in the republic of reserves, national parks, nurseries, wildlife reserves, natural monuments, biosphere reserve makes ecotourism in a very promising direction. In Uzbekistan, geotourism, medical tourism, mountaineering and rafting have also developed. Recreation areas and comfortable infrastructure facilities are being built in the regions. In the sports and recreation centers "Chimgan", "Beldersay" and "Charvak" the necessary conditions are created for practicing alpine skiing and other winter sports, where mountain trails of different types are built with a length of 300 to 3 thousand meters. There is a cable car here. In Uzbekistan, the gastronomic direction of tourism is also gaining popularity, the development of which allowed to make pilaf and other national dishes a recognizable brand of the country.

Significant role in ensuring the accelerated development of the tourism sector of Uzbekistan, the formation and maintenance of the country's image on the world market are played by major events regularly held in the country. One of the most important annual events is the Tashkent International Tourism Fair "Tourism on the Silk Road." Today, it is the largest forum in Central Asia where industry professionals meet, negotiate in various formats, including business-to-business, the Hosted Buyers program is being implemented for buyers of the national tourist product, and conferences are being held on topical issues of the development of the tourism industry in Uzbekistan and the world generally. Representatives of our country also regularly participate in international fairs and exhibitions held abroad in order to present the tourist potential of the republic. Participation in them allows you to stay abreast of the latest trends in the global tourism market, enter into business contracts, and develop cooperation with foreign partners.

The state policy in this direction is aimed at the development of tourism, so that this area in the future should become one of the drivers for the accelerated integrated development of the regions and their infrastructure, to contribute to the solution of such important socio-economic tasks as the creation of hundreds of thousands of new jobs, ensuring diversification and accelerated regional development, increasing incomes, the level and quality of life of the population, increasing the volume of foreign exchange earnings, improving the image and investment attractiveness STI country.

The State Committee of the Republic of Uzbekistan for the Development of Tourism has been tasked to ensure, together with the relevant ministries and departments, an increase in the number of tourists in all promising areas of tourism and the volume of real export of tourist services at least twice in the next 5 years.

For the period 2015-2017, the export of tourist services grew by 33% and amounted to USD 546.9 million in 2017, and for 9 months of 2018 - USD 773.4 million, exceeding the figures of 2017 in total by 41%.

The result of the measures taken by the state, in the direction of tourism, is an increase in tourists arriving in the republic. Thus, according to the State Committee for the Development of Tourism of the Republic of Uzbekistan, over 2 million people from different parts of the world visit the country annually. The number of arriving foreign visitors to Uzbekistan is growing at a high rate every year. The average annual growth rate of foreign visitors to 2016 over the past five years was 8%. In 2017, 2,690 thousand tourists entered the Republic of Uzbekistan. This figure is 32.7% more compared to 2016, when the number of tourist arrivals was 2,027 thousand people (Source: Analysis by the State Committee of Tourism).

As the data presented in Table 1 for eleven months (January-November) of 2018 shows, the number of foreign tourists was 4,896,397 people and exceeded the figures for the same period in 2017 by almost 2 times - by 94.8% (Table 1).

The geography of foreign guests is wide. At the same time, the number of tourists from neighboring countries traditionally prevailed in the structure of arriving tourists. This phenomenon continues to persist as before - the share of tourists from the CIS countries for 11 months of 2017–2018. amounted to 93.2% and 93.8%, respectively. The share of tourists from non-CIS countries during this period was only 6.8% and 6.2%, respectively.

Table 1. The number of foreign tourists (thousands of people) [12]

The name of indicators	2020 (10 months)	2019 y	growth rate,% in relation to 2018
Total amount	1 385,0	6 748,5	126,2
Central Asia, of which:	1 239 881	5 764 480	124,9
Other CIS countries, of which:	80 475	495 630	122,0
Non-CIS countries, of which:	64 613	488 402	149,9

The number of tourists from the CIS countries for 11 months of 2018 amounted to 4 590 740 people and exceeded on average the figures for the same period of 2017 by 1.9 times (Table 2). The increase in the number of tourists who have entered is noted from almost all CIS countries. The largest growth for 11 months of 2018 compared to the same period of 2017 was from Armenia (+143.4 times), the Republic of Moldova (+133.3 times), Ukraine (+15.5 times), Tajikistan (+5.0 times) and Turkmenistan (+3.4 times). The absolute number of visitors who entered the Republic of Uzbekistan for 11 months of 2018. The leading positions are occupied by the countries of Central Asia - Kazakhstan (2,124,631), Tajikistan (984,804), Kyrgyzstan (959976), Turkmenistan (146,348) and the Russian Federation (343,128).

Table 2. The number of tourists arriving from the CIS countries (thousand people) [12]

The name of indicators	2020 y (10 months)	2019 y.	growth rate,%	2018 y.	growth rate,%	2017 y.	growth rate,%	2016 y.
Other CIS countries, of which:	80 475	495 630	122,0	406 200	296,0	137 213	122,8	111 748
Azerbaijan	2 076	12 367	118,2	10 465	278,3	3 760	152,5	2 466

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Armenia	299	1 740	<i>123,5</i>	1 409	<i>15 655,6</i>	9	<i>100,0</i>	9
Belarus	1 386	7 411	<i>132,1</i>	5 609	<i>206,1</i>	2 721	<i>167,0</i>	1 629
The Republic of Moldova	899	4 601	<i>84,1</i>	5 470	<i>16 575,8</i>	33	<i>137,5</i>	24
The Russian Federation	73 077	455 470	<i>122,6</i>	371 529	<i>285,9</i>	129 963	<i>121,5</i>	106 958
The Ukraine	2 738	14 041	<i>119,8</i>	11 718	<i>1 611,8</i>	727	<i>109,8</i>	662

The share of tourists from non-CIS countries during this period was only 6.8% and 6.2%, respectively.

In recent years, there has been a significant positive trend in the number of visitors entering the Republic of Uzbekistan from non-CIS countries. The number of tourists from non-CIS countries for 11 months of 2018 was 305,657 people and exceeded on average the figures for the same period of 2017 (1,71238) by 1.8 times (Table 3). For the period under review, the growth in the number of tourists who entered has been observed from almost all foreign countries that have traditional tourist ties with Uzbekistan, with the exception of Iran (-15.1%). Of the far-abroad countries, Uzbekistan is especially popular with citizens of Turkey, Germany, France, Italy, the Republic of Korea, Japan, China, Malaysia, India and the United States. The most significant increase in tourist flow in the first 11 months of 2018 compared to the same period in 2017 was from the United States (+8.3 times), Italy (+3 times), United Kingdom (+2.6 times), Israel (+2.6 times), Germany (2.5 times) and France (+2.4 times). According to the number of visitors who entered the Republic of Uzbekistan for 11 months of 2018. the first place was occupied by Turkey (37928). Also, a substantial number of visitors came from China (29,736), the Republic of Korea (25,634), India (19,161), Germany (17,699) and Japan (16,487).

Table 3. Number of tourists arriving from non-CIS countries top 10 countries (thousand people) [12]

The name of indicators	2020 (10 months)	2019 y.	growth rate,%	2018 y.	growth rate,%	2017 y.	growth rate,%	2016 y.
Non-CIS countries, of which:	64 613	488 402	<i>149,9</i>	325 827	<i>179,7</i>	181 282	<i>117,4</i>	154 450
Turkey	16 809	63 539	<i>153,9</i>	41 299	<i>85,4</i>	48 371	<i>121,8</i>	39 727
Afghanistan	10 857	62 580	<i>141,5</i>	44 220	<i>189,6</i>	23 322	<i>121,1</i>	19 255

China	5 649	54 293	<i>167,3</i>	32 444	<i>215,0</i>	15 087	<i>128,0</i>	11 790
The Republic of Korea	6 241	35 524	<i>130,3</i>	27 269	87,8	31 059	<i>123,0</i>	25 260
Germany	1 871	27 625	<i>152,7</i>	18 094	<i>251,1</i>	7 207	<i>121,9</i>	5 914
India	4 133	27 898	<i>132,7</i>	21 029	<i>139,1</i>	15 122	<i>84,5</i>	17 898
Japan	1 377	24 944	<i>146,3</i>	17 052	<i>422,2</i>	4 039	<i>135,3</i>	2 986
Italy	809	20 356	<i>147,0</i>	13 843	289,8	4 776	<i>155,7</i>	3 068
France	964	20 390	<i>150,2</i>	13 579	<i>243,5</i>	5 577	<i>118,5</i>	4 706
USA	1 590	17 106	<i>153,7</i>	11 133	<i>840,9</i>	1 324	<i>120,9</i>	1 095
United Kingdom (UK)	1 269	15 962	<i>199,7</i>	7 994	<i>265,2</i>	3 014	<i>151,8</i>	1 985

Thus, the intensive development of the tourism industry in Uzbekistan, including respect for the historical and cultural heritage, the creation of infrastructure that fully meets international standards, and the strengthening of international relations will turn our region into one of the most visited countries in the world. Further, in order to ascertain the preferences and expectations of foreign tourists from abroad, we conducted a survey. A total of 255 respondents took part in the survey process – visitors who entered the Kashkadarya region of the Republic of Uzbekistan from foreign countries, including 148 men (58.0%) and 107 women (42.0%). In the age structure of the respondents, the age group prevails. 35-45 years old - 111 people (43.5%). This is followed by the age group 25-34 years - 63 people (24.7%). Respondents in the age group 45-54 years - 55 people (21.6%) and over 55 years old - 26 people (10.2%).

Table 4. Citizenship of respondents - visitors who entered the Kashkadarya region of the Republic of Uzbekistan from foreign countries for 15-25 August 2018[12]

4Countries	Numbers	%
Turkey	33	12,9
The Republic of Korea	23	9,1
China	32	12,5
India	30	11,8
Germany	33	12,9
Italy	35	13,7
France	38	14,9
Israel	31	12,2
Total	255	100

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Citizens from 8 countries participated in this study. As the data presented in Table 4 shows, the number of visitor respondents did not differ much by country, which is explained by the group character of the entries, i.e. the formation of an organized group of tourists entering Uzbekistan. (Table 4).

Table 5. Tourist activity during their stay in Uzbekistan[12]

Type of tourist activity	Absolute numbers	%
Historical walking tours	255	100,0
Museums / Galleries	255	100,0
Walking / hiking	66	25,9
Tours	163	63,9
Cultural events	105	41,2
Bars / Pubs / Clubs	15	5,9
Countryside visit	68	26,7
Ecotourism	57	22,3
Conferences, seminars, etc.	-	-
Visiting of countries, caravanserai	18	7,1
Visiting nature reserves, natural parks	33	12,9
Fishing	5	1,9
Horseback riding	21	8,2
Shopping	63	24,7
Other	55	21,5

Arriving visitors from far abroad showed particularly high interest, as a tourist activity during their stay in Uzbekistan, historical walking tours and visits to museums, galleries (100.0%). Then 63.9% - excursions, 41.2% - cultural activities, 26.7% - visits to rural areas, 25.9% - walks / hikes, 24.7% - shopping (Table 5). It should be noted that in 22.3% of respondents ecotourism was noted as a tourist activity during their stay in Uzbekistan. According to the survey results, visitors showed sufficient interest in visiting nature reserves and natural parks in Uzbekistan - 12.9%. Visitors were less interested in entertainment (bars / pubs / clubs) - 5.9%. The least interest is fishing - 1.9%.

Table 6. Opinion and attitude of tourists, formed during their stay in Uzbekistan.

Relationship to Uzbekistan	Strongly disagree (Abs /%)	Rather disagree (Abs /%)	Neutral (Abs /%)	Rather, I agree (Abs /%)	I I completely agree (Abs /%)
I was attracted to Uzbekistan because it is an uncharted place of travel	-	-	-	33/12,9	222/87,1
Uzbekistan attracted me	-	-	-	-	255/100,0

due to the unique culture and preserved heritage of the Silk Road					
I had a good travel experience in Uzbekistan and I would recommend it to friends	-	-	-	213/83,5	42/16,5
Uzbekistan offers good value for money	-	-	-	211/82,7	44/17,3
Uzbek people were very welcoming	-	-	-	17/6,6	238/93,4
During my current trip I would like to spend more time here	-	-	33/12,9	97/38,0	125/49,1
I find it easy to find information about sights and entertainment in Uzbekistan	11/4,3	38/14,9	113/44,3	45/17,6	48/18,9
I find it easy to get a visa to Uzbekistan	23/9,0	28/11,0	37/14,5	101/39,6	66/25,9
I would like to spend more time in Uzbekistan, but my terms are limited to a visa	28/11,0	76/29,8	33/12,9	63/24,7	55/21,6
Traveling in Uzbekistan, I prefer to stop and eat in restaurants owned by local residents so that the money spent will be received by local communities	-	-	-	60/23,5	195/76,5
Traveling in Uzbekistan, I prefer to stop and eat in restaurants owned by local residents to learn more about the country	-	-	-	24/9,4	221/90,6
I felt safe during my stay in Uzbekistan	-	-	11/4,3	36/14,1	208/81,6
I am pleased with the general quality of accommodation standards in Uzbekistan	-	-	13/5,1	208/81,6	24/13,3
I am pleased with the general quality of tourism standards in Uzbekistan	-	-	11/4,3	195/76,5	49/19,2

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I am pleased with the general quality of transport service standards in Uzbekistan	-	-	15/5,9	203/79,6	37/14,5
I am pleased with the general quality of nutrition standards in Uzbekistan	-	-	13/5,1	105/41,2	137/53,7
I am pleased with the general quality of service in Uzbekistan	-	-	7/2,7	153/60,0	95/37,3

Source: author`s survey.

Table 7.

The intentions of the respondents to return to Uzbekistan

Intention to return to Uzbekistan	Absolute numbers	%
Yes, for 12 months	13	5,1
Yes, from 1 year to 3 years	121	47,5
Yes, from 3 to 5 years	97	38,0
Yes, after more than 5 years	11	4,3
Not sure if I will come back	8	3,1
I do not intend	5	2,0
	255	100,0

Source: author`s survey.

The backwash of the survey show that tourists from far abroad come to Uzbekistan, having sufficient information, certain motivation and with purposeful aspiration. Absolutely all the tourists from faraway countries noted that Uzbekistan was attracted by both the uncharted country of travel, and thanks to the unique culture and the preserved heritage of the Silk Road (Table 6). As the data presented in Table 6 show, all the tourists emphasize that they have developed a good experience of traveling around Uzbekistan and would recommend it to friends, the country offers good value for money, and the Uzbek people were very welcoming. All responding tourists prefer traveling to Uzbekistan to stop and eat at restaurants owned by local residents so that the spent money is received by local communities and in order to learn more about the country. 59.2% of tourists say that they would like to spend more time in Uzbekistan, but their dates are limited to a visa. The majority of tourists are satisfied with the general quality of accommodation standards (94.9%), tourist products (95.7%), transport services (94.1%), food (94.9%) and overall quality of service (97.3%) in Uzbekistan. 95.7% of tourists felt safe during their stay in the country. However, 19.2% of tourists believe that it is not easy to find information about attractions and entertainment in Uzbekistan, and 20.0% believe that it is not easy to get a visa.

As the data presented in Table 7 shows, the overwhelming majority of tourists intend to visit Uzbekistan again within 3 years and from 3 to 5 years (Table 7). In general, 95.1% of

respondents expressed a desire to return to Uzbekistan, which indicates a high satisfaction of tourists from this trip.

CONCLUSIONS

1. The rich material and cultural heritage of different eras and civilizations, the historical centers of Bukhara, Khiva, Samarkand and Shahrissabz, the unique nature of Uzbekistan, the unique national cuisine, modern cities, as well as the unsurpassed hospitality of the Uzbek people testify to Uzbekistan's high tourism potential and attract travelers from different parts of the world.

2. The country's leadership pays closest attention, and the State policy in the tourist direction is aimed at the development of tourism so that this area in the future should become one of the drivers for the accelerated integrated development of the regions and their infrastructure.

3. For eleven months of 2018, the number of foreign tourists was 4896397 people and exceeded the figures for the same period of 2017 almost 2 times.

4. In terms of numbers in the structure of arriving tourists, tourists from neighboring countries prevail - the share of tourists from the CIS countries for 11 months of 2018 was 93.8%, the share of tourists from non-CIS countries during this period was only 6.2%.

5. Tourists from far abroad come to Uzbekistan, having sufficient information, certain motivation and with purposeful aspiration.

6. Visitors from far-away countries showed particularly high interest, as tourist activities, historical walking tours and visiting museums, galleries, excursions, cultural events, visiting the countryside, walking / hiking, shopping and ecotourism.

7. The overwhelming majority of tourists are satisfied with the general quality of the standards of accommodation facilities, tourist products, transport services, food and, in general, the quality of services, and also felt safe during their stay in Uzbekistan.

8. Most tourists intend to visit Uzbekistan again within 3 years and from 3 to 5 years.

CONFLICT OF INTERESTS AND CONTRIBUTION OF AUTHORS

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