



**O‘ZBEKISTON RESPUBLIKASI
OLIIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI**

**МИНИСТЕРСТВО ВЫСШЕГО ОБРАЗОВАНИЯ, НАУКИ И ИННОВАЦИЙ
РЕСПУБЛИКИ УЗБЕКИСТАН
БУХАРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ**

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Xalqaro ilmiy-amaliy anjumani**

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INCLUSIVE TOURISM IN UZBEKISTAN”**

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Mazkur to‘plamga kiritilgan ilmiy ishlar va g‘oyalar mazmuni, undagi statistik ma‘lumotlar, sanalarning aniqligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o‘zlari mas‘uldirlar.

Ushbu xalqaro anjuman O‘zbekiston Respublikasi Davlat ilmiy-texnika dasturlari doirasida moliyalashtirilayotgan ALM-202403110241-raqamli “Nogironligi bor shaxslar uchun inklyuziv turizm infratuzilmasining interfaol xaritasini yaratish” mavzusidagi loyiha doirasida tashkil etildi.

KIRISH

So'nggi yillarda O'zbekiston Respublikasida turizm sohasini rivojlantirish davlat siyosatining ustuvor yo'nalishlaridan biriga aylangan. Prezidentimizning 2025-yil 15-maydagi PF-87-sonli farmoni, 2024-yil 12-avgustdagi PQ-287-sonli qarori, shuningdek, 2022-yil 28-sentyabrdagi 543-sonli Vazirlar Mahkamasi qarori kabi muhim hujjatlar turizmni nafaqat iqtisodiy o'sish omili, balki ijtimoiy barqarorlik va hududiy taraqqiyotning harakatlantiruvchi kuchi sifatida rivojlantirishga yo'naltirilgan. Xususan, inklyuziv, barqaror va raqamli turizm konsepsiyalarini milliy amaliyotga tatbiq etish, bu sohada ilg'or xorijiy tajribalarni integratsiyalash, O'zbekistonning turistik salohiyatini xalqaro miqyosda tanitish imkonini bermoqda.

Inklyuziv turizm konsepsiyasi dunyo miqyosida sayohat imkoniyatlarini har bir inson uchun teng va adolatli asosda yaratishga qaratilgan bo'lib, bu yondashuvning asosiy tamoyillari O'zbekiston tajribasida ham tobora dolzarb tus olmoqda. Inklyuziv turizm sharoitida imkoniyati cheklangan shaxslar, yoshi katta fuqarolar, bolali oilalar, kam ta'minlangan yoki ehtiyojmand qatlam vakillarining sayohatdagi ishtiroki uchun qulay infratuzilma, axborot texnologiyalari, maxsus xizmatlar va jamiyatda inklyuziv madaniyatni shakllantirish muhim ahamiyat kasb etadi.

Tashkil etilgan "O'zbekiston Respublikasida inklyuziv turizmni rivojlantirish istiqbollari" mavzusidagi xalqaro ilmiy-amaliy anjuman bevosita ushbu dolzarb yo'nalishga qaratilgan. Anjumanning maqsadi — inklyuziv turizmning huquqiy, infratuzilmaviy, texnologik va ijtimoiy asoslarini har tomonlama o'rganish, sohadagi muammolar va imkoniyatlarni baholash, ilg'or tajribalarni tahlil qilish hamda ilmiy asoslangan tavsiyalar ishlab chiqishdan iborat. Anjuman inklyuziv turizmga infratuzilma va kadrlar masalalari, sektorlararo hamkorlik, raqamli transformatsiya, barqaror turizm tamoyillari va mahalliy hamjamiyatlarni jalb etish kabi asosiy yo'nalishlar bo'yicha muhim ilmiy ma'ruzalar va maqolalarni o'zida qamrab oladi.

Anjumanda taqdim etilgan ilmiy ishlar, ilgari surilgan nazariy konsepsiyalar, tahliliy mulohazalar va amaliy tavsiyalar asosida jamlanib, inklyuziv turizmni O'zbekistonda tizimli va barqaror rivojlantirish bo'yicha metodologik asos bo'lib xizmat qiladi. Taqdim etilgan maqolalar turizm sohasining turli jihatlarini yoritib, innovatsion, ekologik va ijtimoiy yo'nalishlarda ham yechimlar taklif etadi. Shu bois, u nafaqat ilmiy izlanishlar mahsuli, balki turizmni barcha uchun ochiq va adolatli tizimga aylantirish yo'lida zaruriy ilmiy-amaliy manba sifatida qadrlanadi.

Inklyuziv turizmga oid dolzarb masalalarni chuqur yoritgan holda, milliy va xalqaro tajriba, siyosiy qarorlar, ilmiy qarashlar va jamiyat ehtiyojlarini birlashtiruvchi muhim platforma sifatida xizmat qiladi. To'plamdagi har bir maqola ilmiy yondashuvga, zamonaviy fikrlashga va amaliy natijaga asoslangan bo'lib, turizm sohasida faoliyat yuritayotgan mutaxassislar, ilmiy-tadqiqot muassasalari, davlat organlari va fuqarolik jamiyati vakillari uchun muhim nazariy va amaliy ahamiyatga egadir.

nogironligi bo'lgan odamlar uchun qulay yo'llarni loyihalash va amalga oshirishda e'tiborga olish kerak bo'lgan asosiy xususiyatlar quyidagilar:

- Keng,
- qattiq,
- tekis yo'llar.

Nogironlar aravachalari va boshqa harakatlanish vositalarini joylashtirish uchun yo'llar kamida 36 dyuym kengligida bo'lishi kerak. Sirt tushishning oldini olish va silliq harakatni ta'minlash uchun mustahkam va tekis bo'lishi kerak.

Ruxsat etilgan kenglik va o'tish zonalar:

Minimal talab 36 dyuym bo'lsa-da, muntazam intervallarda kengroq bo'limlar osonroq bo'ladi.

Ommaviy yo'llar dam olish imkoniyatlarini ta'minlaydigan va aholi salomatligi va farovonligini ta'minlaydigan muhim jamoat resurslari hisoblanadi. Maqsadli siyosatni amalga oshirish, mablag' ajratish va har bir mintaqaning o'ziga xos kontekstiga moslashish orqali munitsipalitetlar foydalanish mumkin bo'lgan yo'llarni rivojlantirishga rahbarlik qilishi mumkin. Ushbu proaktiv yondashuv nafaqat mahalliy aholining hayot sifatini oshiradi, balki mahalliy hamjamiyat va tashrif buyuruvchilar uchun foydali bo'lgan inklyuziv turizmning rivojlanishini qo'llab-quvvatlaydi.

Foydalanilgan adabiyotlar ro'yxati

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THE ROLE OF ONLINE TOUR OPERATORS IN THE DEVELOPMENT OF INCLUSIVE TOURISM IN UZBEKISTAN

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Annotation: *this study investigates how online tour operators (OTOs) in Uzbekistan contribute to—or fall short of—advancing inclusive tourism. Using a qualitative content analysis of leading Uzbek and international travel platforms, complemented by a review of policy documents and scholarly literature, the research evaluates digital accessibility features, the availability of inclusive tour products, and broader infrastructural challenges. Findings reveal a nascent but growing awareness of inclusive tourism among OTOs: a few operators now market wheelchair-friendly itineraries and multi-language support, yet most websites lack basic web-accessibility compliance and rarely provide detailed accessibility information. Structural barriers—such as limited on-site infrastructure and low industry know-how—further constrain progress. The paper concludes with practical recommendations for government bodies and OTOs, including mandatory accessibility labeling, universal-design toolkits, staff training, and a centralized online portal for accessible travel. Implementing these measures could position Uzbekistan as a regional leader in inclusive, digitally enabled tourism.*

Keywords: *inclusive tourism; online tour operators; accessibility; universal design; digital platforms.*

Introduction

Inclusive tourism refers to making travel **accessible and enjoyable for all**, regardless of physical abilities or other potential barriers. It embodies the application of *universal design* principles so that the entire tourist environment is usable and understandable by everyone. In the context of Uzbekistan, inclusive tourism has gained strategic importance in recent years as a tool for **social integration and economic growth**. The Government of Uzbekistan recognizes tourism as a driver of development that should benefit local communities and vulnerable groups. Notably, President Shavkat Mirziyoyev, in his address at the 25th UNWTO General Assembly in Samarkand (October 2023), proposed declaring 2025 as the “*Year of Inclusive Tourism*” worldwide. This high-level commitment underscores Uzbekistan’s stance as a **steadfast ally in promoting responsible, inclusive, and universally accessible tourism** on the global stage.

Promoting inclusive tourism is particularly salient given Uzbekistan’s demographics. According to World Bank data, about 845,300 Uzbek citizens (2.3% of the population) were officially recognized as persons with disabilities in 2022. The actual share of people with some form of disability is much higher when considering older age groups – over half of Uzbeks above 60 have age-related disabilities. These figures point to a significant segment of potential travelers who face accessibility challenges. Developing tourism that **caters to people with disabilities, seniors, and other special-needs groups** is not only a moral imperative but also a strategic economic opportunity. By improving accessibility, Uzbekistan can enhance the quality of its tourism services and tap into a broader visitor market, thereby strengthening its competitiveness internationally.

Within this context, *online tour operators (OTOs)* have a critical role to play. OTOs – including travel booking websites, online travel agencies, and digital tour platforms – are often the first point of contact for travelers planning a trip. They curate information, offer booking services, and shape travelers’ perceptions of how accessible a destination is. This article examines **the role of online tour operators in fostering inclusive tourism in Uzbekistan**. We explore how OTOs currently contribute to (or hinder) the inclusion of travelers with disabilities and other marginalized groups, assess the accessibility of their digital platforms and content, identify challenges in the Uzbek digital tourism ecosystem, and highlight best practices and recommendations for more inclusive digital travel services. By adopting an IMRAD structure, we present an introduction to the issue, describe our methods of inquiry, report key findings on the state of inclusive tourism and OTOs, and discuss their implications along with suggestions for future improvements. The goal is to provide a scholarly yet practical analysis suitable for guiding industry stakeholders and informing policy in Uzbekistan’s tourism sector.

Methods

This study adopted a qualitative, mixed-methods approach centered on **literature review and content analysis**. First, we conducted a comprehensive review of academic literature, policy documents, and industry reports related to inclusive tourism and digital travel services in Uzbekistan. Key sources included scholarly articles on accessible tourism infrastructure, government decrees and UNWTO reports on inclusive tourism initiatives, and international case studies of inclusive tourism in practice. This provided a theoretical foundation and contextual background on definitions, importance, and global best practices of inclusive tourism.

Secondly, we performed a targeted analysis of **online tour operator platforms** relevant to Uzbekistan. We identified popular OTO websites catering to Uzbekistan’s inbound and domestic tourism markets, including both local tour operators’ sites and international travel platforms. Content analysis was applied to evaluate these websites on several criteria: availability of accessibility-related information (e.g. mentions of wheelchair access, adapted tours), support for multiple languages, and the presence of inclusive design features (such as readable layouts or assistive technology compatibility). For instance, we examined the offerings of a major regional tour operator “Advantour” which advertises *accessible tours in Uzbekistan* for travelers with disabilities. We also reviewed user-facing content from global platforms like Intrepid Travel and GetYourGuide to see how Uzbekistan tours are presented regarding accessibility features. Additionally, we consulted publicly available information on Russian and Uzbek tour operator websites (in original languages) to capture local industry perspectives. This included browsing

news, blog posts, and announcements on Uzbek travel agency sites and Russian tour industry portals for any discussions of inclusive or accessible tourism.

No primary surveys or interviews were conducted; instead, the research relies on secondary data and observations from digital sources. By triangulating insights from policy and academic references with real-world examples from OTO websites, we aimed to identify both the *current role* of OTOs in inclusive tourism and the *gaps* that need addressing. All sources were properly cited in APA style, and the findings were synthesized to maintain a formal scholarly tone. The results of this analysis are presented in the next section, followed by a discussion interpreting their significance and offering recommendations.

Results

Current Contributions of Online Tour Operators to Inclusive Tourism

The analysis reveals that **online tour operators in Uzbekistan have begun to engage with the concept of inclusive tourism, but their contributions remain nascent**. On the positive side, there are emerging examples of OTOs offering products and information tailored to travelers with disabilities. For instance, Advantour – a well-known Central Asia tour company – now features dedicated *accessible tour packages in Uzbekistan*. These itineraries are explicitly designed for people with limited mobility, including carefully chosen attractions and accommodations equipped with ramps, elevators, and adapted rooms. Transportation on such tours uses vehicles with extra space to accommodate wheelchairs, aiming to provide a comfortable travel experience despite the country's challenging terrain. The presence of these specialized tours indicates that at least some tour operators recognize the *market demand and social need* for accessible travel options. Similarly, international operators have signaled a commitment to inclusion: Intrepid Travel, for example, states that they “do our best to help as many people see the world as possible” regardless of disability, and will make reasonable itinerary adjustments for travelers with special needs. This suggests a growing awareness in the industry that **travel should be open to all**.

Online platforms are also playing a role in **information dissemination and trip planning** for accessible travel. Global booking sites and aggregators have begun highlighting accessibility features in Uzbek tourism. Notably, the popular platform *GetYourGuide* allows users to filter and search for “wheelchair accessible” tours and activities in destinations like Tashkent. This feature means that travelers can quickly identify tours which are manageable for wheelchair users (such as excursions with minimal stairs or with vehicle support). The inclusion of accessibility filters on a mainstream site indicates that digital travel marketplaces are adapting to the **needs of diverse travelers**. Moreover, many Uzbek tour operator websites offer content in multiple languages (commonly Uzbek, Russian, and English, and sometimes others) to cater to different user groups. Multi-language support can be seen as a form of inclusivity, extending access to information for tourists of various linguistic backgrounds. For example, the planned Unified National Tourism e-Platform (a government-initiated online portal launching in 2025) is set to support **14 languages** to ensure broad accessibility. Such features lower the barrier for foreign visitors (including those from Russia and neighboring countries) to plan trips, and they exemplify how digital tools can widen inclusivity in terms of language and geographic reach.

Despite these encouraging developments, the **overall contribution of OTOs to inclusive tourism in Uzbekistan remains limited** in scope. The number of tour operators explicitly marketing accessible or inclusive tours is still small. Our scan of major Uzbek travel websites found that **information on accessibility (e.g., whether hotels or attractions are wheelchair-friendly) is rarely highlighted unless the tour is specifically designed for that purpose**. In general tour descriptions, accessibility features tend to be mentioned only on request or not at all. This suggests that *inclusive tourism is not yet mainstreamed* into all tour products, but rather handled as a niche offering. Additionally, while some OTOs provide disability-friendly tours, **the usability of their own websites for people with disabilities is not clearly documented**. For example, none of the surveyed local tour websites provided accessibility statements (such as compatibility with screen readers or options for adjusting text size for visually impaired users). This digital accessibility aspect is crucial, as a website that is not navigable by a blind or low-vision user (due to lack of alt-

text, keyboard navigation, etc.) effectively excludes those would-be customers. There is currently no evidence that Uzbek OTO sites adhere to international web accessibility standards (like WCAG), indicating a gap between **offering accessible tour content and actually being accessible platforms**.

Challenges in Uzbekistan's Digital Tourism Ecosystem

The limited role of OTOs in advancing inclusive tourism can be partly explained by **broader challenges in Uzbekistan's tourism infrastructure and digital ecosystem**. A fundamental issue is the *physical accessibility gap* in the country's tourism assets. Many of Uzbekistan's famed attractions – historic madrassas, mosques, ancient city centers – were not built with modern accessibility in mind, and retrofitting them is ongoing. As observed by Intrepid Travel, Uzbekistan “can be a difficult destination for travelers with disabilities, with very little infrastructure at sights or hotels”. Smaller hotels often lack elevators, larger hotels may have only partial elevator coverage, and accessible public transport is scarce. Consequently, even if OTOs wish to arrange inclusive trips, they face a shortage of fully accessible facilities and services on the ground. Travelers with mobility impairments often require significant extra assistance or a travel companion to navigate the environment. This situation **discourages many potential inclusive travelers** and also makes it expensive or labor-intensive for tour operators to develop suitable packages.

Another challenge lies in the **digital readiness of the local tourism industry**. While internet and smartphone usage in Uzbekistan have risen, the adoption of *digital accessibility practices* remains low. A recent accessibility audit in Tashkent (supported by the World Bank) found various issues in digital information services for public transport, illustrating that **user interfaces often do not meet the needs of people with disabilities**. By extension, tourism websites and apps may also have similar shortcomings. Many tour operators and travel agents are small businesses with limited IT capacity; ensuring their websites comply with accessibility guidelines or have features like text-to-speech may not yet be a priority or even within their expertise. There is also a **lack of consolidated information online about accessible travel options** in Uzbekistan. Unlike cities in some Western countries that maintain official accessible tourism portals (for example, Barcelona's dedicated inclusive tourism website listing accessible attractions and services), Uzbekistan does not yet have a one-stop online resource for travelers with disabilities. This means OTOs and travelers alike have to patch together information from disparate sources. The forthcoming Unified National Tourism Platform might address some of this by integrating transport and booking services in one site, but it will need to incorporate accessibility information to truly serve inclusive tourism.

Cultural and awareness factors present additional hurdles. The concept of *inclusive customer service* is still relatively new in Uzbekistan's travel industry. Training for tour guides, hotel staff, and OTO personnel on how to assist travelers with different disabilities is not widely institutionalized. Our review did not find publicly available guidelines (in Uzbek or Russian) for tourism businesses on accommodating disabled guests beyond general government directives. The government's recent initiatives explicitly call for **raising awareness among people with disabilities about travel opportunities** and improving service quality for them using ICT. This suggests that outreach is needed on both the consumer side (to encourage PWDs to travel) and the provider side (to sensitize tourism operators). Until inclusive mindsets and knowledge become commonplace, OTOs may not perceive accessible tourism as a profitable or necessary segment, thus limiting their proactive engagement.

Examples of Regional and Global Best Practices

Examining external examples provides insight into **what is possible when OTOs and stakeholders prioritize inclusivity**. In Europe and elsewhere, several best practices illustrate how digital platforms can drive accessible tourism. For instance, *Barcelona's official tourism board* launched a special website devoted to inclusive tourism, which offers detailed information on accessible museums, heritage sites, adapted transport options, and hotels with barrier-free infrastructure. The website serves as a central hub to plan an entire trip with accessibility in mind. Additionally, a private agency in Barcelona, “**Barcelona Special Traveler**,” specializes in

inclusive tours – factoring in all client needs and guaranteeing accessible transport, lodging, and activities. In the UK, a notable example is the **Tourism For All** initiative, which acts as both an online resource and a tour operator for people with disabilities. Their platform allows users to customize travel itineraries according to individual needs and interests, essentially matching tourist offerings to personal accessibility requirements. These cases demonstrate the value of having *specialized digital interfaces and services* that focus on inclusion: they reduce uncertainty for travelers with disabilities and set a benchmark for industry operators to follow.

There are also technological innovations that support inclusive tourism. Some destinations employ mobile apps that provide audio descriptions or sign-language guides at tourist sites, helping visually or hearing-impaired visitors to experience attractions independently. Others use virtual reality tours as a substitute for those unable to access certain physical spaces, thereby offering an alternative form of participation. **While such advanced solutions are not yet common in Uzbekistan**, they represent directions that online tour platforms could explore in the future. Regional peers have started taking steps as well – for example, tourism authorities in countries like Georgia and Kazakhstan have begun training programs on accessible tourism and are partnering with private sector platforms to highlight accessible tour options. Uzbekistan can draw lessons from these experiences to leapfrog towards a more inclusive digital tourism landscape.

Discussion

The findings indicate that online tour operators in Uzbekistan are in the early stages of contributing to inclusive tourism. **Digital platforms have immense potential to bridge gaps** in the current tourism ecosystem, but realizing this potential will require concerted effort and collaboration. In this discussion, we interpret the results and outline recommendations to enhance inclusivity in digital travel services, considering the roles of OTOs, government, and other stakeholders.

Firstly, it is clear that **online tour operators can be catalysts for change** by proactively promoting accessible travel options. As gatekeepers of information, OTO websites and apps should integrate accessibility details into their mainstream offerings, rather than treating them as an afterthought. For example, *every tour listing could indicate its accessibility level* (wheelchair access, difficulty for visually impaired, etc.), similar to how hotels list amenities. By normalizing the visibility of such information, OTOs not only inform travelers with disabilities but also educate other customers and partners about the importance of inclusive features. The presence of accessible tour packages by Advantour is a positive sign; expanding these offerings and replicating such models across more operators would increase the available choices. Moreover, **inclusive marketing** – featuring travelers with disabilities in promotional materials, providing testimonials of successful accessible trips – could help reduce the stigma and highlight demand, thereby encouraging more businesses to invest in accessibility.

However, OTOs cannot succeed alone. The **support of government and industry bodies** is crucial to address the infrastructural and knowledge barriers identified. Uzbekistan's government has already taken a significant step with the January 2024 Presidential Resolution (No. IIII-20) focused on barrier-free tourism development. This policy sets forth measures like installing ramps and lifts at cultural sites, equipping transport hubs for disabled access, and even subsidizing travel costs for people with disabilities (covering 50% of expenses for 1000 individuals by 2027). Such measures, once implemented, will gradually improve on-the-ground accessibility, thereby empowering OTOs to offer more inclusive itineraries with confidence. Furthermore, the resolution encourages tour operators, travel agents, and other stakeholders to become **partners in promoting inclusive tourism**. This could entail incentive programs – for instance, certifying or financially rewarding operators who pioneer inclusive services. In the long run, a coordinated public-private partnership is needed: the state can provide the regulatory push and infrastructure investment, while online tour operators bring innovation in service delivery and reach.

The **digital dimension of inclusivity** warrants special attention. As our analysis showed, there is room for improvement in making OTOs' own platforms accessible. Simple steps like ensuring websites are compatible with screen readers, using alt text for images, offering transcripts

for multimedia, and providing multiple contact channels (for users who may not be able to use a phone, for example) can greatly enhance usability for travelers with disabilities. Implementing these changes aligns with the principles of universal design and is part of the operators' social responsibility. It may also soon be required by regulation; many countries are adopting web accessibility standards for commercial sites, and Uzbekistan might follow suit as it modernizes its digital policies.

Finally, building an **inclusive digital travel ecosystem** also involves knowledge-sharing and adopting best practices. Uzbek tour operators could benefit from training and resources on inclusive tourism. Learning from global examples – like how to set up an accessibility-focused trip planner (à la Barcelona's website) or developing partnerships with disability advocacy groups to audit and improve services – will accelerate progress. The creation of a centralized **online portal for accessible tourism in Uzbekistan** could be a game-changer. Such a portal, possibly managed by the tourism authority in collaboration with major OTOs, could compile accessibility information for attractions nationwide, list certified inclusive tour packages, and serve as a matchmaking platform between travelers with special needs and service providers. This would echo the "Tourism for All" approach used elsewhere, tailored to the Uzbek context.

In summary, online tour operators stand at the intersection of travelers and tourism providers, giving them a unique leverage to advance inclusive tourism. By improving their digital accessibility, actively promoting and designing inclusive products, and working hand-in-hand with policy initiatives, OTOs in Uzbekistan can significantly contribute to making tourism a sector that truly welcomes **everyone**. The transition to a more inclusive tourism model will not happen overnight, but the momentum is building – 2025 being the "Year of Inclusive Tourism" is both a symbolic and practical rallying point. Uzbekistan's experience could even become a best practice example in its own right, demonstrating how a developing destination can harness online platforms to achieve inclusive growth in tourism.

Recommendations

To conclude, we outline key recommendations for improving inclusivity in digital travel services in Uzbekistan, based on the above findings and global insights:

- **Enhance Website Accessibility:** Tour operators should audit and upgrade their websites following international accessibility guidelines (e.g., WCAG). This includes providing text alternatives for images, ensuring navigation via keyboard, enabling font size adjustments, and adding clear language options. An accessible website will allow users of all abilities to research and book tours independently.
- **Integrate Accessibility Information:** OTOs must incorporate detailed accessibility information into tour descriptions and booking interfaces. Features such as *filtering search results by accessibility criteria* (wheelchair-friendly, sign-language tours, etc.) on their platforms can help travelers easily find suitable options. Hotels and transport options should likewise be tagged for facilities like ramps, elevators, or hearing loops.
- **Develop Inclusive Products:** Expand the portfolio of inclusive tour packages. This can involve consulting with disability organizations to design itineraries that accommodate various needs (mobility, visual, auditory, cognitive). Offering equipment rental (e.g., wheelchairs, portable ramps) or companion services as part of tour packages can also add value. Successful examples like the accessible tours offered by Advantour can serve as models.
- **Training and Sensitization:** Invest in training programs for staff and guides on disability awareness and inclusive customer service. Frontline travel personnel should learn how to interact with and assist travelers with different disabilities in a respectful and effective manner. OTOs can collaborate with NGOs or international experts to conduct workshops, as well as create guideline materials in Uzbek/Russian for tourism businesses.
- **Collaboration on a Central Platform:** Work with the government and tourism board to establish a central **online inclusive tourism portal**. This portal would aggregate information on accessible destinations in Uzbekistan, list verified inclusive tours from

various operators, and provide tips (in multiple languages) for travelers with disabilities. By uniting scattered efforts, it would increase visibility and trust in inclusive tourism offerings.

- **Leverage Technology Innovations:** Embrace new technologies to improve accessibility. For example, mobile apps with GPS-guided audio tours could be offered at heritage sites for visually impaired visitors. Virtual reality experiences of famous landmarks could be marketed to those unable to physically travel, as a complementary service. Additionally, ensure the upcoming Unified National Tourism Platform builds in accessibility features from the design stage.

Implementing these recommendations will require commitment and coordination, but they are attainable steps toward an inclusive digital tourism future. With strong political will in Uzbekistan for inclusive development and the agility of online tour operators to adapt, the country is well-positioned to make its tourism *accessible for all*. The coming years, starting with 2025's focus on inclusive tourism, will be critical in translating policies and ideas into real changes on websites, in tour itineraries, and ultimately in the experiences of travelers with disabilities exploring Uzbekistan's rich cultural heritage.

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INKLYUZIV TURIZM O‘ZBEKISTONDA IJTIMOY-IQTISODIY INKLYUZIYANING VOSITASI SIFATIDA

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Annotatsiya. Mazkur maqolada O‘zbekistonda inklyuziv turizmning ijtimoiy-iqtisodiy integratsiya vositasi sifatidagi ahamiyati tahlil qilinib, inklyuziv turizmning nazariy asoslari, xalqaro tajriba va O‘zbekistondagi amaldagi holat o‘rganilgan. Shuningdek, turizm infratuzilmasida mavjud muammolar, ijtimoiy to‘siqlar va ularga qarshi chora-tadbirlar ko‘rib chiqilgan. Maqolada inklyuziv turizmning iqtisodiy faollikni oshirish, bandlikni ta‘minlash va ijtimoiy tenglikni kuchaytirishdagi roli asoslanib, O‘zbekistonda inklyuziv turizmni rivojlantirish bo‘yicha amaliy taklif va tavsiyalar ilgari suriladi.

Kalit so‘zlar: inklyuziv turizm, ijtimoiy integratsiya, iqtisodiy imkoniyatlar, imkoniyati cheklangan shaxslar, O‘zbekiston, barqaror rivojlanish

Kirish

So‘ngi yillarda O‘zbekistonda turizm sohasi milliy iqtisodiyotning ustuvor yo‘nalishlaridan biri sifatida izchil rivojlanmoqda. Turizm nafaqat madaniy va iqtisodiy yuksalishga xizmat

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