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THE IMPORTANCE OF DOMESTIC TOURISM IN LOCAL ECONOMY OF BUKHARA REGION

AzimovKh. Otabek¹

ABSTRACT

Tourism is an industry that has a significant impact on the socio-economic development of any interested country. This type of national economic activity is characterized by a multiplier effect, generating income generation in related sectors of the economy. Among the types of tourism, domestic tourism began to play a key role as the main source of financial income from tourism activities. In the regions of the Republic of Uzbekistan, domestic tourism is poorly developed, due to the imperfect infrastructure of the industry, the mismatch of prices for tourist products with their quality, and the lack of qualified personnel. Recently, the influence of external factors, such as the turbulent geopolitical situation in a number of countries, the crisis in the economy has gained particular importance for this area □. For the Bukhara region, domestic tourism is one of the very important areas of tourism, which needs to be developed rapidly.

Key words. Tourism, economics, domestic tourism, revenues, strategy, marketing, tourism management, destination, tourism resources.

Introduction

In 2019, important documents were adopted in the tourism sector, in particular, Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. UP-5611 "On Additional Measures for the Accelerated Development of Tourism in the Republic of Uzbekistan", Resolution of the President of the Republic of Uzbekistan dated January 5, 2019 No. PP -4095 "On measures for the accelerated development of the tourism industry" and Decree of the President of the Republic of Uzbekistan dated August 13, 2019 No. UP-5781 "On measures for the further development of the tourism sector in the Republic of Uzbekistan". In Uzbekistan, for the first time, the Tourism Development Concept for 2019-2025 was approved, in accordance with which the main directions of tourism development until 2025 are determined and, most importantly, the industry targets are determined. As a result of the implementation of practical measures based on the results of 8 months of 2019, more than 4.3 million foreign tourists visited the republic. This is 26.7 percent more than for the same period last year (3.4 million tourists). According to the results of the export of tourist services amounted to 854.5 million dollars. Compared to the same period last year (\$ 666.8 million), the export of tourism services increased by 28 percent. By the end of 2019, it is expected that more than 6.5 million foreign tourists will visit the republic, which is 15% more than last year (5.3 million) □.

In Uzbekistan, domestic travel involving movement of nationals for tourism, not fully developed. Meanwhile, in the economy of foreign countries (USA, China, Japan and others) it provides up to 80% of cash receipts in the structure of types of tourism.

Thus, the relevance of this research due to contradiction between high socioeconomic relevance of domestic tourism and insufficient level of its development in the regions of Uzbekistan in modern

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economic conditions. The aim of the study is scientific substantiation of directions ensuring the development of domestic tourism in the region, taking into account the influence of external factors. To achieve it, the existing approaches to the concept were considered.

"Domestic tourism", analysis and development of this sphere in the Russian regions, as well as the impact on it external factors.

The Japanese managed to achieve a lot in this direction by providing the tourism industry with all the necessary resources in the right quantity and quality. We only need to study and implement this in the tourism sector of our country. Having been in Japan in 2003, I personally became convinced that the Japanese tourism service system is more than just tourist service. In the Japanese customer service system, the client / tourist / guest is placed above the attendants, the entire system is tailored to the tourist, and sometimes it seems that the tourist feels excessively relaxed. But at all levels of service there are standards, where compliance with these standards is strictly mandatory for all personnel.

Literature review

The scientific works of various researchers provide different approaches and information on the development of domestic tourism. Outbound tourism tour operators have direct contacts with the Ministry of Foreign Affairs, and tourists traveling abroad can directly contact diplomatic staff if significant problems arise. Representatives of the travel industry also prefer to work only with reliable, trusted partners to reduce their risks to a minimum.

The literature dedicated to domestic tourism is a relatively narrow one. Nonetheless, a strong case is made for the important contribution of this side of tourism to local and national socio-economic success.

Domestic tourism accounts for upwards of four fifths of all tourism flows (Scheyvens, 2002). Even in nations with internationally orientated tourism industries, domestic tourism is demonstrated to be greater in terms both of size, and economic contribution (i.e. New Zealand; Pearce, 1990, Spain and Italy; Cortes-Jimenez, 2008, Italy: Massidda and Etzo (2012: 609). Estimates put the value of the UK domestic tourism industry in 2009 at around £70bn, more than three times the size of international (VisitBritain.org). Additionally, domestic tourists have been suggested as providing more economic input to local communities, because they tend to use locally owned facilities, reducing leakage rates. For example, domestic tourists are more likely to use small businesses in different places, rather than be concentrated in a few major resorts, to avoid pre-paid packages, and purchase local products and services (Shackley, 1996, Gossling et al, 2005, Schmallegger et al, 2011). Domestic tourism may be a means for destinations to reduce seasonality, and dependence on few originating markets, or declining markets (Sindiga, 1996).

Suggestions are also made that domestic tourists may be less negatively influenced by poor weather (Jacobsen et al, 2011), or susceptible to changing tastes and fashions (Wheeler, 1993, Urry, 2002), and have more realistic expectations of local attractions (Fennell, 2008).

As a domestic tourist there are typically three key matters to be dealt with after choosing the travel destination: the mode of travel; activities in which the tourist will participate and the people they will travel with. If the trip includes an overnight stay, the tourist must also choose accommodation. In order to gather information before and turning their trip, people turn to both promoted and un-promoted sources (e.g. advertising, printed material, travel review sites and friends and family). Factors such as the distance of the destination from place of residence, the costs associated with travelling, accommodation and other facilities,

and knowledge about the destination influence their decision. Blumenberg (2013) identified six factors which influence the travel behavior of immigrants: individual and household characteristics; spatial assimilation; access to ethnic resources; employment patterns; government regulations; and cultural differences. Modes of transportation have been shown to affect the way to immigrants' travel as tourists (Chatman & Klein, 2009). Blumenberg (2013) found that immigrants generally use public transportation, bicycles and walking. Word of mouth communication between friends and family, and personal preferences has been shown to govern the destination choice (Govers & Go, 2004). A favorable image of the destination is also an important factor in attracting tourists (O'Leary & Deegan, 2005; Pike, 2002). Communication about the tourist attractions and events is typically focused on expanding the knowledge of non-resident international tourists and to persuade them to go that location (Sigala and Leslie, 2005)□.

Research Methodology

Methodological approaches to research are based on general scientific methods of comparison, generalization, analysis, synthesis, PEST analysis, and the method of expert survey. The information base of the study was the work of domestic and foreign economists in the field of methodological and practical issues of tourism development management, taking into account regional characteristics. Regional development issues are highlighted in the writings of such scholars as A.G. Granberg, S.Yu. Glazyev, R.S. Greenberg and others. Theoretical and practical approaches to the development of tourism have also been widely studied in the works of foreign scholars who, as applied to domestic tourism, consider the importance of its development for the economy of the territory, focusing their attention on its problems□. As a research method, an analysis was made of the current state of the domestic tourism market in recent years. Based on these analyzes, certain conclusions can be made. For example, Japan ranks 9th in the world and 2th in the region of the Asia-Pacific countries. In 2018, nearly 30 million people visited this country. The success of Japan may be due to the rich cultural resources (6th place in the world) with unique UNESCO monuments and efficient transport infrastructure (17th place in the world). Tourists and businessmen also praised the paid WiFi network deployed throughout the country.

Analysis and results

Making analyzes of the above facts, one can observe that the internal tourism of Uzbekistan is developing slowly. But the resources that we have available allow us to more rapidly develop tourism in different directions. The role played by domestic tourism in tourist activity is still limited in Jordan, and this suggests that domestic tourism contribution in Jordan's tourism industry is still bounded. In the past decade, the domestic tourism contribution in the Kingdom was almost 7% out of the total tourist activities. Therefore, this requires the need to double the public-private sector efforts to expand the contribution of tourism media in stimulating and encouraging domestic tourism to support the tourism activity in Jordan. This is done through the distinctive tourism media. These difficulties are, however, linked to these constraints weakness of cultural awareness toward the value of these sites and tourist attractions. This was seen as the limited and weak media programs that target different categories of Jordanian society. In addition to this, we can add the weakness of the motivations and benefits needed to enhance domestic tourism. From analyzing the national strategy which was set for the development of Jordan's tourism sector for the years 2011-2015, it has been concluded that this strategy is empty of any kind of the development of the Tourism media that deals with the domestic tourism. Furthermore, this indicates the importance of reviewing this strategy to develop and support the concept of appropriate tourism media. The study aimed to identify the effect of the Uzbektourism business to stimulate domestic tourism. This was fulfilled through the identification of the

following objective: 1. The importance of the Tourism business that deals with the improvement of domestic tourism. 2. State the weaknesses in the tourism media in Bukhara and propose the best mechanisms to raise its efficiency. 3. Build a partnership with the media, working to strengthen its capacity to deliver messages related to domestic tourism issues, and to consider the media as one of the tourism development tools which help to highlight those issues in the public dialogue in order to influence tourism policy-makers. 4. Create networks that work to widen the awareness of tourist sites in Bukhara. This is done through monitoring and exchanging information about the good management, encouraging the exchange of expertise and experiences among network members, and giving the educational qualification to people who work in the field of Tourism business on how to use modern technical means.

In addition, a number of benefits have been announced specifically for the tourism sector. There are all possible conditions for developing of domestic tourism. When conducting a survey with local tourists, they replied that they could not find, open and reliable information about all the services in any electronic database. And they gave their recommendations to address the existing problems in the tourism sector□.

Conclusion/ Recommendations

The research has concluded that there is an in-depth understanding of the role that can be played by internal tourism in Bukhara region. It emerged from the research that there is a significant potential for development tourism and to be involved in travelingthrough Uzbekistan. However, the number of internal tourists can be increased by capitalizing on the marketing strategies available to tourism and hospitality operators. Based on the outcomes of the study, the results show that there are seasons for internal tourism especially the Easter, New year and School holidays□. The study has revealed the need for tourism operators to accommodate internal tourists and appeal to them using certain marketing strategies. The tools that can be used to appeal to internal tourists could include the use of advertising, direct sales, the print and electronic media as well as the Internet. Promotion could include the use of group discounts, special packages, incentives and competition involving international tourists. It emerged from the study that tourism and hospitality operators need to fully utilize publicity to effectively position their offerings to international tourists.

The creation of legal and economic conditions to stimulate the development of domestic tourism requires:

- A certain adjustment of the current legislation regarding tourism development, including amendments and additions to existing regulatory legal acts in related fields;
- The introduction of financial responsibility in the implementation of tour operator activities;
- Effective management of state property in the tourism industry;
- Creating the necessary conditions for the successful development of hotel accommodation facilities and other tourist infrastructure;
- Creating a favorable investment climate for local and foreign companies investing in the development of tourism infrastructure in Bukhara;
- Development and adoption of new normative acts on standardization and certification of accommodation facilities services, including those governing the classification of hotel

accommodation facilities; empowerment in this area of the local executive authority in the field of tourism;

Strengthening and further development of intersectoral and interregional coordination in order to increase the efficiency of the domestic tourism industry should be carried out by:

- The creation of an interdepartmental commission under the local executive body in the field of tourism in order to improve intersectoral and interregional coordination in this area;
- The creation of an interdepartmental commission to streamline the use of state property in the tourism industry;
- The formation of regional tourism development concepts with the development of economically feasible plans for their implementation, including within the framework of regional targeted programs for socio-economic development.

Improving the quality of tourism services requires:

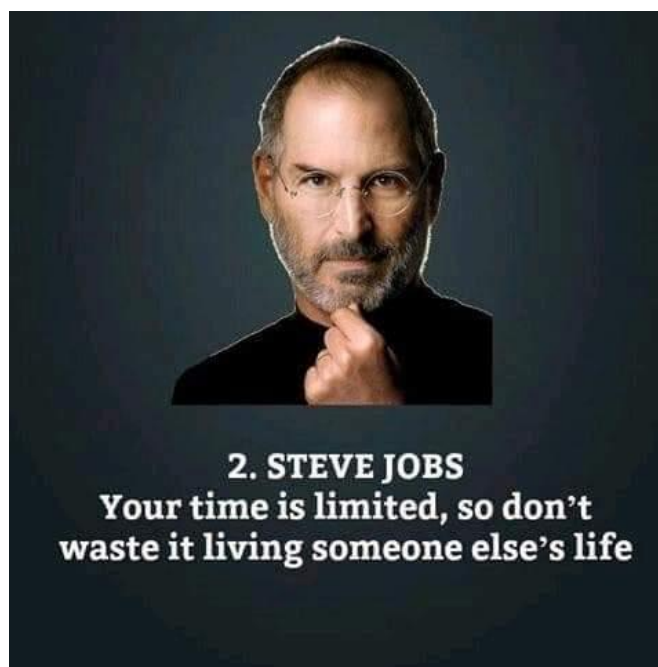
- Development of new rules for standardization and certification of accommodation facilities services;
- Development and implementation of a modern classification of hotel accommodation facilities, taking into account international best practices;
- The creation of a modern system of training, retraining and advanced training of personnel, including the development and implementation of modern industry educational standards based on existing qualification requirements for employees of the tourism industry;
- The creation and implementation of training programs that are relevant to industry needs and provide for practical training of personnel, including in-hotel and in-house training (practice), within the funds provided for in the respective education budgets;
- The implementation of specialized continuing education programs for managers of the top management of the tourism and hotel business, including the organization of internships abroad at the expense of extrabudgetary sources;
- Support of promising applied research in the field of tourism within the framework of funds allocated for these purposes to the federal executive body in the field of tourism.

In conditions of priority support for the development of the tourism industry, the state will ensure more efficient use of human, information, material and other resources, taking into account the labor market and the tasks of the country's socio-economic development.

The effective development of tourism will significantly increase the flow of local tourists to Bukhara, as well as ensure, on the one hand, an increase in tax deductions to budgets of various levels, and on the other hand, given the impact of tourism on all aspects of society, - development of related sectors of the economy and increasing employment□.

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