

Prospective Directions for Tourism Revival in Uzbekistan in the Post-Pandemic Period

Abdullayeva Khilola Nutfilloyevna, Kudratov Muhammad Rustamovich

Teacher, Department of Economy, Bukhara State University, Bukhara, Uzbekistan

ABSTRACT

This article talks about the impact of Covid-19 on tourism and its current state. After the pandemic period, the work done by the state in revitalizing tourism in the Republic and developing this sector was analyzed. In recent years, work on the development of the legislative base in the field of tourism, the infrastructure of transport, hotels, recreation and sports facilities, recreation facilities, historical monuments and objects of cultural normalization, development of relations with foreign countries, simplification of visa procedures, training of personnel, restoration of tourist infrastructure facilities has been accelerated.

KEYWORDS: Tourism, Covid-19, infrastructure, transport, hotels, recreation centers, sport facility, historical monument, culture

Before the pandemic, tourism was one of the leading sectors worldwide. However, the announced quarantine in 2020 has put the tourism industry in a severe crisis situation in almost all countries. Living in a mode of self-isolation during the pandemic greatly affected all areas of the economy.

The development of mass tourism has become a phenomenal phenomenon of the XX century, and according to the experts' expectations the XXI century must have been the century of tourism. The World Tourism Organization (UNWTO) recorded 1.5 billion international tourist trips worldwide in 2019. A four percent increase over the previous year indicated that tourism was a leading and sustainable sector of the economy (Figure 1).



Figure 1 Review of international tourist trips for 2019. (A source: (c) WorldTourism Organization)

The Middle East was the fastest-growing region for international tourist arrivals in 2019, nearly double the global average (+8%). In 2020, the UNWTO Confidence Index predicted growth of 3% to 4%, with major sporting events, including the Tokyo Olympics, and cultural events, such as Expo 2020 in Dubai, expected.

However, the sudden announcement of the quarantine disrupted the expectations of many countries, tour operators and travelers. Travelers stopped using tour operators, airlines, hotel services, guides and interpreters, eating in cafes and restaurants, going to concerts and other mass events.

The 2020 edition of the UNWTO World Tourism Barometer shows that the near-total isolation imposed in response to the pandemic resulted in a 98% decrease in international tourists in May compared to 2019. The barometer also shows a 56% year-over-year increase. This represents a decline of 300 million tourists and a loss of \$320 billion in international tourism revenue, more than three times the loss during the 2009 global economic crisis.

Following the example of many since March 16, 2020 Uzbekistan also closed to foreign and local tourists. As a result, more than 1.5 thousand tour operators and 1.2 thousand hotels were forced to suspend their activities. These measures seriously affected the income of more than 250 thousand people, including tour guides, interpreters, artisans, employees of architectural monuments and resorts, catering facilities, transport and others. In recent years, the country has carried out extensive reforms in the tourism sector. The introduction of a visa-free regime of up to 30 days for many countries, a simplified registration procedure for guest houses, improved provision of transportation services, simplified licensing of guides and interpreters, etc.

In 2019, a new Law "On Tourism" was adopted to replace the old one, which had been in force since 1999. The new Law takes into account the requirements of the modern tourism industry, and also introduced the concept of

The concept of "independent tourism" was also introduced, which had not been previously in any legal act of the country[1]. All the listed measures had positive results, and the sharp increase in the number of incoming tourists shows that the reforms were carried out correctly (Table 1).

Table 1 Number of foreign citizens who entered the Republic of Uzbekistan (for tourist purposes) in 2017-2020 (thousand people)

	2018 y.		2019 y.		2020 y.	
	thousand people	increase	thousand people	increase	thousand people	increase
Total number of foreign citizens	who entered	5346.3 198.7 %	6748.5	126 %	1504.1	22.3%

According to official statistics, in the last years of the self-imposed isolation regime, the tourism sector has developed at a broad pace. The growth of foreign tourists entering Uzbekistan in 2018 was 198.7%, i.e. the number of tourists increased twofold. In 2017 and 2019, the growth of this indicator was about 30% (Table 1). At the end of 2020, the number of tourists decreased 4.5 times, which was a heavy blow to the whole sphere of tourism.

To mitigate the effects of the pandemic, a number of preferences were granted by the government to the tourism industry. In particular, 1,750 subjects were granted property tax, land and social tax benefits amounting to about 60 billion soums. But these benefits and preferences are temporary. Businesses need to learn how to operate in a pandemic environment for permanent sustainable development.

But still today there is a question of resumption of tourism, as soon as it is safe and possible. The UNWTO Confidence Index has fallen to record lows for both the January-April 2020 assessment and the May-August outlook. Most members of the UNWTO Tourism Expert Group expect international tourism to recover by the second half of 2021.

The annual Tashkent International Tourism Fair "Tourism on the Silk Road" plays a significant role in ensuring the accelerated development of Uzbekistan's tourism sector and shaping and maintaining the country's image in the world market. Today it is the largest forum in Central Asia where industry professionals meet and negotiate in various formats.

At the same time, Uzbekistan should take maximum advantage of travel opportunities along the Great Silk Road. For example, the international rally "Silk Road", traditionally held in mid-summer, annually receives participants from more than 40 countries displaying the best racing equipment - motorcycles, quad bikes, off-road vehicles and trucks.

Perhaps Uzbekistan and other Central Asian countries should get involved in holding this rally, which would be an additional help in attracting a new category of travelers.

Another race or adventure adventure called the Mongol Rally, where participants are given 60 days to travel. Participants in the rally must travel from Europe to the capital of Mongolia, after departing from the start of the crews each participant independently build a route to the finish line. There are several main directions that participants travel. One of them replicates the Great Silk Road. The teams travel separately, but group together before the border with Iran or in Uzbekistan. This rally is also an interesting solution to attract participants to Uzbekistan.

Trends in the world are such that most countries focused on the development of tourism sector took advantage of the lull in the crisis to accelerate a reboot of the industry and to change approaches to the organization of tourism.

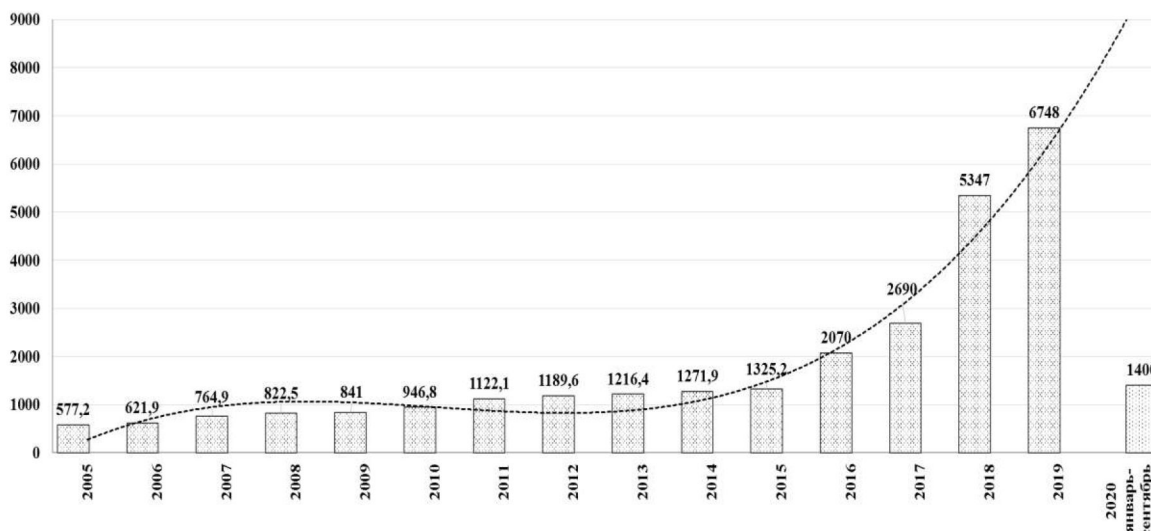
Today, experts point to a number of existing risks, such as travel restrictions and border closures, which are still in place in most countries, depending on the epidemiological situation. However, a gradual increase in the number of flights between countries, gives hope for the future revival of the tourism sector. And a possible solution in this situation is the development of special types of tourism to attract a new segment of travelers. It is obvious that travel will become more individual and virtual.

Thus, virtual travel and travel by car are gaining popularity because of maximum safety and because most travelers are not yet psychologically ready to travel.

Thus, virtual travel and travel are gaining popularity due to the maximum security and the fact, that most travelers are not yet psychologically ready to travel.

Uzbekistan's coronavirus pandemic affected some types of services, especially in the tourism sector, with negative changes (figure 2.1).

From the data it can be seen that during the analyzed period, the number of visitors who visited increased, especially in the last three or four years, the growth rate of this indicator was very high. The tendency of change in the number of visitors to visit means that the appearance of parabola in the period under study will be in high amounts forecast data for the coming periods.



2.1-figure. trend line of change in the number of foreign tourists visiting the Republic of Uzbekistan and the number of foreign tourists.

Source: data of the State Statistics Department of the Republic of Uzbekistan and data of the State Department of Tourism Development of the Republic of Uzbekistan.

The trend of time-dependent change in the number of visitors to our country between 2005-2019 years, with the determination coefficient (R²) equal to 0,9683, can be expressed as follows::

$$T_t = - 470,85 + 897,35 t - 164,8 t^2 + 9,1173 t^3 \quad (2.2.);$$

Here: the amount of visitors calculated on the basis of the TT-model, a thousand people. t-the unit of time, obtained as a unit of time equal to one unit of a year.

Such a situation is expressed in the trend curve, which reflects the change in the number of visitors described in the picture, the model and the forecast direction for 2020, based on this model. The forecast data on the basis of the model shown in the formula 2, the number of foreign tourists who could visit our country in 2020 year could reach 8 million people.

The number of tourists expected to visit our country in the year 2020, calculated on the basis of the Model, sharply decreased in the impact of the coronavirus pandemic, in January-September 2020, amounted to only 1.4 million people, and this amount is less than the forecast data 6,0-6,5 million people. The duration of the pandemic period is likely to be around 2.0 million visitors per year, with a total number of visits per year, and the forecast data may be less than 6.0 million people.

In January-September 2020, the number of foreign citizens arriving in Uzbekistan for tourist purposes amounted to 1.4 million people. This figure decreased by 72.6 percent compared to the same period last year. During this period, the number of 0 citizens of Uzbekistan who went abroad for tourist purposes amounted to 1.6 million people (compared to the same period last year, the figure decreased by 73.5%).

The main travel goals of foreign Yale citizens arriving in Uzbekistan are the elimination of relatives (88,5 percent), tourism (8,6 percent), treatment (1,0 percent), service (0,9 percent), commercial (0,7 percent), reading (0,3 percent). In January-December of this year, the majority of tourists are 31-55-year-olds and 19-30-year-olds, and under 18-year-olds and 56-year-olds make up less than a share.

The study of the coronavirus epidemic, analysis of its level in the Republic of Uzbekistan from 15 March to 30 October

2020, with this disease 66 755 people or an average of 267 people suffer from Cassation every day during this period. The forecast data on the basis of the time model of the change in the number of patients with chronic period aviravirus indicates that in the near future the indicator of disease progression falls to the minimum. Another positive aspect in the country is that as a result of the attention paid to sick patients, the provision of quality medical services, the possibility of treatment in the short term, 96.0 percent of sick patients recover.

The main reason for the difference in the number of patients with coronavirus in different regions of Uzbekistan is the population density, which is the main factors influencing the change in the number of patients and the number of people per capita services are well varied in the amount per capita. Models developed on the basis of factors affecting the change in the number of patients increase in population density by 1 Person 1 kv.km.ga 0.67 people, 1.75 thousand soums of services per capita and an increase of 3.3 thousand soums per capita are caused.

Taking into account the fact that the pandemic, which occurred in 2020, negatively affects economic growth and tourism activities in the Republic of Uzbekistan, it is necessary to develop measures to mitigate the impact of the pandemic for subsequent periods. It will be necessary to pay much attention to the rapid development of industries, agriculture, industrial sectors, where there is less likely to be a short-term infection with coronavirus. In the future, it is worthwhile to give importance to the application of robots to workplaces in the automation, maintenance and production of workplaces. Following the rules of quarantine, it is necessary to gradually revive the service sectors, develop domestic tourism in the conditions of a pandemic, create a great opportunity for the population to carry out tourist activities on the territory of the country.

In recent years, work on the development of the legislative base in the field of tourism, the infrastructure of transport, hotels, recreation and sports facilities, recreation facilities, historical monuments and objects of cultural normalization, development of relations with foreign countries, simplification of visa procedures, training of personnel, restoration of tourist infrastructure facilities has been

accelerated. However, no matter how effective the reforms in the field of tourism were, the negative impact of the coronavirus pandemic showed its high expression on the development of the tourism sector.

The pandemic posed a major obstacle to the development of many sectors of our economy, especially the sphere of services and tourism, which is part of this sector. Taking into account the economic, socio-cultural, natural positive effects of tourism on the part of our Government, great attention is paid to further development of tourism in our country, increasing the level of the sector in the national economy.

References:

- [1] Nutfilloyevna, A. H.. (2022). The Main Factors of Economic Development of the Tourism Industry. *European Multidisciplinary Journal of Modern Science*, 4, 627–631. Retrieved from <https://emjms.academicjournal.io/index.php/emjms/article/view/150>
- [2] Ismatovna S. M. New Prospects for the Development of Tourism in Uzbekistan // *European Multidisciplinary Journal of Modern Science*. – 2022. – Т. 4. – С. 813-818.
- [3] Муминов, Х., & Абдуллаева, Х. (2021). Пандемиянинг Ўзбекистон туризми ривожланишига таъсири. *Экономика и образование*, (1), 253–258. извлечено от <https://cedr.tsue.uz/index.php/journal/article/view/70>
- [4] Abdullayeva, H. (2021). Japanese Experience in Increasing the Efficiency of Tourist Territories in Uzbekistan. центр научных публикаций (buxdu.Uz), 7(7). извлечено от http://journal.buxdu.uz/index.php/journals_buxdu/article/view/3824
- [5] Rustamovich, K. M.. (2022). Analysis of the Supply of Mineral Resources and Natural Resources of the World Regions and Uzbekistan in a Market Economy. *European Multidisciplinary Journal of Modern Science*, 4, 747–750. Retrieved from <https://emjms.academicjournal.io/index.php/emjms/article/view/176>
- [6] Abdulloev, A. J., Tairova, M. M., & Aminova, N. B. (2020). Manufacturing supply chain management development strategy. In *euopean research: innovation in science, education and technology* (pp. 25-27).
- [7] Junaydulloyevich, A. A., & Abdullaevna, K. Z. (2021). Features of application of digital economy in business. *Вестник науки и образования*, (9-3 (112)), 29-31.
- [8] Junaydullaevich, A. A., & Jamshedovna, Q. H. (2021). Organizational and economic mechanisms for the development of competitive agricultural production on the basis of cooperative relations. *Academic Journal of Digital Economics and Stability*, 6, 142-147.
- [9] Agzamov, A. T., & Rakhmatullaeva, F. M. (2021). Regional aspects of tourism development. *Academicia Globe: Inderscience Research*, 2(6), 153-156.
- [10] Turobova, H. R., Tairova, M. M., & Giyazova, N. B. (2020). Possibilities of improving cooperation relation by developing agritourism in farming industry evidence from Uzbekistan. *Test Engineering and Management*, 83(5-6), 676-688.
- [11] Muhammedrizaevna, T. M., Khakimovna, U. M., Abdullayevna, K. Z., & Bayazovna, G. N. The role of using innovations in improving the competitiveness of goods. *Gwalior management academy*, 11.
- [12] Giyazova, N. B., Bakayeva, M. A., & Giyazov, B. B. (2022). Public Financial Control Policy and its Theoretical Foundations. *Miasto Przyszłości*, 128-130.
- [13] Халилов, Б. Б., & Курбанов, Ф. Г. (2020). Важность подготовки кадров в экономике. *Вопросы науки и образования*, (6 (90)), 12-14.
- [14] Kayumovich, K. O., Annamuradovna, F. S., Kamalovna, S. F., Bahodirovich, K. B., & Kudratovna, F. S. (2020). Directions for improvement digital tourism and tourism info structure in Uzbekistan. *Journal of Critical Reviews*, 7(5), 366-369.
- [15] Muhammedrisaevna, T. M. S., & Saidovich, D. S. (2021). FORMATION OF WAGES IN THE LABOR MARKET. *ResearchJet Journal of Analysis and Inventions*, 2(06), 146-151.
- [16] Nosirov, U., Davlatov, S., & Urozov, A. (2021). The Role And Place Of Library And Information Institutions In The Formation Of A Culture Of Reading. *Journal of Contemporary Issues in Business & Government*, 27(1).
- [17] Giyazova, N. B., & Davlatov, S. S. (2021, June). The relevance of a small business marketing strategy. In *E-Conference Globe* (pp. 4-6).
- [18] Rustamovich, K. M. (2022). Analysis of the Supply of Mineral Resources and Natural Resources of the World Regions and Uzbekistan in a Market Economy. *European Multidisciplinary Journal of Modern Science*, 4, 747-750.
- [19] Rakhmatullayeva, F. M., Boboyeva, G. G., & Kudratov, A. D. (2021). Essense of Structural Shifts in Regional Economic Systems. *International Journal of Development and Public Policy*, 1(5), 128-130.
- [20] Narzieva, D. M., & Kudratov, A. D. (2021). the importance of digitalization of the economy and priorities in Uzbekistan. *World Economics and Finance Bulletin*, 2(2), 9-13.
- [21] Dehqonboyevich, K. A., & Khamza-kizi, S. S. (2021). History, Significance And Management Methods Of The Livestock Sector In Uzbekistan. *History*, 5(2), 206-210.
- [22] Dehqonboyevich, K. A., & Khamza-kizi, S. S. (2021, March). The State And Prospects Of Development Of The Livestock Sector In Uzbekistan. In *E-Conference Globe* (pp. 293-296).
- [23] Kudratov, A. D. (2020). Nature and attraction of foreign investments causes. In *International scientific review of the problems of economics, finance and management* (pp. 67-73).
- [24] Kayimova, Z. A., & Bakayeva, M. A. (2022). The Role of Islamic Finance in the Capital Market in Uzbekistan. *EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION*, 2(1), 370-373.
- [25] Kayimova, Z. A., & Akhrorova, N. O. (2022). Features of the Websites of Companies Producing Goods in the B2B Market. *Journal of Ethics and Diversity in International Communication*, 2(3), 52-56.