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INTRODUCTION

Relevance of the research topic. In modern conditions, socio-economic importance of tourism is rising as one of the essential and dynamically developing spheres world economics. Development of tourism, having an economically multiplicative effect, has a vital importance in the formation of gross domestic product, and is aimed at increasing quality of life of the population.

According to the United Nations World Tourism Organization (UNWTO), for the period from 1995 to 2016, income from international tourism has grown from 486.74 billion to 1.39 trillion US dollars. It accounts for 3.3% of the gross world product, if accompanying industries are taken into account 9.8% of global GDP, 9.5% of the working population of the planet.

In the Republic of Uzbekistan that is transiting to an innovative economy, the development of tourism is recognized by the state as a prospective area.

Uzbekistan has a tourist potential but it is not used in full. In modern conditions, the development of tourism in Uzbekistan is an urgent and important task. At the regional, development of tourism is one of the important directions for economic diversification and efficiency improvement in use of resource potential.

Increase of the social and economic importance of the tourism sector gives new opportunities for the development of inbound and domestic tourism in general in the country and at the level.

Development of perspective directions in the tourism industry of Khorezm on the basis of the available tourist potential, taking into account regional opportunities due to natural and climatic, cultural and economic characteristics, will contribute to the quality of the life of the population in the region.

Degree of theoretical elaboration of the topic. Research problems presented in the works domestic and foreign specialists: V. Azara, I. Tukhliev, R. Khaitboev, B. Safarov, D. Bykasov, L. Vasilyeva, I. Gavrilchak, N. Gavrilchak, E. Goncharova, I. Zorina, G. Karpova, G. Harris and others.

Analysis of the scientific literature confirms that the issues of forming and the development of tourism at the regional level in modern requires further study, including problems in development of tourism at the regional level considering tourist preferences and availability of tourist resources in the region.

Purpose and objectives of the study. The purpose of the dissertation research is to develop theoretical approaches and practical recommendations for formation and development of tourism at the regional level in modern conditions. To achieve the goal, following interrelated tasks have been set and solved:

- explore the theoretical aspects of the formation and development of the tourism industry in modern conditions;
- a study of the state and current trends in tourism in Uzbekistan and foreign experience;
- identify regional characteristics, factors of formation and give assessment to the competitive environment for the development of tourism in the Khorezm region based on the models of M. Porter;
- to study the possibility and justify the necessity of forming tourist-recreational cluster at the regional level on the example of Khorezm region;
- to explore the resource potential in the field of tourism and to justify possibility of its use for the development of domestic and inbound tourism in the Khorezm region;
- to assess the attractiveness of tourist facilities. (For example Khorezm Region) using the hierarchy analysis method;
- development and justification of proposals on priority areas development of tourism in modern conditions on the level on the example of the Khorezm region.

The object of the study is the tourism industry in the region (on the example of Khorezm region).

The subject of the dissertation research is the organizational-economic relations associated with the formation and development tourism sector in the region (on the example of the Khorezm region).

Theoretical and methodological basis of dissertational research are general scientific methods of the systematic approach, methods of expert assessments, observations, groupings, regression analysis method, the results of researches of domestic and foreign scientists that reflect the problems of formation and development of tourism industry in modern conditions.

Information base of the research. The work used legislative and regulatory and legal acts that regulate activities of tourism industry, including, laws, Decrees of the President of the Uzbekistan, resolutions of Government of the Uzbekistan, the documents of the World Tourism Organization; statistics of State Committee of Statistics of Uzbekistan.

The main scientific results received personally by the author as a result of The research carried out consists of the following:

- factors that determine and restrain development of inbound and outbound tourism at the regional level are identified; Assessment of the competitive environment for the development of tourism in the Khorezm region based on M. Porter's model is given;
- formation of a tourist-recreational cluster on at the regional level, its main concentration zones have been identified and characterized tourist and recreational facilities, the most attractive ones for subjects of tourist activity, on an example of the Khorezm region;
- the estimation of economic, aesthetic and recreational appeal is given objects of rural tourism on the example of Khorezm region based on the hierarchy analysis method, the results of which can be used various subjects of tourist activity in the region;

Practical significance of the research. Practical significance of the research's results is to develop and justify recommendations on the formation and development of tourism in modern conditions at the regional level by the example of the Khorezm region.

The proposals contained in the dissertation study can be used in the development of targeted programs for the development of internal and inbound tourism at the regional level, as well as in the educational process when preparing qualified specialists for tourism.

The structure of the dissertation. It consists of an introduction, three chapters, conclusion, bibliographic list and appendices. The introduction shows the relevance of the topic, the purpose and objectives, the subject and object of dissertational research, scientific novelty, theoretical and practical significance, approbation of research results.

The first chapter, "Theoretical aspects, state and problems of formation and the development of tourism", shows the essence and significance of tourism industry in the modern economy, tendencies and problems of its development in Uzbekistan are revealed, international experience is overviewed.

In the second chapter, the regional peculiarities of formation and development of tourism in the example of the Khorezm region are explored, the significance in the economy of the region; the regional recreational potential for the development of internal and external tourism are revealed.

In the third chapter, formation of a tourist cluster at the regional level, promising types of domestic and inbound tourism, assessed the attractiveness tourist objects on the basis of the hierarchy analysis method are justified, recommendations for the development of rural and industrial tourism in the region have been provided.

In conclusion, the main conclusions and proposals on topic of dissertational research have been given.

CHAPTER 1. THEORETICAL ASPECTS, STATUS AND ISSUES OF FORMATION AND DEVELOPMENT OF TOURISM SECTOR

1.1. The essence and significance of tourism in modern world

Nowadays, tourism industry is viewed as a socio-economic phenomenon that has both a direct and indirect influence on the development of related infrastructure: collective accommodation facilities, transport, catering, trade, souvenir products. Being considered a promising field at the regional level, tourism industry encourages economic growth, foreign exchange earnings, increase in employment, social and cultural development.

The Decree of the President of the Republic of Uzbekistan of December 2, 2016 No. PD-4861 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" has given a new impetus to the implementation of program projects in this area.¹ The scope of these tasks is that the fullest use of tourism potential plays an important role in raising the socio-economic and financial capabilities of our republic to a new level. Because of the development of tourism infrastructure, quality assurance, accessibility and competitiveness of tourist services in Uzbekistan.

UNESCO recognizes tourism as one of the main factors of cultural and humanitarian development contributing to the preservation of peace.

According to the definition of the World Tourism Organization (UNWTO), tourism covers "the activities of persons who travel and carry out residence in places outside their normal environment during a period not exceeding one year in a row, for the purpose of recreation, business and etc., provided that the main purpose of the trip is not employment".²

¹ The Decree of the President of the Republic of Uzbekistan of December 2, 2016 No. PD-4861 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan"

² World Tourism Organization (UNWTO)- <http://www2.unwto.org/>

The Manila Declaration on World Tourism treats tourism as a "A type of activity that is essential in peoples` life due to its direct impact on the social, cultural, educational and economic life of states and their international relations " [5,26].

Most international documents (materials of the World Conference Tourism, The Hague Declaration on Tourism) define tourism as an active journey outside a permanent place of residence with the aim of gaining knowledge and satisfaction of needs.

According to the law of the Uzbekistan "On the bases of tourists` activity», tourism - « temporary trips of citizens of the Uzbekistan, foreign citizens and stateless persons from their permanent place of residence to another place for health-improvement, cognitive professional-business, sports, religious and other purposes without work employment and earning for living in the country (place) of temporary stay "³.

V. Azar defines tourism as an economic system with diverse connections between individual elements within the framework of both national economy of a single country, and the links between the national economy and the world economy as a whole [4].

Statistics explores tourism as a form of migration that is not related to the change of place of residence or work.

The branch (sphere) of tourism is a set of independent, territorially separate touristic economic units with a specialized material and technical base and specializing in production and sale of tourist services and goods united by unity of activity and management.

There are positions of researchers considering tourism as a group of interrelated industries represented by a set of hotels, transport facilities, public catering establishments, leisure and entertainment industry, tourist interest objects, tourist organizations.

The main purpose of tourism is to meet the needs of citizens through the production of material and non-material goods.

³ Law of the republic of Uzbekistan Of august 20, 1999 no. 830-I "About tourism"

There are different classifications of types of tourism that differ in accordance with the classification criteria:

- geographical principle - internal and external;
- direction of the tourist flow - inbound and outbound;
- purpose - recreational, health-improving rest, cognitive rest, professional - business tourism, scientific, sports rest, shop - tours, adventure, pilgrimage, nostalgic, ecotourism, exotic etc.;
- source of financing - social, commercial;
- a mode of movement - pedestrian, aviation, sea, river, caravanning, railway, bicycle, mixed; number of participants - individual, family, group; organizational form - organized, unorganized.

The study of the functioning of the tourist industry (hotels, restaurants, tourist firms, sanatorium and health institutions, etc.) provides an analysis of the main economic categories that include tourist product, tourist service, recreational service, tourist-recreational resources, and tourist market.

There are various approaches to the definition of such a concept as "Tourist services". In accordance with Law of the republic of Uzbekistan of August 20, 1999 no. 830-I "About tourism" tourist service is treated as "services of subjects of tourist activities for placement, food, transport, information advertising to servicing, and also other services directed to requirements satisfaction of the tourist".

In accordance with a large glossary of terms for international tourism, this economic category is defined as "an ordered set of tourist services, works that ensure the consumption of tourist services and goods"[5,29].

The team of authors led by I. Zorin ("Tourism as a type of activity") define a tourist product from several positions: as a consumer complex, that include tour, tourist and excursion services and goods, and also as "a totality of material (consumer goods) and non-tangible (in the form of services) consumer values required to meet the needs of the tourist that arose during his travels"[5,30].

At the same time in the work of Yu. Saratovtsev "Technology of Tourism" there is the definition of the economic category identical to the previous one [5,31].

The analysis of the scientific literature revealed that the majority of authors have similar opinions in determining the tourism product, which represents "the result of the activity of tourist enterprises in the form of services or their complex, intended for sale on the market "[5,32].

The development and implementation of a tourist product involves interaction with objects of the external environment, among which consumers, competitors, partners, suppliers, government and state institutions and organizations, associations, etc. are singled out.

The classification of tourist products is carried out depending on different features, which lead to their division into individual and massive; by cost, duration, by type of tourism and used transport, etc.⁴

The study shows that to ensure the unity of statistical information in the tourism industry in accordance with the UNWTO's developed recommendations for tourism products include the following categories of services:

- accommodation services (hotels, other accommodation facilities, second houses for own account or for free);
- public catering services;
- services of passenger transport (intercity transportation by rail
- transport, transportation by road, water, air
- transport, as well as auxiliary services related to the passenger transport; leasing, maintenance);
- services of travel agencies, tour operators and guides, carrying out information support of tourists;
- services in the field of culture (performing arts, activities museums, etc.);

⁴ Вспомогательный счет туризма: рекомендуемая методол. Основа [Текст] / Евростат, ООН. - Люксембург [и др.], 2002. - X, 108 с. - (Методол. исслед.: Сер. F: ST/ESA/Stat/Ser.F ; т. 80).

- Recreational and other entertainment services (sports activities and services in the field of amateur sports);
- various tourist services (financial services and insurance, other types of services for leasing goods).⁵

Thus, the study of theoretical information led to the conclusion that the tourist product, acting as the main object of purchase and sale in the tourist market, includes the developed and approved route (tour), a set of basic and additional services, as well as related products to meet the needs of tourists arising in the process of travel, rest, treatment or recovery at interaction of subjects of enterprise activity. The main difference between the economic category between "tourist product " and the concept of" tourist service " is the territorial disconnection of the processes of their acquisition and consumption. As a commodity, a tourist product can be purchased at any place and in the place of residence, and consumption (i.e., the provision of services) is carried out only in place of production or in tourist destination.

The Law of the Uzbekistan "On the Basics of Tourism in the Uzbekistan" defines the services as types of tourist activities for the maintenance of tourists, directed for the provision and organization of accommodation, food, transportation, excursion services, guide-interpreter services, and other services depending on the purposes of travel [5,36].

The analysis of legislative, regulatory and reference sources also characterize the lack of unity of approaches in the definition of the concept of "tourist services". One of the famous publishing companies, tourist service represents "the end product of the activities of a tourist enterprise to meet the respective needs of tourists." The sphere of tourist services includes services that meet the needs of people and realization of their activity in their spare time: rest, excursions, travel.

⁵ Вспомогательный счет туризма: рекомендуемая методол. Основа [Текст] / Евростат, ООН. - Люксембург [и др.], 2002. - X, 108 с. - (Методол. исслед.: Сер. F: ST/ESA/Stat/Ser.F ; т. 80).

State Law on Tourism "Tourist services. General requirements "defines tourist service as "the result of the activities of the organization or individual entrepreneurs to meet the needs of tourists in the organization and the implementation of the tour or its individual components "⁶. Inaccuracy of this definition is characterized by the fact that the tourist service is complex because of the provision of various services, not being considered tourist - transportation, hotel services, catering services, etc.

The practice of international tourism interprets the concept of "tourist services » differently. The UNWTO defines tourism services through entities of tourist activity, namely: travel agents, tour operators, guides and excursion service.

In accordance with the guidance on international trade statistics services, tourist services consumed in the course of recreational activities are divided into hotels and restaurants (including provision of food), travel agency and tourist agency services, excursion bureau services and others [5,38].

I. Balabanov defines the service as "the action of a certain consumer value, expressed in the useful effect that satisfies human need. In this case, the service can be rendered either as a thing, that is, with the help of a product, or in the process of functioning of the living labor itself ".

V. Bogolyubov (Economics of Tourism) considers the tourist service as "a combination of a certain quantity and quality of goods and services mainly having recreational nature, prepared in this particular moment for realization to consumers "and includes the process of servicing based on the interaction between the consumer and the manufacturer; actually implementation of the service; the result of actions in the form of "transformed product "or" service result ".

The opinion of M. Birzhakov, reflected in the "Introduction to Tourism" - "The composition Tourist services includes: reservation services (including transportation and accommodation), set of tourist formalities (registration of permits documents, etc.), all

⁶ Law of the republic of Uzbekistan Of august 20, 1999 no. 830-I "About tourism"

types of transportation, meetings, seeing off and transfer, accommodation, food, excursions and attractions, medical support and insurance, services of guides-translators and other support "[5,28].

Electronic sources of information treat tourism services as services rendered to consumers by organizations or individual entrepreneurs, which include tour operator services for internal, outbound, inbound tourism; travel agent services; separate services of tour operator and travel agent; services for amateur tourism; excursion services.

Based on the legislation of the Uzbekistan in accordance with the law "On the protection of consumers' rights" tourist services must satisfy safety requirements for life and health, safety of tourists` property and excursionists, as well as environmental protection.

In works in the field of law, a tourist service is regarded as "realizable at a single price, a package of services, which includes at least two of the basic services (transportation, accommodation, meals) in their various combinations provided by enterprises and individuals (performers).tourist services), which are not in contractual relations with tourist and aimed at satisfying his needs, conditioned by peculiarities and purpose of the trip, which are of exceptional character for every tourist "[5,38].

Satisfaction of tourists` needs provides for the existence of many types of services, for the characterization of which, their classification on a number of grounds is needed:

- completely (catering services) and partially consumed tourist services (accommodation services in the hotel);
- material (services of transport, trade, housing-municipal services, household services and procurement) and intangible tourist services, which are characterized by consumption at the place of production (hospitality services, catering services, entertainment services, also services tourist-excursion institutions, transport, sanatorium and resort institutions, health, education, public organizations, state management);
- basic (necessary for organizing and conducting a trip, purchase of which is carried out in a complex tourist package, guaranteeing the provision of services in the place of tourist

destination), additional (provided in the tourist center when there is a need), complex (ensure that the tourist receives a set of tourist services provided by the permit in full), accompanying (services of the local infrastructure complex, consumption of which is carried out both local population and tourists) tourist services [5,39]

Thus, the analysis of information made it possible to determine the tourist services as a set of services provided by various subjects of the tourist activities combining the services of organizations that provide accommodation, food, transport and information-advertising services, as well as entertainment and entertainment (culture, sports, etc.) in order to meet the needs of tourists arising in the process of rest, travel, treatment, health improvement.

A number of authors have an opinion that the recreational services, underlining the activities of the region, have a natural and monetary form:

- recreational service is aimed at meeting certain needs;
- process of production of recreational services is associated with costs of alive and materialized work;
- in the existing economic conditions "the human need becomes real economic property only if it is provided with adequate income"⁷.

Modern scientific economic literature has different interpretations for the essence of recreational services, so V. Quarterly in the "Encyclopedia of Tourism" includes the following in the concept of recreation:

- "extended reproduction of human forces (physical, intellectual and emotional);
- any game, entertainment, etc., used to restore physical and mental forces;
- the fastest growing segment of the leisure industry, with participation of the population in active outdoor recreation, mainly for the weekend;

⁷ Степанов, В. Г. Статистика [Электронныресурс] : учеб.-метод. комплекс / В. Г. Степанов ; Моск. ин-т экономики, менеджмента и права // Центр дистанционных образовательных технологий МИЭМП. - М., 2011. - Режим доступа: <http://www.e-college.ru/xbooks/xbook007/book/index/index.html>.

- reorganization of the organism and human populations, providing possibility of active activity under different conditions, character and environmental changes;
- civilized rest provided by various types of prevention diseases in stationary conditions, excursion and tourist activities, as well as in the process of exercising ".

In general, tourism services (including tourism and recreation) have characteristic features, namely:- intangibility (familiarization with tourist services is possible only in the place of rendering services);

- inability to store, which is typical for the sphere of the intangible production and, as a consequence, the "credit" nature of consumption of tourist services (purchase and sale of a tourist product is limited in time, terms and conditions of a legally and economically executed transaction);
- continuity of production and consumption processes (receipt services are carried out in the place of tourist destination);
- variability (the dependence of the quality of the tourist service on when and where it is given both subjective features and preferences of the consumer);
- excess of expenses in the tourist center, due to the increase costs for transportation services, housing, food, cultural, entertainment, business and other events;
- differences in the marginal utility of a tourist product from the standpoint of tourist, place of permanent residence, tourist center (positive effects - the multiplier effect, manifested in the growth of incomes related industries and the state at the expense of taxes and duties, the development of regional infrastructure, wage growth, an increase in the number of workers places and vacancies; Negative effects are associated with technogenic factors pollution of the territory);
- consumer (be useful for a tourist and able to satisfy its specific needs) and exchange value (ie, exchange for other goods or services);

- limited production - as constraints there can be place and time of production, seasonality, etc. [5,39].

Attractiveness of the tourist and recreational area, formation and development of the tourist market depends on the available potential and tourist-recreational resources.

Tourist and recreational resources are the resources used for satisfaction of the population's needs for recreation and tourism, on the basis of which it is possible to organize sectors of the economy that specialize in recreational services.

In part of the main components of tourism and recreational resources, there are natural complexes, cultural and historical sights, economic potential of the territory, including tourist infrastructure, material and technical base, labor resources.

For effective functioning and development of tourist- recreational complexes, the available resources must have a set of specific characteristics (picturesqueness, diversity, uniqueness and fame, accessibility, service conditions).

Thus, tourist and recreational resources, being considered the basis of the development of tourism at the international and regional levels, it is possible to determine both the combination of natural and anthropogenic phenomena and objects, used in the process of developing and forming a tourist product to provide tourists with opportunities for tourism, recreation.

The tourist market is a collection of buyers and sellers of the tourist product, in the process of interaction of which the transformation of tourism services into money occur. Characteristics of the tourist market consider certain aspects:

- tourist services are the subject of sale and purchase;
- presence of a large number of intermediaries acting in the system market relations from the moment of production to the implementation of the service;
- features of tourist demand - a wide variety of segments tourists depending on the material possibilities, age, goals and motives of travel; not a coincidence in the processes of production and consumption tourist offer;

- features of the tourist offer - high entry barriers and capital intensity in the industry; complexity in the provision of services.

Thus, the tourist market combines demand and supply markets, serving as relatively independent areas.

Analysis of the structure of the tourism services show that there are different market segments that can be classified by spatial characteristics (suburban, intraregional, intra-state, international tourism), on the purposes of travel (recreational, business, scientific tourism), by type of vehicles (automobile, railway, aviation, water tourism), and also the kind of travel (the market of individual tourism or group tourism).

Tourism, being a sector of the economy involved in the receiving income, has a direct and indirect influence on regional and international development. To determine the economic effect of tourism activities, it is essential to consider the impact of these costs for the economy of the region (country):

- the direct impact of tourism - the costs incurred by the tourist in the acquisition of tourist services and goods (services of hotels, restaurants, museums, sports facilities);
- the indirect influence of tourism, manifested as a result of interaction of tourists in the place of tourist destination with a lot of conjugated sectors of the economy, provides growth in consumption and economic activity in the tourist region.

The analysis of the scientific literature, carried out in the dissertation research showed that there is no single approach to the definition of tourism concepts.

Leading domestic and foreign authors consider tourism as a socio-economic phenomenon, allowing combining market aspects of the industry development and socially oriented tasks of social development.

In the dissertation research, the theoretical representation of tourism as a set of subjects of tourism activities and arising between them organizational and economic relations, aimed at quality satisfaction of the needs of consumers in tourist services, is determined. It is also determined that the necessary condition for the formation and

development of tourism in the region is reaching a balance of interests for subjects of tourist activity.

In addition, it should be noted that the researchers offer various approaches to the classification of tourism, which differ in the criterion of differentiation. In the author's opinion, the dynamic development of tourism in regional level is due, above all, to the development of entry and domestic tourism.

An important feature of the classification of tourism is the target direction of travel. The dissertation suggests that the qualification feature to supplement the classification of tourism with the allocation of rural and industrial tourism, as its promising kinds in the development of tourism in Uzbekistan in modern conditions.

Currently, rural tourism is seen as a new promising direction that allows citizens to join the traditional rural way of life of rural residents, an obvious advantage is that it can be a source of additional, and sometimes a basic income for the rural population, especially in depressed regions. «The development of tourism in Khorezm region in 2013–2015» regional development program was adopted on March 20, 2013.⁸ This document is provided for the reconstruction and construction of tourism facilities, development of tourism infrastructure transport, tourist routes, new routes, the development of products and services. So part of the program the total amount of 86.76 billion US dollars in the region of 118 projects planned to be carried out. These funds based on tourism, exports, envisaged to increase the number of tourists and the location of hotels.

The dissertation also shows that industrial tourism does not have pronounced seasonality and ensures equalization of tourist flows. In addition, in the context of modernizing the domestic industry, industrial tourism is an important area in the study and dissemination of best practices.

According to the author, the Khorezm region has prerequisites for development of rural and industrial tourism, as its promising species in the development of tourism in Uzbekistan in modern conditions.

⁸ «The development of tourism in Khorezm region in 2013–2015» regional development program, March 20, 2013

Thus, the functioning of tourism within the region is an important socio-economic phenomenon, influencing the social, cultural, educational and economic spheres of life of the population of the territory; being a highly profitable branch of the economy, tourism serves as a means of improving financial performance indicators of tourism, the emergence of new sources of funding, creating additional jobs and increasing employment; tourism can be used to preserve the potential of the region (natural, cultural and historical); tourism is an integral element of socio-economic policy of the regions, contributing to the increase of tourist flow and improving the infrastructure, and improve the quality of life of the population.

1.2. Tendencies and problems of tourism development in Uzbekistan

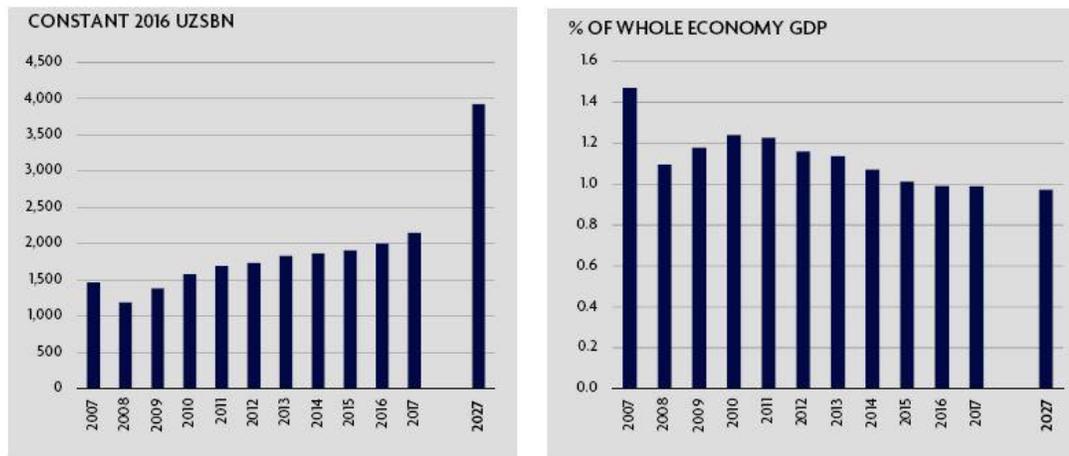
Tourism as a socio-economic phenomenon has a significant influence on the development of the state and the economy of the region: being highly profitable industry, in which the enterprises of culture and transport, hotel business and sanatorium complex, security and ecology, provides employment of the population.

In the dissertation study according to the data of the **World Travel & Tourism Council** forecast of development trends in the sphere of tourism in Uzbekistan, incl. entry and exit tourist flows, the state of the hotel industry, the transport sector. The results obtained in the course of the study made it possible to predict and determine the direction of development of the domestic tourist market taking into account the prevailing trends and patterns.

Analysis of the market of tourist and recreational services in Uzbekistan, showed that the process of its formation and development is connected with the beginning 90-ies of XX century. As a characteristic feature, it is necessary to single out development of outbound tourism due to the simplification of customs-visa Formalities, novelty of a foreign tourist product, use modern methods of service, high level and quality of service of foreign tourist product, etc.

The role of inbound and outbound tourism, the development of which provides creation of new jobs, renovation of the material and technical bases, functioning and development of a competitive tourist infrastructure due to the cash inflow.

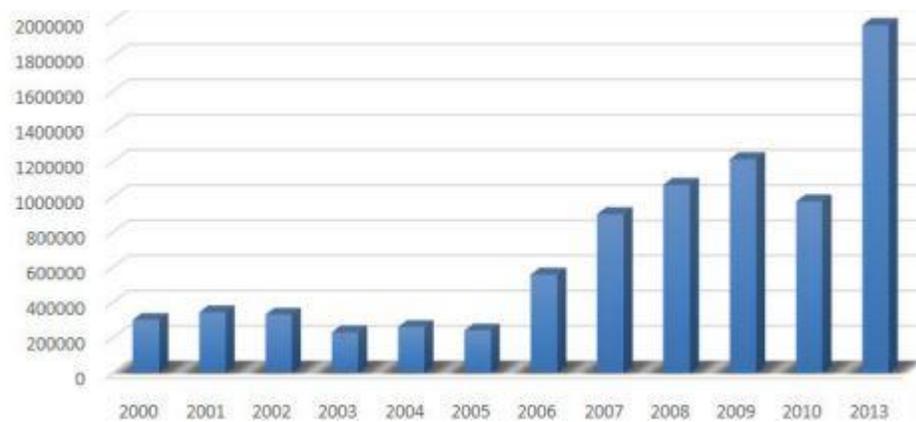
Figure 1.2.1 : Direct contribution of travel and tourism to GDP in Uzbekistan*



* WTTC Travel and Tourism Economics impact 2017

The government of Uzbekistan pays a vast deal of attention on the development of the tourist industry: the development of services defined as one of the top priorities of socioeconomic development of the country.

Figure 1.2.1: International tourism, number of arrivals in Uzbekistan (*)



(*Based on statistical data from <http://databank.worldbank.org>

However, in 2010 the number of visitors was 975000, totally international tourism arrival tendency of Uzbekistan illustrates overall upward trend since 2000 up today. Based on tourism “National Company” data, the amount of tourists in Uzbekistan were 1,977,600 in 2013 (Figure 1.2.1).

Accounting for this, significant contribution to the advancement of the socio-economic situation brings tourism and its rapidly growing segments to become one of the leading sectors of the world economy, hospitality segment has contributed considerably on economic advancement of Uzbekistan too. The need to travel, to know various cultures, to meet people from other countries, to be in contact with nature, is now ingrained in the culture of our modern society. Tourism is at the same time a driver and a consequence of globalization. As a key economic sector, it is often the foremost source of income for dynamically developing countries as Uzbekistan creating jobs and opportunities particularly for the vulnerable segments of the population.

In the short period, Uzbekistan as one of the major tourism destination of Central Asia has contributed significantly on the deployment of tourism and hospitality. According to World Ranking report, it is underlined in 117 positions absolutely, rated 21 positions with longterm growth out of 181 countries in total (Figure 1.2.3).

Figure 1.2.3: World ranking statistics (WTTC Travel and Tourism Impact 2017)

WORLD RANKING (OUT OF 185 COUNTRIES):

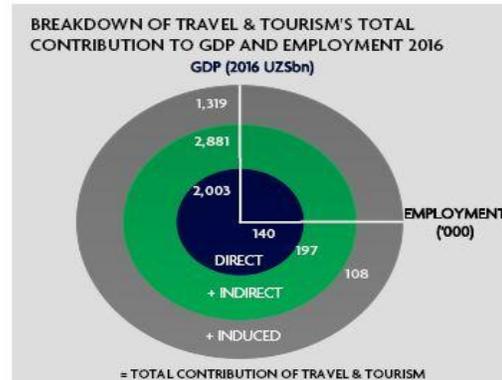
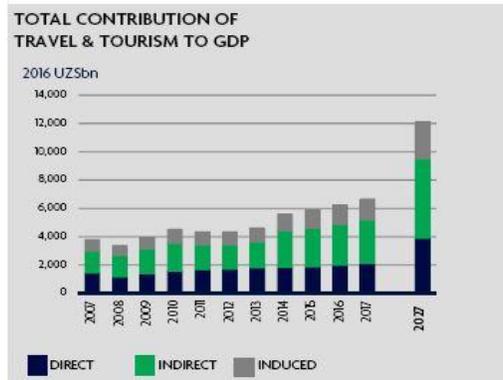
Relative importance of Travel & Tourism's total contribution to GDP

117
ABSOLUTE
Size in 2016

181
RELATIVE SIZE
Contribution to GDP in 2016

20
GROWTH
2017 forecast

21
LONG-TERM GROWTH
Forecast 2017-2027

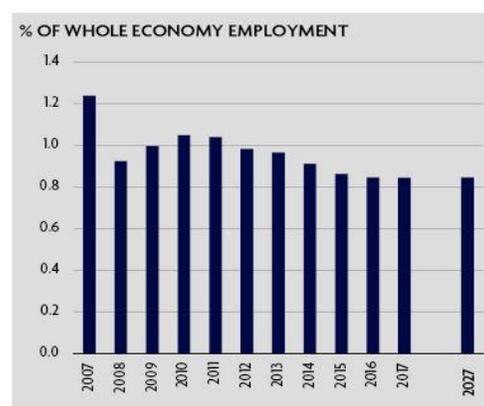
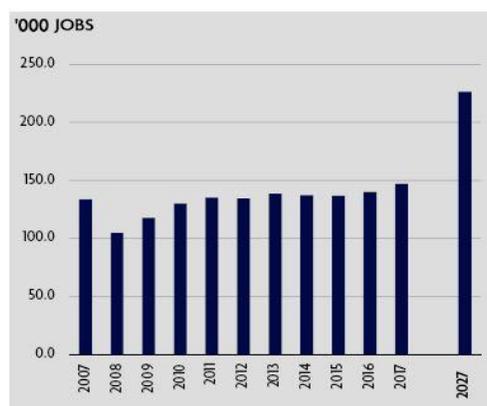


Travel & Tourism generated 140,000 jobs directly in 2016 (0.8% of total employment) and this is forecast to grow by 4.8% in 2017 to 147,000 (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2027, Travel & Tourism will account for 226,000 jobs directly, an increase of 4.4% pa over the next ten years.

*Figure 1.2.4.: The direct contribution of Travel and Tourism to Employment. The case of Uzbekistan**

UZBEKISTAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



* *WTTC Travel and Tourism Economics impact 2017*

The total contribution of Travel & Tourism to employment was 445,000 jobs in 2016 (2.7% of total employment). This is forecast to rise by 4.7% in 2017 to 466,500 jobs (2.7% of total employment).

By 2027, Travel & Tourism is forecast to support 708,000 jobs (2.6% of total employment), an increase of 4.3% pa over the period. (Figure 1.2.4).

Objectively assessing the situation, it should be noted that government pays considerable attention to the development of tourism. During the years of independent development in Uzbekistan established a legal framework and tourism infrastructure. Today, in the tourism operate more than 900 organizations and companies that have a license for tourist activity (subjects of tourist activity), of which 500 hotels, 371 - travel agencies (tour operators and travel agents), with about 90% of tourism organizations and companies related to the private sector, that affects the formation of a competitive environment in the tourism system to provide tourist services. Air gateway international airports are operating in Tashkent, Samarkand, Bukhara, Urgench, Nukus and Navaiy.

Recognizing the key point of accommodation sector in the tourism industry, Uzbekistan hotel industry have established different hospitality facilities and it consists of more than 500 hotels with different forms of ownership. Prior to the annual meeting of the European Bank for Reconstruction and Development, due to the insufficient number of hotels to accommodate all foreign delegates in Tashkent, the Uzbek government started the development of hotels, which involved the construction of new hotels and the reconstruction of old style hotels. As a result, a number of luxury international standard hotels appeared in almost all regions of country. Nowadays, the level of privatisation in travel accommodation sector in Uzbekistan is around 97%, whereas at the beginning of independence all properties were fully state-owned. A large number of luxury hotels are either fully-owned or partially owned by the state. For the last three years the government has failed to sell its shares in the hotels Dedeman Silk Road (39%), Grand Mir (35%), Hotel Uzbekistan (58%) and Hotel Markaziy (100%). Due to need of modernization and

integration of new way of management, Hotel Registan (Samarkand), Hotel Afrosiyob Palace (Samarkand), Bukhara Palace (Bukhara) and Hotel Shakhrisabz Star (Shakhrisabz) has made modifications both in technical and industrial way. The common trend in recent years in hotel accommodation in Uzbekistan was the growth in the number of small, privately-owned hotels. Today, the majority of such hotels have on average 50 or more rooms. The attractiveness of building small-sized hotels for the private sector is the amount of investment required to build, the high occupancy rate and relatively low cost of operation. These outlets initially appeared as an alternative to their international standard counterparts with its traditional design, modern administrative style, cosy and sizeable rooms. Despite the competition from private hotels, luxury hotels are also gaining popularity amongst business travellers. Uzbekistan, by becoming more open to international trade and investment, runs quite a large number of MICE events, the majority of which take place in Tashkent. During the tough times and high competition, such hotels learned to provide additional services such as spas, fitness and MICE facilities, transportation services, tours and many others

The rapid development of the economic share and foreign trade of Uzbekistan made the rapid improvement of the transport system and the intensification of the transit potential and diversification of the international transport corridors that also vital factor for tourism sector as a main. Over the past 23 years, since Uzbekistan gained its independence, the regularity of main transport facilities, such as air and railway systems, by the formation of costs, have increased exponentially number of visitor for both inner and outer purposes. On this basis, implementing of new technologies on transport facilities, such as commencement of Afrasiab high-speed train, produced by Spanish «Talgo» and operating between Tashkent and Samarkand as well as Afsona train which challenge individual requests from tourist agencies, has facilitated by latest equipment and make arduous work to improve transport system. As the first high-speed line in Central Asia, it has contributed to the modernisation and economic deployment of the country. Furthermore, according to plans proposed by the national railway company of Uzbekistan, in the nearer future will

extend to some other regions of country, such as Bukhara and Khiva, as a result of the project which mentioned above, main ancient cities of Uzbekistan will be connected with contemporary transport system and will served as a promotion of new tour products for traveller of all range.

1.3. International experience in the development of tourism

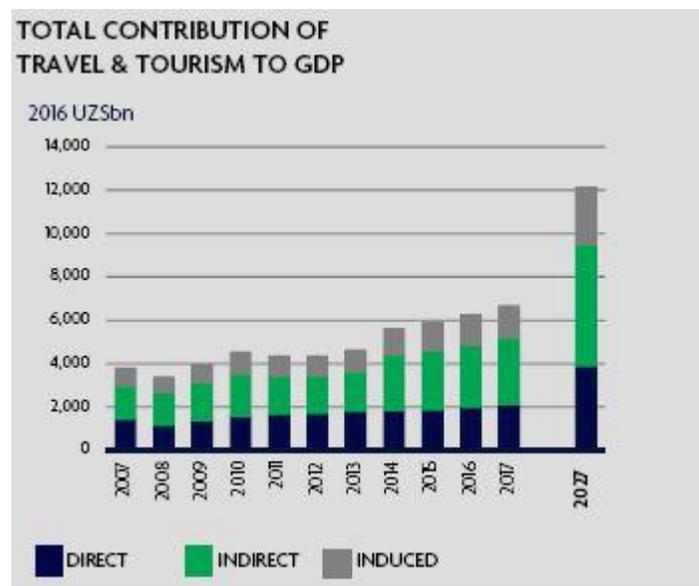
The development of international tourism, being a powerful factor in the country's social and economic development and acting as the most dynamically developing spheres in international trade in services, is associated with a constant increase in tourist flows, which stimulates the inflow of foreign currency, activating the balance of payments of the receiving region, provides employment and expansion of interpersonal contacts. Due to these circumstances, the study of this field is particularly significant.

Possessing a high multiplier effect, the tourist industry has a significant impact on the interconnected sectors of the economy: transport, communications, agriculture, trade. The development of international tourism is influenced by economic and social factors, which include increasing the incomes of citizens, simplifying passport and visa formalities and easing restrictions on the export of currency, expanding the volume of business trips with cognitive purposes, improving transport services and increasing the level of services provided, vacations and the possibility of dividing it into two parts, the development of interstate relations and cultural exchanges, and so on.

The tourism sector is one of the most significant economic activities in many countries worldwide. Its direct economic impact has substantial influences on their GDPs. Tourism's total contribution to the global economy has risen to 10,2% of global GDP (US \$7,6 trillion), not only outpacing the wider economy, but also growing faster than other important sectors such as financial and business services, transport and manufacturing. In total, nearly 290 million jobs were supported according to Travel & Tourism in 2016 (Travel & Tourism Economic Impact 2017 world).

The government of Uzbekistan pays a vast deal of attention on the development of the tourist industry: the development of services defined as one of the top priorities of socio-economic growth of the country. Despite the existing tourism infrastructure, the volume, types, and quality of tourism services provided, and the distribution of available tourism capacities by regions, Uzbekistan's rich, varied tourism and recreational potential remains low. In fact, the direct contribution of Travel & Tourism to GDP in 2016 was UZS 2,002.6 bn (1.0% of GDP). This is forecasted to increase by 7.2% to UZS 2,147.3 bn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines, and other passenger transportation. The direct contribution of Travel & Tourism to GDP is expected to grow by 6.2% to UZS 3,924.8 bn (1.0% of GDP) by 2027. (Travel & Tourism, Economic Impact 2017, Uzbekistan)

Figure 1.3.1

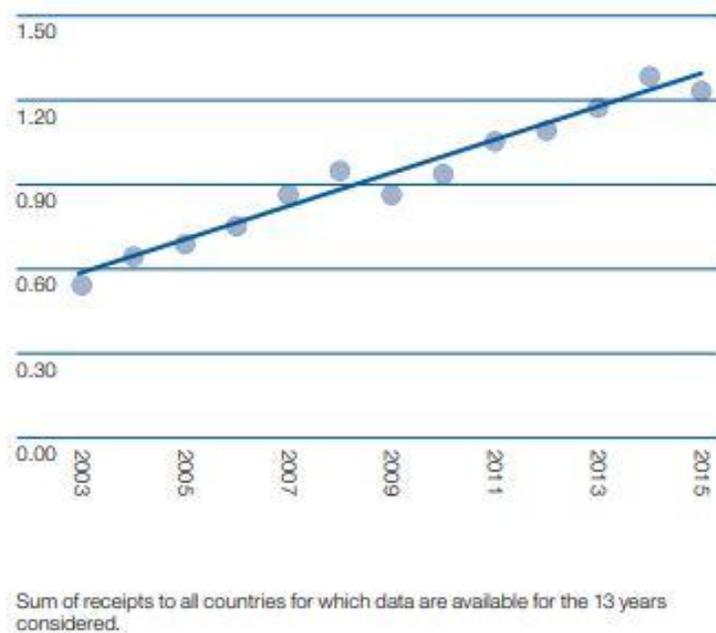


Source: Travel & Tourism Economic Impact 2017 Uzbekistan

From a global perspective in 2017, the travel & tourism industry continues to make a real difference to the lives of millions of people by driving growth, creating jobs, reducing poverty and fostering development and tolerance. For the sixth consecutive year, industry growth outperforms that of the global economy, showcasing the industry's resilience in the

face of global geopolitical uncertainty and economic volatility. The industry contributed US\$7.6 trillion to the global economy (10.2% of global GDP) and generated 292 million jobs (1 in 10 jobs on the planet) in 2016.¹ International arrivals followed suit, reaching 1.2 billion in 2016, 46 million more than in 2015.² These promising figures are expected to continue increasing in the coming decade.

Figure 1.3.2

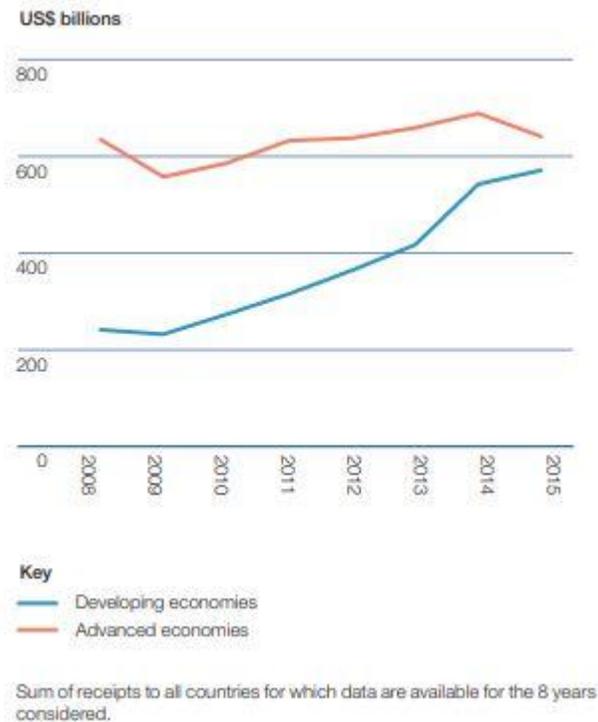


Source: Authors' calculations based on World Tourism Organization (UNWTO) statistics.

The number of people on the move today is unprecedented, with international arrivals increasing from just 25 million in the 1950s to 1.2 billion in 2016. While,

historically, the majority of travel was North to North, this reality is changing. Outbound travel from Africa, the Middle East and Asia-Pacific is expected to grow exponentially in the coming decade. In fact, since the global financial crisis, tourist expenditures from developing nations have grown faster than that of expenditures from advanced economies—a trend on track to continue in the coming years (see Figure 1.3.2). Developing and emerging markets are not only becoming larger source markets, but they are also improving their T&T competitiveness in order to position themselves as more attractive destinations for developing the T&T sector. The 2017 edition of the Travel & Tourism Competitiveness Report finds that several developing and emerging economies have significantly improved their performance scores from 2015, when the previous edition was published. Indeed, 12 of the top 15 most-improved countries are developing and emerging markets, with at least one country from each of the five geographical macro-regions represented in the Report. These results echo World Travel and Tourism Council (WTTC) research, which forecasts that between 2016 and 2026, the 10 fastest growing destinations for leisure-travel spending will be India, followed by Angola, Uganda, Brunei, Thailand, China, Myanmar, Oman, Mozambique and Vietnam. These shifts suggest that developing and emerging countries are catching up, providing better conditions to develop their T&T competitiveness and, therefore, becoming better prepared to attract and welcome the millions of new tourists who will travel for the first time in the coming decade. This growth in demand is here to stay. South-South tourism is on the rise, and will increasingly do so as these countries improve their competitiveness and develop their T&T sectors.

Figure 1.3.3

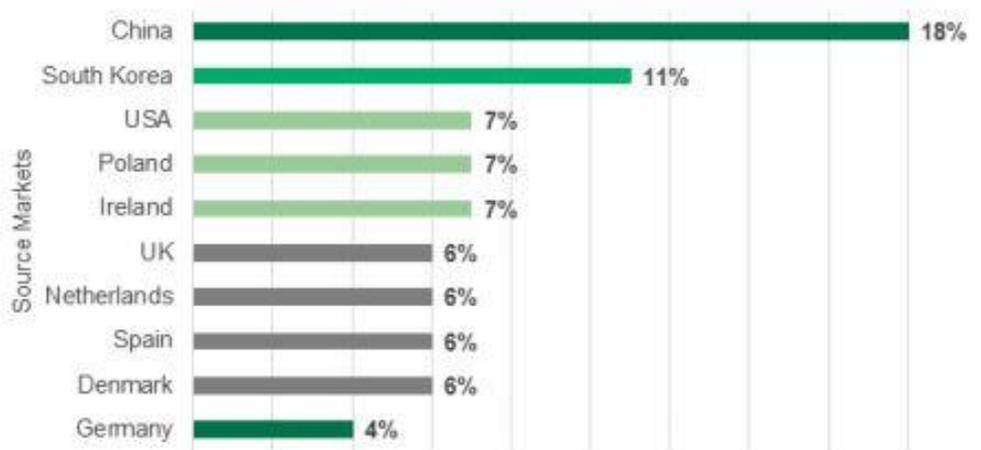


Source: Authors' calculations based on World Tourism Organization (UNWTO) statistics.

The global economy, an important indicator for international travel potential, has had a mixed year during 2016 due to divergent trends around the world but again generated low growth, according to figures from the ifo Institute for Economic Research in Munich. After growth of 3.2% in 2015, worldwide GDP is expected to increase by 3.1% this year, 3.4% in 2017 and 3.6% in 2018. There should be good growth in Asia, moderate growth in the USA and Europe, while emerging markets such as Brazil and Russia should see an economic stabilisation, according to the ifo experts. Robust 3.9% growth in world outbound travel. The number of worldwide outbound trips grew by 3.9% in the first eight months of this year, according to World Travel Monitor® figures presented at the Pisa forum. “This was a robust performance considering everything that has happened over the past 12 months,” commented IPK International founder and president Rolf Freitag. Asia was once again the world’s growth driver with a dynamic 11% increase in outbound trips, with very strong performances by China (+18%) and the Republic of Korea (+11%). North America grew well with a 6% rise in international trips, driven by the strong US market

(+7%), but South America, where Brazilian outbound travel plummeted by 15%, showed only a 1% increase. European outbound travel increased by a solid 2.5%, with good growth from the UK (+6%) and Germany (+4%) as well as smaller markets outweighing a double-digit decline in international trips by Russians.

BEST PERFORMING OUTBOUND MARKETS 1-8, 2016



Source: World Travel Monitor® 1-8, 2016, IPK International
 [For more detailed regional results see the following sections on Europe, Asia and Americas.]

During the first eight months of this year, outbound trips increased by 3.9%. Moreover, international travellers went on slightly longer trips on average so far in 2016, with growth in longer holidays outpacing shorter trips. The average spending per trip increased slightly as well. Taking all these figures into account, IPK International predicts that the world outbound travel market turnover for the full year 2016 will top the \$2 trillion mark for the first time, which would be an increase of around 7 to 8% compared to 2015. In terms of purpose of trip, holidays remain by far the largest segment of outbound trips (75% share) and grew by 4% during the first eight months of 2016. The market shares of business trips as well as of visits to friends and relatives (VFR trips) and other private trips remained about the same. However, they showed divergent growth rates. The number of business trips rose by about 1% while VFR and other private trips went up by 9%. City trips remained a growth sector with a 10% increase between January and August 2016,

with a strong 15% rise by Europeans, according to World Travel Monitor® figures. There was a healthy 6% increase in sun & beach holidays, driven by Asians and Americans, but a slight 2% fall in touring holidays.

CHAPTER 2. REGIONAL PECULIARITIES OF FORMATION AND DEVELOPMENT OF TOURISM SECTOR (ON THE EXAMPLE OF THE KHOREZM REGION)

2.1. Formation and development of tourism, its role in the economy of the region

In accordance with the interpretation of the World Tourism Organization (UNWTO), touristic region is a territory with a large network of special facilities and services used in the process of recreation. Formation and development of the tourism industry in the region requires promotion of different types of tourism, taking into account the available potential and effective use of tourist resources (geographical position, natural and climatic conditions, cultural and historical heritage and the presence of attractions, the state of the material and technical base, attractiveness for tourists).

Considering tourism as a factor of socio-economic development of the region provides for its evaluation in the following areas:

- directions of tourist flows in the region (internal, inbound and outbound tourism);

- regional features of tourism (goals, seasonality, types and forms of tourism);
- regional tourist policy;
- the share of tourist and recreational services in the GRP structure;
- state and development trends of the touristic services market in the region.

The level of development of tourism in the region is characterized by a degree of equipment with tourist infrastructure (material and technical capabilities, restaurant and trade network, etc.), as well as such parameters as the quality of service, the capacity of the territory, the ecological condition, level of development of the region's economy, provision of labor, material and financial resources.

According to the State Statistics Committee, the share of tourism in the country's GDP is very low - at just 2 percent. The number of firms and organizations carrying out tourism activities is about 400, most of which are in Tashkent city (73.4%), Samarkand (13.1%), Bukhara (4.5%) and Khorezm (1%) coming. In other words, 92% of firms and organizations specializing in tourist services in Uzbekistan, 93.1% of tourists account for these four regions.

Khorezm Region is located in the northwest of Uzbekistan in the lower reaches of the Amu-Darya River. It borders with Turkmenistan, Karakalpakstan, and Bukhara Region. It covers an area of 6,300 square kilometres. The population is estimated to be around 1,200,000, with some 80% living in rural areas.

Khorezm Region is divided into 10 administrative districts. The capital is Urgench (pop est 135,000). Other major towns include Xonqa, Khiva, Shovot, and Pitnak.

The climate is a typically arid continental climate, with cold winters and extremely hot, dry summers.

The city of Khiva in Khorezm Region is a UNESCO World Heritage Site with world-famous architectural monuments, making Khiva one of the main centers for international tourism in the country.

The region has a well-developed transportation infrastructure, with over 130 km of railways and 2000 km of surfaced roads. The region is connected by rail to European Russia and the Caucasus.

Since our country achieved independency, in the course of almost twenty-three years' particular attention is paid to the modernization of the economic network, intensification of reforms that are being carried out for democratic market in our state, liberation of socio-economic, political and legal spheres, deep structural alteration and diversification of the state's economic networks, sustainable and proportionate development of the state economic networks and regions.

In the Khorezm region, GRP amounted to 8232.9 billion soums, exceeding the level of 2016 by 4.5%. The growth in GRP is due to the growth rates in agriculture, forestry and fisheries at the level of 100.1% (the share in the GRP structure is 30.4%), industry – 113.2% (17.3%), construction – 100.0% (7.2%), the service sector – 105.2% (45.1%). GRP per capita increased by 2.8% and amounted to 4597.6 thousand soums.

Tourism is one of important sectors in Khorezm region. Wide-ranging efforts have been in progress to boost tourism infrastructure, including that of a chain of compact hotels in the cities of Urgench and Khiva. The efforts have been directed also at reinforcing the economic and technical capacities of facilities offering services to tourists.

Worth noting that to the condition of January 1, 2018 number of small business and private entrepreneurship entities operating currently in Khorezm region consists of 11345. This sector's share in the gross regional product accounts for 66.9 percent.

The number of hotel seats increased from 1,477 to of 2300 units or in percentage the growth indicated 55 percent. Due to the measures that has been taking to develop tourism industry in the region about 450 people got a job in different tour organizations.

In 2015, Khorezm region were visited by tourists from more than 82 countries of the world. And in 2016 the indicator was 84 countries. Most visitors come to Khorezm region from 5 countries. This statistical data related to 2015 and 2016 (see the Table 2.1.1.)

Table 2.1.1.

Information about top 5 countries' tourists that visited Khorezm region

No		2015		2016
	Country name	The number of visits	Country name	The number of visits
1	Germany	4953	France	6128
2	France	4696	Germany	5378
3	Italy	3034	Italy	3748
4	Spain	2471	Japan	3017
5	Japan	2058	Spain	2369

The table show that most foreign visitors to the region come from Germany, France, Italy, Spain and Japan in 2015. However, in 2016 the condition changed to France, Germany, Italy, Japan, Spain.

The number of local foreign visitors to Khorezm was more than 63,6 thousand in 2012, however in 2016 the number visits increased to 75,8 thousand visitors, that means the indicator increased by 20 percent. The share of foreign tourists also increased between 2015 and 2015 by 15 percent.

The total amount of services produced to local and foreign tourists in Khorzem region in 2012 was 5562.1 million soums and this indicator changed to 11389.9 mln. soums in 2016 comparing to 2012 the amount increased twice. Khorezm region mainly was visited by citizens of the Republic of Uzbekistan and CIS countries. (see the Table 2.1.2.)

Table 2.1.2. Khorezm 2015-2016, the number of visitors accepted

No	Indicators	2015	2016	Increase in percentage
1	Citizens of Uzbekistan	22767	29201	28
2	Foreign citizens	34822	40014	15

2.2. Factors shaping the tourism industry in the region

At present, within the framework of long-term development strategies, Uzbekistan considers tourism as one of the most significant directions for diversification of the economy, taking into account the fact that this is an entire industry containing different companies, institutions and enterprises involved in organization of tourists' leisure, providing a variety of tourist services.

The worsening of the socio-economic status of a number of regions is sufficient sharply defined the need to search for new priorities for the development of a system approach to planning a strategy development to increase the effectiveness of the use of limited regional resources. In the social and economic development of the region, a special The role is given to tourism, its place and interaction with other sectors economy, the state of the tourism sector, the prospects for development.

Analysis of scientific literature indicates a lack of unity opinions in the definition of such a category as "factor" (from the Latin factor - "Doing, producing").

Traditional interpretation, reflected in the Great Soviet Encyclopedia, interprets the factor as "the reason, the driving force of any process, determining its character or its individual features".

In the economy, the factor of production is considered as a factor, acting as "one of the main resources of productive activity enterprises and the economy as a whole (land, labor, capital, entrepreneurship).

However, a number of researchers are of the opinion that factors - these are "conditions, causes, parameters, indicators that influence, impact on the economic process and the result of this process (to factors, affecting the productivity of labor, include the level of wages, organization of labor, vocational training of workers, technical perfection of the tools of labor)".

Most authors do not share the notion of "factor" and "condition" considering them as identical, which in principle is reflected in the modern economic science in the field of tourism, which is at the stage of intensive development.

Kaurova AD in the "Organization of tourism" as factors considers the following groups of factors: political, socio-economic, cultural-historical, technological, transport, means accommodation and others .

Aleksandrova A. Yu distinguishes three categories of "production factors: natural and cultural-historical, human and capital resources".

In this dissertational research, we will not divide concepts "Factor" and "conditions."

In the tourism industry, the factors can be divided into three groups:

- static (natural-climatic and geographic) and dynamic factors (demographic, socio-economic, material-technical and political);
- external (economic (economic situation, personal incomes, tourist activity), demographic and social changes (level of education, culture, aesthetic needs, age of the population, increase in the proportion of working women, the growth of single people, age of marriage and family formation, an increase in the number childless couples, a flexible working time schedule, a reduction in the pension age), the transformation of political and legal regulation, development technologies, transport infrastructure and trade, travel safety) and internal factors (logistical factors and factors tourist market (demand, supply and distribution of tourism product, the increasing role of market segmentation, the media and public relations, personnel in tourism));
- Extensive (increase in the number of employees, growth in the volume of material resources, construction of new tourism facilities), intensive qualification of personnel, use of scientific and technological achievements) and restraining factors (crisis, militarization of the economy, an increase in the external debt, political,

environmental and economic instability, growth prices, unemployment, inflation, tourist formalities, currency fluctuations, non-fulfillment of contractual obligations).

The Khorezm region, like Uzbekistan as a whole, has a significant tourist potential. Attractiveness of the region for visiting the tourist is determined, inter alia, by the availability of tourist resources and facilities tourist display. Abundant resources make it possible to form diverse, oriented to specific consumers, tourist products, among which ecological, adventure, historical and ethnographic tours, excursions for various categories of tourists.

As factors of formation and development of the sphere of tourist-recreational services of Khorezm region are the following:

- Natural, climatic and geographical factors. The assessment of natural, climatic and geographical factors assumes consideration of that part of the tourist resources used for the organization of tourism, which is represented by a combination of objects and phenomena of nature, natural complexes, medical and recreational areas. The study of natural and climatic resources is conditioned by the need to identify opportunities for water tourism, beach recreation, development of routes, swimming, kayaking, fishing, rest at the water from an aesthetic point of view, etc.;
- Infrastructural factors. Evaluation of the infrastructural factors of the Khorezm region requires the identification of the existing resource base of the tourist industry in the region, which is an integrated system that includes tour companies, accommodation facilities, food facilities, entertainment, transport systems, etc.;
- Cultural and historical factors. Cultural and historical factors represent a collection of sightseeing objects and monuments culture, archeology (ancient settlement, settlement, settlement, parking, location archaeological subjects), architecture and town planning (mosques, churches, temples, buildings), ethnography (national rural homesteads, houses of craftsmen and craftsmen, museums and centers of folk art

etc.), literature, history (monuments, memorial complexes, museums) etc., their uniqueness, creating a sustainable motivation for tourism, serving as the basis for the organization of cultural tourism in the Khorezm region;

- Socio-economic factors - demography, employment structure, level of incomes and expenditures of the population, including for tourism services, investments;

- Technological factors. Technological factors determine the state marketing technologies, the degree of influence of mass media on the development of tourism in the region, the use of mass media information (media), channels of personal communication, channels of non-personal communication and public relations (public relations);

- Institutional factors. Institutional factors governing development of tourism, take into account the state of the legislative base on federal, regional and local levels. Regulation of tourist activities is carried out in the interests of tourists and involves the development of and the implementation of programs and activities that are aimed at ensuring security in the place of stay, preservation of tourism resources, development tourism industry, simplification of tourist formalities, increase professional training and quality of service tourists;

- Seasonality factor. Seasonality factor occupying a special place in the tourism, influences certain seasons of the year on the state of tourism. As for domestic and incoming tourism in the Khorezm region, then, because of its actual absence, this factor does not have an apparent manifestation. Tourist arrivals are mainly related to business and cultural and entertainment events.

2.3. The tourist potential of the region and the possibilities of its use for the development of domestic and inbound tourism

Today, 21 tour operators (including travel agencies) and 56 accommodation facilities are engaged in the activities of tourism sector in order to promote tourism potential, as well

as create favourable conditions for tourists in Khiva and Khorezm region. Compared to 2012, the number of tourist organizations in Khorezm region has increased from 36 to 77, the number of accommodation facilities has reached 56 units while the number of tour operators and travel agencies increased by 21 units.

Particularly, in 2017, four newly established hotels and one travel agency started the activities in tourism sector. The number of hotel rooms enlarged from 1477 to more than 2400 units. As a result of changes and reforms in tourism sector and the creation of new jobs in tourism organizations, there are more than 500 employees are working in this sector today. In 2012, more than 63.6 thousand tourists (foreign and domestic) visited Khorezm region, while the figure raised by 75.8 thousand at the end of 2016.

In 2016, more than 46,600 foreign tourists from more than 85 countries visited Khorezm region, compared with the same period of the last year, the number of foreign tourists visiting the region increased by 15% (see Table 2.3.1). In the last three years, the majority of international tourists visited Khiva and Khorezm region from European countries such as France (23%), Germany (20%) and Italy (14%).

Table 2.3.1. Tourism development trends in Khorezm region.

№	Years	Number of organizations			Total volume of tourism services		Number of tourist arrivals (in thousands)			Number of departures (people)
		Total	Hotels	Tour operators	Total (UZS in thousands)	Export (USD in thousands)	Total	Including		
								International	Domestic	
1	2012	30	23	7	5562147,1	3347,1	63,6	47,4	16,2	100
2	2013	36	26	10	8673658,8	1888,6	73,3	53,3	20,0	269
3	2014	51	35	16	8314590,0	2166,7	67,7	46,2	21,5	72
4	2015	59	42	17	8757247,0	1977,5	63,4	40,6	22,8	88
5	2016	72	52	20	11389963,7	2308,2	75,8	46,6	29,2	135
6	1q 2017	77	56	21	3238000,0	570,0	21,3	11,5	9,8	-

Source: The State Committee for Tourism development Khorezm territorial department.

History of Khorezm is as ancient as the history of such great civilizations as Egypt, Mesopotamia and India. Khorezm is almost three thousand years old and is the oldest in Central Asia and has unique architectural monuments.

Today, there are more than 250 historical and cultural heritages across Khorezm region that demonstrate how old nation have lived in this region. Most of the monuments are current preserved in Khiva and Urgench districts. Besides, the ancient historical and cultural heritage outstretched along Khorezm region and the Republic of Karakalpakstan (see Table 2.3.2). The most famous of them are Toprak-Kala, Janbas-Kala, Koy-Krylgan-kala, Kyzyl-Kala and Ayaz-Kala.

Table 2.3.2. Information about historical and cultural heritage of Khorezm region.

№	Region	Archaeological	Architectural	Sculpture	See sights	Holy places	Total
1	Urgench city	-	8	8	5	3	24
2	Urgench district	1	4	14	-	4	23
3	Khiva city	4	88	8	1	1	102
4	Khiva district	-	10	9	-	1	20
5	Khazarasp district	7	11	4	-	3	24
6	Shavat district	3	2	3	-	1	9
7	Bogot district	1	2	4	-	7	14
8	Yangiarik district	2	1	3	-	2	8
9	Gurlen district	-	1	5	-	1	7
10	Yangibozor district	-	-	4	-	1	5

11	Kushkupir district	-	1	1	-	7	9
12	Xonka district	-	5	4	-	1	10
	Total	18	132	67	6	32	255

Source: The State Committee for Tourism development Khorezm territorial department.

Many historical monuments have been maintained, in order to keep its origin and display for visitors. For 2016-2017, according to the Decree of the Cabinet of Ministers, 23 historical and cultural heritages were reconstructed and preserved in Khiva and Khorezm region.

In 2017, the President of the Republic of Uzbekistan adopted the Decree №2953 on May 4, 2017 “On the program of comprehensive development of tourism potential in Khiva and Khorezm region for 2017-2021 years” that ensure favourable conditions for tourists to visit an open-air museum city “Ichan Kala” as well as other museums, historical and architectural monuments of Khiva city.

Besides, the decree includes acceleration of the development of modern tourism infrastructure, improvement of the quality of tourist services, promotion of domestic tourism, support of education system in the sector as well as creation of new jobs and stimulating the growth of incomes of local community.

CHAPTER 3. PRIORITY DIRECTIONS OF DEVELOPMENT OF TOURISM SECTOR AT THE REGIONAL LEVEL (ON THE EXAMPLE OF THE KHOREZM REGION)

3.1. Formation of a tourist cluster in the region

The development of tourism in the Khorezm region calls for the implementation of complex of measures within the framework of the regional policy to create a competitive tourism industry that provides satisfaction of the needs of people in tourism services and development economy of the region due to tax revenues to the budget, increase in the number of jobs, stimulation of small and medium business, growth of incomes of the population, conservation and enhancement of cultural and natural heritage as well as development of the material and technical base of the tourism industry.

With the development of tourism, the links between tourism and economy of the region strengthen. On the one hand, the region acts as a target resource for sustainable functioning and development tourism. On the other hand, tourism, having a multiplicative effect, has a direct and indirect influence on the development of all related infrastructure, and is able to create the prerequisites for accelerating the socio-economic development of the region.

Khorezm region, having a sufficient tourist-recreational potential, in terms of available natural, curative and health-improving, and historical (archaeological,

monuments of architecture and town-planning) resources, objects of socio-cultural sphere has unique opportunities for the formation of a touristic and recreational cluster with the aim of developing domestic and inbound tourism.

The formation of a tourist-recreational cluster in the Khorezm region will promote the development of domestic and inbound tourism for based on the creation of the region's brand and increasing the tourist attractiveness at the regional and international levels (Figure 3.1).

Tourism development in the Khorezm region includes the implementation of a package of measures within the framework of regional policy, which aims to create a competitive tourism, providing as meeting the needs of citizens in the tourist services and the development of the region's economy through tax revenue, maintain To and increase the number of jobs in the economic crisis, to stimulate small and medium-sized businesses, income growth, conservation and enhancement of cultural and natural of heritage, as well as the development of material - technical base of the tourist industry.

With the development of tourism, the links between tourism and the strengthened economy of the region are. On the one hand, the region acts as a target integrated resource for sustainable functioning and development of tourism; on the other, tourism, having a multiplicative effect, has a direct and indirect influence on the development of all related infrastructure, can create the prerequisites for accelerating the socio-economic development of the region.

The formation of a tourist and recreational cluster in the Khorezm region will contribute to the development of domestic and inbound tourism on the basis of creating a regional brand and enhancing the tourist attractiveness at the local and international levels.

Tourist and recreational cluster includes tourist infrastructure, tourist and recreational resources, financial and credit, information and organizational, regulatory and

personnel support for the development of tourism and its promising species. At the same time, the main signs of the tourist and recreational cluster in the region are the formation and development of stable organizational and economic relations and relations between all subjects of the tourist sphere, achieving a balance of their interests.

The process of formation of the tourist-recreational cluster is carried out under the influence of factors and incentives that arise within the cluster, depending on economic interests, market conditions, as well as on the occurrence of random events, the occurrence of which is not predictable, using government planning and regulation measures.

The tourist and recreational cluster includes sectors of the economy whose activities are aimed at the production of goods and services, both to meet the needs of the local population, and for tourist purposes.

The existence of sustainable economic ties that arise between sectors, aimed at meeting the needs of society, are the basic attributes of a cluster of regional tourism. As the main objectives of interaction of economic sectors within the cluster, it is necessary to single out:

- the development of competition through overcoming isolation on internal problems, the emergence of new enterprises, the expansion of the range of products and services;
- support of investment activities and specialization;
- informing about market needs, development of technology and technology, on interaction between related and supporting industries;
- ensuring accelerated development, stimulating various approaches to R & D and providing the necessary funds for the introduction of new intra-corporate, cross-sectoral and sectoral strategies based on mutual support between sectors, obtaining and distributing benefits.

To coordinate the development of tourism within the cluster need to use forms of organization for the purpose of practical collaboration industries, which ensures the involvement of business entities in the development of production processes of goods and services, HA 132-directional to meet tourism needs, provision of information, engaging in the practice of tourist activities, the organization of processes training and internships.

The main task of coordination within the cluster is the development of domestic and incoming tourism in the region, its resource support.

The territorial tourist cluster of the Khorezm Region, which fosters the creation of the Khorezm Region brand to attract tourists, is a combination of accommodation facilities, tourist firms, food and entertainment industries (parks, museums, theaters), transport (road, rail, aviation), financial infrastructure (insurance companies, banks, foundations) [78].

It should be noted the need to strengthen then the formation and development of a role of the tourist and recreational cluster in the Khorezm Region municipal districts and urban districts of the region that have a tourist potential.

In the dissertation research, the author singled out and comprehensively characterized the three main zones of concentration of tourist and recreational facilities and the availability of tourist infrastructure, in terms of attractiveness for tourists and investment:

- the zone of the greatest concentration of objects (natural, sightseeing, ethnographic objects, monuments of architecture and town planning, military-historical objects, objects of tourist infrastructure);
- zone of medium concentration of objects;
- zone of the lowest concentration of objects (all other areas of the Khorezm region, the territory of which has insufficient tourist and recreational resources for the development of tourism in the region).

The assessment was carried out taking into account the presence of the following groups of tourist objects: natural, excursion, archaeological, ethnographic objects, monuments of architecture and town planning, military historical sites, rural tourism facilities and the availability of tourist infrastructure.

As a result of zoning of the territory of the region, taking into account the concentration of tourist facilities and the availability of tourist infrastructure, it is possible to allocate promising types of domestic and inbound tourism, which are the basis for the formation of a tourist and recreational cluster in the Khorezm region.

Among the promising species in modern conditions should be distinguished rural and industrial tourism.

An important aspect in the development of rural tourism is the need to take into account the interests of the subjects in the tourism sector:

- tourists - quality satisfaction of the needs for tourism services;
- bodies of local self-government - increase in tax revenues; attraction of investments using public-mechanisms private partnership in order to create the necessary infrastructure for tourism development; ensuring employment and improving the living standards of the rural population;
- the local population - the revival of the traditional way of life, based on folk and Islamic traditions; involvement in a healthy lifestyle; expansion of markets for agricultural products;
- economic entities - the receipt of additional income through the organization of year-round recreation and payment by tourists for accommodation, food, transportation, production and sale of souvenirs.

For the development of rural tourism, it is necessary to assess the agricultural, natural, cultural and historical potential of rural settlements on the territories of the districts of the region; the formation of a brand of green tourism (the organization of certified guest

houses and rural estates, which are assigned "horseshoes"); improvement of infrastructure in the tourism region; training of local people in modern technologies for the reception and servicing of tourists (conducting field seminars in order to familiarize themselves with the specifics of rural tourism, the rules for organizing reception and accommodation in rural farmsteads); creation of accessible information material on this type of tourism; organization and implementation of activities and programs of new tourist routes.

Thus, for the formation and development of a tourist-recreational cluster, the region has the resources: labor, natural-climatic, cultural-historical.

The basis for further development of tourism is education, since it is educated personnel that allow tourism to adapt to changing realities, create conditions for the introduction of innovations in tourism, and make technological revolutions.

An analysis of the current situation in the Khorezm region showed that in the there is an acute shortage of highly qualified tourism industry personnel, among them:

- marketers, managers providing services in various accommodation facilities (hotels and tourist complexes), public catering, in museum activities, as well as serving staff with knowledge of a foreign language;
- Professional staff for hotels (maids, waiters, bartenders and others);

3.2. The role of advertising in the development of tourism in the region

In accordance with Article 4 of the Law of the Republic of Uzbekistan "On advertisement", advertising is a legal or natural entity, including products, including trademarks, service marks and other services, for the purpose of obtaining direct or indirect income (profit). is a kind of information that is distributed in accordance with the law through any form of technology and any means. Advertising is defined as "information" in the definition defined by the law. As we have seen above, the Law of the Republic of Uzbekistan "On tourism" also provides for "information and advertising service" as a tourist service.

Advertising is a wide-ranging form of market activity and sometimes distinguishes it as an independent aspect. Today's world experience proves that advertising is one of the main directions of high productivity in the marketing of tourist goods. Some scholars acknowledge that advertisement is defined as a process of organizing travel in tourism, a social and economic process, or a process of communication with society.

The role of advertising and information services in promoting the country's tourism capacities and national products is of particular importance. As a result of research conducted by ICT experts (in some countries), there is a mutual agreement between the advertising expenditures for national tourism products and tourism (over the next five years) revenues (Table 2.2.1).

The analysis of the data suggests that the increase in advertising costs of these six countries to just \$ 1 will bring \$ 493 and \$ 74 worth of new tax revenues to the budget from foreign tourists.

In Uzbekistan, the issues of organizing advertisement in the development of tourism have not been studied. As a result, this is not a good deal. In most cases, historical monuments in Samarkand, Bukhara, Khiva, Tashkent and Shahrissabz are being advertised. The country's tourism resources, unique nature, seasonal and climatic features, cultural heritage, rich history of our people, lifestyle, traditions, national crafts, and games are still in the process of promoting.

The impact of advertising on income from tourist services

Country	Rise of expenditures spent on advertisement	Rise of income from tourist services
Canada	23%	38%
France	156%	164%

Germany	24%	106%
Singapore	28%	213%
Spain	83%	126%
Sri Lanka	177%	245%

This lack of organization of advertising activity is primarily due to the lack of specialists who fully understand the true nature of the tourism and the order of tourism, and, secondly, as one of the key factors in the development of tourism by specialists in the field of tourism operating in our country, that is, the ways, methods and experience of putting it on the market of tourism.

For the development of tourism in our country, it is necessary to develop tourist route for each touristic resource and advertisement at the required level of this route. The tourist route advertisement requires attention to 3 main objects.

It is also worth mentioning that all types of services should be included in the list of required information for tourists. Touristic routes services may be placed on the ad after the main, additional and excursion objects in the advertisement. In this case, the high quality of transport, high quality food, national dishes, and leisure conditions make the tourists more attractive.

One of the most important conditions for promoting advertising in the development of tourism in Khorezm is to pay great attention to advertising. Generally speaking, advertising in tourism should focus on the following:

- Color ads are 65-70% more versus white and black;

- Advertising with high-quality images is one and a half times more attractive than poor quality picture ads;
- The yellow stripes, the darker colors, attract more people to reading the text than other colors;
- In the promotion, separate framing images and comments are read first among ordinary texts;
- Word-for-word playback reduces its readability;
- The shorter the text in the ad, the faster you remember it.

Research has shown that the hotel in Khorezm Region, where the ecological situation is aggravated, is gradually improving. The historical monuments of Ichon Qala and Dishon Qala in Khiva, also known as the Open Skies Museum, are internationally advertised. Archeological ruins and findings related to the ancient Khorezm state are gradually being promoted to international tourism and displayed on advertising. However, the effective use of all tourism potential in the development of tourism in the Khorezm region is still not reflected in the production of tourism advertising.

In the course of studying the issues of improving advertising activities in Khorezm region, we believe that the following promising areas should be pursued in order to fully advertise tourist resources of the region and bring them to the tourism market:

1. Advertising in the area of ancient Khorezm history, archeological objects, fortresses and monuments should be promoted in English, Uzbekistann and Uzbek languages. There are currently 20 archaeological sites in the region. Especially in Khiva, the Tuprakkala direction, the Olmaatyman castles in Yangiariq district, Kalajik in Bagat district, Karatepa monuments, Tuprakkal, Katkal, Vayagan monuments in Shovat district, Hazarasp fortress in Hazorasp district (3000 years) Kyrghyztepa, Khushbuztepa, Chingiztepa, Dashqala should be advertised separately

with their history and description. Together with international tourism, it plays an important role in the development of domestic tourism.

2. For the development of historical monuments tourism, it is necessary to create a history book with a description of each of the 30 major historical monuments in Khiva. At present, the advertisements of these monuments are on the subject of the Khiva monuments. Experienced tourists should focus more on touristic objects, depending on the interests of each tourist. At the same time, the separate advertising of each object is important.

3. In order to develop tourism in the region, religious sites, the full description of the sacred places, history and purpose of the visit will increase the flow of tourists in domestic and foreign tourism.

4. It is desirable to develop advertising in the tourism sector of biodiversity resources in Khorezm region in the following areas:

- Advertising in the Khorezm region's natural areas (biological resources of the desert region);
- Advertising of biological resources of tugai (animal and vegetable world);
- Advertising of Amudarya and water basins (lakes, coastlines, rivers, reservoirs);
- Publication of biological resources of the nature order "Gurlan" (excursion);
- Publication of biological resources of "Khorezm" nature reserve (excursion).

5. Excellent advertising that reflects the unique national culture, art, and folk creativity of the Khorezm region should cover the following areas:

- Ads showing activities of Khorezm ceramists and pottery masters;
- Promoting the appearance of national music, folklore and art;

- advertising of national crafts (metal decoration, wood carving, Khorezm carpentry, national workshops);
- Advertising of the Khorezm people in national games, traditions (national dress, national wrestling, bird fighting, rugs, etc.).

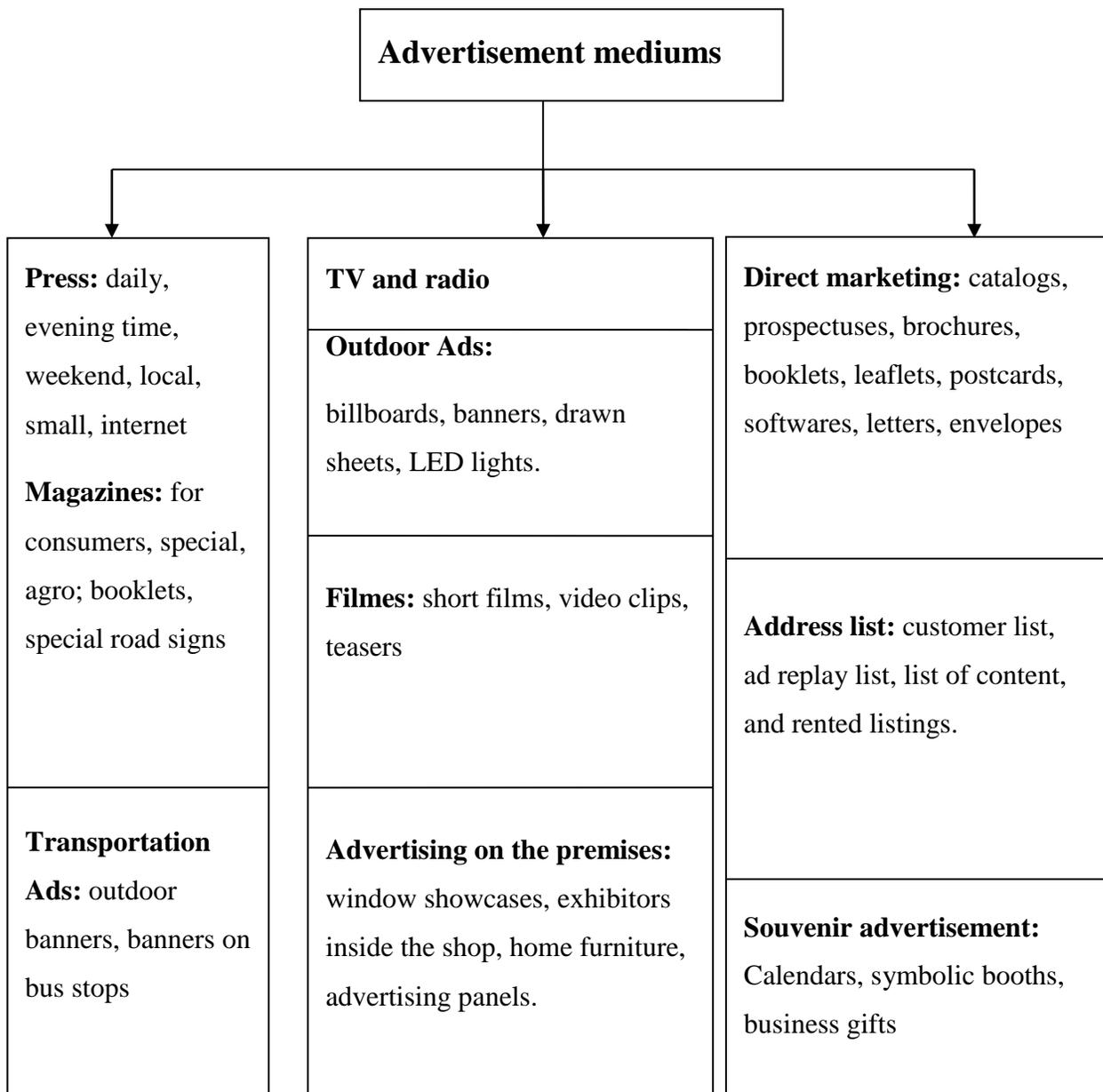
Distributing and delivering it after the advertising of foodstuffs is one of the most important issues facing tourism organizations.

Advertising is available at national and international conferences, fairs, business days, and other events held in Khorezm region. Particularly, the free distribution of advertising brochures to participants of international sporting events, international hotels, will facilitate the flow of international tourists to the region. One of the important areas for promoting tourism in tourism is the efficient and efficient use of advertising tools. The following mediums are recommended for this purpose (Figure 3.2.1).

In Khorezm region, it is strongly recommended to use the aforementioned advertisement distribution facilities efficiently and effectively. It is desirable to set up a Khorezm tourist advertising agency in the research area to promote tourism development and increase tourism in Khorezm region, to promote the potential of existing tourist resources in international and domestic tourism, and finally to improve tourism in the region. The main activities of this agency were recommended:

- Creation of advertising catalog of regional tourism resources (history, description of each resource, opportunities for use in international and domestic tourism, the role of tourism market, etc.).
- Creation of dynamically developing information and advertising system of tourism services in the region (hotels, catering, transport services, tourist excursion services, etc.);

Figure 3.2.1



Advertising in tourism

- Establishment of regular system of new tourist routes for the use of tourist resources in the region;
- Achievement of tourism opportunities in the region and tourism development, promotion of new touristic products at the Tashkent International Tourism Fair annually with the "Khorezm tourism" brand;
- annual Republican scientific and practical conference with the "Khorezm tourism" brand;

- Establishment of the monthly publicity magazine for the regularity of tourism promotion in Khorezm region to ensure its regularity;
- Development of ways of using international and domestic tourists themselves for advertising purposes.
- Establish cooperation with the regional tourism organizations in the Republic of Uzbekistan on "Promotion of Advertising in Tourism" in the effective development of tourism in Khorezm region.

3.3. Prospective directions of development of internal and incoming tourism in the region

At the beginning of the 21st century, tourism became one of the leading sectors of the economy in enhancing the country's export potential and creating new jobs and in increasing tax revenues. In 2017 the number of tourists in the world reached more than 1,3 billion and increased by 6.7 percent compared to 2016. The highest growth of tourists' flow was in Europe and Africa - 8 percent, Asia- Pacific region- 6 percent, 5 percent in the Middle East, and 3 percent in the Americas respectively.

Uzbekistan is a country with huge tourism potential among Central Asian countries. More than 4000 historical and archaeological monuments, natural climatic conditions, more precisely biodiversity, beautiful and unique nature, flora and fauna, and our nation's specific culture, customs and traditions, in turn, created an opportunity to develop historical-cultural, archeological, ecological and rural tourism.

Year by year the number of international and domestic tourism visits are increasing in Khorezm region that is one of the country's major tourism destinations.

The unique nature, the flora and the wonders of the oasis fauna, rural life, and rural people's ways of life forms a good base for the development of tourism and ecotourism in the region. The level of development in agriculture in Khorezm region, the fact that most of the population dwell in rural areas, emergence of infrastructure in rural areas customs

and traditions of the local people are good sign of opportunities to develop rural tourism in the region.

In recent years a number of development programs, decrees and measures have been adopted to enhance the tourism sector in Khorezm region.

In particular, in the Decree of the President of the Republic of Uzbekistan No. PD-1940 of March 20, 2013 on "Development program for Tourism sector in the Khorezm Region for 2013-2015". and also Presidential Decree of the Republic of Uzbekistan No 2953 "On a comprehensive program for tourism development for Khorezm Region and Khiva for the period of 2017-2021" special attention is paid to the development of tourism in rural areas of the region [2,8].

Rural tourism is one of the promising tourism types. First of all it important to determine the essence of rural tourism, goals and objectives on an international scale. Russian scientist A.Yu.Aleksandrova stated that many countries around the world consider rural tourism as a part of ecological tourism.⁹ According to E. Klaus there are two types of "rural tourism" (a) Rural tourism activities directly related to farming activities is typically called "Agrotourism" in developed countries Agrotourism is highlighted as a historic starting point for rural tourism; b) it should noticed that rural tourism resources and assets in rural areas based on an effective utilization, mostly here maximum of economic, social, cultural resources available in rural areas and to respect the traditions of the rural population.¹⁰

In the concept of ecotourism development of Uzbekistan, rural tourism is defined as "Rural tourism is getting acquainted with in rural areas of the countryside, its customs, and traditions ".¹¹ American scientist C. Ollenburg believes that rural tourism is a provision of

⁹ Александрова А.Ю., География туризма, М.: Кно Рус, 2010, 590 с.

¹⁰ Э.Клаус. Сельский туризм в Европе – ключевые вопросы успеха. Материалы конгресса – совещания первого международного форума «Сельский туризм в России» М.: ФГНУ «Росинформагротех» 2012. 22-23 с.

¹¹ “Ўзбекистонда экологик туризмни ривожлантириш Концепцияси”. Экология ахборотномаси. №6, 2007 й., 9-бет.

services related to direct participation in agricultural activities, observation of rural activities and participating in training courses.¹²

Also R. Khaytbaev, a scholar from Uzbekistan thinks that the main goal of rural tourism is by developing tourism in rural areas based on organization of entrepreneurial activities to organize tourism infrastructure in rural areas together with rural tourism services. In our country, especially in rural areas organization and development of tourism with the use of existing tourist resources plays a crucial role in our socio-economic life. Also in his the research works E.Togaymurodov studied sustainable development of eco-agro-tourism in Samarkand region.¹³ Despite that fact that many research studies were conducted on the peculiarities of rural tourism development in regions of the Republic, the issues of development of agrotourism in Khorezm region has not been covered broadly. From this point of view, studying and analyzing the opportunities of development of rural tourism in Khorezm region, and based on the results developing suggestions and recommendations are pressing issues of present days.

It is possible to observe how the tourism sphere developed in Khorezm region in the last few years based on analysis of trends in tourism development in the region. For example, in 2012, the total number of travel agencies in the region was 30, the number of which increased to 72 in 2016 (two times more), the number of guest houses increased from 26 to 52 (twice more). At the moment, there are a number of hotels that are operating in the region and which were established by foreign investment. Those are 3 and 4 star hotels such as "Xayvak", "Khiva Queen", "Khorezm Queen", "Arkanchi", "Hayot INN". If the total capacity of hotels inn Khorezm region was 1477 places in 2012, this number became 2300 in 2016.¹⁴

¹² Ollenburg, C. (2006). Farm tourism in Australia: a family Business and rural studies perspective. Doctor of Philosophy Christian-Albrechts University of Keil (Germany) and Griffith University (Australia).

¹³ Э.Тоғаймуродов. Қишлоқ хуудларида эко-агротуризмнинг барқарор ривожланишига таъсир қилувчи омиллар. *Молия ва банк иши илмий электрон журнал*. №3. 2016 йил. 28-37 б.

¹⁴ Хоразм вилояти статистика бошқармаси маълумотлари. 2017 йил

The average length of stay for foreign tourists in the region was 1,1 in 2012 and the indicator is 1,8 days in 2016. Also average daily spending of one foreign tourist was \$ 80 in 2012 and the average spending per year in 2016 amounted to \$ 180-200 [10].

Because of tourism development programs in Khorezm region the quality of service of tourists increased noticeably, more specifically due to the development in infrastructure tourism services had the tendency of development (Table 3.3.1).

Table 3.3.1. Development of tourism services in Khorezm region

Change in 2006-2016

№	Years	Number of organizations			The amount of service provided	
		Total	Hotels	Tour firms	UZS (in thousands)	US Dollars (in thousands)
1	2006	12	11	1	1398590,6	1125,0
2	2007	15	13	2	2135312,1	1378,8
3	2008	17	15	2	2441501,5	1602,4
4	2009	17	15	2	2931325,6	1495,0
5	2010	22	19	3	2665015,7	1420,0
6	2011	25	21	4	3677546,5	1750,0
7	2012	30	23	7	5562147,1	3347,1
8	2013	36	26	10	8673658,8	1888,6
9	2014	51	35	16	8314590,0	2166,7

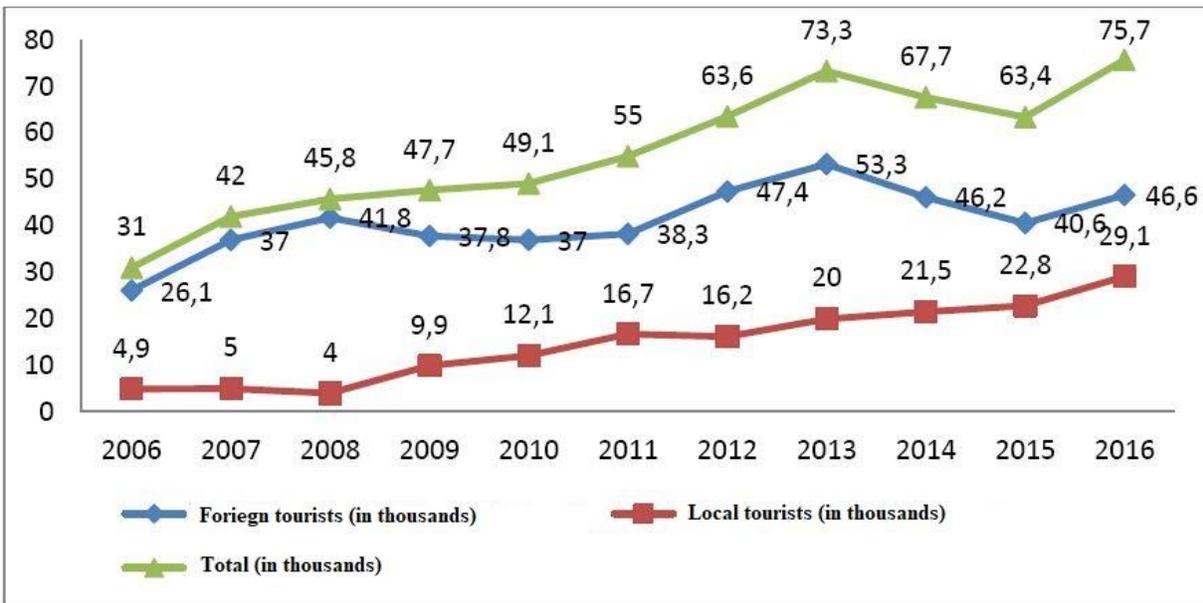
10	2015	59	42	17	8757247,0	1977,5
11	2016	72	52	20	11386868,7	2308,2

Source: Khorezm regional branch of the State Committee for Tourism Development based data.

It can be seen from the table data that in 2006 it was shown in the region. The volume of tourist services is 1398590,6 thousand sums, by 2016 and this indicator increased by 8 times, amounting to 11386868.7 thousand sums. In 2006, there were only one tour operator in the region. In 2016, there were 20 companies operating in this sphere.

Because of the recent increase in tourist services, the number of foreign and local tourists visiting Khorezm region is increasing (see Diagram 3.3.2).

Diagram 3.3.2. Number of tourists visiting Khorezm region in 2006-2016



Source: Based on the data of Khorezm regional branch of the State Committee for Tourism Development

According to the information provided in diagram above, the amount of tourists visited the region was 26,1 thousand in 2006, by 2016 this figure increased to 46,6 thousand and almost doubled. Local tourists who visited Khorezm was 4,900 in 2006 and in 2016 it was up to 29,1 thousand, the growth of six times can be observed in this case.

The total number visitors to Khorezm region was 31 thousand in 2006, in 2016 while this figure was 75,7 thousand and it grew by twice. It would be great if to develop other types of tourism such as gastronomic, ecological, rural rather than traditional historical, architectural tourism.

Diversification of tourism products by cooperating with other regions, especially Samarkand, Bukhara regions and tourist organizations of the Republic of Karakalpakstan.

The establishment of mutually beneficial cooperation among regions contributes to development of tourism sphere.

CONCLUSION

The carried out dissertational research has shown that it is necessary to ensure the solution of a set of issues in order to form and develop tourism industry in the Khorezm region. The main results and conclusions obtained in the course of the work which focuses

on the development of domestic and inbound tourism, the following provisions are advocated:

1. The research has determined the theoretical concept of tourism sector as a set of subjects of tourism activities and organizational-economic relations arising between them that aim at quality satisfaction of the needs of consumers in tourist services; it is determined that the necessary condition for the formation of and development of tourism in the region is a balance of interests for subjects of tourist activity.

In the author's opinion, the dynamic development of tourism at the regional level is mainly due to the development of inbound and outbound tourism. An important feature of the classification of tourism is the targeted direction of travel. The thesis suggests that qualification criteria to supplement the classification of tourism with allocation of rural, religious, and historical tourism as promising species in the development of tourism in Uzbekistan in modern conditions.

2. The current state and problems of development in the tourism sector have been studied: the development trends in the tourism industry in Uzbekistan were analyzed, especially, the reduction of tourist flows, the need to form an attractive competitive market of tourist services, main problems and directions, namely the low duration of tours and tourist flows on the main tourist centers, diversification tourist product, the development of new tourist destinations and products (eco-tourism, rural tourism), the choice of alternative means of accommodation and moving.

3. The Khorezm region, like Uzbekistan as a whole, has a significant tourist potential. Attractiveness of the region for visiting tourists is determined, inter alia, by the availability of tourist resources and facilities tourist display. Thus, on the one hand, the region acts as the target complex resource for the development of tourism, on the other - tourism, having a multiplicative effect, has a direct and indirect influence on the development of all related infrastructure, and creates prerequisites for social and economic development of the region.

The main factors of the external environment for the development of tourism in region are: ecological, economic, cultural and historical.

Environmental factors cause the conservation of natural and recreational resources of the region, economic - rational use of socio-economic resources and the formation of a tourist-recreational infrastructure, cultural and historical - preservation and augmentation cultural values and traditions.

In addition, according to the author, the factors of internal environment for the development of tourism in the region should be considered, i.e., financial and credit, organizational, regulatory and legal, staff.

Among the important factors constraining the development of internal and external inbound tourism, the following are defined:

- undeveloped tourist infrastructure, including lack of a network of small hotels and fast food enterprises, focused on cooking dishes of local cuisine;
- lack of a positive tourist image and advertising of tourist opportunities of the Khorezm region at the international level and level of Uzbekistan;
- insufficient investment in tourism and souvenir production and folk crafts;
- insufficient staff for tourism sector, including, middle-level specialists, and the lack of a unified system of retraining and enhance their skills.

4. The formation of a tourist-recreational cluster in the region, uniting tourist entities whose activities are aimed at on the development of tourism in the region and quality satisfaction of needs consumers in tourist services.

In the thesis research they were singled out and comprehensively characterized zones of concentration of tourist-recreational objects from the point of view of attractiveness for tourists and investing.

As a result of zoning of the territory of the region, taking into account the tourist and investment attractiveness, prospective types of internal and inbound tourism, serving as the basis for the formation of tourist-recreational cluster in the Khorezm region.

5. The rural, religious, and historical types of tourism are identified as promising directions of tourism development in the region in modern conditions based on the resource potential of the Khorezm region.

As a result of the conducted studies in the Khorezm region, growing demand for rural tourism services, which is recognized by one of the perspective directions of development of domestic and inbound tourism.

This type of tourism has an important socio-economic significance.

Thus, on the one hand, citizens of cities can immerse themselves in rural life with its traditions and way of life; on the other - is focused on the revival and development of artistic and folk crafts, production of souvenir products and food products, thereby serving as a source of additional income for the rural population.

An important aspect in the development of rural tourism is the need for the interests of the subjects in the sphere of tourism (tourists, local self-government, local population, business entities).

Development of rural and industrial tourism in the Khorezm region will promote the formation and development of a competitive the market of tourist and recreational services at the regional level.

6. Developed and justified proposals for the development of rural and industrial tourism in the region; subjective interregional model of cooperation in the development of industrial tourism Khorezm region.

To implement measures for the development of rural tourism, in the regional program, projects on formation of tourist and recreational areas, development and

implementation of natural history excursions and programs of extreme or adventure tourism, development of human resources.

The formation of projects will facilitate the implementation of long-term target program, as well as the development of tourism in modern conditions.

In addition, the thesis substantiates the subject interregional model of cooperation in the development of productive tourism.

Thus, the development and implementation of proposals for the formation of and development of tourism in the Khorezm region based on the available tourism potential, taking into account regional opportunities natural and climatic, cultural and economic will contribute to improving the quality of life of the population. and investment attractiveness in the region.

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