

Article

# Prospects of Tourism Development in Uzbekistan using Global Tourism Trends

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**Abstract:** This article discusses what trends can be used for tourists, based on the analysis of foreign travelers' behavior. Awareness of global trends will help to anticipate new customer needs, as well as provide ideas for modern tour products for both tour operators and hoteliers. Several trends are of particular interest to those involved in inbound tourism. The prospects of tourism development, its positive and negative aspects when using global trends in tourism are investigated. On the basis of the data, the main target audience, on which the producer of tourist services in the future will need to be oriented, is identified. New opportunities in the tourism industry are considered. Among the prospects of tourism development are considered such as the emergence of new groups of consumers, the shift of attention towards resource efficiency, the development of digital economy, transportation innovations that affect the growth of passenger mobility. In addition to the prospect of dynamic development, the problems that the industry will face in the coming years are outlined. Methods to reduce the negative impact of the tourism industry are presented. The trends described below can be used to attract tourists in different countries as well as in Uzbekistan.

**Keywords:** Tourism Development, Tourism Trends

## 1. Introduction

Tourism in Uzbekistan today is a variety of tourist products for the most demanding tastes: historical and cultural tourism, ethnic tourism, ecological tourism, health tourism and MICE-industry.

Samarkand, Bukhara, Khiva have preserved historical sights, and are located in sequence from East to West, on the route of the Great Silk Road. In many countries of the world at the moment political and economic instability, it certainly affects the flow of tourists. But still the sphere of tourism should develop. For this purpose it is necessary to look for all opportunities. In this article I tried to make many travel companies in the organization of tour packages to pay attention to the following trends.

Forecasts and recommendations of global companies - aggregators are made on the basis of analysis of behavior of foreign travelers, already now there are sprouts of these trends in Uzbekistan - both in domestic and outbound tourism.

### The purpose of this article

To forecast Uzbekistan's tourism development prospects by tourism trends for 2024 by analyzing the current state of the sector, identifying key challenges and opportunities, and proposing strategic initiatives to promote it. Through a comprehensive review of existing literature, interviews with stakeholders, and case studies of successful tourism trends around the world, the study provides insights into how Uzbekistan can capitalize on its unique opportunities to attract both domestic and international tourists. By positioning itself as a leading tourism destination, Uzbekistan can not only increase its tourism revenues, but also celebrate and preserve its rich traditions for future generations.

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## 2. Materials and Methods

Tourism development in Uzbekistan is a key driver of economic growth, attracting investment and creating jobs. The country is rich in history, culture and natural beauty, offering tourists a unique experience. This paper utilizes a qualitative type of methodology.

This study explores an approach to change tourism development in Uzbekistan using trends in world tourism.

### Literature Review

Trends in tourism are constantly changing, reflecting the dynamics of society, technology and ecology. The following key trends have been observed in recent years:

- 1) **Sustainable Tourism:** Travelers are increasingly concerned about their impact on nature by choosing eco-hotels and participating in conservation projects. The introduction of environmental standards in the tourism industry, such as the use of renewable energy, waste reduction, biodiversity conservation, will be an important step to ensure sustainable development[1].
- 2) **Digitalization:** Relevant technologies such as virtual reality and mobile applications that make travel planning easier and more interactive [2].
- 3) **Cultural and gastronomic trips:** There is a growing interest in local culture and cuisine, which contributes to the development of tours dedicated to traditions. Uzbekistan is famous for its culinary traditions. Offering tasting tours and inexpensive cafes with national cuisine will allow tourists to enjoy delicious dishes at affordable prices[1]. Organizing tastings of traditional dishes and beverages such as pilaf, shashlik, samsa, tea is mesmerizing and gives a pleasant experience with the taste and aroma of Uzbek cuisine[2]. To identify best practices and strategies applicable to the Uzbek context, examples of successful gastronomic tourism destinations in the world were analyzed, such as the promotion of ceviche in Peru and the preservation of culinary heritage in Japan. These case studies, based on recent publications by Hall and Goessling (2021) on sustainable food tourism, provided insight into how effective destination branding, community engagement and tourism policy frameworks contribute to the development of gastronomic tourism. Data from the case studies were triangulated with findings from the literature review, stakeholder interviews and visitor surveys to enrich the analysis and provide practical recommendations for policy makers and industry stakeholders in Uzbekistan.
- 4) **Individualization:** Travel is becoming more personalized, people are looking for unique offers and personalized itineraries.
- 5) **Increased interest in domestic tourism:** Due to the pandemic, many people have discovered the beauty of their home country, traveling within their own country is preferred.
- 6) **Inexpensive Excursions.**  
The development of walking routes, self-guided tours, and cooperation with local guides will allow tourists with limited budgets to explore the sights of Uzbekistan.  
These trends are shaping the new face of modern tourism.
- 7) **Immersion in Local Culture**

### Traditional Master Classes

Conducting master classes on traditional crafts, cooking, music, dancing will allow tourists not only to familiarize themselves with the local culture, but also to try their hand at creating unique souvenirs[1].

### **Communicating with Locals**

Organizing tourist programs with the participation of local residents - guides, craftsmen, musicians, will allow tourists to feel the soul of Uzbekistan and immerse themselves in its authenticity[2].

### **Visitor surveys**

A quantitative survey was conducted among domestic and international tourists who visited Uzbekistan during the last year. The survey, distributed online and through travel agencies, collected data on tourists' impressions of Uzbek cuisine, participation in gastronomic events, level of satisfaction and future preferences for culinary tourism. The survey instrument was developed based on validated scales and open-ended questions to obtain detailed information about tourists' behavior and preferences related to gastronomic experiences [5].

Statistical analysis of the survey responses included descriptive statistics to summarize the demographic profiles and travel characteristics of the respondents. Inferential analysis, such as correlation and regression analysis, explored the relationship between satisfaction with gastronomic experiences and overall tourism satisfaction, providing quantitative data to support qualitative findings.

### **Comparative case studies**

In order to identify best practices and strategies applicable to the conditions of Uzbekistan, case studies of successful destinations were analyzed. Having analyzed the experience of various foreign countries it can be concluded that the success of tourism development largely depends on how the industry is perceived at the state level and how state institutions support this sphere. State programs should promote the development of tourism business, the formation of tourist centers, the creation of the necessary infrastructure, as well as advertising and information support.

### **On the example of Great Britain**

Britons visit numerous sights, which the country is so rich in: monuments of the ancient Roman era, medieval castles, museums. More than half of the British travel around the country by private cars, a quarter of British tourists - by intercity buses or trains. The most famous landmarks of Great Britain are the Palace of Westminster and Big Ben. These are the two most recognizable symbols of the country, photos of which can be found in every guidebook on London. The beauty of the architecture, great historical significance and majesty of this complex attract millions of tourists from all over the world.

### **By the example of Spain**

Spain has a developed tourist market: the country ranks fourth in the European Union in terms of accommodation (hotels, hostels and guesthouses) after France, Italy and the UK. Spain is so popular among foreign tourists due to its warm climate, picturesque beaches and exquisite gastronomy. Spain is the third country in the world with the largest number of UNESCO World Heritage sites, and the number of biosphere reserves ranks first in the world.

To identify best practices and strategies applicable to the Uzbek context, case studies of successful gastronomic tourism destinations around the world, such as the promotion of ceviche in Peru and the preservation of culinary heritage in Japan, were analyzed. These case studies, based on recent publications by Hall and Goessling (2021) on sustainable food tourism, provided insights into effective destination branding, local community engagement and tourism policy frameworks that promote gastronomic tourism.

Data from the case studies were triangulated with findings from the literature review, stakeholder interviews and visitor surveys to enrich the analysis and provide practical recommendations for policy makers and industry stakeholders in Uzbekistan.

### 3. Results

#### SWOT analysis

#### SWOT analysis of the prospects for the development of tourism in Uzbekistan, taking into account global tourism trends

##### Strengths:

- Rich cultural heritage (Silk Road, historical monuments).
- Unique natural landscapes.
- Hospitality and traditional service.

##### Weaknesses:

- Some lack of infrastructure development.
- A limited number of international flights.
- Incomplete knowledge of English among the staff.

##### Opportunities:

- Increasing interest in environmental and cultural tourism.
- Development of new tourist routes and services (agrotourism, wellness).
- Attracting investments to modernize the service and infrastructure.

##### Threats:

- Competition from other Central Asian countries.
- Global economic and political risks.
- Changing the preferences of tourists, reorientation to other destinations.

This analysis helps to identify strategic directions for the development of tourism in the country. The SWOT analysis provided a structured basis for the development of strategic recommendations to improve Uzbekistan's competitiveness in the global market of gastronomic tourism exact

### 4. Discussion

#### Data integration and analysis

The integration of qualitative data from the literature review, stakeholder consultations and case studies has provided a complete picture of the landscape of gastronomic tourism in Uzbekistan. The quantitative data obtained during the surveys of visitors supplemented the qualitative information, providing statistical confirmation and nuances regarding the preferences and level of satisfaction of tourists [8]. Ethical considerations ensured informed consent, confidentiality and anonymity of participants throughout.

#### **Trend 1: Budget travelers are willing to spend some of their money on the “beautiful life”**

##### *Essence*

Travelers are looking for ways to vacation comfortably and brightly without spending a lot of money. For example, choosing budget accommodation in a 4\* hotel, they can spoil themselves with expensive services: rent premium cars, visit SPAs in luxury hotels, order individual excursions with high-class guides.

##### *How to Apply*

The trend requires from tour operators and hotels a balanced approach to the formation of offers. Basic prices for trips should be affordable to a wide range of consumers, and should be complemented by a wide list of high quality services. Even customers in the middle and economic price segment should have the opportunity to purchase premium services in order to arrange a “beautiful life” for themselves. Even if only for a short time.

For example, a successful combination of developed modern infrastructure and the presence of attractive tourism facilities have turned Uzbekistan, in particular Tashkent and Samarkand, into favorite places for holding international and regional events of interstate, transnational and sports organizations. MICE-industry (from English abbreviation MICE - meeting - meetings, incentive - incentive tours, conference -

conferences, events - corporate vacations) is actively developing in Uzbekistan today, which has become an integral part of tourism. Its services are increasingly used by many companies and organizations when holding corporate events. It can be incentive tours, corporate recreation, business meeting, conference, business dinner, unforgettable excursions or entertaining evening programs in beautiful places all over Uzbekistan. This type of trend should be used more often.

### **Trend 2. Immersion in local culture. Tourists need to participate in life, not observe it Essence**

Interest in culture and history is growing. However, travelers prefer to get acquainted with traditions and customs of holiday destinations not on excursions, but by communicating with locals. In search of unusual experiences, they visit craft workshops, culinary master classes with local chefs, participate in holidays and festivals.

#### *How to Apply*

The best way to follow this trend is to get in touch with local communities. There are examples of such interaction in domestic tourism. One of the most striking cases of careful and productive interaction with local people is presented by a national park in Uzbekistan (beach forest in the Saihun Reserve).

Here, for example, tourists are introduced to traditional local handicrafts by children from nearby villages.

### **Trend 3. Sustainable tourism and conscious travel**

#### *The gist*

The sustainable tourism that everyone is talking about is a fairly simple story. Many travelers have begun to think about the impact of tourism on the environment and local communities.

As a consequence, the demand for sustainable travel options has increased. Travelers prefer trips that have minimal impact on nature. It is also important for them to feel that they are supporting regional economies and local communities.

#### *How to apply*

For hotels, the concept of sustainability includes using local products in the restaurant, adopting eco-friendly practices such as energy conservation and separate trash collection, for example. It also includes hosting events that introduce local traditions, crafts, etc.

Tour operators contribute to the sustainable tourism development of tourist areas by creating jobs for local residents. In addition, they can include in their programs visits to special attractions (museums, workshops, etc.) that support local communities, as well as give tourists the opportunity to get involved in environmental projects. All this will allow guests to feel involved in preserving the cultural and natural heritage of the vacation regions. Promotion of programs created with the principles of sustainable tourism can become a unique feature that distinguishes the tour operator's product. For example, organization of tourist trips to national parks both in Uzbekistan and in another country.

#### *Ugam-Chatkal National Park*

The national park was created to protect the mountain-juniper forests, its diverse ecosystems and the gene pool of rare and endangered species of animals and plants. Most of the park is open for visiting and tourism. There are many amazing interesting and even mysterious places in the park. One of them is the high-mountainous Pulatkhan plateau - a table-shaped karst remnant, soaring steep cliffs to a height of 3 kilometers.

Other environmentally friendly types of active tourism are also popular here, such as horseback riding and cycling. It is also a great place for bird lovers - bedwatchers. In recent years, heliskiing programs - extreme skiing down the untouched virgin snowy expanses from high mountain peaks and passes, where skiers are taken by helicopter, have become more and more popular.

#### **Trend 4. Search for a unique gastronomic experience**

##### *The gist*

Travelers' interest in local cuisine is growing. It's no longer enough for tourists to simply try local dishes - they want a unique culinary experience, savoring the beauty of the presentation, the aroma and flavor of the food, and the atmosphere of the place. Tastings become like immersive performances. Many tourists even choose their travel destination primarily based on information about unique restaurants and unusual cuisine.

##### *How to Apply*

The authors of the forecasts recommend hotels to attract guests by offering dishes from fresh local products in their restaurants. Organizing culinary master classes with chefs, in their opinion, will be a good way to immerse guests in the culinary culture of the region. Another idea for tourists who want variety is gastronomic packages that include lunches or dinners at famous local restaurants.

The growing interest in gastronomic tourism in Uzbekistan is due to several factors. Firstly, the global trend towards experiential travel, where tourists seek meaningful and authentic experiences, fits well with the concept of gastronomic tourism. Tourists increasingly seek to engage with local culture through food by participating in cooking workshops, food tours and visiting local markets (Richards, 2019). Second, the rise of food-focused digital media and platforms has increased the visibility of Uzbekistan's cuisine on the global stage. Social media influencers, food bloggers and travel shows have played a crucial role in showcasing the country's culinary delights to a wider audience (UNWTO, 2017). [4]. A gastronomic journey in Uzbekistan will give you an unforgettable taste experience for the whole year and you will definitely want to repeat it even at home.

#### **Trend 5. Go on a journey to discover yourself and learn new things.**

##### *The gist*

Traveling is no longer just a pastime, but a way to learn more about yourself, gain new knowledge and skills. Such tours often include yoga classes, master classes in various types of art, cooking, personal growth seminars and so on. Their main goal is to help participants find harmony, develop creativity and communication skills, and enrich their inner world.

##### *How to apply*

Hotels can develop wellness, yoga and meditation programs, as well as organize workshops on self-development. Tour operators - tours focused on personal growth, retreats, educational courses, leadership trainings, meetings with interesting people. I think you can easily recognize the trend by studying the diverse range of so-called "author's tours" and "tours with meaning".

#### **Trend 6. Flexible booking and payment terms**

##### *Essence*

The COVID-19 pandemic has increased the uncertainty factor in travel planning. Tourists have become more cautious and are looking for flexible booking terms to minimize the risks of losing money if plans change.

##### *How to apply*

Offer booking terms where travelers could change dates or destinations without significant penalties. "Buy now, pay later" options will also be in demand to reduce the financial burden on travelers. The travel industry as a whole has been quick to respond to this trend with technological innovations.

#### **Trend 7. Special occasion travel**

##### *Essence*

Significant personal events become reasons to travel. These can be small victories such as completing a project or finishing a course, birthdays, anniversaries, wedding anniversaries, etc.

*How to apply*

Opportunities to organize a small celebration should be available on all tours. And, of course, it makes sense to offer weekend trips, themed trips. For example, festivals in Uzbekistan are organized by theme :

- Melon Festival
- Dance Festival
- Festival of silk and spices
- Boysun Bakhori Festival
- Shark Taronalari Music Festival
- Namangan Flower Festival
- Kokand International Handicrafts Festival “Hunarmand”.

**Trend 8. Get away to sleep and regain emotional balance***The gist*

Researchers have noted a growing interest in traveling to restore wellness. There has been an emerging demand for alcohol-free tours, digital detox programs using practices for physical and mental recovery. This trend is particularly noticeable in the Asian market, with tourists from China being the most affected.

*How to apply*

The authors of forecasts recommend tour operators to establish partnerships with wellness centers and organize joint programs. Also, in their opinion, individual tours will be in demand, taking into account the special needs of customers to restore health. They advise hotels to create spaces for relaxation, offer sleep aids and wellness services right on the hotel premises. In Uzbekistan, this trend is reflected in the growing demand for sanatorium services. What should be the sanatorium of the future?

**Trend 9. Spontaneous travel***Essence*

The trend is related to the desire of travelers to explore unexplored places and enjoy unplanned trips. They eschew careful itinerary planning in favor of improvisation and discovery.

*How to apply*

Tour operators can design tours that give travelers the freedom to choose optional activities. Those who are willing to make spontaneous decisions are also attracted to “hot” tours.

Spontaneous travel is also an opportunity for active tourism in Uzbekistan, full of adventure, drive and expression, because nature itself has “built” its natural scenery for this purpose. These are, first of all, majestic mountains, beckoning romantic hikes and risky ascents. These are endless deserts and steppes - an ideal springboard for jeep safaris. Paradoxically, but today the possibility to be in the hot desert, live in a tent and every day to overcome kilometers of sand and stone on an iron horse does not scare, but on the contrary attracts!

For active tourism in Uzbekistan there is a ski area in the foothills of Chimgan. When snow falls, all fans of skiing and tobogganing from all over the country come here. The combination of mild sunny winter and clean mountain air, abundance of snow and availability of safe gentle slopes allow to get maximum pleasure from skiing.

**Trend 10. The desire to visit unexplored countries and regions instead of popular tourist destinations***The gist*

Tourists more often began to choose alternative destinations instead of the usual ones. The trend primarily concerns places similar to promoted destinations in terms of activities, cultural traditions and natural attractions. Travelers are attracted here primarily by the absence of crowds of tourists and attractive prices for both accommodation and additional services. The trend applies equally to both desert and mountainous areas.

## Lanning

### *The gist*

Researchers from Booking cited statistics according to which 48% of travelers already trust artificial intelligence to plan their trips. The figures vary by market, ranging from 8% in the UK to 63% in the US. This figure reflects a growing trust in technology and a willingness to use AI to simplify the process. This trust in AI is likely due to its ability to quickly analyze large amounts of information, provide personalized recommendations, and optimize routes.

### *How to apply*

Innovative tour companies are using AI in their booking systems to improve the user experience. In addition, AI can facilitate routine processes in tour companies - it can be used to create pictures, texts, videos, and algorithms to deal with tourists' objections.

## 5. Conclusion

I would like to note that the above trends to improve and attract tourists at the moment is used in Uzbekistan. When using the described trends in the article and analyzing the current statistics, we can see that: in the first 10 months of 2023, the number of foreign tourists arriving in Uzbekistan reached 4.9 million. In the first seven months of 2024, Uzbekistan received 4.2 million tourists, according to the report of the Statistics Agency under the President of Uzbekistan. This figure is 15.3% more compared to the same period last year, which indicates the growing popularity of the country among travelers from around the world tourism in many areas is developed, but there are certainly obstacles and problems that hinder.

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