

Article

The Significance of Foreign Experience in the Efficient Utilisation of the Tourist Potential of the Regions

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Abstract: The paper explored the impact of tourism on our country's economy, emphasised the significance of international experience in maximising the tourist potential of Regions, and derived pertinent findings.

Key terms: tourism, holiday prospects, Samara, international encounter, tourism infrastructure, tourist assets, natural resources.

Introduction

In the 21st century, tourism has become an integral part of the global economy, exerting a beneficial influence on the socio-economic landscape. Global tourism statistics from the World Tourism Organisation indicate that 10% of the global output and service share is attributed to tourism. International tourism is projected to experience significant growth in the next two decades, accompanied by a robust export of commodities and services in the global market. Specifically, the rise in tourism services exports is increasing by 8%, representing 30-35% of the overall global services sales.

Uzbekistan is positioned 150th globally in terms of tourist influx. The income generated by the country's tourism industry accounts for about 2% of its GDP, whereas the global average is over 10%. The president of Uzbekistan has set a target to increase this percentage to 5% in the next years. A range of comprehensive strategies are being adopted to establish favourable economic, organisational, and legal circumstances for the swift growth of tourism in our republic. These measures aim to guarantee the competitiveness of national tourism products in the global tourist market, optimise the use of tourist facilities, enhance the quality of services offered, and boost the number of tourists visiting our country. Uzbekistan is renowned for its abundant cultural heritage, historical significance, and breathtaking natural landscapes. Indeed, the significance of tourism in the worldwide economy is expanding. Every region, boasting its distinct natural features, cultural traditions, and historical legacy, can attract tourists. Nevertheless, to fully harness this potential, it is crucial to thoroughly examine international experiments and modify them to suit the specific circumstances of the local environment.

Examination of thematic literature. Use of foreign expertise in maximising tourism potential: challenges and opportunities The original work of Volkov S.K., Karpova G.A., Afanaseva A.V., and Nagornaya M.S. is evident in the scientific investigations conducted by other researchers.

The topic of our country's tourist potential and the appropriate utilisation of sophisticated foreign experience is addressed by our local experts N.Tukhliyev, M.Q. Pardayev, I.S. Tukhliyev, M.E. Steelov, A.A. Eshtayev, B. Sh. Safarov, M.T. Alimov, Z.O. Rakhimov, S.A. This topic is discussed extensively in the research conducted by Abdukhamidov, A. Sh. Berdimurodov, and other scholars.

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Research methodology. To fully exploit the regions' tourist potential, techniques such as observation, comparison, systematic analysis, and comparative analysis were employed to address the challenges related to utilising foreign expertise.

Evaluation and findings.

Our nation possesses immense potential for the advancement of contemporary tourism. Positioned in Central Asia, Uzbekistan possesses advantageous natural-climatic conditions, abundant historical and cultural legacy, and significant potential for the growth of both local and international tourism. However, it is important to acknowledge that the complete utilisation of the current potential of our lands is still unattainable. Specific resources in specific regions are exclusively known to the indigenous population. Specifically, while using the Navoi region as an example, it becomes evident that the presence of its own tourist potential indicates a significant prospects for tourism development in this area. Pursuant to Annex 1 of Resolution No. 846 issued by the Cabinet of Ministers of the Republic of Uzbekistan on October 4, 2019, there are a total of 437 significant cultural heritage objects located within the Navoi region. Hence, it is crucial to integrate sophisticated international expertise to enhance the effectiveness of utilising the tourist potential of the regions. Notwithstanding the significant growth of tourism in our country in recent years, as of the conclusion of 2023, we have not yet attained a level of performance comparable to that before the epidemic (Figure 1).

By examining the trajectory of fluctuations in the influx of international tourists to our nation between 2015 and 2023, we may observe the manifestation of progress. In both 2015 and 2016, the approximate number of international tourists amounted to 2 million individuals. However, by 2019, this number had tripled.

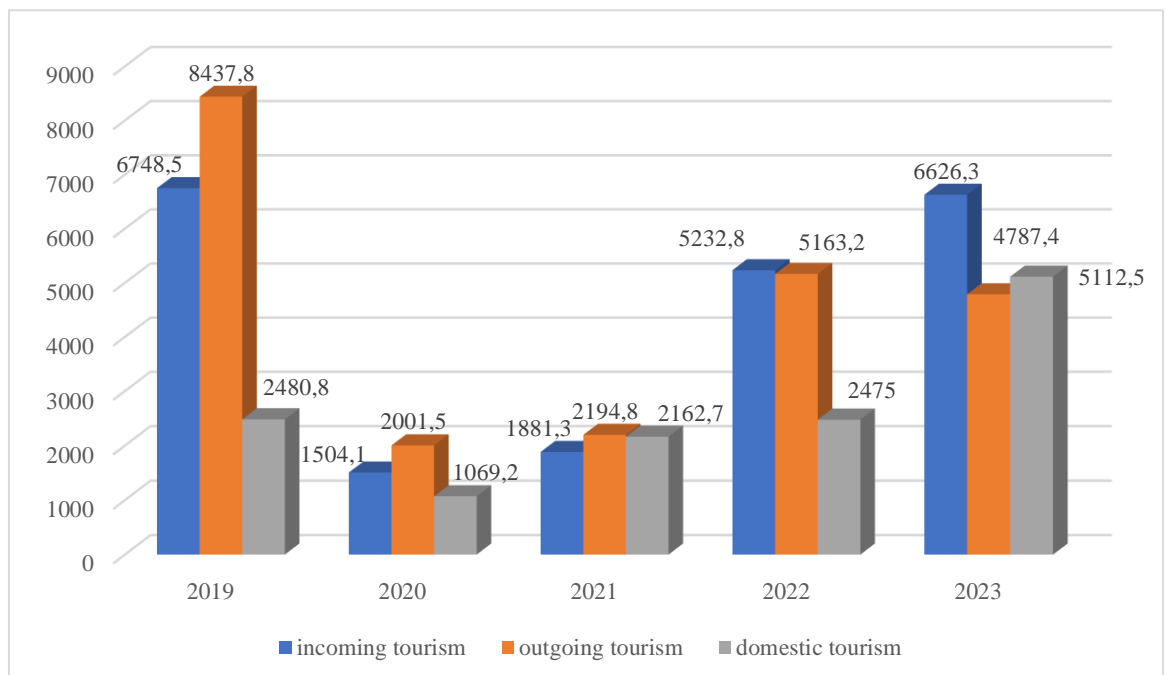


Figure 1 displays the primary metrics for arriving, leaving, and domestic tourism in 2023, measured in thousands of individuals.

In 2019, Uzbekistan recorded a revenue of 6,748 crore. Attendance increased by 125% (5,346 MT) compared to 2018. The coronavirus pandemic in 2020 and 2021 had a detrimental impact on the services economy, mostly caused by the decline in tourism. The projected tourist influx to our nation in 2022 amounts to 5.2 million individuals. The number of tourists visiting our country in 2023 is about equivalent to the figures from 2019, which amounted to 6.6 million (Table 1). Constant growth in the number of tourists visiting our country results in a corresponding rise in demand for the development of the tourist industry.

Table 1.

**The main development of the tourism sector in Uzbekistan in 2016-2023
indications**

Indicators	Unit of measurement	2016	2017	2018	2019	2020	2021	2022	2023
To Uzbekistan visiting a foreign number of citizens	million people	2,07	2,6	5,4	6,7	1,5	1,8	5,2	6,6
Of these, tourism order	million people	0,175	0,211	0,456	1,043	0,129	0,156	1,2	2
Domestic tourists number	million people	1,8	2,1	9,1	10,8	1,8	5,9	11,5	14,9
Touristy activity out increased organizations	unit	433	449	493	517	337	368	408	810
Touristy services volume of exports	\$million	430,7	531	1041,1	1313,1	261	422,1	1610,1	2142,1

Commencing in 2016, the nation has implemented several measures with the objective of fostering tourism. Notable reforms include the implementation of a visa-free system, the upgrading of international airports, and enhancements to infrastructure. United Nations (UN)-recognized Silk Road tourism route holds significant importance in Uzbekistan as well. The primary hubs in this sector include historical cities like as Samarkand, Bukhara, and Khiva.

Tourism exerts a beneficial influence on the economy of Uzbekistan through various economic channels:

Firstly, the tourist sector serves as a significant source of revenue for the country's budget. Enhances the local economy by leveraging the expenditures of international tourists;

2) Facilitates employment generation - the expansion of tourism will generate fresh employment opportunities. Industry sectors such as hotels, restaurants, transportation services, and other service firms are known to attract new personnel.

3) Foster local manufacturing - the need for indigenous goods rises to cater to the requirements of tourists.

4) Infrastructure development - the development of tourism leads to further improvement in transport, utilities, and communication networks, therefore contributing to the growth of agriculture and other businesses. This will provide advantages not just to tourists, but also to the local inhabitants. Tourism has chance to enhance the showcase of Uzbekistan's culture and customs. Tourists are provided with opportunities to sample iconic national cuisine, admire historic artworks, and see traditional folk customs. Indeed, the emphasis on conserving cultural heritage places enhances the appeal of tourists. The tourist destinations that are most in demand among visitors in industrialised foreign countries are often designed with consideration for the following factors:

- Targeted marketing: the implementation of contemporary marketing techniques to establish a particular brand and appeal to a specific target audience;
- Infrastructure: the development of a conducive infrastructure for accommodation and tourism.
- Enhancement of hotels, transportation infrastructure, and other service sectors;
- Conservation of cultural heritage: pioneering methods to safeguard indigenous cultures and traditions and showcase them to visitors;

- Ecotourism: execution of ecologically sustainable tourism initiatives, while safeguarding the environment;

- Management of public events: drawing in tourists by organising cultural festivals and events.

The strategies implemented in Italy within the tourism sector serve as exemplars of global expertise. The conservation of historic cities and cultural assets is given significant priority. Furthermore, efforts are being made to promote traditional techniques by engaging in partnerships with residents. Japan has distinguished itself as a successful nation in the realm of ecotourism development. Their ecotourism initiatives both save the local environment and offer visitors a memorable experience, therefore contributing positively to the local economy. Spain prioritises the diversity of tourism by providing resorts, historically significant cities, and rural regions to incoming visitors. Owing to the implementation of pioneering marketing tactics by the Spanish government, the country has achieved global recognition as a tourism destination.

Examining foreign experiences offers several benefits in maximising the tourist potential of different regions:

- Innovative solutions: enable the development of novel approaches tailored to local conditions through the use of fresh ideas and solutions;

- Optimal resource utilisation: enhances resource efficiency by studying successful practices overseas;

- Facilitates the decision-making process: streamlines the decision-making process through analysis.

The incorporation of foreign experiences is crucial for maximise the tourist potential of the regions. An examination of these subjects will not only facilitate the introduction of novel concepts, but also guarantee the steady growth of the local economy and enhance the competitiveness of the region on a worldwide scale. Consequently, each particular location becomes appealing to tourists while yet preserving its distinctiveness.

Mastering the numerous successful experiences in the sphere of international tourism can significantly enhance the tourist potential of the Navoi region. Presented here are few international experiences:

Major emphasis is placed on the advancement of tourism in Spain using cultural heritage and festivals. For instance, renowned historical landmarks like Sagrada Familia or Alhambra draw out millions of people each. One potential strategy to draw in international tourists in Navoi is to arrange local events and promote historical sites accordingly. Italy possesses pioneering expertise in the domain of agro-tourism. Agricultural tourism, including wine and food excursions, particularly appeals to individuals. Furthermore, the Navoi region presents prospects for the development of agricultural-based tourism. Technological advancements have played a significant role in the development of tourism in South Korea. It efficiently oversees the tourism sector by implementing forward-thinking strategies such as delivering information to visitors via mobile applications and enhancing departure processes.

To enhance the development of the Navoi region by incorporating international expertise, it is imperative to meticulously address the following aspects:

- 1) Research and analysis: - It is imperative to thoroughly examine successful techniques in other countries and extract the most valuable insights from them;

- 2) Collaboration:

- It is feasible to engage in collaboration with international tourist organisations and utilise their expertise and resources;

- 3) Education and professional development: - It is crucial to provide training to local experts in contemporary methodologies either by sending them overseas or by initiating advanced training programs.

- 4) Marketing strategy:

- It is imperative to concentrate on enhancing the distinctive characteristics of the region by formulating a marketing plan on a global scale.

Conclusions and recommendations. The significance of tourism in the economy of Uzbekistan is unparalleled. This profession not only lacks economic incentives but also fulfils a crucial function in safeguarding our culture. Future development of tourism and expansion of our country's global

presence will be facilitated by the implementation of appropriate plans.

A comprehensive study is required to investigate the growth of potential forms of tourism in the specific circumstances of Uzbekistan. This research should identify the areas that excel in a certain type of tourism and explore the use of international expertise in enhancing the principles of tourist attraction. This allows for the advancement of tourism development initiatives with exceptional effectiveness on a regional level, therefore fully harnessing the tourist potential of the respective areas.

It is advisable to formulate additional strategies for the advancement of tourism in Uzbekistan:

- Implementation of cutting-edge technologies to attract tourists through online reservation systems and digital marketing;
- Focus on emerging sectors such as ecotourism and wellness tourism;
- Development of collaborative initiatives to attract tourists, enhancing international cooperation and collaboration with other countries;
- Organisation of training programmes to enhance education and qualifications of personnel offering tourist services.

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