

GUIDELINES FOR THE EFFECTIVE USE OF THE  
“TRAVEL AROUND UZBEKISTAN” PROGRAM IN THE DEVELOPMENT OF  
LOCAL TOURISM

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**Abstract:** In the article, studies were conducted on the directions of effective use of the "Travel around Uzbekistan" program in the development of local tourism. Also, proposals are made on improving the organizational and economic mechanisms of the organization and development of local tourism in Uzbekistan based on innovative approaches.

**Key words:** local tourism, pilgrimage tourism, ecotourism, profit tax, tourism product, tourism cluster, tourism market, digitization of services.

In the development strategy of New Uzbekistan for 2022-2026, the task of increasing the number of local tourists from 12 million and increasing the number of foreign tourists visiting the republic to 9 million within the framework of the "Travel Uzbekistan" program is set. In order to fulfill these tasks, it is necessary to develop local tourism, increase its share in GDP, provide new jobs to the population, digitize tourism and hotel services, and move from the traditional model of development of this industry to its innovative model.

The analysis of scientific literature and practical results shows that the local tourism complex of Uzbekistan has a clearly manifested regional character and territorial specialization and is developing in accordance with the criteria provided for in the programmatic issues.

According to the definition of the World Tourism Organization, local tourism expenditures are expenditures made directly as a result of visits by citizens of a country residing in a place. These expenses include the initial expenses on the route and the places visited, as well as the initial expenses necessary for the preparation and implementation of the trip, as well as the expenses for the place of residence after returning from the trip.

Due to this, one of the main problems in taking into account the expenses of citizens in local tourism is related to the fact that these expenses are not reflected in statistical and financial reports by the entities of the tourist market. Some statistics on the number of local tourists are provided only by sanatorium-resort organizations, recreation and tourist centers.

In the practice of international tourism, other statistical indicators are used in the calculation of the internal tourist flow, due to the fact that statistical calculations are not carried out when crossing territorial borders. Statistics on accommodation of tourists are the main statistical source for calculating the number of local and incoming visitors.

From the point of view of economic development of regions, local tourism has an intermediate position between outgoing and incoming tourism. When local tourists consume tourism products, they do not take away minerals and natural resources, as joint ventures focus on today. Tourism creates additional demand for local producers of various gifts, souvenirs, and national dishes.

The development of local tourism is related to the increase in the income of local budgets, the provision of employment, the lifestyle, education and culture of the local population<sup>1</sup>.

The impact of local tourism on the economy of the area has direct or indirect effects. The direct effect is related to the activity of the enterprises producing tourist products and services (tour agency, hotel, tourbaza, etc.). The indirect effect is manifested by the creation of new jobs in related industries (construction, trade, agriculture, communication, etc.). In general, it is difficult to estimate indirect employment due to the specific aspects of work in the tourism sector (seasonality, part-time work, idle accommodation facilities)<sup>2</sup>.

According to our research, our country shows that we have relative advantages in all our possibilities in the development of tourism products, inbound and local tourism segments, especially pilgrimage and ecotourism.

"Travel around Uzbekistan!" the initial development of the local tourism development program was based on the decision of the President of the Republic of Uzbekistan "On measures to ensure rapid development of local tourism" dated February 7, 2018 PQ-3514<sup>3</sup>.

In this decision, in order to rapidly develop local tourism as one of the most important factors of sustainable socio-economic development of regions, to familiarize citizens with the cultural and historical heritage and natural resources of our country, "Travel around Uzbekistan!" the plan of practical measures for the implementation of the local tourism development program was approved. Participation in this program is voluntary, and within the framework of the program, sources of reimbursement of expenses related to payments for tourist-excursion types to citizens of the Republic of Uzbekistan are defined.

Within the framework of the implementation of program activities, it is recommended to approve the schedules of organizing tourist trips for employees of state bodies and other organizations by December 30 every year. Commercial banks are recommended to provide consumer loans of up to 10 million soums to citizens of the Republic of Uzbekistan for the purchase of tourism tours from entities licensed to operate in the field of tourism and to cover the loan from wages.

Also, on February 9, 2021, the President signed the Decree "On measures to further develop local and pilgrimage tourism in the Republic of Uzbekistan." The following concessions and preferences were given for the development of local tourism:

- reducing the profit tax rate for tour operators, travel agents, and accommodation facilities by 50% compared to the established rate;
- partial subsidization of air and railway ticket expenses of tour operators in the amount of 30% of the ticket price for foreign tourist groups of at least 10 people, provided that they organize a tour in Uzbekistan and spend at least five nights in their accommodations;
- for tour operators, travel agents and entities providing hotel services (accommodation services) in the field of tourism:

exemption from payment of land tax from legal entities and tax on property of legal entities; social tax paid by legal entities is set at a reduced rate of 1%.

During the celebration of Nowruz national holiday, Independence Day and New Year holiday, as well as the religious holidays of Eid al-Fitr and Eid al-Adha, additional and non-working days are set for a period of not less than 3 days and from the academic year 2021/2022 a personnel training system was launched in the following majors:

<sup>1</sup> Ф.Ф.Зоҳидов. Худудда ички туризмнинг ижтимоий-иқтисодий самарадорлигини ошириш. Иқтисодиёт фанлари бўйича фалсафа доктори (PhD) илмий даражасини олиш учун ёзилган диссертация 2022 й.

<sup>2</sup> Щеникова Н.Б. Туризм как фактор экономического развития региона (на примере Приморского края). Владивосток: ВГУЭС, 2002. - 32 с.; 128. Milne S.S. Differential Multipliers / S.S. Milne // Annals of Tourism Research. Vol. 14. N. 4 (1997). P. 499-515.

<sup>3</sup> Қонун ҳужжатлари маълумотлари миллий базаси, 08.02.2018 й., 07/18/3514/0672-сон

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	<b>Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a></b>

At the International University of Tourism "Silk Road", Tashkent State University of Economics, Bukhara and Termiz State Universities: a) "pilgrimage tourism"; b) "transport logistics"; c) on the lines of "creative industry".

For students of general and professional educational institutions, students of higher educational institutions, the Cabinet of Ministers of the Republic of Karakalpakstan, regional and Tashkent hokimities together with "Travel around Uzbekistan!" within the framework of the program, graphics for industrial tourism were developed and approved for large enterprises and organizations. Based on these charts, local tourism trips are being organized in cooperation with regional governments.

"Travel around Uzbekistan!" within the framework of the program, from June 1, 2022, rules were included in the collective agreements to allow employers to go on a local trip once a year. A part of the travel expenses is covered by the funds of the employers' extra-budgetary funds and other sources not prohibited by the law.

Loans are given to entrepreneurs to finance projects up to 100 million soums for the repair of family guest houses, up to 50 million soums for equipping with furniture, household appliances and other items, and up to 200 million soums for the organization of swimming pools.

The reforms carried out in this direction have borne fruit, today the active implementation of the "Travel Uzbekistan" program has a positive effect on the development of the tourism industry.

According to the information, the number of foreign tourists in inbound tourism in 2021 has increased from the planned 1.7 million to 1.9 million, that is, 110.7% of the implementation has been ensured. The export of tourism services actually amounted to 422.1 million USD from the planned 400.0 million USD. doll., that is, it shows that it was fulfilled by 105.5 percent. The number of local tourists in 2021 was increased from the planned 7,500,000 to 5,813,900, i.e. 77.5%.

This is because the COVID-19 pandemic has greatly damaged the country's tourism sector and adversely affected the sector's target indicators. However, the actual number of local tourists in January-June 2023 of 5,011,700 is expected to exceed the planned 4,554,600 at the end of the year.

Due to this, in order to mitigate the consequences of the pandemic and restore the flow of tourists, our state has given a number of privileges and reliefs to business entities, large and small enterprises, to support the tour business and to further develop and restore local and foreign tourism.

In the next four years, 833 hotels were opened in our country, and their average occupancy in March was more than 70.8 percent, which is twice as much as compared to last year.

This indicator increased to 83.6% in Tashkent, 62.3% in Samarkand, 93.9% in Karakalpakstan, 56.3% in Khorezm, and 46% in Bukhara. According to experts, this is a good trend aimed at increasing the income of the tourism industry.

One of the directions in the local tourism market of Uzbekistan is the issue of effective use of cultural heritage and historical objects.

It was noted in the Address of the President to the Oliy Majlis that there are more than 8,200 objects of cultural heritage in our country, of which only 500 are included in tourist destinations. In his Address, the President emphasized the need to develop measures to increase the number of objects included in pilgrimage and traditional tourism to 800.

Due to this, the development of tourist routes in new directions is an urgent issue among the issues waiting to be solved in the field of tourism and hospitality industry at the stage of modernization of the country.

Today, the status of the strategic sector of the national economy to the tourism industry by our government creates a great foundation for its development in the future.

Due to this, it is required to increase the attractiveness of our tourist routes, which are created to provide quality service to local and foreign tourists traveling across Uzbekistan, and thereby increase the interest of tourists in our tourist products.

A total of 1,057,700 people were accommodated in hotels and similar accommodation facilities of Uzbekistan in 2021, of which 393,800 people were accommodated for work and professional purposes, 325,200 people for vacation, leisure and recreation, 50 0,000 people came for the purpose of receiving information from friends and relatives, 36,200 people came for the purpose of education and professional training, 27,500 people came for the purpose of healing and healing procedures, 27,000 people came for the purpose of visiting pilgrimage sites<sup>4</sup>.

Despite the fact that today there are 784 Islamic shrines, 19 Christian shrines and 8 Buddhist cultural heritage sites in Uzbekistan, in 2021, 577,800 pilgrims were served, of which only 27,000 were accommodated in hotels and similar accommodations. it was found that a thousand people came to visit shrines.

This situation represents the current lack of hotels and similar accommodations for pilgrims who come to our country for the purpose of pilgrimage, meeting the appropriate requirements and comforts of Islam and other religions. In addition, the Ministry of Culture and Tourism, the Committee on Religious Affairs was assigned the task of restoring 300 cultural heritage objects and shrines due to the large number of unexplored and unexplored pilgrimage sites in the regions and in order to make more effective use of them.

For this, it is required to introduce modern management mechanisms in the spheres of the Ministry of Culture and Tourism, to rapidly develop the infrastructure in these directions, based on advanced foreign experience, to use the pilgrimage sites effectively, and to create sufficient conditions for pilgrims.

Further development of tourism relations with the countries of the Shanghai Cooperation Organization (SCO) is a priority in the implementation of the "Travel around Uzbekistan" program in the local tourism market, and the SCO territory, which covers 44% of the total population of the planet, is a huge tourism market whose potential has not been fully exploited.

Taking into account that in this tourism market, a total of about 250 million tourists from the SCO countries go abroad for vacation in one year, including 27 million from India, 155 million from China, 20 million from Russia, 206 thousand from Kazakhstan and 31 thousand from Tajikistan, we have combined all forces to reduce this flow. If we can attract 5 percent to Uzbekistan, we will be able to ensure the visit of 12.5 million foreign tourists in one year.

These recommendations on improving the organizational and economic mechanisms of organizing and planning local tourism in Uzbekistan based on innovative approaches are aimed at increasing the socio-economic efficiency of local tourism, improving the tourism infrastructure, improving the quality of service in the field, diversifying tourist products and developing mechanisms for the formation of tourist clusters. requires conducting scientific research.

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<sup>4</sup> 2021- yilda O'zbekiston Respublikasida turizm va dam olish rivojlanishining asosiy ko'rsatkichlari. Turizm.28.07.22.uz.



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