



Main Directions for the Development of the Tourism Industry and Hospitality in Samarkand

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Annotation: This article examines the development and successful existence of the tourism business. And it is precisely this - planning - that will become one of the most important management tools if companies continue to struggle to enter the market with new products and offers. However, no one has yet figured out how to develop a marketing plan without spending a lot of time. on it.

Key words: enterprises, business, tourism, industry, export, import, investor, culture, dividend, region, subject.

The tourism business is one of the fastest growing sectors of the world economy. According to some estimates, international tourism is one of the three largest export industries, behind the oil industry and the automotive industry [7]. The World Travel and Tourism Council, a London-headquartered industry group, estimates travel and tourism economic activity in 2010 at \$3.6 trillion, or approximately 11% of gross world product, making it the largest industry in the global economy [8]. Modern tourism revenues are estimated at trillions of US dollars, which is comparable to the WFP of the "great" powers.

The contribution of the tourism industry to the GNP structure of the country's most popular for visiting is still very modest.

Austria (8%), Spain (5.8%), Switzerland (5.2%) have the highest income from tourism in GNP. In terms of tourism development, China, Mexico, and the United States stand out. At the same time, in some countries, tourism income is the defining item of GNP: Bermuda - 34.7%, Seychelles - 27.4%, Antigua - 58.5%, Bahamas - 52.1%. In 49 of the world's least developed countries, tourism is ranked second only to oil as a source of foreign exchange earnings (58).

Tourism, as a profitable and infrastructural sector of the economy, has had a predominant base in Uzbekistan since Soviet times; what favorably distinguished this Central Asian republic; from most of the former allied entities. This phenomenon is due, before. in general, the geographical position of the republic, great potential in the field of organizing attractive tourist routes, etc.

Today the Republic is considered one of the centers of tourism in Central Asia. The tourist attractiveness of modern Uzbekistan is explained by the presence of other resources that are in demand from foreign tourists: mountain peaks and rivers, which are of great importance for the development of an active type of tourism; deserts and reserves, rich in various species of animals and plants (sometimes found only in Uzbekistan); mineral springs with healing water, most of which have no analogues in the world; traditions of applied art and original culture, which can be found only in Uzbekistan. In this regard, the competent use of these resources contributed to the development of almost all types of tourism in the republic.

The tourism sector of Uzbekistan has successfully mastered the paraphernalia of a market economy. This was preceded by the formation of a qualitatively progressive regulatory framework for the industry. Her priorities were outlined in legislative acts, in important organizational and technical measures, consistently initiated by the head of state. In 1992, the Presidential Decree



“On the Formation of the National Campaign “Uzbektourism” was issued. In 1995, the President of the Republic of Uzbekistan I. Karimov issued a Decree “On measures to enhance the participation of the Republic of Uzbekistan in the revival of the Great Silk Road and the development of international tourism.” “Developed a draft law "On Tourism", which was adopted a little later by the Oliy Majlis (Parliament) of the Republic. Finally, the country adopted the Tourism Development Program for the period up to 2005, which incorporated modern achievements in the organization of the tourism business from the experience of progressive states. A significant acquisition in this aspect, perhaps, can be called the fact that the provision of a wide range of services in the industry that produces the so-called "gourmet product" has ceased to be the prerogative of the state. Former state structures were corporatized. Undoubtedly, the area attractive for investment opened the door for foreign capital.

It is worth remembering that the first International Forum on the revival of the Great Silk Road, held in 1994 in Samarkand with the participation of the WTO, UNDP and UNESCO, having outlined new promising directions for the development of the industry, approved the status of Uzbekistan as a country that forms a constructive base of intellectual and organizational prerequisites for the industry. The main document of the Forum - the Samarkand Declaration highly appreciated the efforts of Uzbekistan in the development of the Great Silk Road, as a means of communication, rapprochement of the peoples of the World in the direction of trade, economic and cultural exchange.

Tourism, as a specific type of economic activity, cannot develop within national boundaries. The strategy of its progress is based on the principle of the so-called counter action. In other words, the struggle for an active market in the tourism business takes place everywhere, where the interests of colleagues from countries of all continents converge. That is why the ambassadors of the National Campaign "Uzbektourism", other tourism organizations of Uzbekistan become regular participants in the influential international fairs ITB (Berlin), WTM (London), BIT (Milan), FITUR (Madrid) and others.

Analysis of the used literature.

The methodological basis for the work was the works of distinguished marketers, as well as economists, in particular F. Kotler, D.A. Aaker, N.I. Golubkov, J. R. Rossiter, L. Percy, W. Wells, J. Walker, J. Burnet, D. Krevers, M. Porter, V.N. Domnina, V.A. Kvartalnova, R.A. Fatkhutdinova, R. Ibragimova, A. Solieva, M. Paradaeva, I. Tukhlieva, G. Kudratova and others.

The methodological approaches presented in this paper were used in research papers to study competition in the tourism services market and assess the competitiveness of hotel enterprises. The results were published in scientific and educational publications, as well as at the presentations of scientific-practical and theoretical-methodological conferences at the Samarkand Institute of Economics and Service on marketing and improving the planning of the economy of enterprises.

The practical significance of the research aspects of this study were tested in the research work of bachelor graduates in the direction of 5230400 Marketing (tourism), as well as 5A230401 master students in the specialty Marketing (by areas and industries).

In many major tourism and hotel companies in the world, there are separate specialists or entire marketing departments that are involved in both the complete development and management of the entire marketing mix, and its individual components.

However, a fairly large number of domestic companies in strategic planning do not consider marketing orientation as a leading one, as a tool that can radically improve the efficiency of the



entire enterprise, do not use the accumulated experience and knowledge of foreign and domestic leading enterprises in the markets.

The material of the work, which systematically outlines the technology for planning an organization's competitive strategy (management / marketing at an enterprise), is relevant and in demand, since knowledge of these features allows you to reduce the number of errors, improve the quality of marketing strategies, which means it will allow companies to achieve great commercial success, and also in maintaining a competitive advantage in the industry.

The results of the work can be used by the management of hotel enterprises to develop a strategy for the transition to a marketing, market orientation. In addition, the materials of the work will be useful for setting up a management system for the marketing activities of a hotel enterprise, and in general enterprises related to the tourism and hotel business.

Research methodology.

In world practice, the main form of policy is the creation of associations of tourism firms and tourism clusters. These public organizations and economic formations are competitive, which is a serious incentive to expand the consumer services market and ensure employment growth in the tourism sector. These public organizations are able to respond quickly and flexibly to market changes, the wishes of customers, to understand in more detail and professionally the organization of the process of providing services, since attracting more customers plays a decisive role in the development of tourism.

1. internal;

2. Entry

At the initial stage of development of the tourism industry, the increase in the volume of services provided was achieved mainly due to inbound tourism. As a rule, a domestic tour product is aimed at tourists from foreign countries.

Among the countries that generate the main flows of tourists to Uzbekistan, experts of the national tourism administration name the tourist markets of Germany, France, Italy, Japan and Russia.

So last 2011, the enterprises of the tourism sector of Uzbekistan served more than 1 million people, of which the share of foreign tourists amounted to 463.4 thousand people, while the growth rate in the number of tourists served amounted to 5.4 / o.

According to the press service of the NC "Uzbektourism", the total volume of tourist services rendered in 2011 exceeded this indicator of last year by 8.3%, and in this case, the forecast for the export of tourism services was 112% higher, and compared to 2010, this indicator was exceeded. amounted to 127.8%.

It is worth recalling the work of the Tashkent Tourism Fair "Tourism on the Silk Road - 2011" where representatives of 550 tourism enterprises from 36 countries of the world took part. A feature of the last fair was the National Stand of Uzbekistan, located in a separate pavilion.

The next type indicating the level of development of the tourism industry of the republic is domestic tourism.

The domestic tourism market in most developed countries in terms of tourism brings from 30 to 50% of the total income from tourism. In this regard, Uzbekistan has good prospects. Due to the lack of proper attention to the development of this type of tourism, the state budget loses a huge amount, the infrastructure continues to collapse, serious damage is caused to the ecological state of natural, cultural and historical monuments.



Despite the fact that Uzbek tourists, unlike foreign tourists, have a lower level of claims, the underdeveloped recreation industry negatively affects the development of domestic tourism.

Most citizens traveling within the country do them either for business purposes or to visit relatives and friends. Today, domestic tourism is mainly spontaneous, disorganized.

To attract domestic tourists, the possibilities of tourist bases, recreation areas, boarding houses, sanatorium-resort, health-improving, sports and recreational, and other recreational institutions and organizations are used inefficiently.

In this regard, a unified strategy for attracting tourists has been developed in Uzbekistan. This Program was aimed at the development of the service sector from 2006 to 2010, within the framework of which interesting programs and proposals were developed and implemented. In accordance with it, more than 100 tourist routes have been created that run through all regions of Uzbekistan. Thanks to the implementation of this program, the interest of the residents of the republic in traveling around their native country also significantly increased the volume of domestic tourists by 20%, and their number amounted to almost half a million. To this end, at a meeting of the NC "Uzbektourism", it was decided to accelerate the work on the preparation of regional programs for the development of domestic tourism for 2012-2013.

One of the directions of this work will be "Lessons of hospitality and service" for organizations related to the reception and service of tourists. the organization and conduct of which will be carried out by the Republican Scientific and Educational Consulting Center of the National Company "Uzbsktourism", as well as, in some universities of the country, to train managers and marketers for the tourism and hospitality industry.

Thus, the progressive and sustainable development of Uzbek tourism is evidenced by the growth rates of inbound and domestic tourism. The greatest development of domestic tourism is noted in the cities of Tashkent, Samarkand, Bukhara, Khiva.

Almost all existing types of tourism are developed in the Republic: cultural, educational, ecological, extreme, health-improving, social, children's, sports, business.

Among the extreme types of tourism, national types of hunting, such as hunting with a hawk and hunting falcons, are the most popular among tourists.

The geopolitical position and natural resources allow us to count on an increase in the number of tourists coming to Uzbekistan for business and participation in international events, the share of which is 14% of the total number of incoming tourists. These are, first of all, the cities of Tashkent, Samarkand, Bukhara. The infrastructure of the above-mentioned centers generally complies with international standards. The city of Tashkent is a strategic (air, road, rail) gate for the republic and the main migration occurs through this city.

An analysis of tourism activity showed that tourists arriving from abroad prefer to stay in hotels that provide quality service and a full range of services. It is on tourism that the further development of a network of international-level hotels in large cities - business centers of the country will depend.

The history of Uzbekistan is of great interest to the attention of world tourists. If the historical and archaeological types of tourism are developed within the world-famous routes "Tashkent - Samarkand - Shakhrisabz - Termez - Bukhara-Urgench (Khiva), then ecological and adventure tours are organizationally based within the Ferghana and part of the Tashkent regions, offering such types of services as rafting , riding tourism "tour off road" and others. The share of these types in the total range of services is increasing every year.



The uneven concentration of objects of tourist interest, hotel, transport and other infrastructure of the hospitality industry of Uzbekistan leads to the fact that 76.2% of the total tourist flow falls on the main tourist centers - Samarkand, Bukhara, Khiva and Tashkent. The remaining 24.6% of foreign tourists show interest in sights located in the Fergana Valley and three regions of the south of the country.

This is reflected in the distribution of the material and technical base of tourism in the country. So, 40% of the entire production potential of tourism is concentrated in the capital of Uzbekistan and the Tashkent region, 37%. On the territory of Samarkand, Bukhara and Khorezm regions, about 16%. in the Ferghana Valley and Surkhandarya region. The rest of the regions, which make up 50% of the total area of the republic, account for only 7% of the production potential of tourism in Uzbekistan. First of all, this uneven distribution of tourism potential in these regions is associated with an underdeveloped tourism infrastructure that does not meet the definition of standards.

Ten essential features of a good guide:

- 1) *diligence;*
- 2) *self-confidence;*
- 3) *self-discipline;*
- 4) *persistence;*
- 5) *flexibility in decision making;*
- 6) *reliability;*
- 7) *the ability to learn from others;*
- 8) *the ability to work with people;*
- 9) *respect for the tourist;*
- 10) *work not only for money*

However, personal qualities and deep knowledge are not enough to achieve the goals of tourism. It is important not only to know a lot yourself, but also to be able to transfer your knowledge to other people (foreigners). Here, knowledge of the methodology of excursion activities and the ability to apply the methodology in practice come to the aid of the guide.

The methodological principles underlying the information and excursion work are based on a systematic approach developed back in the 19th century, and take into account the achievements of psychology, sociology, pedagogy, logic and helping to enrich the information material and use a variety of means of expression, both for conveying content and for development of a form of conducting a tour.

Conclusion and suggestions.

In conclusion, we would like to note that the most significant elements of the methodology, in our opinion, are the following:

- ✓ analysis of the state and main directions of development of the tourism industry
- ✓ and hospitality in the Republic as an economic strategy for the development of society; .
- ✓ consideration of the problem and prospects for the development of tourism infrastructure in Samarkand;
- ✓ studying the features and principles of marketing activities in the hospitality industry;



- ✓ analysis of the state of organization and management of marketing activities in hotel enterprises, their features and its improvement;
- ✓ studying the features of competition in the market of tour services;
- ✓ features of market research and competitive environment in the hospitality industry; ‘
- ✓ analysis and evaluation of the competitive strategy of the hotel enterprise;
- ✓ study of methods of conducting competitive struggle of firms-competitors;
- ✓ study of the factors of influence of the competitive environment in the hotel business;
- ✓ analysis and development of a competitive strategy for hotel enterprises;
- ✓ classification of methods for determining the effectiveness of strategic decisions in the hotel business;
- ✓ analysis of the formation of the product strategy of the hotel enterprise;
- ✓ strategic planning in the hotel business and the main methods of strategy evaluation.

We can say with confidence that this book will find its reader, whose reader is looking for ways to create and improve their business in this sector of the economy, as well as those who are concerned about their future in scientific terms and who seek to develop their worldview.

List of used literature:

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