

TOURISM DEVELOPMENT SYSTEM IN UZBEKISTAN

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**Abstract:** *Uzbekistan's tourism development system is based on visa liberalization, infrastructure investment, modernization, and international marketing. This has contributed to the transformation of tourism into a strategic economic sector, leading to a significant increase in tourist arrivals and service revenues. The article presents some issues of tourism development in our republic.*

**Keywords:** *Tourism development system, visa liberalization, investment, modernization, international marketing, strategic economic sector, tourist flow.*

СИСТЕМА РАЗВИТИЯ ТУРИЗМА В УЗБЕКИСТАНЕ

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**Аннотация:** *Система развития туризма в Узбекистане основана на либерализации визового режима, инвестициях в инфраструктуру, модернизации и международном маркетинге. Это способствовало превращению туризма в стратегический сектор экономики, что привело к значительному росту туристического потока и доходов от услуг. В статье представлены некоторые вопросы развития туризма на территории нашей республики.*

**Ключевые слова:** *Система развития туризма, либерализация визового режима, инвестиция, модернизация, международный маркетинг, стратегический сектор экономики, туристический поток.*

Uzbekistan's tourism development system is a multi-faceted government-led strategy focused on infrastructure, visa facilitation, international promotion, and local community involvement. Key components include infrastructure investment, a simplified visa regime (visa-free and e-visa for many countries), promoting the country as a destination through targeted marketing (including social media), and supporting local businesses and communities to improve services and create jobs. The system aims to transform tourism into a strategic economic sector, increasing foreign exchange earnings and improving living standards.

Key pillars of the development system

Infrastructure development:

The government has allocated significant funds for building and improving infrastructure.

Subsidies are provided for the construction of new three-, four-, and five-star hotels to increase capacity.

Investment is also directed toward engineering and communication networks for tourism facilities and restoring cultural heritage sites.

Visa facilitation:

A visa-free regime is in place for citizens of many countries, and e-visas are available for others to make travel easier.

This policy is a significant part of the strategy to increase visitor numbers.

International promotion and marketing:

The government is working to promote Uzbekistan's tourism brand internationally through various channels.

Efforts include partnerships with international travel agencies, collaborations with social media influencers, and creating a unified online booking platform.

Local economic and community development:

The strategy emphasizes involving local communities and supporting small and medium-sized businesses in the tourism sector.

This includes training locals to improve hospitality skills and creating new jobs to boost regional economies.

Diversification of tourism products:

Beyond historical and cultural tourism, the government is promoting pilgrimage tourism, with cities like Khiva being recognized as key destinations.

Development plans also include creating new tourist zones and zones with barrier-free infrastructure.

Support for the sector:

Financial support is provided to tour operators to help them grow and compete.

Subsidies are also available for a range of tourism-related projects, including educational institutions.

Goals and objectives

Significantly increase the number of both local and foreign tourists.

Boost tourism revenue and its contribution to the national GDP and local budget revenues.

Create a large number of new jobs in the tourism and related sectors.

Enhance the country's international image and investment attractiveness.

## ЛИТЕРАТУРЫ

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