

**FOREIGN EXPERIENCE IN THE DEVELOPMENT OF TOURISM SERVICES
AND OPPORTUNITIES FOR ITS APPLICATION IN UZBEKISTAN****F. Aziztaeva**Jizzakh Polytechnic Institute,
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Annotation: This article examines international experiences in the development of tourism services and explores how these practices can be effectively applied in Uzbekistan. It analyzes the policies and strategies of countries that have successfully developed their tourism industries, focusing on service quality improvement, digital transformation, and sustainable tourism management. The study highlights the current state of tourism services in Uzbekistan and proposes recommendations for adopting foreign best practices to enhance competitiveness, attract foreign tourists, and promote national tourism potential in the global market.

Key words: Tourism services; foreign experience; Uzbekistan; tourism development; sustainable tourism; service quality; digitalization; international best practices; competitiveness; tourism policy.

Аннотация: В данной статье рассматривается зарубежный опыт развития туристических услуг и возможности его применения в Узбекистане. Анализируются стратегии и практики стран, успешно развивающих сферу туризма, уделяя особое внимание повышению качества обслуживания, процессам цифровизации и устойчивому управлению туризмом. Кроме того, исследуется современное состояние туристических услуг в Узбекистане и предлагаются рекомендации по внедрению передового зарубежного опыта для повышения конкурентоспособности страны, привлечения иностранных туристов и продвижения национального туристического потенциала на международном уровне.

Ключевые слова: Туристические услуги; зарубежный опыт; Узбекистан; развитие туризма; устойчивый туризм; качество обслуживания; цифровизация; передовой опыт; конкурентоспособность; туристическая политика.

In the context of current economic reforms, the types and attractiveness of tourism services around the world are steadily increasing. In particular, the number of people engaged in professions related to this sector is growing, and the number of specialists working in the field of tourism is also on the rise. Tourism plays an important role in international relations: out of nearly eight billion people living on our planet, around one billion travel abroad each year for tourism purposes. Over the past three decades, the number of tourists worldwide has increased nearly fourfold, while revenues from tourism have grown more than twenty-five times¹.

Our Republic significantly differs from neighboring countries due to its vast potential in the field of international tourism services. Uzbekistan's geographical location is extremely favorable, and its unique natural and climatic conditions play an important role in the cultural development of humankind. Having become one of the economically stable countries, Uzbekistan possesses rare historical and architectural monuments, delicious fruits, a wide variety of traditional dishes, and rich national customs and traditions. The Uzbek people are also distinguished by their hospitality. Such qualities naturally attract great interest from

¹ Tourism Statistics. — <http://www.focus-asia.com/stpb/pages/tourinfo.html>

foreign tourists and encourage them to participate in various travel and tourism activities throughout the country.

According to foreign authors, the development of various countries “...the indicators of tourism growth and development in developed and developing countries depend on their level of socio-economic development.” Other experts believe that a country’s tourism policy also influences geopolitical processes. They note that “...tourism is a sector sensitive to geopolitical dynamics and undergoes changes as a result of geopolitical events, regardless of a country’s level of development”². As an example, the dynamics of changes in the tourist flow in Egypt can be cited.

According to M.A. Saakyan,³ “the tourism sector is an industry that can significantly increase employment in a short period of time, substantially reduce poverty, and even ensure considerable economic growth. The above-mentioned positive impact of tourism on the economy can be achieved through a balanced and comprehensive state policy aimed at promoting investments in tourism and its infrastructure.”

Ecotourism, which was previously a sub-segment⁴ within the global tourism industry, gradually evolving into a mass-oriented direction, has now become one of the rapidly developing sectors of the tourism industry. The prospects for the development of ecotourism have been defined by the World Tourism Organization (UNWTO). By 2020, ecotourism was included among the five main strategic directions for the development of the tourism sector, during which the number of ecological tourists was expected to increase by 30% annually. The effective use of the tourism industry, the purposeful development of tourism potential, and the adaptation of achievements attained by foreign countries to the conditions of Uzbekistan are considered appropriate and necessary. According to the World Tourism Organization (UNWTO), the number of tourists in 1950 was 25 million, while by 2012 it had reached 1035 million. In subsequent years, the annual growth rate has consistently remained around 10%. According to forecasts, by 2030 the number of tourists is expected to increase to 1.8 billion. Nearly half of the global tourism market is concentrated in the countries of the Asia-Pacific region, the Near and Middle East, and West Africa⁵.

Globally, Turkey ranks sixth in terms of attracting tourists, following France, the USA, Spain, China, and Italy. Nearly 2 million people in the country are employed in the tourism sector. In several countries such as the USA, Switzerland, Canada, France, and the UAE, special attention is given to managing the large inflow of tourists and regulating bilateral cooperation. If these flows extend to the territories of other countries, measures are taken to ensure that they pass through channels that are maximally controlled by the tourism businesses of the countries mentioned above.

Developed countries	Priority directions for the development of tourism services
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² Кузнецова Ольга Косьмин, Анатолий, Кузьменко, Арина Кузнецов, Владимир Кузнецова, Светлана Самохвалова, Ольга. (2019). Туризм как драйвер социальноэкономического и социокультурного развития страны. *Journal of International Economic Affairs*. 9. 2165. 10.18334/eo.9.3.40705

³ Саакян М.А. Тенденции развития и проблемы занятости в сфере туризма РА. Девятая Годичная научная конференция (3-8 декабря 2014 г.). Сборник научных статей. Социально-гуманитарные науки. Часть II. – Ер.: Изд-во РАУ, 2015. – 390 с.

⁴ Xamidov O. O‘zbekistonda ekologik turizmni rivojlantirishni boshqarish mexanizmini takomillashtirish. I.f.d. Diss– T.: 2018. – 67 b.

⁵ www.unwto.org. Birlashgan Millatlar Butunjahon Turizm tashkiloti sayti

Industrially developed countries such as the USA, the UK, and Germany	There is a strong focus on increasing revenues from tourism services, and serious measures are taken to attract foreign tourists to the country in this regard
Spain and Switzerland	In these countries, systematic efforts are carried out to increase the inflow of international tourists, focusing on the competitiveness of tourism services and creating openness, voluntariness, freedom, and various preferences for entrepreneurs.
From the countries of Southeast Asia – Korea, Malaysia, Israel, Singapore	Special attention is paid to the innovative strategy of providing tourism services, including types of digitalized services, institutional changes, and supporting any legal directions for directing tourists to their home countries.
Norway, Italy, and Spain	Measures are implemented to establish tourism clusters, which serve as a foundation for achieving high efficiency, and to promote the development of related sectors, thereby providing an organizational basis for the advancement of the tourism industry.

Figure 1. Experiences in the development of tourism services in foreign countries⁶

In advanced countries, measures to increase the efficiency of tourism are directed towards promoting economic growth in regions that are relatively less developed. The main goal is to encourage the placement of state enterprises, and extensive use is made of mechanisms such as special economic zones and the establishment of clusters.

In foreign countries, long-term strategies and targeted programs are adopted as mechanisms to ensure the competitiveness of tourism services, and their implementation is widely practiced. In addition, extensive experience has been accumulated in regulating and managing tourism development in these countries. In this context, the following models of tourism industry management can be distinguished:

- Among the management bodies responsible for developing the tourism industry, efforts are made to increase the opportunities provided to local structures. Tourism services and their infrastructure are managed and supervised by a separate sectoral ministry. In addition, systematic work is carried out to create favorable conditions for attracting tourists and to develop priority areas of tourism infrastructure facilities;

- Relevant ministries, agencies, and enterprises that manage the tourism services market are directly responsible for coordination, the preparation of regulatory and legal documents, and the implementation of tourism programs. The purpose of this management system is to ensure a balance between the central government, sectoral ministries and enterprises, and regional and local administrative bodies.

Conducting research aimed at identifying the main problems hindering the development of the global tourism services market and finding effective solutions is considered one of the

⁶ Internet ma'lumotlari asosida muallif tomonidan ishlab chiqildi.

priority directions today. In this process, regional tourism is viewed as an important factor for socio-economic development in the area, and special attention is paid to developing an effective model for the development of tourism in the national economy. This includes attracting direct investments into regional tourism and increasing the economic efficiency of tourism.

According to scholars who have studied the experience of developed countries, “the highest annual growth rates of outbound tourism are observed in the United Arab Emirates – 49.8%, Cyprus – 40.7%, and Turkey – 31.9%.” They note that among inbound tourist flows, France has a relatively high share, while overseas travelers tend to visit the United States more often through business trips. Additionally, Hong Kong is also considered a leader due to its unique nature and distinctive tourism opportunities, consistently ranking first in tourist arrivals in 2022–2023⁷.

According to the data, the development trends of domestic tourism in Europe are more effective or pronounced compared to other regions. Many neighboring countries, relatively small in area but densely populated, have strong economic, cultural, and ethnic ties, excellent overland transport communications, minimal bureaucracy in tourist arrivals and departures, well-developed tourism infrastructure, and numerous sites of interest. All these factors create significant opportunities for internal tourism exchanges in Europe, accounting for four-fifths of all arrivals to the continent.

At present, in the global tourism market, the leading countries in the field of rural tourism can be characterized according to models of rapid development in this area. According to statistical data from the European Union member states, 68% of citizens prefer to spend their vacations within their own countries, while 20% choose to do so in other member states. Among them, 25% (one in four tourists) prefer to spend their holidays in rural areas, seeking high-quality recreation combined with economic affordability⁸.

In our country as well, the state policy aimed at influencing the integrated development of the tourism sector in the regions holds great importance. Granting tourism a strategic status and the growing attention to reforms in the socio-economic development of regions have led to an expansion of research in this field. According to the Concept for the Development of the Tourism Sector in the Republic of Uzbekistan until 2025, the main goal of the state policy in the tourism sector is to ensure the sustainable development of the tourism services market based on the stable advancement of regional tourism.

The experiences of tourism industry development in developed countries and the main directions of cooperation in this area primarily lead to the formulation of the following recommendations aimed at enhancing the attractiveness of the sector, directing tourist flows, and improving efficiency within the system:

- practical measures aimed at increasing the tourism potential of Uzbekistan include the use of socio-economic mechanisms that influence the development of tourism infrastructure, as well as ensuring the diversification and enhancement of the attractiveness of tourism services;

- in directing tourist flows, it is important to make extensive use of the services of entrepreneurs and investors who offer additional types of services, and to ensure the safety

⁷ Toshmamatova M. Hududiy turizm xizmatlarini rivojlantirish bo'yicha xorijiy tajribalar va ularni Respublikamizda qo'llanilishi. Iqtisodiy taraqqiyot va tahlil, 2023-yil iyun www.e-itt.uz.-304 b.

⁸ Социально-экономическая география. Вестник Ассоциации Российских географов обществоведов. Вестник АРГО/ под. общ. ред. А.Г. Дружинина-М.: 2016.-№5. -С. 229-233.

and tranquility of accommodation facilities, as well as strict compliance with sanitary and hygiene regulations;

- not only for foreign but also for local or domestic tourists, it is important to maintain and renovate recreation areas and pilgrimage sites, as well as to create adequate conditions and facilities for their stay;

- to develop tourism service markets in the regions and to proportionally increase the number of hotels and accommodation facilities;

- to provide the economic instruments of legal, social, and organizational mechanisms that ensure the effective functioning of the system based on the promotion of free competition in tourism services, and thereby to protect free competition in the tourism services market.

In conclusion, the experience of foreign countries in developing tourism services shows that consistent progress in this sector requires maintaining a balance between government policies, private sector initiatives, and the interests of local communities. International practice demonstrates that significant results can be achieved through the modernization of tourism infrastructure, the introduction of digital services, the development of ecological and rural tourism, as well as the creation of a competitive environment.

In the context of Uzbekistan, the application of advanced foreign experience in accordance with national specificities, strengthening integration among tourism sectors, promoting regional tourism, and improving the quality of services serve as important factors for ensuring sustainable economic growth.

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