

Problems and Recommendations for the Tourism Development in Navoi Region

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Abstract: This article describes the issue of the tourism potential of the Navoi region, its history, attractions, and opportunities for priority areas of tourism development in the region. Proposals have been developed to solve these problems by using modern methods and technologies of service in the tourism sector.

Keywords: the Republic of Uzbekistan, tourism in the Navoi region, attractions, tourism potential, competence of the service sector, tourism infrastructure.

Special attention is paid to the development of the tourism sector in the Republic of Uzbekistan. The country has an "open door" policy and gives priority to the tourism industry.

A visa-free regime has been introduced for citizens of about 100 countries. A simplified procedure for issuing an electronic visa has been established for citizens of another 55 countries.

Favorable conditions have been created for conducting all types of tourism business. Tax and customs benefits were provided, and credit and financial support were strengthened. Subsidies are allocated for the construction of new hotels, international brands are attracted to increase the influx of tourists. Thanks to this, over two years, despite the restrictions associated with the pandemic, more than 800 infrastructure projects were implemented.

In addition, a tourist police force has been created to ensure the safety of tourists. The winter resort "Amirsoy", and the recreation areas "Afsonar Vodiysi", "Zamin" and "Charvak" have turned into international tourist centers, attractive to many foreign tourists.

Tourist villages with a traditional way of life and unique handicrafts are being created.

To provide travelers with comfortable conditions in the country, the hotel stock has been increased to 140 thousand beds, 70 new tourist routes have been opened, and 6 private airlines have begun operating. Last year, 2023, according to the Statistics Agency, 6.6 million foreign citizens visited Uzbekistan for tourism purposes. This figure is 1.4 million or 26.6% more than the corresponding period in 2022. Among them are citizens of Tajikistan - 2155.2 thousand, Kyrgyzstan - 1757.1 thous., Kazakhstan - 1333.3 thous., Russia - 714.3 thous., Turkey - 106.5 thous., Turkmenistan - 100.3 thous., India - 45.5 thous., China - 42.5 thous.; South Korea - 37.1 thous., Germany - 29.6 thous., Italy - 25.6 thous., USA - 23 thous., France - 18.6 thous., Great Britain - 16.2 thous., Spain - 15.2 thous., Belarus - 15.1 thous., Azerbaijan - 14.7 thous., Japan - 12.4 thous.

According to estimates, a total of 7 million tourists will visit Uzbekistan this year. By 2030, it is planned to increase this figure to 15 million, the flow of domestic tourists to 25 million people.

The priority direction is the development of underdeveloped tourist destinations in the country. In this direction, despite the high tourism potential of the Navoi region, the region's capabilities are not fully used.

Navoi region is a real oasis in the desert. It is the youngest city in the country, construction of which began in 1958. It received its name in honor of the Uzbek poet, scientist, and statesman Alisher Navoi. It is a large industrial center in the western part of Uzbekistan and has important economic significance. It was created as a center for the mining industry, as precious metals and uranium were found in its surroundings. The city of Navoi has a rich history and in ancient times the Great Silk Road passed here.

Also, in the results of archaeological excavations, evidence was found of the existence of centers of the Day Sakas, Bactrians, and Khorezmians.

Navoi region is one of the actively developing ones in terms of tourism infrastructure. According to the tourism department of the Navoi region for the first quarter of 2023, in total, there are 50 hotels and similar accommodation facilities, 46 travel companies, travel agencies, and 13 licensed local and national guides in the region.

Navoi region has over 110 cultural heritage sites. The region has environmental, geological, historical, archaeological, architectural, recreational, health, gastronomic, and monumental-architectural tourism resources.

One of the active centers of tourism is the Nurata district of the Navoi region. In the Nurata region, there are 34 archaeological monuments (19 ancient hills, 5 valleys, and 10 rock paintings), 10 architectural monuments (10 ancient mosques, 4 of which were built before the 20th century), and 3 monuments of monumental art.

Lake Aydarkul is an active tourist destination in the Republic of Uzbekistan, connecting the western and eastern parts of the country. In particular, the wide range of active tourism services provided near Lake Aydarkul (for example: accommodation in steppe yurts, fishing, hunting, food, swimming, and animation) attracts a large flow of local and foreign tourists. However undeveloped road infrastructure, communications, poorly coordinated and poor-quality work of personnel, lack of high-speed Internet and communications, measures to ensure the life safety of vacationers in the water, and other problems hinder the development of tourism in this direction.

From the above, it can be argued that despite the existing shortcomings of the Navoi region, the region can actively compete with other developed regions of the country in the field of tourism.

Analysis of tourism development in the Navoi region allowed us to highlight the most pressing problems:

- Lack of infrastructure: Navoi region has limited resources and insufficiently developed infrastructure to attract and retain tourists. This includes a lack of hotels, restaurants, transportation systems, and other facilities that could provide a comfortable stay and experience for tourists;
- Lack of marketing and promotion: Navoi tourism representatives do not sufficiently promote their tourism services to the international tourism market.
- There is a lack of accessible and reliable information about local tour packages, information about attractions, and attractive places in different languages. The lack of effective marketing companies and programs leads to an insufficient influx of tourists and missed opportunities for the development of tourism within the country;
- The lack of educational programs and professional training in the tourism sector is a problem for the development of tourism in the region. The lack of highly qualified personnel limits

the possibilities for improving and developing tourism services and infrastructure in the Navoi region.

Proposals for solving problems in the field of tourism in the Navoi region:

- Active allocation of funds for infrastructure. This facilitates the arrival of tourists and ensures their comfortable stay. The opening of tourist areas such as hotels, sanatoriums, holiday camps, and shopping centers could be a potential solution to the problem.
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- Improving the quality of services. Service plays an important role in the influx of tourists. The correct personnel policy and their competence will ensure a long stay in the Navoi region.
- Correct distribution of human resources. To this problem, the indisputable solution is to attract highly qualified HR managers in the tourism sector for the growth and development of the Navoi region.
- Development of marketing structure. This is the main tool for attracting an influx of tourists. Active promotion of tourist recreation areas on social networks and also in the information field can help with this.
- Attracting highly qualified specialists. They can train existing staff and improve their efficiency and competence.

From all of the above, we can say that the Navoi region has great prospects for the development of tourism. Oddly enough, the big problem is not limited resources, but improper distribution. With the proper allocation of resources and improvement of certain aspects, management, innovative approach, attracting investors, and active advertising in the tourism sector of the Navoi region will allow development and lead to an influx of tourists. This will improve the economic stability of the region.

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