



## Characteristics of regional tourism in Samarkand region and trends in its development.

**MusayevaShoiraAzimovna,**

Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

**UsmonovaDilfuzallkhomovna**

Assistant professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

E-mail: [musaeva\\_shoira@mail.ru](mailto:musaeva_shoira@mail.ru)

3357

### Abstract:

In this article, the main element of the tourist brand, the analysis of domestic tourism, the attractiveness of the regions and the recognition of tourist resources, and the research of business tourism are considered.

**Keywords:** Regional tourism, brand, resource, investment, entrepreneur, quality, service.

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The economy of Uzbekistan is entering the world market as an equal partner, which is causing a radical change in the investment environment in the country, and the active actions of foreign investors and local entrepreneurs. The number of business visitors among foreign tourists is increasing day by day. Implementation of regional socio-economic development programs increases the aspirations of our businessmen to strengthen mutual relations. As a result, it is possible to talk about a special type of tourism, that is, business tourism. The term tourism refers to the travel of individuals to other cities and countries in order

to develop their own business and strengthen economic ties. Business tourism is often associated with business trips,

Regional tourism is the main element of the tourism brand of Uzbekistan. It is the attractiveness of the regions and the well-known tourist resources that attract tourists to our country. In this regard, the first stage of business tourism research includes the analysis of the tourism industry in Samarkand region. It is known that the main criterion of regional tourist activity is the provision of services to visitors by tourist organizations (Table 1).

Table 1

The main indicators of the activity of tourist companies and organizations in Samarkand region in 2016-2021

Indicator	Amount by years					
	2016	2017	2018	2019	2020	2021
Number of firms and organizations that have implemented tourist activities, unit	56	57	60	68	45	41
Visitors served, person	25616	36709	40456	56229	17612	7832
Accepted	23759	34260	38695	52872	15018	6626
Foreign visitors:	15497	23642	30678	31365	1386	1969
of them from the CIS countries	894	321	707	833	192	200
Citizens of the Republic	8262	10618	8017	21507	13632	4657



of Uzbekistan						
Including by composition of visitors: one-day visitors (excursionists), %	50.5	58.0	57.4	10.8	67.5	40.9
overnightvisitors (tourists), %	49.5	42.0	42.6	88.4	20.3	56.0

average number of visitors served by one tourist organization	457	644	674	827	of people served increased from 25,616 to 39156,229 by 12019, which is a 2.2-fold increase. If we use relative indicators, the average number of visitors served by one tourist company increased by 1.8 times. Among those served, the share of excursionists was mostly large, only in 2019 the share of overnight visitors increased dramatically. When analyzing the activities of tourist and accommodation organizations, we considered that it is necessary to study the situation of incoming tourism and domestic tourism separately. General indicators of incoming tourist activity in Samarkand region are presented in the following table (Table 2).
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3358

The table was compiled by the author on the basis of the statistical bulletins "Main indicators of the development of tourism and recreation in the Republic of Uzbekistan" issued by the State Statistics Committee for the respective years.

From the data of this table, it can be concluded that the tourism sector developed steadily in Samarkand region in 2016-2019, that is, until the pandemic period. The total number

of people served increased from 25,616 to 39156,229 by 12019, which is a 2.2-fold increase. If we use relative indicators, the average number of visitors served by one tourist company increased by 1.8 times. Among those served, the share of excursionists was mostly large, only in 2019 the share of overnight visitors increased dramatically. When analyzing the activities of tourist and accommodation organizations, we considered that it is necessary to study the situation of incoming tourism and domestic tourism separately. General indicators of incoming tourist activity in Samarkand region are presented in the following table (Table 2).

Table 2

In 2016-2021, the number of visitors provided (accommodated) services for inbound tourism in Samarkand region, people

Service organizations	Number by year, person					
	2016	2017	2018	2019	2020	2021
by tourist firms and organizations	15497	23642	30678	31365	1386	1969
hotel and by similar means of deployment	75847	89755	147675	182548	13400	38600
specialized deployment tools	-	728	26	32	-	-
individual placement tools	-	-	1119	2730	580	1058
other placement tools	-	331	1571	1398	42	785
Total	91344	114456	181069	218073	15408	42412
The share of tourist companies in the total service provision, %	16.9	20.6	16.9	14.4	9.0	4.6

The table was compiled by the author based on the statistical bulletins of the State Statistics Committee "Main indicators of tourism and recreation development in the Republic of Uzbekistan" issued for the respective years

It can be seen that the total number of tourists involved in inbound tourism has increased from 91,344 people in 2016 to 218,073 people by 2019, which is an increase of about 2.4 times. This indicates an increase in the activity of tourist organizations. We can also evaluate the increase in the types of placement



tools as a separate trend. For example, by 2019, 2.2% of tourists who were located used individual and other means of accommodation. If we compare the activities of tourism and accommodation organizations, 16.9% of the total services provided in 2016, and 14.4% in

2019 correspond to tourist organizations. This indicates that the attraction of incoming tourists to tourist services is insufficient.

If we analyze domestic tourism, its main indicator is the trips made across the country (table 3).

Table 3

The composition of the trips of citizens of Uzbekistan by purpose in the Samarkand region in 2016-2021

Objectives	Number of trips made within the country, thousand trips					
	2016	2017	2018	2019	2020	2021
vacation, leisure and recreation	1001.7	1341.5	1508.6	226.0	8.1	0
to visit relatives and acquaintances	988.0	809.1	968.9	5099.9	4325.3	6021.3
education and training	166.2	393.1	422.8	34.4	16.2	10.8
treatment and recovery	926.0	1313.7	1579.4	299.7	138.0	10.8
visiting religious places and shrines	1937.8	2413.6	3134.3	442.2	202.9	379.0
making purchases	663.4	535.5	662.3	3159.1	6938.4	10190.7
other personal goals	1194.6	1487.7	1762.1	260.5	81.2	314.1
employment and professional goals	914.9	1047.7	1067.6	147.4	129.8	0
<b>Total</b>	<b>7792.6</b>	<b>9341.9</b>	<b>11106.0</b>	<b>9669.2</b>	<b>11839.9</b>	<b>16926.7</b>
Of these, those located in hotels and similar facilities, %	1.1 87.9	0.9 92.2	1.3 142.7	0.3 26.3	0.4 43.1	0

The table was compiled by the author on the basis of the statistical bulletins "Main indicators of the development of tourism and recreation in the Republic of Uzbekistan" issued by the State Statistics Committee for the respective years.

Table data show that the number of trips within the country has increased year by year. For example, we can see that the number

of trips in 2021 increased by 75% compared to 2019 and 43% compared to 2020. If we look at the composition of trips, in 2019-2021, visiting relatives and acquaintances and making purchases have become the main goals of trips. Those who traveled for these two purposes made up 85 percent in 2019, 95 percent in 2020, and 96 percent in 2021. We can also emphasize that a very small part of the trips used an organized accommodation tool.

Table 4

In 2016-2021, the number of visitors served (accommodated) in the field of domestic tourism in Samarkand region, thousand people

Types of trips	Indicators by year					
	2016	2017	2018	2019	2020	2021
A. Number of trips within the country without overnight stay,	6004.2	7734.2	8701.3	8886.4	11171.4	16765.6



thousand trips						
B. The number of trips made with overnight stays within the country, thousand trips, of these	1788.4	1607.7	2404.7	782.8	668.5	161.1
Share of trips made with overnight stays, %	<b>22.9</b>	<b>17.2</b>	<b>21.6</b>	<b>8.1</b>	<b>5.6</b>	<b>1</b>

The table was compiled by the author based on the statistical bulletins of the State Statistics Committee "Main indicators of tourism and recreation development in the Republic of Uzbekistan" issued for the respective years

It is known from this table that in 2016, 22.9% of all trips were included in the travel category, in 2020, 5.6%, and by 2021, only 1% of overnight stays were observed. Therefore,

the need for accommodation facilities in domestic tourism is decreasing year by year.

Tourist accommodation facilities make up a large part of tourism industry entities. Their activities have a great impact on inbound and domestic tourism, because tourists' perception of a tourist destination is often formed in the course of accommodation services. The general indicators reflecting the activity of placement facilities in Samarkand region are presented in the table below (Table 5).

Table 5

Key indicators of hotel and similar accommodation facilities in Samarkand region in 2016-2021

Indicator	Amount by years					
	2016	2017	2018	2019	2020	2021
Number of hotels and similar accommodation facilities, unit	107	104	111	138	144	131
Number fund places, units	4852	4245	4374	5730	6495	5679
Number of placed persons, person	154475	176375	231200	267117	65074	121398
From Uzbekistan	78628	86620	83525	84569	51674	82798
from CIS countries	18067	22559	42313	41898	5327	16348
from distant foreign countries	57780	67196	105362	140650	8073	22252
Share of citizens of Uzbekistan, %	50.9	49.1	36.1	32.0	79.4	68.2
Use of Nomer fund, person	32	41	53	46	10	21

The table was compiled by the author based on the statistical bulletins of the State Statistics Committee "Main indicators of tourism and recreation development in the Republic of Uzbekistan" issued for the respective years



As can be seen from the data in this table, the number of hotels and similar means of accommodation is increasing, but there are different trends in the change of the room stock in them. We can clearly see this in the 2021 numbers. In 2021, compared to 2020, the number of placement vehicles increased (86%), but the number fund in them decreased (14%). It can be concluded that hotels are becoming smaller, that is, by 2021, one hotel will have an average of 21 seats. Although the level of use of the number pool in hotels has increased over the years, it has remained at a certain level. Only in 2020, their efficiency dropped sharply.

The development of accommodation tools has led to an increase in their diversity and an increase in competition for hotels. Today, the following types of placement tools are operating on the market:

A) Hotel and similar means of accommodation, i.e. hotel, motel, boarding

house (hotel-type), other places intended for short-term stay;

B) Specialized means of accommodation, including holiday boarding houses, holiday homes and bases, camping sites, sanatoriums for adults, sanatoriums for children, permanent health sanatorium camps, sanatorium-prophylactics, other types of sanatorium-resort facilities, tourist bases and other include specialized deployment tools;

V) Individual accommodation means, that is guest houses, country yards, grass camps and other types of individual accommodation means;

G) Other means of accommodation, namely hostels (youth hotels) and hostels.

If we study the activity of these placement tools, we see that hotel and similar placement tools are in the first place (Table 6).

6 - table

Comparison of activities of different placement tools in Samarkand region in 2016-2021

Indicator	Amount by years					
	2016	2017	2018	2019	2020	2021
Number of hotels and similar accommodation facilities, unit	107	104	111	138	144	131
Number fund places, units	4852	4245	4374	5730	6495	5679
Number of placed persons, person	154475	176375	231200	267117	65074	121398
<b>Use of Nomer fund, person</b>	<b>32</b>	<b>41</b>	<b>53</b>	<b>46</b>	<b>10</b>	<b>21</b>
Number of specialized means of placement, unit	5	27	28	39	32	31
Number fund places, units	1470	3516	3444	3636	3219	2939
Number of placed persons, person	3787	21285	23423	24726	10490	23758
<b>Use of Nomer fund, person</b>	<b>2.6</b>	<b>6.0</b>	<b>6.8</b>	<b>6.8</b>	<b>3.2</b>	<b>8.0</b>
The number of individual means of placement, unit	0	0	5	18	17	13
Number fund places, units	0	0	90	190	264	169
Number of placed persons, person	0	0	2015	3251	889	1636
<b>Use of Nomer fund, person</b>	<b>0</b>	<b>0</b>	<b>22.4</b>	<b>17.1</b>	<b>3.4</b>	<b>9.6</b>
Number of other means of placement, unit	0	2	2	9	7	8
Number fund places, units	0	36	26	159	128	162
Number of placed persons, person	0	388	1582	1546	504	1629
<b>Use of Nomer fund, person</b>	<b>0</b>	<b>10.7</b>	<b>60.8</b>	<b>9.7</b>	<b>3.9</b>	<b>10.5</b>



The table was compiled by the author on the basis of the statistical bulletins "Main indicators of the development of tourism and recreation in the Republic of Uzbekistan" issued by the State Statistics Committee for the respective years.

As mentioned above, the efficiency of the hotel room fund has almost halved only in 2020. In the remaining years, the use of number fund was around 45-50 people. Although the number of specialized accommodation facilities, which are the main competitors of hotels, is relatively small, it can be said that their place in the accommodation market is significant. Number usage rate of these institutions is 7 people on average. In recent years, the role of individual placement tools is also increasing. Although they entered the market in 2018, both their number and the number of tourists served have increased. Especially in 2018-2019, the use of the number fund reached 22.4 and 17.1 people, which shows the high competitive potential of these institutions. Despite the small market share of other means of accommodation, the fact that it is aimed at youth tourism is the main competitive strength. As an example, we can show that in 2018, the use of number fund increased dramatically. So, we can emphasize that the environment of free competition has been formed today in the accommodation segment of regional tourism.

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