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PERSPECTIVE OF DEVELOPMENT OF REGIONAL TOURISM IN UZBEKISTAN

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(A. Eshtayev)

Ushbu masala yuzasidan kafedra mudiri professor A. Eshtayev so'zga chiqib, jumladan, MTXT-01, MTXT-21 va MTZ-01 guruh talabalarining dastlabki himoyalari grafigiga asosan 2025-yil 9-apreldan 17-aprelgacha quyidagi talabalarning magistrlik dissertatsiyalari dastlabki himoyasi rejalashtirilganligi to'g'risida axborot berib o'tdi. Shuningdek, dastlabki himoya natijalariga ko'ra komissiya a'zolari tomonidan ko'rsatib o'tilgan kamchiliklarni yakuniy himoyagacha tezkorlik bilan bartaraf etishlari lozimligi ta'kidlandi:

1. MTZ-01 guruh talabasi Zaripov Toxirjon "Ziyorat turizmi infratuzilmasini rivojlantirish yo'llari" mavzusidagi magistrlik dissertasiyasi. Foydalanilgan adabiyotlar ro'yaxti yaxshi yoritilmagan. Ikkinchi bobda kamchiliklar mavjud va boblar oxirida xulosalarda kamchiliklar mavjud.

ANNOTATSIYA

Mazkur dissertatsiyada O‘zbekiston Respublikasida mintaqaviy turizmni rivojlantirish istiqbollari ilmiy-nazariy va amaliy jihatdan o‘rganilgan. Tadqiqotda mamlakat mintaqalarining turistik salohiyati, mavjud infratuzilmaviy holati va so‘nggi yillarda qabul qilingan normativ-huquqiy hujjatlar asosida turizm sohasining rivojlanish tendensiyalari tahlil qilindi. Ishda 2024–2025 yillarda qabul qilingan Prezident farmonlari va Vazirlar Mahkamasi qarorlari asosida turizmning yangi turlari – geoturizm, sanoat, ilmiy, harbiy va boshqalar – mintaqaviy rivojlanishga ta’siri o‘rganilgan. Shuningdek, turizm subyektlarini imtiyozli kreditlar orqali qo‘llab-quvvatlash, raqamli texnologiyalarni joriy etish (interaktiv xaritalar, xalqaro to‘lov tizimlari va mobil ilovalar) orqali mintaqaviy turizm infratuzilmasini modernizatsiya qilish masalalari tahlil qilingan. Dissertatsiyada milliy turizm brendini shakllantirish, xalqaro targ‘ibotda blogerlar va ko‘rgazmalar orqali mintaqaviy turizmni ilgari surish bo‘yicha takliflar ishlab chiqildi. Tadqiqot natijasida mintaqaviy turizmni rivojlantirishga oid strategik yo‘nalishlar va ilmiy asoslangan takliflar ishlab chiqildi.

Kalit so‘zlar: mintaqaviy turizm, turistik salohiyat, turizm infratuzilmasi, geoturizm, ilmiy turizm, imtiyozli kreditlar, raqamli texnologiyalar, normativ-huquqiy hujjatlar, turizm brendi, xalqaro targ‘ibot, influencer marketing, turizmni diversifikatsiyalash.

ABSTRACT

In this dissertation, the prospects for the development of regional tourism in the Republic of Uzbekistan were studied in a scientific-theoretical and practical way. The study analyzed the development trends of the tourism industry based on the tourist potential of the regions of the country, the existing infrastructural status and regulatory legal acts adopted in recent years. The work explores the impact of new types of Tourism – geotourism, industrial, scientific, military, etc. – on regional development on the basis of presidential decrees and decisions of the Cabinet of Ministers adopted in 2024-2025. Issues of support of tourism entities through preferential loans, modernization of regional tourism infrastructure through the introduction of digital technologies (interactive maps, international payment systems and mobile applications) have also been analyzed. The dissertation developed proposals for the formation of a national tourism brand, the promotion of regional tourism through bloggers and exhibitions in international promotion. As a result of the study, strategic directions and scientifically based proposals for the development of regional tourism were developed.

Keywords: regional tourism, tourist potential, tourism infrastructure, geotourism, scientific tourism, preferential loans, digital technologies, regulatory legal acts, tourism brand, international promotion, influencer marketing, diversification of Tourism.

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INTRODUCTION

Justification and Relevance: Economic diversification and cultural promotion of Uzbekistan now highly rely on the tourism industry. Uzbekistan has tremendous opportunities to develop its regional tourism industry because it has distinctive customs, rich heritage, and geographical location. However, development is marred by issues such as inadequate marketing practices, lack of sustainable approaches, and poor infrastructure.

The Uzbekistan government has been implementing various policies in recent years to boost the travel and tourism industry, including visa simplification for numerous nations, the launch of new travel routes, and investment in transport and hospitality infrastructure. All these are being done in a bid to stimulate less-traveled parts of the country and invite more foreign tourists.

Community-based tourism is proving to be a sustainable model that fosters environmental conservation and empowers the locals by directly involving them in tourism activities in tourism. It enhances cultural exchange and economic benefits become more evenly distributed. In spite of these developments, the tourism industry continues to face difficulties with regard to workforce development, adoption of digital marketing, and the necessity for more integrated national and regional tourism strategies. It will require consolidating public-private partnerships and guaranteeing long-term planning to surmount these difficulties and drive sustainable tourism development.[1]

Research Subject and Object: Object: Development of regional tourism in Uzbekistan and this entails the study of tourism activities, infrastructure, and policy implementation in various regions of the country. Uzbekistan, which has a rich cultural heritage, ancient cities on the Great Silk Road, and diverse natural landscapes, presents tremendous opportunities for regional tourism development. Analyzing the current context of tourism development in different territories

[1] *Uzbekistan National Company "UzbekTourism". (2023). Retrieved from https://www.uzbekistan.travel/en:*