

World Tourism Leaders And Uzbekistan

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Abstract: In this article explored the results of tourism from around the world on the basis of several years of research and analysis by leading international organizations such as United Nations World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC) and World Economic Forum (WEF). In particular, special attention was paid to the peculiarities, geographical location and other factors of the leading tourist and competitive tourist countries, as well as the current state condition of tourism in Uzbekistan and its comparisons with other countries. The problems of tourism in Uzbekistan were analyzed. The countries with the highest and best performance in tourism, the countries with experience in tourism development, were selected.

Index Terms: competitiveness of tourism, organization, tourism countries, tourism experience, tourism indicators, tourism of Uzbekistan, population.

1. INTRODUCTION

At the beginning of the 21st century, tourism became one of the fastest growing sectors of the world economy. Processes of continuous development and deep diversification are being implemented. Tourism is a sphere of development which requires the particular creation of new tourist destinations and tourism types. These dynamics ensures that tourism becomes a priority of socio-economic development. According to the UNWTO, tourism services and merchandise exports are ranked fourth in the world trade, after automotive, chemical and fuel industries (2018). The leading countries in this area are the United States (\$211 billion), Spain (\$68 billion), France (\$61 billion), Thailand (\$57 billion), and the United Kingdom (\$51 billion). The cost of tourism exports was \$1.6 trillion in 2015 [1,2,3,4]. The number of tourists consisted 1.184 billion in 2015, 1.235 billion in 2016, and 1.323 billion in 2017. According to the expectations of tourism experts, above mentioned will be increased to 1.809 billion by 2030 (1), France (87 million), Spain (82 million), USA (76 million), China (61 million) and Italy (58 million) are the leaders in international tourist arrivals. China, the USA and the UK are the most active countries in outbound tourism (2018)[5,6,7,8,].

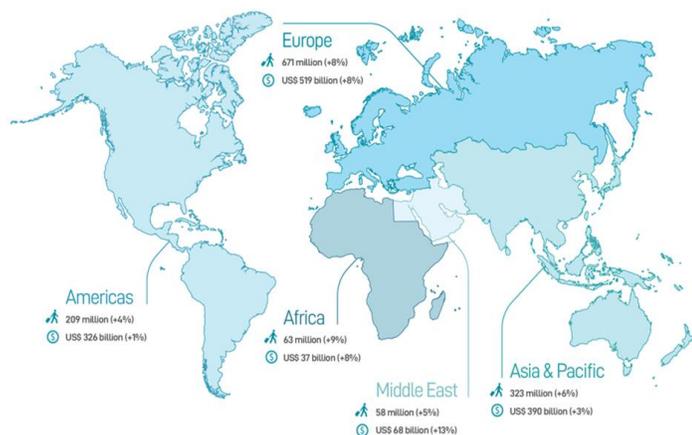


Figure 1. Distribution of World Countries by Tourism into Regions (1)

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2 METHODS OF RESEARCH

The UNWTO classifies countries by regions and provides statistical data across them (Figure 1). According to the organization, Uzbekistan is included in the European region. It is recognized that the tourism potential of European countries is higher than other regions, however, its main tourist attractions are in the southern and Mediterranean parts of the European Union (EU). Despite the fact that the total population of EU occupies only 7% of the world's global population, and only about 3% of the world's land, make 500 million people (40% of the world's tourists) visit EU yearly. The Southern and Mediterranean portions of the EU the main tourist destination where 193 million tourists were welcomed in 2016. This part of Europe has a subtropical, marine climate. The temperature is 25 degrees below above zero in summer and 8 degrees above zero in winter. Southern Europe, with its rich fauna and flora, is home to ancient civilizations (Greece, Rome, Gallia), and the architectural and artistic works of those times are still alive today. Greece is the third largest tourist destination after Spain (81.79 million) and Italy (58.25 million) in Southern Europe with 27.20 million arrivals. Also, it can be seen that Portugal (10.29 million population, 21.20 million tourists) and Croatia (4.15 million people, 15.59 million tourists) have the best results (2)[9,10,11,12]. In 2016, 171 million tourists were registered in Western Europe. Western Europe is divided into 4 groups scales (large, medium, small and smallest) with where the largest country being is France (Figure 2). Austria with population of 29.46 million people, accepted 8.71 million tourists. Vienna is one of the leading cities in the world in the direction of MICE tourism.

Table 1. Number of tourists and residents arriving in the European Union (2)

Country	Population (million)	Number of foreign tourists (million) 2017, * 2016	Tourism income (US \$ million)
Southern Europe			
Spain	46,468	81,786	67,964
Italy	60,796	58,253	44,233
Greece	10,872	27,194	16,528
Portugal	10,291	21,200	17,119
Croatia	4,154	15,593	10,924
Eastern Europe			
Poland	38,422	18,400	12,772
Hungary	9,809	15,785	6,170
Czech Republic	10,538	12,808*	6,932
Western Europe			
France	66,991	86,918	60,681
Great Britain	63,396	37,651	51,211
Germany	89,792	37,452	39,823

Austria	8,712	29,460	20,400
Netherlands	17,208	17,924	15,867
Northern Europe			
Ireland	4,593	10,388	5,585
Denmark	5,693	10,781*	7,394

Note: Slovenia, Malta, Cyprus, Estonia, Romania, Bulgaria, Lithuania, Latvia, Slovakia, Belgium, Luxembourg, Sweden and Finland are not included in the list due to the low number of internal tourists (less than 10 million).

In 2015, it was estimated that 60% of the EU population traveled (one or more times a year). The total number of trips is 1.2 billion. The tourist time was 6 billion nights. 58% of these trips and 75% of nights were performed by citizens within their own country (as domestic tourism). Turkey (37.6 million tourists) and Russia (24.4 million tourists) are the leaders among non-member countries. The United States (76.941 million tourists) is the leading tourist destination in the American region. Mexico and Canada received 21.33 million and 2.238 million outbound tourists respectively in 2017. In Asia-Pacific, China (60.740 million), Thailand (35.381 million), Japan (28.691 million) and Malaysia (25.948 million) are the leading tourist destinations. They can compete with famous countries of the European region for their results. Considering its population is about 6 million, Singapore is home to about 14 million people a year. hosting a tourist, \$ 20 million Earning a US dollar is a must-have experience for any country looking to develop tourism.



Figure 2. Map of the European Union (13)

Africa is one of the least visited by tourists in the region due to its unfavorable climatic conditions, economic and other factors. Despite this, Morocco in 2016 was \$ 11.35 million. and South African Republic (South Africa) - \$ 10.30 million. hosted a tourist. From the Middle East countries in 2016 it was 33 million in Saudi Arabia, 16 million in the UAE and 8 million tourists in Egypt. In recent years, the World Economic Forum (WEF) examines and analyzes tourism competitiveness of developed and developing countries. Its list of research and ratings is in 136 countries of the world, as of 2017 Uzbekistan is not included. The forum recognizes Spain, France and Germany as the most competitive countries in world tourism. Japan, the United Kingdom and the United States are the next. Russia is 43nd in the Commonwealth of Independent States, Azerbaijan is 71st, Kazakhstan is 81st, Tajikistan is 107th and Kyrgyzstan is 115th. The tourism potential of the countries was

assessed in four main categories when compiling this rating (4):

1. Tourism opportunities (business opportunities, peace and security, health and hygiene, human resources and the labor market, ICT);
2. Tourism policies and conditions (priority of tourism, international openness, price competitiveness, environmental sustainability);
3. Tourism infrastructure (air transport, land and port infrastructure);
4. Natural and cultural values (natural resources, cultural values and business travel).

Despite Uzbekistan's vast tourist potential, 7400 sites of cultural heritage, and 209 UNESCO World Heritage Sites in Samarkand, Bukhara, Shakhrisabz and Khiva, Uzbekistan has yet to achieve its charm. According to statistics, \$ 1.7 million was invested in Uzbekistan in 2013. of foreign nationals (or stateless persons), 9% of them, 154,845, arrived for tourism. Basically, 91% of people came to visit relatives. This ratio has remained unchanged by 2018, with 94% of visitors to Uzbekistan (including 42.89% Kazakhstan, 20.49% Tajikistan, 19.75% Kyrgyzstan, 6.95% Russian Federation, 3.18% Turkmenistan). citizens of these countries. According to the analysis by State Committee of Tourism, development of Uzbekistan in 2018, consists of 18.5% tourists arriving in the country are over 55 years old, 18.5% are 45-54 years old, 24.4% are 35-44 years, 23.05% are tourists amount was between ages of 25-34 and 10.4% and others were under the age of 25 (5). Tashkent is the main destination for tourists visiting of Uzbekistan, with 88% of tourists spending at least one night in the city. Tourists were followed by Samarkand (86%), Bukhara (85%) and Khiva (64%) (2015). The number of trips to the Ferghana Valley is negligible (6). Most of the tourists are planning tours and 60-70% of tourists visit museums and historical sites. Cultural activities and visits to bars (nightclubs and pubs) account for 25-30% of total tourists and about 15% of visits to traditional villages. Ecotourism (fishing, horseback riding, etc.), sports, business and tourism were very low (less than 10%) (2014). Export of tourism services in Uzbekistan increased by 33% in 2015-2017, reaching \$ 546.9 million in 2017. US dollars. The number of visitors increased by 8% in 2011-2016 and by \$ 2.69 million in 2017 with an increase of 32.7% arrived in Uzbekistan. Uzbekistan will receive US \$ 5.3 million by 2018 with foreign tourists arriving and generating \$ 951 million in tourism revenue US dollars. Significant growth in the number of visitors to Uzbekistan in recent years (from 1.7 million to 5.3 million) can be attributed to the following factors:

1. Political reform: opening borders with neighboring states;
2. The introduction of a visa-free regime for 9 additional states (18 in total) in 2018, the number of countries with a simplified entry visa regime increased from 12 to 50;
3. Launching the system for issuance and issuance of e-entry visas, introducing the procedure for issuing visas for citizens of 101 countries traveling through the territory of Uzbekistan without a visa, temporary stay and departure;
4. Simplified the procedure for temporary registration of foreign nationals in the country, transferring them to the electronic form through the system "E-MEKHMON".

Institutional reforms aimed at creating a solid legislative basis for the development of tourism in Uzbekistan in 2019-2020, modernization of the infrastructure and promotion of the country's brand will increase the share of the tourism industry in the country's economy by 2021-2025, as well as attract more than 9 million tourists by 2025. including from abroad - \$ 2 million attraction of tourists (22%) is targeted by the government (7). But it is not easy. There are a lot of problems. In 2011, a group of scholars of tourism management (Karaji K. - Turkey, Uysal M. - USA, Vincent P. - USA) conducted a study to investigate the tourism potential of 28 countries along the Great Silk Road. The study includes management systems (legal and regulatory documents, sustainability, security, health and hygiene, tourism), business environment, infrastructure (air and land transport, tourism infrastructure, information and technology levels, price competitiveness), cultural and natural resources (human resources). resources, education, availability of good workforce, national and cultural resources). Due to deficiency of data, the list does not include Uzbekistan, Korea, Iraq, Turkmenistan and Iran, but the tourism status of neighboring countries - Kazakhstan, Kyrgyzstan and Tajikistan - has been studied. In conclusion, the main disadvantages of the Central Asian countries are environmental sustainability, health, hygiene, air and land transport systems, infrastructure, information and communication technologies, human resources, natural and cultural resources (8).

The Concept of Tourism Development in the Republic of Uzbekistan for 2019-2025, adopted by Decree of the President of the Republic of Uzbekistan No.PD-5611 dated January 5, 2019, confirms that these problems exist in Uzbekistan and in 2019, according to:

- (a) imperfection of the legal framework for tourism;
- (b) lack of hotels;
- (c) imperfection of the transport system;
- (d) limited transport links in Central Asia;
- (e) seasonality of tourism;
- (f) lack of a unified national tourism brand in the global tourism market;
- (g) failure to systematize efforts to increase the tourism potential of the country"
- (h) ineffective organization of efforts to promote domestic tourism at the national level;
- (i) Competitive personnel shortages are recognized as major problems (9).

Based on the aforementioned analyzes, it is advisable to study the experience of Asia, Korea, Thailand, Singapore, Japan, Europe, Germany, France, Spain, Greece, Austria, and Turkey and the UAE from Muslim countries in solving these problems and creating the necessary tourist infrastructure and facilities. . Let us not forget that tourism is not just about building a hotel. Roads, airports, and quality of health care are also important (10). In addition, the effective operation of tourism centers can be achieved only if each tourism center is designed individually, but rather as the organizers of a single tourism system (11).

3 CONCLUSION

In view of seasonality of tourism in Uzbekistan, it is compatible to study the experience of Saudi Arabia in establishing the necessary infrastructure to serve a large number of tourists in a short period of time. This is because the cities of Medina and Mecca host more than 2 million (16 million) tourists every year in the month of Ramadan to perform Hajj. One of the most

promising areas in Uzbekistan's tourism is to use the achievements and disadvantages of countries with extensive experience in reforming tourism, creating infrastructure for transport, road and road service facilities, recreational facilities, mosques and places of worship, especially for Muslim tourists would be appropriate.

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