

# Yashil

## IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

10  
2023



08.00.01 Iqtisodiyot nazariyasi  
08.00.02 Makroiqtisodiyot  
08.00.03 Sanoat iqtisodiyoti  
08.00.04 Qishloq xo'jaligi iqtisodiyoti  
08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti  
08.00.06 Ekonometrika va statistika  
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08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit  
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08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti  
08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya  
08.00.17 Turizm va mehmonxona faoliyati



74-91 xalqaro daraja  
ISSN: 2992-8982



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*Elektron nashr. 714 sahifa, 30-oktyabr, 2023-yil.*

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**Muassis:** "Ma'rifat-print-media" MChJ

**Hamkorlarimiz:** Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.



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# EVALUATING THE PATH TOWARDS SUSTAINABLE TOURISM DEVELOPMENT IN THE REPUBLIC OF UZBEKISTAN

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**Abstract:** The goal of the current study is to evaluate the state of Uzbekistan's tourist industry, with a focus on Samarkand, Khiva, and plus Bukhara. The respondents were chosen through quota selection, which had a total of 97 respondents in mind. Of those, 34 were from the cities of Samarkand, 33 were from Bukhara, and 33 were from Khiva.

**Key words:** Silk Road cities of Uzbekistan, Uzbekistan's tourist industry, Uzbekistan's Tourism Growth.

**Annotatsiya:** Ushbu tadqiqotning maqsadi O'zbekiston Respublikasida turizmni barqaror rivojlantirish yo'nalishlarini Samarqand, Xiva va Buxoroga alohida e'tibor qaratgan holda baholashdan iborat. Ushbu tadqiqotda jami 97 ta ishtirokchi ishtirok etdi. Ulardan 34 nafari Samarqanddan, 33 nafari Buxorodan va 33 nafari esa Xivadan.

**Kalit so'zlar:** O'zbekistonning Ipak yo'li shaharlari, O'zbekistonning turizm industriyasi, O'zbekistonda turizmni rivojlanishi.

**Аннотация:** Целью настоящего исследования является оценка состояния туристической индустрии Узбекистана с акцентом на Самарканд, Хиву и плюс Бухару. Респонденты были отобраны путем квотного отбора, в результате которого было опрошено в общей сложности 97 респондентов. Из них 34 были из городов Самарканда, 33 - из Бухары и 33 - из Хивы.

**Ключевые слова:** Города Шелкового пути Узбекистана, туристическая индустрия Узбекистана, рост туризма в Узбекистане.

## INTRODUCTION

The background of the study, which highlights the Statement of the Problem, outlines Objectives, and discusses the Importance of the Research, is covered in the following volume. Theoretical Framework, Conceptual Framework, Hypothesis, and Definition of Terms are also explained in this part, along with explanations of the study's Scope and Limitations.

Uzbekistan is a developing nation with a number of undeveloped industrial areas, including the tourism sector. The global market has recognized the tourism industry as one that is expanding, and it has been cited as one of the major factors that affect people's social and economic well-being. Additionally, the expansion of the tourism industry has the potential to strengthen Uzbekistan's sense of national identification abroad.

This research focused on evaluating the state of Uzbekistan's tourism industry. It specifically looks for solutions to the following issues:

1. What is the demographic profile of the respondents in terms of:



2. What is the respondents' assessment on the level of quality of the Tourism development in Uzbekistan along its attributes namely: museum, architecture, Climate, Natural attraction, Tours/excursions,





Transportation, Tourist information, Accommodation, Hospitality, Restaurant, Bar and Café, Night life, Cleanliness, Uncrowdedness, Shopping facility, Accessibility, and Safety?

3. Is there a substantial correlation between the respondents' demographic make-up and their opinion of how well Uzbekistan's tourism industry is developing?

## LITERATURE REVIEW

### Tourism in Uzbekistan

The industry of tourism was not considered as a significant factor contributing to the economic development of Uzbekistan. Nevertheless, considering the geographic position of the country and resources of tourism, it was seen that the industry could be important contributing component of the economic development (Golisheva, 2012).

The geographic location along the Great Silk Road provides the growth in the number of international arrivals. Furthermore, rich heritage of culture, ancient traditions and history can draw attention of tourists who are interested in the sphere of religion, culture, archeology and ethnography. Uzbekistan has valuable spots of Islam, Christianity and Buddhism, which provides the development of pilgrimage tourism. Moreover, access to attractive natural spots (mountains, desserts, lakes,) can be considered a remarkable factor in the way of the advancement of adventure and eco-tourism. Nevertheless, only 5–8% part of natural and cultural heritage is used for tourism activities which indicates that the potential of tourism is not fully used. (Golisheva, 2012).

Tourism is an asset which is positioned on concurrent production and consumption. The development of tourism deals with all the activities related to providing convenience for international visitors being in a touristic spot. The development concerns as well as skills advancement, employment and revenue growth along with marketing. Management of diverse tourist destinations by way of intermediary, guiding and consultation of territorial touristic companies promotes the development of tourism. As the concept of development of tourism being understood, it can deduce that the development of tourism and importance of that has influence on growing countries, precisely, financial and economic progress of them. (Ateljevic & Page, 2009).

The nearness of good facility enhances economic effect of the tourism industry on the host community, having as a top priority that community is the central point to present day the tourism industry (Godfrey and Clarke, 2000).

One of the progressive papers was composed by Balaguer and Cantavella-Jordá (2002) who were additionally the main researchers to specify the tourism industry drove development theory inside the export-led development writing. They played out an examination for the instance of Spain and found that tourism industry and financial development are cointegrated and that it is the tourism industry that Granger causes the economy development. Their discoveries are affirmed by different examinations. Brida et al. (2010) found a positive cointegration between Uruguayan GDP per capita, use of Argentinian travelers and swapping scale among Uruguayan and Argentinian economy standards. Granger causality was found to keep running from the tourism industry consumption to GDP per capita, which is in accordance with results acquired by past looks into improved the situation Latin American nations (for example, Eugenio-Martin et al., 2004).

## METHODOLOGY

The three cities of Uzbekistan were the locations of this research. The nation's top tourist destinations are thought to be these towns.

Respondents were the 97 tourists or non-residents of Uzbekistan who were present and available during the actual conduct of the survey. During the survey the researcher visited airports, hotels and some tourist destinations in the cities of Samarkand, Bukhara, and Khiva, where many tourists are visible and are concentrated, thus making sure that they will participate and be involved in the study.

### The Variables

This study endeavored to assess the quality of the tourism development in Uzbekistan. Two sets of variables have been used as variables of the study, the independent variables, and the dependent variable. The independent variables consisted of the demographic profile of the respondents in terms of their age, sex, nationality, educational attainment, income level, length of stay, purpose of visit, frequency of visit, knowledge about the tourism development, and motivation to visit. The dependent variable is the level of quality of tourism development of Uzbekistan, which will be assessed using a tool adopted from the study of Marino (2008). The assessment will be made on the quality of the 18 different attributes of tourism development using a 5-point Likert scale (from very poor–1, to very good–5) namely: museum, architecture, Climate, Natural attraction, Tours/excursions, Transportation, Tourist information, Accommodation, Hospitality, Restaurant, Bar and Café, Night life, Cleanliness, Uncrowdedness, Shopping facility, Accessibility, Safety.

### Research design

This study is both descriptive and correlational. To derive data from the respondents, it used a survey questionnaire which was personally administered by the researcher. This research is descriptive as it described the demographic profile of the respondents, after which the data on demographic profile have been correlated to the level of quality of the tourism development whether or not a significant relationship existed between them.



## Research Instruments

The instrument of this study consisted of two major parts. Part 1, is a researcher-made tool consisted the demographic profile of the respondents in terms of their age, sex, nationality, educational attainment, income level, length of stay, purpose of visit, frequency of visit, knowledge about the tourism development, and the motivation to visit. Part 11 of the instrument, is the assessment on the quality of tourism development in Uzbekistan, which was adopted from the study of Marino (2008). The instrument consisted of the 18 different attributes of tourism development which were assessed using a 5-point Likert scale (very poor–1 to very good–5).

## Statistical Treatment of Data

The data gathered with respect to the demographic profile of the respondents have been treated through the use of simple frequency and percentages. The assessment on the level of perception on the quality of tourism development in Uzbekistan, weighted mean had been used. In terms of finding out the relationship between the demographic profile of the respondents and the level of perception on the quality of tourism development in Uzbekistan, SPSS software had been used.

## Findings and Interpretation

This chapter presents the data gathered in the light of the objectives of the study.

**Table-1: Hypotheses testing**

Age Range	Frequency	Percentage
24 years old and below	19	19.60
25-44 years old	28	28.90
45-64 years old	32	33.00
65-above	18	18.60
Total	97	100.00

Demographic profile of the Respondents according to their age (n=97).

**H1-1.** Age of the respondent is significantly related to the level of perception on the quality of tourism development in Uzbekistan in terms of transportation (.002), accommodation, nightlife, and uncrowdedness. However, the other attributes have no statistically significance in the relation with the category of Age.

**H1-2.** Gender of the respondent is significantly related to the level of perception on the quality of tourism development in Uzbekistan in terms of tourism information and safety, but the other attributes have no statistically significance in the correlation with the category of Sex.

**H1-3.** The nationality of the respondent is significantly related to the level of perception on the quality of tourism development in Uzbekistan in terms of architecture, accommodation, natural attraction, restaurant, and cleanness. Nevertheless, this category has no statistical significance in the correlation of the other attributes.

**H1-4.** Educational attainment of the respondent does not have any statistical significance in terms of relation with the attributes.

**H1-5.** The income level of the respondent did not show any statistical significance in terms of relation with the attributes.

**H1-6.** Length of stay of the respondent showed the statistical significance in the relation with the attributes such as shopping and nightlife.

**H1-7.** Purpose of the visit of the respondent is significantly related to the level of perception on the quality of tourism development in Uzbekistan only in terms of climate, but it is not statistically significant in the relation with the other attributes.

**H1-8.** The frequency of visit of the respondent showed the statistical significance in the relation with the attribute of hospitality. However, this variable is not significantly related to the other attributes.

**H1-9.** Source of knowledge about Uzbekistan of the respondent has statistical significance in the relation with the attributes such as architecture and museum.

**H1-10.** The variable motivation to visit Uzbekistan showed no statistical significance in the relation with the attributes but restaurant only

## CONCLUSION AND RECOMMENDATION

### Conclusion

According to the study's findings, the majority of the respondents had a demographic profile that fell between the ages of 45 and 64, with 15 being the youngest and 66 being the eldest. the majority of male responses predominately from Russia, India, and Japan. Most of the respondents have college degrees, make between \$10,000 and \$19,000 per year, and prefer to remain for one week whenever they travel to Uzbekistan

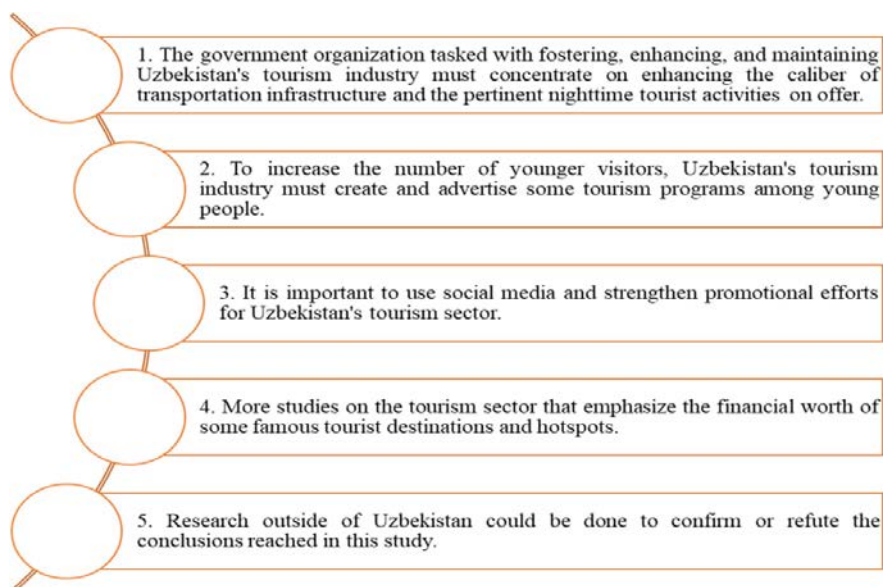


for pleasure. The majority of the respondents are first-time visitors to Uzbekistan, and the variety of trip activities available inspired them to travel there. The respondents asserted that travel and tour companies were the informational sources that inspired them to journey to Uzbekistan.

Regarding the respondents' evaluation of the level of perception of the quality of tourism growth in Uzbekistan, the outcome was generally favorable (grand mean of 3.59). However, the assessment also noted that the type of transportation services offered to tourists visiting Uzbekistan is a concern that the Uzbek government should concentrate on appropriately. Another issue that needs to be handled is the nightlife, which makes up the majority of the activities that visitors would like to do while they are there.

### Recommendation

In light of the study's results, the researcher would like to advance the following suggestions:



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# Yashil

## IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

**Ingliz tili muharriri:** Feruz Hakimov

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**2023. № 10**

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"Yashil iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

**Litsenziya raqami:** №046523. PNFL: 30407832680027

**Manzilimiz:** Toshkent shahar, Mirzo Ulug'bek tumani  
Kumushkon ko'chasi, 26-uy.

### Jurnalning ilmiyligi:

"Yashil iqtisodiyot va taraqqiyot"  
jurnali

O'zbekiston Respublikasi  
Oliy ta'lim, fan va innovatsiyalar  
vazirligi huzuridagi Oliy  
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rayosatining

2023-yil 1-apreldagi 336/3-  
sonli qarori bilan ro'yxatdan  
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