



## SPECIFIC CHARACTERISTICS OF TOURISM COMPETITIVENESS IN THE REGION

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### Annotation

This article highlights some of the problems of increasing the competitiveness of the tourism industry in the regions, the adopted laws and regulatory documents and the significant growth observed in this field in the region are also noted. Moreover, an analysis of tourist accommodation facilities, tourism infrastructure, international access and domestic tourism in the region was conducted, and certain conclusions were drawn on increasing the competitiveness of tourism in the region. Measures to increase the competitiveness of tourism in the region have also been presented.

**Keywords:** tourism, tourism business, tourist trips, export and import of tourism services, competitiveness of the tourism industry in the regions, income from tourism, resort facilities, service infrastructure, international access and domestic tourism.

Today, the export and import of tourism services ranks third in the world product turnover in terms of usefulness and makes up one tenth of the world's gross domestic product.

In our country, since the first days of independence, the tourism sector has been considered at the level of the main state policy, and the Law of the Republic of Uzbekistan "On Tourism" and the Decree of the President of the Republic of Uzbekistan "On measures to further develop the tourism sector in the Republic of Uzbekistan" has been adopted.

In order to increase the prestige of Uzbekistan in foreign countries and widely promote the tourism potential of the republic, as well as to activate the integration of our country into the world economy, close cooperation relations were established with international tourist organizations, especially with the World Tourism Organization.

Currently, there are some problems in increasing the competitiveness of the tourism industry in the regions, and it is necessary to develop a system of measures to solve it.





In this regard, the active development of the tourism sector, the effective use of the touristic opportunities of our republic, the organization of quality service to tourists, the increasing of the competitiveness of the tourism sector, and the continuous increase of its weight in the development of the national economy are considered to be urgent problems today.

Tourism business has a positive effect on the economy of any country, region, district. According to the estimates of economists, the money received from tourism is circulated three to five times during a year. Despite the large capital requirements, investing in the tourism sector is more profitable, as these funds pay off relatively quickly, and also bring in more foreign currency investment. Currently, the income from tourism in Uzbekistan is increasing at a high rate.

The competitiveness of the tourist area is the ability of the tourist areas to maintain their position in all markets, to regularly increase their quality and scope over time[1]. In addition, competitiveness is the ability of tourist areas to create and integrate value-added products (services) with the rational use of existing resources while maintaining their market share relative to their competitors, as well as the needs of visitors in exchange for the products and services provided by the area, fully satisfaction of it compared with other tourist areas.

Tourism is considered to be one of the leading links of economic sectors all over the world. Bukhara region has a lot of opportunities in this regard, and the fact that more than 800 objects of material cultural heritage have been registered means a lot. According to this, we will consider the significant growth in the region in the field of tourism this year in the analysis of means of accommodation for tourists.

Table 1. Analysis of means of accommodation for tourists in the territory.

No	Indicators	Unit of measure	2019	2020	2021	The difference between 2021 and 2019, +,-	The difference between 2021 and 2020, +,-
1.	Total Placement Tools	unity	337	372	381	+44	+9
	Number of rooms	unity	3403	3933	4036	+633	+103
	Number of seats	unity	7813	8978	9250	+1437	+272
1.1.	Number of hotels, total	unity	142	155	155	+13	-
	Number of seats	unity	5445	6307	6330	+885	+23
1.2.	Home hotels (guest house) total number	unity	163	180	180	+17	-
	Number of seats	unity	1614	1741	1725	+111	-16
1.3.	Number of hostels	unity	30	35	43	+13	+8
	Number of seats	unity	744	920	1134	+390	+214
1.4.	Number of other accommodation facilities (motels and apartments)	unity	2	2	3	+1	+1
	Number of seats	unity	10	10	61	+51	+51



As can be seen from the table, the means of accommodation for tourists in the area changed in a positive direction in 2021 compared to 2020. The number of hotels was 155 units in 2020, and remained unchanged in 2021, only the number of beds was increased by +23. Also, the number of hostels increased by +8 in 2021 compared to 2020 and changed in a positive direction, and the number of beds increased by +214. As a result of the improvement of the tourism infrastructure and the construction of new tourism facilities, more than 450 additional new jobs were created, and the annual income from foreign and domestic tourists amounted to 671.9 billion. amounted to soum.

Table 2. Analysis of the infrastructure serving the tourism industry in Bukhara region

No	Indicators	Unit of measure	2019	2020	2021	The difference between 2021 and 2019, +,-	The difference between 2021 and 2020, +,-
1.	Tourist buses and minibuses	unity	237	281	281	+44	-
2.	Number of tourism information centers	unity	18	21	26	+8	+5
3.	Number of organized cultural and entertainment events	unity	1216	41	12	-1204	-29
4.	The number of tourist guide offices in the direction of visit of	unity	344	411	440	+96	+29
5.	Number of traffic signs installed	unity	122	123	128	+6	+5
6.	Number of new hotels under construction	unity	84	59	61	-23	+2

As can be seen from the table, the state of infrastructure serving the tourism industry in Bukhara region is satisfactory, and the number of organized cultural and entertainment events has decreased due to the pandemic. Of course, the region faces huge problems in this field.

Tourism occupies a special place in foreign economic relations. Income from it is one of the important ways to get foreign currency without exporting products and labor abroad. It is not for nothing that the tourist business is called an "invisible exporter of currency". Fund receipts from tourism translate into income and continue to circulate in various sectors of the economy. Through the table below, we will consider the analysis of international access and domestic tourism in Bukhara region.



Table 3. Analysis of international inbound and domestic tourism

No	Indicators	Unit of measure	2019	2020	2021	The difference between 2021 and 2019, +,-	The difference between 2021 and 2020, +,-
1.	The number of tourists who visited including:	person	3 640 918	249 927	2265389	-1375529	+2015462
2.	The total number of foreign tourists, including:	unity	603 084	13 325	48924	-554160	+35599
3.	Total number of domestic tourists	unity	3 037 834	236 602	2216465	-821369	+1979863
4.	Income from foreign tourists	million US dollars.	136,1	5,3	11,4	-124,7	+6,1
5.	Income from domestic tourists	billion soum	66,1	30	399	+332,9	+332,9

As can be seen from the table, a total of 2,265,389 tourists visited Bukhara region in 2021. It is noted that the number of foreign tourists has exceeded 48,900. Compared to 2020, the indicator has increased by almost 10 times in domestic tourism, and by 3.5 times in the number of foreign tourists.

It can be seen that the number of tourists visited in 2021 is in a negative position compared to 2019. The main reason for this is the quarantine announced due to the pandemic. In 2021, compared to 2020, the indicator of the number of tourists who visited began to change in a positive direction, and in the analysis of indicators affecting the competitiveness of tourism in the Bukhara region, in addition to positive situations, negative situations can also be seen.

The income from the visit of foreign tourists in 2021 compared to 2019 decreased by -124.7 million US dollars, based on such a negative situation, together with the shortcomings in this field, it can be attributed to the chain breaks observed in the post-pandemic economy. In 2021, compared to 2020, it increased by +6.1 million US dollars. Foreign tourists visited 603,084 people in 2019, and 48,924 people visited in 2021. This situation shows the low level of tourism competitiveness in Bukhara region.



It can be concluded from the above that in order to increase the tourism competitiveness of the Bukhara region and the number of tourists in the region to 5 million by 2026, as well as in order to further increase the flow of tourists in the region, 27 foreign flights should be organized.

The tourism sector is the basis of the economy of the region, the country, and it leads to the distribution of regional income, the entry of international currency, the increase of the attractiveness of the country, the improvement of the income of the population and the way of life. For this, it would be appropriate to implement the following measures:

- ✓ The government should take the lead in making tourism one of the leading sectors of the economy, that is, strengthening the legislation related to the implementation of activities, supporting entrepreneurship in the field and giving incentives, strengthening the cooperation of the public and private sectors, supporting initiatives and projects that contribute to the development of sustainable tourism, as well as implementation of state programs and plans;
- ✓ Improvement of existing infrastructure within the framework of the programs, formation of all types of unused tourism resources and development of infrastructure in them;
- ✓ Teaching local people to travel, providing them with travel skills, in-depth knowledge of their regions, giving them opportunities to learn, that is, bringing domestic tourism to a higher level;
- ✓ In turn, implementation of promotion in the international market, in which the areas that are often visited by the local population, national festivals, and the wide use of recreational activities of the population (in all directions of tourism);
- ✓ Development of institutional factor of tourist area competitiveness and state management models;
- ✓ The necessity to analyze the competitiveness indicators of tourist enterprises.

### **List of used Literature**

1. D'HAUTESERRE, Anne-Marie. "Lessons in managed destination competitiveness: the case of Foxwoods Casino Resort." *Tourism Management*, (2000) 21: 23-32.
2. Data from the Department of tourism development of Bukhara region.

