



## THE IMPORTANCE OF AVIATION INDUSTRY ON DEVELOPMENT OF TOURISM IN UZBEKISTAN AND IMPACT ON TOURISM

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### ABSTRACT

The accessibility of a place has a significant impact on the amount of visitors to a region. This study addresses the function and significance of the aviation sector in the growth of Uzbekistan's tourist industry. It begins with a brief history of the commercial airline sector before exploring the influence of aviation on tourist growth. Since 1991, the aviation sector has played a critical role in the development of tourism in Uzbekistan. Suggestions for improving airline services have been offered, such as the introduction of another rival airline in Uzbekistan. In addition, Tashkent requires the development of a new, high-capacity international airport. If the government wants to push its open skies policy further, it must give the most up-to-date technology and infrastructure to accommodate other foreign airlines and allow them to bring in more international tourists. The aviation industry is the one of the main modes in carrying tourists to Uzbekistan, not only from Asian countries, but also from European and overseas countries such as The UK and The USA. Individual mobility is significantly aided by air travel. Air travel can cover great distances fast and safely, which is why planes are vital in individual and commercial travel. Air travel allows millions of people to engage in cultural exchange while also boosting the tourism business, which is an important economic driver in both Uzbekistan and the tourist destination nations.

**Keywords:** Aviation, Tourism, Air Transport, International Tourism, Air Travel

### INTRODUCTION

The growth of tourist destinations is a prominent issue in tourism literature, and academics address the subject from a variety of angles and disciplines. There are close connections between air transport and worldwide the travel industry (Duval, D. T.





2013, p. 494–510.). The last mentioned, in a critical manner impacts on to the turn of events and incitement of changes in flight and, specifically, this applies to begin new courses or expanding rivalry by the development of new transporters.

The last mentioned, in a huge manner affects the turn of events furthermore, incitement of changes in flight and, specifically, this applies to building up new courses or expanding rivalry by the rise of new air transporters. The availability of aviation industry is showed in business travel and finding out about the new touristic places all over the world. Accordingly, a change that has been made in aviation industry in recent years is a leap forward (Jeppesen, 2022). It is about an advancement of this area, which has empowered the advancement of worldwide the travel industry ( Berez, M. 2017, April 3). There are a lot of advantages for the advancement of the tourism industry coming from the advancement of aviation. Because of high costs (Pearce, 2001) and persistently expanding offer of air associations with different spots in the world, interest for the travel industry is a developing pattern. The development of aviation industry enables the improvement of living standards by creating job vacancies (Lohmann & Vianna, 2016).

Air transport is a significant component of the current globalization measures and because of the developing internationalization conditions inside the worldwide economy (AR Goetz, 2004) is available to new difficulties and adjusts to the requirements of its clients. A huge part in the consequences for the development capability of worldwide visiting play the individual of Uzbekistan, whose assignment is to advance the improvement of air transport, and consequently boosting the public economy and a significant number of its spaces. On February 10, 2018, a 30-day visa-free regime has been introduced for citizens of seven countries - Israel, Indonesia, the Republic of Korea, Malaysia, Singapore, Turkey and Japan(Kun.uz, 2018/04.18). These measurements done in order to increase the number of inbound tourists.

### **1.1 Significance of the Study**

COVID-19 swirled the world at a swirling speed, surprised countries and governments, and faced the worst global health crisis of all generations (Kearney,2020). As in most other nations, the epidemic and the tight quarantine measures imposed in response to it have had a significant impact on numerous sectors of the economy. It is worth mentioning that the tourist industry was among the first to face the effects of Covid-19. The reduction in the number of foreign visitors arriving in Uzbekistan as a result of the total suspension of tourism inevitably resulted in a dramatic decrease in the amount of tourist service exports. As a result, around 1.5 million visitors visited the nation in 2020, representing less than 23% of the 6.7





million recorded last year ( Buscardini, A. 2021, November 9). From March 16, 2020 all international flights and flights to CIS countries was canceled by the Government of the Republic of Uzbekistan (Uzairways.com.2020.) and this led to the non-sale of tourism products, non-use of tourist services, rising unemployment, and significant damage to the state budget.

The study's goal is to create a collection of scientific, methodological, and practical suggestions to aid in the growth of Uzbekistan's aviation sector and tourism.

In this study, local and international tourists are asked questions about the service, staff behavior towards guests, usage of Uzbekistan Airways airplanes and overall data regarding guest satisfaction of the trip on airplane and in terminal.

We used 3 different types of questionnaire types:

I Choosing options and answering yes/no questions

II Selecting options on a five-scale poll they should select one option

III They were asked to give their own opinion to improve the overall service in The Aviation Industry in Uzbekistan

Tourism sectors in Uzbekistan by utilizing examples from airports throughout the world. Moreover, conceptual framework is used to provide information about tips that we can use in Aviation and Tourism industry to improve quality of services, increase number of foreign and local customers using the services of both sectors. Journal articles, books, and other reputable types of data have been explored to attain these objectives. The backdrop of the issue is first built upon, with information regarding the essential principles for enhancing the aviation and tourist industries provided. The present developments in the aviation sector as a result of the COVID-19 have also been examined. Finally, the impact of the pandemic period on the tourism industry was investigated. The COVID-19 epidemic has had a considerable influence on the aviation sector globally, affecting both local and international passenger transportation, as well as freight airlines. The industry's worldwide market size was just 359.3 billion US dollars in 2020, a 56% decrease from the previous year. Though this is expected to rise to 471.8 billion US dollars in 2021, it represents just a little rebound when compared to pre-pandemic reporting levels (Erick Burgueño Salas, 2022)

### **1.2 The main tips used in Aviation and Tourism Industries for improving service quality, boosting local and foreign customer numbers using their services.**

The aviation sector has always been very dependent on external variables such as fuel, labor costs, the political climate, and economic growth factors (Silling, U. (2019). Especially, Covid 19 caused the increase in the price of tickets and only allowed to run charter flights all around the world. Indeed, even significant distances can be covered





rapidly and securely with air travel, which is the reason planes are vital in private and business travel. Air transport empowers a large number of individuals to take part in social trade, and it additionally helps the travel industry, which is a significant financial factor in Uzbekistan. In addition to the fact, the incoming tourists create job vacancies in restaurants, hotels, security systems, cleaning and other parts of tourism in Uzbekistan. Tourists boost the economy of Uzbekistan by spending international currencies, such as Euro, USA Dollars, Canadian Dollars, British Pounds, when the currencies are exchanged to Uzbek SO'M the banks make profits from them by some certain amount. Simultaneously there will be a decrease in the joblessness rate brought about by the increment in work in different organizations of the flying area. Air transport makes a definitive commitment to individuals' individual portability. According to RM Tour & Safari Tz.( 20 April, 2020) old ways of improving tourism industry;

- 1.The government should educate the public about the value of tourism.
- 2.The government should ensure that rigorous anti-poaching laws and regulations are enforced.

Extensive advertising employing stamps, posters, films, and media such as the internet should be carried out.

3. The Government of the Republic of Uzbekistan should improve security system all over the country in order to attract more visitors.
4. Roads and other modes of transportation leading to tourist destinations should be enhanced.
5. The Republic of Uzbekistan must expand its tourism attractions beyond national parks and wildlife reserves to include games and sports activities and entertainment.
6. Wildlife clubs and tourist education centers must be developed in order to raise knowledge about tourism and its attractions.
- 7.Foreign and domestic investors alike should be attracted to participate in contemporary tourism amenities like lodges and hotels.
8. Managers, travel agents, guides, hotel and restaurant staff, security guards, drivers, and all personals serving in tourism industry should have comprehensive trainings to provide excellent services.

Here are new ways of improving tourism and aviation industry in Uzbekistan

- 1.The Government should create more facilities in which tourist feel interest in coming to Uzbekistan by advertising historical places, improved services, lodging facilities and entertainment facilities.







2. Some improvements in terms of recognizing the importance of digital and innovation have been obvious in the organizational setup, both in terms of new functions and a stronger presence in senior leadership.
3. Advancement of the whole area, and because of these exercises there will be increasingly more air transporters offering administrations between Europe and Asia concerned,
4. Improvement administrations quality,
5. The expansion of the overall degree of safety,
6. The modernization and development of the air terminals to adjust to deal with expanded interest, because of expanded interest for movement via air.

### **1.3 Current changes in aviation and tourism industry in the USA as after the Covid-19 pandemic period**

The aviation and tourism industry has been hit hard by COVID-19. According to the World Tourism Organization, worldwide the number of international tourists coming to the USA decreased by 73 percent in 2020, and recovery prospects for 2021 have been dashed by waves of new diseases (Keiran Hutchison, 2021). As vaccination programs spread over the world, possibilities for progressive relaxation of limitations will occur.

International Air Transport Association informs that the 2020 was found the worst year in the history of tourism and aviation industry. Although a great number of participants in this sector are still reeling from the devastation caused by COVID, the crisis has escalated and necessitated technology innovations to meet the significant difficulties the business confronts in the post-COVID age. Firstly, The whole tourist and aviation industries, like others, are changing into the cloud. Because this not only helps to lower the most heavily criticized carbon footprint, but also the amount of electricity required in sensor-based processes which are used to track a traveler autonomously used throughout check-in and check-out has several advantages, including increased security. Secondly the tourism industries may utilize machine-learning-based algorithms to enhance, and airports must use the same technology to provide data regarding retail purchases, security controls, traffic patterns, toilet facilities, parking, and check-in behaviors, among other things. Such a broad study can only be carried out concurrently with the assistance of AI-based programs and machine learning techniques. Lastly Crowd-density is being monitored with cameras and this has been assisting to regulate passenger flows across congested regions. In other situations, radar and 3D sensors have been repurposed to increase physical separation and regulate people movements between terminals. Virtual queues, airport





security reservations, and "bingo boarding" are other social distancing technologies being implemented to airports across America, all of which serve to alleviate crowding at conventional bottlenecks along the passenger route.

### **2.1 The market of the aviation industry**

Today the market of aviation industry coordinators is boosting its economy on the planet and is becoming an organization of numerous ventures, establishments and associations that are interrelated. Coordinators of air travel should offer alluring types of assistance at an appropriate degree of quality. Both public and worldwide association of outings via air, requires formal capabilities of staff and mastery (specialization) in this sphere. Because of this common association of the travel industry and air transport additionally builds work in these areas. The appropriate working of the arrangement of air the travel industry association is vital, to limit or avoid the danger of human factor in the readiness of the travel industry trip.

### **2.2 The fundamental assignments of air the travel industry suppliers include:**

- a) to give vacationers an extensive proposal of occasions (the creation, advancement and deal),
- b) regard for the relationship with the buyer when finishing up agreements for the stock of vacationer administrations in view of air transport at an appropriate level,
- c) purchaser rights' assurance emerging out of agreements for the inventory of traveler administrations,
- d) duty regarding the execution and association of administrations (air bundles),
- e) considering any extra administrations and advantages that make up the exhaustive vacationer occasion related to air transport.

### **3.1 The methodology of the research**

The accompanying segment will clarify the strategy and arrangement of the proposed study. In this examination, to research incoming and outgoing passengers (tourists, local people) fulfillment with Aviation Industry in Uzbekistan, poll reviews (exploratory and informative) were picked as the most proper strategy to get the essential information. The strategy is picked because of its organized and tedious interaction for investigating and distinguishing a thorough arrangement of studies, which can meet the particular point of this examination. The overall interaction of the exploration depends on two fundamental stages; initial, a bunch of writing is accumulated by a broad pursuit subjects related to the travel industry and aeronautics



industry in Google Scholar Journals to sort out the essential interest of worldwide sightseers prior to settling on the overview inquiries to be posed. The subsequent advance was dispersing the reviews and having interviews with the incoming and outgoing passengers during the time spent social event information.

### 3.2 Questionnaire Design

A self-administrated poll was utilized to assemble data for this examination. There are two fundamental segments (A and B) which are segment and test things segments. Area A of the survey comprises of segment inquiries to decide segment data about the traveler. Area B contains inquiries concerning vacationer utilization of Airplanes in Uzbekistan and their fulfillment toward the airplanes. Travelers were filtered by posing this inquiry. "Have you used Uzbekistan aircrafts you travel Uzbekistan?" If yes, visitors of used aircrafts in Uzbekistan then were asked to select the level of satisfaction and then gave answers to further survey questions. A five-point like scale was used (1=Very Unsatisfied, 2=Unsatisfied, 3=Neutral, 4=Satisfied, 5=Very Satisfied).

### 3.3. Procedures

Questionnaires are employed as the major data collection tool, while secondary data is gathered through published journals, previous research, and online sources. The questionnaire's questions are connected to the factors covered in the preceding chapter. The pilot research was carried out at Samarkand International Airport. The pilot study is relatively crucial to the research since it demonstrates the research's dependability. When it was determined that several questions were being misconstrued by the responders, changes were made.

**Data processing.** A few steps are involved in data processing: questionnaire verification, data editing, and data transcribing.

**Questionnaire verification.** The examination of the questionnaire data began after the first 15 respondents answered the pilot survey. This method is intended to guarantee that respondents understand and answer the questionnaire correctly in order to reduce mistakes that may occur due to a misunderstanding of the questions.

**Data editing.** If indeed the questions are determined to have certain issues, such as the respondents being unable to grasp some of the questions in the survey, they are responded differently, which indirectly leads to the desired conclusion of the inquiry





acting strangely. Data processing is so required. More trustworthy data may be recorded if responders comprehend the questions adequately. There are no questionnaires downloaded in this research. Encoding of data. The data coding step followed shortly following the data processing phase. At this point, a researcher encodes the acquired data by assigning specific numbers when they enter it into the computer.

### **Data gathering process.**

Data collection process: Information for the examination was gathered through both on the web and offline studies. The examination got 60 respondents, including 20 offline answers and 40 online respondents. An aggregate of 80 polls were dispersed however just 60 surveys were usable, bringing about a reaction pace of 75%.

**Respondents:** Respondents for this study were local and foreign tourists (inbound and outbound) who visited Uzbekistan for various purposes and stayed for different period of time. The international and domestic tourists were selected and the reason for this:

- The study is about visitors' fulfillment towards the Aviation Industry in Uzbekistan that could simply be important and feasible for the examination in Uzbekistan's Ancient Cities, mostly in Samarkand where is visited by numerous travelers
- The tourist is target members as these individuals are utilizing Uzbekistan Airways and its aircrafts and have the general knowledge and necessities to give pertinent answers.

The population has three characteristics that impact the generalizability of this study and as a result, it will be addressed in the remaining section.

- (1) A number of Tourists that have intention to come again to visit Uzbekistan and Uzbekistan's historical cities
- (2) Local tourists (inbound and outbound) travel foreign countries for business and work, where only minority travel for education use Uzbekistan Airways Aircrafts
- (3) Only in the International Airport of Samarkand, in Uzbekistan and from people who visit Russian, Germany, Korea, Poland, and USA as well.

The reason that the study focuses on Uzbekistan airways and small number of passengers is that there is a lack of consistency of tasks and being in the progress of implementing and completing better service and developing them not for the public, but also for foreigners which will contribute effectively to our collecting data.







The survey was carried out at only Samarkand International Airport, and Samarkand Railway station. We moved toward the visitors, present ourselves and greet them, momentarily clarify the survey and study and afterward welcome them to take part in finishing the poll.

## **Conclusion**

This chapter laid the groundwork for how the research questionnaire is created, given to the appropriate respondents, and data is gathered, evaluated, and assessed. The use of the provided technique can provide additional insight into the growth of Uzbekistan's aviation and tourist industries. The surveys were used to collect primary data, which is critical in learning more about the successful marketing techniques and those that are failing in the development of the aviation and tourist industries. Next the collection of replies and data analysis, recommendations on the use of highly effective tactics in Samarkand and Uzbekistan will be presented in the following chapters.

### **4.1 Descriptive Data Tourists**

The survey was conducted from June 1 to 7, 2021. Overall, 60 visitors responded to the questionnaire and all of them used Uzbekistan Airways Service and its Aircrafts. According to table 40 or 66.67 percent of respondents were male, and 20 respondents were female. Around 41.67 % of visitors were over the age of 31-40 and only 3 respondents were between 18 and 20. Out of 60 tourists, 45 visitors were domestic visitors and only 25 % of respondents were foreigners. Just over the half of the respondents were first-time visitors. 50 % of visitors' trip duration consists of 3-4 days. The small number of tourists stayed more than 30 days. About 58.33 percent of the visitors visited Samarkand with the purpose of the Business. Visit for educational purpose made up only 8.33 of the whole visitors' purposes of visit. Interestingly 45 or 75 percent of respondents visited Samarkand with partners and the other part 25 percent alone. 58.33 percent of respondents indicated using Boeing 787-8 aircraft and about 16.67 percent of visitors used Airbus 320. Most of the visitors (50%) showed satisfaction of inflight service while very small percentage (5%) was unsatisfied completely during their visit to Uzbekistan.





Table 1. Analysis of tourists about at the International Airport Of Samarkand

Characteristics: demographic	number	%	Characteristics: demographic	number	%
<b>Gender</b>			<b>Purpose of visit</b>		
male	40	66.67	Business	35	58.33
female	20	33.33	Education	6	8.33
			Visiting Relations	9	16.67
<b>Age</b>			Holiday	10	16.67
Between 18 and 20	3	5			
Between 21 and 30	7	11.67			
Between 31-40	10	16.66	<b>Travelling partner</b>		
Between 41-50	8	13.33	Alone	15	25%
Between 51-60	7	11.67	With partners	45	75%
Over 60	25	41.67			
			Did you like inflight service?		
<b>Country of residence</b>			Yes	40	66.67
Domestic	45	75	No	20	33.33
Overseas	15	25			
			<b>The aircraft types used for travelling in Uzbekistan</b>		
<b>First time visitor in Samarkand</b>			Boeing 787-8	35	58.33
Yes	31	75	Boeing 767	15	25
No	29	25	Airbus 320	10	16.67
<b>The number of visits</b>			<b>Quality of service during flight</b>		
One	31	51.67	Bad	10	16.67
Two	9	15	Worst	3	5
Three	8	13.33	Good	30	50
many	12	20	Excellent	17	28.33
			<b>Departure</b>		
<b>Trip duration</b>			Late	15	25
1-2 days	10	16.67	On time	45	75
3-4 days	30	50			
5-6 days	7	11.67	<b>Arrival</b>		
7-30 days	8	13.33	Late	35	58.33
More than 30 days	5	8.33	On time	25	41.67

Source: Own elaboration:

#### 4.2 Visitor's Satisfaction towards Uzbekistan Aviation Industry and Uzbekistan Airways Services

Analyzing visitor satisfaction towards Uzbekistan Airways and Uzbekistan Aviation Industry services is essential topic in the tourism industry. To make services better and offer better services to tourists, Aviation Industry needs to know visitors' fulfillment of services provided and comprehend what kind of service visitors expect to fulfilled when using Uzbekistan Airways Services. Accordingly, this paper examines the use of Uzbekistan Aviation Industry and Uzbekistan Airways Services by visitors.



Tourists were asked to answer how their fulfillment was towards services being provided and offered by Uzbekistan Aviation Industry and Uzbekistan Airways. Table 2 provides a comparison of the service aspects by words, poor, very poor, normal, good, best, and overall. It is supposed that the large number of visitors do not show complete satisfaction of Uzbekistan Aviation Industry and Uzbekistan Airways services. According to table 2, general service aspects have a medium score. Aspects that got the lowest score was staff service and the airports ground staff treatment towards passengers. Characteristics of Uzbekistan Aviation Industry and Uzbekistan Airways Services that were appreciated include flight attendants' language skills, the cleanliness of the cabin and washroom and the convenience of the schedule. For the question about their general satisfaction towards Uzbekistan Aviation Industry and Uzbekistan Airways Services, the respondents mentioned that they are neither satisfied nor unsatisfied.

Table 2. Analysis of tourist satisfaction towards Uzbekistan Airways and Aviation Industry in Uzbekistan.

Service aspect	Best	Better	Normal	Poor	Very poor	Overall
In-flight attendant behavior	5	4	3	2	1	4,5
In-flight attendant service	5	4	3	2	1	4,5
Flight attendants' language skills	5	4	3	2	1	5
In-flight service punctuality	5	4	3	2	1	4,5
The overall assessment of in-flight service	5	4	3	2	1	4,6
The cleanliness of the cabin and washroom	5	4	3	2	1	5
The satisfaction of in-flight announcements	5	4	3	2	1	4
The convenience of the schedule	5	4	3	2	1	5
The airport ground staff's language skills	5	4	3	2	1	4
The ground staff treatment towards passengers	5	4	3	2	1	3
The ground staff speed in meeting customer needs	5	4	3	2	1	4
The customer service	5	4	3	2	1	4
The punctuality of the flight	5	4	3	2	1	4
Ticket price	5	4	3	2	1	4
Staff service	5	4	3	2	1	3
Satisfaction in general	5	4	3	2	1	4,5

Source: Own elaboration

### 5.1. Summary of Findings

Air transport interface with the travel industry have consistently been recognizable. There is no uncertainty that the future improvement of the travel industry relies upon a continuous expansion in air administrations. Interruption on the planet lately, both monetary and political, adversely influenced the travel industry and avionics, however



this marvel was not exactly serious. Before long, nonetheless, there has been a recuperation in these areas in 2011 and from that point forward it tends to be seen a slow increment. The world's flying business sector is filling progressively in Asia and the Center East. Positively it has an effect of vacationer allure of these areas and the course map is getting greater. A traveler will think about wellbeing when searching for new objections and spots – both airplane travel and a locale, which is an objective point. Ensuring an undeniable degree of administration quality on the two sides will add to the further improvement of the travel industry and air administration administrators. The travel industry is quite possibly the main ventures in Uzbekistan today and is an enormous supporter of the nearby economy of the country. Notwithstanding the travel industry, there is an enormous exile populace in Uzbekistan and that implies the air terminals need to meet or surpass assumptions for voyagers who come from assorted foundations and with a wide assortment of assumptions. The investigation of the three air terminals has shown that they all are meeting the five rules examined and set for Uzbekistan air terminals. The investigation likewise settled that Tashkent International Airport is fundamentally better than Samarkand International Airport and Urganch International Airport concerning measures for surpassing global assumptions regarding air terminal offices, coming to and supporting client assumptions and client dedication. This exploration had a few limits and, given the little example size, it must be viewed as an exploratory examination. To additionally affirm these discoveries, a more intricate information assortment framework with a fundamentally higher number of respondents is important. Since the information was gathered from travelers who were voyaging, there are factors to be viewed as that could influence the reaction. Like the powerlessness of a traveler to think in the event that they have a long excursion in front of them. Some of them could be in a rush. Consequently, future investigations ought to be done in more quiet settings, if conceivable of travelers who are not distracted with getting to their doors. One of the fundamental commitments of this exploration is the advancement of the appraisal model for checking the consumer loyalty with air terminals. An exploratory investigation of Uzbekistan air terminals has helped test the model and has exhibited the capacity to distinguish issues that can be investigated further.

Uzbekistan Airways (O'zbekiston havo yollari) has been the sole airline on the Uzbek market with complete state support, holding a monopoly in the country's airspace during the country's independence. Then there was the issue with the country's civil aviation industry, which Mirziyoyev's administration began to resolve. The primary topic on the discussion is liberalization and competition in that area. As intended, this







should increase the attractiveness of the field to international investors, cut prices, and enhance service, as well as develop Uzbekistan into an air transportation center. To properly comprehend the current state of the national airline and the Uzbekistan aviation sector as a whole, we must first discover why this airline was established in the first place. The Uzbekistan Airways was renamed by the first President Islam Karimov in January 1992, which was part of the former Soviet Aeroflot (spot.uz//2018). Later that month, in February, the country's cabinet of ministers authorizes the airline's goals and objectives. It is critical to remember that the airline was founded as a state organization in the sphere of aviation and was intended to be non-profit. Uzbekistan must provide

### **5.2. Safety must be at the heart of the hospitality sector, as well as consumer relations.**

The protection and safety of travelers is the most vital component in any table tourism sector. Security and safety measures are essential to the destination, and without those, the spot would not be attractive to tourists. The cause of this is that everyone values their life as if it were gold. Incidents and catastrophes surrounding aircraft will always draw major media attention, but there is little debate that commercial air travel is the safest mode of transportation available today. It is up to the industry to leave it that way, always improving its record, especially in regions of the globe where a safety system is less developed. From the observations of Dwyer et al. (2009), security and safety are among the key conditions for the development of tourist activities at the regional scale. Most visitors choose their locations based not only on pricing and geographical image, but also, and most significantly, on security and safety. Other industries are progressively adopting the approach that aviation takes to even everyday activities in terms of improving their safety performance. Task checklists, which have long been used by pilots in the flight deck, are increasingly being employed in the medical field and in high-risk work areas such as nuclear power plants.

### **5.3. Value overweighs price**

In comparison to affordable pricing, lowering rates alone is not a suitable alternative for attracting tourists. People are more hesitant to reside in Uzbekistan and employ tourist sector services during the epidemic, thus it is more vital than ever to showcase their unique selling characteristics. People must be persuaded and concentrate on what distinguishes airports from rival assets, whether it is the position, the architecture, or the service quality, amenities, the airport's reputation, or local attractions. Uzbekistan Airways Company and Uzbekistan Aviation Industry should





train their staff service and ground staff. They should feel that passengers are their kings and queens since their fulfillment play key roles for attracting other tourists to Uzbekistan, selling them our tickets, their use of our services, making them to use our services again, and loyal customers who pay for our services.

#### **5.4. Recommendations for Further Research**

More research is required, such as a case study of Uzbekistan's airports, touristic destinations, and quality of service in tourism industry. Another challenge for the researcher is a lack of trustworthy and practical data; consequently, additional surveys should be undertaken, and new data should be analyzed further. Furthermore, Uzbekistan's aviation and tourist industry development objectives require further information concerning airports, hotels, restaurants, security systems, and their analysis.

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