



PROJECTS FOR DEVELOPING TOURISM IN UZBEKISTAN

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Abstract

In this article we can see observation of the developing projects based on tourism and its impact to Uzbekistan society. Tourism is an information-rich field, in which the collection, transmission, analysis and storage of information play an important role in decision-making at all levels of the field. In this regard, the formation and development of the project is of great importance for tourism activities, in which the latest information and communication technologies are actively used

Keywords: Community based tourism, Association of Private Tourism Organizations of Uzbekistan, the development of the tourism

Introduction

European Union project “Strengthening rural and ecotourism through business associations for sustainable economic development in Uzbekistan”

The European Union project “Strengthening rural and ecotourism through business associations for sustainable economic development in Central Asia” in the Republic of Uzbekistan was successfully implemented by the Association of Private Tourism Organizations of Uzbekistan (APTO). And within the framework of the project, which was fully supported by the State Committee of the Republic of Uzbekistan for Tourism Development, great success and positive results were achieved. The EU project has given a powerful impetus to the development of CBT (Community based tourism) in Uzbekistan.

For the effective implementation of the project, a comprehensive action plan was developed, consisting of several components: information and popularization (website, brochure, manual, participation in exhibitions), educational (training seminars) and a block for improving professional competencies (networking, participation in the development of legislative acts).

The potential of CBT in Uzbekistan is extremely high and it is gratifying that for its effective implementation the government is making all the necessary efforts and measures. The adopted regulatory legal acts, which became a necessary and timely impetus for the development of CBT and guest houses in Uzbekistan, became a great help: the Law on Tourism, the Concept for the development of the tourism sector until





2025 and the Decree of the President of the Republic of Uzbekistan “On measures for the further development of the tourism sector in the Republic of Uzbekistan.”

It should be emphasized that APTO experts and project specialists took an active part in the preparation of the above documents, where in each legal act special attention is paid to growing the potential of rural tourism in our country. Also, the APTO expert group took an active part in the development of the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan “On the organization of activities of family guest houses.”

A high level of mutual understanding between business representatives and government authorities is a key factor for positive changes

As part of the implementation of the APTA project, the APTA Networking Club project was developed and launched for representatives of the tourism business, including owners of family guest houses. Within the framework of the APTA Networking Club, representatives of government agencies and businesses in the tourism sector have an excellent opportunity to discuss in an informal setting all problematic issues that impede the development of the industry. It is the format of personal communication between entrepreneurs and representatives of government agencies that is the best opportunity to take projects and activities to the next level, as well as effectively solve pressing problems and receive competent answers to accumulated questions.

APTA Networking Club meetings were held in Samarkand and Bukhara. As part of the off-site meetings of the APTA Networking Club, the Association of Private Tourism Organizations signed a memorandum of cooperation with the leadership of Samarkand and Bukhara regional governments.

Information and advertising support

As part of the implementation of the European Union project “Strengthening rural and ecotourism through business associations for sustainable economic development in Central Asia” in the Republic of Uzbekistan, a special website has been developed for the promotion of family guest houses - www.cbtuzbekistan.uz, where detailed information about each guest house is posted with a demonstration of the location on an interactive map, a brochure “CBT in Uzbekistan” was also published.

For the purpose of advertising promotion of CBT, a logo for CBT (guest houses) of Uzbekistan was developed and approved, which can form a recognizable image of rural tourism in the country.

Uzbekistan has all the necessary conditions and opportunities for the development and growth of the popularity of CBT. Unique nature and rich culture, and most importantly, hospitality is an obligatory component of our upbringing and behavioral





stereotypes. For the residents of our country, a guest is the most precious person and he is provided with the best conditions and the most interesting leisure time.

The European Union project “Strengthening rural and ecotourism through business associations for sustainable economic development in Central Asia” in the Republic of Uzbekistan was able to clearly demonstrate that Uzbekistan could soon become an attractive destination for fans of rural tourism around the world.

Increasing capacity is directly related to increasing the level of knowledge and competencies

As part of the implementation of the APTO project, a program of a week-long training seminar was developed, the participants of which were aspiring entrepreneurs who expressed interest and readiness to master a new type of business. The program of training seminars was aimed at increasing the level of knowledge and strengthening the potential of participants in organizing work and successfully managing guest houses.

The training program was extremely rich and informative; it also included highly specialized topics that are important for the successful functioning of guest houses, such as introduction to tourism, creating and managing a guest house, etiquette for receiving and serving tourists. All classes were held in an interactive form, with the active use of business role-playing games. Useful and applied publications were also in focus. APTO experts developed and published a practical guide to creating and running a guest house “Guest House in Uzbekistan”. Taking into account the need to eliminate the language barrier, within the framework of the project, an “Uzbek-Russian-English phrasebook for hospitality employees” was developed and published. As part of the project, in order to develop CBT and guest houses, training seminars were organized throughout the republic, where 755 participants, owners of guest houses and potential owners of guest houses, took part. Of these, 484 participants were women. Accordingly, the activities of the EU project were able to create a multiplier effect. In addition to solving problems of employment and increasing the incomes of residents of rural areas of the country, problems with gender issues are also being solved. Because the direct beneficiaries of the growing popularity of CBT, for the most part, are women.

It should be emphasized that the educational component, over the entire period of the project, covered all regions of Uzbekistan. In some areas of the country that have high potential for the development of computer technology, training seminars have been organized many times. This is due to the fact that the number of people wishing to master a new type of business in rural areas turned out to be quite high. They are attracted by the possibility of organizing and providing tourist services in guest





houses. Moreover, in the Republic of Uzbekistan in recent years, many steps have been taken and many measures have been implemented that make the CVT segment extremely promising.

One of the objectives of all project activities is to build networking. Networking involves the formation of business connections, including the search for new acquaintances and the process of establishing contacts to solve your problems and benefit. As part of the training process, participants not only received the necessary amount of knowledge, but also formed a business community based on the local community. In the guest house segment, effective networking is especially important and useful. Thanks to organized events in 24 districts in the regions of Uzbekistan, CBT communities are developing and actively functioning. All groups are active and ready for joint efforts to develop and effectively use the tourism potential of the regions.

Considering that the growing popularity of rural tourism is associated with many factors, APTO also organized seminars for tour operators, hoteliers, and representatives of government agencies, which included 320 participants (224 of them were women).

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