



## **TOURISM – A PATH TOWARD INVESTMENT AND DEVELOPMENT**

**Sabina Rakhmonova Navruzovna**

**Chirchik State Pedagogical University**

**Department of tourism by specializations of Activity 4th-course**

**raxmonovasabina@88gmail.com +998880088116**

**Nazar Nazarov Gulomovich**

**Academic Advisor: PhD, Associate Professor**

**<https://doi.org/10.5281/zenodo.17656948>**

### **ARTICLE INFO**

Received: 17<sup>th</sup> November 2025

Accepted: 18<sup>th</sup> November 2025

Online: 19<sup>th</sup> November 2025

### **KEYWORDS**

*tourism, investment, economic growth, Uzbekistan, infrastructure, development.*

### **ABSTRACT**

*Tourism is one of the fastest-growing sectors of the global economy. The broad coverage and rapid development of this industry have turned it into a significant source of income for many countries. Although Uzbekistan possesses immense historical and cultural heritage and beautiful natural destinations, its tourism potential is not yet fully realized. This article discusses the current state of tourism in Uzbekistan, identifies existing challenges, and proposes effective strategies for enhancing the country's competitiveness in the global tourism market.*

### **Introduction**

Tourism today is among the most dynamic and profitable industries in the world economy. Many nations are actively developing this field, improving infrastructure according to international standards, and increasing tourist inflows. According to the World Travel and Tourism Council (WTTC), Uzbekistan currently ranks around 150th in the world in terms of international tourist arrivals. Despite its rich cultural and historical potential, the country still faces several challenges in attracting a larger number of visitors, providing high-quality service, and effectively promoting its destinations abroad.

The current state of tourism in Uzbekistan. Uzbekistan possesses a unique combination of cultural, historical, and natural resources. There are more than 7,300 historical and architectural monuments across the country, about 200 of which are included in the UNESCO World Heritage List. Most of these sites are located in cities such as Samarkand (known as the "Eternal City"), Bukhara (the "Center of Islamic Culture"), Khiva, Termez, Shahrisabz, Kokand, and Tashkent. Despite this enormous potential, the country's position in the global tourism competitiveness index remains relatively low. For instance, Kazakhstan ranks 85th, Kyrgyzstan 116th, Tajikistan 119th, and Uzbekistan is still among the lower-performing countries.

In recent years, large-scale measures have been implemented to stimulate the development of the tourism industry. In 2019 alone, more than 212 new hotels were built across Uzbekistan. For comparison, Paris — one of the world's most visited cities — has about 4,260 hotels, while Uzbekistan had only around 750 hotels nationwide in that period. According to the Presidential Decree on the Development of the Tourism Sector (2019–2021),

plans were established to expand accommodation facilities and improve service quality throughout the republic.

**Challenges and Issues.** Although progress has been made, several problems remain. The main issues include:

- Insufficient marketing and international promotion of Uzbekistan as a tourism destination;
- A lack of affordable, high-quality accommodation facilities;
- Inadequate infrastructure in rural and eco-tourism areas;
- Low level of digitalization in booking and information services;
- Limited air connectivity and relatively high travel costs.

For example, while Niagara Falls attracts about 8 million tourists annually, and Paris over 15 million, Uzbekistan receives fewer than 2 million international visitors per year.

Another concern is that many potential tourists from Europe and other regions have limited knowledge about Uzbekistan. They mostly learn about the country through travel agencies rather than direct digital marketing or media exposure.

**Opportunities and Development Strategies.** The government of Uzbekistan is paying great attention to tourism as an engine of economic growth. The President has emphasized that “*tourism is investment*”, highlighting the need for embassies abroad to help attract both investors and tourists to Uzbekistan.

To ensure rapid development of the tourism industry, the following measures are recommended:

1. Expanding public-private partnerships (PPP) in the tourism sector;
2. Creating new tourism routes such as pilgrimage, eco-tourism, educational, ethnographic, and gastronomic tours;
3. Supporting young tourism specialists through training and internships abroad;
4. Improving transport infrastructure and introducing online air ticket booking systems;
5. Encouraging film projects and documentaries about Uzbekistan’s heritage in multiple languages to promote the country globally;
6. Providing tax incentives and soft loans for tourism entrepreneurs to stimulate competition and lower service prices.

If the cost of tour packages and air travel decreases, Uzbekistan could attract a significantly higher number of tourists and enhance its international reputation.

Tourism contributes to foreign currency inflows, supports small and medium-sized businesses, and creates jobs. Developing this industry will not only strengthen Uzbekistan’s economy but also help preserve its historical and cultural legacy.

Moreover, as global trends shift toward sustainable and cultural tourism, Uzbekistan has a real chance to position itself as a leading destination in Central Asia. To achieve this, collaboration among government agencies, private investors, and local communities is essential.

In conclusion, tourism in Uzbekistan is a promising yet underdeveloped sector that can play a vital role in boosting national economic growth and enhancing the country’s international image. With its rich cultural heritage, favorable geographic location, and growing government

support, Uzbekistan has all the necessary resources to become a major tourism hub in the region. However, achieving this requires consistent policy implementation, effective marketing, and active participation of both public and private stakeholders. Tourism is not only a leisure activity — it is an investment in national progress and a bridge toward global integration.

#### **References:**

1. Nazar, PhD Nazarov. "STATISTICAL RESEARCH METHODS OF BUSINESS ENTITIES IN FREE ECONOMIC ZONES IN UZBEKISTAN." Presidential Decree of the Republic of Uzbekistan. (2022, January 28). On the Development Strategy of the Republic of Uzbekistan for 2022–2026 (No. PF–60).
2. State Committee of the Republic of Uzbekistan on Statistics. (2023). Tourism data and indicators. Retrieved from <https://stat.uz>
3. NAZAROV, N. (2021). Analysis of business entities with the development of innovative and investment activities of entrepreneurship in free economic zones. THEORETICAL & APPLIED SCIENCE Учредители: Теоретическая и прикладная наука, (10), 719-727.
4. United Nations World Tourism Organization (UNWTO). (2023). UNWTO Tourism Highlights 2023 Edition. Madrid: UNWTO.
5. State Committee for Tourism Development of Uzbekistan. (2023). Official tourism reports and news. Retrieved from <https://uzbektourism.uz>
6. Назар, Назаров. "THE ROLE OF FREE ECONOMIC ZONES IN DEVELOPMENT OF SMALL BUSINESS IN UZBEKISTAN." ЖУРНАЛ ИННОВАЦИИ В ЭКОНОМИКЕ 4.6 (2021)