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TOURISM BUSINESS AND INFORMATION

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Abstract

In the world in 2012, more than 900 million tourists left from country to country and more than 5 billion people made tourist trips of varying degrees of duration within their countries. We can say that the fashion for travel is gaining momentum every day. Already, every twelfth working person in the world is employed in the tourism sector. Hotels, roads and entertainment centers are built for tourists, cafes and restaurants are opened, they are accompanied by guides and drivers. Manufacturers of equipment, vehicles, products, souvenirs, and entertainment organizers work for tourists. Many countries would not have received such fame and would not have developed their economies if “tourist” money had not been poured into them every year.

Key words: *economics, finance, tourism, information, technology, society, development, communications.*

1. Introduction

For many years, the tourism potential of Uzbekistan was very “poorly” used. For example, between 2011 and 2016, the average annual growth rate of foreign visitors was only 8%. However, during the past 8 years situation has changed and a lot has changed. Aim of this paper is to analyse tourism industry in Uzbekistan. It is important to assess what influenced development of tourism industry in Uzbekistan, as well as to determine factors what should be taken into consideration for the future development of tourism in country.

2. Results

At the beginning of December 2016, the head of state set the task of “accelerated development” of the tourism industry and signed the

corresponding document. The authorities created the State Committee for Tourism Development, made a number of decisions to provide tax benefits and preferences to entrepreneurs in the tourism sector, and also liberalized the visa regime.

Among the measures taken:

- establishment of a visa-free regime for an additional 9 countries (18 in total);
- increasing the number of countries for whose citizens a simplified regime for obtaining entry visas is applied from 12 to 50;
- simplification of requirements for the operation of hostels and the abolition of 22 requirements;
- creating opportunities to accommodate foreign tourists in private apartments;
- development and approval of a simplified procedure for organizing guest houses in rural areas with the abolition of the certification requirement and the establishment of minimum requirements for their creation.

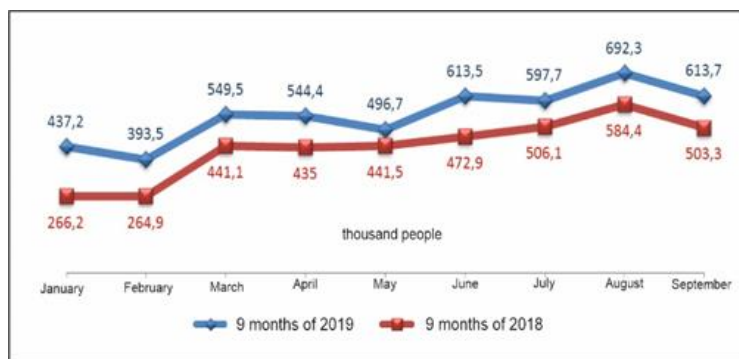


Figure 1. Number of foreign tourists arriving in Uzbekistan in 2018 and 2019

In general, based on the results of 9 months of 2019, the share of foreign tourists who visited the country in August was 14.0%, and in February – 8.0%. The month of September accounts for 12.4% of tourists. The dynamics of the number of tourists clearly shows the seasonality of tourism activities corresponding to the seasons. The peak season is in the summer and with the arrival of autumn, quantitative indicators show a downward trend.

In addition to the fact that tourism brings significant profits, it is one of the few businesses whose money finances major cultural and environmental projects and preserves the historical and natural wealth of countries. In general, it contributes to the development of regions, the emergence of new jobs, and the employment of women. Tourism is one of the most flexible businesses, the income from which begins to flow immediately. True, this coin also has a dark side – for example, tourism can easily undermine the region’s agriculture, attracting those who traditionally cultivated the land and grew crops to work in cafes, restaurants and hotels [1].

There are countries that are a little luckier, and in addition to or instead of agricultural lands, they have seas, mountains, rivers, and unique architectural or cultural monuments. All this certainly attracts tourists. But still, the main word in the phrase “tourism business” is the second, and without infrastructure: roads, hotels, entertainment, shopping, services – the flow of tourists, if not drying up, will decrease significantly. Even if the attractions are unique. Below we will talk about several countries that specialize in summer tourism (this does not mean that they do not have other destinations).

The significance for the country’s economy of increasing the share of domestic tourism and the volume of inbound tourism are problems that have been discussed for more than a decade. The need to change the current situation has become particularly acute in recent years against the backdrop of rising dollar exchange rates, inflation, and sanctions for tourists abroad. In recent years, a situation has been created where the decline in domestic tourism activity has a negative impact on the growth of the tax potential of the regions.

The tourism sector is influenced by many changing factors, for example, the political situation, advertising, fashion. To win the attention of consumers and increase demand for tourism services in your country, you need to invest a lot of money and use the workforce. You can increase the attractiveness of your region as a tourist destination by establishing a positive reputation of the host country in the eyes of potential tourists. Factors such as violation of consumer rights and unfair competition among entrepreneurs, unfavorable political and economic conditions will contribute to a decline in tourism in this region.

The tourism business employs a significant amount of labor. At each stage of preparation and implementation of a tourist service, which often consists of a whole range of services, a large number of workers work. The tourism industry provides jobs and income to a large percentage of the population. However, workers involved in this sector are often

in a vulnerable position, since the tourism business depends on a large number of variable factors. For example, this business is predominantly seasonal due to changing climatic conditions throughout the year in many countries. In addition, in recent years, the coronavirus pandemic has frozen the sale of tourism services and, accordingly, left a significant number of people without jobs and profits from the tourism business.

International tourism undoubtedly contributes to the foreign exchange budget of the host country. In addition to the income of travel companies, these services lead to increased income in all sectors of the economy. Also, an increase in demand for services in the tourism sector contributes to an increase in demand for goods and services from local suppliers. In addition, the success of the tourism business directly or indirectly affects the growth of personal income of the population, which consequently leads to an increase in consumer demand [5].

At the end of last year, international online booking platforms Expedia, Skyscanner and Booking released forecasts for tourism trends for 2024. Some of them:

Trend 1. Budget travelers are ready to spend part of their money on a “beautiful life.”

Tourists are looking for ways to relax comfortably and brightly without spending a lot of money. For example, when choosing budget accommodation in a 4* hotel, they can pamper themselves with expensive services.

There are many directions for the development of modern tourism. According to the presented classifications of researchers, it can be educational, recreational and health, rural, extreme, cultural, etc. Thus, if a region has conditions for the development of any areas of tourism, then we can talk about the specialization of regions in the development of tourist destinations [2]. It is the presence of a resource base that contributes to the development of a certain type of tourism

Thus, the tourism potential of a region is a set of factors in the territory that can be presented in the form of a tourism product. Determining the tourism potential of a region should be based on a comprehensive assessment of tourism development resources [3].

3. Conclusions

In general, by studying the tourism industry in different countries, we can come to general conclusions. No matter how good the sights and nature are, tourists are unlikely to vote with rubles if the state does not pay due attention to this area and does not provide economic support to tourism-related

businesses. Modern travel is, first of all, comfort of movement, safety and developed infrastructure of roads, hotels, catering establishments, beaches and shopping centers.

Despite the wide variety of types of tourism, a prerequisite for their implementation is the presence of good roads, developed hotel services and active promotion of tourism products using IT technologies [4]. Consequently, it is the development of these types of economic activities that should be primarily influenced by the growth of activity in the tourism industry. Increasing the tax potential of the region in the context of the development of domestic and inbound tourism can contribute to the growth of the tax potential of such types of economic activities as transport and communications, hotels and restaurants, healthcare and the provision of social services, activities for organizing recreation and entertainment, culture and sports.

Thus, we can conclude that international tourism as a type of economic activity makes a significant contribution to the development of the economy of the host country and contributes to the growth of national incomes. The advantages of developing the tourism industry are undoubtedly a quick return on investment, a high degree of efficiency, and the creation of jobs within the industry. However, the current situation requires changes and adaptation to the new order [5]

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