



## **OPPORTUNITIES FOR DEEPENING THE DIVERSIFICATION OF TOURIST PRODUCTS**

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### **ANNOTATION**

This article is written about the opportunities and priorities for deepening the diversification of tourism products and seasonalization in Uzbekistan. The article also describes the possibilities of deepening the diversification of tourist products and the directions of seasonalization of tourist products in the regions.

**Keywords:** tourist, product, seasonal, diversification, tourism, travel, economy.

### **INTRODUCTION**

Raising tourism to a strategic level in the republic's economy, diversifying domestic tourism services and dramatically increasing their size, creating the necessary conditions for introducing citizens to the tourism potential of our country, improving the quality of tourism services offered and increasing their competitiveness in world markets, working in the field of tourism PQ-232 dated April 30, 2022 of the President of the Republic of Uzbekistan aimed at creating additional opportunities for business entities, rapidly developing the infrastructure of modern services, as well as providing employment to the population and expanding their source of income "Diversification of domestic tourism services Decision on additional measures related to

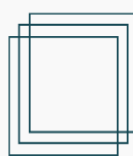
The full list of regulatory and legal documents regulating tourism activities is available on the website of the Ministry of Tourism of the Republic of Uzbekistan.

There is also a system of GOSTs regulating tourism activities, some of which can be used in the field of seasonal tourism. .

In 2017-2019, the number of foreign tourists visiting our country increased 4 times. In these three years, dozens of government documents aimed at the development of tourism were adopted. Among them, the new law "On Tourism", the concept of tourism development in Uzbekistan in 2019-2025, giving various privileges and preferences to businesses in the field of tourism, attracting and encouraging investments in this area, various benefits to foreign investors measures such as providing

### **ANALYSIS AND RESULTS**

Large-scale reforms are being implemented in our republic to radically increase the potential of tourism, to give tourism the status of a strategic sector of the economy, and to comprehensively develop tourism and increase its competitiveness. In our country, the role of tourism in our socio-economic life is increasing more and more.



As a result of the implemented systematic measures, the number of foreign citizens entering Uzbekistan is increasing day by day. The measures and initiatives taken to develop tourism in Uzbekistan soon gave results. In particular, during the years 2014-2019, the number of foreigners who came to the country increased by 4 times, and the number of those who came for the purpose of "tourism" ("travel") increased by 6 times. According to statistics, in 2019, 6,748,512 tourists visited Uzbekistan, while in 2018, this figure was 5,346,219, that is, the tourist flow increased by 1,846,000 people compared to 2018. .

The tourism industry began to be evaluated as one of the driving forces of the national economy. If we analyze the composition of the visitors, 92.5% of them are from CIS countries, 7.5% are from distant foreign countries.

The development of tourism stimulates the development of other sectors of the national economy, as this sector requires extensive infrastructure (communications, roads, household services, catering establishments, parks). Significant fluctuations in the results of the tourism industry due to seasonality hinder its development. Under the influence of seasonality, there is a stoppage of accommodation facilities and insufficient volume of work, as well as temporary unemployment of employees in the tourism sector. Therefore, the study of seasonality as a factor in the development of the tourism industry is a priority and urgent[1].

The Republic of Uzbekistan is a very promising region for the development of domestic and inbound tourism. The analysis showed the positive dynamics of the main indicators related to the industry. During this period, by adopting more than 60 regulatory and legal documents in the following directions, in order to create favorable conditions for local and foreign visitors, diversify the type of tourist products and, most importantly, improve the legal basis of the industry, in order to increase its investment attractiveness. results have been achieved.

In addition, as an organizational and legal basis for the development and seasonalization of tourist services, the Decree of the President of the Republic of Uzbekistan dated April 6, 2021 "On measures to further improve the state management system in the fields of tourism, sports and cultural heritage" No. PF-6199 one of the main tasks in the field of tourism is "...diversification of types of tourism, first of all, pilgrimage tourism, ecological tourism, ethnotourism, business tourism, sports, gastronomic, medical, educational and scientific tourism and the complex development of their infrastructure implementation of measures" was defined[2]. Alleviation of seasonality for Uzbekistan leads to the rapid development of the tourism industry, which, as a result of the multiplier effect, stimulates the growth of the entire national economy.

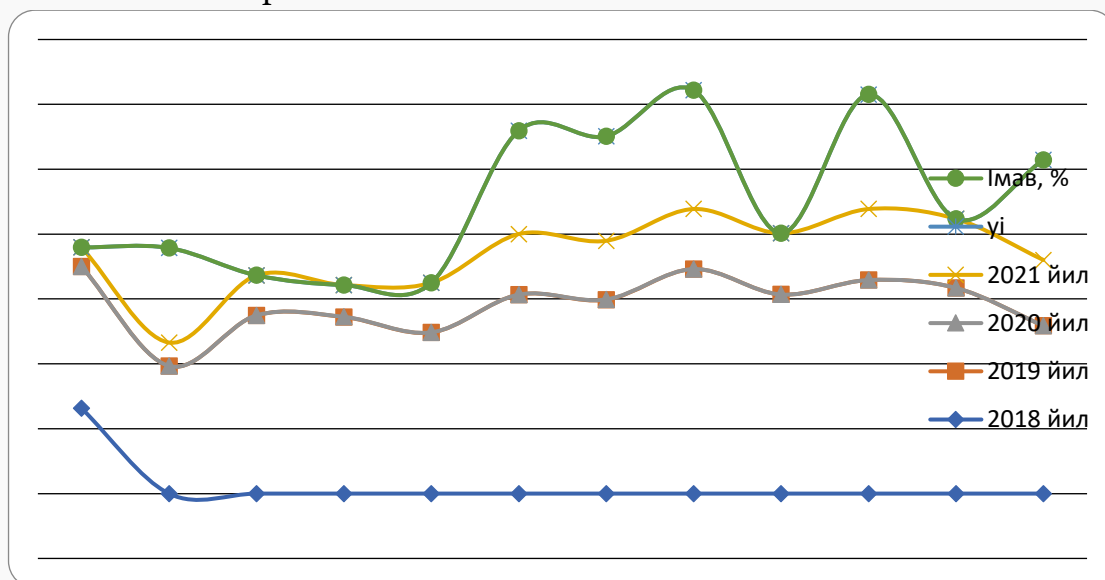
Application of modern methods of development of the tourism sector is the basis of the development of the sector. One of them is the seasonalization of the offer of tourist products. The formation of seasonal tourism is to ensure that the flow of tourists increases throughout the year. Attracting tourists in our republic mainly occurs in

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spring, summer and autumn. Seasonalization ensures the flow of tourists throughout the year.

It is directly related to the establishment of new tourist places for the seasonalization of the offer of tourist products.



**Figure 1. Information on the number of foreign tourists who visited the Republic of Uzbekistan in the months of 2018-2021 (per person)**

As part of the research, a linear trend for 2018-2021 was created based on the data on the number of tourists who came to the Republic of Uzbekistan in the months of 2018-2021. As can be seen from the graphic data above, the number of tourists arriving in the Republic of Uzbekistan in 2018-2019 is showing a steady growth trend. This trend indicates that there is a significant potential for the development of tourism in Uzbekistan. However, in the last months of 2019 and 2020, the number of arrivals to our country decreased sharply due to the reasons of COVID-19, and only in 2021 we can observe an increase in the number of arrivals due to the work carried out. Additive seasonality by month is calculated as the average deviation of the number of tourists from the trend for each month using Microsoft Excel[3]. The additive seasonality table shows significant changes in the number of tourists entering the Republic of Uzbekistan throughout the year. Deviations for the year reach 40% of the average value. The results of the assessment of the seasonal factor show that the non-seasonal months, that is, the months with the lowest number of incoming tourists are January, February and December in the first and last months of the year, and the most in August, September and October. they come The external indicators of seasonality in this tourist region are as follows:

- A clear dry continental climate, that is, a very hot summer even for Uzbekistan. For the plains of the region, it is difficult to visit the monuments during the summer tourist season.

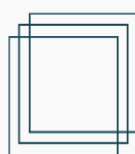


The market of resort and tourist services in Uzbekistan has a very high potential, there are many entities offering these services, differing in terms of quality and price.

Between May - July and August, the flow of tourists grows rapidly. At the same time, this increase is followed by a sharp decrease. From October to April, the flow of tourists is very low. This is a problematic period of the year for tourism in the Republic of Uzbekistan, that is, a problem of seasonality.

Often, the study of seasonality in tourism is devoted to the seasonality of certain types of tourism or to predicting the indicators of a tourist enterprise or industry (the volume of services sold, profit, room occupancy). As a characteristic feature of the study of the seasonality of the tourism industry in Uzbekistan, it should be said that it is common to mention seasonality only as one of the factors of the development of the tourism industry.

The fight against seasonality is extremely important both for the profitability of enterprises and for the recovery of the entire industry, therefore, mitigating seasonality is a priority task of tourism activities in Uzbekistan. The government of Uzbekistan is doing everything possible to extend the tourist season, but it is impossible to change the climatic conditions. However, the dynamics of the flow of tourists in Uzbekistan shows positive trends. This is related to the improvement of the transport infrastructure. The Republic of Uzbekistan is a very promising region for the development of domestic and foreign tourism. Overcoming the problem of seasonality helps to bring tourism products to domestic and international markets. The most correct and clear solution to eliminate the concept of "seasonality" of this area is further development of tourism infrastructure covering the winter periods when the number of tourists is minimal. The main task for Uzbekistan is to expand the possibilities of the sanatorium-resort complex and develop active types of tourism[4]. Only in order to improve the situation related to the problematic season from October to April, these tourist destinations should be supported and developed. Undoubtedly, the flow of tourists cannot be the same throughout the calendar year, it is subject to seasonal fluctuations. To reduce the level of uncertainty and risk, the tourist enterprise must have reliable, comprehensive and timely information, which is provided by marketing research. Conducting qualified professional marketing research allows the tourism company to objectively assess market opportunities and select areas of activity with a minimum level of risk and high confidence in achieving goals. The study of seasonality in tourism makes it possible to determine the degree of influence of natural and climatic conditions on the formation of the flow of tourists, determine the duration of the tourist season, and determine the factors that determine seasonality in tourism. It is very important to take into account the time factor when planning the sales of the product, because it is better to start them several months before the start[5]. Using this information, it is possible to develop a set of measures to reduce the seasonal imbalance in tourist services, determine the economic consequences of seasonality at the level of the region and tourism company.



In addition, various measures are being implemented in Uzbekistan to develop medical tourism and attract more tourists to medical facilities. In particular, conferences and educational seminars are held in cooperation with the largest state and private medical institutions of the country. In this regard, private medical clinics have a great role in providing medical services to tourists. According to information, the number of foreign citizens who visited Uzbekistan for medical purposes in 2019 exceeded 51 thousand. This number decreased significantly due to COVID-19 and reached 15,000 people for treatment in 2020. In 2021, this indicator began to rise and reached 32,000 people.

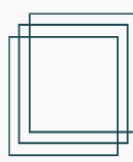
In fact, this number may be several times higher, because determining the number of tourists who visit private medical clinics is still an outstanding task. More than 10 prestigious foreign publications recognized Uzbekistan as one of the most attractive tourist destinations.

Therefore, the introduction of innovative trends in international tourism is being actively observed today, one of which is the diversification of tourist products. Diversification of tourist products on the local and world market is manifested not only by improving existing offers, but also by developing radically new directions in tourism.

One of the relatively new types of tourism formed as a separate type of tourism in the XX-XXI centuries can be considered the following travel directions: ethnographic tourism, rural tourism, event tourism, wine tourism, esoteric tourism, wedding tourism. Considering the theoretical aspects of each of these directions, it can be concluded that they have a number of factors that positively affect the development of tourist destinations. Examples include:

- Expanding the tourist trade market;
- Attracting new target segments of consumers;
- Smoothing the boundaries of seasonality of tourism;
- Increase in tourist flow;
- To contribute to the formation of a positive image of tourist regions, etc.

It should be noted that the new destinations have already gained enough development and popularity abroad, they are still presented from time to time in the domestic market of Uzbekistan, and often as part of complex tours in the form of additional attractive elements. is appearing. However, the increase in demand for non-standard types of recreation requires their development as an independent direction. Uzbekistan has sufficient natural and cultural-historical potential for the organization and popularization of new types of tourism, on the basis of which it is possible to create a competitive tourist product at the international level. The work done to make tourism one of the strategic sectors of the economy in Uzbekistan was reflected in various ratings and nominations.



## **CONCLUSION**

In conclusion, there is a need to change the tourism industry in Uzbekistan through innovation and digitization. As an untapped opportunity, it is now necessary to develop market segments such as agro and ethno tourism. The world practice of tourism development shows that it is necessary to consolidate and strengthen the efforts of all participants in the public and private sectors in order to turn this industry into a highly profitable sector. In this, the government's role is to ensure coordination and planning of tourism development policies at the international, government and private sector levels. A quick and high-quality solution to existing problems plays an important role in the development of tourism opportunities in Uzbekistan in the post-pandemic period.

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