



MARKETING STRATEGY OF TOURISM IN UZBEKISTAN

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**MASTER IN BUSINESS MANAGEMENT
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MARKETING STRATEGY OF TOURISM IN UZBEKISTAN

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ABSTRACT

This research study is aimed at analyzing marketing and promotional tools which used by Tourism Industry in Uzbekistan with the aim to find out key points to attract more tourists of all ages; in order to achieve the elements that lead to the development in the tourism field in my country; how they support growth of this sector, and what kind of tools they apply for creating a desirable image of the country and how certain perceptions can influence on people's decision in choosing destinations on the example of countries such as Uzbekistan and other Asian countries. In this research, she trying to identify wants and expectations of tourists from their tours, and after this she would try to find out best tools in order to attract these tourists to Uzbekistan. The research also includes primary information received during the interviews with travel agencies and the questionnaires filled by tourists from different countries travelling in Uzbekistan who came to visit historical places of our country. This information was collected in order to illustrate a real picture of the correlation between promotional activities of travel agencies and the tendency of tourists' arrivals to Uzbekistan. To find out via which sources tourists receive information about Uzbekistan and whether their expectations from tours were fulfilled and how the trip prejudiced on their attitude to the country. Moreover, the research is aimed at proving the importance of on-line promotional activities that is essential for tourists in their decision-making for traveling and valuable in many travel agents adopted the use of the Internet, majority of them are still in primitive level of adoption. Their use of the Internet marketing is usually limited to having static visit card websites and use of emails. Information on these sites is usually of repetitive nature, too general and mostly outdated. Some early adopters implemented little interactivity, but it is rather confused without clear thought about strategy. No serious attempts to build comprehensive all-in-one online portal were undertaken. Although many managers are aware of the strategic importance of the Internet in the future of travel industry of Uzbekistan, yet, no comprehensive and adequate knowledge is possessed. Level of cooperation between travel agents in designing and implementing joint internet marketing campaigns promoting Uzbekistan as a destination is non-existent. Firms yet did not spot the global trend in online travel shopping in regards to using social media such as wikitravel.org, facebook.com, Iknowgreatplace.com, LinkeIn.com and many others.

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DEDICATION

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CHAPTER ONE

RESEARCH OVERVIEW

1.1 INTRODUCTION

Uzbekistan possesses huge potential for development of international tourism and has rich traditions of trade, economic and cultural cooperation with many countries of the world. These traditions root deep into the past, when in the 2nd millennium BCE trade developed on the ancient caravan trails known in the history as the great Silk Road. Alongside with initiating the trade between east and west, this transcontinental arterial road promoted the development and interpenetrations of traditions, customs, cultures, craftsmanship, religious. For all those who would like to visit Uzbekistan there's much to see and marvel at in Uzbekistan. Unique historical and architectural monuments, wealth and diversity of wildlife, century-old craftsmanship traditions, wise traditions and joyful festivities of Uzbek people. All this is the heritage of both Uzbekistan and whole mankind. By now there have been included into the UNESCO world heritage list such historical sites as Ichan-Kala urban complex in Khiva , historical centers in Bukhara and Shakhrisabz, historical monuments of ancient city Samarkand.

Uzbekistan has long been considered to have a great deal of potential as a popular tourist destination. For at least a decade, the industry has been expected to boom, and in many ways the country has prepared itself for this potential to be realized, but tourism is developing at only a relatively slow pace. Despite having well-known tourist attractions such as the Silk Road with the ancient cities of Samarkand, Bukhara and Khiva, the country fails to attract high-spending tourists from developed markets. The vast majority of tourists in the country remain visitors from former CIS countries. Low awareness, underdeveloped tourism infrastructure and services and a complicated visa regime are the main obstacles to attracting more visitors from developed countries. Despite the global financial crisis which hit many growing economies, and particularly their travel and tourism industries, the strategy chosen by the public-private tourism partnerships in Uzbekistan allowed it to see stunning growth in inbound tourism.

Nowadays tourism is becoming one of the most important marketing industries in many countries. Travel agencies may use our unique culture, favorable geographical and climate conditions in order to create different types of tours for all ages. Considering its strategic location in Central Asia on the crossroad of the Great Silk Road, scope of economy, scientific potential, ancient and rich history, that has a global significance with its historical and cultural monuments situated on the way of the Great Silk Road, Uzbekistan has traditionally been the most attracting country in the region for people who are interested in history and the modern condition of the countries located on the Great Silk Road, businessmen, scientists, as well as fans of mountain leisure places. However all these opportunities are not using fully, and according to World Tourism Organization's (WTO) statistics, tourist arrivals to Uzbekistan is much lower than to any other countries.

Companies doing business in travel industry require conducting market environment analysis, researching market structure considering geographical implications, identifying competitors and consumers behavior in order to offer competitive high quality travel product (e.g., see Calaveras and Vera-Hernandez, 2005; Candela and Cellini, 2006; Cardenas, 2001).

1.1.2 Defining Tourism

To do this research, first of all, I should to understand what is the tourism? As my research showed everyone has his or her understanding about tourism. To tour is to venture. To tour is a verb that describes an individual's movement from place to place. However, if you add the suffix "ism" to this simple verb, you create a noun of action. It creates the term "tourism, which is more than just an act. As a powerful noun, the word tourism embodies the wide world of people, places and things that come with this function of the English language. With the addition of that small suffix, to tour becomes more than just the act of movement. From a dictionary definition, it becomes "the activity or practice of touring, especially for pleasure" or "the promotion of tourist travel, especially for commercial purposes."

The last of the twentieth century, along with many phenomenal events and phenomena in the life of the international community, has shown almost explosive nature tourism. Today, tourism tops the list of the most important socio-economic sectors in the world economy. It becomes a lifestyle of millions of people on our planet. Its beneficial effect on the development of political, social and cultural relations and interpersonal relations at the international level has become obvious to all fact.

In this manual, we will focus on the business or industry of providing information, accommodations, transportation, and other services to tourists and what it means to plan, create and sustain tourism, and the impact tourism can have on your rural community. Tourism - a major sector of the economy. All the developed nations of the world have long been interested in its development. The world economy is tourism took the leading position , competing only with oil .The rapid development in the world of computer technology and the introduction of automation in tourism make it as international sphere of information technologies and processes. The role of international, regional and national tourism organizations, which contribute to the development of world tourism and pursuing protectionist policies within individual countries and regions. A big impact from a social point of view has tourism to the regions , with development of tourism there are hundreds of thousands of jobs , developing communications systems, increased literacy , and culture of the local population , etc. And in some regions remote from industrial and cultural centers , but it and one can perform these functions. Analysis of the current state of tourism in many countries allows us to understand that tourism development should be accompanied by efforts to promote domestic programs , national , and tourism. Within each country's domestic tourism due to the redistribution of national income contributes to the stable position of the national economy, a greater awareness of common interests and development activities that will contribute to the economy as a whole. National and international tourism activity is an integral part of the necessary reforms , based on the full and harmonious development of the individual , the right to respect for the dignity and individuality , respect for moral values of the peoples .

As tourism activity is one of the most labor-intensive and acts as a regulator of employment, an important role is given vocational training in tourism. Given these characteristics of the tourist market as dynamic variability , the emergence of new

trends and ways of business, it is important to teach tourism professionals navigate the situation and the dynamics of the tourist market . Only an educated , properly trained person able to create a competitive product and sell it in the market of tourist services. The basis of many textbooks on tourism, as a rule, is foreign experience. Undoubtedly , the positive experience of other countries should be taken into account in the consideration of various aspects of tourism activity . But still need to rely on the experience of local tourist organizations .

Tourism is now one of the most dynamic sectors of world economy. Tourism - it is also a tourist enterprises , first of all activities of travel organizers and intermediaries. Today, the number of travel agencies has increased dramatically , and the fierce competition forces them to occupy their niche in the market. There are firms engaged in individual countries or areas , there are firms that operate only on the reception of tourists . There are those that work with groups , and those that organize trips to order. There are tour operators which are fully organized trips and offer a discount to other tour companies ready-made itineraries , and there are travel agents acting as intermediaries between the tour operator and the customer. For travel agents accumulating information about the various tours from which they select the desired client and the most affordable . We have entered the market economy at a time when the international market have been significant changes in relation to tourism. Travel around the world has become one of the most important economic sectors, and for some developing countries - the foundation of their existence (Thailand, Cyprus, Malaysia, etc.).

Today, the business volume of tourism equals or even surpasses that of oil exports, products or automobiles. Tourism has become one of the major players food ininternational commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an ation and competition amongincreasing diversificdestinations (WTO).

According to WTO, tourism comprises the activities of a person traveling to and staying in places outside his or her usual environment for not more than one consecutive year for leisure, business or other purposes (J. C. Holloway, 1999). From this definition it is clear that tourism can be classified into different categories according to its purpose. As marketing director of OrexCA travel agency (Michael Shamshidov) says, purposes of tourism generally can be divided into two main

categories: travel for MICE (Meetings, Incentives, Conferences and Events) and for leisure (culture, religion, sport, history, ecology and honeymoon and many other categories). In addition, most of analysts acknowledge great potential for development of tourism in Uzbekistan. There are more than 7,000 objects of art and architecture from different epochs and civilizations are located in Uzbekistan – many of them are on the UNESCO list of world cultural heritage. Cities of Bukhara, Samarkand, Khiva and Tashkent have long time been a trademark of Uzbekistan’s historical heritage. Moreover, Uzbekistan has numerous natural attractions such as mountain peaks and rivers, mineral springs and well-known resorts, along with an authentic culture and a wide array of arts and crafts draw in a growing stream of foreign tourists (Kakharov,J. 2007).

Moreover, online travel advisor PARUS (www.parus87.com/Read_More.html, 2003-2011) states that “there is no question what is better for Uzbekistan or any of other countries worldwide. Uzbekistan differs from them in its originality. If European goes on a tour to Uzbekistan, expecting to find here Europe, he makes big mistake and surely will not be satisfied”.

1.1.3 Specifications and features of kinds of tourism

As a feature, which allows to classify different kinds of tourism travel, you can use the motivational factors. With such a classification should be based on the main motives behind man to go on a trip. Although the motives are not always clearly defined, it is still possible to identify six types of tourism in its management system.

- **Recreational tourism .** This view is short-term or longer holiday to physical or psychological recovery. In addition, this group includes the resort and recreation, in which the treatment or recuperation uses the natural properties of the soil, climate, and sea water.
- **Tourism to explore the culture.** Tourism -oriented knowledge of foreign culture, is divided into educational and pilgrim. Cognitive tourism covers a visit to the historic, cultural or geographical features. Tourists traveling with cognitive purpose, most often interested in social and economic relations of the countries they visited. The purpose of pilgrimage tourism is to visit sites of special religious significance.

- **Public tourism.** As an advocate of social tourism trips to visit relatives , acquaintances and friends (in the international language known as visiting friends and relatives - VFR), as well as hiking club . Club Tourism is different in that traveling consciously integrated into the group. Clustering occurs in the presence of people of interest to the entertainment or sports program .
- **Sports tourism.** For sports tourism trips are to actively participate in sports activities and trips that are passive participation in sports competitions. An example of active participation in sport : Mrs. L. is sent to the Carpathian Mountains to engage in skiing , passive participation : a football fan goes on all the major events of his football club .
- **Economic tourism.** Travel undertaken of the professional and commercial interest : a visit exchanges, exhibitions, fairs, etc.
- **Congress (political) tourism** is divided into diplomatic tourism , participation in congresses , as well as tourism related to political events and activities.

Sometimes the need to define its forms of tourism arises from the different duration of travel (long and short stay). In this case, the basic criterion of this classification is selected term of the journey. If traveling vary in such an external criterion as length of stay , it is possible to say that these trips are different forms of tourism. There are many features to distinguish forms of tourism by external criteria : origin of tourists , according to the organizational form; the duration of stay in the journey ; age ; for vehicles , according to the time of year or season.

At first glance it may seem that between the forms and types of tourism is not much difference. In both cases the grouped traveling from certain points of view. The difference lies in the fact that different types of tourism motivation for traveling , ie by internal factors , and the forms of tourism - due to external causes and effects , which is important for the management. Forms of tourism according to the origin of tourists. Depending on the origin of traveling tourism is divided into domestic and international . In this case, the word "origin" refers not to the nationality or place of birth of the person, and to his place of residence and work .

Forms of tourism based on its organization . Depending on the forms of organization are distinguished lump (providing a range of services for one price) and

individual tourism . Lump tour - a standardized, pre- organized complex of tourist services. Individual tour has the features of a tourist organizes and implements its own. These tours are also called single , but that does not mean that you have to travel alone , because you can travel and family, and at the same time is called a single journey .

The concept of "individual tourism" often contrasted with the concept of " mass tourism ". Mass tourism was originally meant for tourism involves many people . Over time, this term has acquired a negative value. Currently associated with mass tourism negative impacts primarily lump of tourism, which is why the concept of individual tourism and mass tourism is no longer suitable for the isolation of forms of tourism in the number of participants. Forms of tourism, depending on the length of stay. A very important classification of forms of tourism is their classification based on length of stay .

Duration of stay refers to the time spent in the course of a tourist visit or stay in the country or place visited . Day trips are classified as follows : less than three hours , three - five hours , six - eight o'clock and nine - eleven o'clock , twelve or more hours . Travelling with an overnight stay can be classified as follows:

1-3 nights , 4-7 nights, 8-28 nights, night 29-91 , 92 - 365 nights.

The long journey, usually supplemented by a brief trip . For short trips are transit trips, day trips and short-term tourism. Transit tourism - a tourist stop along the way to your destination. One-day tourism - a tour lasting light day : they do not involve stopping for the night. A particularly important form of short tourism - short tourism. Short- tourism includes tourism and business travel to the weekend. Regardless of the traveler for business or personal purposes, average length of stay is 2-4 days , i.e. they include the minimum one , maximum - three overnight .

Forms of tourism as a function of age traveling . In the classification of forms of tourism is taken into account the age of the travelers. By the age scale , the following groups of tourists : the children traveling with their parents , young people (tourists aged 15-24 years), relatively young , economically active people aged 25 - 44 years of economically active people are mean (45 - 64 years) age (travel , usually without children); seniors (65 and older). Forms of tourism, depending on the vehicle. Depending on the vehicle used to move tourists from one place to another, the following forms of tourism: air tourism , bus , rail, road and sea .

Forms of tourism, depending on the time of year. Depending on the time of year is different winter and summer tourism. Seasonal classification of the forms of tourism shows the fluctuations in the demand for tourism services throughout the year. The time at which the maximum amount of travel occurs is called the tourist season, during the recession of travel - the off-season. Tourist seasons in different regions may be different.

In addition to the proposed six criteria there are other points of view, allowing to classify travel forms. The classification of tourism was more complete, the World Tourism Organization has classified the following types of tourism: internal tourism - travel inhabitants of a region on the region; inbound tourism - travel to any country people other than its inhabitants, outbound tourism - travel residents of a country to another country. These basic types of tourism can be combined in different ways to form the tourism category. These categories of tourism cannot be limited to any particular country, but also to the region, the term "region" - to any area within a country or to a group of countries. The definition of ' tourism within the country "includes a domestic and inbound tourism; "national tourism" - domestic and outbound tourism; "international tourism" - entry and exit .

1.1.4 Who are the tourists?

In the study of tourism is very important to answer the following question: who and what the travel service uses? We should think about whether the family of Mr. Ivanovo and Mr. Sedro rest equally and match to their needs in the tourism product. The answer is straightforward - no. In this regard, all guests can be classified according to the following criteria:

- Depending on their activity;
- Depending on the style of life.

Tourism can be a part of your community in a variety of ways through an array of people. Tourists are not simply travelers of the open road. They are people who are seeking physical rest or recreation, culture, companionship, social atmospheres, hobbies, personal development, education and more. Tourists are visitors or guests to a community and are the most important element of the tourism industry.

To identify tourists, we must step outside typical stereotypes. Most picture a tourist as a gawky sightseer from far, far away. However, a great deal of tourism is generated from tourists from our own state! In all actuality, a tourist is any person who stays at least one night at a business or private accommodation in the country or area visited.

Tourists may be one of the following types:

Domestic: residents of the given country traveling within their own country.

Inbound: nonresidents traveling in the given country.

Outbound: residents traveling in another country.

Internal: domestic tourism plus inbound tourism.

National: domestic tourism plus outbound tourism.

International: inbound tourism plus outbound tourism.

Visitor: A person traveling to and staying in places outside his or her usual environment for not more than one consecutive year for leisure, business, and other purposes.

Same-day visitor: A visitor who does not spend the night in a collective or private accommodation in the country visited.

Domestic visitor: A person residing in a country who travels to a place within the country, outside his or her usual environment, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited. Includes tourists plus same-day visitors, but not “business travelers.”

International visitors: persons who travels to a county other than that in which they have their usual residence but outside their usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. Includes tourists plus same-day visitors.

It is important to be able to identify what types of tourists are attracted to your community. Doing this allows you to create marketing and promotional plans that will target the tourists who are most likely to actually visit your community.

Traditionally among tourists for their activities during the holidays , there are six groups :

More relaxing holiday. Its members go on vacation to escape from everyday stress and relax in a peaceful and pleasant environment. They are afraid of strangers and large crowds . Calmly holidaymakers attracted vacationers sun, sand and sea.

Lovers of pleasures. This type is very adventurous tourists who vacation during busy looking for a variety of pleasures and prefer a secular atmosphere. As applied to them more often used words such as flirting, long distance.

Fans of outdoor activities . These tourists love nature and create an active load your body. Prefer measured movement and exposure to fresh air. Their release can be combined with medication.

Lovers of recreational sports . In contrast to the active vacationers with tourists , athletes all the attention focused on the competition. Is very important in sports - their hobby. They are not afraid of physical activity.

Vacationers to the knowledge, study. This type of visitors are interested in improving their educational level , new knowledge . In this type there are three sub-groups: P1 P2 and P3 Tourists type P1, visit the places described in the guide books . Type A2 focuses not so much a recognized tourist attractions, such as finding places where they can feel their atmosphere. For his emphasis is shifting feelings and moods . Tourists type P3 have strong cultural , social and scientific interests , their very nature attracts .

Adventure lovers . Only a few thrill seekers are sent on a journey alone and thus expose themselves to a really serious risk. By type of adventurers include such tourists who are looking for unusual experiences with a certain degree of risk. For them, the risk - it is an opportunity to test themselves .

Classification of tourists into groups depending on their lifestyle involves a more in-depth approach to identification of types as regards man and his behavior is not in isolation but in relation to his lifestyle, attitude to different things and desires.

1.1.5 The Benefits of Tourism

Steady coastal tourism contributes to social development through job creation , income redistribution and poverty eradication . The positive impact of sustainable tourism is explained below.

a) Tourism as a stimulator of the world

Travel facilitate communication between people and as sustainable tourism brings and educational element , it can stimulate mutual understanding between the peoples of the world and their cultures and provide cultural exchange between hosts and guests . It helps people to develop mutual sympathy and understanding and get rid of all kinds of prejudice.

b) Strengthening communities

Sustainable coastal tourism can add vitality to communities in various ways. One example is that the cultural events and festivals , which usually locals were the main actors and the audience are frequently updated and developed in accordance with the interests of tourists.

The jobs created by tourism can be an important reason for the reduction of emigration from rural areas. Local residents can also increase its influence on the development of tourism , as well as to improve their earnings and work through vocational training in the field of tourism, and the development of business and organizational qualities .

c) Expansion of facilities - this is a plus for locals

In cases where the tourism industry supports the creation of public amenities and services that without this support would not have developed , it leads to improving the lives of local people. Benefits may be to improve infrastructure, improve health and transport, new sports and recreational facilities, restaurants and public places, as well as increasing the amount of goods and food.

d) Revaluation of culture and tradition

Sustainable tourism has the potential to improve the conservation and transmission to future generations of the cultural and historical traditions, which often contributes to the conservation and sustainable management of natural resources, the preservation of local heritage and the revival of native culture, arts and crafts.

e) Tourism, which encourages civic participation and a sense of pride

In some cases, tourism also helps to raise awareness among the local population about the financial value of natural and cultural sites. Tourism can stimulate a sense of pride in their heritage, the local and national levels, as well as to raise interest in the preservation of this heritage. In a broader sense, the involvement of local communities in the development and operation of sustainable tourism is an important condition for the preservation of biodiversity in sustainable use.

f) Benefits of sustainable tourism for tourists

There are many “pros” on the development of sustainable tourism for tourists: they can enjoy the unspoiled nature and landscape, environmental quality (clean air and water), a healthy society with a low crime rate, and industry, the true local culture and traditions.

Thus, the development of tourism gives the country the following advantages:

- increase in cash flow, including foreign exchange, and hence the growth of income of the population;
- growth of the gross national product (GNP);
- replenishment of the budget because of increased tax revenues of the host region and other revenue;
- the creation of new jobs, i.e. increase employment;
- raising capital, including foreign language;
- multiplier effect - by developing the tourism industry, the country is gradually developing other industries;
- infrastructure development;
- reforming the structure of the area, which can be used by both tourists and the local population;

- Improving the quality of life of local residents as a result of the demonstration effect.

1.1.6 The impacts of tourism

For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed. (Allen et al. 1988) While the purpose of this manual is to help the community promote tourism as a positive aspect of the community, it is also important that are able to see the pitfalls of this industry so they may be avoided or at least mitigated. In the tourism planning process, it is important to lay both the positive and the negative aspects on the table and identify what would be most beneficial to the community at large. Tourism can positively and negatively affect economic, social and environmental factors of the community.

a) Environmental Impacts

The quality of the environment, both natural and man-made, is essential to tourism. However, tourism's relationship with the environment is complex. It involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

b) Social impacts

Just as an unexpected house guest can overstay his welcome, communities can begin to feel the negative social effects of tourism over time if the host is not properly prepared. Nonetheless, tourism has very positive social impacts on a community. It

allows locals and tourists to interact in business exchanges, shared facilities and community events. In promoting and showcasing what the community has to offer to tourists, locals are likely to experience renewed interest in their community and increased pride in their community. They also benefit from upgraded services and facilities and experience cultural learning opportunities.

If not properly planned, however, large amounts and long-term tourism can begin to rub the community like the un-welcomed house guest. If economic and environmental factors begin to weigh too heavily upon a community, local residents are more likely to become less tolerant and even resentful of the visitors. The intensity and speed at which tourism in a community develops has a huge impact on these negative aspects. However, by integrating community values, proper planning and good management, these problems can be avoided.

c) Economic impacts

When a community begins to look at tourism development, this is usually the area they want to focus on enhancing. They are looking for the income and jobs that come with a thriving tourism industry. Business owners look forward to increased sales to front-line tourism sales. However, these front-line direct suppliers are not the only businesses to benefit from a tourism economy. Many businesses do not directly deal with tourist. However, these wholesale businesses sell products and services to the front-line businesses.

Despite these sought-after benefits, tourism can have negative impacts on a community's economy. It can be a very costly industry to operate and maintain. A great deal of money must be invested in maintaining the community's infrastructure to keep it up to par for tourists. Furthermore, tourism development can inflate the housing market and living conditions in your community. This makes it difficult for long-time community members who are not a part of the industry to remain in the community. Also, as a tourism industry evolves, the likelihood of more outside owners and investors threatens to take revenue away from the community.

1.2 Background of the study

Uzbekistan - an independent state in Central Asia. After the collapse of the Soviet Union, Uzbekistan has chosen democratic politics and has since successfully implements reforms went into the international economic community, as a full member. Uzbekistan has rich history that dates back to the depth of Millennia. As archeologists witness, it is one of the most ancient places inhabited by humans whose age exceeded 1 million years. Just during the last half a century the scientists have detected several settlements of people of Stone Age. The most ancient Kulbulak and Obi Rakhmon settlements as well as Teshiktash and Amankutan are particularly famous among them. Situated along the upper of Amu-Darya(The Oxus), Syr-Darya (The Jaxartes) and their tributaries has always been the different from the rest of Central Asia.

Bye the 4th century B.C, after the campaigns of Alexander the Great , trade along the Silk Road made the area emerge as an important trading center; cultural contact intensified an a variety of religions flourish. Productive lands, goods water sources, abundance of heat contributed to development of farming. Large areas of deserts and steppes being situated next to farming district served as the pastures for cattle. With their evolution the inhabitants of these regions established various relations with neighbors. Based on the trinity of geographical, economic and social factors formation of ancient states of Sogdiana, Bactria, Khorezm and other took place in the Central Asian between of two rivers.

Located in the core of Great Silk Road, at the crossroad of people migration and commercial routes, Uzbekistan was a cradle of original cultures born in result of contacts between the settled and nomadic people. All main world religions and cults developed here like nowhere else: Zoroastrianism, Buddhism, Judaism, Christianity and Islam. Uzbekistan, where there are many ancient and beautiful architectural monuments of history and culture, attracts tourists from all over the world. There are more than 4000 architectural monuments on the territory of Uzbekistan. The whole world knows historical cities of Uzbekistan such as Samarkand, Bukhara, Khiva, Shakhrisabz, Termez as the pearls of the Great Silk Road. Tourist infrastructure and historical and cultural heritage allows the republic harmonically integrate into

international tourist market and achieve intensive tourism development in the country. It will cause sustainable increase in employment rates and household profits, tourism related sectors of economy will also get a considerable boost and the country will experience an increased inflow of foreign investments into its economy.



Plate 1 : National map of Uzbekistan

<http://www.orexca.com/rus/uzbekistan.shtml>

General information

Location: Central Asia , north of Afghanistan.

Coordinates: 41-00 north, 64-00 east longitude.

Area: 447,400 square meters. km . including land - 425,900 sq. km water - 22,000 sq.km.

Population: 29.9 million. (March 2013) of which 37 % - and 63% of the urban - rural.

Population density: 75, 8 per square kilometer. km.

The composition of the population: 78% of Uzbeks

Administrative divisions: 12 provinces, one sovereign republic (Karakalpakstan)

The capital of Uzbekistan: Tashkent for more than 2 , 5 million

Language: Uzbek - official language, Russian - the language of international communication

Religion: Islam - 88 %, Christian - 9 %, 3 % - the believers of other areas

Time: GMT + 5:00

Electricity: 220 V AC, 50 A; standard pin plug socket

Internet Zone: Uz

International dialing code: +998

Currency: sum

Climate: The climate of Uzbekistan is extremely continental with a great number of sunny days. Average monthly temperature in January is from 10 to +3°C. Summer is hot and dry. Average monthly temperature in July is from +35 to +45°C. Autumn is warm enough and is the season when delicious fruits and vegetables are in abundance in numerous bazaars (markets). Average annual temperature is 13°C.

1.2.1 Uzbekistan from the earliest times to the present day: brief information about the history of Uzbekistan

Uzbekistan is located in the heart of Central Asia, between two large rivers Amu Darya and Syr Darya. History of nations, living on this territory, is more than thousand years. This land became the motherland of civilization, which is perhaps one of the most ancient in the world. History of Uzbekistan is the history of individuals and great nations, bloody conquests and large rebellions; it is the history of origin of the most beautiful cities in Central Asia; it is the history of people, who wholeheartedly loved their homeland. People settled on the territory of Uzbekistan centuries ago. They built beautiful cities of Samarkand, Bukhara, Khiva and others, which were ruined by neighboring tribes, but thanks to people's efforts they again rose from the ashes and became much beautiful. This land was the crossroad of the Great Silk Road, connecting Asia and Europe. Here, in numerous bazaars and workshops craftsmen created fine works of art, which by the Silk Road reached the most remote parts of Europe and Asia.

According to archeologists, Uzbekistan is one of the most ancient places of human habitation. It is known, that the area was inhabited long before our era, in the early Paleolithic period, according to the findings of ancient dwellings in Baysun Tau mountains and primitive tools in Samarkand. In the upper Paleolithic period this land was settled by Neanderthals; their burial place, discovered in the Teshik- Tash cave, dates back to the Moustierian culture. Particularly, archeologists discovered the burial of 8-9 years old boy that gives grounds to speak about the most ancient ritual of burial on the territory of Central Asia. The child's body was laid into a pit, surrounded by bones of a mountain goat. Excavations show that a man of that period hunted and gathered food from natural sources. Primitive tools were made of a stone as well as wood and bones. With the development of humanity images of life rock paintings (petroglyphs) began to appear: hunting, battles and rituals. Exploring the petroglyphs of different periods of history one can "read" the history of mankind: the domestication of animals, the first religious ideas, the emergence of weapons and much more - all this is embedded by our ancestors on the rocks.

Next epoch was the Mesolithic era, 15-20 millenniums ago. Typical monuments of that period are a primitive settlement in Samarkand, upper soil layers of Machay cave of the Baysun region, rock paintings in the Shibad region and others. Developed Neolithic era is characterized by the transition to a lower stage of barbarism, as evidenced by the settlement on the western part of Kyzyl Kum desert, near Amu Darya River, settlement in Uzgun, northern part of Karakum Desert, cave dwellings in Surkhandarya region and findings in Tashkent, Fergana, Samarkand and Surkhandarya regions. Primitive pottery, shepherd cattle-breeding and weaving were developed.

Bronze epoch in the history of Uzbekistan includes the period from the 3rd millennium to early centuries of 1st millenniums BC. It was the epoch of transformations, formation of first states on the territory of two great rivers: Ancient Bactria and Great Khorezm. It was the period of origin of first religion in Central Asia, Zoroastrianism, and first powerful empire of Achaemenids.

1.2.2 Uzbekistan Culture: Ancient Heritage

It is impossible to imagine Uzbek culture without Great Silk Road. It was through this country ran its important segment, where Chinese goods carried their unprecedented even in Rome and Greece. It is this fact contributed to the transfer of not only the cultural values but also the advanced technology at the time. That is the legacy of the Path is the remnants of the once great monuments of Buddhist architecture in the territory of modern Uzbekistan. Culture of Uzbekistan was formed more than one millennium and absorbed the traditions and customs of different nations. In her contribution to the development of the ancient peoples did Iran, Greece, China , the nomadic Turkic tribes and Arabs . Therefore the culture of Uzbekistan colorful and original . Special influenced by the Silk Road, which contributed to the spread of Buddhism. Caravans marched strolling musicians and incorporates the best motives in different countries. Travelling from one country to another, given knowledge of the production of paper and stamping iron products. The proclamation of independence of the people of Uzbekistan gave a new impetus to the development of handicrafts, revival of national traditions and customs, contributed to the development of national culture.

1.2.3 Customs and traditions of Uzbekistan

Hospitality and respect for elders are chief among the Uzbek traditions and customs. Usually Uzbeks live in large families, which consist of several generations, so long ago preference given to large houses on the ground. The tea ceremony is of great importance, as is the main sign of hospitality. Tea and treats guests an exclusive prerogative of the host. Uzbeks are often invited guests coming for a visit is necessary to give children toys and sweet host. Men at the welcome shake hands. Women and other guests are greeted with their right hand over his heart and bowed his head slightly. During the greeting is usually asked about health matters. In rural areas, women are not allowed to sit at the same table with the men so as not to disrupt the conversation. Considered indecent aloud admire the beauty of women and openly paying attention to it. At the entrance to the room to take off your shoes and take a

place that offered you the owner and the farther it is from the entrance, it is considered more honorable. Uzbek customs and traditions evolved for centuries as a result of a complex process of combining cultural habits and traditions of all tribes and nations that participated in the ethno genesis of the Uzbek people. They are rather unique, vibrant and diverse, are tribal patriarchal system. A large number of Uzbek customs and traditions can be seen in the family life of the Uzbeks, they refer to the birth and upbringing of children, weddings, funerals.

The traditions and customs associated with the birth and upbringing of children (beshik - tui, Katni kilish), weddings (fatiha - tui) are of great importance. They are a mix of Islamic rituals more ancient forms related to mysticism. With the adoption of Islam, many family and everyday customs and traditions of Uzbeks have undergone several changes. In the life of Uzbeks entered Muslim religious traditions. Friday is a holy and celebrated reading prayer in the main mosque. Patriarchal customs, such as a visit to the mosque, tea house, market, continue to prevail in the modern Uzbek society, women in these occupations cannot participate.

1.2.4 Uzbek cuisine: holiday's flavor

Talk about Uzbek cuisine can only swallowing copious saliva, because of the very names of these mouth-watering dishes - pilav, manti, shourpa, barbecue, Lagman, samosa - a touch of this magical aroma that is simply unimaginable to stay calm. I want to immediately try it all piping hot, enjoying the extraordinary taste ... No wonder the Uzbek cuisine is loved and revered the world over. It is the most vibrant and diverse in its taste and the external quality of the cuisine in the East. Many Uzbek recipes have a long history, and the cooking is accompanied by various rituals that have survived to the present day. During the thousand years of history in the Uzbek cuisine developed its own specific characteristics.

Uzbek national cuisine - it is a separate layer of culture of the Uzbek people. Unlike their nomadic neighbors, the Uzbeks have always been sedentary people, cultivate farming and animal husbandry. In its fertile valleys for centuries Uzbeks were grown for yourself vegetables, fruits and cereals. Raised cattle, which served as a source of meat, plenty of which can be seen in many dishes. Undoubtedly, the Uzbek cuisine has absorbed the culinary traditions of Turkic, Kazakh, Uighur, Tajik

, Tatar and Mongol peoples who inhabited the area and the neighboring peoples. Among have borrowed dishes such as roast, kebab, bogursak , firewood, dumplings, manta rays, Lagman , etc. However, in turn, are native Uzbek dishes, as many varieties of pilav , dimlama , Buglama , shourpa , and mastava others, graced the tables of many countries.

Many different recipes in Uzbek cuisine is due to the fact that there are widely used not only food products , but also lush vegetables , fruits , herbs , spices , grains - all that grows abundantly on this land . In Uzbekistan harvested rich crops of wheat , rice, maize , barley , legumes (mung bean , peas, and soybeans) . The warm climate here is growing a wide variety of fruits, vegetables, grapes and melons, as well as citrus fruits , herbs , berries and nuts. All this gastronomic splendor used in the preparation of the Uzbek dishes. An important place in the Uzbek cuisine occupy flour products , and dairy products . National Uzbek cuisine is characterized by intensive use of meat , especially lamb, beef and horse meat . By the way, in different regions of the country are preparing in their own way . In the north prefer pilaf, grilled meats , pastry and cakes. In the south are preparing quite a lot of kinds of elaborate dishes of rice and vegetables, as well as make excellent desserts.

As for the meal itself , Uzbekistan , like many people, a three- meal : breakfast - nonushta , lunch - tushlik ovkat and dinner - Kechko ovkat . Nonushta literally means " breaking bread " or " eat bread ." Eat mostly Uzbeks hands, and sit on the floor or a low table - dastarkhan - wide cloth . First on the table is served sweets and fruit . After tea and sweets served vegetables and salads. Then it was the turn of soups - shurpa fragrant , thick mastava . And completing the main meal dishes - manta rays, Lagman , kebab and pilaf .Uzbek cuisine - it is perhaps one of the main attractions of Uzbekistan , which will be open for all palates.

1.2.5 Great Silk Road

Great Silk Road — an original phenomenon of the history of developing of humanity, its aspiration for union and exchanging cultural wealth, conquest of the living spaces and markets for goods. In the East they say: “sitting man is a mat and walking man is a river”. Motion is a life, and traveling, learning of world always was a driving force of progress. This, the biggest transcontinental trade road in history of humanity had been binding Europe and Asia and in the old time was stretching from

antic Rome to ancient capital of Japan Nara. Of course, trade between East and West was from time immemorial, but it was a separate piece of future Great road. For beginning of trade relations in many respects assisted working of in mountains semiprecious stones — lapis lazuli, nephritis, cornelian, turquoise valued in the east. There was “lapis lazuli” road by which they delivered this stone from Central Asia to Iran and Mesopotamia and even to Egypt. At the same time with it appeared nephritis road, which had connected regions Khotana and Yarkent with Northern region of China. Moreover, to the countries of Minor Asia from Sogdiana and Bactria had been exported cornelian and from Khorezm turquoise. All this routs in the end jointed with Silk Road.

Real start of great road, bounded caravan’s way, laid from Central Asia to the west and the South, and routs coming from China to East Turkistan, belong to the second century B.C., when for Chinese people for the first time was opened West Side - countries of Central Asia. We should say that this road was not only one arterial road; it included different itineraries, which formed several branches, like a crown of big three. One of the main roads, crossing Asia from east to west, started at ancient capital of China Chanane and continued until its northwest boundary along desert Gobi, through Tien Shan, part of caravans went to Fergana valley and Tashkent Oasis to Samarkand — capital of Sogdiana, Bukhara, Khorezm, further to the shores of the Caspian Sea. Part of the caravans from Samarqand headed to Bactria and through Kashkadarya valley got out to Termez, from where crossing the Amudarya river, headed to the South to Bactria and India.

Another branch of way from Tarim rounded Takla-Makan desert from South and trough Khotan and Yarkent leaded to Bactria (North Afganistan) and Merv, from where through Persia, Syria reached the Mediterranean, and part of goods by sea got the Rome and Greece. Downright from name, main subject of trade on caravan ways was silk, very valuable in all sublunary worlds. For example, in the early middle ages silk was most popular calculation unit, forcing out even gold. In Sogdiana price of horse was equated to the price of ten length of silk. With silk paid for finished works, for maintenance of mercenaries, with silk could be paid off for crime. For the first time to caravan’s road the Silk Road name was given by Venetian merchant Marko Polo, who was the first European that reached the boundary of Chinese empire. And to the scientific turn term “Great Silk Road” in 1877 entered German researcher

Ferdinand Rihtgofen in his fundamental work “China”. Although silk was a main, but not unique goods that was transported on transcontinental road. From Central Asia were exported horses, camels, very estimated in China, military equipments, gold and silver, semiprecious stones and glass wares, leather and worst, carpets and cotton fabrics, gold-embroidery clothes, exotic fruits — watermelons, melons and apricots, fat tail sheep and gun dogs, leopards, lions. From China caravans brought chinaware and iron dishes, furnished wares and cosmetics, tea and rice. In a traveling bag of merchants you could find elephant’s tusk, rhinoceros’s horn, tortoise’s shell, spicery and many other things.

On Great Silk Road moved not only trade caravans but also disseminated cultural achievements of nations, cultural wealth and religious ideas. Buddhism was in a row other religion of Kushan kingdom and from here extended to China. In the first centuries from Asia Minor penetrated Christianity. Unbleached warriors of Arab Caliphate in VII century brought Islam doctrine. Hordes of Timuchin rolled past from way laid by merchants and preachers, from Mongol deserts to European plains. From the heart of the Silk Road — Samarqand started his campaigns great commander of medieval East Temur.

At last, during hundred years, scientists and researchers had traveled from caravan road. From traveling notes and scientific works of Chinese monk Soan Czan and Venetian merchant Marko Polo, Arab traveler — merchant Ahmed bin Fadlana and Bavarian warrior Shiltberger, Hungarian researcher Armini Vamberi and Sweden geographer Svena Hedina, Russian scientist Aleksey Fedchenko and French journalist Ella Mayer, American geologist Rafael Pampelli and French traveler Joseph Martin, we know about history of nation, lived in countries, laid along the Great Silk Road, about their traditions and manners. As live memory of nations, laid this unique road connected East and West, can serve ancient Uzbek cities like Samarqand, Bukhara, Khiva, Shaxrizabs, Termez, Tashkent with their architectural monuments, that personifies centuries — old history of Great Silk Road.

1.2.6 Types of tourism in Uzbekistan

The Republic of Uzbekistan has actually got an outstanding potential in all types and forms of tourism, that exist today among which we can stress the following:

Excursion and historical tourism – travels in cognitive purposes. It is one of the main developed forms of tourism in the world. In Uzbekistan it is one of the most developed types of tourism that attracts the main share of international tourism which can be explained by the presence of some the most ancient cities of the world, the main center of the Great Silk Road and fantastic architectural masterpieces of different historic periods of Central Asian development such as periods of Temurlan or Shaibanit dynasties.

The following cities are among them - Samarqand, Bukhara, Hiva, Shakhrisabz, Termez and Kokand. These historic cities once were the centres of science and culture. Greatest architects constructed palaces, mosques and mausoleums. Known to the whole world monuments of ancient architecture date back to the times of Alexander the Great and Chingizhan. Most of those masterpieces did not survive till modern times, however, those survived till our days attract a significant part of international tourism as they recreate the pictures of old times.

Recreational tourism – travels for leisure and treatment. This type of tourism is quite developed in the whole world. In some countries it is also formed in a separate sector of economy and functions in parallel with other types of tourism. The Republic of Uzbekistan has also got a solid base for the development of this type of tourism especially in mountain regions, where even from the soviet times there are various popular tourist and medical centres. The development of different types of mineral sources has also found its reflection in the territory of Uzbekistan, among them are analogues of famous Matseta, Old Russia, Tshaltudo, Naftussi and others, which maintain effective treatment of different ailments. The quantity of mineral sources in Uzbekistan is not less than those of famous tourist zones in Mineral Waters of Caucuses, and the beauty of Chatkal and Shahimardan mountains is comparable with that of the Alps.

Business tourism – travels related to the fulfillment of professional obligations. According to the global integration and established business contacts business tourism is obtaining a greater importance from year to year. Business trips are made with the purpose to attend the objects that belong to the firm or represent the special interest; to hold negotiations; to seek for new channels and markets of raw materials and sales and so on. Last 10 years the business visitors become one of the leading sphere among other time of tourism in Uzbekistan. It is explain by the following factors (Uzbekistan is the biggest economy in the Central Asia with developed manufacture and agricultural industries, (ii) Uzbekistan is the world's second biggest exporter of the cotton, (iii) Rich in oil and gas and fully self-sufficient almost in all mineral resources, It is seventh biggest gold producer in World, etc. Recourse to the tourist firms on this occasion allows to save a lot of time and money to organize the business trip. Besides that, in the sphere of business tourism there is also need to organize conferences, seminars and symposiums. In such cases big importance is dedicated to the construction of special halls and maintenance with all necessary equipment for communication in the hotel complexes.

Sport tourism – travels to participate in sport competitions and other events. Services provided by tourist firms are used in these cases by both organizers of sport teams, organisers of competitions, and fans and supporters as well as those who wish to attend the event by any other reason.

Religious tourism – travel with a purpose to conduct a certain religious procedure or a mission. In particular, there are tombs of such great Muslim theologians and philosophers as Imam Al-Bukhariy, Naqsh-Bandiy, Al Fargoniy, Mirzo Ulugbek, Al KHarezmiy and many others, in Uzbekistan, who have made their significant contribution to form religious merits in Central Asia.

Mountain climbing and adventurous tourism – tourism, mountain climbing, desert crossing and others related to physical activities. Since era of former Soviet Union the mountain climbing has been very developed in Uzbekistan. Uzbekistan has unique climbing and recreation mountain areas which are 3-5 thousand meters attitude. All abovementioned types of tourism are quite often intertwined with each other and sometimes it is difficult to determine one of them separately.

1.2.7 Samarkand- signature of Uzbekistan

Samarkand

The face of the Ground, “The Precious Pearl of the Islamic World”, “Eden of the East”.. all these names have been given to this ancient city. The biggest city in Zarafshan valley Samarkand, located at the crossroads of the Great Silk Road, was almost the most important city, even during the Sheibanids period when Bukhara was the capital. The Great Silk road from China split into two at Samarkand, one branch going to Persia, the other south to India. The city had a favorable position for trade with the North, where the steppe nomads supplied furs, cattle hides and slaves in exchange for more sophisticated products of the craftsmen. In 2007 the 2750 year anniversary of the city was widely celebrated. In Ancient Greece the city was known as Marakanda. The Middle Ages period knows it as Samarkand. The mound of Afrasiab, which lies in rubbles, was the site of Samarkand up to the Mongol destruction (XIII cent.) After this catastrophe the city center was never rebuilt and the new town grew up in the south suburb and by the end of the XIV century.

Glory of the city of Samarkand reached its zenith, as a “heaven - like” city, probably, from the time, when Amir Timur has transformed it into the capital of his huge empire and made it a major cultural and trade center. Building was an integral part of Timur’s governmental program. So most architectural monuments of Samarkand were built in the epoch of Amir Timur and Timurids



Plate 2 :Architectural monuments of Samarkand.

The Cathedral Mosque of Bii Khanum.

It is one of the largest buildings of its kind in the Islamic world, with inner court of 85 by 55 meters, an entrance gateway 37 meters high. The diameter of the iwan arch is 17 meters, its height is 28 meters. The towers flanking the portal are octagonal thinning towards the top. The outer decoration consists mainly of brick patterns, either girikhs or Kufic inscriptions. Bibi Khanum means The Old Queen, after the elder wife of Amir Timur, the Daughter of Mongolian Khan, Serai-Mulk Khanum.



Plate 3 : Registan Square

Ten minutes walk away from the mosque is the main square of the city, the Registan, where once converged six radial thoroughfares leading to the gates of the city built by Amir Timur in 1371. Originally, the square was covered by a domed bazaar, built either in Timur's time or after. Under Ulugbek the square was the site of military parades public promulgation of orders, public executions etc. The square consists of three madrasa (religious college). The oldest of them is the madrasa of Ulugbek located on the western side of the square. It was built early in the fifteenth century by Ulugbek. Between 1619 and 1635 another madrasa, the Shir - Dor (Bearing Tigers), was built opposite that of Ulugbek. On the northern side instead of caravanserai built by Ulugbek another madrasa Tilla Kari (Adorned with Gold) was constructed between 1646 and 1659.

The Gur Emir Mausoleum

The Mausoleum Gur Emir (The Grave of The King) originally consisted of a madrasa where youngsters of the noble family were educated and a khanaka, or a guest house, for government guests. Timur's beloved grandson and successor designate died in 1403. Then Timur ordered a mausoleum to be built on his grave. In 1404 the mausoleum was completed. Timur himself died in 1405 and was buried here. Under Ulugbek the mausoleum became a family tomb, where next to Timur and Mukhammad Sultan three sons of Timur - Omar Sheikh, Miranshah and Shahruh are buried; Ulugbek himself was also buried here. The only non - relative is the famous sheikh Mir Said Baraka, who is buried on the head of the Conqueror. The monument is divided into three equal parts: a bulbous double dome of 35 meters high with 64 ribs, flanked by minarets 26 meters high.

Necropolis Shah-I-Zinda (The living King)

The whole complex of Shah - I Zinda consists of sixteen buildings clustered along an ally 225 feet long. Most of the mausoleums belong to the family members of Amir Timur, including women. The nucleus of this complex is the tomb of Kussam Ibn Abbas. He, allegedly, was a cousin of the Prophet, and is supposed to have arrived in Samarkand in the year 676; according to one source he was killed, according to another he died a natural death. His tomb, or what is believed to be his tomb, became the object of a cult and the place of pilgrimage. This tomb is known as Shah - I Zinda (The living King). There is a legend that he was not killed, but in saving himself from the infidels entered a cliff that opened miraculously before him and closed again after him. (Barthold, "Turkestan", p.91). The portals and interiors of most these mausoleums are decorated with flat ornamental tiles, mainly of glazed incised terracotta. The ornaments are geometrical, their main color is turquoise.



Plate 4 : ***Ulughbek Observatory***

On the north - eastern outskirts of the city there is another unusual monument. Here, in the years 1424 - 28, the prince scholar, the grandson of Amir Timur, Ulugbek, who was probably more famous as an astronomer than a ruler, erected an astronomical observatory, a 3-story tall sextant, one of the largest ever constructed, in order to measure the positions of the stars with unprecedented accuracy. It was at that time probably the best - equipped establishment of that kind in the world, both East and West. The building above the ground was circular, on three storeys, decorated with ornamental tiles. Observations and measurements were made by means of an astrolabe. Ulugbek himself constructed astronomical tables called “Ziji - Kuragoniy” (tables of the king’s son - in - law). His works on astronomy were known even in Europe. Nothing of it has been preserved, except a few fragments and 11 meter underground part of the sextant, divided into degrees and minutes. The ruins were unearthed in 1908 by Russian archeologist Vyatkin.

The mosque of Hazret-I-Hizr

Next to the Shah - I Zinda necropolis stands The mosque of Hazret - I - Hizr, built in the mid - nineteenth century. This is a modest building, but remarkable for its asymmetrical composition and the harmonious effect achieved by the combination of the smallish portico. As the story of the mosque says, it appeared approx. 1280 years ago, when by the legend Hizrat Hizr pointed at that place, where prophet Husniyo was buried. From that place a graveyard began, it grew, and in 1969 it was closed. Now this is a memorial under UNESCO protection. There are seven levels of burial here and each one keeps bodies of saints and prophets. As the legend says, Allah created the spirit of Hazrat Hizr 300 years before creation of the Earth and all the rest. When at last he put Hizr in a material body, he gifted him an infinite life and made him the master of all waters. In a Greek mythology they falsely arrogated godlike attributes to him, and there he corresponds to Neptune - the god of water. He is regarded as one of those saints making people who meet with them happy, healthy and rich; all wishes begin to realize. They say, a person can meet Hizrat Hizr three times during one’s life.



Plate 5 : Ulughbek Observatory



Plate 6 : The mosque of Hazret-I-Hizr

1.3 Problem statement

Tourism is one of the world's largest industries. For developing countries it is also one of the biggest income generators, an important export, as well as the world's largest employer, accounting for more than 255 million jobs, or 10.7% of the global labor force. Because Uzbekistan possesses various tourism attractions and resources, there is potential for the development of different types of tourism products. A rich cultural and historical heritage, as well as ancient traditions in culture and arts can attract to the country cultural, religious, archeological and ethnographical tourists. In Uzbekistan there are many unique sacred places that are valuable for people professing to follow Islam, Christianity and Buddhism. These sacred places provide an opportunity for the development of pilgrim/religious tourism. The availability of a large number of magnificent natural objects (lakes, mountain tops, river meadow woods, steppes and desert landscapes) can help develop ecological and adventure tourism in the country.

According to the information provided by Uzbek tour operators, almost 90% of leisure tourists arriving in Uzbekistan are of middle and old age. They mainly visit cultural and historical attractions while undertaking a trip from Tashkent to Samarkand, Bukhara and Khiva (which is the standard and the most popular tour provided by local travel agencies). If this is true, then it is possible to say that the tourism potential is underexploited and the perspective of its development is negative. Due to the fact that majority of foreign tourists arrive in Uzbekistan not only with the purpose of visiting cultural attractions, and those, who arrive with this purpose come

to Uzbekistan just once and use usually only the abovementioned standard tour. The elder tourists expect high quality and special services that will ensure their comfort. They spend their money not as easily as their juniors. Lifestyle, habits, values, attitude to leisure and ways of getting the knowledge about the world of today's youth completely differs from those of the older generation at the times of their youth. This implies that there is no guarantee that this small tourism flow arriving in Uzbekistan currently will not exhaust itself in some time. This situation, especially in a climate of strong competition among tourism destination countries in the world market, cannot improve on its own. It is necessary to undertake quick, decisive, efficient and not very expensive measures aimed at increasing the demand for Uzbekistan's tourism products and at attracting to the country tourists of young and middle age. It is important to organize Uzbekistan's tourism product in such a way, that the tourists that visited Uzbekistan once, would enjoy their experience and would want to return again, as well as to recommend this destination to their friends and family.

1.3.1 Major barriers for Uzbek Tourism Industry

a) Lack of specialist knowledge

Despite the efforts undertaken by the National Government, local stakeholders and international donors, the low tourism capacity of many entrepreneurs and employees working in the tourism sector remains an important problem. In many instances, local stakeholders do not have a clear idea about the characteristics of the tourism demand, tourism product, and what kind of services should be provided to tourists. In addition, in the last few years, many individuals have initiated a tourism-related business which is not supported in their entrepreneurial efforts by any specific know-how. Recent international experience shows that the traditional methods of training and educating tourism stakeholders must change. The paradigm must shift since the tourism industry is meeting new challenges that reflect the globalization process, such as, the new needs of tourists and the increasing number of new tourism destinations each year. In this regard, a key aspect of Uzbekistan's tourism industry's competitiveness should be the capability of its tourism stakeholders to meet the requirements of the tourism market.

Currently there are few institutions of higher education/ colleges preparing mainly support staff for tourism enterprises, such as clerks, receptionists, caterers, cleaners, guards, cooks, etc. (except for the existing tourism faculty in the Tashkent State Economic University). The quality of the courses and professors is quite low. In this regard, the lack of qualified managers understanding the specifics of tourism industry can always be noted. Thus there is a constant need for qualified personnel who could manage tourism enterprises, as well as be able to plan strategically the directions of tourism development at the national and regional level. A qualified administrative staff is also in demand in the tourism sector.

During the interviews, travel agent staff was asked to name general barriers for effective implementation of Internet marketing in Uzbek tourism industry in general and in their firm in particular. Respondents mentioned that they have major problems dealing with technology. Specialist knowledge in web technologies exists, but either it is too expensive to obtain or it does not have full knowledge of contemporary internet marketing concepts. Moreover, when asked to define how respondents understand the term “Internet marketing”, only one had answered in an appropriate manner. It is evident that companies’ view of the Internet marketing is limited to launching website with basic company and product information along with some booking features.

b) Lack of coordinate efforts

Companies doing business in travel industry require conducting market environment analysis, researching market structure considering geographical implications, identifying competitors and consumers behavior in order to offer competitive high quality travel product (e.g., see Calaveras and Vera-Hernandez, 2005; Candela and Cellini, 2006; Cardenas, 2001). According to NC “UzbekTourism” and Chamber of Commerce of Uzbekistan, around 90% (2007) of hospitality industry is composed of SME (small and medium enterprises). SMEs often lack financial and human capital to launch expensive online Internet marketing initiatives. In western countries, national destination management companies (usually government agencies regulating tourist industry) along with support and participation of major tour operators, hotel chains and other tourist service providers design and implement projects aimed at improving country’s competitiveness in global tourism

market (Anri et al., 1996). For instance, Poland launched its IM campaign featuring Polish plumber in a video distributed on YouTube. Deliberate association with EU constitution referendum undergoing at that time in France was used to attract people's attention. This campaign was a huge success and increased awareness of French people about Poland and its tourist products. In western countries national tourism agencies are always on the frontline of adopting new technologies and marketing concepts to increase tourism volume into their country. They do so by helping SMEs to obtain necessary training and coordination and financing as well as consulting assistance in conducting international online and offline campaigns promoting country as tourist destination (Gyorgy Szondi, 2007). NC "Uzbek Tourism's" website lacks very basics of the Internet marketing such as consistent and comprehensive information on Uzbekistan for first-time visitor (Visa FAQ, booking feature, current weather and prices, etc.) (Kakharov J., Uzbekistan Tourism Infrastructure Market, 2007). Overall, clear and sustainable government programs in promoting Uzbekistan in online media is next to non-existent. Only uncoordinated and fragmented efforts by small firms are attempted with little or no success.

c) *IT infrastructure*

IT infrastructure is one of the most critical factors affecting the level of the Internet marketing activities used by firms in particular countries (Kozeta., 2004). Uzbekistan now has minimum required level of IT infrastructure that allows having computers connected to the Internet in all major tourism attracting sites of the country. Moreover, local universities such as: Westminster International University in Tashkent (WIUT) and Tashkent Information and Telecommunication universities (TITU) are educating specialists in this sphere to accommodate the growing demand from the economy. Although, IT infrastructure is deemed to develop enough, it still has a long way to go before it reaches optimal level currently in place in western countries.

d) *Bureaucracy*

Visa procedures as well as airport customs processing procedures are still lag behind the world standards. Tourists receive first impression of the country as being overly bureaucratic and unwelcoming. Many potential tourists give up on the idea of visiting Uzbekistan due to confusing and complicated visa acquisition processes. For

example, by arrival tourist will spend at least 1 hour at customs department because of unorganized structure at the Tashkent International Airport. While in any other country where tourism developed one will be able to pass customs department within 30 minutes. Other tourism infrastructures such as roads, public camping and others, are still in moderate too bad or bad condition. For instance no one single tourist camping site exists in all major tourist cities of Uzbekistan. Another important factor is the lack of customer service in all the hotels of the Uzbekistan regardless of its size of ownership.

e) Best practices Worldwide – compare and contrast

Traditionally, travel agencies and tour operators have been playing a key role in the tourism sector; however, wide adoption of ICT in the tourism industry is transforming the role played by these enterprises (Kozeta et. al., 2008). It seems that their value is being downplayed by business models based on the Internet. To cope with this trend more and more agencies start their own online booking portals and act as an intermediary between the financial producer and the tourist. Moreover, contemporary trend in tourist purchase behaviour indicates that tourists want more customized packages. Tourists from developed countries nowadays prefer to plan and create their own vacation packages on a component composition basis through direct bookings on platforms such as Expedia.com or directly on the companies' websites (Brioni, 2004).

f) Suppliers

Incentive travel makes use of the services and facilities of each sector of the tourism industry, including accommodation, transport, tourist attractions and recreational resources. It is a type of travel which requires luxury and comfort as well as an impeccable standard of services and attention to detail. Accommodation has to be of the highest standard, offering leisure facilities, good supply of restaurants and bars and conference facilities. Accessibility is important as well as the destination should be reached by as many means of transport as possible. Ease of traveling around the destination is also essential. Transport element is not simply the means of getting to the destination but it is very often a part of the incentive experience itself. The type of transportation mostly used for this reason are coaches, trams, cars, jeeps, ferries, boats branded with the company logo, on-board entertainment, personalized

welcome messages as well as gifts as a souvenir of the trip. Attractions and activities should be as varied and as distinctive as possible (Davidson, R., and Cope, B., 2003. Business Travel. Harlow,

Incentive Travel)

As part of their experience, tourists purchase not only tangible products (e.g., airline seats, hotel rooms, meals etc.), but also intangible assets (e.g., scenery, climate, friendliness of the host population, heritage etc.). Therefore, it is generally accepted that any tourism product consists of three different elements (O'Follon, 1994): i) the tourism experience; ii) the place, or destination; and, iii) the tourism services/goods. In addition, the tourism product is considered to be the main motivation behind the trip/holiday. The tourist has an opportunity to satisfy his/her specific needs thanks to an offer that was structured in advanced in order to fulfill the tourist's demand. This is why all components of the tourism product should be of high quality and meet the requirements of the tourists.

Our country is not very large , and the resources we are not rich enough to trade them right and left. Therefore, the conclusion suggests itself - should encourage industries that do not require large amounts of natural resources. So, for example , in all developed countries of the world foreign exchange earnings from international tourism than from the sale of certain categories of goods. According to the World Tourism Organization , 100 tourists are in the city with a developed tourist services and spend about \$ 200 , that is, a stay of a tourist in the city generates revenue of \$ 2. In comparison, even the development of any State to receive such income , it would be necessary to bring to the world market about 1 ton of cotton or 2 tons of wheat. Also, the development of tourism helps to solve another problem - the problem of unemployment . According to statistics, every 30 tourists visiting the country , contribute to the creation of one job in tourism and 2nd places in tourism-related industries. Tourism also has a positive effect on the development of the periphery , ie, rural areas. It provides an opportunity to sell the products of agriculture, local industries and crafts.

The tourism industry in Uzbekistan has significant development potential. It is associated with the presence of a large number of unique natural features (lakes, mountains , river floodplain forests) and a rich cultural and historical heritage. Throughout the country there are more than 7,000 monuments and art of different epochs and civilizations , many of which are included in the list of World Cultural Heritage by UNESCO. Yes, but this potential is not being used effectively , a lot of errors , mistakes , shortcomings. In general, the recommendations of researchers in the field of tourism are reduced to three main theses .

- First, people , policy- development of the tourism industry , it is necessary to consider that brings benefit not only the tourism, but what works on tourism.
- Second, and Need a large number of investments for the promotion of the industry in Uzbekistan , in most importantly : it is necessary detailed planning , because growth strategy has not yet been determined.
- And third, you need to pay as much attention to marketing and promotion areas .
- order to make Bukhara, Samarkand profitable. Many commercial sightseeing tours to Uzbekistan cause mild irritation , so they are easy to distort reality, and tourists come and realize that this is not what they expected. Our main disadvantage is that the Uzbek tourism product mis-sold . People to come to our country , they need to understand in advance what are the opportunities in Uzbekistan, which you can do. Plus - they expect a certain quality of service .Foreign tourists in Uzbekistan - and the real and potential - confuse three things: the difficulty of obtaining visas , travel agencies offer tours for groups of tourists , service. To obtain a tourist visa invitation letter must have or obtain through the travel agency. In addition, the visa shall specify the city that tourists are going to visit . And the problem of transport is essential , since it is often not on schedule and is usually crowded. Most of the shops are closed in the evening and at night. Tourists often have problems with the police .

Most tourists to Uzbekistan travel with inclusive tour packages. This means all travel, hotels, and most meals, are selected in advance by a tour operator. The tour operators sell their packages to tour retailers in the home countries, in particular Germany, France, Japan, Netherlands, Britain and USA. Tour operators and retailers build their reputation by satisfaction of tourists, who then recommend a company to

friends. But another problem is very difficult to overcome is the presence of strong competitors : China, only on the development of tourism infrastructure in Beijing in the next five or six years, plans to spend 9.8 billion dollars, India - in various states of the country are different types of tourism ministry has spared India and money on an advertising campaign for the purpose will allocate 48 million dollars, the countries of Southeast Asia, such as Malaysia and Singapore, Southeast Asia is converted into a single tourist destination , that is, create the conditions so that tourists visiting one Southeast Asian countries have had the opportunity to visit other countries in the region . But in order to be competitive in the Central Asian countries can also move a united front after all the tourists themselves are becoming much more demanding and discerning.

1.3.2 Promotion of tourism in Uzbekistan and other countries

Big travel agencies such as OrexCA, Dolores, DavrTour and Sairam target more on business individuals and elder tourists who visit Uzbekistan for business or for cultural purposes. In order to attract tourists of all ages, travel agencies have to focus on different promotional tools. As we know, promotion is a critical part in any business. Potential customers must get information that will positively influence what they think of a business and convenience for them to use its services. In tourism area, this includes a wide variety of activities such as brochures, billboards, newspaper and TV ads (McDonough and Ackert, 1986). However, in the market exists more efficient promotional tool namely advertisement via the Internet (company blogs and fan pages at LinkedIn.com, Facebook.com, Twitter, Flickr, Live Journal, Blog and others), which are much cheaper, faster and convenient.

In addition government support is one of the most effective tools for improving tourism. For example, governmental help to organize exhibitions and joint promotions with travel agencies from all over the world, which is a great contribution. Organizing exhibitions are very popular among different industry areas, because as stated by Tourism Trade Fair Association (ITTFA 2009) exhibitions are highly cost effective tools and comprise best features of advertising. For instance, in 2009 Turkmenistan government, which has almost similar geographical area as Uzbekistan has, together with Russia and Kazakhstan organized “Silk Road 2009” off road rally, which was awarded with Dakar

series status (www.turkmenistan.ru, 2009). More than 30 countries participated in this rally, since than income from inbound tourism started to grow very quickly. Considering approach in developed countries, we can see that France, being a leader in number of international tourist arrivals for a number of years (see Figure 3), has continuous governmental support and renovations for tourism industry. With a purpose to promote France as a tourist destination all over the world, in 1987 an organization “Maison de la France” was founded. Currently, this company has over 30 branches all over the world (Maison de la France 2000-2007).

1.4- Research Questions:

Based on the above thesis problem it become imperative for this research to answer the following questions:

- a) What is reality of tourism in Uzbekistan?
- b) What problems and perspectives for future incentive travels in Uzbekistan?
- c) What is the real value of Internet marketing in Uzbek tourism industry?
- d) What marketing strategies proposed to boost inbound and outbound tourism?

1.5- Thesis Objective:

- a) Provide adequate and credible information of tourism in Uzbekistan.
- b) Identify problems and perspectives for future incentive travels in Uzbekistan
- c) Identify how the Internet marketing could be used by local tour firms in the context of Uzbek tourism industry.
- d) Contribute to the development of theories for the advancement of tourism marketing in Uzbekistan.

1.6 AN OVERVIEW OF THE STUDY

This research consists of the following chapters:

CHAPTER ONE:

This study explains first chapter out of the five chapters of the project paper and it presented the introduction, background of the study, problem of the statement, research questions, research objectives, and overview of the study.

CHAPTER TWO

This chapter aims to provide background information on the subject area based on relevant previous literature. The theories and models which supporting present researches are discussed.

CHAPTER THREE:

Chapter presents the building of thesis and explanation of each used strategy. It describes the method of the study, the structure of the study and design of the research.

CHAPTER FOUR:

In this chapter the results of the data analysis are presented. The data were collected and then processed in response to the problems posed in Chapter One of this dissertation. Two fundamental goals drove the collection of the data and the subsequent data analysis. Those goals were to develop a base of knowledge about the technology education curriculum organizer, construction, as it is perceived and utilized relative to other curriculum organizers, and to determine if current perception and utilization are consistent with the basic goals or principles of technology education. These objectives were accomplished. The findings presented in this chapter demonstrate the potential for merging theory and practice.

CHAPTER FIVE:

This is the last chapter of the thesis and the most important part because it is here where the findings, and the whole thesis for that matter, are summarized; generalizations in the form of conclusions are made; and the recommendations for the solution of problems discovered in the study are addressed to those concerned.

1.7 Chapter summary

In this chapter we presented generally view of the research paper. We tried to define of tourism and categorized tourists, discussed benefits and impacts of tourism. We introduced background of our study and presented of major barriers of tourism industry in Uzbekistan. We discussed problem statement and presented research questions and research objectives.

Uzbekistan is unknown destination for incentive travelers. The overall destination image is found not positive and not strong enough to stimulate the incentive participants' interest. The brand 'Silk Road' was created by WTO for the destination to emphasize its identity and differentiate it from the other competitor destinations. However, the destination brand is not yet internationally recognized and not enough powerful to appeal incentive travelers. Low degree of recognition of Uzbekistan can be seen also as an advantage: the more unknown the destination, the more exotic and attractive it is. The tourism industry in Uzbekistan is in its early development stage and needs changes and improvements to be done for its further development.

In addition, most of analysts acknowledge great potential for development of tourism in Uzbekistan. There are more than 7,000 objects of art and architecture from different epochs and civilizations are located in Uzbekistan – many of them are on the UNESCO list of world cultural heritage. Cities of Bukhara, Samarkand, Khiva and Tashkent have long time been a trademark of Uzbekistan's historical heritage. Moreover, Uzbekistan has numerous natural attractions such as mountain peaks and rivers, mineral springs and well-known resorts, along with an authentic culture and a wide array of arts and crafts draw in a growing stream of foreign tourists (Kakharov, J. 2007). Moreover, online travel advisor PARUS (www.parus87.com/Read_More.html, 2003-2011) states that "there is no question what is better for Uzbekistan or any of other countries worldwide. Uzbekistan differs from them in its originality. If European goes on a tour to Uzbekistan, expecting to find here Europe, he makes big mistake and surely will not be satisfied.

Uzbekistan's tourism sector has a great deal of promises by possessing the rich cultural heritage and beautiful geographical landscape. Since Uzbekistan became an independent country in 1991, the number of tourists coming to our country

increased significantly thanks to a great attention paid to the tourism development by the government . According to the Decree of the President of Uzbekistan № UP-447 «On formation of a National Company "Uzbektourism" as of 27 July, 1992, the National Company "Uzbektourism" was established as an authorized state body coordinating development and implementation of the unified tourism policy in the territory of the Republic of Uzbekistan. In 1994, NC "Uzbektourism" became a member of the UN World Tourism Organization.

The activities of the National Company are accountable to the Cabinet of Ministers of the Republic of Uzbekistan According to estimates of the World Tourism Organization (WTO), the capacity of the tourism resources of Uzbekistan is one million people a year. Despite the fact that over the last ten years the number of tourists visiting Uzbekistan, has doubled, this huge potential is still far untapped. Required depth market research of tourist services , activation state non- commercial tourism potential of the republic on the major foreign tourist markets , as well as integrated advertising and informational programs to create attractive tourist image of the country , the creation of a single national brand and logo of the tourist product of Uzbekistan.

In addition, experts believe NC " Uzbektourism" , we need to develop the legal framework regulating the tourism activity , improve the mechanism for attracting domestic and foreign investment for the development of tourism , improve the effectiveness of training tourism personnel . "Uzbekistan, located on the ancient Silk Road and rightly proud of many ancient monuments and natural attractions, has the potential to become one of the centers of international tourism - said the president and CEO of OPIC, Peter Watson. - OPIC is pleased to support American small business, helping to further develop the tourism industry in Uzbekistan. " However, it is believed that the liberalization of the market of tourism services and service however, can lead to the strengthening of national services sector, facilitating access to affordable and quality services for the national tourism industry, strengthening competitiveness.

Uzbekistan is now on the difficult road to a market economy. We need to use all available resources in order to strengthen economic situation in Uzbekistan. Tourism plays an important role in implementing this task. International experience shows, that tourism, after certain initial investments, may soon become one of the

profitable sources of hard currency income in Uzbekistan. Uzbek tourism authorities are advised to take pro-active approach in addressing the above mentioned problems and finding effective solutions to them. Tourism industry has strategic importance for the economy of Uzbekistan. Global tourism market trends demonstrate high correlation between tourism traffic into their country with level of adoption on the Internet marketing. Thus, it is of vital importance to design countrywide trainings, design internet marketing strategies that will ensure Uzbekistan does not fall behind the contemporary developments of travel industry worldwide. In near future, Uzbekistan has good chances of improving its tourism traffic through means of effective implementation of IM strategies. However, considering Uzbekistan's geographic location and tourism resources, it could become a high-earner, and a substantial contributor to the overall economic performance of the country. For the purpose to increase the level of inbound and outbound tourism, the promotion of Uzbek tourism has to be examined and corrected.

CHAPTER TWO

LITERATURE REVIEW

2.1-“Potential of Uzbekistan for the development of incentive travels”:

a) The content:

The dissertation has been done by Madina Mamaeva, Bournemouth University, and Master of Arts in European Tourism Management. 2005. And the thesis objectives were to investigate the potential of Uzbekistan for future development of incentive travels to discuss the Silk Road concept and its importance for future tourism development in Uzbekistan and to introduce the concept of incentive travel, and analyze the macro-environment of the destination, and evaluate principle tourism resources the destination can offer for the development of incentive travels.

b) Methodology:

To achieve all this goals the thesis has been using in it Methodology. The present research has developed the hypothesis: ‘the development of incentive travels in Uzbekistan depends on the degree of political stability of the destination, level of economic development, attraction power and perception (image) of the destination’. The aim of the primary research was to find out the perception of Uzbekistan held by the European incentive intermediaries on the example of the British ITO’s. The data have been collected through small sample survey which was aimed to discover the British ITOs’ awareness, familiarity and level of interest with Uzbekistan and their perception of the country as an incentive destination.

c) Conclusion:

The findings of the present research are based on different types of analysis. The PEST analysis, evaluation of tourism resources’ base of the destination, the study of the destination image and SWOT analysis have been done in order to answer the overall research question and confirm or reject the hypothesis. The findings are categorized and discussed according to the basic criteria the incentive destination must fulfill.

d) Recommendations:

The incentive-travel industry in Uzbekistan is in its early development stage and needs changes and improvements to be done for its further development. Uzbekistan as the Silk Road destination should be promoted by such as television, radio, newspapers and magazines, etc., highlighting its best features and revealing the potential of the country.

2.2- “Marketing in tourism of Uzbekistan and its development within context globalization.”

The PhD Dissertation has been done by Batir Mirbabaev in 2005.

Development and implementation of academic directions and methods on increasing the flow of foreign tourists into the regions of the Republic of Uzbekistan within the context of economic globalization. His **Methods of research:** sociological survey, statistic grouping, econometric analysis, identification of extreme functions, experiments on sample models, features of transferable matrices.

Conclusion:

Analyses of information provides evidence to constantly increasing interest to tourist business in Uzbekistan and favorable growth tendencies of tourist stream. Theoretical aspects of the development of tourism routes and products have been identified; the patterns of tourism development and export potential of the republic have been systematically studied; Marketing research directions and their principles within economic globalization have been developed; The structure of Information technology which will help the process of formation of the tourism products industry and entrance of those products onto the world market has been developed; In order to attract foreign tourists uncommon tourism routes have been identified based on a sociological survey; Tourism flows in the regions have been identified and based on that the channels and probabilities of tourists moving from one region to another have been defined; The perspectives of tourist’s movement on the scale of the republic have been identified based on the developed models and factors increasing the tourists flow have been analyzed;

Recommendations:

Resource to the tourist firms on this occasion allows saving a lot of time and money to organize the business trip. Besides that, in the sphere of business tourism there is also need to organize conferences, seminars and symposiums. In such cases big importance is dedicated to the construction of special halls and maintenance with all necessary equipment for communication in the hotel complexes. The results of the research may be used in the tourism industry and in introducing tourism products into the world market and the competitive. May be used as academic guidelines on basics of tourism and marketing, as well as practical guidelines for tourism companies, organizations and firm.

2.3- “Uzbekistan’s Tourism Sector -an Unrealized Potential”

This article has been done by UNDP in Uzbekistan, in 16 pages, 2007.

a) Contents:

Expert believes that currently the tourism sector has a limited impact on the national economy of Uzbekistan, and its potential is not used to its full extent. Uzbekistan has become a less attractive destination for international tourists due to problems related to an underdeveloped air transportations market, boarder and unorganized and not diversified tourism product. This policy brief includes an analysis of the main challenges hindering the development of the tourism sector of Uzbekistan and more efficient use of the country’s tourism resources, as well as recommendations aimed at addressing the identified problems through instruments of state politics. In addition, NC “UzbekTourism” is planning to improve regional tourism programs in Khorezm, Ferghana, Namangan, Kashkadarya and in Karakalpakistan regions by the year 2015 and increase the number of coming travelers to 1,659,000 tourists during a year (www.capital.uz, 2010). In order to become competitive at the international level, it is necessary to develop a strategic plan of Tourism Development in Uzbekistan. However, in this sector there is strong competition among tourism destinations, and each year new destinations appear in the

world market with an intention to attract new tourists. Thus, strategic planning of tourism industry development is a key goal in order to achieve competitiveness and address new challenges of the current tourism industry. Thus, Uzbekistan needs to develop and implement a detailed plan of Tourism Development (Policy Brief, UNDP, 2007).

b) Conclusion:

After Uzbekistan became a member of WTO, National Company “UzbekTourism” has been cooperating closely with international tourist organizations, especially with WTO, for the purpose of improving the image of the country abroad and maintains wide promotion of the tourism potential for the countries in Europe and Asia (WTO, no date). According to the research made by UNDP in the year 2007, for developing countries such as Uzbekistan, tourism industry is one of the biggest income generators. However, many experts believe that currently the tourism sector has a limited impact on the national economy of Uzbekistan, and its potential is not used to its full extent. Specifically, Uzbekistan still has no clear strategy on tourism development that could optimize the efforts and resources targeted at tourism sector development (UNDP, 2007). In order to fulfill this spaces, President of the Republic of Uzbekistan, Islom Abduganievich Karimov, set a governmental mission over NC “UzbekTourism” to develop travel services within the country until the year 2015.

Despite the fact that tourism industry was determined to be one of the priorities for economic development of Uzbekistan, its potential is underestimated. A comprehensive policy on tourism development is still missing. In particular, there is still no clear strategy on tourism development that could optimized the efforts and resources targeted at tourism sector development. Significant latent potential of tourism industry can be utilized, and its competitiveness and export receipts increased, only upon the condition that there is improvement in the system of state regulation, high-grade development in market relations, and diversifications and quality development tourism products portfolio of Uzbekistan. In many situations the local stakeholders have no clear understanding of characteristics of tourism demand and which type of services should be provided in order to satisfy tourists needs and wants.

c) Recommendations:

In order to become competitive at the international level, it is necessary to develop a Master plan of Tourism Development in Uzbekistan. Recent international experience shows that the traditional methods of training and educating tourism stakeholders must change. It's necessary to develop special educational programs for specializing on tourism management. Planning, developing, managing and promoting tourism should be undertaken with active participation of all stakeholders. In order to boost tourism sector development the following recommendations are proposed to the Government, International organizations and tourism sector stakeholders: To make strategic development plan of tourism industry in Uzbekistan, Separation of the commercial and government functions, fine tuning visa regime and border control, Improving licensing and certification, For attention of local authorities.

2.4- Developing ecotourism along the Silk Road.

Research article has been done by Dr. Obidjon Khamidov Tashkent State University of Economics (Tashkent, Uzbekistan)

Introduction:

Uzbekistan is considered to have the greatest tourism potential of all the Central Asia countries. Uzbekistan holds ninth or tenth place in the world for its recreational resources. Alexander the Great said about Samarkand: "Everything I have heard about the beauty of Samarkand is true – except that it is even more beautiful than I could imagine" Basing on the information of National Company (NC) "Uzbek tourism" in 2010 Uzbekistan has achieved, so far, considerable increase of tourism service export rate – 105, 6% to prognosis rates, and 123, 3% to actual rate of 2011. The silk road one of the Asia's most dynamic economic grow areas. The territory of modern Uzbekistan is situated where ancient trade routes crossed; the most famous one is the Great Silk Road. The "Great Silk Road" existed for more than 14 centuries, and it ran mostly on the territory of Uzbekistan. Before the Russian invasion of Central Asia (before 1860) there were more than 700 caravan routes in Uzbekistan, making commercial and tourist trips to the different countries of East and West.

Problem of tourism development in Uzbekistan:

The territory of modern Uzbekistan is situated where ancient trade routes crossed, the most famous one is the Great Silk Road. The “Great Silk Road” existed for more than 14 centuries, and it ran mostly on the territory of Uzbekistan. Before the Russian invasion of Central Asia (before 1860) there were more than 700 caravan routes in Uzbekistan, making commercial and tourist trips to the different countries of East and West.

Advantages: Diversity of natural resources, Favorable location on Great Silk Road, Large number of historical monuments, Rich cultural heritage, Friendly, hospital people, Adequate hotel facilities. *Disadvantages:* Poor infrastructure in some tourist centers, Lack of auto service, facilities on intercity roads, few entertainment events, Quality of service below international standards. The main barrier to develop tourism in Uzbekistan is infrastructure underdevelopment, internal and international relations of local tourism institutions, lack of qualified human resources.

Conclusion:

“Already Silk Road countries account for 30 percent of international tourism arrivals and 20 percent of international tourism receipts” Taleb Rifai. The secretary-general of UN’s World Tourism Organization (UNWTO). In the cities built along the Great Silk Road, between China and Europe, there are over four thousand architectural monuments of different historical epochs beginning from the early middle Ages. Those stretch from the Stone Age, through the eras of Alexander the Great, Genghis Khan and the Tamerlane Empire. Insufficient measures are taken to develop new touristic products in regions of Uzbekistan:

- small and private business sector is not being motivated enough to create new touristic products, infrastructure development and building of hospitality objects;
- insufficient amount of foreign investments are being attracted to local tourism market;
- lack of NC Uzbek tourism coordination with NAC “Uzbekistan Airways” on development of service rendered at airports of the country;
- lack of knowledge and experience of the participants of local tourism service on

requirements to the level of service and hospitality;

- current standards and certification system do not conform to international standards;
- foreign operators are not being informed about year-round possibility for foreign

tourists to visit the country;

- low activity of local tourism companies in organization of international tourism

fairs abroad;

- insufficient amount of advertisement on touristic products and possibilities of

Uzbekistan;

- lack of representative offices of NC Uzbektourism abroad

Recommendations:

We find following ideas effective enough for the purpose of further development and promotion of local touristic products and services:

- during 2011-2015 years, evaluation tours for foreign operators' and mass media

representatives are to be organized – to present them local touristic products, services and historic-cultural objects of Uzbekistan;

- local administration at the places should organize free shows and excursions for foreign participants of “Mega-info-tour” campaigns making them exempted from any entrance, recording and other fees;

• local administration at the places should organize and hold sport / horse sport events for foreign participants;

- local administration at the places should organize free craft shows and demonstrations for foreign participants;

• during the campaign, free meal and accommodation at hotel should be provided for foreign participants;

- NAC “Uzbekistan Airways” is to provide participants service tickets for international and domestic flights, and organize free CIP service at airport

terminals;

- GAJK “Uzbekistan Railways” is to provide participants service tickets for domestic routes;

2.5 The Key to Success in Afghanistan .A Modern Silk Road Strategy

The article has been done by S. Frederick Starr and Andrew C. Kuchins with Stephen Benson, Elie Krakowski, Johannes Linn, Thomas Sanderson in May 2010. Central Asia-Caucasus Institute & Silk Road Studies Program – A Joint Transatlantic Research and Policy Center in Washington. “The Key to Success in Afghanistan” is a *Silk Road Paper* published by the Central Asia-Caucasus Institute and the Silk Road Studies Program.

a) Contents

American strategy in Afghanistan is at a crossroads. Expanded forces are implementing promising new approaches on the battlefield. But these have yet to be matched by economic measures. The U.S.’s stated goals—to destroy Al Qaeda and cripple the Taliban—do not engage most Afghans and people in countries neighboring Afghanistan, or even our own NATO allies. Not with-standing many worthy projects, a robust non-military strategy has been lack-ing, and especially one that engages more deeply a broader regional set of ac-tors. Only such a strategy will engage the local populace in Afghanistan and the region. The U.S.’s current approach to economic renewal rests on four pillars: 1) job creation; 2) the provision of basic services; 3) the construction of infrastructure; and 4) the development of fiscal sustainability. Of these, job creation has been the main thrust to date, but it has yet to bear significant fruit. We accept these goals but propose to organize them around a more focused yet comprehensive strategy, one that embraces the expansion of transport and trade as the main engine of economic advancement. To achieve success, an economic strategy for Afghanistan must meet these four criteria:

First, it must directly and manifestly improve the lives of Afghans, Pakistanis, and people in those Central Asian states that are key to this region-wide project. As this happens, internal and external stakeholders will buy into the effort. Only through

these means can one expect a decline in the resort to violent solutions. Only in this way will the need for a large and costly U.S. military presence begin to lessen in the immediate future, e.g., in next 18–24 months.

Second, it must be possible to pursue the economic strategy *simultaneously* with the military strategy, and in *such a way that the two are mutually reinforcing*.

Third, it must leave the Afghan government with an income stream. Today the U.S. is paying the salaries of all Afghan soldiers and civil servants. This cannot go on forever.

Fourth, an economic strategy must work fast, showing substantial results within the next 18-24 months. An early focus on removing administrative and procedural blockages to trade will produce quick results. Overall, economic progress will create the conditions that will enable the U.S. to shift its main emphasis from military power to economic and social betterment. Section II of this report details the argument for a transformative transport-based strategy. It demonstrates the huge potential scale and viability of continental land-transport across Afghanistan. It also points out that many of the key elements are already in place, merely waiting for the removal of bureaucratic impediments at the borders. Among the strongest arguments for a MSR strategy is that it is driven by inexorable market forces that are already poised to move.

Sections II and III of this report indicate that the main needs for road transit are leadership and diplomatic skill to sort out border impediments, not infra-structure. Completing the Ring Road and especially the highway between Kabul and Herat will come at a modest cost compared to what has already been spent. And while pipelines, railroads, and electrical transmission require larger infrastructure investments, there will be no shortage of international investors if the U.S. steps up to provide the needed strategic leadership. This document shows how this can be done, in partnership with the Government of Afghanistan, other countries, international financial institutions, and the private sector.

b) Conclusion

The Afghans themselves understand that their future prosperity is tied to Afghanistan's central role in a reconstituted Eurasian trading network that we call the Modern Silk Road. Indeed, this is one topic on which all leading figures in Afghanistan's otherwise deeply fractured polity agree. This view was highlighted most recently in the Afghan National Development Strategy of 2008 ; While the Modern Silk Road represents the best hope for the long-term stabilization of Afghanistan, two common misconceptions have been allowed to prevent the realization of this goal: namely, that the main reasons for Afghanistan's failure to —breakthrough to rapid development are, first, the absence of security there and, second, its poor infrastructure. This analysis, however, is flawed.²⁷ In 2008, the U.S. Chamber of Commerce examined the security prerequisites of a Modern Silk Road.³¹ In its —SAFE Study^l, the Chamber proposed a dual approach based on a customs-to-customs network, and customs-to-business partnerships. The network would promote cooperation across national customs administrations by using a common IT infrastructure to identify risky shipments. The partnerships would link national customs administrations and businesses recognized as responsible shippers.

c) Recommendation

One of the most promising ways forward for the U.S. and NATO in Afghanistan is to focus on removing the impediments to continental transport and trade across Afghanistan's territory. Many existing international initiatives from the Mediterranean to the Indian sub-continent and Southeast Asia are already bringing parts of this network into being. Absent is the overall prioritization, coordination, and risk management that will enable Afghanistan to emerge as a natural hub and transit point for roads, railroads, pipelines, and electric lines. America and its coalition partners can provide these missing ingredients.

Opening the great channels of transport and trade will improve the lives of average Afghans, reinforce the military effort, and create a sustained income stream for the Afghan government. It will begin reaping these benefits with-in 18 to 24 months. This strategy acknowledges the reality that the Afghan struggle is regional in scope, affecting the rest of Central Asia, Pakistan, India, China, Iran, etc., and must

be resolved on a regional basis. Such a strategy benefits all and is directed against no one.

2.6 Malaysian Tourism Demand from the Middle East Market: a Preliminary Analysis

The article has been done by Norlida Hanim Mohd Salleh, Abu Hassan Shaari Mohd Noor, Redzuan Othman, Mohd Safar Hasim. School of Economics Universiti Kebangsaan Malaysia, in 2010.

a) Contents

The 11th September 2001 tragedy had greatly altered the global tourism scenario. The free flow of tourists to tourist destinations was to some extent had been restricted due to the safety and security reasons. In additions some major tourist destinations have imposed more restrictions and stringent regulations to the inbound tourists for the same reasons. Tourists especially from the Muslim countries were becoming more careful and selective in choosing their holiday destinations. Statistic has shown that the arrival of Middle East tourists to the United States had declined sharply after the incidence. For example in 2000 about 249,260 Middle East tourists visited the USA but in 2002 and 2005 the numbers had decreased sharply to 126,613 and 144,131 respectively. Similarly their arrivals to the UK, during the same period the numbers declined from 429,000 to 360,000 and 380,000. Tourists from this region started to find alternative destinations for their holidays. Malaysia as an Islamic country is one of their choices. Their arrivals to Malaysia have shown an increasing trend. For example in 1998 about 19,571 arrivals were recorded. By 2002 and 2005 the numbers had increased to 126,239 and 145,861. This paper is trying to investigate statistically did the 11th September incidence is a significant factor influencing the increasing of Middle East tourist arrivals to Malaysia besides other factors such as tourist expenses in Malaysia, tourist income, traveling expenses at alternative tourism destinations and dummy for September 11,2001 tragedy.

In estimating the importance of these factors, panel analysis method will be utilized. Empirical results have shown that the Random Effects method/model is the best. Overall results are acceptable. They are consistent with tourism demand theory and satisfying the statistical requirement. The Importance of Middle East Market to

Malaysia Tourism Industry According to the World Tourism Organization the Middle East market is consisting of several countries namely Bahrain, Palestine, Iraq, Jordan, Kuwait, Lebanon, Libyan Arab Jamahiriya, Oman, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, Egypt and Yemen. However, not all countries are significant market to Malaysia. Only seven countries are considered in this analysis as tourist arrivals from these countries are quite sizeable. These countries are Jordan, Kuwait, Oman, Saudi Arabia, Syrian Arab Republic, United Arab Emirates and Egypt. The importance of the Middle East tourists to the Malaysian tourism industry can be viewed from several indicators such as number of tourist arrivals, tourism receipts, the average length of stay and potential of future tourism market.

b) Conclusion

The major purpose of the study is to identify and estimate factors that influencing tourists from the Middle East to visit Malaysia. This study has to employ the panel data analysis in order to avoid the problem of getting sufficient time series data besides it has several advantages. In general the estimated results are quite good which is consistent with the demand theory and satisfying the statistical requirements. Among the important findings are the tragedy of September 11 is an important variable that promote the incoming of Middle East tourists to Malaysia. Changes in cost of traveling in Malaysia would have significant impact on the inbound tourists to this country. The Middle East tourists consider Malaysia and Indonesia as substitute destinations. In order to make Middle East market as a dominant contributor to the inbound tourists to Malaysia, measures must be taken to make Malaysia is worth for money and a safe tourist destination.

2.7 Marketing strategy for tourism industry in Bangladesh: Emphasize on niche market strategy for attracting foreign tourists.

The research has been done in January in 2013.

Mohammad Amzad Hossain Sarker,

PhD Candidate (Assistant Professor, Comilla University, Bangladesh) School of Management, Wuhan University of Technology Wuhan, China. **Sumayya Begum,** PhD Candidate (Senior Lecturer, Southeast University, Bangladesh) School of Management, Wuhan University of Technology, Wuhan, P.R. China

a) Contents :

Bangladesh has bright prospects of tourism in future. It possesses tourism potentials all over the country. But, Bangladesh tourism is facing so many problems including marketing strategy. By applying niche market strategies she can earn more foreign currency because Bangladesh is blessed with four key tourism products: Beaches, Forest, Hills and islands, Historical place and Archaeological Sites that are mostly pleasing to many tourists. This paper is focusing the present strengths and weaknesses of tourism industry in Bangladesh and the ways to implement niche market strategy. In past, the government may have been reluctant to invest for tourism development, but in this modern age the situation has changed. Now government concentrates on not only tourism but also hospitality management like hotels, motels, restaurants, transportation, security and entertainment etc.

Bangladesh as a developing country is moving towards facing challenges of globalization. It has beautiful sights and historical places which are able to grow attention to international tourists. But this industry failed to grow properly because of lack of sustainable and effective tourism marketing strategies and reluctant attitude of different governments to develop this industry. Many foreigners have negative perception toward our country. They feel Bangladesh is a country of poverty, beggars, floods and political unrest (Hossain, 1999). Besides, ministry of civil aviation and tourism, Bangladesh Parjaton Corporation (Govt. Tourism Organization) and other private tour operators did not apply marketing concept and strategies properly to reach their tourist product to target consumers (tourists). Though Bangladesh has lot of attractive destinations but there are some weaknesses: poor infrastructure, unstable

political situation, image crisis etc. Besides, fund allocation on tourism is not sufficient; niche marketing strategy would be profitable strategy for Bangladesh. These kind of attractions are need to be explored by the niche marketing strategies and need to formulate and implement tourism marketing strategic plan either by the Bangladesh Parjaton Corporation (public sector) or the public-private sectors both. Findings indicate that four iconic products can play significant role in the total earnings in this sector. Finally, this paper suggests how niche market strategy will help the policy maker to differentiate the tourists market and customize their service to achieve strategic marketing objectives and solve present downward earnings.

The research objectives of this study are:

1. To analyze the marketing strategies adopted by Bangladesh Parjaton Corporation.
2. To identify and analyze the niche markets for getting competitive advantage as an international destination.
3. To suggest recommendations for the development of key tourism products in Bangladesh.

b) Methodology

To achieve the objectives of the study mainly the secondary information has been used for conducting this research. Secondary information has been collected from annual reports, website of ministry of civil aviation and tourism and Bangladesh Parjaton Corporation, publications of world trade organizations, different journals and research papers. After collecting information researchers analyze the future prospects of nice market strategy for the development of tourism industry in Bangladesh.

c) Conclusion

Bangladesh is a developing country and it has lots of tourist's products but all products are not attracting foreign tourists. So Bangladesh needs to concentrate to develop Iconic products rather than to increase the number of offers. The following recommendations will help to the authority to develop its four Iconic Products: **Firstly**, for beaches authority should establish more hotels, motels and security.

Authority can encourage local people to participate for their own economic benefit. Local authority should upgrade the infrastructure of beach sites. **Secondly**, for eco-tourism authority should protect the green environment and forest also. Local authority should initiative to involve tribal's in the process of eco-tourism. **Thirdly**, for historical place authority should promote its historical places and marketing these places through promotional mix. It is so important to preserve historical places. **Finally**, for archaeological sites authority should develop communication (transportation) facilities to reach these sites and establish standard hotel and restaurants nearest to sites. It is necessary to train up the human resource of different sites office to guide the foreign tourists properly. It is important to offering the key products to niche markets in different way in compare to competing countries. By taking proper niche marketing strategy Bangladesh can increase the receipts and number of tourists. Niche market strategy can be useful because most of the foreign tourists have interest to visit the above mentioned sites and willing to stay few days and spend money for their enjoyment. By applying this strategy BPC can differentiate its tourist's product for different target groups (need basis) and protect its downward earnings. Finally, the findings of this research will help the policy maker to implement niche market strategy to serve the target sub groups of international tourists. By using skilled private tour operators it can attract more foreign tourists to visit its four key products Beaches, Eco-tourism, Historical place and Archaeological sites in addition to promotional program, establish tourist office in abroad and updated websites.

2.8 Policy and planning of the tourism industry in Malaysia.

The research has been done by Amran Hamzah Course Coordinator, Tourism Planning Programme, Universiti Teknologi Malaysia, Skudai, Johor .

a) Introduction

Tourism is currently the second highest contributor to Malaysia's Gross Domestic Product (GDP) after manufacturing. Despite its relatively late entrant as a 'big time' tourism player, the tourism industry in Malaysia has grown by leaps and bounds since the early 1990's. Malaysia's greatest strength is its tourism product diversity...but

like a double edged sword, Malaysia's product diversity has proven to be a marketing stumbling block. As it has a little of everything, Malaysia has failed to cut a distinct image in the international tourism arena. As tourism is a Federal responsibility, almost all revenues from tourism such as the 10 % sales tax and 5 % service tax are collected by the Federal government for redistribution to the 13 states in Malaysia. Due its limited budget, Tourism Malaysia markets and promotes only 13 major tourism destinations in Malaysia during their participation in travel marts abroad. This has caused resentment amongst the State governments who would like the various tourism attractions/products within their states to be equally promoted. As a consequence, several State governments, notably Melaka and Penang, have taken the proactive step of carrying out their own promotion to the extent of participating directly in travel marts and printing as well as distributing their own promotional materials. Tourism is currently the second highest contributor to Malaysia's Gross Domestic Product (GDP) after manufacturing. Despite its relatively late entrant as a 'big time' tourism player, the tourism industry in Malaysia has grown by leaps and bounds since the early 1990's. This paper will, firstly, trace the development of the tourism industry in Malaysia with its performance, institutional framework and policy planning initiatives. Secondly, it will discuss Malaysia's efforts, successes and failures in promoting regional cooperation in tourism. Thirdly, the role of budget airlines, development of thematic/Trans border heritage trails and growth in youth tourism will be evaluated in the light of multi-destination visitation. Fourthly, a SWOT Analysis will be used to discuss the potential of improving regional cooperation in tourism as an economic venture as well as a tool for Asian cohesion. Finally, a list of action plans will be recommended to provide a systematic mechanism for enhancing regional cooperation in the region. Essentially, tourism product development in Malaysia over the past 10 years had focused on the exploitation of its diverse nature and culture based attractions. The nature/culture theme is taken up by most state governments; for instance, Sarawak uses Culture, Adventure and Nature (CAN) as its promotional tag line. Melaka and Penang, on the other hand are heavily promoting their cultural heritage notably the distinct cultural potpourri that is a legacy of a cosmopolitan past. The only major addition to the policies recommended in the NTPS is the promotion of Malaysia as a shopping destination exemplified by the heavy investment in promoting Malaysia as a shopping

haven, mainly through the thrice yearly Mega Sale Carnivals. Regionally, Malaysia is still lagging in terms of becoming a major tourism hub at the same level with Singapore and Bangkok. Nonetheless, it has managed to capture specific niche markets due to a long term marketing strategy and recent world events. Most importantly the partial liberalization of the airways within Asia and the rapid growth of budget airlines within the region will have a significant impact on cross-country visitation. Brief discussions of these changes are as follows:

1. Growth in Tourist Arrivals from Mainland China
2. Growth In Tourist Arrivals From The Middle East
3. Expected Increase in Tourist Arrivals From India
4. Mushrooming Of Budget Airlines
5. The Establishment Of Trans border National Parks/World Heritage Sites.
6. Development in Cruise Industry/Tourism
7. Development of Themed Heritage Trails
8. Extension of Educational Tourism Program
9. Trans-Asia Rail Link from Singapore to Kunming, China

b) Discussion and synthesis

This paper has, firstly, summarized Malaysia's gradual climb into the upper hierarchy of the Asian tourist circuit. Secondly, it highlighted the state of tourism policy planning in Malaysia viz-a-viz its 3 tier form of government. Finally it had discussed the current and expected improvement in accessibility between Malaysia and the other countries within the region, which will have exiting prospects for inter-regional tourism, multi-destination visitation and cross-cultural exchanges. Ultimately, the private sector is expected to respond to new opportunities brought about by more liberal and collaborative government policies on tourism within the region but the actual realization will be highly dependent on the improvement in accessibility either by land, sea or air. From the SWOT Analysis, it can be seen that **STRENGTHS** of the tourism industry in Malaysia are the outstanding natural beauty comprising tropical forests, lakes, pristine islands, mountains, etc. In addition, the cultural diversity and multi-culturalism are only unique to Malaysia, so much so that tourists from other parts of Asia can at once be at ease with the familiarity of

Malaysia and yet marvel at its differences. The main **WEAKNESS** of Malaysia's tourism industry is its 'low yield' economic return, forced upon by the underselling of hotel rates, hence affecting the profit margin of most 4 to 5 star hotels. (room rate of below USD 100/night). Consequently, the low profit margin has affected HRD and training and hotel refurbishment programmes, which in turn, has affected service quality. At sensitive areas such as islands and hill resorts, environmental degradation has also worsened over the last few years due to the lack of management and enforcement. As mentioned earlier, the **OPPORTUNITIES** for multi destination/cross border tourism have been vastly improved by the advent of budget airlines which are able to profitably serve destinations with a 3 hr. flying time radius. In addition, the branding associated with World Heritage Sites and the growing interest in themed tours also provide new opportunities for intra-regional travel.

c) Recommendation

Currently, regional cooperation within the region are in existence through the activities of both PATA and the ASEAN Tourism Forum (ATF). However, based on the above discussion and synthesis, a better collaboration can be achieved by building on the strengths of each Asian country. Towards this end, several recommendations are proposed, which are as follows:

In the short term, the main focus should be on the removal of obstacles than hinder cross border travel. Based on the concept of 'seamless travel', some of the initiatives that could be introduced are smart cards for frequent travellers to minimize delays at immigration points, better arrangement for self-drive holidays and cross border insurance policies, etc.

In the medium term, the packaging of Trans border tour packages should be designed with PATA or ATF as the Secretariat. Tour agents representing the region should design innovative tours based on specific themes, preferably those that involve the geographical boundary and heritage of more than one country. In the long term, tourism regional tourism should be further developed as part of the expansion of trade through AFTA. Further incentives for foreign direct investments should be introduced and Asian-based hotel/resort chains should be encouraged. In the long term, joint promotion should be further enhanced by developing electronic portals, promotional blitzes and an efficient but affordable CRS covering the whole of Asia. Finally,

AFTA should take the initiative in extending its commitment to sustainable tourism beyond the formulation of codes of conduct. This could be done by developing and implementing accreditation programs for sustainable tourism that are tailored to the needs of both the formal sector (resorts, hotels) as well as the informal sector (chalets, stalls, cottage industries).

d) Conclusion

Tourism is a fickle industry that promises a lot and yet delivers little and over a long period. Regional cooperation in tourism too is an area of vast potential but requires proper planning and coordination. In the light of globalization and trade liberalization, cross border tourism could be used as a powerful tool for the economic enhancement of Asian nations. Nonetheless, the expectation of positive economic return from regional tourism should not cloud its intangible yet no less important benefit i.e. Asian cohesion and cultural exchange.

2.9 Tourism New Zealand Three Year Marketing Strategy FY2014 - FY2016

The research has been done by Tourism New Zealand's investment in 2013.

a) Introduction

The last three years have seen the New Zealand tourism industry contend with the on-going financial crisis -affecting important western long haul markets, a persistently high New Zealand dollar, earthquakes in Christchurch and Japan, and ash from a Chilean volcano. However through the successful leverage of the Rugby World Cup 2011, the premiere of the first Hobbit film, a fast emerging China travel market and strong success in the business events space the industry was able to mitigate the impact of these externalities. The net result, as we enter the beginning of a new three-year plan period, is New Zealand's arrival growth is flat (normalized for Rugby World Cup 2011), but New Zealand is receiving fewer stay-days, and weaker visitor spend (in New Zealand dollars). Recent arrival results however, show early signs of recovery and optimism, particularly in New Zealand's traditional markets namely the UK, Japan, Germany and the USA. These promising signals, coupled with positive industry forecasts that anticipate a return to growth, suggest the industry is

poised for a strong three years ahead. During the development of this three-year strategy significant research, review and consultation not only confirmed that evolution and refinement, rather than a complete re-start, was needed, but that significant opportunities could be activated to generate enhanced value outcomes if further resource was available.

b) recommendation

Tourism New Zealand has also developed a strategy to target the premium travel sector. New Zealand can competitively provide for this niche sector and Tourism New Zealand will focus on targeting untapped demand beyond the reach of premium businesses in New Zealand. Investment decisions made for this strategy balances the industry's needs in the short term, which sees Tourism New Zealand continuing to invest in New Zealand's developed top six markets, while securing a strong long term position through our emerging markets strategy. While challenges will be on-going, Tourism New Zealand can enter the next three year period confidently with a strong foundation in place and with a strategy that balances the industry's need for on-going short-term security while creating a strong future position. Tourism New Zealand's 'foundation' includes its successful and internationally recognized multi-channel 100% Pure New Zealand campaign, its digital marketing program which is driving over 12.8 million visitors a year to a revitalized newzealand.com and 1.8 million industry referrals from the site. A well-developed event leveraging programed which continues to capitalize on major sporting and cultural events, and strong travel partnerships. These partnerships have secured some \$20-25m per year in co-marketing funds (cash and non-cash contributions) to promote New Zealand.

c) Opportunity

Partnerships will play an essential role within Tourism New Zealand's activities. Partnerships provide the opportunity to deliver co-ordinated marketing activity in market and provide the opportunity to package Tourism New Zealand's activity with a product that potential visitors can buy, thereby activating opportunities for conversion. Partnerships also extend Tourism New Zealand's marketing reach through attracting more funding by way of cash and in-kind support, and assist

tourism industry partners by allowing them to leverage Tourism New Zealand's 100% Pure New Zealand marketing campaign, increasing their marketing effectiveness. Partnerships with airlines and airports provide essential foundations for building and sustaining supply-side capacity. Tourism New Zealand partnerships will deliver fully integrated joint venture campaign activity to support filling existing capacity both in long haul and trans-Tasman routes.

Partnerships with Regional Tourism Organizations (RTOs) will remain important through the duration of the strategy with a view to promoting regional stories and maximizing visitor value outcomes for New Zealand. Partnerships will range from high impact campaigns in Australia through to working together on TV production, international media program and visiting trade programs. Tourism New Zealand will also continue to prioritize work with travel sellers however, the way we interact and up-skill our trade partners will become more tailored and specific. Tourism New Zealand has developed a trade strategy that will see us better able to cater for the differences by market and has helped us identify the best partners to work with and the best strategies to engage with them. Trade training programs will be specifically tailored to individual partners' needs

d) conclusion

Over the next three years Tourism New Zealand remains committed to sharing market insights with industry to support the industry's on-going ability to provide for and extract value from emerging markets. This will be of particular importance to support Tourism New Zealand's new emerging marketing strategy. Tourism New Zealand will also seek to engage more collaboratively and effectively with New Zealand Inc. agencies to achieve visitor outcomes. Tourism New Zealand has identified and will seek to leverage synergies that exist between different New Zealand Inc. agencies over the next three years. Priority areas include partnering to further improve visitor facilitation, collaboration with agencies to achieve aviation outcomes such as assisting the development of air links and air service agreements, and working jointly to achieve international education opportunities.

Tourism New Zealand will also look to specifically create or link opportunities to build profile for Christchurch and the South Island to support the region's rebuild. Tourism New Zealand is also focused on further developing employees' understanding of Maori culture through greater exposure. Tourism New Zealand seeks to improve employees' level of confidence in Maori cultural settings and situations, as well as enabling them to undertake Maori language and cultural training appropriate to their role.

IT systems are a critical enabler for this strategy allowing Tourism New Zealand to operate more efficiently and effectively. Connecting international offices through the implementation of communication tools, such as video conferencing facilities and online voice and video systems, assists Tourism New Zealand to overcome the challenges inherent with a mobile and internationally dispersed workforce. Connectivity delivered through the implementation of communication focused IT solutions also realizes cost efficiencies through reducing the need for air travel between offices.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The aim of this chapter is to outline the general research methodology adopted in this research. This research is a mixed methods research that combines both qualitative and quantitative research methods. The chapter starts by briefly discussing the philosophy behind the methodology as well as the methods employed for data collection. In doing so, the qualitative and quantitative methods used in data collection will be discussed while highlighting the role of each. The chapter which provides the detailed explanation of research instruments, data collection methods, questionnaire design, sampling and measurement procedures, analyzing. Considering the time that was available to conduct research, it was decided to use inductive approach, where firstly, data will be collected and then a theory based on data analysis will be developed, according to Saunders (2003) *inductive approach can be much more protracted*. Furthermore, as the inductive approach does not construct an inflexible methodology, flexibility will allow the research to use different explanations of promotional tools used in this particular area.

3.2 Conceptual framework



Plate 7 : Conceptual framework for tourism industry

3.3 Research instrument

The next stage is identifying the right research strategy (the way of collecting data) to answer the research questions. One of the strategies related to the inductive approach was the survey strategy. This strategy implies the usage of multiple data collection methods such as questionnaires, structured observations and interviews (Saunders, 2003). Following tools were used in order to achieve above mentioned objectives:

- Secondary research
- Primary research
- Questionnaire development

3.3.1 Secondary research.

The secondary data interpreted in this paper have been collected through vast number of sources including books, online publications, and online version of printed publications, research papers sent upon request of the researcher, from Uzbek tourism National Company, WTO Silk Road office in Samarkand and Internet. One of the difficulties in obtaining secondary data from Uzbek tourism National Company was the lack of reliable and readily available information on the characteristics of the existing tourism market in Uzbekistan. The quality of general information about Uzbekistan available in the Internet was found difficult. The data used for analyses have been taken from the reports and marketing researches on Uzbekistan's tourism strengths and weaknesses from supply perspective carried out and written by the local and foreign tourism experts:

1. Tourism Infrastructure Market of Uzbekistan by Murod Madjidov U.S. Foreign Commercial Service. Report date: December 20, 2003. This report gives an idea about Uzbek tourism infrastructure market and existing opportunities.
2. Uzbekistan, a great potential to be unlocked. Recommendations for an enhanced tourism strategy in Uzbekistan by the Tourism & Hospitality Industry Working Group, American Chamber of Commerce in Uzbekistan. Discussion

paper: July 9, 2003. In this document the barriers in tourism sector have been outlined and recommendations were put forward.

3.3.2 Primary research

Interview with travel agencies' representatives. 5 companies were approached which was aimed to discover the Uzbek tourism awareness, familiarity and level of adaptation of Internet marketing. The instrument of the research was the questionnaire which has been mailed electronically (see Appendix 2: Questionnaire). The questionnaire was developed following a review of the related literature and consisted of 12 questions with five point scale of measurement. There were no major comments and the questionnaire was deemed ready for data collection. In the cover letter, respondents were assured that any information provided would be kept strictly confidential. Further, it was made clear that individuals and firms won't be mentioned in any outside reports based on the study only aggregated data would be reported. All firms were interviewed either by electronically or personal visit of the researcher. It allowed researcher to avoid limitations imposed by self-reported survey.

3.3.3 Questionnaire Development

Data from customers was collected through questionnaire survey. It was conducted in front of Tashkent international airport and Samarkand city. Primarily international visitors were approached and surveyed. The questions were provided with five points scale to measure the components with include 8 questions (customer survey questionnaire in English version is available in Appendix 1). In total 497 tourists were interviewed. The results of the survey have been summarized by means of descriptive statistics and the conclusion is limited to the responses obtained. Besides that, background information of the respondents is also obtained such as gender, race, age, education and occupation. To ensure the reliability of the findings, the questions were designed referring to several similar surveys conducted by Forrester (1998). Before the survey was conducted, 5 travel operators and 5 guides were asked to pilot test the questionnaire and their feedback was used to improve the questionnaire (Saunders et al. 2003).

3.4 Sampling

Although the researcher had considerably less time comparing to the beginning of the research, he nevertheless allowed enough time: one month to collect primary data and two month to analyze and draw conclusions whereas all necessary secondary data was already gathered by the time of progress check. The researcher over the course of years selected modules that helped him to have better insight into the subject. Moreover, researcher used her personal contacts among foreign friends to engage them into discussions regarding the subject and drawing some conclusions out of them. Due to time and budget constraints, it was decided to limit the size of the sample to minimum in all primary data collection method used. Non-probability convenience sampling was selected as appropriate in such situation (Saunders et al. 2003).

Convenience sampling – judgmental sampling technique.

The four firms to be interviewed were chosen at convenience of the researcher. The firms to be interviewed were not divided into sub groups by any common characteristics; however, all of them had active inbound operations. The size of the sample was decided to be 5 respondents from different tour firms operating in Tashkent, Samarkand, Bukhara, and Khiva. As the nature of the research is exploratory and a vast majority of data to be gathered from primary source is of qualitative nature, it was decided to limit the number of firms to 5. From Tashkent were 2 companies, 1 from Bukhara, 1 from Samarkand and 1 from Urgench. The researcher conducted interviews by visiting personally each travel agency. Although 10 travel agencies were attempted to be conducted, only 2 agreed to cooperate.

This sampling method was chosen due to the following reasons:

- Although substantial effort was put to motivate travel agencies to cooperate, many of them were reluctant to participate mainly due to lack of time as they were processing summer orders (preparing for the season).
- The sample includes few extreme cases of high Internet marketing implementation as well as 2 complete opposite cases and others being

in the middle. This is necessary to achieve generalizability of the research findings (Saunders et al. 2003).z

3.5 Data collection

This section will discuss the research design and the different methods used by the researcher to collect data. We commissioned a survey of departing passengers at Tashkent Airport, to better understand the existing tourist market and the potential for Uzbek tourism. We chose an airport departure survey as almost all international tourists fly into and out of Tashkent. The survey was administered in the departure lounge by trained interviewers, with survey forms in English. We were able to survey 108 passengers in late June. Limitation of the time, the second survey was in the middle of July during tip to Samarkand and were able to survey 389 respondents. Total 497 of tourists were interviewed.

3.6 Data analysis

Data obtained from literature search and interview was presented and analyzed on first come first serve bases. Interview data was given particular attention and further literature research was sometimes required to examine the concerns. MS Excel spreadsheets were heavily used to input, store, analyze and present the data collected. Saunders et al. (2003) suggested demonstrating the findings of exploratory research in the form of diagrams and charts, so they were used in this research. Also, Frequency analysis will be used for the demographic factors or any items that are being measured on nominal scale such as age, occupation and gender.

3.7 Validity and reliability

3.7.1 Subject / Participant bias

The anonymity and confidentiality to the respondents was guaranteed. The right to withdraw from the survey was acknowledged. All the respondents were approached in a polite and friendly manner. Research purpose precisely explained. Companies were acknowledged to be able to receive the final report upon request.

3.7.2 Pilot test

Clear explanation of the purpose of the research was provided as well as detailed instructions on complete survey questionnaire forms in order to avoid this problem. The pilot test was conducted prior running the questionnaire for a sample of 4 respondents from MEDIU to ensure no misinterpretation of the questions occurred during the actual survey. Pilot testing was also on 2 respondents conducted prior to interviews on the account of the same reasons. Time for interview was minimized to 3 – 4 minutes as participants tended to lose attention and become anxious. Also they had daily direct duties to attend to.

3.7.3 Observer error / bias

Interviews were conducted in a semi-structured way to ensure similar subjects and questions were covered by all participants. Interview self-training, impartiality of the interviewer. Interviewer's bias was minimized by the interviewer being objective and impartial to the issues discussed. Secondary data obtained was assured to be provided by high quality academic sources.

3.8 Chapter summary

This chapter has explained the research method and design of the study. The specific research methodology (research instrument, questionnaire development, data collection methods and procedures, and measurement of variables) has been presented in order to test the hypotheses and answer the research questions and to achieve objectives proposed earlier in the first chapter.

The results of the study are summarized and presented in Chapter 4.

CHAPTER FOUR

FINDINGS

4.1 INTRODUCTION

This part of research provides necessary facts and figures which helps to cover the stated objectives in the beginning of the research paper. For this purposes both secondary and primary data are used. The data analysis is therefore structured around the hypotheses. Data were analyzed by using several methods such as descriptive statistics, mean and standard deviation, paired sample t-test. The results of the survey have been summarized by means of descriptive statistics and the conclusion is limited to the responses obtained.

4.1.1 Descriptive statistics.

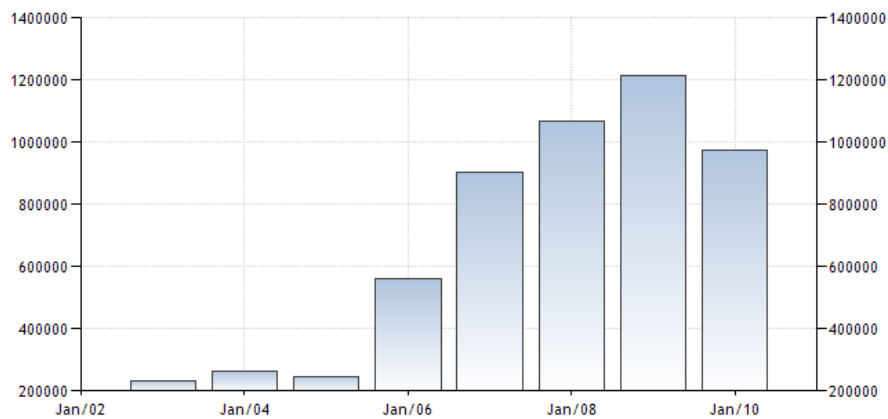
Descriptive statistics are used to explore the data collected and to summarize and describe those data (Uma Sekaran and Roger bougie , 2010). Descriptive statistics may be particularly useful to make some general observations about the data collected, for example, demographics items like are gender, age, education level, tourist arrivals by country, traveling type and purpose, the source of information, attraction area and most visited cities.

4.1.2 International tourist arrivals in Uzbekistan

The International tourism; number of arrivals in Uzbekistan was last reported at 975000 in 2010, according to a World Bank report published in 2012.. International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. When data on number of tourists are not available, the number of visitors, which includes tourists, same-day visitors, cruise passengers, and crew members, is shown instead. Sources and collection methods for arrivals differ across countries. In some cases data are from border statistics (police, immigration, and the like) and supplemented by border surveys. In other cases data are from tourism accommodation establishments.

For some countries number of arrivals is limited to arrivals by air and for others to arrivals staying in hotels. Some countries include arrivals of nationals residing abroad while others do not. Caution should thus be used in comparing arrivals across countries. The data on inbound tourists refer to the number of arrivals, not to the number of people traveling. Thus a person who makes several trips to a country during a given period is counted each time as a new arrival. This page includes a historical data chart, news and forecasts for International tourism; number of arrivals in Uzbekistan. Uzbek government aims to reach two million visitors in the near future. During the visit from officials from UNWTO and the Secretary-General, Taleb Rifai, the government of Uzbekistan officially announced that it is aiming to reach two million visitors a year within next five years. Currently, with around 800,000 international tourists a year, this is more than doubling the number of visitors within five years. Rarely does the Uzbek government publicize such ambitious plans; only if it has a strong intention of achieving them.

Figure 1. Inbound tourism statistics of Uzbekistan. (World Bank indicators. Uzbekistan travel tourism 2013)



<http://www.tradingeconomics.com/uzbekistan/international-tourism-number-of-arrivals-wb-data.html>

4.2. Tourist gender

Table 4.1 shows the gender of the respondents. The table shows that most of the respondents are male (53% or 263 respondents), while female respondents are (42% or 209), and no response 5% or 25.

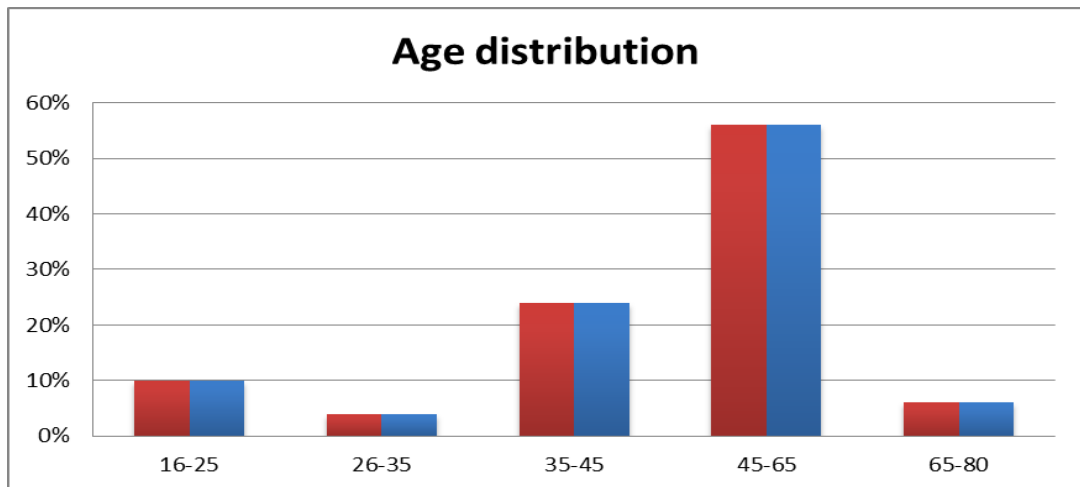
Table 4.2 Tourist gender

Respondents	Quantity	%
Male	263	53%
Female	209	42%
Not responded	25	5%
Total	497	100%

4.2.1 Age of tourists

Another important point is the age of tourists. According to the statistical information received from NC “Uzbek Tourism”, the average age of tourists who visit Uzbekistan is between 46-65 years which is 56% of total tourists. Only 10% of tourists are with young ages and 24% are between 36-45 years. (Figure 2)

Figure 2: Age of tourists who visit Uzbekistan



4.2.2 Tourists Occupation

The Table shows that almost respondents are professionals (40 % or 199) which includes of teachers, office workers, 33% or 164 of them are retired, and only 17 % or 84 are students, and other includes respondents 10% or 50

Table 4.2.2 Tourist occupation

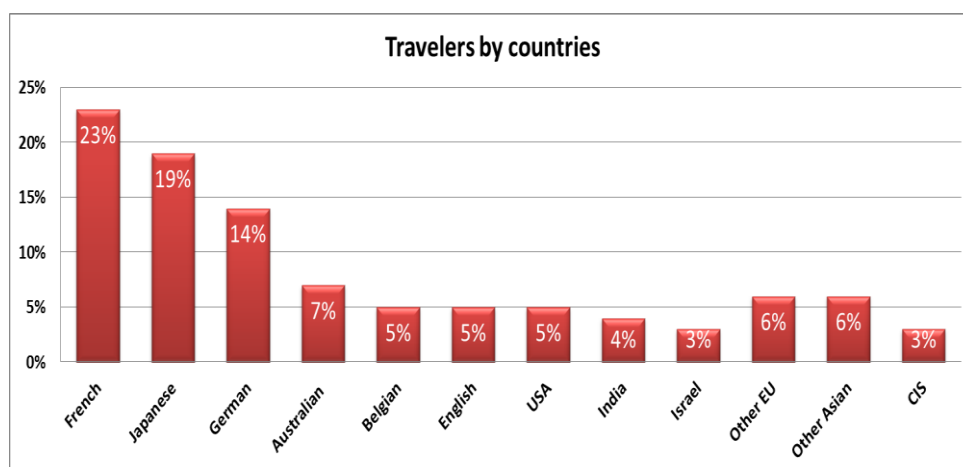
Respondents	Quantity	%
Professionals	199	40%
Retired	164	33%
Students	84	17%
Others	50	10%
Total	497	100%

4.2.3 Travelers by country

Considering approach in developed countries, we can see that France, being a leader in number of international tourist arrivals for a number of years (see Figure 3), has continuous governmental support and renovations for tourism industry. With a purpose to promote France as a tourist destination all over the world, in 1987 an organization “Maison de la France” was founded. Currently, this company has over 30 branches all over the world (Maison de la France 2000-2007).

The result of respondent’s status shows 23% French, 19% Japanese, 14% German, 7% Australian, 5% Belgian, 5% English, 5% USA, 4% India, 3% Israel, 6% other European, 6% other Asian, 3% CIS.

Figure 3. Tourist arrivals by countries



4.2.4 Traveling type

The survey results confirmed that, the most tourists to Uzbekistan travel with inclusive tour packages. This means all travel, hotels, and most meals, are selected in advance by a tour operator. The tour operators sell their packages to tour retailers in the home countries, in particular Germany, France, Japan, Netherlands, Britain and USA. While there are few tourists who make repeat visits to Uzbekistan, the others will purchase another trip from the same tour retailer. Table 4.2.4 shows that's 278 (56%) of respondents they inclusive by tour packages, 114 (23%) of them traveling alone, and 104 (21%) of respondents are traveling with family or with friends.

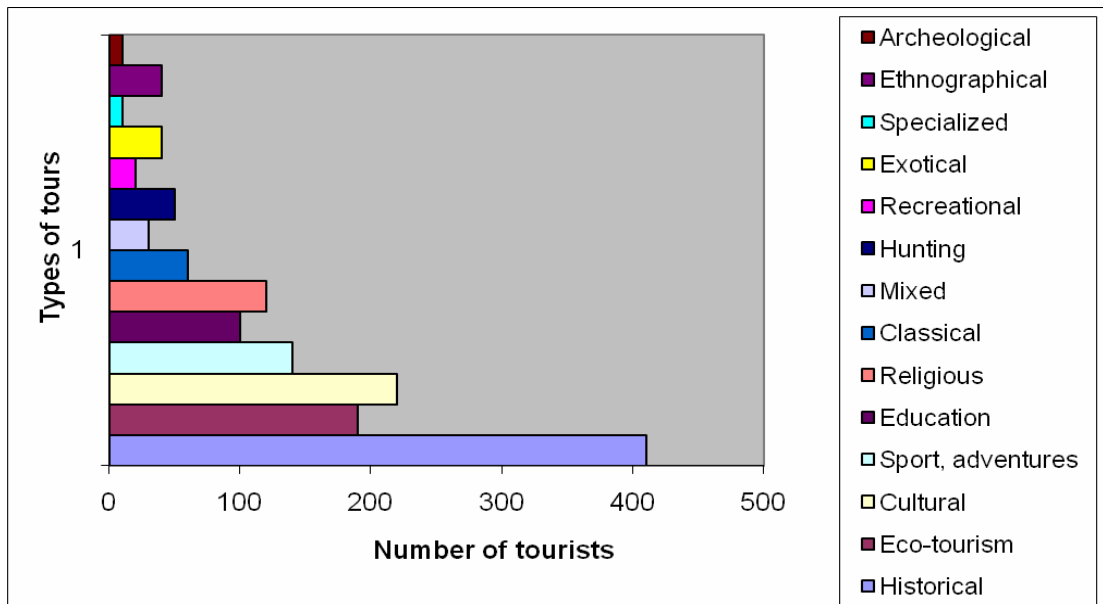
Table 4.2.4 traveling type

Respondents	Quantity of respondents	In Percentage
Package tours	278	56%
Alone	114	23%
Family members/friends	104	21%
Total	497	100%

4.2.5 Type of tours

Also, it is important to know which type of tours are popular among tourists, in order to have a picture in which direction to develop marketing strategy for improving Uzbek tourism and increasing world awareness about the country. The following statistical data was accessed by surveying travel agencies during research. Travel agencies were asked to list types of tours starting from the most popular one to the least popular. The results received were very interesting. Travel agencies consider Historical-tourism (410) as the most perspective type of tourism, then eco-tourism, cultural, sport, and historical and other types of tourism (Figure 4). The data shown below is drawn for peak season time of Tourism.

Figure 4. Type of tours in Uzbekistan

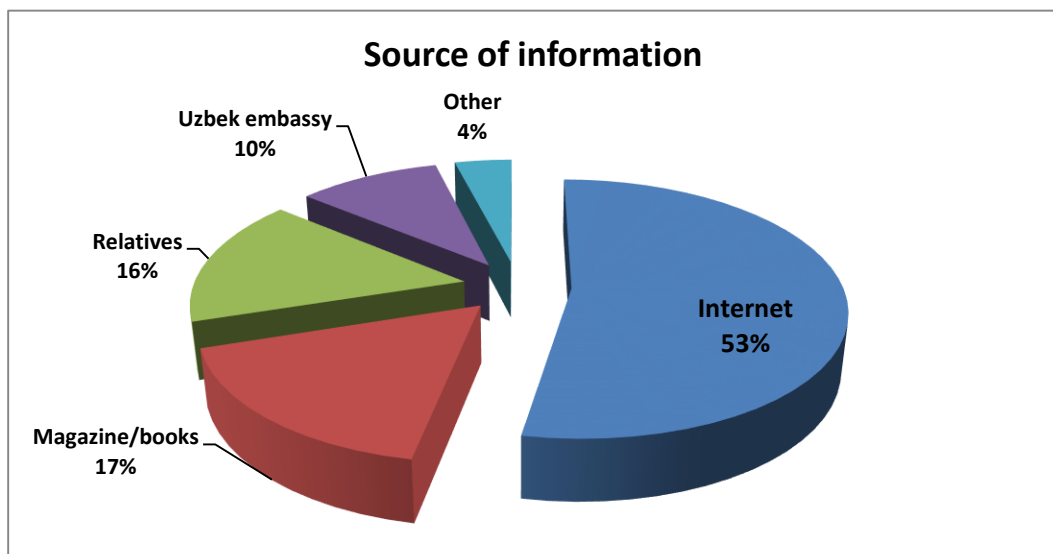


4.3 Primary information received from tourists

In order to develop marketing strategy of this sector, researcher conducted primary research by distributing questionnaires to 497 of tourists who arrived to Uzbekistan on June and July 2013. From tourists answers researcher could identify that 53% (263) of them find information about our country via the Internet. While 17% (84) and 16% (80) of respondents find out about Uzbekistan through travel magazines and their relatives traveled before. While Uzbek embassies abroad develop Uzbek tourism only for 10% (50) and 4% (20) of tourist get information from other sources (Figure 5).

Research on tourism development demonstrated that the adoption of the Internet marketing and using electronic marketplace can reduce transaction costs if to know how and where to use them (Malone et al., 1997, 1999). The Internet is enabling the suppliers of goods and services to market their products and services directly to end-customer bypassing traditional intermediaries. Local hospitality industry players such as car rentals, hotels, tour providers should also take advantage of the Internet marketing and save up to 30% of their commission costs paid to travel agents.

Figure 5: Sources from where tourists get information about Uzbekistan



4.3.1 Travel seasons

As National Company “Uzbek Tourism” states, there are three types of travel seasons:

Peak season: April May, September, and October

Non season: January, February, and December

Mid-season: March, June, July, August, and November.

Sometimes special tours to Samarkand and Bukhara are organized during non-season periods if the occasions of some events.

4.3.2 The most visited cities in Uzbekistan.

The sample roughly matches descriptions and general impressions of the existing Uzbekistan tourism market. Almost all business and holiday visitors to Uzbekistan pass through or stay in Tashkent. Most travelers stay about two weeks in the country. For most visitors, this is a “once in a lifetime” trip and they do not expect to return. Most spent about US\$1500 on the trip, per person. Almost all tourists, and a significant share of business visitors, go to the key tourist sites in Samarkand and Bukhara. Khiva is smaller and more remote, yet it still attracts about three quarters of holiday visitors and more than one in ten business visitors. It would seem that many “business” visitors also take the opportunity to see the key tourist sites.

Most tourists liked Uzbekistan and 88% said they would recommend a visit to a friend.

Table 4.3.2 the most visited cities in Uzbekistan.

Cities visited	Business Visitors	Holiday Visitors
Tashkent	93.9%	98.7%
Samarkand	50.4%	91.1%
Bukhara	26.1%	85.6%
Khiva	13.0%	73.3%
Urgench	6.1%	53.7%
Fergana Valley	15.7%	8.4%

We also spoke with several tour operators in Uzbekistan and one in England. Uzbekistan is seen as an exotic destination for the experienced tourist, who has probably already visited many other countries. Samarkand, Bukhara and Khiva are seen as world-class historic sites, there are local handicrafts especially in Bukhara, and there is some “nature” tourism in the desert and mountains around Fergana valley. However, in comparison with say India or Turkey the country lacks attractions such as beaches, interesting food or art galleries. It is therefore unattractive to families or young adults, who may wish to combine a variety of “serious” sightseeing with relaxation. The survey results confirmed our view that there is substantial growth potential for tourism to Uzbekistan, subject mostly to the general impression of security in the region. There are now direct flights from most European and Asian capital cities. Although hotel and restaurant facilities are not, in general, luxurious, they are mostly to an acceptable international standard and there is ample spare capacity.

4.4 Chapter summary

As for the summary, this chapter presented and discussed the findings of the study.

- Survey of analysis of collected data relevant to the subject of the research is presented;
- Tourism flows into the regions, democracy statistics about tourists, have been defined;
- Theoretical aspects of the development of tourism routes and products have been identified;
- Marketing research directions and their principles within have been developed
- Potential of internal tourism resources for the development of incentive travelers were identified;
- The structure of Information technology which will help the process of formation of the tourism products industry has been developed;
- In order to attract foreign tourists uncommon tourism routes have been identified based on a sociological survey;

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

Conclusion section was dedicated to be to the point and precise, whereas detailed explanation and analysis of all the issues covered by this research were provided in comprehensive Literature Review as well as in Results section of the present report. Hereafter, a summarized view regarding the issues at question and relevant recommendations are provided.

Uzbekistan has long been considered to have a great deal of potential as a popular tourist destination. For at least a decade, the industry has been expected to boom, and in many ways the country has prepared itself for this potential to be realized, but tourism is developing at only a relatively slow pace. Despite having well-known tourist attractions such as the Silk Road with the ancient cities of Samarkand, Bukhara and Khiva, the country fails to attract high-spending tourists from developed markets. The vast majority of tourists in the country remain visitors from former CIS countries. Low awareness, underdeveloped tourism infrastructure and services and a complicated visa regime are the main obstacles to attracting more visitors from developed countries.

To summarize, according to research analysis conducted on tourism sector of Uzbekistan, we can conclude that our country has great cultural heritage and favorable natural conditions, which are able to attract huge amount of tourists. Current number of tourists coming to Uzbekistan varies between 800 and 900 thousand people per year (see Figure1) and majority of them falls to age ranges 35-55 and 55-65 years (see Figure 2). It means that our tourism industry is poor or not promoted to younger generation of travellers. However, the biggest part of the world population is youth. So, young people can be another target audience for our tourism, which will lead to the increase of the level of travellers coming to Uzbekistan.

Since 1992, market economy elements are widely introduced and government enterprises in tourism area are transformed into joint-stock, collective, private, rental or joint venture type, resulting in formation of competitive Uzbek tourist products (Tourism of Uzbekistan, 2004). In 2011, private companies in Uzbek tourism sector

expanded for 34. Total number of travel agencies reached 428. So, as well as tourism industry of Uzbekistan is enlarging and number of enterprises is increasing, tourism market with high competition will accelerate the process of reconstruction and development in this particular area.

Uzbek tourism authorities are advised to take pro-active approach in addressing the above mentioned problems and finding effective solutions to them. Tourism industry has strategic importance for the economy of Uzbekistan. Global tourism market trends demonstrate high correlation between tourism traffic into their country with level of adoption on the Internet marketing. Thus, it is of vital importance to design countrywide trainings, design internet marketing strategies that will ensure Uzbekistan does not fall behind the contemporary developments of travel industry worldwide. In near future, Uzbekistan has good chances of improving its tourism traffic through means of effective implementation of IM strategies.

5.2 Tourism opportunities in Uzbekistan

Uzbekistan which has unique natural resources and ancient culture possesses a great unrealized potential to develop tourism on international and regional levels. Tourist infrastructure and historical and cultural heritage allows the republic harmonically integrate into international tourist market and achieve intensive tourism development in the country. It will cause sustainable increase in employment rates and household profits, tourism related sectors of economy will also get a considerable boost and the country will experience an increased inflow of foreign investments into its economy. Thereupon tourism in Uzbekistan is regarded to be one of the priority sectors of economic development. Analyses of information provide evidence to constantly increasing interest to tourist business in Uzbekistan and favorable growth tendencies of tourist stream. Recently, interest in Uzbekistan as a tourist destination has increased significantly, and respectively, year on year increase range of tourist services offered by local tour operators to attract more travelers. The bulk of traveling to Uzbekistan - are residents of the countries of the European Community, as well as some countries in the Asia -Pacific region.

Uzbekistan - the country 's greatest cities with hundreds of architectural monuments of different eras. Samarkand, Bukhara , Khiva, Karshi, Termez and Kokand known around the world. These cities , along with Rome and Babylon were

once major centers of science and culture. They flocked to the best minds and hands of the time. The world was amazed by the luxury and splendor of the palaces , minarets , mosques, mausoleums, created by the famous architects of the past. Known around the world monuments of ancient architecture still remember the days of the conquests of Alexander the Great and Genghis Khan. Alas , we have to recognize that many of these masterpieces are not just come down to the present time, or is the eyes of others only its magnificent ruins ... But even those buildings that miraculously survived perfectly recreate a picture of the past. The Great Silk Road, one of the most significant achievements in the history of world civilization , also passed through these cities . To ensure a comfortable and safe stay of tourists in these historic cities , and to this day filled with the spirit of antiquity , it was a lot of effort . In this connection, opens a large number of new hotels and guest houses, new restaurants and cafes short of international standards, modern vehicles , from passenger cars to luxury tourist bus carrying an increasing number of tourists.

Travel to Uzbekistan with its historical , archaeological, architectural and natural features - a real adventure , rife with pleasant discoveries . It Uzbekistan (among other countries in the region) is the market leader in tours of cultural character. Guests of our country are able to trace its history not only in museums, looking at the exhibits , but also " live." One has only to set foot on the land of ancient settlements , to visit the archaeological sites , and in front t of them open the doors to the distant past palaces , temples dedicated to different gods, the life of bygone eras .This is a land full of oriental romance, for anyone in search of a view into the past. A land of cotton and orchards, entertaining bazaars, and artisans practicing their trades in the same manner as has been done for thousands of years.

Deserts which were the center of the ancient creation of countless nations, caravan paths that crossed the vast, scorching land, all this was once a part of the Great Silk Road connecting ancient China and Europe. These days the modern tourism infrastructure allows for easy travel in the desert and steppe areas of this region, where can experience adventurous camel riding, sleep in yurts - the only dwellings in the boundless desert, equipped with all necessary facilities, and spend an evening next to the fire listening to a folklore performance.

The mountainous regions of Uzbekistan can also be considered some of the most beautiful landscapes in Central Asia. These picturesque places are worth seeing

for those who want to connect with nature, to withdraw from reality and consider their own place in the world. Forests intermingle with alpine meadows, which in turn give way to snowcapped summits with mighty tongues of glaciers. The western Tian-Shan mountaintops glitter under the blue sky, and below them lie alpine pastures, savage gorges and river rapids that are difficult to access and have for years have been an attraction for adventure seekers. Summer tourism activities include mountain biking, hiking, trekking, rafting, canoeing, mountaineering, horse riding and leisure accommodations in newly built mountain resorts. Winter in the mountains is likewise full of opportunities for heli-boarding, heli-skiing, snowboarding and paragliding. Professional instructors provide high quality services for the achievement of adventure dreams. In addition to the famous traditions of Uzbek hospitality, which are so deeply rooted within its people, the unique local customs and tasty national cuisine of Uzbekistan make it a very attractive tourism destination for travelers from all over the world.

Yet Uzbekistan is not only about white-haired old men, the unique cultural heritage of its people, oriental hospitality and famous Uzbek cuisine. Uzbekistan is also modern, a perfect place for rest, amusement and even filmmaking! Interesting, inexpensive, clean, safe - these are the pillars that support what many call an exciting trip to Uzbekistan.

Now, let's take a closer look at these main advantages:

- **Exciting.** The rich history of the region, world famous monuments of architecture and applied art, tours in the ancient cities of Uzbekistan, stories related by professional guides which one could listen to eternally - all of which you might expect.
- **Inexpensive.** All travelers coming to Uzbekistan note one established fact: prices here are very modest to extremely low. This is the main reason why spending money here is nothing but a pleasure. Shopping in the souvenir stores and arts and crafts boutiques, entertainment centers, wonderful restaurants offering a rich diversity of cuisine, beautiful ski resorts, and the unique night life of the capital - are among the number of tourist attractions.
- **Clean.** In the streets of Tashkent and other large cities of Uzbekistan, you can walk without stumbling upon empty bottles of beer, stepping over cigarette packs or having to find your way around garbage heaps. Unusually clean, wide

and shady streets, green parks and clear fountains are among its charming elements.

Safe. Many cannot help but wonder about Uzbekistan's stability, with no wars or revolutions, and a very low rate of petty crime. The local population is known for its peaceful disposition something that will stand out among your good memories of Uzbekistan.

Considering its strategic location in Central Asia on the crossroad of the Great Silk Road, scope of economy, scientific potential, ancient and rich history, that has a global significance with its historical and cultural monuments situated on the way of the Great Silk Road, Uzbekistan has traditionally been the most attracting country in the region for people who are interested in history and the modern condition of the countries located on the Great Silk Road, businessmen, scientists, as well as fans of mountain leisure places.

5.3 Promotional tools used by NC “UzbekTourism”

The travel and tourism industry was previously neglected, and was not considered as a priority in the economy. However, considering Uzbekistan’s geographic location and tourism resources, it could become a high-earner, and a substantial contributor to the overall economic performance of the country. This situation of neglect seems to be gradually changing. Recently, the Uzbek government announced that it was working out a National Programme for tourism development in the country. This entails upcoming improvements in all areas of this complex industry.

Once Uzbekistan gained independence in 1991, the urgent need has appeared to establish and further extend the world class tourism in the country, which at the same time incorporates features of national history, way of life, traditions and customs, as well as the all-time feature of Uzbek hospitality.

The main body in charge of tourism issues is “Uzbektourism” National Company which was founded upon the resolution of the President of the Republic of Uzbekistan on July 27, 1992. It is the biggest tourism company in the country, which administers more than 96 enterprises and organizations. Besides “Uzbektourism” there are more than 450 tourist firms in the country. Uzbekistan has adopted programs

for Tashkent , Uzbekistan (UzDaily.uz) - In order to improve the country's tourism infrastructure of the Cabinet of Ministers approved the "Program of targeted measures to develop tourism and increase the export potential of tourism services for the period 2011-2012" in all regions of the country.

This was announced at the conference " Development of tourism in Uzbekistan: situation and perspectives" , organized by the Democratic Party of Uzbekistan "Milly Tiklanish" in the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan. As a result of the implementation of measures established by the country before the end of 2012 will build another 77 hotels and other similar accommodation , purchased 53 bus and minibus service for tourists , tourist facilities created 90 show and 70 service facilities tourists. Also according to the specified program provides restoration of historical and architectural monuments , reconstruction and modernization of existing hotels and other activities aimed at increasing the flow of foreign tourists and create the necessary conditions for them.

According to representatives of the Democratic Party "Milly Tiklanish", an important factor in the development of tourism is the regulatory framework . Today, the foundation of our country's tourism legislation is the 1999 Law of the Republic of Uzbekistan "On Tourism", which played an important role in the development of this sector in our country. This legal document is legalized economic relations in the sphere of tourism, has established rules of conduct for members of the tourist market , the principles of the state policy in the industry.

Significant changes have occurred in the last decade in Uzbekistan, the integration of the travel community require further development of the existing legislation. In this regard, the adoption of the new Law of the Republic of Uzbekistan "On Tourism" will serve as a fundamental basis for the sustainable development of tourism. The discussion also considered the development of domestic tourism, training for the tourism industry , as well as the use of Internet technologies in the industry. As the "Uzbektourism" , the conference was attended by experts "Uzbektourism" , the Ministry of Culture and Sports, other ministries and departments, representatives of private enterprises in the tourism sector.

The conference discussed the development of tourism in the country , the place and importance of national cultural heritage in the development of the industry , the legal basis for the development of tourism in the country. As noted in a speech

guidance "Uzbektourism ", the share of tourism in GDP for the 6 months of 2011 increased more than twice and the first time was 1.8 %. The number of foreign tourists served by actors of tourism amounted to 103.0 % for the six months of 2010 . It is expected that by 2015 the number of foreign visitors in Uzbekistan is about 2 million people. On the 10th session of World Tourism Organization General Assembly which took place in Bali, Indonesia in 1993, the National Company "Uzbektourism" joined this organization. The WTO's office on development of tourism on the Silk Road was opened in Samarkand in 2004. From 1995 the "Great Silk road" program initiated by the President of the Republic of Uzbekistan is implementing. Within the framework of this program numerous measures have been implemented in the main tourist destinations of Uzbekistan – Samarkand, Bukhara, Khiva and Tashkent. Considerable concessions were granted to foreign investors interested in establishing joint ventures in these cities. According to NC "UzbekTourism", the "Great Silk Road" advertising agency since 2006 has been participating in seven international trade fairs and local one which is held in Uz Expo Center annually in October.

5.3.1 Uzbekistan hosts the 5th International UNWTO Silk Road Conference in Samarkand

In October 2010, Samarkand hosted the 5th International UNWTO Silk Road Conference. The event gathered together around 250 representatives from 26 project participant countries to discuss the potential and prospects for the Silk Road initiative. As an outcome of the conference, a new Silk Road Action Plan was adopted. The project, when first introduced in 1992, was expected to be a most promising initiative. Nowadays, participating countries in this project comprise 30% of all international receipts, and 20% of all income from tourism. However, there are a number of problems related to brand recognition, lack of cooperation amongst countries, geopolitical issues and others. The Action Plan addressed the development outlook for the project.

Table 5.2.1 List of trade fairs participated by NC "UzbekTourism"

Name	Plac
TITF (Tashkent International Tourism Fair)	Tashkent, Uzbekistan
JATA Travel Fair	Tokyo, Japan
World Travel Market	London, GB
FITUR	Madrid, Spain
BIT (Borsa Internazionale del Turismo)	Milan, Italy
ITB-Berlin	Berlin, Germany
MITT	Moscow, Russia
CITM	Kunmin, China

5.3.2 Mega Info Tour Project

During the research, researcher discovered some facts about “Mega Info Tour” project which was developed in order to attract foreign travel agencies. On 28th of February 2012, the president of Uzbekistan gave a decree to improve tourist arrival and government bodies came up with the above mentioned project. According to this decree, travel agencies may contact to travel companies from all over the world and invite them to Uzbekistan to show tourist destinations and sign long lasting B2B contract. All the expenses of for this tour must be divided between government and inviting travel agency and all expenses will be Tax Free. However, as there is no strict control, travel agencies started selling this project as a tour package to representatives of travel companies (Appendix 4). As a result this project became a way of making easy money which is Tax Free. Consequently potential travel partners are becoming a usual tourist. Also, when participants arrive to Uzbekistan there is no call from UzbekTourism ministry to talk with them and thank them for their interest in Uzbekistan and even hotel managers do not approached them at least to show the hotel and available facilities. Over all, this project has a very good meaning but it must be reviewed and changed. For example, I would recommend giving a choice to choose the list of participants to the Embassies all over the world. Embassies would

invite travel companies who does outbound tourism and who are really interested in having mutual business. While Uzbek Tourism ministry will be controlling travel companies in Tashkent and divide invited companies among local agencies. Thus, this project would be more effective compared to what is happening now.

5.3.3 The Grand Silk Road project.

Julian Droogan Dr Julian Droogan is a scholar of comparative religions, archaeology and material culture who graduated from the University of Sydney, and is now a lecturer at Macquarie University. Julian has been researching the world's religions for the past fifteen years and has a special interest in the art, archaeology and cultural traditions of the Silk Road and Central Asia. Julian is a popular lecturer and presented the popular ten week 'For God's Sake' series of lectures at the Art Gallery of New South Wales in 2011. He led the Society's art and religion tours through central India and the Silk Road of China, which was part one of the Grand Silk Road Project.

The second leg of the Grand Silk Road Project follows the string of opulent oasis cities through fascinating Uzbekistan, visiting Khiva, Bukhara, Tashkent and Samarkand. Uzbekistan is the most culturally rich and visually dazzling of all the new Central Asian republics. For thousands of years its oasis cities have commanded the Silk Routes between the Mediterranean and China, and creating magnificent architecture and arts from the profits. On this journey visit the great mosques, palaces and forts of the central Silk Road, as well as some new archaeological sites being excavated by Australians. En route experience both the rich artistic heritage of Classical Islam as well as the traditional piety of Sufi mysticism that carries on in this fascinating corner of Eurasia. This is part two of the epic three-part journey along the entire Silk Road – The Grand Silk Road Project. In September 2012, the first crossed China from Xi'an in the east to the classic Silk Road trading post of Kashgar in western China. In 2014 the project will culminate with a tour to the Caspian Sea, Armenia and the Caucasus.

5.3.4 Uzbek companies participated in the international Tourism Fair in France

From 24 to 27 September 2013 in Paris, TOP-RESA-2013 exhibition, in which representatives of the Uzbek tourism industry had successfully participated with the national stand "Uzbekistan". International exhibition TOP RESA was initiated in 1978 and has been held annually. Paris Porte de Versailles (VIPARIS) was chosen as the venue of the TOP RESA exhibition this year.

French travel companies make up 87.5% of all participants, while 12.5% - representatives of foreign companies from 152 countries around the world. The exhibition hosts special seminars, workshops, presentations and other events. In the national stand "Uzbekistan", the organizers - National Company Uzbek Tourism and Advertising Agency Great Silk Road made every effort to be able to reflect the rich tourist potential and national character of our country.

Uzbek Tourism and domestic tour companies had prepared an extensive advertising and information products on Uzbekistan for this Fair. At the stand of the Republic the best examples of folk handicrafts promotional materials, souvenirs were also on display in order to promote the rich cultural heritage and tourism potential of the country. In TOP-RESA-2013 exhibition were present the representatives of the Advertising Agency Great Silk Road, Horezm regional office of UzbekTourism, the Association of private tourist organizations of Uzbekistan and the leading travel companies - Bek tour, Sabir MIROB tour, CATIA, Samarkand travel & tours, Sarbon tour, as well as musicians and folk ensembles of Uzbekistan.(Uz.Report information agency) http://society.uzreport.uz/news_e_111949.html

5.3.5 In Hungary, the tourism potential of Uzbekistan was presented

In Budapest, the largest in the region of Central and Eastern European International Annual Tourism Fair Utazas-Tourism Exhibition was held.

At the fair, local and foreign tourist companies, hotels and airlines took part.

Stand, dedicated to tourism opportunities, culture and history of Uzbekistan and prepared with the assistance of the Embassy of Uzbekistan in Vienna, aroused vivid interest among visitors. Having reviewed the architectural attractions and tourist infrastructure of Uzbekistan, many of them submitted preliminary applications for participation in tours of the country in 2013, reports. Also, attention of the guests was

drawn by the sample exposures of folk crafts and applied arts of Uzbekistan. The result of the event was the agreement with the representatives of tourist agencies on the further development of Uzbek-Hungarian cooperation in the sphere of tourism.

Thus, the company 1000 ut, one of the top providers of tours from Hungary to Uzbekistan, throughout the year organizes trips of several groups of tourists to the historical Uzbek cities. Company director, Oleg Ermilov, highly estimated the unique tourism potential and actively developing infrastructure of Uzbekistan, noting that the country's leadership takes up due attention in the modernization of the sector. The results of the talks with the Hungarian National Tourist Organization, Hungarian Tourism Plc., promoter of Hungarian tourism product abroad, was the decision on the participation of its representatives in process of the Tashkent International Tourism Fair. The representative of the Hungarian Tourism Plc., Andrea Szegedi, expressed enthusiasm in the establishment of cooperation with Uzbekistan, managing in a short period of time to significantly expand the tourism infrastructure as well as to create new areas of tourism.

President of the Association of Hungarian Travel agencies, Gabriella Molnar, speaking about the high priority of travel-industry development in Uzbekistan, emphasized that our country has successfully implemented the project "Mega-info-tours" - study tours for foreign travel companies and the mass media.

Director of MSE Tours, Julia Reti, said that currently the company is developing its tourist packages for the areas of Hungarian travellers in Uzbekistan, as well as plans to shoot promotional film about the tourism potentiality of the country. "Year by year, the number of Hungarians, attracted by the rich ancient culture of your land, the hospitality of the people, which treasures its traditions and historical heritage. The Attractiveness of Uzbekistan adds stability and a high level of service in the field of tourism", she considers. (Uz.Report information agency)
http://news.uzreport.uz/news_4_e_103759.html

5.4 Recommendations

Tourism is almost ideally fit for using the Internet marketing strategies due to numerous reasons, but paramount of which is that its product is intangible (travel experience) and cannot be tried before the purchase. The nature of the business is information intensive. Altogether, it can be said that in near future vast majority of travel products will be marketed and sold online as the percentage of those who seek the Internet for travel information and products continues to rise. Research on tourism development demonstrated that the adoption of the Internet marketing and using electronic marketplace can reduce transaction costs if to know how and where to use them (Malone et al., 1997, 1999). The Internet is enabling the suppliers of goods and services to market their products and services directly to end-customer bypassing traditional intermediaries. Local hospitality industry players such as car rentals, hotels, tour providers should also take advantage of the Internet marketing and save up to 30% of their commission costs paid to travel agents. Customers want more and more customized products and experiences. Thus, internet could effectively be used to enable potential customers to compose their tours on their own. If such flexibility is not provided, tourists might as well resort for some other destinations.

Conventional media is by large uses mass communication models to reach huge un-segmented audience. Effectiveness of such communication is generally doubted by some scholars as well as the fact that it is hard to measure its effect (Lynch et al., 2000 cited in Arnott 2000). From results it was evident that effect measurability is of high importance to Travel Firms. Thus, conventional media is not best option in their marketing campaign.

Since 1992, market economy elements are widely introduced and government enterprises in tourism area are transformed into joint-stock, collective, private, rental or joint venture type, resulting in formation of competitive Uzbek tourist products (Tourism of Uzbekistan, 2004). In 2011, private companies in Uzbek tourism sector expanded for 34. Total number of travel agencies reached 428. So, as well as tourism industry of Uzbekistan is enlarging and number of enterprises is increasing, tourism market with high competition will accelerate the process of reconstruction and development in this particular area.

Uzbek tourism authorities are advised to take pro-active approach in addressing the above mentioned problems and finding effective solutions to them. Tourism industry has strategic importance for the economy of Uzbekistan. Global tourism market trends demonstrate high correlation between tourism traffic into their country with level of adoption on the Internet marketing. Thus, it is of vital importance to design countrywide trainings, design internet marketing strategies that will ensure Uzbekistan does not fall behind the contemporary developments of travel industry worldwide. In near future, Uzbekistan has good chances of improving its tourism traffic through means of effective implementation of IM strategies.

In order to boost tourism sector development the following recommendations are purposed:

a) Online advertising

As the world's population continues to upgrade to new technology, more and more individuals get their news, entertainment and information from the Internet rather than the traditional forms of media discussed above. Therefore, online advertising presents several advantages. Online advertising is open to combine nearly every other type of medium. Ads may be presented in print, audio or video with high-quality color and imagery. A huge amount of information can be presented in online advertisements. Consumers have the option to click deeper and deeper into the advertisement as their interest is piqued. Messages can be layered through links in the advertisement. Online advertisements have the option of directly turning into a sale. If consumers like what they see in an advertisement, they can place an order right then and there.

Uzbekistan is not weathering the price competition with countries such as Turkey, Malaysia and Thailand, adding that holidays in these countries are less expensive. We must take into account that most potential visitors use the internet to find out about the country .Unfortunately, this type of communication is not popular among the managers of most of the tourist companies and government institutions interested in developing tourism in Uzbekistan.

As it was mentioned above, most of travellers coming to Uzbekistan search information about Uzbekistan through the Internet. And most of travellers look for information from travel agencies. Therefore, in order to promote Uzbekistan

to youngsters we need to put advertisements in popular web sites such as www.yahoo.com or www.facebook.com and make an affiliate programs with such organizations as: www.Tripadvisor.com, www.Amoytip.com, www.tonkosti.ru (travel journal) and with www.booking.com offering exclusive tours for potential tourists.

b) Promotion

The incentive-travel industry in Uzbekistan is in its early development stage and needs changes and improvements to be done for its further development. As marketer, researcher would like to recommend advertising Uzbekistan through world-wide TV channels, such as Discovery, National Geography and others. As a priority, the image of Uzbekistan as the Silk Road destination and World Cultural Heritage (UNESCO) should be promoted more aggressively in consumer media, highlighting its best features and revealing the potential of the country. Also, there exists a special TV channel “New Tourism” which advises travel destination all over the world. So, if NC “UzbekTourism” would advertise in one of these sources the revenue would be very huge rather than costs. Another reason for advertising is that people in most countries never heard about our country and they do not know about our existence. Also our embassies in every country have department for advertisement of Uzbek tourism, but for some reasons their work is not effective.

c) Service

All suppliers - hotels, restaurants, transportation companies, incentive tour operators, leisure centers - have to be aware of the special requirements of incentive travel and have to perform to the point of perfection. Our research among young tourists showed that they prefer hiking, parachuting, climbing to mountains, cycling, motorcycling, etc. In other words, middle aged tourists prefer activities which include extreme activities. So, travel agencies have to learn our geography, mountains, rivers and deserts in order to attract young travellers.

d) Fine tuning visa regime and border control

It is necessary for Uzbekistan to be easily accessible to foreign visitors who wish to get acquainted with its history and culture, who are interested in conducting business, and who wish to get rest. For this purpose it is necessary:

- to reduce the time of entry visas reception and to give applicants an option to choose the place of their reception (consular establishments or on arrival);
- to use a practice of receiving from and sending to the applicants by mail the passport with a visa inscribed at the expense of the applicant without a need for him to come to the embassy (consulate);
- to improve the quality of services and to reduce the time of boundary and customs procedures.

5.4 Practical value of the research:

The research can be help for tourism industry in Uzbekistan and travel agencies to get further information and promotional tools. The results of the research may be used in the tourism industry and in introducing tourism products into the world market and the competitive and may also be used in the development of marketing strategy and in studying the conditions of the world tourism market.

5.6 Summarize

To summarize, according to research analysis conducted on tourism sector of Uzbekistan, we can conclude that our country has great cultural heritage and favorable natural conditions, which are able to attract huge amount of tourists. Tourism industry has strategic importance for the economy of Uzbekistan. Global tourism market trends demonstrate high correlation between tourism traffic into their country with level of adoption on the Internet marketing. Thus, it is of vital importance to design countrywide trainings, design internet marketing strategies that will ensure Uzbekistan does not fall behind the contemporary developments of travel industry worldwide. In near future, Uzbekistan has good chances of improving its tourism traffic through means of effective implementation of IM strategies.

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Appendix 1: Interview questionnaire

QUESTIONNAIRE FOR TRAVELLERS:

Gender: Male Female Age: 18 – 25 26 – 35 36 – 45

1. Where did you come from?

2. Is it your first visit to Uzbekistan?

3. Purpose of your visit to Uzbekistan? Business Travelling Private

Other

–

4. Where did you look for the information about Uzbekistan?

Newspaper/magazine/brochures/books the Internet TV Other

–

5. Had you enough information about Uzbekistan before arrival? Yes No

6. What did you find the most attractive and interesting for you in Uzbekistan?

7. Could you please suggest any recommendations for promotion of Uzbek tourism?

8. Would you suggest people to come to Uzbekistan?

Appendix 2: Questions to travel agencies

INTERVIEW QUESTIONS FOR TRAVEL COMPANIES:

1. How long is your company in the market? _____

2. Which of the following marketing tools do you use?

Advertisement Direct Marketing Personal Selling Other _____

3. What media do you use?

TV Radio Internet Press Brochures Other _____

4. Please rate tools from most important to least (1-5).

Advertisement Direct Marketing Personal Selling Other _____

5. Please rate media from most important to least (1-5).

TV Radio Internet Press Brochures Other _____

6. What is the percentage of your customers that directly buy tour from your company without using any intermediary travel agency?

>90% >60% >30% >10% <5%

7. Please express your opinion on following statement: “Uzbek Travel Agencies must be able to receive orders directly from end-consumers”?

Strongly agree Agree Can't say Disagree Strongly disagree

8. Please give your definition of "internet marketing"?

9. Do you have website? Yes No

10. Who manages of content of your website?

Company staff Outsourced Can't say

11. What are main barriers for your company to attract more customers?

12. How do you think Internet Marketing can help you to achieve more sales?
