

## Tourism in Uzbekistan: Problems and Solutions

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**Abstract:** This article discusses the problems of attracting tourists to Uzbekistan. The article also provides information about the activities of tourism companies and hotels in Uzbekistan.

**Keywords:** tourism, culture, company, hotel.

In the Uzbek tourism industry, nutrition is still a problem. For example, Europeans prefer simple and delicious dishes prepared in standard ways. To do this, it is necessary to install special equipment and appropriate food technology used in hotel complexes abroad. Local hotels in our country can offer about 20-25 meals. However, Western-style tourist complexes can offer up to 200 dishes. The only way to solve this problem is to increase the number of private restaurants and cafes and to organize the quality of their services in accordance with international standards.

When interviewed by foreign tourists visiting Uzbekistan, 25% said they were satisfied with the food service, while 41% said they did not agree with the assessment of food quality. To solve this problem, it is very important to certify and control public catering facilities that serve foreign tourists. In addition, tourists should find out about the peculiarities of local cuisine through advertising brochures. It should be noted that 73% of foreign tourists surveyed complained that they did not have full information about the service of restaurants.

It is known that tourists need to get to the destination as soon as possible. The bus fleet of the Uzbektourism National Company, as well as a number of small private companies, have their own vehicles. However, according to 1998 data, only 33.4% of 643.7 thousand tourists visited the country, and in 2004 32.6% of 930.1 thousand tourists visited the national company "Uzbektourism". used the services of. Most tourists, on the other hand, have limited access to urban and intercity transportation. It is obvious that there is a great need for private tourism companies in this area as well. The car rental service for tourists is not well established in the country. After all, Lacetti, Captiva and Malibu cars made in Uzbekistan meet all the requirements of any car enthusiast. To do this, it is necessary to establish specialized personal centers in the field. These centers should provide cars directly to tourists with road maps showing all the attractions, as well as offer mobile services in order to be able to contact tourists in a timely manner in case of any problems.

It is known that tourists visiting the country demand a certain amount of products and services, from simple food to expensive souvenirs. This, of course, opens the way for small and medium-sized businesses to expand their capabilities. Farmers grow fresh produce in hotels where tourists live, small and medium-sized enterprises in the textile and clothing industry produce bedding, bathrobes and other necessities for tourists, and cosmetics companies produce shampoo, soap and produce deodorants. Craft workshops and enterprises producing traditional national products also prepare orders for tourists. In general, the activity of private tourism enterprises in the tourism industry of the republic is insignificant. The main reasons for this are as follows:

**The first**, is the monopolistic nature of some tourism companies in the country. For some reason, the privatization process of these companies is slow. In addition, some of the newly established small travel firms do not have most of the opportunities available to large travel companies;

**Second**, due to the lack of highly qualified personnel in the tourism sector, the establishment and effective operation of new small tourism firms is becoming a more pressing issue;

**Third**, as a result of the inability of local government officials in many regions and districts of the country to properly assess the contribution of tourism to the economy and their old-fashioned approach to work, the establishment of tourism firms, as well as indirect impact on the tourism market the opening of tourism enterprises engaged in small and medium-sized businesses is neglected;

**Fourth**, start-ups are limited in their scope. In addition, they do not go beyond some of the services that are traditional for the national company "Uzbektourism". As a result, there is not enough opportunity for these companies to be recognized with interest by foreign tourists. If tourism companies offer non-traditional services, such as trips to the beautiful and picturesque nature of the country, excursions for tourists to get acquainted with the national traditions of

local villages and auls, as well as a concert in the national spirit for tourists and they can achieve the goals they set for themselves if they organize services such as organizing shows.

*Fifth*, the production of local handicrafts, national spirit clothing, national dishes and so on is one of the most pressing issues.

As mentioned above, private tourism companies are extremely important for the rapid and quality development of the tourism services market. Due to the fact that the tourism infrastructure in our country is now developing in line with the market economy, almost all private tourism companies are small businesses.

According to foreign experts, the tranquility of Uzbekistan, the country's antiquities, ancient cultural monuments and beautiful nature allow the country to attract 2-2.5 million tourists a year. To do this, it is important to create private-owned hotels, campsites, hotels, a system of tourist bases, etc., which can accommodate such a large influx of tourists.

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