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ROLE AND IMPORTANCE OF STATISTICAL ANALYSIS OF TOURISM FOR THE PURPOSE OF DEVELOPMENT IN THE REPUBLIC OF UZBEKISTAN

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The article considers the role of statistical analysis in the development of the tourism industry of the Republic of Uzbekistan. Data on tourist flows are analyzed, methods and approaches to statistical analysis of tourism are considered. Scientific literature was analyzed, including the study of works dedicated to the specific features of Uzbek tourism. The study identified the main trends and problems in the tourism sector in Uzbekistan. In the concluding part of the study, recommendations were given on the development of tourism infrastructure, improving its marketing and promoting Uzbekistan as a tourist destination, as well as encouraging domestic tourism and introducing new tourist routes.

KEYWORDS: ***Tourism, inbound tourism, outbound tourism, domestic tourism, tourist flows, transport links.***

INTRODUCTION

The field of tourism in Uzbekistan has significant potential and interests many investors, tourists and researchers thanks to its unique cultural, historical and natural heritage. In Uzbekistan, the tourism sector is actively developing thanks to investments in the development of hotels, the transport network and tourist services. In recent years, the number of international hospitality brands and modernized transport has increased. Also, Uzbekistan offers various tourist packages, including cultural tours, excursions to historical places and adventure tourism. The activity on the development of the sphere of tourism is also carried out thanks to the measures taken by the government of the Republic of Uzbekistan, such as the state program of the development of tourism, which includes initiatives to improve infrastructure, attract investments and promote tourist facilities, and liberalize the visa regime. Visa-free regimes have been introduced with a number of countries, the procedure for obtaining visas for tourists has been simplified. Uzbekistan is more popular among tourists from CIS, Europe and Asia. There is a growing interest in cultural tourism, as well as in ecotourism and gastronomic tourism. In view of the actively developing sector of tourism in the republic, national and regional data bases are created that help manage tourism and attract investment. During the research period, the works of domestic and foreign authors, interested in the study of the specifics of tourism and statistical analysis, were studied. In her research, L.V. Stahova set the task of ensuring comprehensive introduction into the sphere of tourism with the aim of stimulating further interest in the given subject area. The author's work touched on aspects of the essential approach to tourism and ego classification, to the concept of tourists and ego behavior and motivation, the role and influence of tourism on society, natural and cultural environments; V.Ya.Gelman devoted his work to the statistics of tourism, analyzing the general theory of statistics and social-economic statistics, including statistical observations, materials, samples, hypotheses, regressive analysis, methods of multivariate statistics, time series, indices, and population statistics opinions, labor resources, salary and labor productivity, production funds, public product and ego distributions. Special attention was paid to tourism statistics, including the classification of types of activities in the field of tourism, tourist demand and their characteristic tourist goods and consumer services, means of accommodation and transport,

indicators of tourism statistics and estimates of the contribution of tourism to the economy of the state [3]. Analysis of tourism streams in the Republic of Uzbekistan also dedicated documents to the World Tourism Organization. Among domestic researchers, it is worth noting the works of G.R. Khidirov[8], dedicated to the perspective of the development of domestic tourism in Uzbekistan, H.H. Musaev[4], who studied the system of tourism statistics in Uzbekistan, P.Z. Hashimov[7], who studied the ways of improving tourism activity in Uzbekistan and their influence on the population's employment.

RESEARCH METHODOLOGY

The research methods include such approaches as analysis of dynamic series of tourism indicators, construction and analysis of tables, graphs, analysis of dynamic series of indicators of inbound, outbound and domestic tourism, including their distribution by countries. During the analysis, tables and graphs were constructed that clearly demonstrate the trends in this area. The data required for the analysis were taken from the official website of the Statistical Agency under the President of the Republic of Uzbekistan stat.uz. Uzbekistan is a country with a rich historical and cultural heritage. Within its borders are important historical cities such as Samarkand, one of the key cities of the Great Silk Road, famous for its architecture, including the Registan and the Gur-Emir Mausoleum, Bukhara, an ancient city with numerous historical monuments, including the architectural complex of the Bukhara Khanate and the mausoleum of Ismail Samani, Khiva, one of the best preserved medieval cities, famous for its ancient fortresses and madrassas. Uzbekistan also has natural attractions such as the Tien Shan Mountains, the Charvak Reservoir and the Kyzylkum Desert, which offer opportunities for ecotourism and active recreation. Regulation of relations in the field of tourism in the Republic of Uzbekistan is carried out on the basis of the Law of the Republic of Uzbekistan No. PD-549 “On Tourism” dated July 18, 2019. Article 5 of this law defines the forms and types of tourism, which include international and domestic tourism. International tourism is divided into inbound tourism – travel within the Republic of Uzbekistan by persons not permanently residing in the Republic of Uzbekistan and outbound tourism – travel by persons permanently residing in the Republic of Uzbekistan to another country. Domestic tourism includes travel within the Republic of Uzbekistan by persons permanently residing in the Republic of Uzbekistan [1]. Tourism in Uzbekistan has significant potential and plays an important role in the country's economy. In this regard, there is a need to maintain tourism statistics that allow for an objective reflection of the processes and phenomena occurring in this area in their quantitative terms. Tourism statistics play a key role in the management, planning and development of the tourism sector. Thus, analysis of the flow of tourists helps to identify seasonal and geographical trends, which allows for the efficient allocation of resources and planning of infrastructure projects. This includes the management of hotels, transport services and other tourist facilities. The formation of state policy and strategies in the field of tourism requires up-to-date data on the number of tourists, their preferences and behavior. These data help government agencies develop measures to stimulate tourist flow and improve infrastructure. Evaluation of the effectiveness of programs and initiatives in the field of tourism allows for the adjustment of strategic directions and ensuring that programs meet modern requirements. Forecasting the demand for tourism services based on statistical data helps avoid infrastructure overload and ensure high-quality service for tourists. Investors and entrepreneurs use statistics to assess the attractiveness of tourist destinations and make decisions on capital investment. Data on the growth in the number of tourists, the profitability of the tourism sector and market dynamics help attract investment in the development of hotel infrastructure, transport and other tourism services. Targeted promotion of tourism services and destinations is based on the analysis of statistical data on the preferences and behavior of tourists. This helps develop effective marketing campaigns aimed at attracting specific groups of tourists and optimizing advertising strategies. Assessing the economic contribution of tourism to the economy of a region or country helps determine how tourism affects employment, income and the development of related industries. Assessing the social and environmental impact helps identify tourism-related problems such as overcrowding, pollution and violation of cultural heritage and develop measures to eliminate them. Ensuring transparency and accessibility of data to the public helps raise awareness of the state of the tourism market and its dynamics. Thus, maintaining tourism statistics is a necessary tool for effective management of the tourism sector, development and implementation of strategies, attracting investment, improving the quality of services and assessing the impact of tourism on society and the economy. According to the definition of the Agency of Statistics under the President of the Republic of Uzbekistan, tourism statistics is a section of socio-economic statistics that studies quantitative and qualitative phenomena and processes in tourism [9]. The main objective of tourism statistics is to reflect the development of the tourism industry in figures and provide users with official statistical information in a timely manner. The classification of tourists, when collecting statistical data on tourism by the Agency of Statistics under the President of the Republic of Uzbekistan, is carried out in accordance with the Law of the Republic of Uzbekistan "On Tourism" and includes inbound tourism, outbound tourism and In recent years, Uzbekistan has seen an increase in the number of tourists, which is associated with improved

infrastructure and increased interest in the culture and history of Uzbekistan.

In 2021, there is a slight increase to 44,419 people, but the figures are still significantly below the 2019 level. In 2022, the number of inbound tourists increases to 93,825 people, and in 2023 there is a further increase to 237,693 people. This indicates a recovery in inbound tourism after a significant decline during the pandemic period. Regarding outbound tourism, in 2020, the number of outbound trips decreases to 6,399 people, which is also due to restrictions on international travel. In 2021, there is a slight increase to 16,179 people, and in 2022 - to 19,752 people. In 2023, outbound tourism increases sharply to 156,636 people, which can be associated with the resumption of international travel and an increase in interest in foreign travel. Also, in 2020, there was a significant decrease in the number of domestic tourists to 176,646 people. This may be due to restrictions on domestic travel and quarantine measures. In 2021, domestic tourism recovers to 522,009 people, in 2022 it increases slightly to 538,938 people and in 2023 it increases sharply to 728,581 people. The significant growth in 2023 indicates an increase in interest in domestic tourism and an improvement in domestic tourism infrastructure and services. The most attractive country for outbound tourism is Kyrgyzstan. In 2023, 42.7% of citizens of the Republic of Uzbekistan who left the country for tourism purposes went there. This may be due to the availability of tours to the resorts of the Republic of Kyrgyzstan, and is also associated with the proximity of the country, the presence of cultural and family ties, as well as the availability of transport links between Uzbekistan and Kyrgyzstan. Distribution by country of the number of citizens of the Republic of Uzbekistan for tourism purposes who left the Republic of Uzbekistan (officially declared) in 2023, in % [11] The graph shows that Tajikistan also accounts for a significant share of trips (23%). This may reflect the similarity of cultures and languages, as well as the presence of a significant Uzbek diaspora in Tajikistan. Kazakhstan accounts for 15.5% of the total number of tourist trips. Russia and Turkey have equal shares of 4.9% and 3.9%, respectively. The United Arab Emirates (UAE) and Saudi Arabia account for smaller shares (2.7% and 2.4%, respectively). As for inbound tourism, here in 2023 the largest share of those who entered were visitors from Tajikistan - 32.5% of all tourists who entered the territory of the Republic. Distribution of foreign citizens who entered the Republic of Uzbekistan for tourism purposes by country in 2023, in % [11] Kyrgyzstan also occupies a high share in the number of foreign tourists who visited the Republic of Uzbekistan (26.5%). This may be due to cultural and historical proximity, as well as the presence of family and ethnic ties between these countries. Kazakhstan is not far behind Kyrgyzstan, 20.1% of all tourists who entered the territory of the republic are citizens of Kazakhstan, which can also be explained by close location, close economic ties and the presence of a common cultural context. Russia accounts for 10.8% of the total number of foreign tourists in Uzbekistan. Turkey (1.6%) and Turkmenistan (1.5%) have relatively small shares.

CONCLUSIONS AND SUGGESTIONS

Based on the above, we can conclude that all three categories of tourism (inbound, outbound and domestic) show a tendency to recover from the COVID-19 crisis. Inbound and outbound tourism have started to recover in 2022 and show significant growth in 2023. However, inbound tourism is recovering from a lower level but has shown rapid growth in recent years, which may indicate the government's efforts to attract foreign tourists and improve tourism infrastructure.

Outbound tourism is also recovering, but the 2023 level is still lower than in the pre-pandemic years. This may reflect both a renewed interest in foreign travel and possible economic or political barriers. Domestic tourism is showing the most stable growth. The majority of tourist trips are directed to the Central Asian countries (more than 81%). This confirms the closeness of cultural, economic and geographical ties, as well as more accessible conditions for travel within this region. Also, the largest number of tourists visiting the Republic of Uzbekistan (more than 80%) come from Central Asian countries. Given the high interest in traveling to the Central Asian countries, it is recommended to develop transport and cultural ties with these countries, as well as stimulate tourist exchanges. In order to increase the share of trips to more distant countries such as Turkey, the UAE and Saudi Arabia, it is necessary to develop special tourist programs and improve the availability of transport routes, and it is also necessary to simplify the ways for tourists from these countries to visit Uzbekistan, which will contribute to a greater infusion of funds into our country. It is necessary to strengthen marketing campaigns to attract international tourists, as well as improve the conditions and services for foreign visitors. It is also necessary to consider the possibilities of stimulating outbound tourism through loyalty programs, improving transport links and providing more convenient conditions for outbound trips. There is a sustainable development of domestic tourism. Given the significant growth of domestic tourism, it is important to continue to support and develop this area by offering new tourism products and improving infrastructure, improving transport routes, roads, and stimulating students and pensioners to travel by providing them with various benefits. Support and development of domestic tourism can further stimulate interest in traveling to more distant destinations, offering tourists new opportunities and destinations for recreation and entertainment. In our opinion, in order to improve the tourism sector in the

Republic of Uzbekistan it is necessary to: improve infrastructure. This requires additional investment in infrastructure and improving the quality of tourism services; improving marketing and promotion by conducting more active marketing campaigns to attract international tourists and raising awareness of tourism in Uzbekistan; applying a sustainable approach to tourism development that takes into account the protection of cultural and natural heritage; developing new directions by stimulating new types of tourism, such as medical, business tourism and agrotourism; training highly qualified personnel in the field of tourism, which will lead to an increase in the attractiveness of the country and the level of service.

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