

DEVELOPMENT OF TOURISM IN UZBEKISTAN AND INCREASING THE NUMBER OF FOREIGN TOURISTS

Uygun Khamroev

manager of SVICH TOUR

Since gaining independence, Uzbekistan has recognized the vital role of tourism in its economic development. The government has elevated tourism services to the level of state policy, emphasizing its significance as a modern service sector. By establishing organizational and legal mechanisms designed to bolster this industry, Uzbekistan aims to showcase its rich heritage and diverse culture while attracting a steady flow of foreign visitors. This renewed focus on tourism is not just about economic growth; it is also a commitment to preserve and promote unique cultural assets and landscapes.

The groundwork for a flourishing tourism sector in Uzbekistan has been laid through various regulatory documents and initiatives¹. The government has outlined a comprehensive strategy that includes identifying regions linked to higher education institutions to enhance their tourism potential. This framework aims to facilitate collaborative research and development, enabling students and local communities to engage with tourism proactively. Notably, the following tasks have been established:

1. Studying Tourism Potential: Each region is tasked with examining its unique tourism opportunities and creating multilingual content that highlights its historical significance, attractions, and distinctive characteristics.

2. Research and Education: Encouraging professors and educators to conduct research in the field of tourism ensures that theoretical insights can be translated into practical applications. This fosters a symbiotic relationship between academia and the tourism industry.

3. Quality Service Improvement: Empowering local residents to enhance the quality of tourism services is paramount. This includes promoting skill development and improving service delivery standards through training programs.

To further augment its tourism infrastructure, Uzbekistan is focusing on creating a conducive environment for private investment². Specific measures that have been proposed include:

- **Infrastructure Development:** Upgrading existing facilities and constructing new ones to meet international standards will directly influence tourist satisfaction. Improved transportation routes—such as highways and rail systems—will enhance accessibility and make traveling within Uzbekistan more convenient.

- **Fostering Private Sector Participation:** Encouraging private entities to invest in tourism not only leads to improved services but also generates employment opportunities for local communities. The government is keen on creating an ecosystem that supports entrepreneurship within the tourism sector while safeguarding local traditions and heritage.

¹Mirziyoyev Sh.M., Decision No. PP-4095, January 5, 2019, "On additional measures for the rapid development of tourism in the Republic of Uzbekistan"

²Mirziyoyev Sh.M., Decision No. PQ-135 of February 18, 2022, "On the organization of the activities of the Ministry of Tourism and Cultural Heritage"

- Subsidizing Air Travel: Recognizing the importance of connectivity, a draft law has been introduced to allocate additional budgetary funds to subsidize¹ local air travel routes. This subsidy will help make domestic destinations more reachable for both international and local travelers.

Global Perspective on Tourism Growth

Uzbekistan's tourism sector is not only relevant domestically but also significant on a global scale. As globalization continues to shape how people travel, the need for countries to diversify their tourism offerings becomes paramount. Tourism is a sector that can stimulate economic growth while fostering cross-cultural understanding.

The tourism industry is a critical driver of economic development and job creation. The influx of foreign tourists provides a valuable source of revenue, which can then be reinvested into local economies. As one of the priority sectors of the world economy in the 21st century, tourism in Uzbekistan presents a promising avenue for generating foreign currency, enhancing the standard of living, and attracting global investment.

In the age of digitalization, effective marketing has become essential for attracting foreign tourists. Implementing modern marketing strategies—driven by data analytics and social media engagement—can significantly improve Uzbekistan's visibility as a desirable travel destination. Harnessing the power of digital platforms allows for direct engagement with potential travelers, helping to inform them about experiences unique to Uzbekistan.

Tourism is also an avenue for cultural exchange. By attracting foreign tourists, Uzbekistan can showcase its rich traditions, unique culinary offerings, and diverse arts. Not only does this reinstate the country's cultural identity on the global stage, but it also provides opportunities for international visitors to learn from and appreciate the heritage and diversity present in Uzbekistan.

The ongoing efforts to enhance the tourism sector in Uzbekistan confirm the government's commitment to leveraging this industry as a cornerstone of economic growth. With its substantial historical resources, remarkable landscapes, and welcoming population, Uzbekistan is poised to position itself as a premier tourist destination. By focusing on strategic measures such as improving infrastructure, enhancing service quality, and effectively marketing its unique offerings, Uzbekistan is well on its way to increasing the number of foreign tourists. The successful implementation of these initiatives will ultimately reinforce tourism's role as a pivotal player in the nation's economic landscape, fostering not just growth but also a deeper understanding of its rich cultural legacy.

As Uzbekistan continues down this path, it must remain adaptable, taking into account global tourism trends and leveraging its unique assets to attract an ever-growing

number of visitors from around the world. The commitment to innovation, sustainability, and cultural enrichment will ensure that the tourism

¹Mirziyoyev Sh.M., Decision No. PQ-238 of July 27, 2023 "On measures to further accelerate reforms in the field of tourism and effectively organize the state management system in the sector" sector thrives, benefiting both the economy and the cultural fabric of this remarkable nation.

As a country with a significant Islamic heritage, Uzbekistan has the potential to attract religious tourists seeking to explore Islamic architecture, historical mosques. By promoting religious tourism, Uzbekistan can appeal to a vast demographic interested in spirituality and history.

While the potential for tourism in Uzbekistan is considerable, there are challenges that must be addressed to unlock this potential fully. One of the critical issues is the training of personnel equipped to meet the demands of an evolving tourism market. Establishing programs that focus on hospitality management and customer service will enhance the experience for tourists and bolster the industry.

To accommodate increasing visitor numbers, Uzbekistan must continue to improve its tourism infrastructure, including transportation, accommodation, and amenities. Developing modern facilities while preserving the historical essence of sites is essential for sustainable tourism growth. The global tourism landscape has been shaped by factors like geopolitical stability and safety. Uzbekistan must ensure that it remains a secure destination for tourists. Building a reputation as a safe, welcoming country will be crucial in encouraging long-term visits.

Facilitating easier entry through simplified visa procedures will be essential for attracting international tourists. The government should consider policies that allow for more accessible travel arrangements without compromising security. To position Uzbekistan as a leading destination in world tourism, targeted marketing and promotion strategies must be developed. Engaging with international travel agencies and participating in global tourism fairs can raise the profile of the nation and highlight its unique attractions.

Utilizing digital platforms for marketing and promotion is increasingly vital in today's connected world. Implementing user-friendly websites, active social media engagement, and mobile applications for travel planning will enhance the visitor experience and help promote lesser-known destinations. Collaboration among stakeholders, including government, local communities, and private sector partners, is crucial for creating a cohesive approach to tourism development. Stakeholders must work together to create a shared vision for sustainable tourism growth.

Uzbekistan stands at a pivotal moment in its tourism journey, with significant opportunities to harness its rich cultural and historical resources. By focusing on sustainable practices, addressing challenges, and enhancing the visitor experience, the nation can establish itself as a key player in the global tourism market. Embracing its unique identity while adapting to the needs of modern travelers will ensure that Uzbekistan

not only preserves its heritage but also thrives as a vibrant center of cultural tourism. Ultimately, the goal is to provide visitors with an unforgettable experience that leaves them enchanted with the beauty and history of this remarkable nation.

Our Motherland, located on the Great Silk Road, has favorable natural and climatic conditions, a rich historical and cultural heritage, and at the same time a high potential for the development of both domestic and international tourism.

Cultural tourism has become a major focus, as more than 4,000 unique historical monuments in the country, architectural mausoleums, minarets, and mosques in the ancient cities of Bukhara, Khiva, and Samarkand — which are home to many other unique monuments — are now part of a list of 140 historical and architectural sites recognized by UNESCO. Based on archaeological discoveries, Uzbekistan today ranks ninth in the world in terms of the total number of historical and architectural monuments, highlighting its significant contributions to global heritage.

When we discuss the immense tourist potential of Uzbekistan, we inevitably reflect upon the ancient civilizations and cultures that have formed and evolved on the territory of our country. The fascinating inscriptions and hieroglyphs on rocks, along with unique historical monuments, superb examples of material culture, and architectural marvels serve as testaments to our rich history. Currently, numerous scientists and experts from Japan, France, Germany, and other countries are engaged in studying these remarkable findings.

Moreover, the richness and diversity of Uzbekistan's landscapes present an exceptional opportunity for tourism, making it one of the best vacation and travel destinations in the world, renowned for its charm and refreshing beauty. This natural allure complements our diverse cultural offerings, paving the way for a thriving tourism sector. In light of this, Uzbekistan can and should aspire to become one of the centers of world tourism. Presently, there are over 7,000 monuments from various eras and civilizations throughout the country, each telling a part of our unique story.

Overall, Uzbekistan possesses great opportunities for the development of tourism due to its rich cultural and historical traditions. Nonetheless, there are pressing challenges to address, particularly the training of personnel who can meet the qualification requirements needed for the evolving labor market within the tourism industry. The experience of tourists should serve as a crucial brand — or trademark — for any country welcoming visitors. A visitor's positive experience, from arrival to departure, is a strong indicator that our tourism industry is on solid ground.

Today, as we navigate a rapidly changing global landscape, marked by accelerated globalization processes and recurrent economic and financial crises, new challenges arise for international tourism development. The solutions will demand innovative thinking and adaptability.

Among the critical factors influencing the success of international tourism are peace, security, and political and economic stability. The construction of tourist complexes, along with the study and preservation of historical sites and monuments across various eras and

cultures, is essential for sustainable tourism development. International experience indicates that tourists prioritize simple and convenient procedures for entering their chosen destinations. Offering efficient formalities at a low cost is fundamental to encourage long-lasting tourist arrivals and repeat visits.

To further enhance Uzbekistan's tourism potential, it is vital to encourage not just cultural tourism, but also diverse forms of tourism such as adventure tourism, gastronomic tourism, and religious tourism, the latter being one of Uzbekistan's significant opportunities. Establishing a stable and growing tourism sector will require robust efforts to promote the industry, ultimately boosting the national economy and creating new job opportunities within Uzbekistan.

Additionally, harnessing our rich heritage and natural beauty can lead Uzbekistan toward becoming a prominent player in the global tourism market, while also securing a prosperous economic future for its citizens. As Uzbekistan navigates the rapidly changing global landscape marked by accelerated globalization and periodic economic crises, new challenges for international tourism development will inevitably arise. Solutions will require innovative thinking, adaptability, and responsiveness to shifting tourist needs and expectations.

Key factors influencing international tourist success include peace, security, and economic stability. Therefore, the construction of tourist complexes that are respectful of historical sites and ensure their preservation is critical for sustainable tourism development. Such infrastructures not only improve the visitor experience but can also spur local economic growth.

International experiences show that tourists prioritize streamlined and convenient procedures when entering their chosen destinations. The emphasis should be placed on minimizing bureaucratic hurdles while maintaining reasonable costs. Lowering entry barriers helps build a welcoming environment that encourages long-lasting tourist presence and repeat visits.

To fully harness Uzbekistan's tourism potential, promoting a broad spectrum of tourism types—such as adventure tourism, gastronomic tourism, and religious tourism—is necessary. Religious tourism, in particular, presents significant opportunities given Uzbekistan's cultural diversity. By developing and marketing these niche tourism segments, Uzbekistan can offer unique experiences that cater to various interests.

Establishing a stable and growing tourism sector requires comprehensive efforts to promote the industry actively. This includes marketing campaigns, participation in international tourism fairs, and partnerships with travel agencies worldwide. Robust promotion can enhance the country's visibility, ultimately boosting the national economy.

In conclusion, by harnessing its rich heritage, architectural marvels, and natural beauty, Uzbekistan is well-positioned to secure itself as a prominent player in the global tourism market. The aspirational journey towards becoming a center of world tourism is not merely about attracting visitors; it is about securing a prosperous economic future for

its citizens while preserving and celebrating the diverse cultures and histories that define the nation.

As the world becomes increasingly interconnected, Uzbekistan has the unique opportunity to showcase its treasures, drawing in curiosity and appreciation for its unique narrative, ultimately enriching the global community while stimulating its local economy. The pathway may be challenging, but the rewards promise a flourishing tourism industry that contributes to national pride and economic resilience.

As for me, in order to contribute to the development of tourism and increase the influx of foreign tourists to Uzbekistan, I am currently managing the Limited Liability Company “SAYOHAT VA ILM CHASHMASI (SVICH TOUR).” This company was established recently, in accordance with the Law of the Republic of Uzbekistan “On Limited and Additional Liability Companies” and in alignment with relevant legal frameworks. The foundation of SVICH TOUR was based on a comprehensive decision made by the company’s participants, which was developed in accordance with our founding agreement.



SVICH TOUR aims to create unique and memorable travel experiences that showcase the rich cultural heritage and breathtaking landscapes of Uzbekistan. We understand that the tourism landscape is highly competitive, and therefore, our focus is on

delivering exceptional service to our clients while promoting the diverse historical sites and natural wonders that our country offers.



To achieve these goals, we are developing a range of tailored tours that cater to various interests, including cultural, adventure, gastronomic, and wellness tourism. By leveraging our partnerships with local artisans, hotels, and transport services, we ensure that every aspect of our tours reflects the authenticity of Uzbekistan's heritage while providing comfort and convenience to our guests.





Additionally, we are actively investing in training and developing our staff to meet the highest standards of service in the tourism industry. By equipping our team with cultural knowledge, language skills, and customer service excellence, we aim to create meaningful interactions that enhance the overall visitor experience. As part of our commitment to sustainable tourism practices, SVICH TOUR is dedicated to preserving Uzbekistan's rich cultural and natural resources. We encourage eco-friendly travel options and promote responsible tourism that minimizes our environmental footprint while maximizing economic benefits for local communities.



In the coming years, we plan to broaden our marketing efforts to raise awareness of Uzbekistan as a prime travel destination. This includes participating in international tourism fairs, engaging with travel agencies around the world, and utilizing social media platforms to share the stories and beauty of our country.

Let's share with you the attractive travel destinations, sightseeing of our remarkable country:

The city of **Termiz**, located in the heart of the Surkhandarya region, emerged in the 2nd-1st centuries BC as a vital nexus for caravan routes that connected India with Europe through Central Asia, and later extended to China. Its strategic position made it an essential stop along the Great Silk Road, facilitating trade, cultural exchange, and the spread of ideas between diverse civilizations.

During the Kushan period, Termiz thrived and covered an impressive area of 500 hectares. Archaeological findings in the vicinity have revealed settlements that belong to the Greco-Bactrian state dating back to the 3rd-2nd centuries BC, showcasing the city's diverse historical influences. Notably, the ruins of the Buddha temple in Karatepa have yielded various monuments related to Buddhist culture, including intriguing plaques and statues that reflect the artistic capabilities of that era.

Among the main historical and architectural monuments of Termiz, we highlight the following:

1. Palace of Forty Maidens (IX century): A legendary structure associated with local folklore, showcasing the architectural prowess of the period.

2. Palace of the Rulers of Termiz (XX century): This more contemporary structure reflects the historical evolution of governance in Termiz and serves as a reminder of the city's ongoing significance.

3. Hakim at Termizi Architectural Complex (10th century): An important site dedicated to the renowned scholar and physician, this complex exemplifies the integration of spirituality and scholarship in Islamic architecture.

4. Sultan-Saodat Architectural Complex (10th century): A significant site that serves as a mausoleum complex, representing the deep-rooted Islamic traditions and historical figures of the region.

5. Karatepa Temple (II century): This ancient Buddhist temple is a testament to the religious diversity of the region and remains a crucial site for understanding the spread of Buddhism along the Silk Road.

6. Fayoztepa Temple (1st century): Another remarkable site linked to the Buddhist heritage of the area, where archaeological excavations have unveiled significant relics and artistry from the past.

Termiz stands as a mirror reflecting the rich tapestry of history, culture, and spirituality that has shaped the Surkhandarya region. Its historical monuments not only signify the city's glorious past but also serve as vital resources for researchers, historians, and tourists seeking to uncover the layers of tradition and heritage that contribute to

Uzbekistan's cultural richness. As we look toward the future, preserving these monuments and promoting them as attractive destinations will help ensure that the historical significance of Termiz continues to be recognized and appreciated globally.

Ferghana Valley Overview. Ferghana is renowned globally for its exquisite resorts like Shahimardan and Kiziltepa, which attract visitors seeking both relaxation and adventure. Nestled amidst stunning mountain ranges, these resorts offer outdoor activities, including hiking, skiing, and exploring picturesque landscapes. Visitors can also immerse themselves in the rich history of the region at the Natural History Museum, which showcases the cultural evolution and biodiversity of this vibrant area, featuring exhibits on traditional crafts, archaeology, and the history of the Silk Road.

Kokan, once the capital of the Khanate of Kokan, stands as one of Uzbekistan's most famed cities. In the early 20th century, it was the second-largest city after Tashkent, boasting a population that surpassed many regional centers. The Palace of Khudoyar Khan, the last khan of Kokan, is a significant architectural landmark, known for its opulence and intricate decorations that reflect the artistry of the period. The palace complex is a testament to the rich historical narratives that shaped the region, with its grand halls and beautifully adorned interiors attracting historians and tourists alike. The two-towered Mausoleum of Modarikhon, dedicated to the poetess Nodirabegim, adds to Kokan's historical allure. This beloved poetess's legacy is preserved in the local culture, and the mausoleum is a place of pilgrimage for those who admire her literary contributions. Notably, a statue crafted from white marble and bronze commemorates the executed poetess, symbolizing the rich literary heritage of the region and the struggles for artistic expression.

Margilan. Celebrated for its 2000th anniversary in 2007, Margilan was founded by the proud Sugdians, who found freedom and prosperity with the advent of the Silk Road. Margilan is famous for its silk production, having gained international recognition for its high-quality silk fabrics since the 10th century. The city's artisans employ traditional techniques passed down through generations, constantly preserving and rejuvenating their craft within vibrant markets. Margilan's prominence surged in the late 15th and early 16th centuries, establishing it as a pivotal center in the valley. The city's cultural importance is evident, with historical celebrations and festivals that showcase its heritage. Noteworthy historical sites include the Kaptarlik complex, an 18th-century architectural ensemble featuring a mosque, minaret-mausoleum, and dovecote, showcasing the monumental heritage of Margilan. The Shouda Mosque is another significant site, highlighting the rich religious architecture of the region and serving as a vibrant center for community gatherings and spiritual activities.

Main Historical and Architectural Monuments of the Fergana Valley

1. Khudoyar Khan Palace (1870) - A magnificent example of Islamic architecture with intricate tile work and majestic courtyards.
2. Rishtlik Mosque (1913) - Known for its unique design and impressive dome, it serves as an important religious site today.

3. Jome Mosque and Tower (1809) - This striking mosque features a tall minaret that provides a panoramic view of the surrounding area.

4. Mulkabad Mosque (1913) - A beautiful mosque recognized for its serene ambiance and ornate decorations.

5. Said Ahmadhoji Madrasah (beginning of the 19th century) - A significant educational institution contributing to the academic heritage of the region.

6. Chokar Mosque (1911) - Another fine example of the area's rich religious architecture, it attracts worshippers and tourists alike.

7. Khuja Magiz Mausoleum (18th century) - A revered burial site that draws visitors for its historical significance and architectural beauty.

8. Mullo Dirgiz Madrasa (early 20th century) - An educational landmark that played a role in the region's scholarly tradition.

9. The Ancient Town of Aksikent (2nd century BC) - This archaeological site provides insights into the region's ancient civilizations and their way of life.

This rich tapestry of history and architecture makes the Ferghana Valley a must-visit destination for those interested in Uzbekistan's cultural heritage, offering a blend of natural beauty, historical landmarks, and cultural experiences that leave an indelible impression on every traveler.

Samarkand: A Jewel of Uzbekistan. Samarkand, a historic city in Uzbekistan, is listed as a UNESCO World Heritage site, celebrated for its delicacies, natural beauty, and rich spirituality. With a heritage that weaves together unique history and comprehensive architectural monuments, it is often referred to as the "polished land," capturing the attention of the global community. The glorious traditions of the Sogdian and Turanian states are deeply embedded in its culture.

This city is inextricably linked with pivotal stages of civilization, where the evolution of culture and society has been profound. Today, Samarkand is a focal point for notable investors, renowned businessmen and bankers from developed countries, heads of international organizations, economists, politicians, and art critics. This attention underscores Samarkand's rising position as a major industrial, scientific, and cultural center of Uzbekistan, contributing significantly to the country's prosperity and development.

James D. Wolfensohn, former president of the World Bank, remarked during his visit to Samarkand: "In my 40 years of traveling around the world, I have never encountered a city like Samarkand." Tourists from the United States often express that "there is only one Paris and one Samarkand in the world." A popular French magazine noted, "Samarkand is becoming a city that ignites the imagination. If you close your eyes and gently utter the word 'Samarkand,' a stream of beautiful and magical images unfolds in your mind as if from a fairy tale."

The long history of Samarkand is rich and prosperous, leading to its awe-inspiring reputation. The people of Samarkand are as generous as their fertile land, embodying steadfastness and emotional depth akin to their ancestors. Their unique qualities are

unparalleled, recognized by visiting heads of state, dignitaries, scientists, and cultural representatives who regard it as the "Mecca of Tourism." Foreign tourists fortunate enough to visit Samarkand often describe it as "the city that opens its face to the entire world," "the city of legends and tales of a thousand and one nights," and "the precious gem of the Muslim world."

For believers around the globe, Samarkand stands out as a beacon of spirituality, often referred to as "the city under the protection of God," a name echoed in medieval texts. This historic city boasts an extraordinary narrative that stretches back over 2750 years, making it a remarkable repository of cultural and architectural treasures.

Architectural Marvels of the Timurid Dynasty. The architectural heritage of Samarkand during the Timurid dynasty is considered to rival that of ancient civilizations such as Egypt, China, India, Greece, and Rome. The Registan, the heart of ancient Samarkand, serves as a quintessential example of Central Asian creativity flourishing between the 15th and 18th centuries. This magnificent square is flanked by the Ulugbek, Sherdor, and Tillakori madrasas, each showcasing intricate craftsmanship and design that reflects the era's artistic genius.

One of the city's most significant historical sites is the mausoleum of Amir Temur (Tamerlane), built in the 14th-15th centuries. It is here that prominent figures of the Timurid dynasty, including Amir Temur himself and his grandson, Mirza Ulugbek, are interred. Under Temur's leadership, Samarkand experienced a cultural and architectural renaissance, enhancing its already illustrious reputation.

Every street and reservoir in Samarkand tells a story, imbued with history and significance. The Shahi Zinda (Living Horn) complex is a revered shrine linked to Qusam ibn Abbas, a cousin of the Prophet Muhammad. This complex attracts pilgrims and tourists alike, serving as a testament to the city's spiritual importance.

Additionally, the Observatory established by Mirzo Ulugbek stands as a symbol of Samarkand's contributions to science and astronomy. Although the observatory was demolished in 1449, remnants of its underground structure can still be explored today, offering a glimpse into the scientific advancements of the Timurid era. The region's history is further enriched by archaeological discoveries, including settlements of Neanderthal people, underscoring the deep layers of human habitation and evolution within this region.

Modern Development and Tourism. Following Uzbekistan's independence, the nation embraced an "open door policy," facilitating active integration into the global community. This shift has transformed Samarkand into a vital tourist hub, showcasing a unique blend of ancient heritage and modern hospitality. Several factors contribute to the growth of tourism in Samarkand. The city's favorable geopolitical position on the Great Silk Road strategically links it to other cultural and historical sites across Central Asia. Additionally, the region's geographical and climatic conditions enhance its appeal as a tourist destination. The government has prioritized the development of tourism infrastructure, supported by local experts who are capable of delivering quality services in

line with international standards.

Tourism plays a pivotal role in promoting friendship, mutual understanding, peace, and cooperation within the country. The ongoing restoration and development of diverse tourism forms, alongside establishing services rooted in local characteristics, are vital steps toward crafting a national tourism model.

On July 7, 2014, The Huffington Post, a renowned American publication, recognized Samarkand as one of the "50 must-see cities of the world." Dubbed the "Pearl of the East," the city was highlighted for its madrasas and the striking patterns of ancient buildings adorning the Registan Square. This acknowledgment not only enhances Samarkand's status as a cultural destination but also invites travelers to explore its rich legacy as a pivotal stop along the Great Silk Road.

In conclusion, Samarkand stands as a remarkable testament to the synergy of faith, history, and artistry, drawing visitors from around the world who come to witness its timeless beauty and profound cultural significance. As both a historical gem and a vibrant center of modern tourism, Samarkand continues to capture the hearts and minds of all who experience its enchanting narratives.

Ultimately, our vision for SVICH TOUR is to contribute significantly to the growth of the tourism sector in Uzbekistan, helping to establish it as a sought-after destination on the global stage. We believe that by showcasing the unique experiences that Uzbekistan offers, we can attract more foreign tourists, stimulate local economies, and foster cultural exchange. Through our efforts, we hope to lay pivotal role in the prosperous future of tourism in Uzbekistan.