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**GLOBAL STRATEGIES FOR CULTURAL TOURISM OF UZBEKISTAN**

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**ABSTRACT**

Cultural Tourism is experiencing continuous expansion and diversification in recent years. It has become a popular and attractive sector to impart mental recreation and as an instrument for economic growth. Uzbekistan is a country of diversified culture enriched with cultural resources. This research provides an analysis of Cultural tourism of Uzbekistan and its attractiveness and competitiveness of destinations. It reviews national or regional experiences and practices of destinations where cultural resources are driving overall attractiveness. It also examines the development of culture and tourism and distribution processes in relation to cultural resources, identifying the key factors. To plan and implement this, different management and decision making tools were used including interviews and questionnaire surveys as well as SWOT analysis. Also, the analysis identifies best practice and the most effective policies for enhancing the attractiveness of destinations capitalizing on their cultural resources vased on a range of case studies. Finally, global strategies are made to enhance cultural tourism of Uzbekistan with various experiences and policies by focusing on heritage sites, the diverse folk customs, revolutionary relics and long-lasting leisure and architectural traditions, and create a favorable tourism atmosphere by exploring more participatory projects such as cultural festivals and designing culture-themed tourism lines. From analysis of developing the tourism sector, Uzbekistan can take necessary measures to benefit from its enormous historical, archeological, natural, cultural and social advantages to win more tourists, thus gaining a higher share in the world tourist revenues in the future.

**Keywords:** Cultural Tourism, Culture, Culturalization, Economic Strategies, Uzbekistan.

**Introduction**

Culture is one of the key components of tourism that motivates traveling (Boniface, 1995). It currently covers a very attractive form of tourism—it is defined e.g., by (Richards, 2002;



Smith, 2003) as a migration of people from home to places with cultural attractions with the aim to gather new information, experience, and reminiscence to satisfy their cultural needs.

Tourism stakeholders define cultural tourism differently due to the different emphasis applied to the concept. Cultural tourism defined broadly as “a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination (UNWTO - General Assembly, 2017). Whilst, Oelkers (2007) discussed the construct in a more detail manner; precisely, cultural tourism that concentrates on the culture of the region as attractions, inclusive of heritage, art, food, clothing, geographic points of interest, historic sites and museums. The Organisation of Economic Cooperation and Development (OECD) (2009) defines culture in relation to tourism, as something that attracts tourists and which differentiates destinations from one another. It is a source of identity and differentiation in the face of globalisation.

Cultural tourism is one of the oldest forms of travel and still continues to be a mainstay of the tourism industry in most parts of the world. According to the UNWTO (2018), cultural tourism accounted for around 40% of all international tourism, or 50 million arrivals in 2017. In 2018, Travel & Tourism generated \$8.8 trillion and supported 319 million jobs across the world. Uzbekistan in the way of integration with other Central Asian countries, with its richly diverse cultural inheritance and wealth of natural tourism attractions spanning across 12,000 kilometers, unique World Heritage Sites and through distinctive tourism presence, is making a great interest of tourist from all over the world (Buriyev at al., 2020).

Cultural Tourism in Uzbekistan is all about the ancient arts of calligraphy, pottery, and wood-working alongside artisans in Tashkent, Khiva, and Bukhara (Patterson and Tureav, 2020) wandering in local bazaars alongside local merchants or carpet-weaving skills alongside women in Samarkand on Uzbekistan Tours (Shodiyev, 2021). The country with its diversity and cultural variations is just mesmerizing and vibrant and full of travelers. Uzbekistan attracts tourists with its historical, archaeological, architectural and natural treasures. So, the intensive development of the tourism industry in Uzbekistan, including respect for the historical and cultural heritage, the creation of infrastructure (Karimov at al. 2021) that fully meets international standards.

Located in the heart of Central Asia, Uzbekistan is ready to expand its travel and tourism industry with its rich cultural and historical heritage, friendly people, and natural beauty. The number of foreign travelers visiting Uzbekistan has grown rapidly from 1.9 million people in 2014 to 6.7 million in 2019 (Airey and Shackley, 1997). Compared with some other countries located in the same region and offering similar tourism products, Uzbekistan has more variety and number of tourist resources, and more precisely, it has an advantage geopolitical location, rich cultural, historical and natural heritage. Meanwhile, today Uzbekistan has a very modest place in the global tourist market. Therefore in this paper will try to find the successful factors of cultural tourism industry of selected countries and compare that with Uzbekistan.

The aim of this research is to examine the degree of the influence of Cultural Tourism on economic development of Uzbekistan. Descriptive goals of this study aim to help government associates in having a sustainable development. Finally, to evaluate the importance of tourism industry in Uzbekistan, a SWOT analysis was carried out so as to wisely implement the cultural



tourism in Uzbekistan. Thus, this analysis focuses on the strengths and weaknesses (internal factors) as well as opportunities and threats (external factors) in this park regarding sustainable tourism and the corresponding strategy.. The thesis presented here has explored some methods and strategies that community groups and localities can pursue to develop cultural tourism opportunities. This study aims to identify and discuss the key problems of cultural tourism and give solutions that determine national competitiveness. These findings contribute to an understanding of the key factors that determine economic growth, help to explain what tourism allows to be more successful in raising income levels and offer policymakers and international trade leaders an important tool in the formulation of improved economic policies and institutional reforms.

This research is divided into six main sections. Section 1 deals with the introduction. Section II analyze previous works, the basic concepts, characteristics and multiple impacts of the Tourism and Culture. Section 3 describes the database and methods used in the paper. Section 4 obtained and discusses the main results and the limitations of the study. Section 5 details gives selected benchmarking cases and strategies to overcome the barriers. The last section presents the conclusions of the research.

### **Literature Review**

Culture is a more complex concept than tourism, as is evidenced by the extent of the debate over the term and the hundreds of definitions that exist. Again, the purpose here is not to contribute to the debate or to provide an overview of the numerous definitions, but rather to examine the ways in which the term culture is used. Upon examining the modern usage of the term culture, Williams identified three broad categories: "(i) as a general process of intellectual, spiritual and aesthetic development; (ii) as indicative of a particular 'way of life'; and (iii) as the works and practices of intellectual and artistic activity" (Richards, 2018). Culture as process is an anthropological and sociological approach which regards culture mainly as a symbolic system or codes of conduct by which and through which people create and recreate shared values, beliefs and attitudes allowing people to make sense of their existence and their experiences (Zadel, 2013). As Guccio et al. (2017) states: culture ... is seen as a set of practices, based on forms of knowledge, which encapsulate common values and act as general guiding principles.

The UNWTO report on Cultural Heritage and Tourism Development argued that: "Culture and tourism have a symbiotic relationship. Arts and crafts, dances, rituals, and legends which are at risk of being forgotten by the younger generation may be revitalized when tourists show a keen interest in them. Monuments and cultural relics may be preserved by using funds generated by tourism. In fact, those monuments and relics which have been abandoned suffer decay from lack of visitation." Today, however, the relationship between tourism and culture is being rapidly transformed by changing lifestyles, new forms of culture and creativity and the development of new technologies.

Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theaters. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals),



and their values and lifestyle, as well as niches like industrial tourism and creative tourism (Herrera and Jeong, 2018). Cultural tourism has long had an important economic dimension, particularly because the income derived from tourism is argued to help support the preservation of cultural heritage (Entwistle and Slater, 2014). In many cases, however, debates have emerged about the extent to which income streams derived from tourism have reached the cultural amenities that help to attract tourists (Richards, 2018, Ashworth, 1995). Many discussions of cultural tourism, particularly in emerging economies, also revolve around the need to spread tourism geographically (Ivanovic and Saayman, 2013).

The United Nations Educational, Scientific and Cultural Organization (UNESCO) is also counted among the institutions that use SWOT in order to present sustainable tourism strategies for better management and long-term planning on core issues in Bali, Indonesia. The resulting strategy included a shared vision, strategic objectives, and an action plan to be implemented by stakeholders. Paunovic and Jovanovic (2017) mentioned in their study that sustainable tourism was based on a holistic approach and a knowledge-based platform; thereby, all forms and approaches of tourism should be considered. They suggested a holistic approach for improving sustainable mountain tourism and collected the data through interviews with individuals for the development of sustainable tourism in the German Alps. Neto (2013) focused on giving higher priority to the participation of the community and the reduction of poverty in developing countries for the development of sustainable tourism. According to him, the emphasis should be placed on a pro-poor tourism approach all over the world. He determined four major policy recommendations that could contribute to the expansion of the pro-poor tourism approach in developing countries. These policies were poverty alleviation at the center of national strategies, more opportunities for the poor to make use of tourism benefits and partnerships, and role of the international community. To develop sustainable tourism in the Cameron Highlands of Malaysia, Aminu et al. (2017) presented an approach based on the Analytic Network Process (ANP) and a Geographic Information System (GIS). They have demonstrated that the integration of ANP and GIS is useful in that it provides analytical tools for spatial planning with regards to sustainable tourism. Tsaur and Wang (2007) evaluated sustainable tourism development using the Analytic Hierarchy Process (AHP) and Fuzzy Set Theory and illustrated how it could be implemented in the Green Island in Taiwan. Several authors have made attempts to evaluate present tourism planning of the regions and have suggested new strategies for a sustainable form of tourism. In addition to developing a strategy, several authors have also emphasized the significant role of stakeholders and experts in the development of sustainable tourism and the necessity of a systematic planning or a holistic approach

In this study, a strategic approach for sustainable tourism development is presented by means of an integration of SWOT analysis to help managers make decisions about regional cultural tourism. The country of Uzbekistan, which is located in Central Asia, is discussed as a destination area. In this context, SWOT factors were first determined through expert opinions. After that, these factors were prioritized via attractive scores. Finally, using benchmarking cases, globalization and culturalization tourism development strategies are presented in accordance with the region-specific vision statement and the main cultural tourism goals.



## **Methodology**

### **3.1. Study area**

Uzbekistan spans 449,000 km<sup>2</sup> and was home to 32,981,716 inhabitants in 2019 (Statistical Committee of Uzbekistan, 2021). Uzbekistan borders on Kazakhstan in the North, Turkmenistan – in the Southwest, Kyrgyzstan and Tajikistan – in the East, Afghanistan – in the South. It boasts the most clearly defined and prestigious tourism image of the entire region since four of its cities are included on the UNESCO World Heritage list (Samarkand, Bukhara, Khiva and Shakhrisabz), all of which lie on the ancient Silk Road route. Uzbekistan is situated in the central part of Central Asia. The general length of the borders is about 5300 kilometers. Uzbekistan takes vast territories – from the Ustyurt Plateau in the West to the Tian Shan and the Pamir Mountains in the East. Uzbekistan is a doubly landlocked country in which 51% of the population lives in urban settlements; in which Uzbekistan's eastern borders are situated, has been counted among the most densely populated parts of Central Asia.

There are undoubted competitive advantages of the national tourist product of Uzbekistan, which has a significant number of cultural, archaeological, architectural and natural sites, including those associated with the Great Silk Road, which has attracted major flows of foreign tourists into the country. The unique cultural heritage of Uzbekistan, its various forms of art and traditional crafts, the mentality of the people, its folklore, gastronomy and other factors all distinguish the country from its nearest neighbors (Salahodjaev, 2020). The country is becoming increasingly competitive in the international tourist market. Uzbekistan has huge tourism and recreational potential, with a total of 7,400 sites of cultural heritage, of which 209 are four museums – the Ichan Kala in Khiva, the historic center of Bukhara, the historic center of Shakhrisabz, Samarkand City and is included in the UNESCO world heritage list (Buriyev et al., 2020). Every year the number of foreigners visiting the Republic of Uzbekistan is increasing.

Cultural industries in Uzbekistan are closely linked to the development of urban culture, city activism, social entrepreneurship, contemporary art and cultural education. Young creative entrepreneurs are the most active and not indifferent citizens, but rather the leaders of a new urban generation. Nevertheless, Uzbekistan's rich and varied tourism and recreational potential remains low, the existing tourism infrastructure, the volume, types and quality of tourism services provided, and the distribution of available tourism capacities by region, the network management system globally.

### **3.2 Data collection and analysis**

Primary data were collected using three questionnaire surveys, unstructured interviews, and participant's observation. There were three different surveys administered on three different groups of stakeholders, i.e. visitors, staff, authorities active in field of park management regarding conservation and tourism aspects as well as local residents. Due to the fact that this method is more costly, a direct face-to-face survey method was employed since it is more likely to elicit higher response rates than mail surveys (Lee and Han, 2002). Responses are given a numerical score that will consistently reflect the direction of the individual's attitudes on each question/statement. The respondent's total score is computed by summing the scores of all





statements and the final measure depends on the percentage of each indicator (Kinnear & Taylor, 1995). Based on the relative importance of each factors of SWOT, a weight/rating is assigned. Importantly, the weight must be a sum to 1.0 for each dimension of SWOT by the attractive scores between 1 and 4 are determined for each factors. Finally, prospective strategies were identified and offered for Uzbekistan's cultural tourism using benchmarking cases.

### 2.3. SWOT analysis

A SWOT analysis is a well-known strategic planning method used for evaluating the prospective management priorities of a business (Buta, 2007). SWOT is aligned with strategy and marketing theory and therefore considered a practical management tool for offering alternative strategies and recommendations to comprehend opportunities present in the external business environment (Chandra and Sharma, 2018). Besides the foundation and applications of SWOT analysis for the general businesses, now its applications are promisingly extending in natural resource management, tourism, and sustainability research (Reihanian et al., 2012). Using SWOT analysis, one can determine the internal factors (strengths and weaknesses) and the external factors (opportunities and threats) of a business (Nikolaou and Evangelinos, 2010), which have strategic significance for deciding prospective strategies to capitalize the strengths and opportunities for the competitive advantage and to lessen the weaknesses and threats (Chandra and Sharma, 2018).

### Results and Discussion

To develop cultural tourism in Uzbekistan and to explore attentive strategies for future developmental planning of the country, this exploratory research study focuses on two key objectives; (i) to conduct the SWOT analysis of the tourism sector of Uzbekistan and (ii) to offer prospective strategies for developing cultural tourism in the country. This section presents the results and discussion that emerged from the conventional qualitative content analysis of the interview transcripts in the form of SWOT factors.

All the factors of SWOT (Table 1) for Uzbekistan's cultural tourism were reviewed and using the weights assigned by research participants, were determined for key factors of the SWOT by the effectiveness score ranged between 1 and 4. The factors of SWOT include 6 strengths, 7 weaknesses, 4 opportunities and 4 threats factors policies. The strengths, weaknesses, opportunities and threats regarding the problem environment are determined by the group of experts. The value of strengths equalled 3.21; implying that strengths were more than weaknesses. The value of opportunities was 3.46, so the Threats were less than opportunities. The results of this paper show that the opportunities and strengths related to the tourism industry are higher than the weaknesses and threats. By stating the strengths, weaknesses, opportunities and threats, countries can better forecast their prospective situation in a specific field of study.



Table 1. SWOT Analysis of Cultural Tourism of Uzbekistan

Key factors	Weight	Attractive Score	Total Attractive Score
<b>Strengths</b>			
1. Strength of Cultural Resources	0.25	4	1
2. Young labor to direct to tourism	0.11	2	0.22
3. Restaurants (International and Uzbek cuisine)	0.2	3	0.6
4. National parks	0.14	2	0.28
5. Increasing potential in English speaking workforce	0.09	3	0.27
6. Uzbek Hospitality	0.21	4	0.84
Total:	1		3.21
<b>Weaknesses</b>			
1. Pollution	0.18	2	0.36
2. Limited financial resources	0.2	3	0.6
3. Celebrity resource levels are low	0.08	4	0.32
4. Lack of qualified employee	0.15	2	0.3
5. Landlocked	0.1	3	0.3
6. Infrastructure	0.21	3	0.63
7. Shadow economy	0.08	4	0.32
Total:	1		2.83
<b>Opportunities</b>			
1. Easier and cheaper travelling	0.4	4	1.6
2. Business Opportunities	0.2	2	0.4
3. „Bridge“ between Europe and Asia	0.26	4	1.04
4. Support of tourism policies	0.14	3	0.42
Total:	1		3.46
<b>Threats</b>			
1. Political and economic instability	0.32	2	0.64
2. Increasing competition	0.28	4	1.12
3. Recession on global economies	0.18	3	0.54
4. Damaging the natural structure	0.22	2	0.44
Total:	1		2.74

Source: Constructed by the research participants

In order to achieve sustainable development. Uzbekistan must pursue quality tourism. but it is not ‘business as usual’. The tourism industry has changed. Customers are in control and they are leading the radical transformation of the industry. At the same time technology is facilitating the changes taking place in the industry that technology be a key pillar to achieve the industry’s objectives.

### 1) Strengths

Strength of Cultural Resources, profound historical background, distinctive Uzbek culture, and abundant educational resources are important potentials for cultural tourism. The culture of Uzbekistan is vibrant and unique that was formed over thousands of years, incorporating the traditions and customs of the peoples who at various times inhabited the territory of modern Uzbekistan. The ancient Persians, Greeks, Arabs, Chinese, Russians, and nomadic Turkic



tribes have all contributed to Uzbek culture, which is considered the epitome of Central Asian, crossroads cultures.

Restaurants (International and Uzbek cuisine) - National parks. The Uzbek cuisine is probably one of the most diverse in Asia. Situated on the caravan routes of the Great Silk Road. Uzbekistan has for many centuries been assimilating the most interesting and original recipes of food from various countries.

Young labor force direct to tourism. Labor force, total in Uzbekistan was reported at 15766496 in 2020, according to the World Bank collection of development indicators, compiled from officially recognized sources.

Increasing potential in English speaking workforce. The number of English speaking workforce has started to increase as a result of the development of tourism education in Uzbekistan. Hospitality education was started to be taken into consideration since the late 90's in Uzbekistan.

## 2) Weaknesses

Pollution. The evaporation of the Aral Sea is one of the worst ecological disasters in the world. The Aral has shrunk so much that it now holds only about one-fifth the volume of water it held in 1960.

Celebrity resource levels are low. Compared with some well-known cities in World, Uzbekistan also lacks world-class cultural resources such as celebrities' former residences and sites, making Uzbekistan cultural tourism resources slightly inferior.

Lack of qualified employee. Besides high young population rate in Turkey, qualified employee rates are not high as well. Because of educating and directing young populations to tourism is crucial.

Landlocked. Uzbekistan is a dry, landlocked country. It is one of two doubly landlocked countries in the world (that is, a country completely surrounded by landlocked countries), the other being Liechtenstein.

Shadow economy. Possibility of illegal activities in economy can be a subfactor of weaknesses as shadow economy.

## 3) Opportunities

Easier and cheaper travelling. Competition between travelling agencies and the decrease of the travel costs can increase the tourism rate.

Business Opportunities. new forms of business such as cultural and tourism towns and beautiful villages, tourism and health-care, theme parks, and cultural and tourism complex products returning to healthy life, returning to experience interaction, returning to cultural creativity, and other industries also usher in new opportunities for cultural tourism development in Uzbekistan.

Bridge between Europe and Asia. The Central Asia countries – Kazakhstan, Uzbekistan, Tajikistan, Kyrgyz Republic, and Turkmenistan – have been opening to the world in recent years.





#### 4) Threats

Political and economical instability. Political and economic instability all over the world is a problem for tourism sector, such as terror (as a political instability), and financial crisis (as an economic instability). They are the negative effects for the sector globally.

Increasing competition. Uzbekistan must take some precautionary steps due to the increasing competition among its rivals.

Recession on global economies. People are having a tendency to travel less, because of the recession on global economies.

Damaging the natural structure. Damaging the natural structure for commercial reasons can be the major problem of the natural environment.

Accordingly, after different SWOT analysis were finished concerning the tourism regions / areas in Uzbekistan, there were detected along the time some aspects which may have negative implications naming:

a) Repeated confusions between the Strong points and Opportunities or between the Weak points and Threats;

b) In all the SWOT analysis, there are present two elements (both in the “weak points” and “threats”) namely the “money” and “infrastructure”.

From SWOT Analysis of Cultural Tourism, Uzbekistan can take necessary measures to benefit from its enormous historical, archeological, natural, cultural and social advantages to win more tourists, thus gaining a higher share in the world tourist revenues in the future.

### 5. Global Strategies for Cultural Tourism in Uzbekistan

#### 5.1 Benchmarking Cases

It is a known fact that the main reasons why people travel is to have new experiences and in the context developing cultural identities and heritage attractions. Benchmarking of proven experiences and gaining exposures from good practices ought to be the first step. Benchmarking is defined as the process of measuring products, services, and processes against those of organizations known to be leaders in one or more aspects of their operations. Benchmarking provides necessary insights to help you understand how your organization compares with similar organizations, even if they are in a different business or have a different group of customers. In our study, we use strategic benchmarkings to focus on the best-in-class of the world experiences related to cultural tourism. The main goal is to learn from the success of others. With strategic benchmarking, it can be to understand how the successful tourism sectors got to where they are and how their performance developed over time. Namely, we show 9 benchmarking cases throughout 3 different continents of the world, European, American and Asian cases (see table2) related to cultural tourism. Finally, the benchmarking cases are intended to adapt for globalization strategies to develop cultural tourism of Uzbekistan.



Table 2. Benchmarking Cases for Cultural Tourism of Uzbekistan

Country	Case Study:	Coverage:	Key issues:
Europe			
France	Cultural Centres of Loire Valley	The study deals with the tourism attractiveness of the large French cities and their effects on regional tourism development	Key elements constituting the attractiveness of large cities. Strategies to develop this attractiveness Local economic development
Poland	Industrial Monuments Route of the Silesian Voivodeship	The study examines the sustainable endogenous and tourism development and the networking between rural communities.	Increasing the attractiveness of the region: updating the information; developing series of events; and advertising in diverse way for marketing.
Austria	Vorarlberg Province	The study is based on the Project, Future Strategy for Culture Tourism Vorarlberg which is primarily focused on the elaboration of a strategy for the development of cultural tourism.	Establishing and strengthening a high level of interest among representatives of the culture and tourism sector.
America			
the USA	The New Orleans Jazz and Heritage Festival	Identify the organizational and human resources required to support the foundation's growth and development in the future.	Developing regional and international identity through culture
Brazil	Historic Centre of Salvador de Bahia	The study provides an overview of the Tourism Strategy in Salvador de Bahia which focuses on how to utilize regional culture as tourism resources as part of its inbound tourism policy	Promotion of the destination's cultural assets: restoration and archaeological excavations. Infrastructure improvement, particularly roads
Mexico	State of Michoacán	The study covers: the analysis on the tourism infrastructure; the assessment of tourism development; and the characteristics of culture tourism in Michoacán	Developing new cultural products and cultural experiences for tourism. Encouraging direct contact between local population and tourists
Asia and the Pacific			
Korea	Jeonju Hanok Village	The study is based on survey results of the Temple Stay program which is designed to help tourists stay overnight in a Buddhist temple and understand Korean Buddhist culture better	Creative and innovative way of thinking in developing cultural tourism products. Strategy to transform cultural resources in tourism experiences (infrastructure, clusters, human resources).
Australia	Port Arthur Historic Site	The programs designed and implemented by the managers of the site as a location of cultural significance to enhance this attractiveness	A robust long-term conservation outlook for the site and its assets. Enhanced interpretation of the site and surrounds, central to which lies the engagement and education of visitors
China	Harbin Ice and Snow Sculpture Festival	The festival originated in Harbin's traditional ice lantern show and garden party that takes place in winter	Developing various experiences related to ice and snow entertainment projects

Source: Constructed by the authors



Benchmarking is the act of rating one value by comparing it to a standard or point of reference. In tourism, and especially in cultural industry, we can compare performance, results, and other data against specific reference points called benchmarks. Effective benchmarking lets tourism sector identify areas of growth and supports continuous improvement. It is an important part of strategic planning because it helps the sector understand a position in a specific market and measure the industry against direct competitors. Benchmarking can enhance internal processes, digital presence, and provide insights that help top management reach better-informed decisions.

## **5.2 Global Strategies for Cultural Tourism in Uzbekistan**

Although the Uzbek Tourism Industry have efficiently handled the foreign inflow of people from time to time, as per the outcome of the research it is identified various strategies which are as follows: there is a limited number of tourism services, and appropriate development would be sufficient to create attractiveness. Moreover, favorable tourism strategies should be formulated by the public and private sector bodies aimed at promoting tourism of Uzbekistan. Looking at the total results, the European cases related to Cultural Tourism appears to be the most convenient experiences to adapt. Its development strategies show the highest potential for a successful realization. From this point of view, The Vorarlberg Province, Austria should become other suitable cases for Uzbekistan. The project Future Strategy for Culture Tourism Vorarlberg primarily focuses on the elaboration of a strategy for the development of culture tourism. The strategy also provided for the planning and realization of the main implementation measures and the necessary organization and co-operation forms for the accomplishment of the new strategy. In the thesis, This recommendations particularly relate to the long-term strategies. France and Poland strategies have quite a good capability to identify the development resources and influence their composition due to the micro-environment conditions which can be good solution to overcome to some problems facing cultural tourism. Greater attention should be paid to how to use cultural resources to contribute effectively to achieving the competitive advantage. One possible way is to implement more detailed analysis of the situation in other regions in order to find ways to use these resources that are different and also difficult to reproduce.

In the research, American case studies were used to offer long-term strategies to develop cultural tourism of Uzbekistan. Such as a case of the USA, The New Orleans Jazz and Heritage Festival, identifying the organizational and human resources required to support the foundation's growth and development in the future through culture was learnt and evaluated for Strategies to develop human resource in cultural tourism. For the case of Mexico, experiences of key issues is Establishing and strengthening a high level of interest among representatives of the culture and tourism sector which was used for short-term strategies.

In Asian cultural tourism, the case of Republic of Korea, the Temple Stay program was applied for culturalization strategies for strategies with architectural heritage and archeological sites. Following lessons from the case study: creative and innovative way of thinking in developing cultural tourism products, strategy to transform cultural resources in tourism experiences (infrastructure, clusters, human resources), strong partnership between public and private



sectors in developing cultural resources as tourism products were learnt. In a case of China and Australia, the lessons of developing authentic experiences of the festival and various experiences related to entertainment projects, A robust long-term conservation outlook for the cultural sites were applied for long-term strategies such as regard Festivals, Food and Gastronomy.

The overall objective consists of the following specific sub-objectives: 1) to present the guidelines and conceptual approaches on issues of Cultural Tourism; 2) to find out about different approaches to Cultural practices in the tourism through case studies; 3) to analyze possible gains resulting from the implementation of cultural sectors.

#### 1) Strategies with regard to the craft industry

In the Neolithic era, the first ceramic and textile production was created in Uzbekistan, the first important craft (the culture of Khorezm region, Bukhara and Surkhandarya region, etc.). However nowadays this branch of cultural tourism is poorly developed in Uzbekistan and although handicrafts of Uzbekistan especially rugs& carpets are in the highest quality in the world but in supply process needs to be developed in a better state. Because of its social importance, the craft sector is the subject of the most numerous and the most pertinent recommendations. First of all, the sector needs to be supported by an appropriate policy for training, for the organization of the artisans, for the promotion of their products, and for the establishment of their products as an integral part of the tourist industry. A tradition of practical short courses for tourists should be organized by the Ministry of Tourism and the craft monitoring bodies, as well as the tour operators who devise schedules for the country in which it would be desirable to bring together the relevant local organizations. To support the craft industry, a craft research centre is planned, which would need to become active in the areas of documentation, research, training and promotion.

#### 2) Strategies with regard to the architectural heritage

A large number of tourism travel to Uzbekistan to see the ancient architecture or places although both countries have huge properties in the same issue (Samarkand, Bukhara and Itchan Kala ). The Strategies concern improving the visibility of monuments. For this to happen, it is necessary to improve road access to sites and above all to put in place a systematic series of road signs enabling independent travelers and visitors to reach and visit the monuments. Excavation and restoration work must be rounded off by an attempt to promote the monuments and to boost their attraction, and avoid damage to the ancient buildings. Uzbekistan currently has five sites listed with UNESCO: Bukhara, Samarkand, Itchan kala, Shakhrisabz and Western Tien-Shan Mountains. These sites, however, lack sufficient management plans for protection and conservation. The first thing any tourist will notice upon arrival at the near 3,000 year-old remaining structures of Persepolis, is the graffiti carved into the rocks by international and domestic tourists. International tourists coming to experience Uzbekistan's cultural heritage could encourage Uzbeks to travel domestically, preventing leakage of Uzbek money into other economies. An improvement of infrastructure and facilities will also persuade Uzbeks to travel domestically.

#### 3) Strategies with regard to archeological site and museum



Although the museums bring in experts and specialists to ensure quality presentation of the exhibits, they were created before the arrival of organized tourism and so pose problems for group visits: it is not easy for all the members of the group to visit the exhibition rooms at the same time, there is insufficient lighting, the acoustics are sometimes poor, there is a lack of seats for elderly visitors, there are inadequate articles for sale at the end of the visit, etc. This last observation also goes for the other countries where the museums are sometimes little suited to international or national tourists who arrive on package tours. There is a need for a refurbishment and upgrading effort in this respect. Badly-damaged infrastructures, poor condition of museums and historical sites, shortage of investments especially for research and the urgency needed for creation of regional museums are among reasons for such a big request. Importantly, War and religious and sport museum which can more valuable and equipped in Uzbekistan.

#### 4) Strategies with regard to the health tourism

Health Tourism depending on the resource and type of facility ,This is one of the most ancient types of tourism as the benefits of natural springs, water cures; spas and mud are well-known from earlier times until present time. To already existing mineral and medicinal hot water treatments, this sort of tourism has recently added seawater therapy, beauty treatment, fitness and anti-stress treatments to fight with the stress of daily life. Accordingly, advanced thermal resorts serving in turkey for a variety of treatment opportunities, now become much more popular. Another things which is very important to develop Uzbekistan health tourism is the existence of resort hotels which is doing lots of beauty center like Natural therapies such as anti-agingtherapies, aroma therapy, osteopathy, ayurveda, shiatsu are just some the facilities of beauty clinics. Furthermore, most beauty centers provide solarium, skin and hair care, diet and fitness programs.

#### 5) Strategies to overcome difficulty of access and inadequate infrastructure

The difficulty of access and inadequate infrastructure are the most pressing issues demanding government intervention. Key stakeholders indicate a strong need for and an overwhelming support to the modernization of hard infrastructure . Since airports are Uzbekistan's main gateways and. in a sense its business card, the country's four international airports should be modernized. Funding could be secured though public-private partnership mechanisms with foreign investors. The border control, customs, ticketing and baggage policies should be reviewed and optimized. Government should consider relaxing visa requirements for some high potential countries, in addition to the existing list of the visa-exempt countries. An electronic visa (E-visa) system should be introduced and integrated into Tashkent, new e-government system. Furthermore. Government should work closely with the International Civil Aviation Organization to lift the EU ban on Uzbek airlines, and carry out a feasibility study for establishing regular flights to main source markets in Europe (e.g. Germany) and Asia (e.g. China and India). The rules of international air transportation should be reviewed with the aim of their liberalization and engagement of big international air carriers. This program is being already considered by the Uzbek Government, and is known as the "Open Skies" policy. The proposed measures would stimulate both foreign and domestic tourism, and would have a significant multiplicative impact on all economic sectors and all population





strata. First, any big infrastructure project typically employs a large number of local people. e.g. for construction works. Second, the infrastructural modernization would have spillover effects stimulating all economic sectors, not only the tourism sector.

#### 6) Strategies for cultural land on the silk road tourism

Uzbekistan leads the way, preserving the marvelous atmosphere of the Silk Road with its lavishly decorated mosques, madrassas and crowded bazaars filled with embroidered silk and scarves. Prominent Silk Road cities that are located in modern Central Asia include Almaty, Andijon, Balasaghun, Bukhara, Istaravshan, Khiva, Khujand, Kokand, Merv, Nisa, Otrar, Shahrisabz, Samarkand, Tashkent, Termez and Urgench. In 2014, UNESCO inscribed part of this extensive ancient route as a World Heritage Site under the name “Silk Roads: the Routes Network of Chang’an-Tianshan Corridor.” This route from central China to Kyrgyzstan and Kazakhstan include 33 objects that once linked and facilitated a network of traders stretching for 5000 kilometers. The New Silk Road can promote economic growth throughout the region on the same bases as the growth of the Chinese economy: investment and trade. This means the integration of Central Asia into the world economy.

#### 7) Strategies with food and gastronomy

According the Organisation for Economic Co-operation and Development’s (OECD) recently published “Food and the Tourism Experience”, food is an increasingly important part of tourism experiences, and food cultures around the world are a rich source of cultural, economic and social diversity. In recent years, the country have placed a particular emphasis on stimulating innovation to create new and engaging food experiences. The success of Uzbek influenced restaurants, such as Palov in Andijan, Somsa in Jizzakh and Norin in Tashkent, demonstrates the growing demand for novel and authentic food experiences. Uzbekistan is no exception as evidenced by the growing number of restaurants offering authentic and innovative Uzbek foods, as well as the high- quality ingredients .

#### 8) Strategies with Festivals and Events

Festivals and special events are known to play important roles in destination development as attractions, image makers, animators of static attractions, and catalysts for other developments. Culture of Central Asia is full of folklore ceremonies with good introduction. There is a need for special attention to make rapid visa transformation and hospitality for these kinds of tourists in Uzbekistan. Event and festival tourism is one of the fastest growing forms of tourism. It is becoming increasingly popular as a means to revitalize local economies. Uzbekistan has the best festivals in Central Asia: Boysun Bahori and Sharq Tarolanari stand out as well-organized, interesting events. They still don’t have up-to-date websites, but the level of professionalism of the organization is much higher than in neighboring republics. To attract international visitors through out festivals and events can be good solution to enhance the tourism sector.

Over the past decade, Uzbekistan has experienced rapid expansion of its tourism industry. The country is now at a crossroads where as the destination matures the focus of tourism policy needs to shift away from focusing purely on increasing visitor numbers and international tourism receipts towards the creation of a sustainable destination that will remain competitive in the long term. It is clear that if Uzbek tourism is to continue to prosper there is a need to



invest in the on- going development of the sector in terms of market intelligence, investment in tourism related infrastructure.

## 6. Conclusion

Uzbekistan has a big potential to deeply develop its cultural tourism market on the base of the increasing total tourist arrivals year by year. The cultural tourism sector of Uzbekistan is potentially diverse; hence there is already a clear need for a more comprehensive analysis of the various facets of its development and management . Cultural tourism studies is one of the most fascinating and exciting new disciplines to emerge from the proliferation of tourism, leisure and cultural industries-based academic courses in recent years.

It can be concluded that Uzbekistan has rich cultural resources and because of its corporate culture and tradition which could be highlight some ancient traditions, historical sites, heritage monuments and also with create a lots of festivals and some facilities. But badly-damaged infrastructures, poor condition of museums and historical sites, shortage of investments especially for research and the urgency needed for creation of regional sites are among reasons for such a big request for cultural tourism of Uzbekistan. As far as my concern through sufficient funding and building up of infrastructures as well as by exploiting income potentials, the tourism and culture sector could fetch billions of dollars and also play a definite role in relieving the country of its reliance on natural resources. Amidst all this, administrative help and understanding of the importance of what the government intends to do will guarantee the sectors' success.

Facing all the challenges, Uzbekistan should integrate its cultural tourism resources on the basis of heritage sites, the diverse folk customs, revolutionary relics and long-lasting leisure and architectural traditions, and create a favorable tourism atmosphere by exploring more participatory projects such as cultural festivals and designing culture-themed tourism lines. In addition, all regions and scenic areas in Uzbekistan should design more unique cultural tourism commodities according to its own cultural features and characteristics of visitors from home and abroad.

This research explored cultural tourism of Uzbekistan, its challenges and opportunities, and identifies a framework Using SWOT analysis for improving Cultural Tourism as the foundation for new Central Asian tourism. It offered strategies inspired by existing research and case study examples and suggests guidelines for policy makers and practitioners. In hopes that the further research will be closed in developing modern systems and extended by formulating the tourism sector.

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