

Ways To Reduce Seasonality in the Tourism Market of Uzbekistan

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ABSTRACT

The article mainly discusses the ways to reduce seasonality in tourism. Because after the pandemic, tourism is undergoing a recovery process, and because of this, the tourist flow has started to increase even more. Therefore, opinions were expressed about ways to reduce the tourist season in the country, and if possible, to eliminate it altogether. The article mainly analyzed the introduction of new routes of tourism and the activities of spending their time meaningfully. In addition, the article is substantiated with examples from foreign experience in order to clarify scientific importance of the work. Alleviation of seasonality is important not only for representatives of the tourism industry, but also for other related enterprises.

Keywords:

Seasonality, new types of tourism, touristic resources, demand, marketing, public events, master classes.

Introduction

In recent years, the tourism industry has formed the basis of the economy of many countries. Because of the huge profit made through tourism, it also has a great benefit for the society. Through tourism, many people are employed and the economy of the state is benefited greatly. Therefore, many countries are using all opportunities to develop tourism. In addition, several works are being carried out in Uzbekistan with the growth of tourism after the pandemic. Nowadays we are looking for measures to ease touristic seasonality, which has become a problem for us in recent years. We know that our country has a rich history, and many foreign visitors come to see our historical monuments, and 75% of these visits are mainly in the autumn (September, October) and spring (April, May) seasons.

Therefore, in recent years, the president of our country has imposed the task of providing opportunities to receive guests throughout the year as much as possible to soften the

seasonality of tourism. Therefore, this topic is considered relevant in the article, and several suggestions based on foreign experience were considered.

In order to fully and effectively use the tourism potential of the Republic, first of all, to quickly solve problems in the transport-logistics and tourism infrastructure, as well as to create additional conditions for business entities operating in the field of tourism due to the comprehensive use of existing resources and opportunities, "Rapid development of the tourism potential of the Republic and local and on additional measures to further increase the number of foreign tourists" was approved by the presidential decision on April 26, 2023. In this decision, a list of regions attached to higher education organizations was defined in order to help increase the tourism potential of the regions. They have been assigned with the following tasks: studying the region's possibilities for tourism, creating content in multiple languages regarding the area and its

history, tourist objects and specific features, and promoting them; professors' and teachers' research, ensuring an integration of theoretical knowledge and practice, putting into practice of students' theoretical knowledge in the field of tourism; and improving the quality of tourism services provided by the people who live there [1].

In addition, the decision of the Cabinet of Ministers "On measures to further develop the tourism industry in Bukhara region in 2022-2026" was announced last year. Several tasks were assigned in this decision. Among them, they were assigned the task of using the available tourist resources as much as possible. That is, to protect the archaeological heritage site "Ancient Poykent" in the Karakol district of Bukhara region and to establish a museum, to expand the tourism infrastructure of the region, to increase the number of regular international flights through the Bukhara airport; establishment of hotels of different types of ownership and organization of new tourism routes, establishment of the most modern equipped history museum in the city of Bukhara and placement of the most unique masterpieces of the history of Bukhara from the more than 130,000 exhibits in the region, etc. [2].

Literature review

Tourism seasonality, according to Butler and Mao (1997), includes both a geographical and a temporal component. In their contribution, Lundthorp et al. (1999), the authors note that little study has been done to determine whether the need to travel at particular times of the year or the constraints are more significant. As an example, due to their children's set school breaks, travelers must take vacation time during the busiest season. Push and pull forces can be distinguished as the causes of seasonality when taking into account the temporal and spatial components (Butler and Mao, 1997; Lundtorp et al., 1999).

On the demand side, push factors include institutionalized and natural factors like public holidays and social pressure that have an impact on the generating area; pull factors like the weather, events, sporting seasons, etc., are what draw travelers to the receiving area (destinations). The push and pull variables interact and are dependent on one another. The "true tourism season" is defined by physical and climatic conditions in the travel destination (receiving area), and institutionalized variables like events and activities have an impact on both the volume and makeup of travelers (Butler and Mao, 1997). Understanding the characteristics and root causes of seasonality in destinations (supply side) is crucial for developing new strategies and policies to address the issue of seasonal tourism.

Whereas social and cultural consequences can have an impact on both the local community and visitors, the scholarly literature primarily concentrates on local community impacts. Locals may experience issues with congestion in the roadways, difficulty accessing commercial services, wait times for services, and particularly considerable increases in the costs of services and goods during peak hours. Low living quality can result from increasing prices (Fitzpatrick Associates, 1993).

Results and discussions

If we look at the statistical data, in January-December 2022, 5.2 million foreign citizens visited Uzbekistan for tourism purposes. This figure increased by 3.4 million people, or 2.8 times, compared with the corresponding period last year (2021). Most of these guests came from the CIS countries, mainly Kazakhstan, Tajikistan, Kyrgyzstan, Russia and Azerbaijan. The rest of the guests came mainly from Turkey, South Korea, Germany, India, USA and other countries. They are listed below by number:

Dynamics of tourist visits for 2022 year (CIS countries)

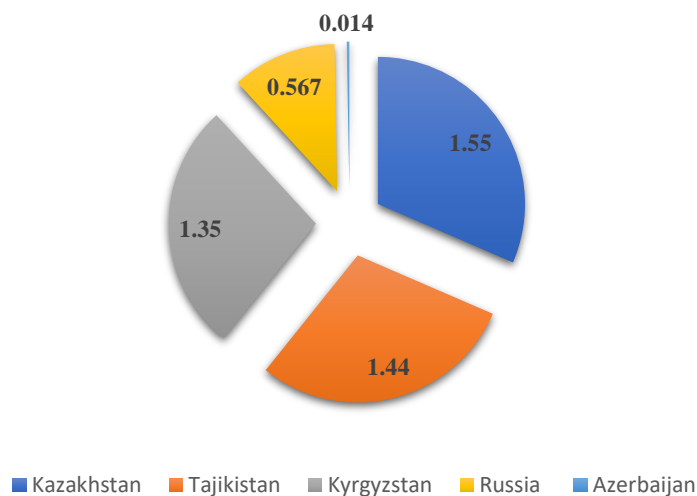


Diagramma-1. Touristic arrivals to Uzbekistan in 2022¹

(Source: Statistics agency under the president of the republic of Uzbekistan)

So, if we analyze this diagram, last year there were 1.55 million people from Kazakhstan (2.7 times more than last year), 1.44 million people from Tajikistan (5 times more than last year), Kyrgyzstan 1.5 million people (2.1 times more than last year), 567.7 thousand people

from Russia (2.98 times more than last year) and 10.4 thousand people from Azerbaijan (2.98 times more than last year). Most of the guests from these countries visited during the seasonal and national holidays.

Dynamics of tourist visits for 2022-2021 years (except CIS countries)

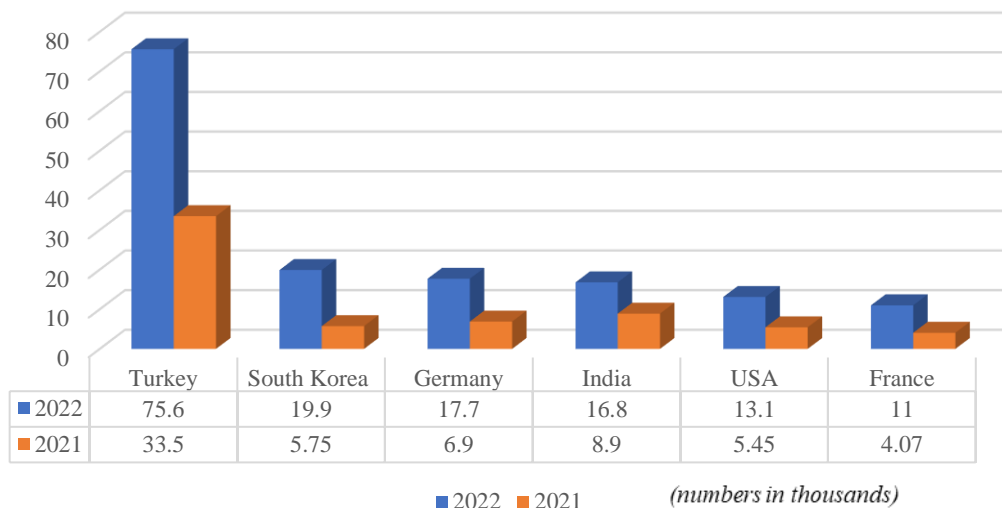


Diagramma-2. Touristic arrivals to Uzbekistan in 2021-2022²

(Source: Statistics agency under the president of the republic of Uzbekistan)

¹ <https://stat.uz/uz/matbuot-markazi/qo-mita-yangiliklar/33637-o-zbekistonga-2022-yilda-qancha-turist-kelgan>

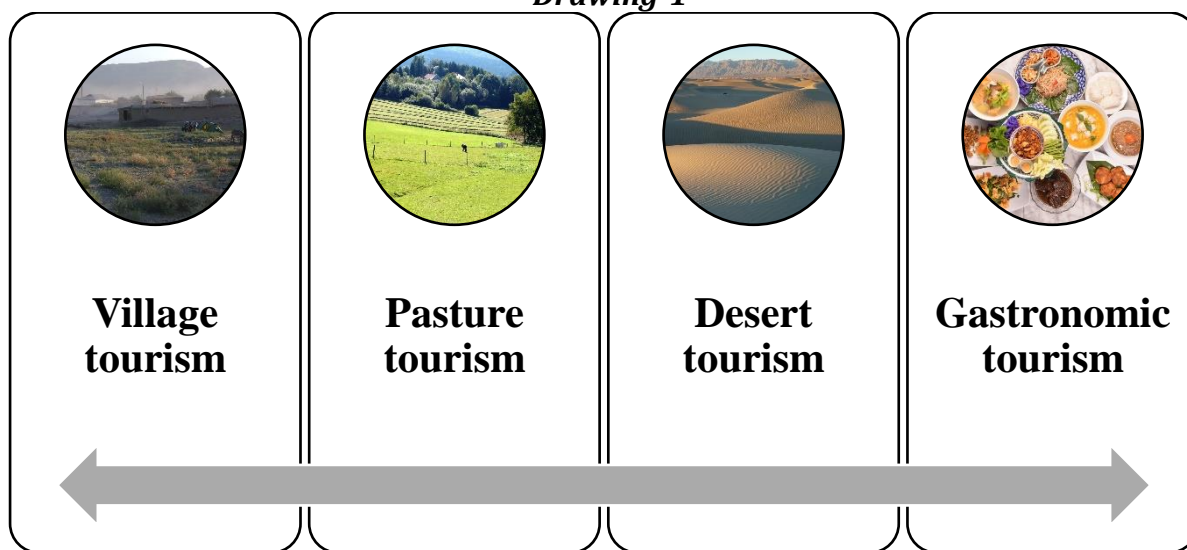
² <https://www.spot.uz/ru/2023/01/18/tourism-2022/>

This diagram mainly analyzes the flow statistics of visitors to Uzbekistan in 2021-2022. As we can see, the rate of visitors from all countries is at least 50% higher. In the statistics presented here, most of the visitors came during the peak tourist season, i.e. during 4-5 months, but this amount can be increased even more.

Therefore, it is appropriate to use the existing touristic resources, to produce new types of products and to develop new tourist

routes in order to alleviate tourist seasonality. Because in order to increase the number of potential customers and ensure that they come back again and again, it will be necessary to introduce innovations. Therefore for the further development of tourism, it is necessary to use tourist resources to the maximum. Below is an analysis of the model of the combination of tourist products and new adventure tourist routes in non-seasonal times:

Drawing-1



Village tourism – in recent years, the demand for rural tourism in our region has been increasing. Many travel agencies are doing some things to develop tourism in rural areas, but it is not enough. In mitigating seasonality, resources in rural areas can also be used to the maximum extent. Because many guests try to get acquainted with the life of the village, their culture and way of life. We know that rural people in our region are very hospitable people. Their exchange of ideas with guests will be interesting and useful for both parties. Else, there are great prospects for the development of agrotourism. Below is an example of their sub-scheme:

Drawing-2



Getting to know the beekeeping process



Picking fruits and vegetables



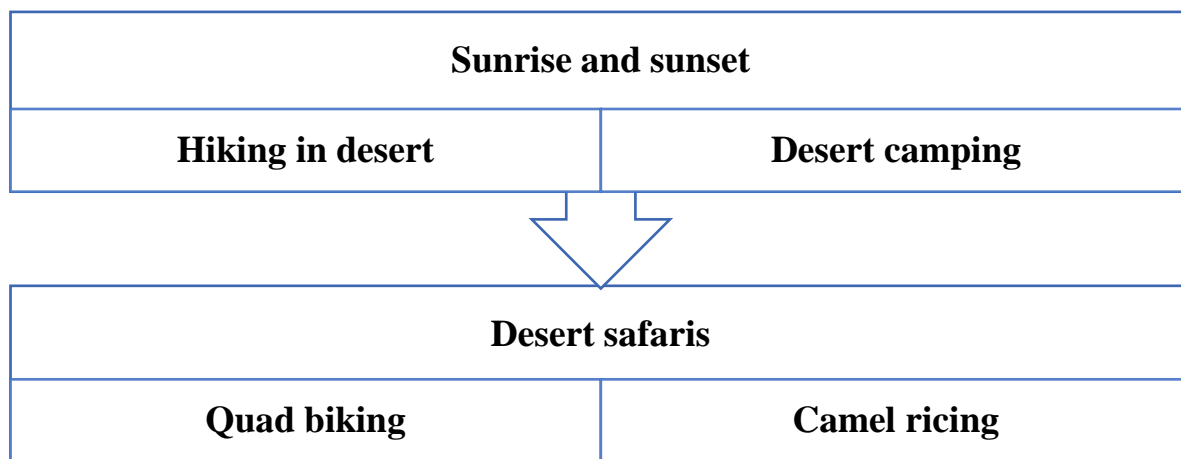
Understanding of fishing



Planting various fruit trees

Pasture tourism is one of the new tourist destinations in Uzbekistan. Because in our area, we can find a lot of pastures, mowing sheds and similar ecozones. We know that some guests are tired of the noisy and fast life of the city. Therefore, they often want to relax in a very quiet and peaceful place outside the city. Taking this into account, guests will be able to learn about the lifestyle of shepherds and participate in master classes, such as living with them, raising various livestock. Of course, such types of tourism can be wasteful for them.

Desert tourism - Uzbekistan's deserts are sweltering and limitless, blazing and scorched by the sun. They cover more than half of the country's land area and are regarded as difficult living conditions in Central Asia. Deserts extend from the republic's northwestern border and progressively recede to the east. There are beautiful valleys and deserts in some regions. Historical cities arose in such locations, becoming major strategic objects³. The following activities can be done in the desert:



³ <https://uzbekistan.travel/en/o/deserts-uzbekistan/>

Gastronomic tourism - Currently, many countries are developing gastronomic tourism. Because every country has its own food and drinks. Our region is no exception. Food-related tourism is a famous category of tourism that involves visiting food producers, food festivals,

restaurants, and special sites in order to taste a certain type of food, see a food being manufactured, or eat food made by a renowned chef. The following products and activities can be offered through gastronomic tourism



Conducting a master class



Food and drinking tasting



Gastronomic excursions



Training course

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So, if we think about the information given and analyzed above, first of all, it is intended to use the tourist resources in the region in a reasonable and appropriate place. In addition to the tourist attraction, it is envisaged to produce other tourist products and touristic routes

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