

Chapter 11

Ways of Applying Destination Management Concepts to the Development of Internal Tourism in Uzbekistan

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ABSTRACT

This chapter examines the role of the destination approach in the development of internal tourism in Uzbekistan. The trump-card of tourism in Uzbekistan is ancient cities like Tashkent, Samarkand, Shakhrisabz, Bukhara and Khiva. The chapter is focused on substantiation of destination model of tourism management, based on a junction of regional management and marketing theories. In order to reform the one-dimensional “package” system of tourism supply that operates in Uzbekistan to a multi-sided “integration” system it is recommended to run “creating destinations” policy in the tourism industry. That implies the creation process of integrated tourist destination based on organic combination of tourism supply and demand. The chapter describes seven stages of destination creating process: determination of purpose of visit in tourist location; selection of sights from destinations; clarification and analyzing destinations creating factors, explanation principles of creating destination; development criteria of creating destinations; creation of attractive destinations; arrangement of destination management system.

INTRODUCTION

Uzbekistan, as the new independent country, has a successful transition from Soviet model of administrative-command economy to Uzbekistan’s model of socially-oriented market economy.

The important strategic direction of economic reforms in the country is the development of production and other spheres oriented to export. Tourism industry is one of them. Uzbekistan has always attracted merchants, craftsmen, scientists, architects and travellers. The country possesses

DOI: 10.4018/978-1-4666-8268-9.ch011

the unique combination of ancient cultures and big historical values. In addition, Uzbekistan is the motherland of world famous scientists, among them the founder of classic algebra Muḥammad ibn Mūsā al-Khwārizmī (780–850) (algorism and algorithm stem from Algoritmi, the Latin form of his name), the founder of *Khadis* (sayings of the Islamic prophet Muhammad) science Imam Al-Bukhari (810-870), encyclopaedic scientist Avicenna (980–1037), Baha-ud-Din Naqshband Bukhari (1318-1389) the founder of Sufi Muslim order, the Naqshbandi, the astronomer Ulughbek (1394-1449).

By having 580 thousand foreign travelers visiting Uzbekistan every year, according to the national program of tourism development, it is contemplated to enhance the quantity of foreign visitors to 2 millions in 2020 (Nazarova, Xusanbayev, & Li, 2000). Consequently, it is important to adapt tourism sector to global market conditions in order to increase and stabilize the internal tourism. One of the ways to provide this is, development and introduction of destination approach principles into tourism section. Based on the analysis of tourism development along with peculiarities of Uzbekistan tourism service industry, the current research considers the ways of creating destination management system in the country. Especially, it describes the stages of the formation of destination which are applicable to local conditions.

THE REPUBLIC OF UZBEKISTAN

Centrally located in Central Asia between Amudarya and Syrdarya rivers (Figure 1) the Republic of Uzbekistan borders Kazakhstan, Turkmenistan, Kyrgyzstan, Tajikistan and Afghanistan. The total length of the border line is 3865.55 km. The state territory is 448 900 sq.km and the population is more than 30 million people.

The average density is 49 people on 1 sq.km. The urban population is 51% (Ibragimova & Abdunabiyeva, 2005).

As the sovereign democratic republic, the country proclaimed its independency on August 31, 1991 after Soviet Union's collapse (since 1924 it had been Uzbekistan Soviet Socialist Republic). The capital of the republic is Tashkent. The whole population of Uzbekistan lives in Autonomous Republic of Karakalpakstan, 12 regions, 163 districts and 120 cities.

The climate is hot, dry and sharply-continental. Spring (end of March-beginning of June) and autumn (September - beginning of November) are the most favorable time for visiting Uzbekistan. Deserts and green valleys, high snow-covered mountains and plateau, rivers with high water level and reservoirs - all these create unique colorful nature. The flora of Uzbekistan includes more than 3.700 species of plants, 20% of them don't grow anywhere in the world.

Economy of the republic has started its transition to new market relations since the beginning of the 90's of last century. The strategy of the transition period is based on "Uzbekistan's model" of socio-economic development of the country, where international tourism has an important role.

TOURISM POTENTIAL OF UZBEKISTAN

The trump-card of tourism in Uzbekistan is its historical cities Tashkent, Samarkand, Bukhara and Khiva. These cities were founded 2-3 thousands of years ago, along the Great Silk Road. Central Asia became a place of intersection of major international trade routes. Merchants, craftsmen, scientists, architects and musicians from different countries came together here. Probably the most famous city is Samarkand that has the same age as Rome and Athens. Therefore, it is called as

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