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SECTION 34. Tourism.

TOURISM PROBLEMS IN THE CENTRAL ASIAN REPUBLICS

Abstract: In article results of research of integration process in the Central Asia, a tendency of development of tourism are yielded, described problems of tourism in the Republic of Uzbekistan, in particular, a weak tourist stream to Fergana valley, problems of tourism between the countries of the Central Asia

Economic integration in Central Asian republics is one of examples of globalization of economy is characteristic enough for the international associations of this kind. In article are considered development of the international tourism in Central the Asian republics.

Key words: The international tourism, tourist product, personal values of tourists, tourism for the purpose of rest, tourism for the purpose of culture studying, the tourists travelling with the informative purpose.

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Introduction

Tourism in the XXI-st century became the considerable social, political and cultural phenomenon essentially influencing the device and economy of many countries and regions. Modern tourism is not only developed industry, but also a mass culture phenomenon as the number travelling all over the world grows year from a year. World experience and practice of the developed countries confirm, what exactly a region geographical position, its natural-climatic resources, and also presence of cultural-historical sights define interest for tourist visiting's. Tourism in the scientific literature is allocated not as independent branch, and as group of the interconnected branches. Complexity of such social and economic phenomenon as tourism is characterized by presence of a considerable quantity of definitions which constantly are exposed to completion. For example, by the definition of the United Nations Organization accepted in 1954 «Tourism is the productive leisure influencing strengthening of health, physical development of the person, connected with movement and stay outside of a constant residence». For today tourism is one of the most perspective directions of development of region, promotes an effective utilization of the richest natural and cultural-historical heritage familiarizing to which, on the one hand, serves expansion of cultural competence, improvement and

rest of citizens, and with another to economic development, an employment solution of a problem in small cities and settlements and to attraction of additional means in region economy. Tourism is the difficult, many-sided concept representing complex system of interconnected branches, being simultaneously an activity kind, the recreation form, branch of national economy and way of carrying out of leisure. Tourism became one of the most profitable kinds of business. In the beginning of a new millennium the tourism share has already made 15 % of world trade by the goods and services that has allowed taking to it the third place after export of oil and sale of cars. The direction of tourist streams in the Republic of Uzbekistan covers more and more regions. Well-known positive influence of tourism on region economy, but, despite obvious benefits, not all Republic Uzbekistan regions are capable to use to the full the tourist resources for attraction of tourists and improvement of regional economy. In these conditions there was an objective necessity to transfer the responsibility center in the decision of problems of development of tourism on regional, and especially, on local level where this problem is filled with the real maintenance and is adhered to conditions of this or that territory, taking into account available resources and possibilities for tourism development. Tourism concerns to high liquid branches, which is branches with fast return.

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However, as practice shows, the contribution of tourism to national economy is obviously insufficient, and it is caused first of all by not developed tourist potential of the majority of regions of the Republic of Uzbekistan, and also lacks of an existing control system of tourist business at regional level. The control system of tourism development is not isolated; it represents a part of the general regional control system of economy and social processes. Now, the programs are developed for the decision of problems of development of regional tourism, called to help to leave the created position, and to plan the basic directions of development of tourist branch in region. Before scientists, problems stand experts, the tourist organizations: Creation of a uniform database in the Republic of Uzbekistan region on all objects of a cultural-historical heritage, natural-landscape study of local lore, national-reserved territories; association of efforts of local authorities and the public for giving of new impulses of development of tourism in region.

Concerning the separate country in the international statistics distinguish following types of tourism:

Internal tourism: the inhabitants of any country travelling on the country;

Regional or local tourism: travel within certain region;

Exit tourism: travel on any country of the persons who are not its inhabitants;

Entrance tourism: travel of inhabitants of any country to other country.

All it allows to consider tourism as the difficult social and economic system including various interconnected and the joint caused subsystems. Set of subsystems represents the tourism industry.

Materials and Methods

Tourism forms on modification of the most typical sign share on separate versions. These characteristic signs concern: a travel overall objective, intensity of a tourist stream, duration of travel, the age sign, used transport, form of co-operation.

Depending on a travel overall objective allocate following versions of forms of tourism: recreational, cultural-informative, scientifically-business, ecological, religious, sports, rural and many other things.

Recreational tourism is tourism, for the purpose of rest, improvement and treatment. Thus it is necessary to mean that stay of citizens in special sanatoria not to concern tourism, as sanatorium-it a hospital version.

Cultural-informative tourism is travel with a view of acquaintance with historical and cultural sights and unique natural objects under the certain program.

Scientifically-business tourism is visiting of the congresses, symposiums with the subsequent excursion trips.

Tourists are consumers of the basic, additional and accompanying services. The basic tourist services are regulated by the contract on tourist service and the permit. Such services, as a rule, concern: placing, a food, transport services, excursion services.

Additional services have rather wide spectrum. Here it is possible to carry: the additional excursions which have not entered into the list of the basic services, sport-improving services, medical services, cultural - entertainment and game actions.

Accompanying services concern: maintenance with souvenir production, tourist symbolic, trading, currency-credit, information, and other service, services of special kinds of communication, granting of individual safes etc.

Working out of routes the difficult multistage procedure which is demanding enough high qualification and being a basic element of technology of tourist service. After procedure of working out and the route statement start round formation.

Develop two principal views of rounds.

1. Complex tourist services: a food, placing, excursion service, transport, household, sports, sports, medical and other services.

2. Separate tourist services: a food, placing, excursion service, transport (for choice).

In the conditions of globalization and close intercultural interaction many countries of the world develop branch of the industry of tourism. Following the results of the international conferences on tourism it was noticed that the sustainable development of the industry of tourism, both in separate region, and in the country as a whole depends, first of all, on efforts from the state. Really, tourism should be planned by the governments, and also the tourist industry on a complex and consecutive basis taking into account all aspects. In these conditions it is obviously necessary to expand in all countries of the right and a duty of tourist administrations, equating them besides to level which have the administrations which are responsible for other largest economic branches.

The important role in development of regional tourism is played by mass media (mass-media). With a view of advertising-information support development of tourism in region it is required:

- Preparation and creation of a base package it is information-advertising materials about tourist resources of Bukhara, Samarkand of Khiva, Fergana valley and Tashkent;

- Participation of the organizations in carrying out of the international tourist exhibitions;

- Carrying out of advertising campaigns in a press for the purpose of formation of positive image of region;

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- Creation of a uniform tourist-information network in region territory, its integration with similar international networks.

It is necessary to notice that according to recommendations of the World tourist organization, tourism is carried to sphere of primary conducting regions. The approach at which the significant part of incomes of tourism should remain in regions which are visited by tourists should become one of principles of the organization of regional tourism. World experience shows that social and economic efficiency of tourism is frequently highest at local and regional level.

For work with tourists in all spheres of the tourist's industry (placing, transportations, a food, excursions, manufacturing of souvenir production) is necessary to involve local population. Thereby tourism can really promote economy growth in the given region. But tourism is capable not only to give the chance to support local population, to develop local economy, but also to solve many социокультурные problems. And now development of the tourist industry finds understanding at the population of many regions of the Republic of Uzbekistan.

Influence of social and economic development of region on internal and international, entrance and exit tourism appears interconnected. On the one hand, the material prosperity of inhabitants of region defines their possibility to travel. On the other hand, the region tourism infrastructure in many respects defines interest of foreign and Uzbek tourists. Tourism development promotes attraction in region of investments that in turn strengthens the importance of tourism.

Now appears more and more Republic Uzbekistan regions in which tourism is recognized by a priority direction of the social and economic development which management realizes that the available potential is necessary for using for development of the tourist industry.

Each region of Republic Uzbekistan possesses the culture. Moreover, the regional culture also reflects features of economic, social, educational and ecological communications. Therefore the culture of region is considered not only as branch, but also as essentially a prominent aspect of development of tourism.

Development of tourism in Fergana valley restrains variety of negative factors which concern poverty of assortment of offered services, absence of a complex sight at Fergana valley as on region attractive to the tourism, insufficient development of a tourist infrastructure, limitation of advertising of tourist routes of area, shortage of qualified personnel.

In the Republic of Uzbekistan it is necessary to develop the concept for the decision of problems of development of tourism, called to help to leave the

created position and to generate in Fergana valley a highly effective and competitive tourist complex.

It is necessary to include some sections in the concept: development of system of state regulation and support of tourist activity; personnel selection and scientifically-methodical maintenance of tourist branch; marketing and advancement of rounds in Fergana valley national and the international markets of tourist services; advertising-information support spheres of tourism and development of material base of the industry of tourism.

Thus, performance of the actions planned by the concept will bring the considerable contribution in economic and социокультурное development of Fergana valley. It will promote inflow to area of foreign tourists, will lead to strengthening of material base of tourism, expansion of variety and geography of tourist routes, will have stimulating influence on other branches, will bring the essential contribution to structural reorganization of regional economy.

Among important socially significant results of development of tourist activity in Fergana valley can be named: reduction of a rate of unemployment, infrastructure development, inflow of investments to region. It promotes improvement of a social situation and support of cultural sphere. The special attention to a historical and cultural heritage clears up interest of local residents to history, culture and traditions of native land. Namely the tourist property of region is unique objects of a historical, architectural, cultural and natural heritage, and also recreational potential is competitive advantage. At their effective utilization tourism can become the locomotive economic and social and cultural development of the region.

Today, in the new millennium, all civilized world defines the new perspectives, new strategy of its development. This problem gets a special value for new independent states, in particular for the Republic of Uzbekistan, Republic of Tajikistan, Republic of Turkmenistan and Republic of Kirgizstan. In this context an objective estimation of results and achievements of reforming the economy and transformations in the society, formation of guidelines and priorities of further development strategy becomes a characteristic phenomenon not only for the Republic of Uzbekistan, but also for many other countries. One of the main vectors of activity of Uzbekistan is maintenance of dynamic socio-economic development of the country, on the one hand and on the other - use of economic potentials of neighboring countries. Researches of integration process of Central Asian Republics tendencies of development and features of its model are important. Eurasian Economic Community is one of examples of globalization of economy at the expense of the state influence of other countries are participants that is quite characteristic for the international associations of this type. As of today it becomes urgent to develop the international tourism

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actively, especially within the limits of central Asian republics

Tourism management in CIS countries exists practically for a long time already, but its theory is developed rather poorly. The set of publications, a variety of approaches in the description of various aspects of tourism management, empirical and research work in this direction indicate the importance of the given discipline and confirm growing practical value of tourism management.

We have entered market economy during the period when in the international market there were already essential changes in tourism. Tourism all over the world became one of the most considerable economic sectors, and for some developing states - a basis of their existence (Thailand, Cyprus, Malaysia, etc.). Besides, in many countries of the world the tourist sphere gives workplaces and opportunities for professional growth approximately for 350 million workers and employees. Thus the volume of employment of the given sphere increases almost twice faster, than in other spheres of services.

Management development in tourism was influenced at all times by economic, social, technical and technological and also by factors of culture and change of personal values. On the one hand, unsatisfied requirement for travel is connected with desire to eliminate obstacles on this way. For this reason travel should be provided by consumer ability. On the other hand the one who has necessary money resources for this can afford travel. Besides economic, social factors are very important in tourism and it is necessary to solve a number of problems of social orientation: transport, roads, organization of lodging for the night, food, residence and many other things - all what the consumer of tourist services uses on a certain territory. It is an issue of creating corresponding tourist infrastructure within the limits of Central Asian Republics. Components of tourist product demand their management, i.e. a set of technical means and technologies used at formation of tourist product, makes the group of technical and technological factors.

Factors of culture and change of personal values of tourists play a paramount role in the system of tourism management. In the field of management before the tourist organizations there is today twofold problem: to introduce market relations to the work practice in full, i.e. to fill tourism management by the market content, to adapt know-how in the field of tourism to the conditions of new century, i.e. to consider world changes in full in this respect. In tourism development within the limits of Central Asian Republics it is possible to allocate six types of tourism in the system of its management: tourism for the purpose of rest, tourism for the purpose of culture studying, where the tourists travelling with the informative purpose visit the places of special

religious value more often; public tourism where trips for the purpose of visiting relatives, acquaintances and friends act as public tourism, and also club tourism. Club tourism differs that those who travel integrate into groups consciously. Joining of groups occurs in the presence of entertaining or sports program people are interested in; sports tourism; economic tourism where tourists make trips of professional and commercial interest: visit of stock exchanges, exhibitions, fairs etc. Political tourism which is subdivided into diplomatic tourism, participation in the congresses, and also tourism connected with political events and actions. At first sight it can seem that between forms and types of tourism there is no big distinction. The difference is in the fact that types of tourism differ in motivation of those who travel, i.e. in internal factors, and forms of tourism - in external causes and effects that is very important for management.

Labor in management of tourism is specific and differs from activity of employees of other branches essentially, though at first sight it is possible to assume that management of tourist region within the limits of Central Asian Republics and tourist organization is based on the same basis, as management of any enterprise of "person-person" system.

What layer of clients one should focus on?

How is offered service created?

What turn one should expect next year?

What investments one should do?

Conclusion

All this and many other general issues are basically not specific to management of tourist organizations, but nevertheless play a considerable role in this sphere. The problem of management tourism is not only in revealing these general tendencies and laws of its development, but also in finding its specific features. According to it is necessary to define, how deeply and in what direction the administrative tool should develop, to solve those specific problems correctly which are inherent to the tourist organizations. And in this sense coordination of tourist business within the limits of Central Asian Republics is important. If the first feature of tourism is in the fact depth of its penetration and complexity of interrelations between its components, the second feature of tourism as object of management is possible to present in the form of not clear and difficult-to-measure purposes. Accurate and measurable purposes - accumulation of values, cash movement, and profit are characteristic for management of private tourist enterprises which focus on gaining profit in their activity. Such purposes do not exist for management of tourist organizations neither at enterprise level, nor at region level. The peculiarity of tourism is in the strong influence from the interested clients. Each tourist

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enterprise carries out its activity in an environment of various interested persons and clients. Along with all groups of population interested in tourism development, and also participating in tourist activity, the tourist organization, as well as any other enterprise co-operates with creditors, political

structures, city management, tourists and suppliers. The tourist organization can counterbalance interests between various groups, involved in service process faster if in its activity it is guided by standard norms, priorities and conceptions about values and has large-scale goals on further development of the region.

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