Research Paper

EPRA International Journal of Economic and Business Review–Peer Reviewed Journal
Volume - 14, Issue - 11, November 2026 | e-ISSN: 2347 - 9671| p- ISSN: 2349 – 0187

SJIF Impact Factor (2026): 8.885 || ISI Value: 1.433 || Journal DOI URL: https://doi.org/10.36713/epra2012

STATISTICAL RESEARCH OF THE DEVELOPMENT OF TOURISM IN BUKHARA REGION

Kamolov Xudoyor Zoyirovich
Doctoral student, Institute for staff advanced Training and Statistical Research of the National Statistics Committee of the Republic of Uzbekistan

ABSTRACT DOI No: 10.36713/epra32109 Article DOI: : https://doi.org/10.36713/epra32109

The article mainly describes the statistical analysis of the development of tourism in Bukhara region, its needs, current problems in development and ways to solve them. Based on statistical data, the changes that have occurred in the direction of tourism in the Bukhara region in the last 10 years have been analyzed. The problems that have a negative impact on the development of tourism have been identified , and proposals for its solutions have been substantiated.

KEY WORDS: *Tourism, Service, Infrastructure, Advertising, Means of Placement, Restaurant, Personnel Training*

Today, tourism is one of the fastest growing sectors of the world economy, playing an important role in ensuring the socio-economic development of countries, increasing employment, attracting investments, and strengthening the economic potential of regions. In the context of globalization processes and the expansion of international tourist relations, the effective use of tourism resources, improving the quality of services, and the formation of new tourist destinations are urgent tasks.

In Uzbekistan, the development of the tourism sector is also considered one of the priority areas of economic reforms. The country's rich historical and cultural heritage, unique architectural monuments, national traditions and natural resources create broad opportunities for the development of domestic and international tourism. In particular, the Bukhara region is one of the country's important tourist centers with its ancient history, world-class cultural heritage sites and traditional handicraft potential.

In recent years, significant changes have been observed in the Bukhara region in terms of improving the tourist infrastructure, increasing the number of accommodation facilities, expanding the range of services, and strengthening the region's position in the international tourist market. From this point of view, it is of scientific and practical importance to analyze the dynamics of the development of the tourism sector in the region, assess existing trends, identify key problems, and determine promising development directions. This analysis will serve to effectively use the region's tourism potential and further increase the role of tourism in the regional economy.

MAIN PART

The tourism sector has become one of the fastest growing service sectors of the world economy in recent years. In many countries, it is one of the important factors in ensuring economic growth, creating new jobs, attracting investments, and increasing the socio-economic potential of regions. In particular, in Uzbekistan, including the Bukhara region, significant changes have been observed in the development of the tourism sector, improving tourism infrastructure, and increasing the tourist attractiveness of the region over the past four years.

The tourist potential of the Bukhara region is determined by its rich historical and cultural heritage, unique architectural monuments, traditional customs, and natural and geographical features. The historical monuments, ancient urban planning traditions, and cultural heritage sites present in the region play an important role in attracting domestic and foreign tourists. At the same time, the variety of tourist products and services expands the region's ability to meet the needs and interests of different categories of tourists.

From this point of view, the sustainable development of the tourism sector in the Bukhara region, the effective use of existing tourism resources, improving the quality of services, and the formation of new tourist destinations are of important scientific and practical importance in strengthening the economic potential of the region.

One of the important institutional foundations for the development of tourism in the Bukhara region is the target indicators for the development of the tourism sector for 2022-2026, approved by Resolution No. 543 of the Cabinet of

Ministers of the Republic of Uzbekistan dated September 28, 2022. This document sets the goals of increasing the number of domestic tourists from 2.4 million in 2022 to 4.1 million in 2026, and the number of foreign tourists from 450 thousand to 1.8 million. It is also planned to increase the export of tourism services from 121 million US dollars to 300 million US dollars, increase the number of hotels from 178 to 258, and family guest houses from 264 to 345. These indicators reflect the strategic goals aimed at expanding the tourism potential of the region and making tourism an important direction of economic growth. However, they should not be equated with the results achieved in practice, as these figures are confirmed target indicators. (Table 1).

Table 1

Target indicators for the development of the tourism sector in the Bukhara region in 2022-2026 [1]

T/p	Indicator name	2022.	2023.	2024.	2025.	2026.
1.	Number of domestic tourist visits (million people)	2.4	2.9	3.4	3.8	4.1
2.	Number of foreign tourists (thousands)	450.0	900.0	1,200	1,500	1,800
3.	Export of services (million USD)	121	200	230	270	300
4.	Number of rooms in accommodation facilities (thousand)	5,399	6,131	6,721	7,336	7,976
5.	Occupancy rate of the number fund of hotels	45.0	51.0	61.0	71.0	93.0
6.	Number of seats in placement vehicles (thousands)	12,147	13,672	14,902	16,182	17,512
7.	of units (pieces)	178	198	218	238	258
8.	Number of family guest houses (units)	264	314	325	335	345
9.	Number of hostels (units)	55	61	66	71	76
10.	Increasing the level of Internet (including 4G and 5G technologies) .	7	8	9	10	11

One of the first steps in the development of tourism in the region is to solve the theoretical and methodological problems of this field, to conduct in-depth research on tourism, its infrastructure, and specific types of scientific and marketing services as the main direction. In this work, it is necessary to provide support from the government and finance the development of this direction from the state budget funds, having thoroughly studied the issue [3].beautiful and beautiful places that can be attractive for foreign and local tourists , but today most of them are not available for tourists to enjoy due to lack of necessary infrastructure .

METHODOLOGY

The article mainly focuses on the comparative method, study of foreign and domestic scientists, study of scientific literature and normative Methods of document analysis, comparative analysis of foreign experience, and statistical analysis of data from recent years were used.

Mainly on the basis of statistical data collected by the Bukhara General Statistical Office, the drivers of tourism development in this area were determined, and the directions for its development in the future and elimination of the existing shortcomings were determined.

RESULTS AND CONCLUSIONS

The dynamics of the development of the tourism sector in the Bukhara region are closely related to the historical and cultural potential of the region, the expansion of the tourist infrastructure, the reforms carried out by the state, and the changes in domestic and foreign tourist demand. The region is one of the most important historical and cultural tourism centers of Uzbekistan, and its tourist attractiveness is determined, first of all, by the centuries-old history of the city of Bukhara, architectural monuments, national handicraft traditions and its unique cultural environment. In particular, not only the Ichan Castle, but also the Ark Castle, the Poi Kalon complex, the Labi Khavuz ensemble, the Somoni Mausoleum, the Chor Bakr complex and other historical objects located in the historical center of Bukhara play an important role in attracting local and foreign tourists to the region.

The process of tourism development in the Bukhara region in recent years can be analyzed by dividing it into several stages. The first stage is characterized by a sharp decline in tourism activity in 2020 under the influence of the COVID-19 pandemic. Restrictions on international flights, closure of state borders, and restrictions on movement had a negative impact on the activities of the hotel industry, travel agencies, catering enterprises, and transport services. As a result, the flow of foreign tourists decreased, and demand for tourism services decreased. This period demonstrated the sensitivity of the regional tourism sector to external factors and increased the need to diversify the sector, support domestic tourism, and ensure the economic sustainability of service providers.

The second stage is explained by the restoration of tourism activity in 2021-2022. The gradual easing of restrictions on movement, increased demand for domestic travel, and the resumption of international tourist connections have created the basis for the revival of the tourism sector in the Bukhara region. During this period, the restoration of the activities of hotels, family guest houses, tourist routes, guide services, and catering

enterprises has become important. At the same time, along with historical and cultural tourism, interest in pilgrimage tourism, gastronomic tourism, ethnographic tourism, and handicraft-based tourism services has also enriched the region's tourism product.

In 2023-2024, trends were observed aimed at further activating the process of tourism recovery, expanding the scope of tourist services and strengthening the position of the Bukhara region in the international tourist market. During this period, the improvement of tourist infrastructure, development of accommodation facilities, introduction of new types of services and promotion of the region's tourism potential were important directions. Although the historical center of Bukhara has retained its importance as a major tourist attraction, there are also opportunities to expand the geography of tourist activities by using historical, religious, cultural and natural resources in other districts of the region.

When assessing the dynamics of the development of the tourism sector, it is important to analyze the number of accommodation facilities, hotel infrastructure, volume of services and economic efficiency indicators, along with the flow of tourists. According to the National Statistics Committee of the Republic of Uzbekistan, the volume of accommodation and catering services in the Bukhara region amounted to 4,556.9 billion soums in 2021, 6,360.2 billion soums in 2022, 7,953.6 billion soums in 2023, 9,542.6 billion soums in 2024 and 11,576.6 billion soums in 2025. These indicators indicate an increase of almost 2.54 times in 2021-2025. In particular, in 2025, the volume of these services increased by almost 154.1% compared to 2021. This reflects the expansion of economic activity in the region in the hotel industry, catering and related services. However, since this indicator is given in nominal values, the impact of price changes should also be taken into account when assessing growth.

The development of tourism infrastructure is also an important component of the positive dynamics in the region. According to official statistics, the number of beds in hotels and similar accommodation facilities in the Bukhara region amounted to 193 thousand in 2020, 180 thousand in 2021, 204 thousand in 2022, 222 thousand in 2023, 250 thousand in 2024 and 290 thousand in 2025. Thus, after a decrease in 2021, accommodation opportunities gradually expanded and in 2025 were almost 50.3% higher than the level in 2020. This reflects the processes associated with an increase in tourist reception opportunities, investments in hotel services and increased demand for tourism infrastructure in the region.

The development of the tourism sector in the region is also characterized by changes in its sectoral structure. Along with traditional historical and cultural tourism, there are opportunities for the development of pilgrimage tourism, gastronomic tourism, ethnographic tourism, and handicraft tourism. Bukhara's national cuisine, weaving and embroidery traditions, jewelry art, traditional markets, and the cultural lifestyle of the local population serve to form additional tourist products for tourists. The development of such directions allows extending the duration of tourists' stay in the region, increasing the income of local entrepreneurs, and increasing the level of retention of tourist spending in the regional economy.

At the same time, there are some problems in the sustainable development of tourism in the Bukhara region. In particular, the concentration of tourist activity mainly in the city of Bukhara, insufficient use of tourism resources in remote districts of the region, changes in seasonal demand, issues of bringing the quality of services into line with international standards and providing them with qualified personnel may affect the future development of the sector. In addition, the protection of historical monuments, monitoring the impact of tourist flows on cultural heritage sites, waste management and ensuring environmental sustainability are also important tasks.

During all the years mentioned above, we can observe the growth of tourism indicators in the Bukhara region . However, there are also factors that affect these indicators . Below we can see several reasons that hinder the further development of tourism .

Firstly, one of the main shortcomings of tourism in Bukhara is the lack of infrastructure. Despite the fact that the region has many beautiful and unique historical monuments, places of historical interest , access to them can be difficult due to the lack of a convenient transport system or the poor condition of the roads. In addition, the lack of hotels and tourist facilities equipped with modern amenities limits the potential for tourism development in the region.

Secondly, lack of qualified personnel in the field of tourism and their unemployment (often changing their permanent location) is considered an important shortcoming. Inadequate qualifications and experience of employees in hotels, restaurants and travel agencies can have a negative impact on the quality of service to tourists. This can cause dissatisfaction among visitors and reduce their visit to the area. Therefore , in order to ensure a high level of service in tourist enterprises, it is necessary to pay attention to improving the qualifications of personnel, their continuous training and gaining more experience . Because in order to develop tourism, it is necessary to pay attention to providing services to tourists. Quality service and hospitality of employees in hotels, restaurants and other tourist facilities is considered one of the main factors affecting the country's reputation as a tourist destination . To ensure a high level of service, it is very important to organize staff training in the hotel and restaurant business.

Thirdly, the potential of tourist areas is not sufficiently promoted internationally. Bukhara has many historical and architectural monuments, cultural attractions and unique traditions, which are known to very few outside the country. All tourism companies and organizations, agencies, hotels and restaurants in Bukhara should more actively promote their information and services in order to make them more competitive in the international market and attract the attention of foreign tourists.

Problems in the tourism sector is the lack of environmental education . Uncontrolled growth of tourist flows can lead to environmental problems such as pollution of natural resources and destruction of ecosystems. In order to preserve the natural beauty of tourist sites and provide guests with the opportunity to enjoy their beauty for a long time, it is important to develop strict control mechanisms and monitor compliance with

environmental standards. Also, one of the main problems hindering the development of tourism in Bukhara is the lack of convenient and affordable infrastructure . The lack of modern hotels , various types of accommodation and other tourist facilities makes it difficult for tourists to live comfortably and prevents potential visitors from choosing this region . In addition , the poorly developed transport system and the almost complete absence of international air travel (only from Russia and occasionally Turkey) limit the further development of international tourism in the region.

At the same time, the problem of tourism in the region is the low quality of services provided by travel companies. Often, unprofessionalism and unfriendly staff are observed, as well as insufficient knowledge of foreign languages. This leads to dissatisfaction among tourists with the quality of services and, in general, to a decrease in travel In this case, a negative impression was made [2].

In conclusion, the dynamics of the development of the tourism sector in the Bukhara region in recent years is characterized by the expansion of tourism infrastructure, an increase in the volume of accommodation services, and measures aimed at increasing the tourism potential of the region. In particular, a significant increase in the volume of accommodation and catering services in 2021–2025, as well as an increase in the number of hotel beds, indicate an increase in economic activity in the sector. However, in order to accurately assess the true effectiveness of tourism, a comprehensive analysis of indicators such as the number of tourists, their average length of stay, spending per tourist, export of tourist services, hotel employment, and jobs created in the sector is required. In the future, diversification of tourist services, a balanced distribution of tourist flows between regions, expansion of digital services, and the formation of a sustainable tourism model based on the protection of cultural heritage will further increase the competitiveness of the Bukhara region.

LIST OF REFERENCES

1. *Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 543 dated 28.09.2022 "On measures for the further development of the tourism industry in the Bukhara region in 2022-2026"*
2. *Sundova D. A. (2023) PROBLEMY TOURISM IN RUSSIA // Nauchnye vyskazyvaniya. #23 (47). S. 30-34.*
3. *Petrosyan, S. A. (2016). Problems of tourism of Armenia Journal of the University, (9), 47-49.*
4. *Information from the Statistics Department of Bukhara region*