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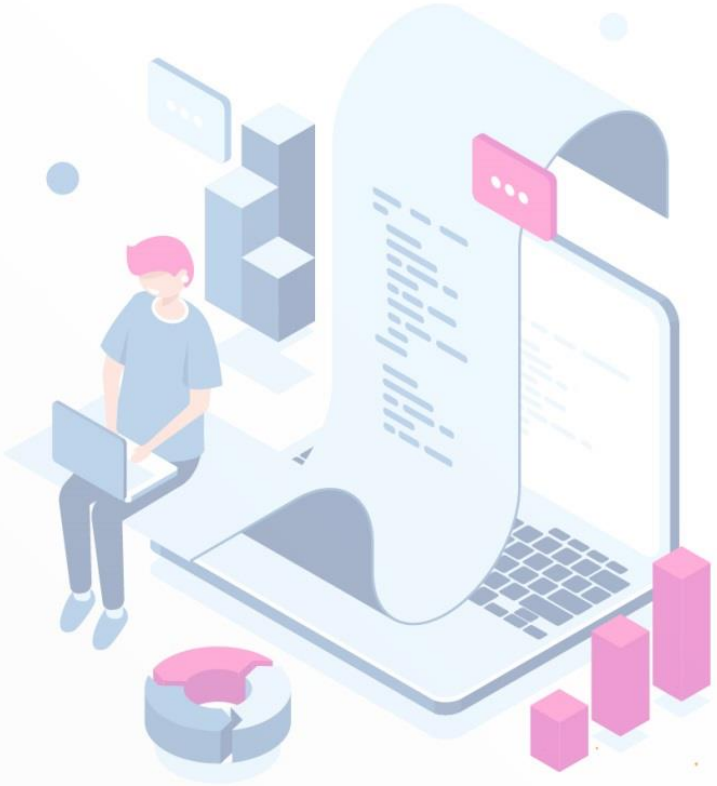

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STATISTICAL ANALYSIS OF DIVERSIFICATION MECHANISMS OF THE UZBEKISTAN TOURISM MARKET

I.R. Berdikulova - Associate Professor of the Samarkand Institute of Economics and Service, Ph.D. Uzbekistan. Samarkand.

Khalikov T.I. – Student of the Samarkand Institute of Economics and Service. Uzbekistan.

Abstract- The article presents a statistical analysis of the mechanisms of diversification of the tourism market of Uzbekistan. The work examines the main aspects of the diversity of tourist destinations, the level of infrastructure development, as well as changes in the preferences and needs of tourists.

Keywords - Tourism, Uzbekistan, Diversification, Statistical Analysis, Tourism Market, Infrastructure, Diversity Of Destinations, Tourist Needs.

I. INTRODUCTION

Nowadays, tourism is becoming an important component of the economy of many countries, representing a significant source of income. Uzbekistan has a unique cultural and historical heritage, as well as extensive natural resources, which creates favorable conditions for the development of the tourism industry. However, for long-term success, it is necessary to carefully analyze the mechanisms of diversification of the tourism market in order to attract new categories of visitors and make the industry more sustainable. In this article, we conduct a statistical analysis of these mechanisms in order to identify trends and factors influencing the diversification of the tourism market of Uzbekistan.

Relevance of the research topic: The study of the relevance of diversification of the tourism market of Uzbekistan through statistical analysis is an important task. It will identify the main trends and mechanisms of diversity in the tourism industry of Uzbekistan. The obtained results can be used to develop strategies for attracting tourists, identifying the preferences and needs of foreign visitors, as well as planning the development of infrastructure and tourism services.

Statement of the scientific problem: Formulating a scientific problem for the study of statistical analysis of the mechanisms for diversifying the tourism market of Uzbekistan includes an analysis of a wide range of aspects of tourism development in the country. This includes studying various types of tourism, such as cultural, adventure, gastronomic and others, as well as their impact on popularity among tourists and the economic development of Uzbekistan. To concretize the scientific problem, it is important to consider the factors that stimulate the diversity of tourist flows, hinder this diversity and their impact on the development of the country. It is also necessary to pay attention to the analysis of tourism statistics and its impact on the development of marketing strategies and investment projects in the tourism sector.

The purpose of the study is to conduct a statistical analysis of the mechanisms for diversifying the tourism market of Uzbekistan.

II. RESEARCH METHODOLOGY

In the process of conducting this research, methods of scientific research such as systematic approach, monographic observation, statistical abstract, logical thinking and prospective forecasting were widely and effectively used. Also, the method of analysis and synthesis was skillfully used in the implementation of scientific research.

III. ANALYSIS AND RESULTS

The study of statistical aspects of diversification of the tourism market of Uzbekistan is a significant area of research due to the important role of tourism in the country's economy and the active development of the tourism industry. To conduct statistical analysis, it is necessary to collect data on the tourist flow, such as the number of visitors, their place of origin, purpose of travel, length of stay, geographical distribution, etc. These data can be obtained from official reports of travel agencies, state statistical services, hotel industry reports and other sources. Then, conducting statistical analysis involves the use of various methods, such as correlation analysis, time series analysis, factor analysis, and others. For example, it is possible to study the relationship between different types of tourism (cultural, ecological, gastronomic and others) and tourist demand. It is also possible to analyze changes in the structure of the tourism market of Uzbekistan in recent years. Such statistical analysis will identify the main mechanisms of diversification of the tourism market of Uzbekistan. For example, it is possible to determine which types of tourism are most attractive to international tourists and what measures can be taken to encourage the development of less popular market segments. In addition, statistical analysis can help identify trends in the development of the tourism industry, which is of interest for developing a strategy for the development of tourism in Uzbekistan.

The results of the study include a statistical analysis of the mechanisms for diversifying the tourism market of Uzbekistan, which allows identifying the main trends in the development of various tourism segments, tourist preferences, and factors affecting the attractiveness of various types of tourist destinations.

The analysis will also determine the effectiveness of mechanisms for diversifying the tourism market and their impact on the development of the economy of Uzbekistan. Also, with the help of an analysis of tourism indicators, they serve as the basis for forecasting the main trend in the development of indicators in this area

over a number of years. Prospective analysis revealing trends for the future helps to attract investors and increase entrepreneurs' incomes.

Based on the results of the reforms implemented in the tourism sector, the following indicators of trends in the development of the tourism industry in Uzbekistan for 2018-2023 were obtained (Figure 1):

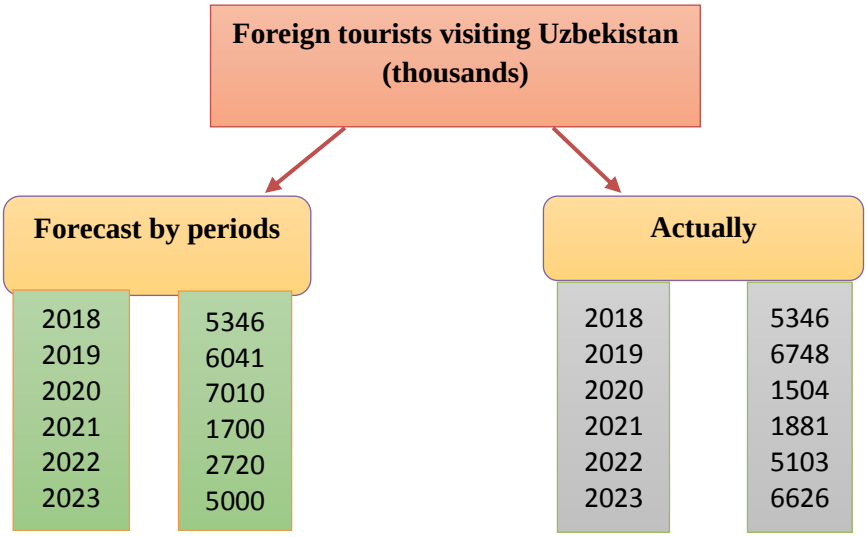

Figure 1. Dynamics of foreign tourists visiting Uzbekistan (thousand people)

In January-December 2023, the number of foreign citizens who arrived in the Republic of Uzbekistan reached 6,626.3 thousand people. Compared with 2022, their number increased by 26.6%.

Export tourism (thousands of US dollars)

Period	Forecast	Actually	Absolute change (+;-)	Growth rate, %
2018	1,041,000	1,041,000	0	100
2019	1,180,000	1 313 032	133 032	111.3
2020	1,360,000	260 987	-1 099 013	19.2
2021	400,000	422 069	22,069	105.5
2022	900,000	1,578,035	678 035	175.3
2023	2,000,000	2,430,000	430,000	121.5

According to the table, the level of tourism services exports significantly decreased in 2020 by 1,099,013 thousand US dollars due to the pandemic. In 2023, the volume of tourism services exports increased by 248,035 thousand US dollars compared to 2022.

IV. CONCLUSION/RECOMMENDATIONS

In conclusion, it can be emphasized that the results of the study allow us to assess the current state of the country's tourism industry, identify the main areas of development and the effectiveness of diversification mechanisms. It can also be noted that the importance of such an analysis for the formation of tourism development strategies, attracting investment and improving the competitiveness of Uzbekistan in the global tourism market.

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