

## Table Of Content

<b>Journal Cover</b> .....	2
<b>Author[s] Statement</b> .....	3
<b>Editorial Team</b> .....	4
<b>Article information</b> .....	5
Check this article update (crossmark) .....	5
Check this article impact.....	5
Cite this article .....	5
<b>Title page</b> .....	6
Article Title .....	6
Author information .....	6
Abstract .....	6
<b>Article content</b> .....	7

**ISSN (ONLINE) 2598-9936**



**INDONESIAN JOURNAL OF INNOVATION STUDIES**  
PUBLISHED BY  
UNIVERSITAS MUHAMMADIYAH SIDOARJO

## Originality Statement

The author[s] declare that this article is their own work and to the best of their knowledge it contains no materials previously published or written by another person, or substantial proportions of material which have been accepted for the published of any other published materials, except where due acknowledgement is made in the article. Any contribution made to the research by others, with whom author[s] have work, is explicitly acknowledged in the article.

## Conflict of Interest Statement

The author[s] declare that this article was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

## Copyright Statement

Copyright © Author(s). This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licenses/by/4.0/legalcode>

## EDITORIAL TEAM

### Editor in Chief

Dr. Hindarto, Universitas Muhammadiyah Sidoarjo, Indonesia

### Managing Editor

Mochammad Tanzil Multazam, Universitas Muhammadiyah Sidoarjo, Indonesia

### Editors

Fika Megawati, Universitas Muhammadiyah Sidoarjo, Indonesia

Mahardika Darmawan Kusuma Wardana, Universitas Muhammadiyah Sidoarjo, Indonesia

Wiwit Wahyu Wijayanti, Universitas Muhammadiyah Sidoarjo, Indonesia

Farkhod Abdurakhmonov, Silk Road International Tourism University, Uzbekistan

Bobur Sobirov, Samarkand Institute of Economics and Service, Uzbekistan

Evi Rinata, Universitas Muhammadiyah Sidoarjo, Indonesia

M Faisal Amir, Universitas Muhammadiyah Sidoarjo, Indonesia

Dr. Hana Catur Wahyuni, Universitas Muhammadiyah Sidoarjo, Indonesia

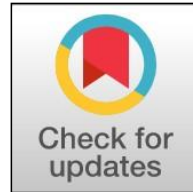
Complete list of editorial team ([link](#))

Complete list of indexing services for this journal ([link](#))

How to submit to this journal ([link](#))

## Article information

**Check this article update (crossmark)**



**Check this article impact (\*)**



**Save this article to Mendeley**



(\*) Time for indexing process is various, depends on indexing database platform

**WAYS TO CREATE AN INVESTMENT MECHANISM FOR THE  
DEVELOPMENT OF CULTURAL TOURISM IN UZBEKISTAN**

**Tohirov Dilyor**

**Master student of BukhSU, Department of Tourism and  
hotel management, Uzbekistan  
dilyortohirov1995@gmail.com**

**Abstract.** The article highlights the importance of tourism in the economy of Uzbekistan, the objects of cultural heritage and the mechanisms of their use, provides theoretical, analytical analysis and assumptions about ways to invest in the implementation of these processes and their management.

It also proves the importance of cultural tourism today and the effectiveness of the scheme of specific concepts and criteria for the restoration and investment of these resources.

**Keywords:** Cultural tourism, resources, investment, mechanism, subject management and investment activity.

**Introduction.** The accelerated development of the tourism sector and increasing its role in the economy is considered one of the essential tasks in the Action Strategy for further developing the Republic of Uzbekistan. In recent years, tourism has become one of the "growth points" of the national economy, which, being a driver for the development of other related industries, stimulates income growth, having a high multiplier effect: \$ 1 of direct income from tourism gives at least \$ 5-7 in associated sectors of the economy[1 ]. It should be noted that tourism services and related catering services (accommodation and catering in the interpretation of NCEA) significantly impact the growth of market services and GDP as a whole. Thus, calculations show that the growth of GDP and the increase in incomes of the population are more affected by the development of the service sector (an increase in GDP and incomes of the population by 67.2% and 60.3%, respectively, which are

provided by expanding the volume of market services)[2].

In recent years, a wide range of legal documents on the development of tourism has been adopted, an institutional system for managing the development of tourism has been formed, structural divisions of the tourism department have been created in all regions of the country to use the vast tourism potential of the areas effectively. New organizations contribute to the development of the tourism industry: the Center for Certification of Tourism Services, the Institute for Tourism Development, the National PR Center and others.

It should be noted that the adoption of Resolution No. PP-4095, dated January 5, 2019, No. "On measures for the accelerated development of the tourism industry" served as an intensive development of tourism, creating and promoting a national product to world markets based on the outcome of favorable economic incentives and organizational and legal conditions. Yes, as of March 15, 2021. A 30-day and 60-day visa-free regime has been established for 90 countries (in addition to the bilateral visa-free Government for the CIS[3]). Subsequently, UP No. 5611 of 01/05/2019. February 1, 2019, introduced a visa-free regime for 45 countries for 30 days, according to UP No. 5691 of 03/18/2019, for citizens of the UAE for 30 days, according to UP No. 5781 dated 08/13/2019, for 20 countries for a period of 30 days.

The issuance of an electronic tourist visa simplified through the portal "e-visa.gov.uz" was launched through the system for issuing electronic entry visas for 57 countries from July 15, 2018[4]. Foreign citizens of these countries can obtain an electronic visa for 30 days without contacting consular offices in two working days[5].

In addition, a special platform, the "Silk Road Project"[6], was created to promote the tourism potential of the Silk Road countries and promising regional tourism products and routes.

Because of the complex structure of the provision of tourism services, great importance is attached to the coordination and strategic management of the processes taking place in it. At the same time, in the system of forming the value chains of the

tourism cluster, the supporting business processes have a significant impact on its functioning:

- methods of production and sale of tourism and related goods and products;
- provision of services or performance of works that provide the primary process;
- processes for providing additional and associated services to tourists.

Priority directions in the management of the tourism system:

- development of the tourism industry and related infrastructure of 3-star and 4-star hotels with a modern level of comfort and an average price category;
- overcoming the administrative and economic barriers of the monopoly structure of the passenger transportation market; their consequences in the form of high rates for accommodation and air travel;
- training in tourism for emergencies such as a pandemic, retraining of tour operators;
- improvement of service in tourist centers, expansion of a small range of event events in the republic that can satisfy the dynamic and demanding demand of the modern consumer.

The presence of modern materials and the infrastructural base play one of the prominent roles in ensuring the competitiveness of the tourism industry. When consuming a complex service, each tourist, by default, needs roads, transport hubs, engineering networks and other infrastructure facilities to access the goals of tourist interest and consume the corresponding services. In addition, it is necessary to provide comfortable living conditions in the destination (engineering networks, communications, public transport, financial institutions, information portals, etc.). All these processes implemented in tourism, taking into account industry specifics, are reproduced in other areas of the service sector.

An important role is played by legal security and the presence of other incentives that encourage tourists to make a trip, which forms the tourist attractiveness of the destination and ensures the effective use of cultural heritage sites.



More than 400 architectural, historical and cultural monuments and archaeological sites of Uzbekistan have been included in the list of UNESCO World Heritage Sites for each period of preservation of the regions of Uzbekistan (in particular, Samarkand, Bukhara, Khiva, Shakhrisabz). Currently, 32 cultural heritage sites are included in this list. Today, more than 300 cultural heritage sites are included in tourist destinations and presented to tourists visiting Uzbekistan. This suggests that there are enough tourism opportunities in the regions of our country.

The cities of Samarkand, Bukhara, Khiva, Shakhrisabz and Margilan, rich in historical and cultural monuments, are of great importance for developing tourism in Uzbekistan and bringing them to a new level. These cities have many ancient historical monuments all over the world. Everyone who lives in different parts of the world will live in this dream with their own eyes. In many countries, Uzbekistan is famous for its cities.

Tourism affects the life of the local population. It is material and spiritual activities, value systems, social behavior and interests. Tourism is traditionally relative, and the cultural level is less than the number of tourists in the region where socio-cultural events are held, and tourism does not have much impact. At the same time, the growth of tourism in the industrial areas can lead to significant changes in the social structure, environment and local culture. This phenomenon served as the basis for studying the problems of social interactions that arose from intercultural communication.

Although mass tourism can be called a characteristic event of the second half of the 20th century, there are many reasons why people do not take comfort.

The future or potential barriers must be identified and identified. Pinpointing and pinpointing the reasons for leaving the trip is the first step toward easing these efforts and even developing specific measures to remove obstacles.

One of the strongest drivers of travel is the cultural identity of people. Cultural features in different parts of the world are enhanced through relaxation and relaxation. The development of cultural elements in the region means expanding resources to attract

tourists.

The development of tourism depends on the uniqueness of cultural heritage. The level of cultural evolution can create a favorable image of tourism in the service market.

As a socio-economic phenomenon, tourism also affects the developing region and human and social activity's material and spiritual aspects. The impact of tourism can be complex, pessimistic and negative. It is difficult to identify and clearly define all the social consequences of tourism as, in many cases, they are indirect. At the same time, it is possible to overcome the adverse effects of tourism through integrated planning and the introduction of modern process management methods (strict control of resources, evaluation of elements of the tourist offer, etc.).

The decision to travel is directed by choice of a tourist destination. The diversity of travel destinations includes different types of tourism and offers many opportunities for new travel destinations.

Lifestyle diversification shapes many tourism destinations, which allows new tourism destinations to be identified. Thus, understanding the tourist motives and knowing the different types of tourist attractions, influencing the choice of certain tourism products, is the key to tourism transportation.

The functional role of identifying, studying and using the motivational aspects of tourism is evident. By identifying the reasons for this, it can develop effective ways to attract potential tourists and make them permanent, and ultimately influence the nature and extent of tourism demand and trade.

It is necessary to explain the specifics of cultural and historical tourism and do the following:

- cultural and historical (interest in the history of the country, visiting historical monuments and monuments, history and other events)
- cultural events (traditional or modern cultural events or "events" (holidays, festivals) and participation in them);
- cultural and religious (interest in religion or religion, visiting religious places,

visiting places of worship, spiritual lectures,

religious ceremonies, customs, traditions and customs);

- cultural and archaeological (interest in suburban archaeology, visiting ancient monuments, excavations, participation in archaeological expeditions);

- interest in cultural and ethnographic (ethnic and national) culture, objects of ethnic culture, everyday clothes, language, folklore, traditions and customs, ethnic creativity);

- cultural and ethnic (homeland of ancestors, acquaintance with the cultural heritage of patriots, ethnically protected areas or ethnic ties);

- cultural and anthropological (interest in the ethnos of development from the point of view of evolution, a visit to the country to get acquainted with the modern "way of life");

- natural and ecological (interaction of nature and culture, natural and cultural monuments, visits to natural and cultural ensembles, participation in cultural and environmental programs).

Issues related to developing the scientific foundations of the mechanism of investment activity in cultural tourism began to be actively studied in the early 1990s. However, some scientific and methodological developments in investment activities existed in our country, even under a planned economy.

Literature review. Abroad, several scientific schools have developed in the field of investment activity and target management, the authors of which are Barnes S., Bailey J., Bowman K., Breshi R., Gordon J.A., Damodaran A., Doyle P., Karloff B., Myers S., Mintzberg G., Northcott D., Holt R., Sharn W.F. other.

With the beginning of market relations, and especially in the last decade, there have been works on the adaptation of Western methods of target management and organization of investment activities in general and in the field of tourism, in particular, as well as the author's developments of Russian scientists and practitioners.

These issues are devoted to the works of such domestic scientists as Blank I.A., Endovitsky D.A., Zabaeva M.N., Zaitseva N.A., Lipsitz I.V., Lukasevich I.Ya.,

Moiseeva N.K., Nasyrov H.H., Papiryany G.A., Stepanova S.A., Sulyyuvary L.B., Fatkhutdinov R.A., Chernov V.A., Ruziev S.S. other.

At the same time, many researchers consider the issues of investment activity and target management as independent areas of research that are not related to each other. There are exceptionally few scientific developments in this direction for the tourism sector. This circumstance necessitates further research on the formation of a mechanism for investment activities in tourism based on the use of a targeted management system.

The theoretical and methodological basis of the study was the work of domestic and foreign scientists and specialists in the field of the conceptual foundations of a market economy, management of socio-economic systems, planning, organization and management of activities in the area of tourism.

To solve the tasks set in the work, economic analysis and synthesis, dynamic and comparative analysis of statistical data were carried out, methods of observation, economic groupings, factorial and system analysis, simulation and economic and mathematical modeling, expert assessments, experimental testing and other methods.

Research and analysis. In the study, as the main groups of stakeholders involved in investment activities in the field of cultural tourism, the interests of three groups were identified and analyzed:

□ government bodies, investors and enterprises in this area.

The paper describes the structure of the mechanism of investment activity in tourism, which is schematically presented in Fig.1.

Source: The structure of the mechanism of investment activity in the field of cultural tourism in the Republic of Uzbekistan

The effectiveness of the formation and functioning of the mechanism of investment activity in the field of tourism is based mainly on two crucial points - the investment attractiveness of individual objects (directions) of investment (types of tourism, display objects, tourist destinations, etc.) and investment priorities.

The investment attractiveness of investment objects in the study is defined as an objective possibility and restrictions on things (directions) of investment, causing the intensity of investment activity. The concept of investment priorities” is considered in the dissertation as objects (rules) investment, which has a priority status following the principles and criteria for its selection and is determined by socio-economic development goals. At the same time, investment priorities for the development of the tourism sector are determined, on the one hand, by state policy, and on the other hand, by commercial goals and interests of enterprises in this sphere and investors.

2. The analysis of the development of the tourism sector made it possible to identify the following features of the investment activities in this area of the economy:

- investment activity in the field of tourism often has an intersectoral and interregional character since the functioning of many investment objects depends on the integration of the work of many market participants, and such investment objects as tourist destinations often go beyond the boundaries of one region, since there are formed not based on territorial affiliation, but the basis of established historical, cultural, geographical or other features;
- investment activity in the field of tourism in the modern economy Uzbekistan, in the vast majority of cases, has the form of direct real investment, i.e. investments are in production goods, works, services, construction or reconstruction of facilities;
- tourism sector in terms of tour operator and travel agency business attractive to investors with a low entry cost threshold market. Investments in accommodation facilities and other facilities real estate in this area, on the contrary, are characterized by high costs and a long payback period. When building funds, placements are the most investment-attractive investments in constructing 4-5 star hotels located in the center of tourist regions. At the same time, the payback period for hotels of category 3 "stars" and below is much more extended than, for example, in commercial real estate;
- despite the widely proclaimed plans of the Government in the development of domestic and inbound tourism, the complexity of conciliation and permit procedures,

the presence of encumbrance of real estate objects leads to the fact that the investment attractiveness of the tourism sector.

The forms and methods of state participation in the development of investment activity in the field of cultural tourism, based on which the following methods of state regulation of investment activity in the field of tourism were summarized:

1. Direct regulation methods:

- legislative (adoption of laws regulating the activities of tourism enterprises; improvement of legislation in areas of investment activity on the territory of Uzbekistan);
- administrative (registration enterprises, application of the system sanctions and restrictions, conciliation procedures);
- economic (state support for investment projects (sale and use on preferential terms of real estate objects property, participation in the financing of investment projects), special tax regimes, regulation of the interest rate on the operations of the Central Bank).

2. Methods of indirect regulation: foreign economic regulation, land regulation, antimonopoly policy, environmental policy, currency policy.

The study revealed that at the level of individual regions of Uzbekistan, specific measures of state support for investment activities in the field of tourism are:

- granting privileges on taxes and fees following regional legislation;
- provision of subsidies at the expense of the regional budget;
- provision of budget loans, budget investments and regional state guarantees at the expense of various budgets (for example, the restricted development budget);
- provision of investment tax credits;
- participation of government bodies of the region in the development, examination and implementation of investment projects in the field of tourism;
- organization of methodological, informational and organizational support for subjects

of investment activities in tourism.

The important role of government bodies in shaping the mechanism of investment activity in cultural tourism is to ensure the investment attractiveness of this area, especially in the territorial aspect. Such activities from the position of regional government bodies involve:

- determination of the existing cultural tourism potential of the region;
- analysis of the historical state of the use of potential tourism regions;
- a precise formulation of priorities for the development of cultural tourism in the region;
- development of a promising model and adopting measures for the organization and development of cultural tourism in the region.

Conclusion. To sum up, we can give from this work the most important principles underlying this assessment based on the use of a target management system will make it possible to increase the efficiency of using both budgetary funds and private investors' funds, their redistribution to indeed priority objects by target benchmarks both at the level of individual companies and at the level of tourist areas and cultural destinations. All this will eventually contribute to increasing inactivity.

Investment activities in cultural tourism.

Bibliography:

1. Decree of the President of the Republic of Uzbekistan "On measures for further developing domestic and pilgrimage tourism in the Republic of Uzbekistan" dated February 09, 2021, No. UP-6165
2. Decree of the President of the Republic of Uzbekistan "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic" dated May 28, 2020, No. UP-6002.
3. Decree of the President of the Republic of Uzbekistan "On measures for the accelerated development of tourism through introducing a special management procedure in the Bostanlyk region" dated August 27, 2020, No. UP-6053

4. Decree of the President of the Republic of Uzbekistan "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" dated January 5, 2019, No. UP-5611
5. Decree of the President of the Republic of Uzbekistan "On measures to further simplify the regime of entry into the Republic of Uzbekistan for citizens of the United Arab Emirates, as well as citizens of foreign states who have received the status of a resident of the United Arab Emirates" dated March 18, 2019, No. UP-5691
6. Ibragimova N. M. Prospects and priorities for sustainable development of the service sector in the medium and long term in Uzbekistan / N. M. Ibragimova // Economic analysis: theory and practice. - 2017. - T. 16. - No. 3 (462). - S. 582-600. – DOI 10.24891/ea.16.3.582.
7. Хайруллаева, Н. Н. (2017). CONDITIONS AND FEATURES OF DEVELOPMENT OF SUSTAINABLE NATURE-BASED TOURISM. In СОВРЕМЕННОЕ ЭКОЛОГИЧЕСКОЕ СОСТОЯНИЕ ПРИРОДНОЙ СРЕДЫ И НАУЧНО-ПРАКТИЧЕСКИЕ АСПЕКТЫ РАЦИОНАЛЬНОГО ПРИРОДОПОЛЬЗОВАНИЯ (pp. 174-177).
8. Kilichov, M. H., & Hairylaeva, N. N. (2017). MODEL LOOP BUNDLING AS A BASIS FOR THE FORMATION OF COMPETITIVE MOBILITY SPA COMPLEX. In СОВРЕМЕННОЕ ЭКОЛОГИЧЕСКОЕ СОСТОЯНИЕ ПРИРОДНОЙ СРЕДЫ И НАУЧНО-ПРАКТИЧЕСКИЕ АСПЕКТЫ РАЦИОНАЛЬНОГО ПРИРОДОПОЛЬЗОВАНИЯ (pp. 1865-1867).
9. Khamidov, O., & Khayrullaeva, N. (2021). IMPROVING MANAGEMENT MECHANISMS FOR ECOTOURISM IN UZBEKISTAN. " Экономика и туризм" международный научно-инновационной журнал, 1(1).
10. Nematilloeyvna, K. N., Salimovna, N. G., & Muxammedovna, T. M. (2021). The genesis of the Essential Content of the Hotel Service as an Object of Consumer-Oriented Marketing. Academic Journal of Digital Economics and Stability, 12, 54-62.
11. Xayrullayeva, N. (2021). THE IMPORTANCE OF SUSTAINABLE AND



EDUCATIONAL TOURISM IN THE INTERNATIONAL PANDEMIC PERIOD (ON THE EXAMPLE OF UWTO AND UZBEKISTAN). ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

12. Hayrullayeva, N. (2021). THE ESSENCE AND MAIN DIRECTIONS OF INNOVATIVE DEVELOPMENT OF THE UZBEKISTAN ECONOMY. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

13. Hayrullayeva, N., Kadirova, S., & Aripova, M. (2021). ORGANIZATION OF REGIONAL TOURISM BASED ON TOURISM AND INNOVATION CLUSTER. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

14. Hayrullayeva, N., Kadirova, S., & Aripova, M. (2021). The Role of Education and Sustainable Tourism in Achieving Cost-Effectiveness during a Pandemic. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

15. Nematilloevna, K. N., Khabibulloyevna, K. S., & Mahbuba, K. THE ECONOMIC ESSENCE OF THE SYSTEM" NATURAL AND RECREATIONAL AREAS IN TOURISM SPHERE".

16. Qilichov, M. H. (2019). A model of competitive tourism formation based on infrastructure and domestic tourism. Economics and Innovative Technologies, 2019(5), 6.

17. Kilichov, M., & Dolores, T. S. M. (2021). SUSTAINABLE HERITAGE TOURISM DEVELOPMENT RESEARCH MODEL AT HERITAGE RESOURCES. " Экономика и туризм" международный научно-инновационной журнал, 1(1).

18. Kilichov, M. (2021). THE SILK ROAD AT BUKHARA (UZBEKISTAN). ENHANCING HERITAGE AND LOCAL DEVELOPMENT. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

19. Kilichov, M. (2021). BUILT HERITAGE USAGE FOR SUSTAINABLE TOURISM DEVELOPMENT IN BUKHARA (UZBEKISTAN). ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

20. Hayrullayeva, N., & Kilichov, M. (2021). ECO TOURIST PRODUCT IN

JIZZAKH REGION: POTENTIAL AND DEVELOPMENT TRENDS, PROBLEMS USE OF RECREATIONAL RESOURCES. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

21. Nematilloeyvna, K. N., Salimovna, N. G., & Muxammedovna, T. M. (2021). Potential, Mechanisms and Scenarios of Sustainable Tourism Development in Regions of Uzbekistan. CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE, 2(12), 32-39.

22. Xayrullayeva, N., Kadirova, S., & Aripova, M. (2021). The Role of Education and Sustainable Tourism in Achieving Cost-Effectiveness during a Pandemic. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 8(8).

23. Qilichov, M. H. (2019). A model of competitive tourism formation based on infrastructure and domestic tourism. Economics and Innovative Technologies, 2019(5), 6.

24. <https://uzbekistan.travel/ru/o/v-uzbekistane-zapuskaetsya-novaya-sistema-bezopasnogo-turizma/>

25. <https://themag.uz/post/aziz-abduhakimov>