



## **Hotel Industry in Uzbekistan: Analysis of the Current Situation in Samarkand**

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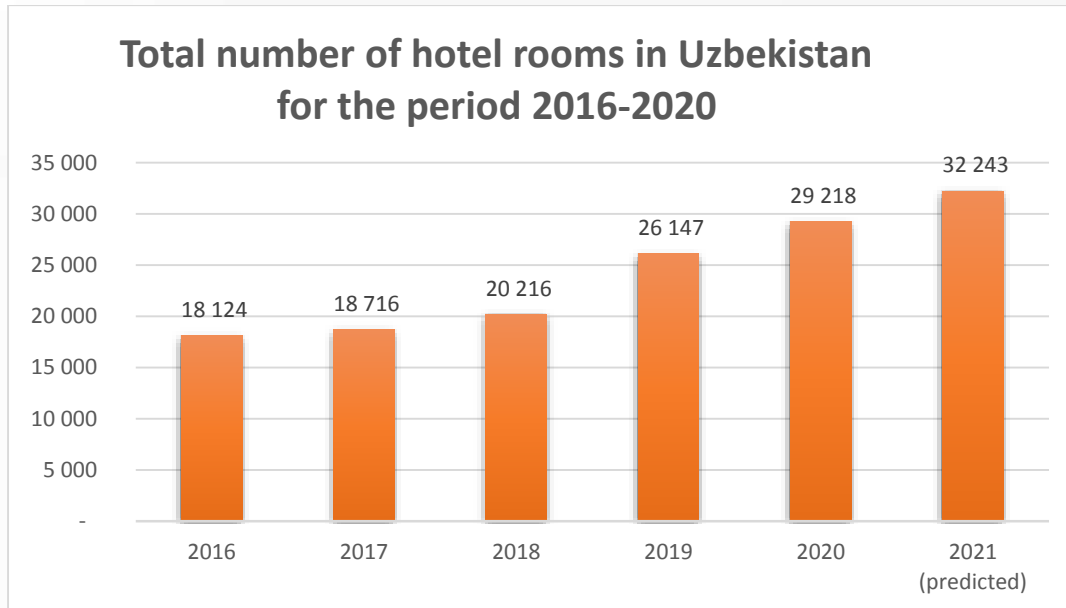
*Chief of the shift "Air Marakanda"*

***Anstarc:** The hotel industry, which is a subdivision of the hospitality industry, plays an important role in the economic development of the country. Obviously, every tourist-oriented country knows the benefits of the hotel industry, such as employment and income streams, and supports this industry to generate large incomes which contributes to the country's development. The paper aims to study the hotel industry of Uzbekistan by using statistical data and analyze them to determine predictions for the future. The paper includes a review of the literature, in which can be seen the current situation in the hotel industry in Uzbekistan, research methodology, analysis of the results and conclusion.*

***Key word:** hotel industry, statistics, tourist satisfaction, private sector, tourism industry*

The market size of the hotel and resort sector worldwide reached 1.24 trillion U.S. dollars in 2018' (Statista, 2021). According to Sputnik, 5,346,200 tourists visited Uzbekistan in 2018, and 6,748,500 tourists in 2019 (Sputnik, 2019). In order to improve tourism in the country, State Program for the Development of the Tourism Sector of Uzbekistan till 2025 was approved by President Shavkat Mirziyoyev (UN, 2019). According to this program, it is planned to bring the figure to 9 million, and tourism revenues from 1 billion to 2.2 billion dollars by 2026 (Abdukerimov, 2019). Taking into account the fastest growing tourism sector in Uzbekistan, the accommodation possibilities of Uzbekistan should also be considered. Deputy Prime Minister Abduganiev states that Uzbekistan needs 44 thousand additional hotel rooms. For this reason, in 2019-2021, it is planned to build more than 1,500 hotels in the country and bring their number to 2,394, and the total number of places to 50,044. The government of Uzbekistan will also support foreign investors and private sector wishing to develop the hotel business in this country. For this, \$ 100 million was allocated (Abdukerimov, 2019).

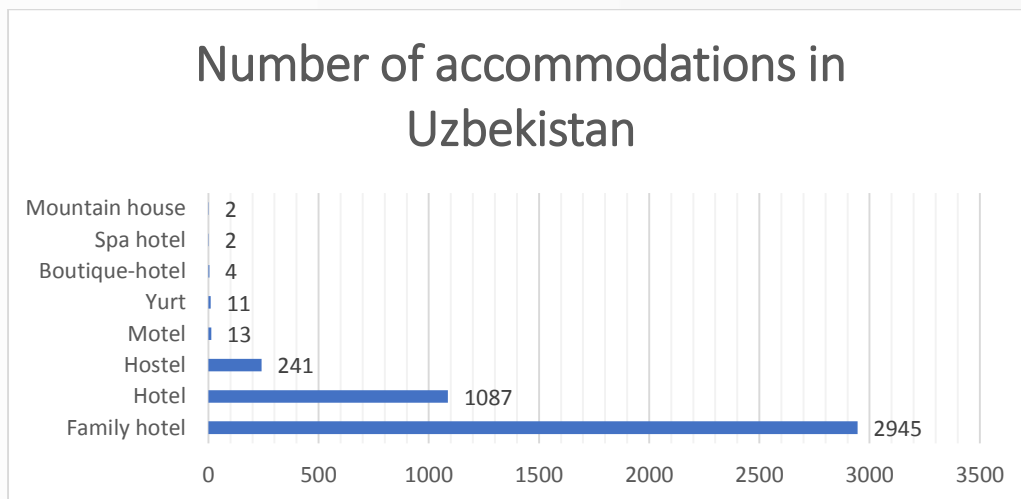
3,000 hotel rooms were commissioned in Uzbekistan during 2020 despite coronavirus crisis (Podrobno, 2021). The total number of rooms increased from 18.1 thousand to 29.2 thousand units for the period 2016-2020 (Uzbektourism, 2021).



Source: made by author according to statistics of the State Tourism Committee of Uzbekistan (2021)

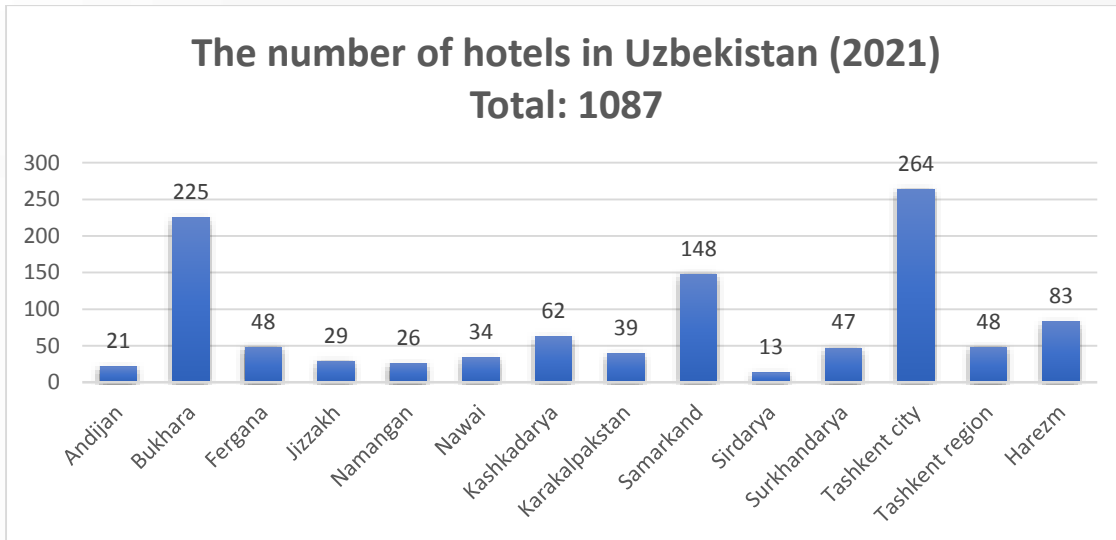
#### **Statistics of accommodations in Uzbekistan**

According to the State Tourism Committee of Uzbekistan, the latest statistics were compiled by the author: there are 1,087 hotels, 241 hostels, 2,945 family hotels, 13 motels, 11 yurts, 4 boutique hotels, 2 spa hotels and 2 mountain houses in Uzbekistan today. (Uzbektourism, 2021).



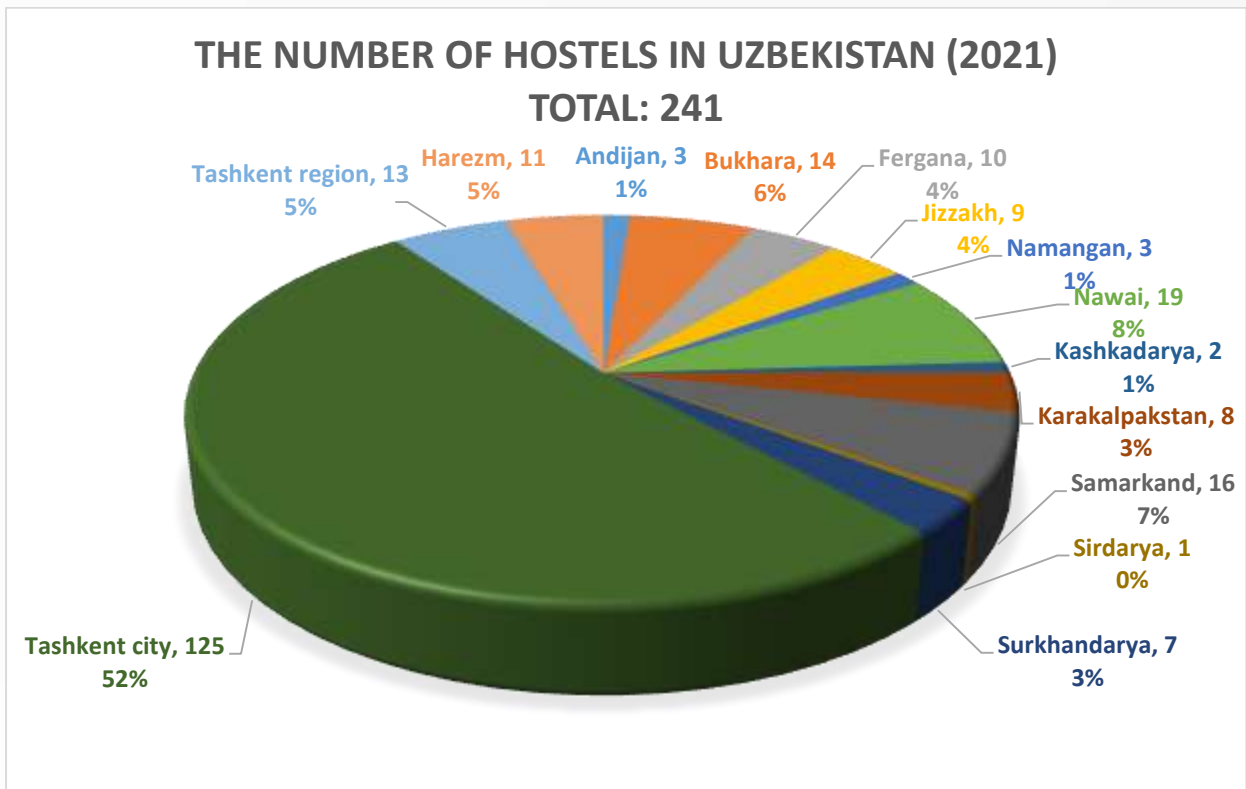
Source: made by author according to the data of the State Tourism Committee of Uzbekistan (2021)

Out of 1087 hotels, most of them are located in the city of Tashkent (264; 24%), Bukhara is second place with 225 hotels (21%) and 148 hotels (14%) are located in Samarkand. 59% of hotels are located in these 3 cities of Uzbekistan. Another 41% refers to other regions of the country: Andijan (21; 2%), Fergana (48; 4%), Jizzakh (29; 3%), Namangan (26; 2%), Navai (34; 2%), Kashkadarya (62; 6%), Karakalpakstan (39; 4%), Sirdarya (13; 1%), Surkhandarya (47; 4%), Tashkent region (48; 4%), Kharezsm (83; 8%).



Source: made by author according to the data of the State Tourism Committee of Uzbekistan (2021)

The total number of hostels in Uzbekistan is 241. 52% of them are located in the city of Tashkent (125), 8% in Navai (19) and 7% (16) are located in Samarkand.



Source: made by author according to the data of the State Tourism Committee of Uzbekistan (2021)

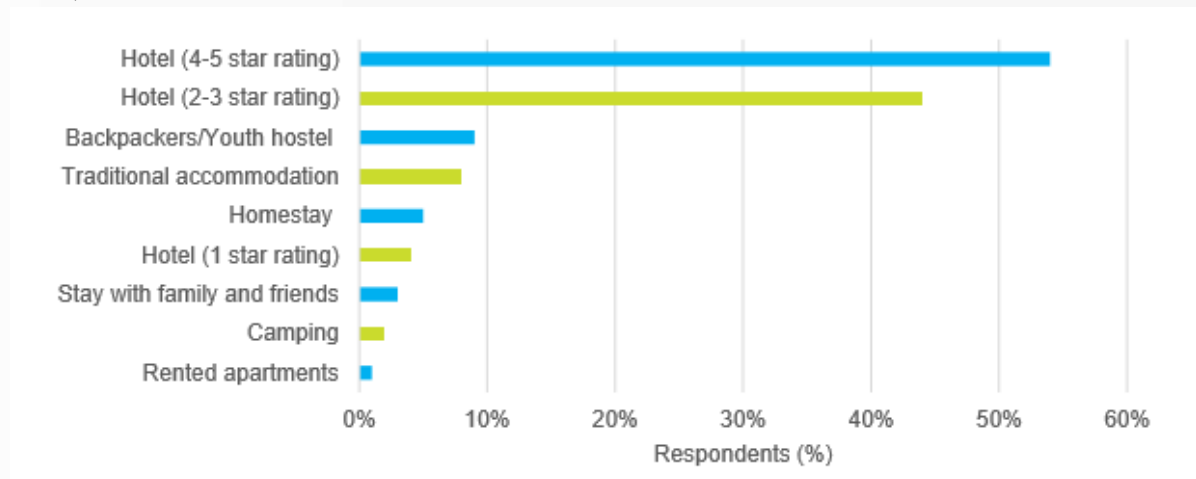
#### Methodology

Analytical research methodology is used to achieve the goal of the paper. This method of research helps to analyze the data based on statistics. The necessary data for the paper is collected from relevant sources, statistics, documents, and official websites. The main data for the research were taken from the official website of the State Committee for Tourism of Uzbekistan. To obtain



the best result, data from a World Tourism Organization (UNWTO) survey on international visitors to Uzbekistan in 2014 and data from a survey of the State Committee for Tourism of Uzbekistan on international visitors in 2018 were used. Comparing 2014 and 2018 data helps to analyze the current situation and make a forecast for the future.

The Uzbekistan Tourism Economy Survey 2014 (UNWTO) shows that the majority of tourists (54%) preferred to stay in 4–5 star hotels during their travels in Uzbekistan (UNWTO, 2016).



Source: World Tourism Organization (UNWTO) Uzbekistan visitor Economy Survey 2014

This indicator changed in 2018. According to a survey by the State Committee for Tourism of Uzbekistan, 43.6% of visitors chose to stay with families and friends. This is due to the fact that 85.1% of them are residents of the CIS countries (the reason for the increase in the number of tourists from the CIS countries is associated with the abolition of an entry visa to Uzbekistan). Nevertheless, 4-5 star hotels are in great demand among tourists from Europe (37.0%), the Asia-Pacific region (43.0%), the Middle East and North America (75%) (Uzbektourism, 2018).

#### **Analysis of the current situation with future predictions**

1) Out of 1087 hotels in Uzbekistan, only 9 are five-star hotels.

Out of 9 out of 5-star hotels (Hilton Tashkent City, Miran International Hotel, City Palace Hotel, Whyndham Tashkent Hotel, Hyatt Regency Tashkent, International Tashkent Hotel, Hotel Bogishamol, Ichan Qala Premium Class Hotel, Royal Residence-Apart Hotel), only 1 (Hotel Bogishamol) of them are located in Andijan region, the rest - in Tashkent.

Since ancient times, Samarkand has been the center of civilization. This elegant capital of Amir Timur's empire, located on the Great Silk Road, has always been admired. Millions of people want to visit this fabulous city today, thanks to its historical heritage and culture. A tourist who wants to visit the city for the first time comes to the city with good imagination and expectation. The mission is to meet expectations. The absence of a five-star hotel in the main tourist city of the country affects not only to the image of the city but the country also.

2) As already mentioned, there are 148 hotels in Samarkand. With a large tourist flow, there are not enough hotels and accommodation for guests. In addition, people of different categories can come to Uzbekistan: diplomatic persons, businessmen, students, youth or elderly people. According to statistics, the demand for small size accommodation is growing rapidly. This is also facilitated by the development of domestic and Ziyarat tourism within the country. The number of individual travelers may also increase. Therefore, there should be a wide variety of accommodation in



Samarkand: from hostels to five-star hotels. A rapidly changing market may cause increased competition, and everyone will try to provide more and more value-added services to attract customers. This situation will lead to an increase in the quality of service in the hotel business. By improving the quality of service in the hotel business in Samarkand, satisfaction of tourists is achieved. The satisfaction of tourists plays a major role in the development of the hotel industry, because satisfied with the quality of service or any other tourism product, they can recommend it to their friends and other people which can positively impact the development of the tourism industry in Uzbekistan. As can be seen from the statistics of the survey of the State Tourism Committee of Uzbekistan in 2018, the majority of tourists chose Uzbekistan for their future destination on the recommendation of friends, relatives (54.3%) and social networks (16.6%) (Uzbektourism, 2018).

### **Conclusion**

Analyzing all the above statistics, we can conclude that in the near future, an intensive development of the tourism industry is expected in Uzbekistan. Therefore, the country's position to increase the number of hotels throughout the country is a sure way to a solution. The government's decision to support the private sector by providing subsidies to them contributes to tourism development in the future.

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