

The development of wellness tourism in Uzbekistan

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ABSTRACT

(Uzb) Ushbu maqola O'zbekistonda tibbiyot turizmini rivojlantirish jihatlarini ochib beradi. Ma'lumki, respublikada xalqaro va ichki turizmni rivojlantirish uchun imkoniyatlar mavjud, bunda ko'plab moddiy-madaniy meros ob'yektlari, o'zbek xalqining betakror milliy taomlari va betakror mehmondo'stligi sayyohlarni o'ziga tortadi. Bundan tashqari, bizda tabiat bilan bog'liq juda ko'p joylar mavjud bo'lib, ular tashrif buyuruvchilar uchun dam olish markazlarini yaxshilash imkonini beradi. Ushbu tadqiqotning maqsadi O'zbekistonda tibbiyot turizmining rivojlanishini tahlil qilishdan iborat.

(Rus) В данной статье раскрываются аспекты развития оздоровительного туризма в Узбекистане. Как известно, республика имеет возможности для развития международного и внутреннего туризма, о чем свидетельствуют многочисленные объекты материального и культурного наследия, уникальная национальная кухня и непревзойденное гостеприимство узбекского народа, привлекающие путешественников. Кроме того, у нас есть огромное количество мест, связанных с природой, которые позволяют улучшить рекреационные

центры для посетителей. Целью данного исследования является анализ развития оздоровительного туризма в Узбекистане.

(Eng)This article reveals aspects of the development of wellness tourism in Uzbekistan. As we know, the republic has opportunities for the development of international and domestic tourism, as evidenced by the many objects of material and cultural heritage, unique nature, national cuisine and unsurpassed hospitality of the Uzbek people attract travelers. Besides that we have huge number of places related to nature which enable to improve recreational centers for visitors. The purpose of this study is to analyze the development of wellness tourism in Uzbekistan.

Keywords: Tourists, Wellness services, Infrastructure, Recreation, Wellness tourism, Convenience.

INTRODUCTION

Past couple of years has witnessed an unprecedented surge of innovation and progress in tourism industry. The worldwide economic slowdown forced industry players to look for new avenues to boost the bottom lines and also pay attention to provide unusual and attractive places in order to give customers a good reason to explore and travel.

Wellness tourism is a travel in which the aim of traveller is to encourage, enhance and improve health and well-being through physical, mental or spiritual actions (Dimmon, A.)[14]. Wellness tourism is frequently interrelated with medical tourism because safety of health inspires the tourists. Wellness travellers are proactive in the quest of enhancing or maintaining health and quality of life, mostly focusing on prevention, whereas medical travellers normally travel reactively to get cure for a diagnosed disease or condition.

MAIN BODY

In recent years in Uzbekistan, along with traditional forms of travel, wellness tourism has also developed. Uzbekistan places particular emphasis on the modernization of the tourism industry, the development and improvement of the regulatory framework for the sustainable development of the industry, and the organization of tourist services in accordance with international standards[2].

The last two programs of World Tourism Organization like Rural development and Best tourism villages showed that tourist can be attracted more through nature based places. It means wellness tourism also will be the key factor to take attention of travellers.

Within the US\$3.2 trillion global tourism economy, wellness tourism is estimated to total US\$438.6 billion or 14 percent of all domestic and international tourism expenditures (The Global spa and wellness economy monitor, 2014)[6]. Driven by growth in Asia, the Middle East, and developing countries, wellness tourism is expected to grow 50 percent faster than the overall tourism industry over the next five years [5]. (IMTJ, International Medical Travel Journal. 2019) Domestic wellness tourism is considerably larger than its international equivalent, representing 84 percent of total wellness travel and 68 percent of all wellness expenses [1]. (WTO)

Uzbekistan is well known not only for its historical and legendary architecture, but also for health tourism related places as well.

The geographical location of our country makes it possible for people who need cure. Any landscapes, mountains, valleys, rivers and lakes can be found in the territory of Uzbekistan [7]. We have a lot of recreational centers such as Beldersay, Chorvoq, Zomin, Chimyon and so on[8]. However infrastructure and conveniences of these destinations for customers are in a poor condition.

We should follow these given main measures for the development of wellness tourism in Uzbekistan.

1. Investors should be attracted from all around the world to improve infrastructure for services and create international standards of this sphere. Private sector should be dominant.
2. Other factors for the development of wellness tourism is the creation of a material and technical information and analytical database that meets the requirements of the world, and the creation of an infrastructure for services.
3. Sending of specialists to the countries with developed wellness tourism such as USA, Japan, Canada, France and Germany for training and exchange of experience, taking into account the fact that in the republic there is not enough qualified specialists who meet international standards in the field of wellness tourism [10].
4. Determining the rights, privileges and taxes related to wellness tourism organizations, obtaining visas for foreign tourists and simplifying customs procedures.

The modern education of people has increased the human awareness about personal health and wellbeing that means demand to health tourism became on the top [10]. For that in Uzbekistan, tourism service providers are trying to expand wellness services such as spa and health treatments, sports facilities, spiritual activities, massages, occupational health therapy, beauty treatments, and rehabilitation programs, etc. (all of them are natural and don't used chemical things)[11]. In addition, fresh air of picturesque mountains and local healthy cuisines attract travelers. That is why we should use these potentials to boost economy of Uzbekistan.

On the initiative of President of the Republic of Uzbekistan Shavkat Mirziyoev, The resolution on additional measures for the development of traditional medicine in the Republic of Uzbekistan was accepted in 10.04.2020, This, in turn, will be a solid basis for the development of wellness tourism [11].

Conclusion

Success of wellness tourism depends on the satisfaction of tourist and it can be achieved by giving good quality services expected by service providers. For the successful development of wellness tourism, the tourists must be satisfied and the wellness service providers must maintain good service quality [11]. Through analytical findings it has been found that the awareness of tourist about wellness tourism destinations plays key role to attract tourists. In addition, infrastructure of destinations should be improved with clear strategy.

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