

# Japanese Experience in Increasing the Efficiency of Tourist Territories in Uzbekistan

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## ABSTRACT

Uzbekistan has great potential in the field of tourism, and it is necessary to study foreign experience in its development. This article examines the experience of Japan in the field of tourism and analyzes its indicators. Tourism potential and touristic prospect in Uzbekistan is viable. These are, first of all, unique cultural monuments that resemble our rich history and national value of our country.

**KEYWORDS:** *Tourism potential, unique monuments, travel, tourism, trade, technology, cuisine, popular culture, shopping, economic growth, regional recovery, revenue.*

## INTRODUCTION

Tourism potential and touristic prospect in Uzbekistan is viable. These are, first of all, unique cultural monuments that resemble our rich history and national value of our country. Tashkent, Samarkand, Bukhara, Khiva, Shakhrisabz and other ancient cities are important cities that reflect thousands of years of vivid mankind development processes that started from Central Asia throughout the Great Silk Road. In addition, our republic is geographically very convenient, located in the heart of Central Asia. We also

studied the results of the analysis of the Japanese tourism industry, which has achieved high results in the field of tourism over the past 20 years, in order to further increase the tourism performance in Uzbekistan, based on the experience of developing countries today.

With its strategic importance to the Asian economy, Japan is an important global hub for trade, technology, cuisine, popular culture, and shopping. In recent years, Japan has become one of the countries with high tourism potential. After a relative recession from 2006 to 2010, Japan's future tourism grew by 33% per year in 2011-2015. In 2014, Japan ranked 22nd in terms of the number of foreign tourists among the countries with the highest influx of tourists. Given the sharp increase in tourism revenues over the same period, the Japanese government recognizes that incoming tourism could be an important mechanism for economic growth and regional recovery. At the same time, the impact of tourism on Japan's GDP is still relatively low: tourism revenues account for only 0.5 percent of GDP, followed by Thailand in Asia (10.4 percent), France (2.4 percent) and the United States (1.3 percent). ) is much lower than in developed countries.

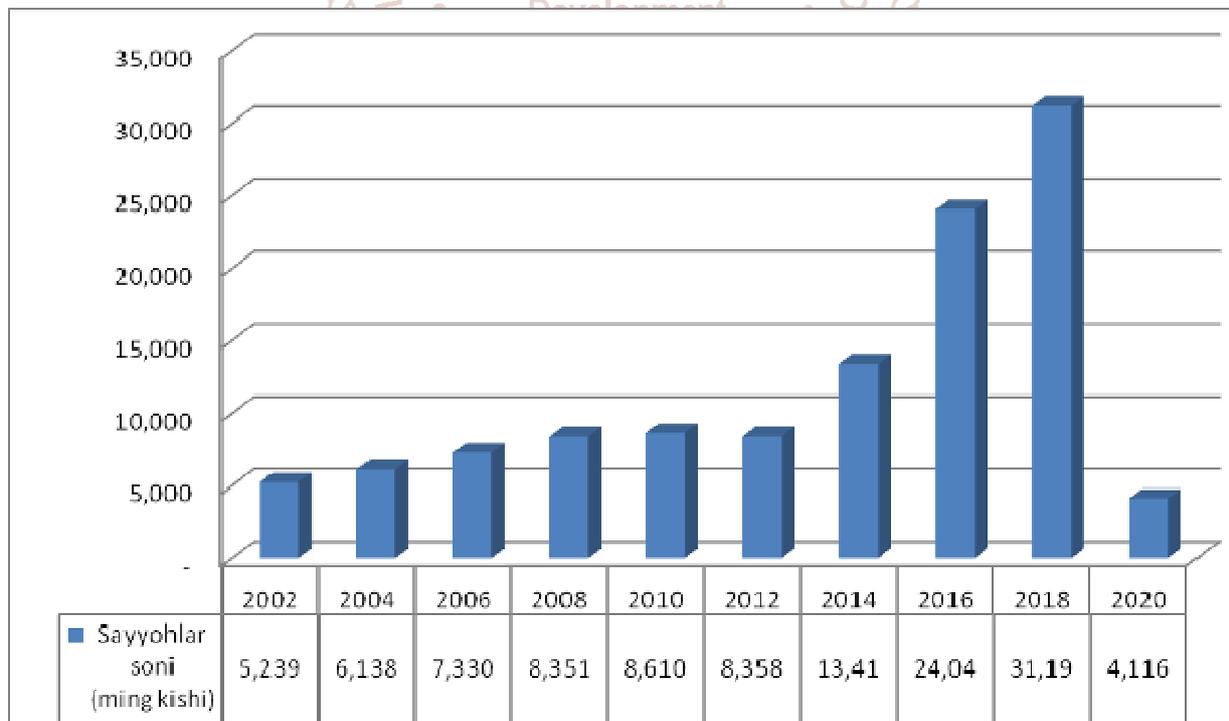


Figure 1 Dynamical change in the number of foreign tourist visits in Japan.

Japan has taken a number of measures to achieve these results, including: Facilitating the visit of tourists from China, Malaysia and Thailand to Japan. In 2014, the Japanese government announced that visitors from Malaysia and Thailand did not feel the need for a visa to visit Japan. Following this move, visa requirements for Chinese tourists were eased in 2015; previously issued to them on single-use visas, Chinese citizens above a certain income level can now obtain five-year visas without restrictions

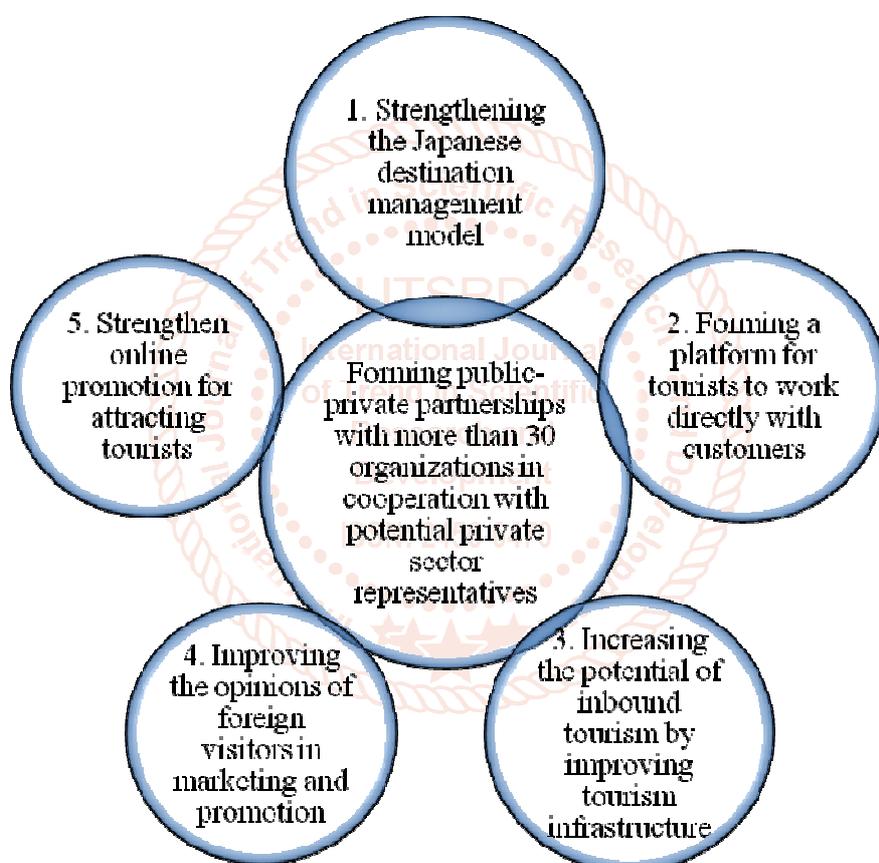
for visits. It should be noted that in 2013, the Japanese government ratified and implemented the “open skies” agreement, which increased the arrival and departure limits in the Tokyo metropolitan area (Haneda and Narita) from 0.5 million flights in 2010 to 0.7 million flights in 2013. The regulation of this airline has had its desired effect, with the number of flights to Japan’s six largest airports increasing by 18.4% from 2010 to 2013.

These policy changes coincided with two key external factors combined to create the ideal conditions for the rapid growth of Japanese tourism. The first was that between 2012 and 2015, the Japanese yen depreciated by 30 percent against the U.S. dollar. The second is China’s huge economic growth of 17% (in nominal terms) from 2009 to 2013, and China’s outbound tourism has more than doubled.

Japan has taken a number of measures to increase its tourist attraction and increase the flow of tourists to tourist areas, including the road memory, which has been developed to highlight the following aspects:

1. Constant practical work is being done to ensure the cheapness of tourism products, services and travel in the tourist area.
2. Constantly increase the awareness of tourists about the objects of tourist attraction.
3. The official web portal of the Japanese Department of Tourism is excellently organized and provides maximum convenience for customers planning a trip. The next step for the Japanese government is to create a large social network that is convenient for data processing and to receive consumer feedback.
4. Japan has consistently supported and sponsored international competitions and sporting events.

This roadmap has many benefits and potentials for boosting Uzbekistan’s tourism potential. This is due to the fact that Uzbekistan is also a country rich in high-potential tourism facilities and ancient monuments.



**Figure 2 Roadmap for the development of the Japanese tourism industry**

The sequence of the road map is as follows:

1. Strengthening the Japanese destination management model.

There are currently 80 nominees from management organizations in Japan, which play an important role in assessing the country’s tourism demand and supply. These organizations can be further expanded by working as ‘travel agencies’ offering tours, collaborating and implementing activities such as marketing and legislation at the national level with the support of the Japan Travel Agency (JTA). This cooperation is crucial to ensure that the expansion of Japan’s tourism industry revitalizes local regions.

2. Forming a platform for tourists to work directly with customers.

Research has shown that tourists visiting Japan again are not informed about the changes and news in their previous

destinations. The formation of a single electronic platform could increase overall tourism and help Japan attract more tourists, including the distribution of tourism products in local regions.

3. Increasing the potential of inbound tourism by improving tourism infrastructure. Using the experience of many tourist-receiving countries today, Japan aims to provide the most favorable conditions for tourists and facilitate organizational processes. The aim is to attract as many tourists as possible to the country.

4. Improving the views of foreign visitors in marketing and promotion. Practical work in this area is often focused on European countries, taking into account the high incomes and high propensity of European peoples to travel.

5. Strengthen online promotion in attracting tourists. The low level of awareness of visitors about Japan's tourist wealth means a low level of sharing the positive impressions of previous visitors with others. Thus, the country can increase Japan's organic popularity among global travelers by using previous visitors as "ambassadors".

The study concludes that the Japanese government has developed a special roadmap to ensure the development of tourism in the country, resulting in a sixfold increase between 2002 and 2018. Taking into account the natural and historical features of our country, it would be expedient to develop an Uzbek model of a long-term roadmap.

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