



International Congress on Economics, Management and Business Studies

Hosted Online from New York, USA

Date: 23rd March, 2026

Website: <https://econferencia.com>

STRATEGY FOR IMPROVING TOURISM EFFICIENCY BASED ON MARKETING RESEARCH

Zuparova Nargiza Aripjanovna

Alfraganus University,

Department of International Tourism Management

Master's student of group TvM-M-24-2

Yusupov Saidvali Shukrullayevich,

Alfraganus University,

Professor of the Department of
International Tourism Management,

Doctor of Economics (DSc)

Abstract:

This article examines the strategy for improving the efficiency of pilgrimage tourism based on marketing research, which examines the need for a radical improvement in the system of providing tourism services to increase the potential of tourism, further measures to increase the potential of domestic tourism. and foreign tourism, and also indicates comprehensive measures to solve the main problems in the field of tourism, the need to develop an action plan and other issues.

Keywords: Marketing research, strategy, efficiency of pilgrimage tourism, tourism services, domestic and foreign tourism, tourism competence.

To increase the tourism potential of the regions of our republic, it is necessary to radically improve the system of providing tourism services. First of all, this



International Congress on Economics, Management and Business Studies

Hosted Online from New York, USA

Date: 23rd March, 2026

Website: <https://econferencia.com>

requires the creation of new tourist routes. This is an initial stage that will take a long time. Also, for the rapid development of the tourism sector, it is necessary to attract large-scale investments, introduce innovative ideas and technologies into the sector, and effectively use the resources and opportunities of the rich natural, cultural and historical heritage of the region. In this regard, great attention has been paid to issues related to the development of tourism, and specific tasks have been set for its development, and a special decree of the President of the Republic of Uzbekistan has been adopted on this issue¹.

These adopted legal documents are aimed at creating opportunities for the organization of new tourist destinations in the tourism sector. Since the country has great potential for tourism activities, this, in turn, is associated with the comprehensive development of principles for improving the management of the tourism sector in Uzbekistan. The most important tasks in this direction are the rapid development of developing tourism sectors.

Also, tourism, which is developing rapidly in countries around the world, is the most profitable sector in the country's economy. Therefore, the development of tourism is a matter of state importance and requires the study of tourism development problems. Without knowing tourism, it is impossible to join the world tourism community, cooperation, and develop the tourism sector in Uzbekistan at the international and local levels. By doing this, an increase in tourism potential will be achieved.

The provision of tourism services is of great importance to increase the tourism potential of each region. In this regard, the development of tourist tours, which are the basis for the development of national tourism, and the organization of trips

¹ Decree of the President of the Republic of Uzbekistan "On measures to ensure the accelerated development of the tourism sector of the Republic of Uzbekistan". Collection of Legislation of the Republic of Uzbekistan, 2016, No. 49, Article 558.



International Congress on Economics, Management and Business Studies

Hosted Online from New York, USA

Date: 23rd March, 2026

Website: <https://econferencia.com>

based on these routes, which attract tourists widely, are important issues. Because the provision of new services attracts many tourists.

Indeed, the demand for tourism services today is very high, which requires specialists working in this field to have high knowledge, qualifications and experience. This will help attract tourists to the tourism sector. The provision of tourism services should be carried out together with transport, accommodation, catering and excursion services.

Today, the issue of future development of the sector in order to increase tourism potential is reflected in the reports of the President of the Republic of Uzbekistan, which set out important tasks and measures for the implementation of new target programs adopted for the comprehensive and intensive development of regions. Indeed, new target programs for the comprehensive development of regions have been developed and are being implemented.

First, in order to fully realize these opportunities, it is necessary to study and increase tourism potential. Therefore, the legal basis for increasing tourism potential based on the development of the tourism sector in the regions of our republic is being provided. In this regard, on the basis of the Decree adopted by the President of the Republic of Uzbekistan, favorable conditions have been created for the development of the tourism sector through the wide attraction of investments, the introduction of innovative ideas and technologies, and the effective use of the resources and opportunities of the country's rich natural, cultural and historical heritage.

President Sh. Mirziyoyev stressed the need to fully utilize the opportunities of pilgrimage tourism in our country at a videoconference meeting on measures to further increase the potential of domestic and foreign tourism².

² <https://kun.uz/kr/news/2022/09/19/prezident-ziyosat-turizmi-imkoniyatlaridan-toliq-foydalanish-zarurligini-aytdi>



International Congress on Economics, Management and Business Studies

Hosted Online from New York, USA

Date: 23rd March, 2026

Website: <https://econferencia.com>

The Ministry of Finance was instructed to allocate 40 billion soums to the local budget to improve the infrastructure of pilgrimage tourism facilities in Bukhara. In addition, the Ministry of Tourism was tasked with increasing flights to Samarkand, Bukhara and Tashkent from Indonesia, Malaysia, India, Pakistan, Bangladesh and Arab countries with high potential for pilgrimage tourism.

The authorities were instructed to fully utilize the potential of more than 1,200 pilgrimage sites in our country and approve a program to attract at least 1 million tourists per year.

Taking into account the diversity of religions, sects and approaches of tourists coming to visit, it was pointed out that it is impossible to decide on what food to offer to representatives of which religion or sect, how to equip hotels and places of worship without scientific approaches.

It was also noted that there is a shortage of specialists and guides who can provide information about holy places, saints and pirs.

In this regard, the Islamic Academy and Silk Road University were tasked with developing scientifically based approaches for countries with a large flow of pilgrimage tourism.

In conclusion, it is necessary to develop a comprehensive plan of measures to quickly resolve the main problems in the tourism sector, which involves the implementation of the following:

- radically improving the visa policy and visa issuance system for foreign tourists;
- improving the services provided to air passengers and improving conditions at international airports;
- eliminating unnecessary obstacles to the voluntary passage of travel for foreign tourists, including those who come to Uzbekistan for active tourism purposes;
- supporting the activities of tourism entities and carriers for the further development of domestic tourism;



International Congress on Economics, Management and Business Studies

Hosted Online from New York, USA

Date: 23rd March, 2026

Website: <https://econferencia.com>

-
- increasing the number of specialists and guides who can provide information about holy places, saints and saints;
 - organizing introductory excursions and tours for students, youth and others.

References:

1. Ibragimov N.S., Destination Management: The Art of Market-Based Tourism Management at the State Level. Tashkent: 2014. "Turon zamin ziyo", 148 pages.
2. Decree of the President of the Republic of Uzbekistan "On Measures to Ensure the Accelerated Development of the Tourism Sector of the Republic of Uzbekistan". Collection of Legislation of the Republic of Uzbekistan, 2016, No. 49, Article 558.
3. <https://kun.uz/kr/news/2022/09/19/prezident-ziyosat-turizmi-imkoniyatlaridan-toliq-foydalanish-zarurligini-aytdi>.