

**ROLE OF SHOPPING TOURISM FOR DEVELOPING
SUSTAINABLE TOURISM IN UZBEKISTAN**

(Thesis)

Abduraxmonov Shohrux

ORCID: 0009-0008-5901-653X

Shopping tourism is a new concept that is described as a modern kind of tourism performed by those for whom the acquisition of products outside their home country is a decisive element in their decision to visit (WTO, 2014). Shopping tourism is presently one of nations' primary strategic lines for promoting sustainable and quality tourism. This tourism creates and distributes money equitably, environmentally sustainable and has a good influence on the environment. It has a significant economic and employment impact in the towns and nations where it occurs as well as it promotes deseasonalization and diversification (The Shopping Quality Tourism Institute, 2015, 2017) [1,2,3]. Shopping tourism has a significant influence on employment and economic growth in the countries which making it a critical strategic industry. Europe has emerged as one of the world's most significant tourist destinations (TourSpain, 2018). In 2017 Europe was the world's most visited countries and earned almost 87,000 million euros from international tourism (WTO, 2018; MINCOTUR, 2019). The tourism industry therefore finished 2018 with a new high of 82.6 million foreign tourists and a total revenue of 89,678 million euros. Given these data, it is critical to capitalize on this potential market and invest on the quality and variety of tourist product offerings [4,5].

The tourism industry in Uzbekistan which is rich in historical treasures has enormous potential. National travel agencies are currently providing services such as group welcoming of visitors inherited from the prior union. However, many new and modern forms of tourism have emerged throughout the world and some of them might be beneficial to apply in Uzbekistan. It will almost certainly result in the production of new earnings and employment in these locations. New and inventive

types of tourism have emerged throughout the world in recent years. The commercialization of such new special interest tourism directions which are consistent with our Uzbek mentality and may promote sustainable tourism inside the nation where as opens the door to local and regional growth. In regards, Uzbekistan began offering shopping tours in the early 2000s. Many traveled to Turkey, Chin, and the United Arab Emirates to bring things and earn income. Such trading with neighboring nations continues in border areas. Many well-fed families are currently traveling to Europe and the UAE to buy during the seasons when discounts are offered. Uzbekistan also has the potential to grow its shopping tourism market. The industries such as jewelry should grow and establish a presence in the globe in order to attain this goal. In order to boost shopping tourism Uzbekistan should be the home of low-cost, high-quality textiles, clothing, and jewelry made of oriental delicacy produced of natural goods [6,7].

Shopping has lately been studied as a tourist activity. Purchasing tourism has gotten minimal attention as evidenced by the scarcity of publications in this field (Choi, 2016). Shopping is a popular and important tourism activity both for the traveler and for the location (Jin, 2017). It is one of the most important activities for tourists. In many circumstances, shopping is a major element in destination selection and in others, it may be the primary purpose for travel (Lehto, 2014). As a result, it is critical to understand the factors that influence tourist decisions (Hult, 2017) and the impact that purchases have on their journeys. Since the year 2000, academics have showed a growing interest in investigating people's motivations for purchasing while traveling and how they are impacted by the tourist location (Choi, 2016). Albayrak. (2016) reveal that most research dealing with the links between sociodemographic factors and purchasing attitudes, consumer satisfaction, retail features, outdoor environment and procurement assessment are relevant to tourists. *Therefore, this thesis proposes to adopt the national shopping tourism since it encompasses every aspect of shopping tourism. Buyers might be tourists, visitors or excursionists who travel to any touristic destination in Uzbekistan and engage in buying activities that contribute to the development of sustainable tourism.*

Tourism is an increasingly appealing choice for growing local commercial activity and retail commerce may be an active opportunity for the city to establish itself as a preferred destination (Tourspain, 2015). Tourism with good planning may contribute to the solution of cities' economic difficulties by assisting in the avoidance of business closures in cities that promote city growth. Shopping may be a significant source of revenue in cities (Murphy, 2011). Shopping tourism also helps to create jobs and promotes the image of cities as tourist attractions. In this regard, several towns utilize tourism shopping as a marketing technique to set themselves apart from the competitors. It should be remembered that not just the physical characteristics of a product influence consumer decision. Other factors that contribute to the utility of tourist behavior include visiting places and locations where one may learn about the local culture and develop social relationships. These factors are important for distinguishing cities based on their characteristics [8,9,10]. Better knowledge on the patterns and elements that influence retail visitors' behavior provides potential for cities' tourism industries. On the one hand, it allows for better sales and expenditure planning and it acts as a foundation for promoting alternative places of attraction, space creation also city brand development. As a result, a new strategic line arises for regions whose attraction might be based on retail tourism. They are often cities or localities with a pleasant environment distinguished by historical or natural elements located along tourism routes, in tourist destination areas or near metropolitan centers. They differ from metropolitan companies and shopping areas. However, in that they have specialized retail commerce and a unique environment.

Shopping tourism has been seen as a significant possibility for destinations. Tourism organizations have paid attention to the expansion of retail tourism. Because shopping visitors are so demanding these days. It is vital for the location to properly establish itself. To entice tourists to shop in the destination, a special marketing strategy should be used. Since shopping in a destination has become a trend for visitors worldwide, it is now equally necessary for destination management organizations to understand the various demands of consumers when

visiting their place. In response to changing consumer demands and desires, a consumer behavior study must maintain track of any changing segment from different marketplaces in order to promote sustainable tourism in Uzbekistan. The shopping tourism study from 2000 to 2019. Shopping tourism studies have been examined from a variety of disciplinary viewpoints. The principal issue is marketing views and the major subtopic concentrated on by academics is consumer behavior. The bulk of empirical research have used quantitative data and statistical analysis to better understand the behaviors of visitors. This covers their buying habits, experiences and behaviors, which are primarily based on primary data. In addition to consumer behavior as a significant subtopic chosen by academics, research on online shopping connected to the purchase of tourist goods has begun to rise in response to the technology entrenched in the tourism sector. The demand for internet purchasing reveals several sorts of tourist customers.

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