

UZBEKISTAN-INDIA COOPERATION IN THE FIELD OF TOURISM

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Abstract: *This work provides information on the development of cooperation between the Uzbek and Indian peoples in the field of tourism, which has contributed to the improvement of friendly relations between the two countries.*

Keywords: *tourism, exchange, event, meeting, service, delegation.*

The Indian side is also making a great contribution to the strengthening and further development of tourist exchange between Uzbekistan and India. This was evident in the fact that, thanks to the active efforts of Dalip Mehta, the Indian Ambassador to Uzbekistan, the "Uzbekistan Tourism Days" were held in Delhi in 1994. This event played an important role in providing a broad overview of the tourism industry in Uzbekistan among representatives of private tourism companies, as well as the Indian population. The activities of the Uzbektourism representative office in India play a significant role in disseminating information about the tourist potential of Uzbekistan. It should be noted that the representative office was headed by an Indian citizen, Lalit Ambardar.

Lalit Ambardar, who headed the Uzbektourism representative office in India, actively participated in promoting the tourism sector in Uzbekistan. On his initiative, a number of major events were held that contributed to the development of tourism cooperation between the two countries.

In particular, in 1994, a visit to India of a large cultural and technical delegation of the Uzbektourism National Company was organized.

In 1995, a meeting of the Uzbek Ambassador to India with representatives of the tourism sector of this country was held. The Secretary of the Government of India for Tourism, Mr. Lyngdoch, participated in this dialogue. During the conversation, the parties exchanged views on issues related to the dissemination of information about the existing tourist potential of India and Uzbekistan. It is worth noting that in order to promote the tourist potential of Uzbekistan abroad, at the initiative of the Indian side, in 1996-1997, the Indian television company "Star TV" showed an advertising and tourist video about Uzbekistan. The director of this television company, Mr. Rakesh Sharma, created several films. This, in turn, served to increase interest in Uzbekistan and increase the flow of Indian tourists. In order to expand cooperation in the field of tourism between the two countries, several meetings of representatives of both countries were held at once. During the conversation, the prospects for developing mutually beneficial cooperation between Uzbekistan and India in the field of tourism were discussed. Indeed, the rapidly developing tourist exchange, on the one hand, contributed to the enrichment of the peoples, the strengthening of their ties of friendship, and on the other hand, it served as a source of foreign exchange inflows to the state treasury, stabilizing its financial and economic situation.

Such events continued in subsequent years, and in February 1999, the fourth India-Uzbekistan intergovernmental meeting of the commission, held in Delhi, was attended by the National Chairman of the Uzbektourism Company V. Husanbayev. During this event, it was possible to meet with representatives of Indian tourist agencies and private companies. The issues of further work on revitalizing tourist relations between the companies of the two countries, as well as increasing the flow of mutual exchange with tourists and providing them with quality services, were discussed.

In particular, in October 1999, an international tourism fair called “Journey along the Great Silk Road” was held in Tashkent. Along with many foreign countries, representatives of the Indian “Government of India Tourist Office” organization operating in Moscow also participated in this fair. This event helped Indian colleagues to obtain detailed information about the development of the tourism industry in Uzbekistan.

In March 2000, a major international event in the field of tourism was held in Delhi. Representatives of the tourism business from many countries of the world participated in the summit on the topic “Problems and Opportunities of the Tourism Industry in the New Century”. Representatives of the National Company “Uzbektourism” also participated in this event. This created a new opportunity to strengthen existing cooperation and establish contacts with tourism companies from India and other countries of the world.

It should be noted that at this summit, existing problems in the field of receiving and servicing tourists were discussed, and proposals were put forward on the need to develop new, more interesting tourist routes for visiting ancient historical monuments and places of interest. Thus, the established ties between the tourist organizations of the two countries, international and round meetings at the levels of Uzbek-Indian dialogues further served to strengthen and expand cooperation in tourism. Many commercial tourist companies of the republic engaged in the reception and monitoring of tourists also contribute to the development of such cooperation.

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