

Analysis of The Formation and Prospects of Cooperation Between Uzbekistan And Pakistan In the Field of Tourism

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Abstract: The article analyzes the creation of the legal framework for cultural cooperation between Uzbekistan and Pakistan, the formation of cooperation in the field of tourism between the two countries, the current institutional situation in public diplomacy, and development trends. The author, based on sources, sheds light on the simplification of the visa procedure in the foreign policy of New Uzbekistan and its impact on the flow of tourism. He also discussed the advantages of cooperation in pilgrimage tourism between Uzbekistan and Pakistan. The article makes effective use of international and national scientific sources, data from the National Statistics Committee of the Republic of Uzbekistan and the Tourism Committee, and periodical press materials.

Keywords: Cultural cooperation, tourism, public diplomacy, institutional situation, development trends, foreign policy, visa regime, tourism flow, pilgrimage tourism.

Introduction: The Republic of Uzbekistan, as an independent state, attaches priority to cultural and humanitarian cooperation in interstate relations. This area plays an important role in bringing peoples of different countries closer together and strengthening interstate relations. At the same time, relations in the fields of culture and tourism serve to establish friendly relations between countries and peoples and bring interstate relations to a new level. It is also important that the development of the tourism sector brings great benefits to the country's economy. Uzbekistan is among the top ten countries in terms of tourism volume and the number of historical monuments. Today, there are more than 7,300 monuments in our country[1], about 140 of which are included in the UNESCO list. The ancient rich cultural history of our country is recognized by foreign tourists. Historically close and religiously close, Pakistan has established active relations in the field of tourism with the Islamic Republic. The legal basis for cooperation in the field of tourism between the Government of the Republic of Uzbekistan and the Islamic Republic of Pakistan is the

agreement of June 27, 1992 [2]. The establishment of cooperation in the field of tourism has become the basis for the revival and development of the ancient bonds of friendship between the two peoples. At the meeting of the Pakistan-Uzbekistan Joint Ministerial Commission held in Islamabad on March 30-31, 1993, Pakistan and Uzbekistan sent a cultural delegation consisting of specialists in tourism, culture and sports. The main objective of this delegation was to identify the tourism potential of the two countries and take their cooperation to a new level. This study analyzes the current state of the tourism sector, the growth of tourist flows and tourist destinations over the years.

METHODOLOGY

The article presents and concludes the analysis of Uzbekistan's cultural cooperation with Pakistan based on historical-analytical methods, statistical analysis, content analysis, and a systematic approach.

LITERATURE ANALYSIS ON THE TOPIC

The study reviewed several foreign and local existing literature on Uzbek-Pakistani cultural relations. The

article conducted a comparative analysis of the information presented in several literatures on the topic. In particular, the appeal of the President of the Republic of Uzbekistan Sh. Mirziyoyev[3], the article by Pakistani researcher Mahboob Hussain entitled Historical connection between South and Central Asian: Revitalizing cultural linkages analyzed the historical connection between Uzbekistan and Pakistan, the historical commonality of ancient intercity connections, and the well-established historical ties[4]. The article by Pakistani researcher Mehreen Gul Rejuvenating regionalism into academic cooperation: Central & South Asian connectivity discussed the issues of strengthening regional cooperation in the South and Central Asian region, the Great Silk Road, and its historical significance[5]. F.O. Ismatullayev's monograph Strategic Cooperation between the Republic of Uzbekistan and the European Union: Formation, Problems, Prospects (1991-2022) discusses the tourism potential of Uzbekistan and the reforms carried out in this regard[6]. In Sh. Aripov's dissertation Digital Diplomacy, information was obtained and analyzed on the wide use of the media world in increasing tourist flows, focusing on tourism in creating a state image.

RESULTS

Uzbekistan stands out as a geographical and demographic center in the center of Central Asia. In particular, it ranks first among the Central Asian countries in terms of its tourist potential. Uzbekistan began cooperation with the Islamic Republic of Pakistan, a country in the South Asian region, in the field of tourism after the agreement signed in 1992. Although cooperation in the field of tourism slowed down somewhat in the early years, a number of documents were signed in the following years aimed at increasing its effectiveness in this regard. Signed in March 2005 Cultural cooperation The document on the organization of tours for tour operators of Uzbekistan and Pakistan, which will provide an opportunity to familiarize themselves with the tourism potential of the two countries, the ministries and departments of the two sides will organize specialized tourism exhibitions in the two countries and exchange information related to the exhibitions [7]. In the second half of 2006, 22 Pakistani travel companies signed an agreement on cooperation with Uzbek companies [8]. In 2010, 3,376 Pakistani tourists visited the Republic of Uzbekistan for various purposes, while in 2011 this figure amounted to 4,883 people. In 2012, 5,503 Pakistani citizens arrived for the purpose of study, service, treatment, tourism and medical treatment [9]. As a result of the reforms carried out in Uzbekistan in 2017, the tourism sector was also reformed. In the Islamic Republic of Pakistan,

there are more than 10 million followers of the Naqshbandi order of Islam. This is the basis for the arrival of Pakistani believers to Uzbekistan for the purpose of pilgrimage. Because, while the great scholars of the Naqshbandi order visited the holy shrines, at the same time, the ancient beauty of the city of Tashkent, in 2017, 3,627 Pakistani citizens came, as a result of the reforms carried out, 5,568 in 2018, 5,791 in 2019, and a peak of 10,742 Pakistani citizens came to Uzbekistan for various purposes[10]. During the official visit of Pakistani Prime Minister Imran Khan to Uzbekistan in 2021, a Memorandum of Understanding on Tourism was signed between the Ministry of Tourism and Sports of the Republic of Uzbekistan and the Ministry of Interregional Coordination of the Government of the Islamic Republic of Pakistan. This aims to expand cooperation between the two countries by increasing tourist exchanges, organizing info-tours, and supporting new areas of tourism[11]. Also in 2021, the Ambassador of Uzbekistan Oybek Usmanov met with Hamid Mahmud Chaudhry, Director of the Uzbekistan Tourism Information Center in Pakistan, and discussed organizing trips for Pakistani tourists to Tashkent, Bukhara, and Samarkand. It should be noted that in order to develop pilgrimage tourism in Uzbekistan, it was agreed to promote the heritage of the great Islamic thinkers Imam Bukhari, Imam Termizi, Imam Zamakhshari and other ancestors in the Pakistani media and organize business trips. In order to further improve the tourism sector of the two countries, develop joint tourist programs, and create convenience for tourists, the Uzbekistan-Pakistan Tourism Forum and Road Show under the theme "Uzbekistan-A Jewel of the Silk Road" were held in Islamabad in 2024 at the "Best Western Premier" hotel. Such tourism forums will further strengthen the friendship of our peoples and contribute to an increase in the number of tourists. incomparable.

Uzbekistan has benefited the state by modernizing its tourism and service infrastructure. According to the results and trends in the tourism sector, in recent years, Uzbekistan's tourism exports have increased 1.6 times to \$3.5 billion, and the flow of foreign tourists has exceeded 10 million for the first time. During this period, more than 2,000 new entrepreneurs have started their activities. Over 6.5 billion US dollars have been invested in tourism infrastructure over 8 years, creating 130,000 guest places.[12].

CONCLUSION

In short, the cultural cooperation between Uzbekistan and Pakistan began in 1992, and several beneficial agreements and agreements have been signed between the two countries. The development of tourism between our peoples, who are eternal friends,

will further develop relations between the countries. Especially in recent years, the signing of memorandums and holding forums to increase the tourist flow between Uzbekistan and Pakistan, the desire to see and visit the heritage of our great scholars and holy places is increasing day by day. This, of course, will not only benefit the state economy, but also play an invaluable role in raising relations between the countries to the level of strategic partnership.

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