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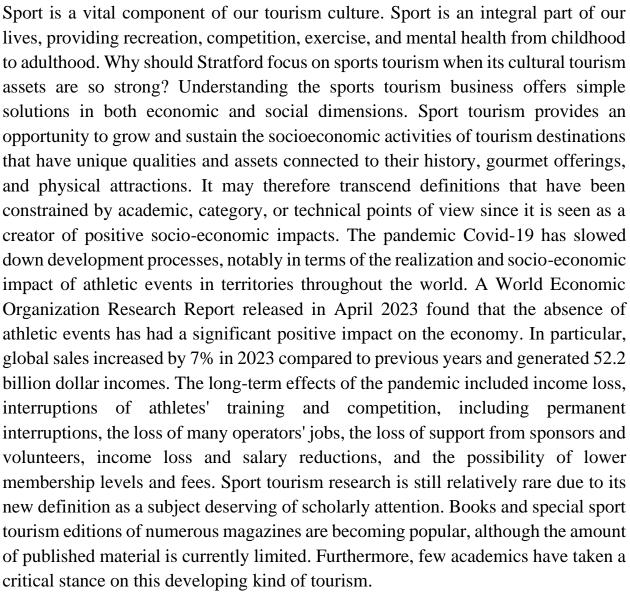
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IMPORTANCE OF SPORT TOURISM ON FOREIGN TOURIST DECISION-MAKING

(Thesis)

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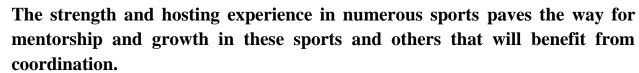
Resolution No. PF-52 of January 15, 2022, "On Creating Conditions for Further Development of Tourism, Culture, Cultural Heritage and Sports," was approved by the President of the Republic of Uzbekistan. In this resolution, a system of

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coordination between committees and ministries is envisioned. A decree "On steps to significantly enhance the system of public administration in the sphere of physical culture and sports" was signed by President Shavkat Mirziyoyev on March 5, 2018. Sports tourism has started to grow while the decree was being put into effect. In Uzbekistan, investment is focused on the growth of sport tourism. The President has taken the initiative to focus on growing the number of mountain resorts. As a result, winter sports have been developed in mountain resorts such Chimgan, Amirsoy, and Bildirsoy. Therefore, to develop sport tourism these should be considered as follows:



- Improved communication and marketing initiatives will improve visitor experiences and enable more effective and efficient use of facilities during peak seasons, especially winter and spring, and summer.
- Capturing new business during the shoulder and off-season would improve the viability of current and potential new lodging providers, as well as capturing money that would otherwise be left on the table during peak season due to capacity constraints.
- Improved community-wide coordination will ensure that facilities are shared appropriately, avoiding lost facility time for youngsters or any one sport group. University residences may provide expanded team or participant accommodations during spring and summer.
- A general, but not exclusive, emphasis on events that draw low volume but high yield visitors will deliver optimal returns while acknowledging existing capacity constraints.
- Coordinating and collaborating with adjacent towns will increase and diversify hosting options.
- Strategic investments in modifications or new facilities will help meet present recreational needs while also allowing for incremental development in sport tourism events. Hosting significant events can serve as a catalyst for capital investment in facilities.



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• Aligning partners, such as retailers and food and beverage providers, around sporting and cultural events will benefit both the economy and visitors.

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• Hosting sporting events allows you to market your destination and encourage repeat visits. Media coverage of major sporting events frequently includes a feature of the host community, which generates additional earned media.

- A new Sport Tourism Entity might serve as a one-stop shop for coordination, communication, and support for sports organizations looking to design events or bid for and host sport tourism events.
- A Sport Tourism Entity may address sponsorship development, volunteer recruiting, and host training. This will also create a unique chance for cultural events and tourism.
- Membership in Sport Tourism provides access to a wide range of tools, historical event information, and opportunities to engage with sports groups.

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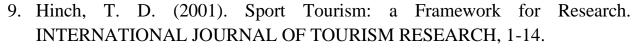


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