

THE IMPACT OF OPENING THEMATIC WATER PARKS IN UZBEKISTAN ON INCREASING THE EXPORT OF TOURISM SERVICES

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Abstract

The opening of thematic water parks in Uzbekistan has significant potential to increase the export of tourism services, contributing to economic development and attracting tourists from neighboring Central Asian countries. This study analyzes the impact of such facilities on tourist flow, economic development, and Uzbekistan's competitive advantages in the region.

Keywords: Tourism, thematic water parks, Uzbekistan, Central Asia, economic development, export of tourism services.

Introduction

Central Asia has rich tourism potential; however, the lack of large entertainment facilities limits the influx of international tourists. Uzbekistan, with its significant cultural and historical attractions, can strengthen its leadership position in the region's tourism sector by opening thematic water parks.

Methods

The analysis is based on comparing successful examples from neighboring countries, statistical data on the tourism sector, and economic impact forecasts of new facilities.

Results and Discussion

Thematic water parks significantly impact the growth of tourism services, attracting visitors from different regions and countries. Let's consider this impact with specific examples and statistical data.

Impact on the Growth of Tourism Services

1. Increase in Tourist Flow

- Thematic water parks attract tourists, including family trips, which contributes to an overall increase in the tourist flow to the region.
- For example, Aquatica in Orlando, USA, annually attracts more than a million visitors, contributing to the growth of tourism activity in the region.

2. Economic Development of Regions

- Water parks create jobs and promote the development of small and medium-sized businesses in the surrounding areas (hotels, restaurants, shops, etc.).
- For instance, the opening of Fasouri Watermania in Cyprus led to an increase in jobs and the development of infrastructure in its vicinity.

3. Extension of the Tourist Season

- Some water parks operate year-round, which helps extend the tourist season and smooth out seasonal fluctuations.
- Therme Erding in Germany is the largest indoor water park in Europe and operates year-round, attracting visitors regardless of the season.

Table 1 Examples of the effectiveness of thematic water parks¹

Chimelong Water Park, China	Aquatica, Orlando, USA	Siam Park, Tenerife, Spain
<ul style="list-style-type: none"> • One of the largest water parks in the world, located in Guangzhou. • In 2019, the park was visited by about 2.5 million people. • Economic impact on the region: increased tourism revenue, job creation, and infrastructure development. 	<ul style="list-style-type: none"> • A water park by SeaWorld Parks & Entertainment. • In 2018, the park was visited by more than 1 million people. • Impact on tourism services: the water park became a key attraction, contributing to the growth in the number of tourists, which in turn stimulated the growth of hotels and restaurants in Orlando. 	<ul style="list-style-type: none"> • One of the largest and most popular water parks in Europe. • In 2019, it attracted more than 1.2 million visitors. • Economic impact: significant contribution to Tenerife's tourism sector, evidenced by increased tourism revenue and a rise in the number of tourists on the island.

The opening of thematic water parks in Uzbekistan will attract tourists from Kazakhstan, Kyrgyzstan, Tajikistan, and Turkmenistan, creating a new flow of tourists, especially for family vacations during the summer period.

¹ The statistics of visits to theme parks, such as Chimelong Water Park, Kitae, Aquatica, and Orlando, are provided by the open source and reporting company.

1. Economic Development and Export of Tourism Services

- **Economic Contribution:** Thematic water parks contribute to the growth of tourism revenue. Example: If a water park in Tashkent attracts 500,000 tourists a year with average expenses of \$200 per person, it will generate \$100 million annually.
- **Job Creation and Infrastructure Development:** New jobs in the tourism sector and related industries, improvement of infrastructure, including roads and transport networks.
- **Extension of the Tourist Season:** Indoor water parks will operate year-round, allowing to attract tourists during the winter period.

2. Competitive Advantage

- Uzbekistan can become a leader in providing unique entertainment services in the region, creating a competitive advantage and attracting tourists.

Comparative Data

- **Kazakhstan:** The "Aqua Park Almaty" attracts thousands of tourists annually. A similar success is expected in Uzbekistan.
- **Statistical Forecasts:** The contribution of tourism to Uzbekistan's GDP in 2019 was \$1.4 billion. The opening of new water parks could increase this contribution by 10-15% within the first five years. Each dollar invested in tourism infrastructure brings up to \$7 to the economy.

Conclusion

The opening of thematic water parks in Uzbekistan can significantly increase the export of tourism services, attracting international tourists and contributing to economic growth. Given successful examples from neighboring countries and current forecasts, Uzbekistan can become a leading center for tourism services in the Central Asian region.

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