



**“THE ROLE OF TRANSPORTATION IN DEVELOPING TOUR-GUIDING  
INDUSTRY IN SAMARKAND**

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**ABSTRACT**

The tourism industry is one of the most significant economic sectors. Many nations profit from the opportunity to close their budget deficits with the help of revenue from tourism. But tourism has particular characteristics that set it apart from other industries. In the tourism sector, as in other service-based businesses, tourists are the customers who travel to the location where the tourism services are offered. Truthfully, it's hard to imagine the tourism industry without transportation. In order to get tourists to the actual location where tourism services are provided, transit system is the primary means of transportation. This article analyzes Uzbekistan's current transportation scenario as it relates to the travel and tourism industry, employs Uzbekistan's statistical data, and emphasizes the significance of the industry. Therefore, the development on transportation is linked to the development of tourism, if international tourism grows, international transportation also grows. There was research on how satisfied tourists were with public transportation. The ticket price received the highest level of satisfaction from respondents, while comfort and IT technologies utilized in public transportation received the lowest. The research found the characteristics that are greatly influencing tourist contentment, as well as service aspects satisfaction, such as seat availability, cleanliness, safety, and other criteria. The paper claims that current public transit cannot live up to the high expectations of tourists. The role of transportation in tour- guiding industry is expected to benefit from the findings of this paper in Samarkand.

**Key words:** Tourism sector, transportation scenario, tourism industry, public transit system, transportation service industry, Uzbekistan, destination, ticket price

**INTRODUCTION**

Since ancient times, people have used transportation to get from one location to another. Simple transportation methods were available at the time. But, the introduction of steam powered engines and more recently, diesel power engines, revolutionized the way people thought about transportation. One of the most crucial aspects of transportation has become speed. Thomas Cook developed the first planned train trip using a steam engine in 1841. From that point forward, transportation was always an aspect of travel. The tourism industry cannot exist without the transportation sector. The expansion of tourism is largely attributable to transportation improvements. A better management of resources is required due to the effects on the environment, deterioration of popular tourist destinations, tourist experience, and economy. Opening delicate and vulnerable places through better service and infrastructure may be detrimental to the ecosystem of the location in areas with a high biodiversity. As the Treasure of the Orient, Samarkand is an area of Uzbekistan that is well-known and one of the largest cities after Tashkent. Samarkand draws tourists because of its lengthy history and extensive culture. There are also numerous historical sites and art museums. Shopping, going to shows and festivals, and visiting



museums are just a few of the many exciting things that Samarkand offers visitors. Also, the city offers visitors remembrances of its rich past. Samarkand does, however, have peak and low seasons, just like the majority of other tourist destinations. The tourism industry, as well as the global economy, depends heavily on transportation. Public transportation is of particular importance for this capstone project on tourism. Transportation is crucial this time around as tourists' head out on their tours. This essay will examine the relationship between travel-related satisfaction and transportation.

### **LITERATURE REVIEW**

Determine the significance of transportation as it relates to the expansion of the tourism industry is the goal of this graduation assignment. Though its importance in Samarkand has been acknowledged, little research has been done on it. This study will outline a transport issue for Samarkand and put it to the test by examining how transportation has impacted Samarkand's development in order to show the function of transportation in destination development. Few comprehensive studies have been conducted on the significance of transportation as a factor in destination development, despite the fact that many tourism texts discuss it and many authors acknowledge its importance as a general component in a successful tourism development program. The social sphere is directly impacted by transportation, which influences and ensures travel. Travel time is a crucial consideration when choosing a vacation destination, especially for those traveling internationally. The expansion of tourism can be attributed mostly to the expansion of transportation (Caraiani et al., 2017). In terms of passenger and freight movements into and out of destinations, and the availability of connecting transport modes in the tourist-generating region, tourism is described as "the operation of, and interaction between, transport modes, ways, and terminals that support tourism resorts" (Prideaux, 2000). Although several researchers have noted that travel and tourism are related (Gilbert, 1939; Gunn, 1994; Hall, 1991; Inskip, 1991; Page, 1994, 1999; Robinson, 1976; Thurot, 1980), the literature has not been able to pinpoint any exact causal relationships. Campbell (1967), Mariot (1969, cited in Matley, 1976), and Miossec (1969) are three researchers who have created models of tourist travel.

### **METHODOLOGY**

Online and offline surveys were utilized in the study to gather data. 50 people responded to the poll, 35 of them were received offline and 15 online. There were distributed 60 questionnaires in all, but only 50 of them could be used, yielding an 80% response rate. The study comprised both domestic and foreign (outbound and inbound) visitors who came to Samarkand for various reasons and remained for diverse amounts of time. The study examined how satisfied tourists were with public transportation, which could only be useful and feasible for the study here in Samarkand, where many tourists travel. The tourists are the target participants because they use public transportation and possess the necessary background information and qualifications to provide pertinent answers. Three population features, which will be discussed in more detail in the following section, have an impact on the generalizability of this study.

(1) A few tourists who frequent Samarkand on a regular basis

(2) Travelers from abroad and domestically who need to use the public transit system in Samarkand.

(3) Just in Uzbekistan's capital city of Samarkand.

The lack of job homogeneity and the fact that we are now constructing better transportation systems for the general public will make it easier for us to gather better data, therefore the study concentrated on small and medium-sized tourist sites. The survey was done at three major areas of Samarkand: Registan Square, Gur-Emir Mausoleum, and Samarkand Railway Station. We talk to guests, introduce ourselves, give an overview of the research project, and then invite them to complete a questionnaire.

### **RESULT**

Uzbekistan's transportation infrastructure has been expanding over the past few years, and demand for it has been rising steadily. Transportation (air, train, and road) is a way to increase the number of tourists visiting our nation. We will also learn about the modifications to Uzbekistan's transportation infrastructure travel by air. This mode of transportation is in significantly more demand than other modes in the twenty-first century. Air travel, as we all know, is the quickest and most practical method of getting from one place to another. After gaining its independence, Uzbekistan established 11 "international airports," including those in Samarkand, Tashkent, Nukus, Andijan, Fergana, Namangan, Urgench, and Bukhara. These airports operate around the clock, bringing locals and visitors together. Modern aircraft make up Uzbekistan Airways' fleet, which includes Boeing 757/767, Boeing 787-8 Dreamliner, A-320, IL-114-100 Passengers, and Boeing 767-300BCF Carrier. Additionally, the Uzbek airline's training facility is established, along with Boeing 757/767, A-320, and unusual full-flight A-320 and IL-114-100 simulators. The company Uzbekistan Airways Technics is the owner of a complex of simulators and a special facility for the upkeep and repair of aircraft parts.

### **CONCLUSION**

The majority of people who utilize public transit are customers, so knowing how they feel is important. However, a problem arises when consumers' subjective opinions conflict with the actual facts surrounding a particular transportation system. As was previously shown, a high level of satisfaction does not always reflect an objectively "superior" system, and vice versa. In order to further contextualize the objective circumstances, satisfaction scores should instead be provided in the perspective of their larger context. This is crucial when comparing different cities. Visitor satisfaction, however, is a relative phrase rather than an absolute indicator of public transportation efficacy across the country because just one city was selected as the research location. Understanding the relationships between customer satisfaction, service excellence, and supplemental amenities is a crucial management task that demands a detailed knowledge of how the transportation system functions from both the customer and service provider viewpoints. Future public transportation systems will be built on a strong foundation provided by such a dual knowledge base. If the subjective and sporadically independent nature of the measures is acknowledged, the potential use of satisfaction indicators to transportation managers and policymakers can be understood. In order to increase overall tourist satisfaction, more adjustments are anticipated.

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