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DEVELOPMENT TRENDS AND PROSPECTS OF THE HOTEL BUSINESS IN UZBEKISTAN

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Annotation: This article examines the development trends and future prospects of the hotel business in Uzbekistan. It analyses the current state of the hotel industry, the impact of tourism growth on accommodation services, the role of domestic and foreign investment, and the introduction of modern technologies in hotel management. Particular attention is paid to improving service quality, developing hotel infrastructure, increasing competitiveness and attracting international tourists. The article also explores existing challenges and opportunities for the sustainable development of the hotel business in Uzbekistan.

Keywords: Hotel business, tourism industry, hotel services, accommodation facilities, tourism infrastructure, investment, service quality, digital technologies, competitiveness, international tourism, sustainable development.

The hotel business is one of the important components of the tourism industry and plays a significant role in the economic development of Uzbekistan. The expansion of international tourism, the growth of domestic travel and the increasing interest of foreign investors have created favourable conditions for the development of accommodation services. Hotels are not only places where tourists stay but also important economic entities that generate income, create employment opportunities, attract investment and stimulate the development of related industries. Uzbekistan has considerable opportunities for hotel business development due to its historical cities, cultural heritage, natural resources and geographical position along the ancient Silk Road. Samarkand, Bukhara, Khiva, Shahrisabz and Tashkent attract international visitors, while regions such as Kashkadarya, Surkhandarya, Jizzakh and Tashkent region have opportunities to expand ecological, mountain, rural and recreational tourism. The development of the hotel industry is closely connected with the overall growth of the service economy. Increasing tourist arrivals create demand for accommodation, catering, transportation, entertainment and other services. Consequently, the hotel business contributes to the formation of regional economic activity and strengthens the competitiveness of Uzbekistan in the international tourism market.

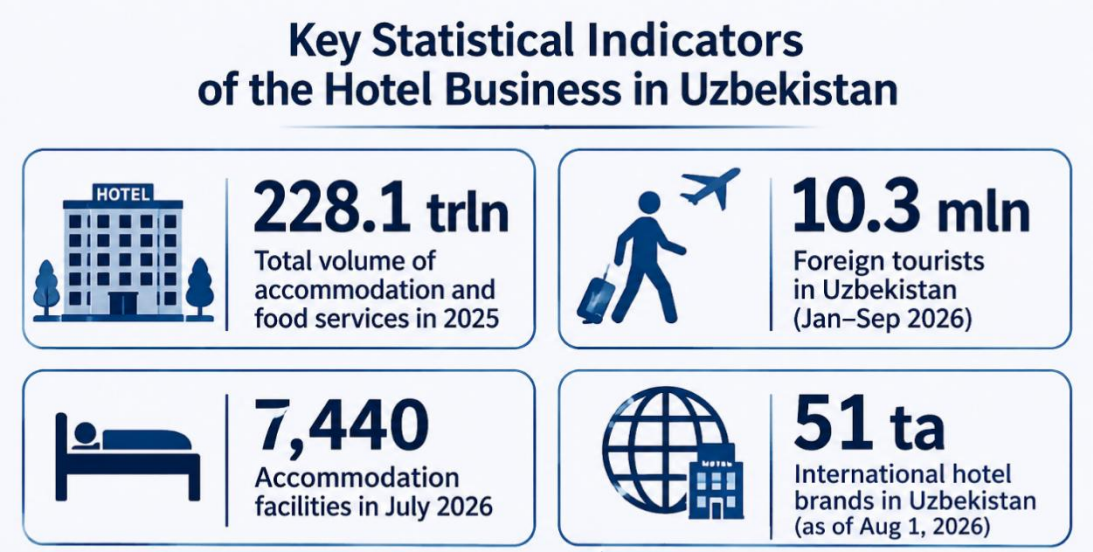
The statistical results of 2025 demonstrate the expansion of Uzbekistan's accommodation infrastructure. According to information presented at the Hotel Business Forum 2026, 962 new tourist accommodation facilities were established during 2025. These included 136 hotels, 528 family guesthouses and 298 hostels. By 1 January 2026, the country had approximately 6,900 accommodation facilities with a total capacity of 185,600 beds.

The National Statistics Committee's SIAT database separately recorded 2,257 hotels and similar accommodation facilities in 2025. This narrower statistical category should not be confused with the broader total of accommodation establishments, which also includes different types of guesthouses and hostels. The number of visitors accommodated in hotels and similar facilities reached 3.38 million in 2025,

compared with 2.86 million in 2024. This represents an increase of approximately 18.1%. The growth indicates increasing demand for organised accommodation services and creates opportunities for expanding hotel capacity and improving service quality.

An important economic indicator is the volume of accommodation and food services. According to the National Statistics Committee, this indicator reached 228.1 trillion soums in 2025, compared with 184.8 trillion soums in 2024. The nominal increase was approximately 23.4%. It should be emphasised that this indicator covers both accommodation and food services, including restaurant activities, and therefore does not represent hotel revenue alone.

The data demonstrate that although the narrower statistical count of hotels and similar facilities changed between 2024 and 2025, the number of accommodated visitors and the overall economic volume of accommodation and food services increased. This suggests that the economic development of the sector should be assessed not only through the number of hotels but also through visitor demand, service capacity, business turnover and operational efficiency.



1-photo. National statistics committee and tourism committee, 2025–2026 https://siat.stat.uz/

Regional differences are particularly important when analysing the development of the hotel business in Uzbekistan. The concentration of hotels, tourist attractions, transport infrastructure and business activity varies considerably across the country. Tashkent city, Samarkand and Bukhara are among the major centres of accommodation infrastructure, while other regions have opportunities to expand their hotel markets through cultural, ecological, recreational and business tourism. According to the 2025 SIAT statistical data, Tashkent city had 817 hotels and similar accommodation facilities, Samarkand region had 322 and Bukhara region had 290. Together, these three areas accounted for approximately 63.3% of the country's 2,257 facilities in this statistical category. This concentration reflects the importance of major tourism destinations and business centres in the national accommodation market.

Despite the positive development trends, the hotel industry in Uzbekistan faces several challenges. One of the most important issues is the uneven distribution of accommodation infrastructure across regions. Tashkent, Samarkand and Bukhara have relatively developed hotel markets, while some other regions require additional investment in modern accommodation facilities.

Another challenge is the difference in service quality between hotels. International tourists increasingly expect reliable internet access, online reservation systems, multilingual staff, convenient

payment methods, professional customer service and modern facilities. Therefore, improving service quality and introducing international hospitality standards are essential for increasing the competitiveness of domestic hotels. Digitalisation is also becoming an important factor in hotel business development. Online booking platforms, electronic payment systems, customer relationship management software, artificial intelligence and automated hotel management systems can improve operational efficiency and reduce administrative costs. For example, artificial intelligence can analyse seasonal demand, forecast room occupancy, recommend prices and personalise services according to customer preferences.

In the coming years, Uzbekistan should pay particular attention to developing different types of accommodation according to regional tourism potential. Tashkent requires the further development of business hotels and conference facilities. Samarkand, Bukhara and Khiva can benefit from boutique hotels and accommodation facilities that reflect local architecture and cultural heritage. Kashkadarya and Surkhandarya have opportunities to expand mountain, ecological and rural accommodation services. The development of recreational hotels and resorts in Jizzakh and Tashkent regions could also diversify the national tourism market.

Investment policy should focus not only on increasing the number of hotels but also on improving their economic efficiency. Important indicators include average daily room rates, occupancy rates, revenue per available room (RevPAR), operating costs, average length of stay and the number of returning customers. Regular analysis of these indicators would help hotel managers make better business decisions and improve profitability.

Furthermore, cooperation between universities, vocational education institutions and hotel enterprises should be strengthened. Professional training in hotel management, foreign languages, digital marketing, accounting and customer relations would help create a qualified workforce. Such cooperation is particularly important for regional hotels that seek to improve service quality and attract international visitors. The analysis of statistical data for 2025 and 2026 demonstrates that the hotel business in Uzbekistan is experiencing significant structural and economic changes. The increase in the number of accommodation facilities, the growth in the number of visitors accommodated in hotels, the expansion of international hotel brands and the rising volume of accommodation and food services indicate the growing importance of the hospitality industry in the national economy.

Regional analysis shows that Tashkent city, Samarkand and Bukhara remain major centres of accommodation infrastructure, while Kashkadarya, Fergana, Namangan, Surkhandarya and other regions have considerable opportunities for further development. In particular, Kashkadarya's 20.05 trillion soums in accommodation and food services in 2025 demonstrates the economic importance of its regional service market and its potential for developing additional tourism products. In the future, the sustainable development of the hotel business will depend on attracting investment, improving service quality, expanding international partnerships, introducing digital technologies and developing regional tourism infrastructure. It is also important to ensure that the growth of accommodation capacity is accompanied by sufficient tourist demand and efficient hotel management. Therefore, the hotel business should be considered not only as a component of the tourism industry but also as an important instrument for increasing employment, strengthening regional economies, stimulating entrepreneurship and improving Uzbekistan's competitiveness in the international services market.

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