

# MAIN DIRECTIONS OF ENSURING SAFETY CONDITIONS IN TOURISM

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## Abstract

The article examines the main directions of security conditions in tourism. This work examines such issues as types of tourist problems, objects equipped with video surveillance cameras in Samarkand, indicators of safety of transport facilities, directions of information support in ensuring tourist security, main directions of investments in tourism security, as well as the creation of necessary conditions for the development of eco- and extreme tourism in the Samarkand region.

**Keywords:** Tourism security, tourist problems, tourist protection, tourist objects, tourist resources, information on security, environmental disasters, extreme tourism.

## Introduction

In order to ensure the sustainable development of tourism in our country, special attention is being paid to the safety of this sector. In this regard, the Decree of the President of the Republic of Uzbekistan dated February 3, 2018, No. PF-5326, "On Additional Organizational Measures to Create Favorable Conditions for the Development of the Tourism Sector in the Republic of Uzbekistan," and the Resolution dated March 6, 2019, No. PQ-4229, "On Additional Measures to Introduce an Effective System for Ensuring Public Safety at Transport and Tourism Facilities," along with the relevant legal documents developed by responsible organizations such as the Tourism Committee and the Ministry of Internal Affairs, have been developed and are being implemented in practice. It is evident from these measures that ensuring safety in the tourism sector is emerging as one of the most pressing issues for its development. Therefore, an article dedicated to this issue is considered highly relevant today.

## Research Methodology

In the process of exploring the main directions of conditions and measures aimed at ensuring safety in tourism, several methodological approaches were utilized, including quantitative and qualitative methods, induction and deduction, spatial and temporal analysis, analysis and synthesis, logical analysis, and a creative approach.

## Analysis and Results

According to data from the World Tourism Organization (UNWTO), safety directly impacts the scale and quality of tourism. In countries such as Switzerland, Singapore, and Japan, the issue of safety has been comprehensively addressed through various measures, including transport infrastructure, police patrols, and digital monitoring. Although a number of regulatory

documents on tourism and safety development have been adopted in Uzbekistan, their precise implementation in local conditions remains a critical task. In the case of Samarkand, scientific research is limited, necessitating a comprehensive analysis of existing opportunities and shortcomings. Therefore, we deemed it appropriate to first identify the types of concerns faced by tourists. The analysis of these concerns is presented in the following table (Table 1).

Table 1 Types of Concerns Identified Among Tourists in Samarkand Region Based on Research Results (%)

Type of anxiety	2018	2019	2020	2021	2022	Medial
Safety information deficiency	23	24	25	26	27	25
Inconvenience in public transport	19	20	20	21	22	20
Language barrier	14	15	15	16	16	15
Crime (petty theft, fraud)	15	15	15	16	17	15.6
Ambulance service problems	9	10	10	10	11	10
Other	14	16	15	14	12	14.2

It is evident that the primary concerns are the lack of safety-related information and inconveniences in public transportation. To enhance safety levels, it would be appropriate to study the coverage of surveillance cameras and the state of digital security systems in Samarkand city. Surveillance cameras are a crucial factor in reducing crime and ensuring prompt response during adverse situations. Tourism sites, public places, and transportation infrastructure are equipped to varying degrees.

Table 2 Objects equipped with surveillance cameras in Samarkand

T/r	Obect type	Total obects	Number of cameras	Coverage (%)	Camera type
1	Tourist monuments (Registan, Amir Temur mausoleum, Bibikhonim)	15	120	80	HD, IP
2	Hotel, restaurant, cafe	180	350	90	IP
3	Public places (parks, alleys)	25	200	70	HD
4	Transport infrastructure (station, airport)	3	80	100	HD
5	Schools, Higher Education Institutions	50	100	60	IP
<i>Total</i>		273	850	—	

Tourists mostly use taxis or pre-arranged vehicles with private drivers. Applications (GPS tracking, online payments) enhance safety levels. At the airport, there are passport control, electronic turnstiles, surveillance cameras, and metal detectors. The railway station has a police post, cameras, and metal detectors in use.

**Table 3. Safety indicators of Transport facilities<sup>1</sup>**

No	Construction	Passengers (min/day)	Control technologies	Number of cameras	Number of employees	Incidents (annual)	Adaptation
1	Airport	4,2	X-ray, Electronic turnstile, Video surveillance, Thermal scanner	120	40	8	High
2	Railway station	6,1	Metal detector, Camera, Police station	90	25	15	Medium
3	Bus station	2,5	Camera, Police station	60	15	20	Low

Through a dedicated mobile app, tourists can directly contact police, ambulance, and other services, as well as obtain information about safe nearby routes, hospitals, and pharmacies.

**Table 4 Directions of information supply in ensuring the safety of tourists<sup>2</sup>**

No	Direction	Current Channels	Coverage (average)	User Rating (1–5)	Responsible Organization
1	Tourist brochures (in foreign languages)	Airport, railway station, hotel	10,000 copies/season	4.2	Tourism Committee
2	Government portals	Turizm.uz, Samarkand.uz	15,000 / month	3.9	Cabinet of Ministers
3	Mobile applications (push notifications)	Android/iOS application	7,500 active users	4.1	Private IT company
4	Tourism information centers	1050 hotline, offline offices	2,000 inquiries/month	4.0	Tourism Committee

Investments in tourism safety yield long-term economic benefits. Video surveillance systems, information applications, and infrastructure improvements increase tourist inflow.

**Table 5 The main investment directions in tourism security**

Investment Direction	Project Cost (mln \$)	Duration (years)	Flow Growth (%)	Return (ROI)
Video surveillance systems	2.0	3	8	5 years
Trainings, information campaigns	0.5	2	3	3 years
Infrastructure (lighting, road signs)	1.0	4	5	6 years
Mobile applications, digital services	0.3	2	2	3 years
<b>Total</b>	<b>3.8</b>	—	—	—

<sup>1</sup> O'zbekiston Respublikasi Milliy statistika qo'mitasi ma'lumotlari asosida muallif ishlanmasi

<sup>2</sup> O'zbekiston Respublikasi Milliy statistika qo'mitasi ma'lumotlari asosida muallif ishlanmasi

Ensuring tourism safety in Samarkand forms a solid foundation for sustainable tourist inflow, preservation of historical heritage, and economic development. Combating crime, improving infrastructure, implementing information technologies, and enhancing the quality of medical services can create a favorable environment for tourists. The collaborative efforts of government institutions, the private sector, local communities, and law enforcement agencies are crucial in this process. Thus, Samarkand has the opportunity to strengthen its reputation as one of the safest international tourist destinations. In this regard, studying specific areas of Samarkand would be appropriate.

To further enhance the quality and safety of tourism services in the Ohalik–Oqbo‘yro–Mironqul tourism-recreation zone, and to ensure compliance with tourists’ rights and legal interests, relevant standards will be established, primarily covering key areas such as the hospitality industry, travel agencies, cultural-historical heritage sites, and transportation services. These standards are intended to clearly define safety requirements, hygiene norms, quality indicators for services provided, and protocols for information exchange with tourists. Based on this, plans for 2025–2026 aim to create a favorable environment for effectively utilizing the tourism potential of Samarkand province, particularly by developing eco-tourism and extreme tourism. Experience shows that tourists seek not only historical heritage sites or traditional tourism infrastructure but also thrilling experiences in nature, such as mountain biking or adrenaline-pumping activities. This opens new opportunities for tourism authorities. Within this program, several priority tasks are outlined:

1. Develop modern tourism infrastructure in the Oxalik—Oqboyro—Mironqul areas, primarily focusing on eco-trails, entertainment zones, and extreme sports facilities.
2. Establish unified safety standards, implement these standards locally, and ensure regular monitoring.
3. Train local residents to work in eco and extreme tourism clusters, and strengthen cooperation with local handicraft and agrotourism sectors.
4. Improve the information exchange system with tourists by creating digital platforms for travel packages, maps, and safety window (SOS) services.

These tasks are planned to be implemented during 2025–2026. As a result, not only will the volume of existing tourism services increase, but the potential in new directions will also be utilized.

Consequently, the existing infrastructure will be significantly improved, leading to enhanced economic and social indicators in the Samarkand region through tourism (Table 2.24).

Table 6 Necessary conditions for the development of eco and extreme tourism in Samarkand region

Condition	Brief Description	Expected Outcome
Digital guide / Map	Digital maps of eco and extreme routes, online booking opportunities	Regulating tourist flow, quick project selection
Safety guidelines	Specialists, rescue services, rapid response standards introduced	Increased responsibility, strengthened tourist confidence
Special infrastructure	Eco trails, logistics points, cycling bases, extreme sports facilities	Expanding extreme tourism, offering many creative services
Personnel training	Training of guides, instructors, rescuers with special programs	Improving tourism quality, creating jobs for local residents
Cooperation with local people	Variety of services like handicrafts, agritourism, ethnographic tourism	Increased household income, support for the local economy

With the implementation of these tasks, special areas specializing in eco and extreme tourism will develop in the Samarkand region. The local population will actively participate in entrepreneurship. The region's reputation as a tourist destination will grow. Overall, the proposed measures aim to make tourism services more attractive, safe, and sustainable. They will create a solid foundation for raising the quality of tourism infrastructure to a new level in 2025–2026.