

## INCREASING THE EFFECTIVENESS OF TOURISM IN THE SAMARKAND REGION

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**Annotation:** According to statistics, in 2019, 6,748,500 tourists visited Uzbekistan, and in 2018 this figure was 5,346,200. The majority of them, i.e. 51.3 per cent, are aged 31-55 (52.1 per cent in 2018), 20.2 per cent are aged 55 and over (19.4 per cent in 2018), and 19.5 per cent are aged 19-30 (20.4 percent in 2018) and 9.1 percent are 0-18 year olds (8.1 percent in 2018). The largest number of tourists came from the Central Asian region, reaching 5,764,500. The number of visitors from the CIS countries was 495,600. The number of visitors from far abroad was 488,400,000. Most of the tourists came from Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, the Russian Federation, Turkey, Afghanistan, China, the Republic of Korea and India. Among those visiting Uzbekistan, 81.8% came to visit relatives and friends, while 15.5% came for leisure. This article presents the ongoing reforms to increase the efficiency of tourism in Samarkand region.

**Keywords:** tourism, income, tourist resources, tourism fair, labor productivity, employment, tourism potential.

Other reasons, including medical treatment, shopping, business meetings and education, accounted for 2.7 per cent of foreigners. At the end of 2019, the export of tourist services amounted to 1 billion 313 million US dollars, an increase of 26.1% compared to 2018 (1 billion 041 million in 2018). The total number of accommodation facilities was 1,188, of which 833 were hotels, 214 were hostels and 141 were others. The level of loading of vehicles by regions is as follows: the Republic of Karakalpakstan - 62.6%, Andijan region - 65.0%, Bukhara region - 96.6%, Jizzakh region - 52.5%, Kashkadarya region - 61.0%, Navoi region - 74.3%, Namangan region - 40.6%, Samarkand region - 82.3%, Syrdarya region - 64.4%, Surkhandarya region - 68.8%, Tashkent region - 76.1%, Fergana region - 42.7%, Khorezm region - 81.5%, Tashkent city - 85.7%. In order to widely promote the country's tourism potential among the world community, more than 160 media representatives from the United States, Japan, Germany, Italy, China, Indonesia, Russia and other countries visited. Along with traditional methods of propaganda, modern methods of modern propaganda are used, in particular, on December 17-21, 2019 in Sibuya Square in Tokyo (Japan) was shown a video promoting the tourism potential of Uzbekistan. Taking into account the importance of various cultural and entertainment events in attracting tourists to Uzbekistan, various public events were organized based on the specifics of each region. In particular, it was established for the first time. Forum of Pilgrimage Tourism (Bukhara region), Festival of Bakhshichilik Art, Forum of Archeology (Surkhandarya

region), Game of Heroes (Khorezm region), “Moynak” rally, “Stikhiya” music festival (Republic of Karakalpakstan), CIS Tourism Fair (Samarkand region), Major events such as Geotourism Forum, Pomegranate Festival (Kashkadarya region), Electronic Music Festival, Gastronomic Festival, World Influencers Congress (Tashkent) were held. As part of the action plan for the development of MICE-tourism, approved by the Cabinet of Ministers, potential facilities for MICE-events in the regions were studied, a single register was formed and a catalog "Meetings & Events Catalog" was developed. In addition, a Congress and Exhibition Center is currently being established within the Committee to coordinate similar activities.

A regular meeting of the CIS Tourism Council and the first tourism fair were held in Samarkand.

According to the program of the event, officials of the Commonwealth of Independent States and international organizations in this field one day visited the tourist facilities, historical and cultural monuments in Samarkand. The route was small - Amir Temur Mausoleum, Registan Square, Bibikhanum Mosque, Ulugbek Observatory, Konigil-Meros paper production workshop and about a dozen other places. After getting acquainted with these objects during the day, the guests said that it is possible to see each of the historical monuments and sacred sites in Samarkand for a day. We have heard this idea many times before. Or our compatriots who have gone abroad have said that they have set aside a day to visit a museum or a historical place where they have traveled. Such a program is, first of all, a convenient opportunity for the tourist to enjoy the trip more, to have unforgettable impressions. On the other hand, the economy of that country also benefits from the fact that tourists are guests for a few days.

The tourism potential of our country is not inferior to the developed countries of tourism in the world. That is, we have a lot of tourist attractions that you can visit, visit, enjoy. In addition to our historical cities such as Samarkand, Bukhara, Khiva, Shakhrisabz, Tashkent, there are opportunities for the development of ecological tourism, agritourism, pilgrimage tourism, gastronomic tourism and other areas in any other region of the country.

The trend of strengthening the economy and creating new jobs through the development of tourism, which is observed in the world today, has become more pronounced in our country in recent years. As a result of the President's special attention to this sector, long-term reforms are being carried out in order to effectively use the rich tourist potential of Uzbekistan and increase its tourism potential. Currently, there are many historical and cultural tourism facilities in the territory of Uzbekistan, including Samarkand region, most of which are not involved in tourism for various reasons. According to official data, today there are more than 8,200 cultural heritage sites in Uzbekistan, of which only 500 are included in tourist route.<sup>1</sup> This means that 6% of the total cultural facilities are used for tourism, and the remaining 94.0% are out of demand. In the future, one of the important

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<sup>1</sup> Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis.//Zarafshan. January 25, 2020

strategic tasks is to increase the country's tourism potential by increasing the number of facilities included in tourist routes.

The separation of its active and inactive parts in the resource potential of tourism allows to achieve a number of practical results in solving the problems of tourism development. First, it provides a clear picture of how effectively the resource potential of tourism is being used. Second, it assesses the existing opportunities for future tourism development based on the active involvement of tourism resources. Third, it serves as a basis for the development of measures for the accelerated development of tourism.

Tourist resources can also be divided into 2 types depending on the level of detection: detected and undefined. As a result of scientific research, new historical and cultural sites will be discovered, which will expand the volume and enrich the content of tourist resources.

Depending on the condition of historical monuments and monuments, it is advisable to divide all tourist resources into renewable and non-renewable types. The low quality of timely construction of some facilities, as well as the possibility of partial or complete restoration under the influence of nature for many years (earthquakes, changes in climate, etc.), need to identify and carry out repair and reconstruction (reconstruction) work.

In our opinion, it is recommended to calculate the efficiency of historical and cultural sites in absolute terms, if it dates back several centuries and it is not possible to keep track of the costs associated with its construction. The number of visitors to the historical and cultural site is calculated. Expenditures for its restoration and beautification are not taken into account. Although this method is a simple way to calculate the effect of a historical-cultural object, it means that the number of visitors to this object is decreasing or increasing. If the number of visitors is growing from year to year, it means that the historical and cultural tourist facility is effective. On the contrary, it means that the historical-cultural tourist object is not productive. The effectiveness of historical and cultural tourist facilities can be seen not only in the increase in income or the number of visitors, but also in the preservation of historical and cultural sites, the growing interest of the population in learning about history.

In scientific works, it is proposed to evaluate the tourist potential by the following criteria:

The first is the potential of labor resources in the field (in the structure of labor resources higher education, secondary special education, incomplete secondary education);

The second is the material and technical base (technologies, electronic devices, vehicles) and financial potential (own funds);

Third is the level of information availability (the state of marketing research, the most important and interesting information about the industry).<sup>2</sup>

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<sup>2</sup> Txamitlokova Yu.O. Resource potential of the tourist and recreational sphere: formation, assessment and development tools. 08.00.05 - economics and management of national economy (recreation and tourism) ABSTRACT dissertation on the study of the degree of candidate of economic sciences. Nalchik - 2017.

The unique wonders of Samarkand fascinated ambassadors, tourists and writers who visited Samarkand from different countries of the East and the West. In particular, the Chinese traveler Xuan Jian, the Spanish ambassador Clavijo, the French writer Jules Verne, the Italian playwright Carlo Gottsi, the German writer Thomas Mann, the Ukrainian writer Ivan Le expressed warm thoughts about Samarkand in their works.

Today, Samarkand attracts tourists not only with its centuries-old historical monuments, but also with its unique natural landscapes. shopping in the markets, visiting the holy shrines, healing and other opportunities. Currently, there are 541 tourist facilities and 157 tour operators in the region. There are 131 hotels and 93 guest houses with a capacity of 6,100 guests at a time. 209 tourist vehicles and 230 escorts-interpreters serve tourists. Until recent years, the proposed routes for tourists were mainly limited to historical monuments and museums in Samarkand. But today in the region the historical-cultural, pilgrimage, ecological, gastronomic, cultural-enlightenment, archeological, health and agrotourism directions of tourism are developing rapidly, and the number of objects in them is growing every year.

In particular, the mausoleum of Islam Karimov, Khoja Abdu Darun, Khoja Abdu Berun, Khoja Ishaqi Vali, Abdurahman ad-Dorimi, Sheikh Khudoydadi Vali, Said Ibrahim Ibn Imam Musa Kozim shrines in Samarkand and other districts and cities of the region have joined the pilgrimage tourism route in recent years. .

Zarafshan National Park in Jambay, Ahalik and Mironkul mountain villages in Samarkand district, Takhtakoracha pass in Urgut and reservoirs and caves in Beshkon, Amankotan, Qoratepa villages, mountainous areas, Sazagon, Masjirlar, Jomorlar, Jom in Nurabad district. , The area around the springs in the villages of Pangat, Qizilbel, Karatash, Jonbulak of Koshrabat, Fozilmon State Forestry is popular with tourists. The establishment of service outlets around these facilities provides employment for the population of the region and provides them with a stable source of income.

The ecotourism center in Zarafshan National Park, Chinaras agro-eco-tourism zone in Bozi mahalla of Samarkand district, and the national pottery workshop in Konigil mahalla are also crowded with tourists.

Until now, the Samarkand gastronomic tourism route consisted mainly of "Samarkand breads" and "Melon Festival", but now they include "Rice Festival", "Oriental Sweets", "Raisin", "Silk Road Bazaar" festivals, "Sweet Festival", Kebab Festival ”and other similar events. It is noteworthy that these festivals are held not only in Samarkand, but also in other districts and cities, which opens a wide way for the development of tourism in all regions of the region.

The analysis showed that the majority of foreign tourists visiting Samarkand are very interested in the rich art and culture of our people, our unique folklore and ethnographic works, as well as our national folk games. Therefore, the Sharq Taronalari International

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Music Festival, concert programs of folk groups in Sherdor and Mirzo Ulugbek madrassahs in Registan Square, performances of Chavqi, Beshkarsak and Sarbozi folk groups in the districts, a 3D show in Registan, El-merosi "National Cultural Theater," Uloq-Kupkari "games, chanting of alla, cradle-laying ceremonies.

In 2019, a new educational tourism was introduced in Samarkand, and the most popular and attractive place for tourists was the Imam Bukhari International Research Center and School of Hadith, built in Payarik district.

In particular, the museum in the international center and its historical exhibits and artifacts, chronologically depicting the life of the great muhaddith Imam Bukhari, naturally captivate and amaze every tourist. Therefore, everyone who comes to Samarkand today, visiting the Imam Bukhari complex, expresses a desire to visit this center and museum.

The work carried out in Samarkand in the field of tourism, the introduction of new routes for tourists, the introduction of new services to the world, the establishment of cooperation with foreign travel agencies and firms are also important factors in the development of the industry. Therefore, the Deputy Governor of Samarkand region for tourism development, officials of the regional department of tourism development and representatives of tourism companies in the region are actively participating in international exhibitions and fairs in various countries. In particular, in 2019, FITUR-2019 in Spain, EMITT-2019 in Turkey, MITT-2019 in Russia, ITB BERLIN-2019 in Germany, Balttour-2019 in Latvia, Arabian Travel Market in the United Arab Emirates. Presentations on the tourism potential and opportunities of Samarkand were held at the exhibitions. Also, the creators of foreign TV channels came to Samarkand and prepared special programs.

It is noteworthy that in 2019, Samarkand became a member of the World Federation of Tourist Cities (WTCF). This means that now Samarkand will undoubtedly find its place among the world's tourist cities and become a major tourist center.

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